



ITEM NO. 14

STAFF REPORT

CITY OF OCEANSIDE

DATE: April 8, 2009

TO: Honorable Mayor and Councilmembers
Chairman and Members of the Community Development Commission

FROM: Economic and Community Development Department

SUBJECT: **ACCEPTANCE OF THE DOWNTOWN OCEANSIDE CORE PARKING USE ANALYSIS REPORT OF FINDINGS AND RECOMMENDATIONS AS UPDATED BY THE PARKING CONSULTANT IN FEBRUARY 2009, AND ADOPTION OF A RESOLUTION TO IMPLEMENT THE RECOMMENDATIONS**

SYNOPSIS

Staff recommends that the City Council and Community Development Commission accept the Downtown Oceanside Core Parking Use Analysis Report of findings and recommendations as updated by the parking consultant in February 2009, and adoption of a resolution to implement the recommendations.

BACKGROUND

In December of 2002, a parking study was prepared for downtown Oceanside by Katz, Okitsu & Associates. This report analyzed the existing conditions and the anticipated changes in parking due to several proposed development projects. In addition, the consultant made several recommendations including the need to provide structure parking adjacent to the Oceanside Transit Center, review shared use parking facilities, and review existing City surface parking lots for potential parking structures.

The City implemented several of these recommendations including completion (in 2006) of the 450-space parking structure. In addition, all development projects have been required to provide their share of parking and the City is building a new surface parking lot located west of the railroad tracks between Tyson and Oak Streets which will provide 242 parking spaces and a segment of the Coastal Rail trail bike path. The City will also be pursuing the addition of 450 public parking spaces on Lot 23 just east of the railroad tracks three blocks north of the Transit Center parking lot.

ANALYSIS

In 2008, staff hired Urban Place Consulting Group Inc. (parking consultant) to determine current parking demands in Downtown Oceanside. In addition, the consultant facilitated two workshops to gain input from local merchants, employees and residents. As a result

of the two workshops, the consultant made some short-term recommendations based on how existing parking was currently being utilized by patrons, as well as a comprehensive inventory of existing signage and regulations.

The consultant examined parking tendencies during the hours of 10:00 a.m. to 10:00 p.m. both mid-week and on weekends. The study area consisted of 32 City blocks, split into Area A, east of Coast Highway, and Area B, west of Coast Highway. The study determined the percentage of public parking spaces being utilized during a 12-hour period as well as the amount of parking "abuse".

Based upon the analysis, the consultant made several recommendations for employee parking which creates approximately 100 new long-term spaces either unrestricted or four-hour and to create an employee parking guide. Staff recommends the following changes:

1. Replacing parallel parking with diagonal parking:
 - Both sides of Civic Center and Seagaze from Horne Street to Coast Highway
 - Both sides of Pier View Way from Horne to Ditmar
 - Both sides of Seagaze from Horne Street to Coast Highway
 - Both sides of Civic Center from Tremont to Cleveland
2. Change the two-hour parking restriction to un-restricted in the following locations:
 - Both sides of Civic Center from Tremont to Cleveland
3. Change the two-hour parking restriction to four-hour in the following locations:
 - Lot No. 34 (southeast corner of Pier View Way and Tremont Street)
 - Both sides of Cleveland Street from Civic Center to Pier View Way

In addition, the consultant came up with several recommendations for customer parking. Several of these recommendations came after meeting with several of the downtown merchants. Staff would recommend the following changes:

1. Change one-hour parking to two-hour parking and change the signage to be from 9:00 a.m. to 6:00 p.m. in the following locations:
 - South side of Seagaze from Coast Highway to Tremont Street
 - East side of Cleveland Street from Pier View Way to Mission Avenue
 - Both side of Tremont Street from Pier View Way to Mission Avenue
 - West side of Coast Highway from Pier View Way to Mission
2. Keep the one-hour parking on Mission Avenue from Coast Highway to Cleveland, but change the signage to 9:00 a.m. to 9:00 p.m. seven days a week

3. Add two fifteen-minute “Green Zones” at the following locations seven days a week, 9:00 a.m. to 9:00 p.m.:
 - North side of Pier View Way just east of Cleveland
 - North side of Pier View Way just east of Tremont
 - West side of Tremont Street just south of Pier View Way
4. Add two five-minute loading-zone spaces on the west side of Coast Highway in front of the Brooks Theatre seven days a week.

In addition, one of the comments was that the signage was too complicated; therefore, the recommendation would be to change all of the on-street signage that currently says 8:00 a.m. to 5:00 p.m. to 9:00 a.m. to 6:00 p.m. to be consistent throughout the downtown area. The off-street parking on lot No.'s 32 and 33 time frames would still remain the same at 8:00 a.m. to 4:00 p.m.

The consultant also recommended that the City develop a signage/way-finding system for Downtown Oceanside to make it easier for customers to find public parking. In addition, some longer term solutions included the following:

- Increasing downtown security;
- Creation of a Downtown Parking District;
- Valet parking program;

City staff will be looking into hiring a consultant to assist with creating a signage and way-finding system in the downtown; however, the parking signage will be changed immediately.

With the installation of the new street lights in the Sunset Market area, several of the downtown merchants have commented that the additional lighting has enhanced the sense of security. City staff is looking into several State and Federal grants to replace the lights within the downtown area, with more enhanced and efficient lighting which will add a cleaner brighter light.

Some of the other longer term recommendations will be considered as the downtown continues to develop and there is a greater demand for some of these programs; and/or with the creation of a business improvement district.

FISCAL IMPACT

The estimated cost is approximately \$15,000 and would be available from the Redevelopment Capital Improvement Budget for Walkable Communities Phase 2, # 591.848886.

COMMISSION OR COMMITTEE REPORT

The Traffic Commission reviewed the proposed changes at its meeting on March 17, 2009; however they did not have a quorum and they did suggest consideration of back-in angled parking.

The Redevelopment Advisory Committee reviewed the proposed changes at its meeting on March 25, 2009 and voted 7-0 in support of staff's recommendations.

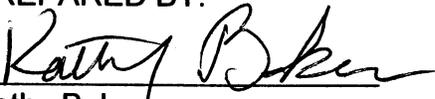
CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff recommends that the City Council and Community Development Commission accept the Downtown Oceanside Core Parking Use Analysis Report of findings and recommendations as updated by the parking consultant in February 2009, and adoption of a resolution to implement the recommendations.

PREPARED BY:


Kathy Baker
Redevelopment Manager

SUBMITTED BY:


Peter Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager
Jane McVey, Economic & Community Development Director
David DiPerro, City Traffic Engineer
Terri Fero, Financial Services Director



ATTACHMENTS/EXHIBITS:

1. Downtown Oceanside Core Parking Use Analysis
2. Resolution
3. Parking exhibits

1 RESOLUTION NO.

2 A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
3 OCEANSIDE ESTABLISHING DIAGONAL PARKING AND
4 CERTAIN TRAFFIC CONTROLS WITHIN THE DOWNTOWN
5 AREA OF THE CITY OF OCEANSIDE

6 (Parking Time Limits and Replace Parallel Parking with Diagonal Parking)

7 WHEREAS, based on staff recommendation, this Council finds it is in the public interest
8 to replace parallel parking with diagonal parking and change parking time limits both within
9 the downtown area; and

10 WHEREAS, the California Vehicle Code Section 22503 and Oceanside Traffic Code
11 Section 10.17 allow the City to establish angle parking on local roadways; and

12 WHEREAS, due to recent development as well as increasing numbers of visitors to the
13 downtown and beach areas, there is need to increase the number of public parking spaces in
14 various locations throughout downtown by converting existing parallel parking spaces to
15 diagonal parking spaces; and

16 WHEREAS, due to the changing dynamics of the commercial area of downtown there is
17 a need to change the current parking restrictions to better accommodate both visitors and
18 merchants downtown; and

19 NOW, THEREFORE, the City Council of the City of Oceanside does resolve as follows:

20 SECTION 1: Replace parallel parking with diagonal parking in the following locations:

- 21 a. Both sides of Civic Center Drive from Horne Street to Coast Highway;
22 b. Both sides of Pier View Way from Horne Street to Ditmar Street;
23 c. Both sides of Seagaze Drive from Horne Street to Coast Highway;

24 SECTION 2: Remove the two-hour parking restriction on the south side of Civic Center
25 Drive from Tremont Street to Cleveland Street;

26 SECTION 3: Change the two-hour parking to four-hour parking and change the time
27 limit from 8:00 a.m. to 9:00 p.m. to 9:00 a.m. to 6:00 p.m., except Sundays and holidays at the
28 following locations:

- a. Lot No. 34 (southeast corner of Pier View Way and Tremont Street);
- b. Both sides of Cleveland Street from Civic Center Drive to Pier View Way;

SECTION 4: Change one-hour parking to two-hour parking and change the time limit from 8:00 a.m. to 9:00 p.m. 9:00 a.m. to 6:00 p.m., everyday at the following locations:

- a. South side of Seagaze Drive from Coast Highway to Tremont Street;
- b. Both sides of Tremont Street from Pier View Way to Mission Avenue;
- c. West side of Coast Highway from Pier View Way to Mission Avenue;
- d. East side of Cleveland Street from Pier View Way to Mission Avenue;

SECTION 5: Change the time limit from 8:00 a.m. to 9:00 p.m. everyday to 9:00 a.m. to 9:00 p.m. everyday for the one-hour parking on the north side of Mission Avenue from Coast Highway to Cleveland Street;

SECTION 6: Establish a “15-Minute Parking Zone” effective 9:00 a.m. to 9:00 p.m. everyday at the following locations:

- a. North side of Pier View Way beginning 32-feet east of the centerline of Cleveland Street and ending 58-feet east of said centerline;
- b. North side of Pier View Way beginning 40-feet east of the centerline of Tremont Street and ending 64-feet west of said centerline;
- c. West side of Tremont Street beginning 110 feet south of the centerline of Pier View Way and ending 134-feet south of said centerline;

SECTION 7: Establish a “5-Minute Passenger Loading Zone” on the west side of Coast Highway beginning 100-feet south of the centerline of Pier View Way and ending 140-feet south of said centerline;

SECTION 8: Change the parking time limits from 8:00 a.m. to 5:00 p.m. to 9:00 a.m. to 6:00 p.m. on all streets west of Interstate-5 and north of Wisconsin Street to Harbor Drive;

//////////

//////////

//////////

//////////

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28

SECTION 9: Staff is directed to affect the foregoing controls as soon as possible.

PASSED AND ADOPTED by the City Council of the City of Oceanside, California,
this _____ day of _____, 2009, by the following vote:

- AYES:
- NAYS:
- ABSENT:
- ABSTAIN:

MAYOR OF THE CITY OF OCEANSIDE

ATTEST:

CITY CLERK

APPROVED AS TO FORM:


CITY ATTORNEY



Downtown Oceanside Core Parking Use Analysis

Report of Findings And Recommendations

**Updated
February 2009**

BACKGROUND

Parking is the most often raised topic in discussions of downtown issues. Parking is also the most often misunderstood issue in trying to sort out all of the elements that affect the economic health of a downtown. Too often parking decisions are made based upon perceptions of parking as opposed to the reality of parking.

Downtown Oceanside is no exception to having parking as an issue. In order to get a better understanding of the parking issues facing downtown Oceanside two parking workshops were held in April of 2008. Participants at the workshops were asked to identify parking issues that impacted their business, job or residence. The participants were divided into user groups of downtown business owners, downtown employees, downtown residents and others and then asked to set priorities for the issues that were important to them. The results of the workshops are included in this report as Exhibit A.

The following short term recommendations were developed based upon the outcome of the parking workshops:

Short Term

1. Conduct a study of the on street parking in the commercial core. This study would look at how on street parking is being used on a block by block basis and what types of business uses are on each block. The product of this study would be recommendations to change parking restrictions, time limits, loading zones, etc. to better serve the needs of the businesses.
2. As a part of the on street study, inventory existing parking regulatory signage and make recommendations to as to new clear, accurate signage where needed.
3. Develop a signage wayfinding system to direct users to public parking facilities. Included in this system would be branding of the parking system and clear signage at each lot stating the rules and regulations.
4. Conduct additional research into the employee parking issue and develop recommendations to meet the needs of the businesses and employees.



Urban Place Consulting was asked to fulfill the following scope of work in order to address the majority of the short term recommendations:

Conduct an on-street parking use analysis in the core area of downtown Oceanside. The area to be studied is bounded on the north by Civic Center Drive, on the west by the railroad tracks, on the south by Seagaze Drive and on the east by Nevada Street.

The product of the study will be a block by block analysis of parking use for each block. The analysis will determine the extent of downtown parking by merchants and employees. It will determine the number and percentage of occupied spaces for each street segment at intervals throughout the business day. Parking use observations will be conducted from 10:00 AM to 10:00 PM both mid week and on a weekend. In addition to the on-street observations, parking occupancy in City parking lots 23, 32, 33, 34, 35 and 36 will be recorded at intervals throughout the business day.

A report will be prepared that includes the following:

- Map of study area detailing number of parking spaces for each street segment
- Parking occupancy counts by street segment and time of day
- Extent of all day parking by merchants and employees
- Recommendations for changes to on-street parking time limits
- Recommendations to increase on-street parking inventory
 - Additional angle parking
 - Changes in no parking zones or loading zones
- Recommendations to better accommodate business needs
 - Theater drop off zones
 - Bus parking/loading zones
- Recommendations on the creation of a valet parking program

I. METHODOLOGY

In order to fulfill the scope of work the following methodology was employed. Each street segment within the study area was observed and maps created that detailed:

- The number and type of parking spaces.
- Parking time limits
- Parking restriction zones, such as red, green or yellow
- Parking signage

On Saturday September 6th and Wednesday September 10th field personnel conducted parking use counts. In order to not only gather data on percent of use for each space, but also to gather data on parking abuse, license numbers were recorded for each parking space. Each parking space was observed at 60 minute intervals from 10:00 am to 10:00 pm. The following report is the result of the parking data gathering.

II. Parking Study Results

For the purposes of this study the study area was divided into 32 blocks, 16 east of Coast Highway (Area A) and 16 west of Coast Highway (Area B). The use study focused on determining two factors for each of the 32 blocks of the study area. The first factor was determining the percent of use each hour during the 12 hour time period each day. The second factor was determining the amount of parking restriction abuse that occurs on each block. Parking restriction abuse is defined as staying beyond the legal time limit.

Area A Findings

Area A is bounded by Coast Highway on the west, Civic Center Drive on the north, Nevada Street on the east and Seagaze on the south. There are 308 on street parking spaces and 314 public off street spaces. Exhibit A contains maps detailing the number and location of parking spaces.

The majority of the on street spaces, 270, are restricted to two hour parking. The remaining 38 have no parking time restriction. The 314 off street parking spaces are not time restricted.

Area A On Street Usage

The highest average usage for the 16 blocks in Area A on Saturday was 67% for the block of Pierview from Ditmar to Coast Highway. The highest average use on Wednesday was 57% on the same block. The block with the lowest average use was the block of Mission between Ditmar and Nevada with 9% on Saturday and 8% on Wednesday. On the Saturday surveyed only 7% of the on street spaces ever had more than 80% occupancy at any hour. On Wednesday only 2% had more than 80% occupancy at any hour. **On the days surveyed there was never a time that parking was difficult to find within one block of any destination in Area A.** For the complete usage results by block and day see Exhibit B.

Area A Parking Restriction Abuse

Parking restriction abuse, staying beyond the legal time limit, was observed in 13 of the 16 blocks in Area A. The block with the most parking abuse was the block of Freeman Street between Mission and Pierview. The block of Pierview between Ditmar and Coast Highway and the block of Mission between Freeman and Coast Highway also had significant parking abuse.

The parking use survey does not determine the exact reason for parking abuse, but experience in downtown parking has shown that there are normally three factors that contribute to parking abuse. First, there is a perception and sometimes the reality that parking enforcement is not consistent and therefore the odds are that a citation will not be issued. The survey did not track how many of these abusers received citations. The second factor at work is usually a need by employees and business owners to park longer than the time limit. The third factor is that there is not enough long term parking either off street or on street within a distance that the employees are willing to walk. **On the days surveyed there was available on street, long term parking available within 2-3 blocks of the areas with the highest parking abuse.** Parking abuse charts and map are included in Exhibit C.



Area B Findings

Area B is bounded by Coast Highway to the east, Seagaze to the south, the railroad track to the west and Civic Center Drive the north. Area B contains 278 on street parking spaces and 573 off street public spaces. The majority of the spaces, 193, are restricted to two hour parking between 8:00 am and 5:00 pm. The remaining 85 spaces are restricted to one hour parking between 8:00 am and 9:00 pm. The off street spaces are either unrestricted, 183 or have a four hour restriction between 8:00 am and 4:00 pm, 315.

Area B On Street Usage

The highest average usage for the 16 blocks in Area B on Saturday was 77% for the block of Cleveland from Seagaze to Mission. The second highest use on Saturday at 75% was the block of Pierview between Tremont and Cleveland. The third highest use on Saturday at 67% was the block of Tremont between Pierview and Mission. The highest average use on Wednesday at 61% was the block of Pierview between Tremont and Cleveland. The block with the lowest average use was the block of Cleveland between Pierview and Mission with 21% on Saturday and 8% on Wednesday. On this block of Cleveland half of the parking spaces are one hour restricted.

On the Saturday surveyed only 18% of the on street spaces ever had more than 80% occupancy at any hour. On Wednesday only 3% had more than 80% occupancy at any hour. Area B has a higher parking usage rate on both Saturdays and Wednesdays then Area A. On Saturday night it was difficult to find parking on Pierview between Coast Highway and Cleveland, on Tremont between Pierview and Mission, on Seagaze between Coast Highway and Cleveland and on Cleveland between Mission and Seagaze. One block beyond these congested parking areas there was parking available. For example the block of Cleveland between Civic Center and Pierview which is just around the corner from the second busiest parking street (Pierview) had a maximum of 37% occupancy on Saturday night.

Area B Off Street Usage

Area B has 573 off street parking spaces and their use varies greatly with the lot location. Lot 32 has the highest use at 79% on Saturday and 30% on Wednesday. The second highest usage is lot 33 at 70% Saturday and 25% Wednesday. Both lots 32 and 33 are virtually full from 5:00 pm on Saturday. Just one block beyond lot 32, lot 23 averages 44% on Saturday and 14% on Wednesday and is at less than 50% capacity on Saturday night.

On the days surveyed there was never a time that parking was difficult to find within two to three blocks of any destination in Area B. For the complete usage results by block and day see Exhibit B.

Area B Parking Restriction Abuse

Parking restriction abuse, staying beyond the legal time limit, was observed in 13 of the 16 blocks in Area B. The block with the most parking abuse was the block of Tremont Street between Mission and Pierview. The block of Seagaze between Tremont and Coast Highway and the block of Pierview between Tremont and Cleveland also had significant parking abuse.

The three reasons for parking abuse that are detailed in the Area A discussion on abuse, enforcement, employee needs and employee parking options are also relevant in Area B. For Area B there is also one additional issue that contributes to the parking abuse and that is the one hour restricted time zones. The highest abuse block, Tremont between Mission and Pierview, which is one hour parking had four times the amount of abuse as compared to another high abuse block, Pierview between Tremont and Cleveland, which is two hour parking.

On the days surveyed there was available on street and off street, long term parking available within 2 blocks of the areas with the highest parking abuse. Parking abuse charts and map are included in Exhibit C.

III. Recommendations

The following recommendations are based upon the findings of the parking use study with additional input from City Staff, Main Street Oceanside, the parking workshops and merchant meetings. Additionally, time was spent observing customer use in the core downtown area.

Addressing Workshop Parking Issues

The number one business issue was closer, long term employee parking.

Recommendations Employee Parking:

1. Create more parking within the downtown core.

By replacing parallel parking with diagonal parking on the following street segments approximately 50-60 new spaces within the core area could be added which would add about 10% more on street parking to the core. Additionally, another 20-25 new spaces would be created just outside the core between Nevada and Horne.

Change parallel parking to diagonal parking at the following locations:

- Civic Center Dr from Cleveland to Tremont, both sides
- Civic Center Dr from Coast Highway to Horne, both sides
- Seagaze from Coast Highway to Horne, both sides
- Pierview from Ditmar to Horne both sides.

2. Create more non-restricted on street parking.

By changing two hour to unrestricted on the following street segments, combined with the addition of parking through adding diagonal parking more long term parking is created for downtown employees.

- Civic Center Dr. south side Cleveland to Tremont

3. Create four hour parking restrictions on street and off street.

By having more four hour parking areas, night shift employees who begin work after 2:00 pm would not need to move their cars during their work period. Day shift employees would only need to move their cars once during their work period. This would be accomplished by changing two hour restrictions to four hour restrictions in the following areas.

- Parking Lot 34
- Cleveland Street between Civic Center Dr and Pierview

4. Develop an employee parking guide.

This simple guide would illustrate the long term parking locations and options that would be available for employee use.

By taking the above steps in addition to the new parking spaces created in the downtown core approximately 100 new long term spaces, either unrestricted or four hour, would be created for employee use.

The number two parking issue raised at the parking workshops was: more lenient parking restrictions in the evening, longer time for customers to park.

Recommendations Customer Parking:

Currently there are 315 parking spaces in lots 32 and 33 which are four hour restricted between 8 am and 4 pm. There are also 183 spaces in lot 23 which are unrestricted all the time. By implementing the changes recommended above 70 spaces are changed from two hour to four hour restriction and approximately 30 spaces are changed to unrestricted creating a total of almost 600 long term parking spaces during the day. Currently most on street parking restrictions end at 5:00 pm.

Merchant Meeting

On December 5th a series of meetings were held with merchants west of Coast Highway. The purpose of these meetings was to finalize the draft recommendations pertaining to one hour/two hour, which were made in the consultant report dated November 5, 2008. The following recommendations are based upon the workshops, use survey and merchant meetings:

Change the following street segments from one hour restrictions to two hour restrictions from 9:00 am to 6:00 pm.

- South side of Seagaze from Coast Highway to Tremont
- East side of Cleveland from Pierview to Mission.
- West side of Coast Highway from Pierview to Mission
- Tremont, both sides, from Pierview to Mission

Maintain the current one hour restriction from 9:00 am to 9:00 pm, seven days a week.

- Mission from Coast Highway to Cleveland

In order to serve the short term needs of specific business uses it was agreed that 15 minute “Green Zones” would be established at three locations within the area west of Coast Highway and one 5 minute “White Passenger Loading Only Zone” two parking spaces in size, would be established.

Create 2 - 15 minute green painted parking places which would be in effect 24 hours a day, 7 days a week, at each of the following locations:

- On the north side of Pierview Way at the corner of Cleveland.
- On the north side of Pierview Way on the north east corner of Tremont.
- On the west side of Tremont south of Pierview Way. The first two parking spaces south of the driveway into the parking lot on the corner of Pierview Way and Tremont.

Create 1-5 minute passenger loading zones, two parking spaces in size, which would be in effect 24 hours a day, 7 days a week, at the following location:

- On the west side of Coast Highway between Pierview Way and Mission Avenue in front of the theater create a zone two parking places long.

Additional General Recommendations

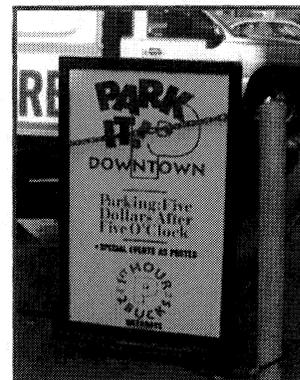
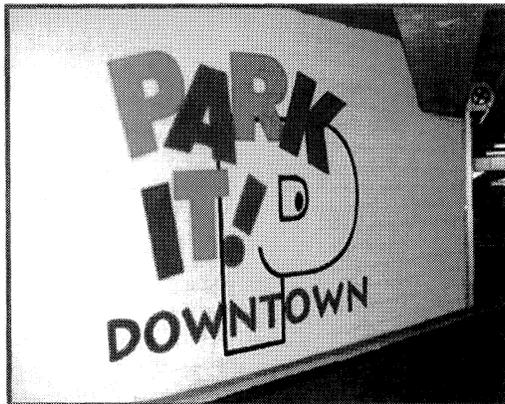
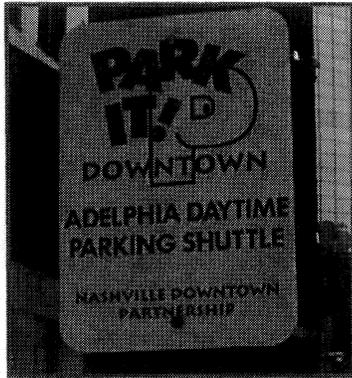
The following recommendations are based on the use study, parking workshops, merchant meetings and our observations of downtown activity.

Parking Restriction Time Period: In order to more closely align the parking restriction time period with actual usage and business hours in downtown it is recommended that time restrictions begin at 9:00 am and end at 6:00 pm. This is a change from the current 8:00 am to 5:00 pm. This would also more closely align Oceanside with other beach communities. There would be no change in parking lots 32 and 33 which would remain at 8:00 am to 4:00 pm.

Parking Signage: We strongly recommend the development of a signage/wayfinding system that has parking signage as a major component. The development of this system could be in phases:

- Immediately update all of the downtown parking signs to reflect the changes recommended in this report.
- Short-term develop signage that brands the parking system and makes it easy for customers to find parking.
- Short-term create signage that clearly defines the rules for each parking location and is posted in clearly visible locations at parking lot entrances.
- Mid-term would be developing a wayfinding system for all of Oceanside west of the freeway that connects all of the destinations and makes Oceanside an easy place to visit and park.

The following pictures illustrate how Nashville Tennessee branded their parking system and leveraged the brand in different ways.



Parking District: We strongly recommend that the City of Oceanside create a downtown parking district and a parking authority to oversee the district. It is also a strong recommendation that a parking enterprise fund be established to insure that parking revenue is reinvested within the parking district. The establishment of a parking district will allow the City to be proactive in addressing future downtown parking needs and insure that there will be resources available to meet those needs. The parking district will also make it easier for the City to be more creative and use new approaches in addressing downtown parking issues. The parking district would play an important role in the development of plans to meet the long term parking needs in downtown.



The parking district would also become an important partner with the City and Main Street Oceanside in increasing safety in downtown.

Valet Parking: Currently there is not a strong need for a centralized valet parking program in the downtown core. Two factors lead to this conclusion. First, the parking analysis determined that there is convenient and available parking within 2-3 blocks of any destination even on the busiest nights. Secondly, for valet parking to be financially viable there would need to be revenue of \$5-\$7 dollars per car. This revenue either comes from the customer or is underwritten by the businesses. Because all parking in the core is currently free and is available we don't believe either the businesses or customers would be willing to financially support a valet parking program.

There is a need for a valet program that serves individual businesses that are willing to financially support such a program and that have a customer base that will financially support valet parking. It is recommended that the City develop a valet parking ordinance that enables individual businesses to establish a valet parking program within strict guidelines.

Increased Downtown Security:

Improved lighting in the public area is an important element of increasing both the reality and perception of safety in the downtown. The City has installed new street lights on Pierview from Coast Highway to Cleveland and on Tremont from Mission to Civic Center. This new brighter lighting has greatly increased the sense of safety in the core of Area B. We recommend that the City continue to enhance the lighting in other areas of downtown focusing on employee parking areas and other high use areas.

The City and Main Street Oceanside should explore options to add an increased level of security in the core of downtown during the high use periods. Downtowns in other cities have used a combination of increased police walking patrols funded by the city and a downtown ambassador force funded through a Business Improvement District to successfully address safety issues.

IV. Summary

Downtown Oceanside does not currently have serious parking issues.

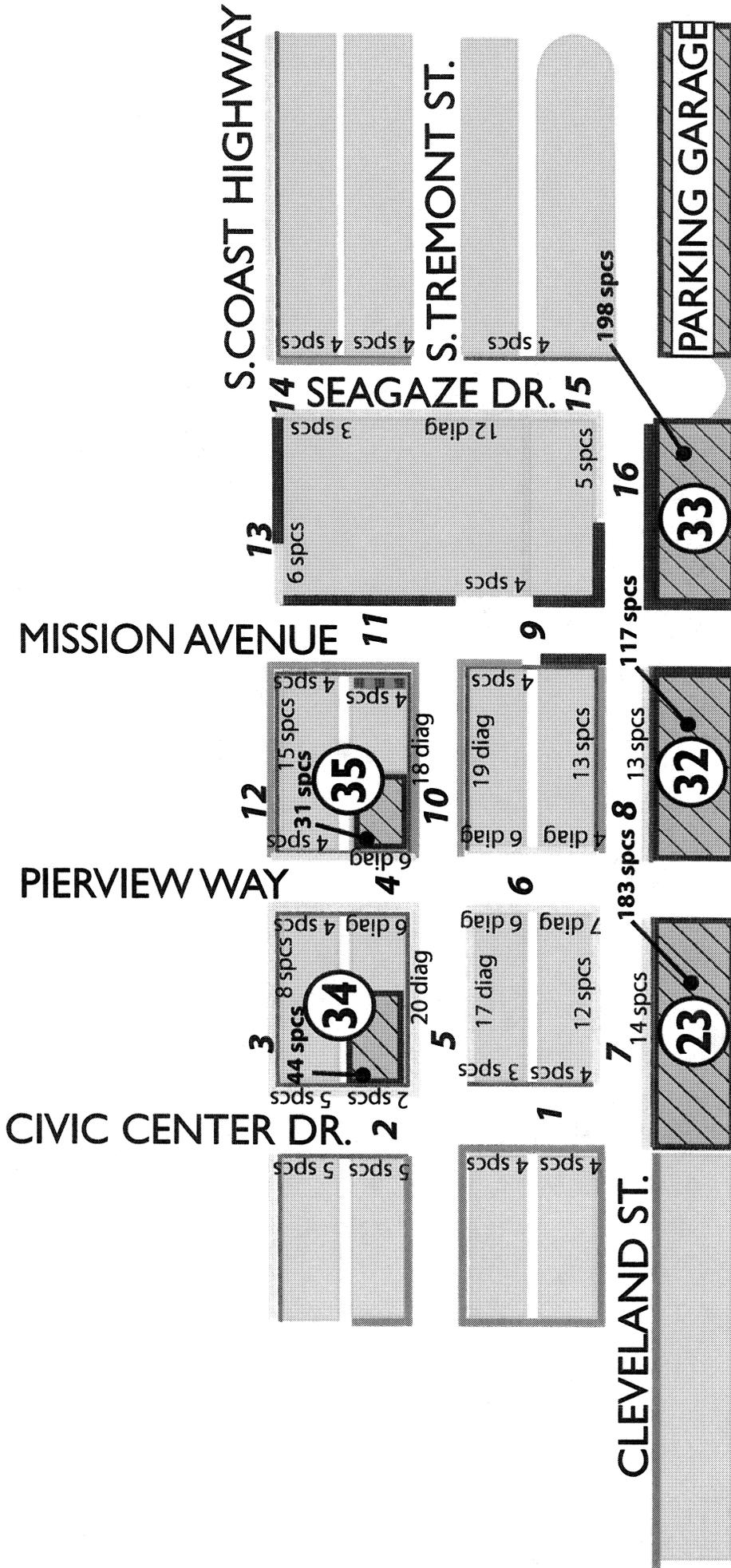
The usage study determined that on both weekdays and weekends there is currently enough parking to support the current businesses and to grow businesses in the downtown. There are parking challenges during some high use summer weekends. However, downtown will face real parking issues that will impact downtown businesses and the ability to grow business in the downtown as the planned downtown developments are built and occupied.

The recommendations made in this report address the current parking needs, but will need to be reevaluated on an annual basis. Downtown is a dynamic place. Parking in downtown is a dynamic issue that must be organized and managed in a way that provides flexibility to be proactive in meeting future parking needs. The recommendation to establish a parking district addresses this need to be proactive.



Area A
 On Street Parking-308
 Off Street Parking-40
 Block Numbers = 1-16

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- ▨ 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- ▨ 2 HOUR PARKING - 8AM - 5PM MON-SAT
- ▨ RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAYS)
- ▨ 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- ▨ 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE



Area B

On Street Parking-278
Off Street Parking-573

Block Numbers = 1-16

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- 2 HOUR PARKING - 8AM - 5PM MON-SAT
- RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAYS)
- 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE

Exhibit A

Issues Ranked by Total Priority

Oceanside Parking Workshops

ISSUE	Business	Resident	Employee	Other	Total	Both Meetings
Employee Parking (long term) (Closer)	14	1	19	1	35	Yes
More Leniant Parking Restriction In Evening	6	13	1	0	20	
Need Longer Time For Customers Too Park	6	0	9	1	16	
Inacurrate & Unclear Parking Signage, Sweeper Signage, Curb Security, Need Security Patrol	3	3	7	1	14	Yes
Shorter Sunday Parking Coast Hgwy & Mission	11	0	0	1	12	
On-street Parking before 6:00 am	11	0	1	0	12	Yes
Long Term Overnight Parking	8	0	1	0	9	Yes
Inconsistent Parking Restrictions	1	3	3	1	8	Yes
Increase Mass Transit/Bicycle/Walking	2	0	4	0	6	Yes
Poor Lighting, Parking Lots and Pedestrian Walks	0	4	0	1	5	
On-street Short Term Parking 1hr (Pier View Café)	2	0	3	0	5	
Event Parking In Neighborhoods	5	0	0	0	5	
Parking In Alleys	3	1	0	0	4	
Seasonal Beach Parking	2	0	0	1	3	
NCTD Lot Limited Hours	0	0	0	2	2	
Residents Parking On-street	0	1	0	1	2	
Need Valet Parking For Hotels & Restaurants	0	0	2	0	2	
More Bicycle Parking	0	2	0	0	2	
Too Leniant Parking During Evening Market	2	0	0	0	2	Yes
Misuse of Strand Loading Zones	0	0	0	1	1	Yes
Change Machines for Meters	0	0	0	1	1	
Non Conforming Businesses (don't provide parking)	0	0	1	0	1	Yes
Oversized Vehicle Parking (24 hour)	0	1	0	0	1	
Vehicles Per Unit	0	1	0	0	1	
Movie Theater/Event Parking Time Limits Too Short	0	1	0	0	1	
No Small Car Parking	1	0	0	0	1	
Signage for Events/Road Blockage	0	0	0	0	0	Yes
City Parking Passes Abused	0	0	0	0	0	
Loading/Drop Off Zones for Theaters	0	0	0	0	0	Yes
Tour Bus & School Bus Parking Area	0	0	0	0	0	Yes
Shared Use on Sundays (City hall garage)	0	0	0	0	0	
Knowing Where To Park	0	0	0	0	0	

Exhibit B

Occupancy/Vacancy Ratio		10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Use
Area A														
Saturday/Wednesday														
Block 1														
Total Legal Spaces	9	9	9	9	9	9	9	9	9	9	9	9	9	9
Saturday Occupied Spaces	7	9	5	6	6	3	2	0	0	0	0	0	0	43
% Occupied	78%	100%	56%	67%	67%	33%	22%	0%	0%	0%	0%	0%	0%	40%
Wednesday Occupied Spaces	6	3	4	6	6	3	4	4	3	4	4	1	0	40
% Occupied	67%	33%	44%	67%	67%	67%	33%	44%	33%	44%	44%	11%	0%	37%
Block 2														
Total Legal Spaces	25	25	25	25	25	25	25	25	25	25	25	25	25	25
Saturday Occupied Spaces	16	15	12	13	14	7	10	12	8	6	6	6	5	124
% Occupied	64%	60%	48%	52%	56%	28%	40%	48%	32%	24%	24%	24%	20%	41%
Wednesday Occupied Spaces	16	17	16	17	16	16	13	7	5	4	4	6	5	122
% Occupied	64%	68%	64%	68%	0%	64%	52%	28%	20%	16%	24%	24%	20%	41%
Block 3														
Total Legal Spaces	10	10	10	10	10	10	10	10	10	10	10	10	10	22
Saturday Occupied Spaces	0	3	0	2	2	0	1	7	3	4	0	0	0	18%
% Occupied	0%	30%	0%	20%	20%	0%	10%	70%	30%	40%	0%	0%	0%	27
Wednesday Occupied Spaces	6	5	3	5	3	3	3	2	0	0	0	0	0	23%
% Occupied	60%	50%	30%	50%	0%	30%	30%	20%	0%	0%	0%	0%	0%	
Block 4														
Total Legal Spaces	13	13	13	13	13	13	13	13	13	13	13	13	13	52
Saturday Occupied Spaces	4	4	3	4	3	8	3	11	4	8	0	0	0	33%
% Occupied	31%	31%	23%	31%	23%	62%	23%	85%	31%	62%	0%	0%	0%	28
Wednesday Occupied Spaces	5	5	3	4	4	4	2	2	1	1	1	1	0	18%
% Occupied	38%	38%	23%	31%	0%	31%	15%	15%	8%	8%	8%	8%	0%	
Block 5														
Total Legal Spaces	22	22	22	22	22	22	22	22	22	22	22	22	22	97
Saturday Occupied Spaces	0	3	1	5	6	18	11	20	17	16	0	0	0	37%
% Occupied	0%	14%	5%	23%	27%	82%	50%	91%	77%	73%	0%	0%	0%	

Area A		10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Use
Wednesday Occupied Spaces		11	6	4	6		2	2	6	4	7	4	3	54
% Occupied		50%	27%	18%	27%	0%	9%	27%	18%	32%	18%	14%	5%	20%
Block 6														
Total Legal Spaces		20	20	20	20	20	20	20	20	20	20	20	20	21
Saturday Occupied Spaces		2	6	4	5	2	2	0	0	0	0	0	0	9%
% Occupied		10%	30%	20%	25%	10%	10%	0%	0%	0%	0%	0%	0%	20
Wednesday Occupied Spaces		1	4	3	3		4	2	2	0	1	0	0	8%
% Occupied		5%	20%	15%	15%	0%	20%	10%	10%	0%	5%	0%	0%	20
Block 7														
Total Legal Spaces		22	22	22	22	22	22	22	22	22	22	22	22	53
Saturday Occupied Spaces		5	6	5	9	7	5	3	5	2	2	2	2	20%
% Occupied		23%	27%	23%	41%	32%	23%	14%	23%	9%	9%	9%	9%	70
Wednesday Occupied Spaces		4	5	11	6		10	7	6	2	2	11	6	27%
% Occupied		18%	23%	50%	27%	0%	45%	32%	27%	9%	50%	27%	9%	27%
Lot 36														
Total Legal Spaces		40	40	40	40	40	40	40	40	40	40	40	40	227
Saturday Occupied Spaces		16	22	29	27	27	20	16	19	19	13	9	10	47%
% Occupied		40%	55%	73%	68%	68%	50%	40%	48%	48%	33%	23%	25%	302
Wednesday Occupied Spaces		38	38	38	37		38	16	12	20	25	25	15	63%
% Occupied		95%	95%	95%	93%	0%	95%	40%	30%	50%	63%	63%	38%	302
Block 8														
Total Legal Spaces		14	14	14	14	14	14	14	14	14	14	14	14	26
Saturday Occupied Spaces		5	3	7	4	1	2	1	0	1	2	0	0	15%
% Occupied		36%	21%	50%	29%	7%	14%	7%	0%	7%	14%	0%	0%	67
Wednesday Occupied Spaces		6	6	4	5		4	4	3	3	9	11	7	40%
% Occupied		43%	43%	29%	36%	0%	29%	21%	21%	64%	64%	79%	50%	40%
Block 9														
Total Legal Spaces		28	28	28	28	28	28	28	28	28	28	28	28	97
Saturday Occupied Spaces		7	12	10	7	13	10	11	10	4	7	4	2	29%
% Occupied		25%	43%	36%	25%	46%	36%	39%	36%	14%	25%	14%	7%	29%
Wednesday Occupied Spaces		7	12	8	5		8	12	11	15	20	20	12	130

Area A	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Use	
	% Occupied	25%	43%	29%	18%	0%	29%	43%	39%	54%	71%	71%	43%	39%
Block 10														
Total Legal Spaces	19	19	19	19	19	19	19	19	19	19	19	19	19	130
Saturday Occupied Spaces	10	12	10	14	10	10	9	12	10	14	10	10	9	57%
% Occupied	53%	63%	53%	74%	53%	53%	47%	63%	53%	74%	53%	47%	47%	85
Wednesday Occupied Spaces	8	8	9	6		11	13	11	7	6	4	2	2	37%
% Occupied	42%	42%	47%	32%	0%	58%	68%	58%	37%	32%	21%	11%	11%	
Block 11														
Total Legal Spaces	21	21	21	21	21	21	21	21	21	21	21	21	21	165
Saturday Occupied Spaces	16	17	16	14	15	14	19	14	14	13	7	7	6	65%
% Occupied	76%	81%	76%	67%	71%	67%	90%	67%	67%	62%	33%	29%	29%	96
Wednesday Occupied Spaces	8	12	11	10	8	8	11	10	6	9	7	4	4	38%
% Occupied	38%	57%	52%	48%	0%	38%	52%	48%	29%	43%	33%	19%	19%	
Block 12														
Total Legal Spaces	43	43	43	43	43	43	43	43	43	43	43	43	43	348
Saturday Occupied Spaces	42	20	31	36	35	24	33	35	41	28	16	7	7	67%
% Occupied	98%	47%	72%	84%	81%	56%	77%	81%	95%	65%	37%	16%	16%	294
Wednesday Occupied Spaces	27	34	21	34		30	31	20	28	32	24	13	13	57%
% Occupied	63%	79%	49%	79%	0%	70%	72%	47%	65%	74%	56%	30%	30%	
Block 13														
Total Legal Spaces	10	10	10	10	10	10	10	10	10	10	10	10	10	68
Saturday Occupied Spaces	9	6	5	7	7	5	8	5	7	5	2	2	2	57%
% Occupied	90%	60%	50%	70%	70%	50%	80%	50%	70%	50%	20%	20%	20%	37
Wednesday Occupied Spaces	7	4	4	2		3	4	8	3	1	0	1	1	31%
% Occupied	70%	40%	40%	20%	0%	30%	40%	80%	30%	10%	0%	10%	10%	
Block 14														
Total Legal Spaces	19	19	19	19	19	19	19	19	19	19	19	19	19	77
Saturday Occupied Spaces	7	8	10	10	4	4	4	4	9	6	8	3	3	34%
% Occupied	37%	42%	53%	53%	21%	21%	21%	21%	47%	32%	42%	16%	16%	80
Wednesday Occupied Spaces	10	9	10	9		8	5	4	5	9	7	4	4	
% Occupied	53%	47%	53%	47%	21%	21%	21%	21%	25%	47%	37%	16%	16%	

Area A	10:30-11:30		11:30-12:30		12:30-1:30		1:30-2:30		2:30-3:30		3:30-4:30		4:30-5:30		5:30-6:30		6:30-7:30		7:30-8:30		8:30-9:30		9:30-10:30		Average Use
	11:30	53%	12:30	47%	1:30	53%	2:30	47%	3:30	0%	4:30	42%	5:30	26%	6:30	21%	7:30	26%	8:30	47%	9:30	37%	10:30	21%	
% Occupied																									35%
Block 15																									
Total Legal Spaces	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	28
Saturday Occupied Spaces	0	2	4	3	2	4	3	2	2	2	2	2	1	4	2	4	2	2	5	5	2	2	1	1	39%
% Occupied	0%	33%	67%	50%	33%	67%	50%	33%	33%	33%	33%	33%	17%	67%	33%	67%	33%	33%	83%	33%	33%	33%	17%	0	29
Wednesday Occupied Spaces	3	3	3	3	3	3	3	3	3	3	3	5	3	4	4	3	3	3	1	1	1	1	0	0	40%
% Occupied	50%	50%	50%	50%	50%	50%	50%	50%	0%	83%	83%	50%	50%	67%	50%	67%	50%	50%	17%	17%	17%	17%	0%	0	
Block 16																									
Total Legal Spaces	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	53
Saturday Occupied Spaces	8	5	5	2	4	5	2	4	2	4	2	2	6	3	5	3	5	6	6	4	4	4	3	3	28%
% Occupied	50%	31%	31%	13%	25%	31%	13%	25%	13%	25%	13%	13%	38%	19%	31%	19%	31%	38%	38%	25%	25%	19%	19%	68	
Wednesday Occupied Spaces	5	4	6	12	6	4	6	12	6	6	6	6	7	4	8	4	8	7	7	7	7	7	2	2	35%
% Occupied	31%	25%	38%	75%	38%	25%	75%	0%	38%	0%	38%	44%	44%	25%	50%	25%	50%	44%	44%	44%	44%	44%	13%	2	

Occupancy/Vacancy Ratio		10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Occupancy
Area B														
Saturday/Wednesday														
Block 1														
Total Legal Spaces		15	15	15	15	15	15	15	15	15	15	15	15	15
Saturday Occupied Spaces		5	7	6	6	6	6	3	4	4	5	4	3	30%
% Occupied		33%	47%	40%	40%	40%	40%	20%	27%	27%	33%	27%	20%	20%
Wednesday Occupied Spaces		4	5	5	7	3	3	3	1	1	3	3	4	22%
% Occupied		27%	33%	33%	47%	0%	20%	20%	7%	7%	20%	20%	27%	22%
Block 2														
Total Legal Spaces		17	17	17	17	17	17	17	17	17	17	17	17	17
Saturday Occupied Spaces		9	9	11	7	8	8	6	4	4	4	4	3	34%
% Occupied		53%	53%	65%	41%	47%	0%	35%	24%	24%	24%	24%	18%	27%
Wednesday Occupied Spaces		4	5	6	4	4	4	4	10	4	4	5	5	27%
% Occupied		24%	29%	35%	24%	0%	24%	24%	59%	24%	24%	29%	29%	27%
Lot 34														
Total Legal Spaces		44	44	44	44	44	44	44	44	44	44	44	44	44
Saturday Occupied Spaces		5	7	13	12	13	13	12	8	15	23	9	7	23%
% Occupied		11%	16%	30%	27%	30%	0%	27%	18%	34%	52%	20%	16%	17%
Wednesday Occupied Spaces		6	7	16	9	6	6	7	6	4	11	10	8	17%
% Occupied		14%	16%	36%	20%	0%	14%	16%	14%	9%	25%	23%	18%	17%
Block 3														
Total Legal Spaces		9	9	9	9	9	9	9	9	9	9	9	9	9
Saturday Occupied Spaces		8	7	7	7	5	0	4	7	8	5	2	1	56%
% Occupied		89%	78%	78%	78%	56%	0%	44%	78%	89%	56%	22%	11%	56%
Wednesday Occupied Spaces		4	6	4	7	2	2	6	2	4	4	3	1	40%
% Occupied		44%	67%	44%	78%	0%	22%	67%	22%	44%	44%	33%	11%	40%

Area B	10:30-11:30		11:30-12:30		12:30-1:30		1:30-2:30		2:30-3:30		3:30-4:30		4:30-5:30		5:30-6:30		6:30-7:30		7:30-8:30		8:30-9:30		9:30-10:30		Average Occupancy		
	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30			
Block 4	8	8	8	15								18	18	18													
Total Legal Spaces	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20		
Saturday Occupied Spaces	14	12	15	15	16	16																12	13	15	13		
% Occupied	70%	60%	75%	75%	80%	80%	0%	0%	0%	0%	0%	0%	75%	80%	75%	80%	60%	60%	65%	65%	65%	75%	75%	65%	65%	65%	
Wednesday Occupied Spaces	5	7	8	7																							
% Occupied	63%	88%	100%	47%																							
Lot 35																											
Total Legal Spaces	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	31	
Saturday Occupied Spaces	5	7	16	22	21	21																					
% Occupied	16%	23%	52%	71%	68%	0%	87%	81%	81%	n/a	77%	77%	65%	65%													
Wednesday Occupied Spaces	8	12	11	9																							
% Occupied	26%	39%	35%	29%	0%	0%	23%	26%	26%	42%	42%	42%	42%	42%	42%	48%	55%	55%	45%	45%							
Block 5																											
Total Legal Spaces	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	
Saturday Occupied Spaces	10	19	15	16	10	10																					
% Occupied	27%	51%	41%	43%	27%	0%	41%	70%	70%	54%	49%	49%	49%	49%	49%	46%	46%	38%	38%	41%							
Wednesday Occupied Spaces	10	7	13	9																							
% Occupied	27%	19%	35%	24%	0%	0%	27%	27%	27%	27%	27%	27%	30%	49%	49%	35%	38%	38%	38%	38%	38%	46%	46%	32%	32%	30%	
Block 6																											
Total Legal Spaces	17	19	17	17																							
Saturday Occupied Spaces	14	19	18	17	20	20																					
% Occupied	67%	90%	86%	81%	95%	0%	95%	90%	90%	76%	48%	48%	48%	48%	48%	86%	86%	86%	86%	75%							
Wednesday Occupied Spaces	12	14	11	11																							
% Occupied	71%	74%	65%	65%	0%	0%	57%	81%	81%	76%	57%	57%	57%	57%	57%	67%	67%	57%	57%	61%							
Block 7																											
One illegal incident next to fire hydrant in front of coffee shop, also yellow curb occupied for 2 to 3 hours at one point																											
Total Legal Spaces	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	27	
Saturday Occupied Spaces	7	4	6	10	5	5																					
% Occupied	26%	15%	22%	37%	19%	0%	33%	37%	37%	37%	37%	37%	37%	37%	30%	11%	11%	15%	15%	23%	23%						
Wednesday Occupied Spaces	5	5	4	3																							
% Occupied	19%	19%	15%	11%	0%	0%	22%	22%	22%	22%	22%	22%	11%	22%	22%	15%	15%	15%	15%	15%	30%	11%	11%	7%	7%	15%	15%

Area B		10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Occupancy
Lot 23														
Total Legal Spaces		183	183	183	183	183	183	183	183	183	183	183	183	
Saturday Occupied Spaces		80	87	90	120	121		150	85	100	61	45	38	44%
% Occupied		44%	48%	49%	66%	66%	0%	82%	46%	55%	33%	25%	21%	
Wednesday Occupied Spaces		32	29	38	32		30	36	35	26	18	18	16	14%
% Occupied		17%	16%	21%	17%	0%	16%	20%	19%	14%	10%	10%	9%	
Block 8														
Total Legal Spaces		26	26	26	26	26	26	26	26	26	26	26	26	
Saturday Occupied Spaces		1	0	5	8	12		5	11	3	9	7	4	
% Occupied		4%	0%	19%	31%	46%	0%	19%	42%	12%	35%	27%	15%	21%
Wednesday Occupied Spaces		1	4	2	7		1	1	1	3	5	0	0	
% Occupied		4%	15%	8%	27%	0%	4%	4%	4%	12%	19%	0%	0%	8%
Lot 32														
Total Legal Spaces		117	117	117	117	117	117	117	117	117	117	117	117	
Saturday Occupied Spaces		54	78	115	115	117		117	117	105	95	103	100	
% Occupied		46%	67%	98%	98%	100%	0%	100%	100%	90%	81%	88%	85%	79%
Wednesday Occupied Spaces		17	15	38	50		35	45	40	48	48	45	37	
% Occupied		15%	13%	32%	43%	0%	30%	38%	34%	41%	41%	38%	32%	30%
Block 9														
Total Legal Spaces		8	8	8	8	8	8	8	8	8	8	8	8	
Saturday Occupied Spaces		4	6	5	3	4		3	5	2	2	3	3	
% Occupied		50%	75%	63%	38%	50%	0%	38%	63%	25%	25%	38%	38%	42%
Wednesday Occupied Spaces		1	3	1	5		1	2	1	4	0	2	0	
% Occupied		13%	38%	13%	63%	0%	13%	25%	13%	50%	0%	25%	0%	21%
Block 10														
Total Legal Spaces		37	37	37	37	37	37	37	37	37	37	37	37	
Saturday Occupied Spaces		20	25	29	23	25		27	26	28	29	33	31	
% Occupied		54%	68%	78%	62%	68%	0%	73%	70%	76%	78%	89%	84%	67%
Wednesday Occupied Spaces		9	15	23	18		21	16	17	16	21	26	23	
% Occupied		24%	41%	62%	49%	0%	57%	43%	46%	43%	57%	70%	62%	46%

		10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	Average Occupancy
Area B														
Block 11														
Total Legal Spaces		8	8	8	8	8	8	8	8	8	8	8	8	
Saturday Occupied Spaces		5	4	5	7	7	7	4	7	5	5	2	4	
% Occupied		63%	50%	63%	88%	88%	0%	50%	88%	63%	63%	25%	50%	57%
Wednesday Occupied Spaces		5	4	6	5	5	4	1	4	4	1	2	1	
% Occupied		63%	50%	75%	63%	0%	50%	13%	50%	13%	50%	25%	13%	39%
Block 12														
Total Legal Spaces		15	15	15	15	15	15	15	15	15	15	15	15	
Saturday Occupied Spaces		7	6	11	5	6	8	4	4	4	5	2	4	
% Occupied		47%	40%	73%	33%	40%	0%	53%	27%	27%	33%	13%	27%	34%
Wednesday Occupied Spaces		5	5	5	5	5	4	2	3	5	5	1	1	
% Occupied		33%	33%	33%	33%	0%	27%	13%	20%	33%	33%	7%	7%	23%
Block 13														
Total Legal Spaces		6	6	6	6	6	6	6	6	6	6	6	6	
Saturday Occupied Spaces		3	5	5	5	4	5	4	4	4	4	4	4	
% Occupied		50%	83%	83%	83%	67%	0%	83%	67%	67%	67%	67%	67%	65%
Wednesday Occupied Spaces		1	3	4	3	3	3	3	3	3	2	2	1	
% Occupied		17%	50%	67%	50%	0%	50%	50%	50%	50%	33%	33%	17%	39%
Block 14		several illegal or quasi-legal at 2 marked non spaces during afternoon to evening hours												
Total Legal Spaces		18	18	18	18	18	18	18	18	18	18	18	18	
Saturday Occupied Spaces		5	14	10	8	13	14	14	15	17	14	11	12	
% Occupied		28%	78%	56%	44%	72%	0%	78%	83%	94%	78%	61%	67%	62%
Wednesday Occupied Spaces		5	7	5	6	6	4	9	15	14	10	9	6	
% Occupied		28%	39%	28%	33%	0%	22%	50%	83%	78%	56%	50%	33%	42%
Block 15														
Total Legal Spaces		9	9	9	9	9	9	9	9	9	9	9	9	
Saturday Occupied Spaces		1	0	0	0	6	6	7	6	7	9	8	5	
% Occupied		11%	0%	0%	0%	67%	0%	67%	67%	78%	100%	89%	56%	44%
Wednesday Occupied Spaces		0	1	0	0	0	0	2	4	4	5	8	7	
% Occupied		0%	11%	0%	0%	0%	0%	22%	44%	56%	89%	78%	11%	26%

Area B	10:30-11:30		11:30-12:30		12:30-1:30		1:30-2:30		2:30-3:30		3:30-4:30		4:30-5:30		5:30-6:30		6:30-7:30		7:30-8:30		8:30-9:30		9:30-10:30		Average Occupancy
	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	10:30-11:30	11:30-12:30	12:30-1:30	1:30-2:30	2:30-3:30	3:30-4:30	4:30-5:30	5:30-6:30	6:30-7:30	7:30-8:30	8:30-9:30	9:30-10:30	
Block 16	one illegal parking incident at red curb																								
Total Legal Spaces	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Saturday Occupied Spaces	0	3	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
% Occupied	0%	60%	80%	100%	80%	100%	100%	100%	80%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wednesday Occupied Spaces	1	2	3	2	2	3	2	2	2	2	3	3	4	5	3	5	3	5	3	5	2	2	2	2	2
% Occupied	20%	40%	60%	40%	40%	60%	40%	40%	0%	60%	60%	60%	80%	100%	60%	60%	60%	60%	60%	60%	60%	60%	40%	40%	40%
Lot 33																									
Total Legal Spaces	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198	198
Day 1 Occupied Spaces	36	60	125	105	190	190	195	190	190	190	195	190	190	190	190	190	191	197	193	193	197	193	193	180	180
% Occupied	18%	30%	63%	53%	96%	96%	98%	96%	96%	96%	98%	96%	96%	96%	96%	96%	96%	99%	97%	97%	99%	97%	97%	91%	91%
Day 2 Occupied Spaces	40	40	50	55	55	60	45	42	40	40	45	42	40	40	40	40	40	40	40	40	40	40	40	40	60
% Occupied	20%	20%	25%	28%	28%	30%	23%	21%	20%	30%	23%	21%	20%	20%	20%	20%	20%	43%	40%	40%	43%	40%	40%	30%	30%

77%

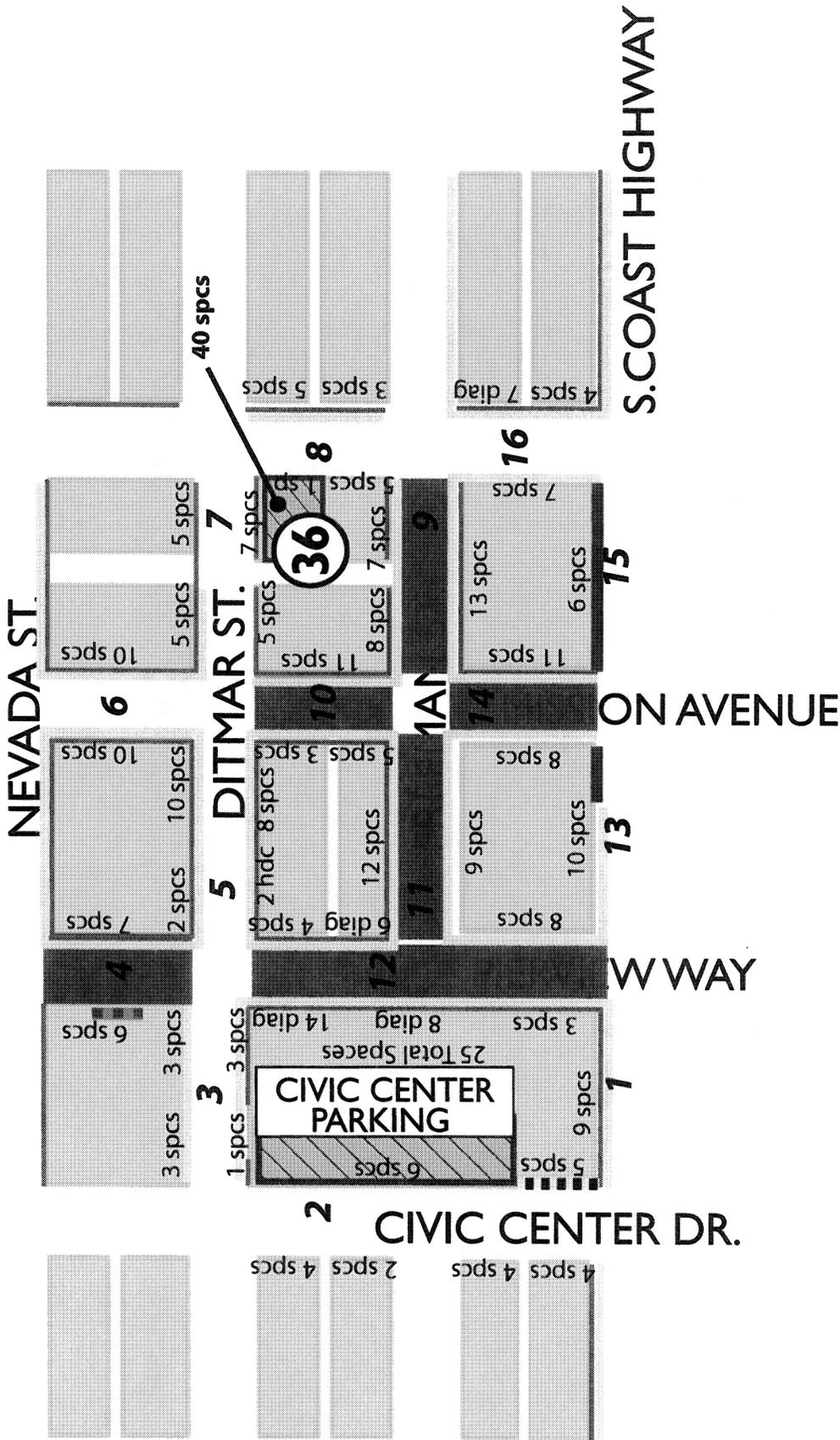
50%

70%

25%



Exhibit C



Area A

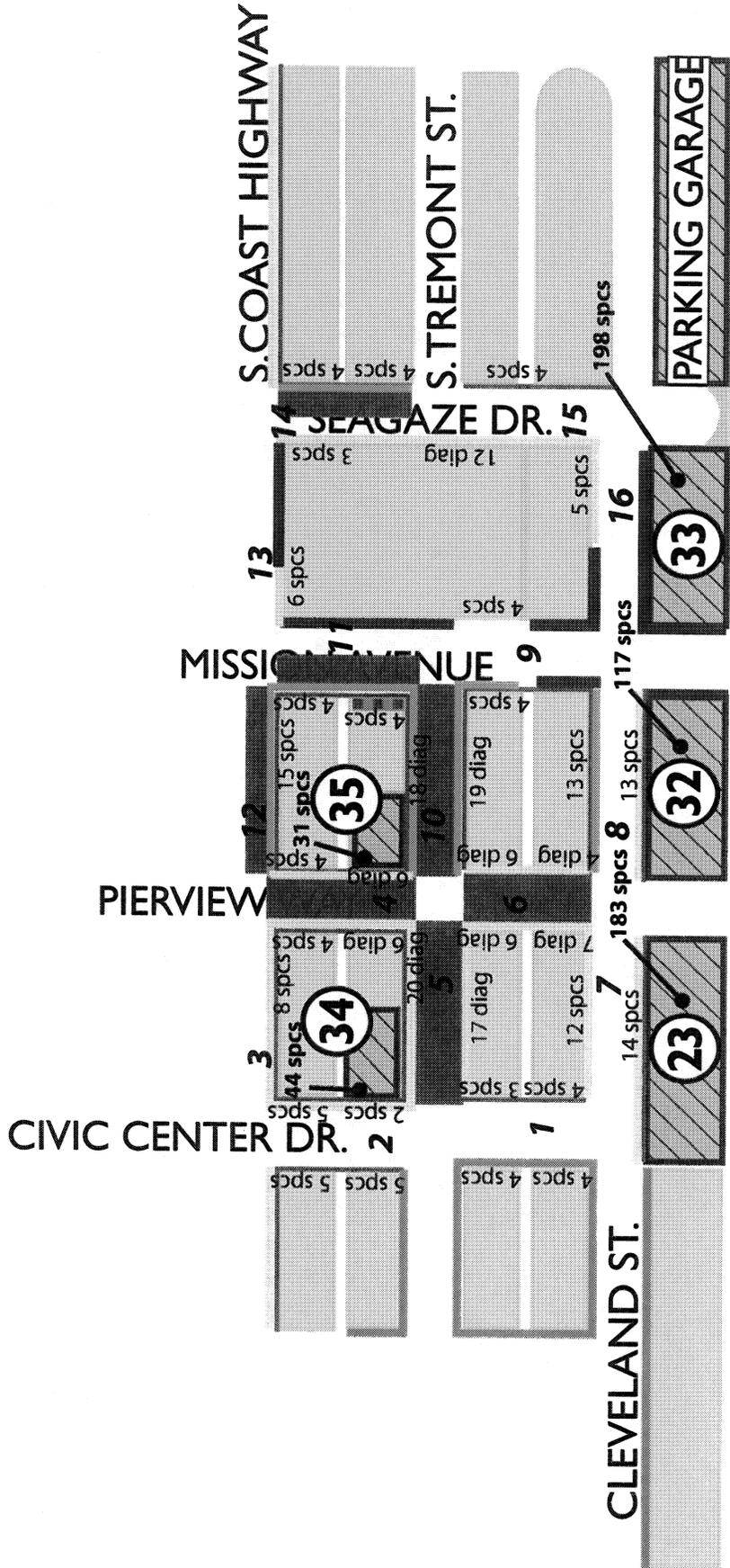
Blocks w/ High Parking
Restriction Abuse

Block Numbers = **1-16**

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- 2 HOUR PARKING - 8AM - 5PM MON-SAT
- RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAY'S)
- 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE

Area A Parking Restriction Abuse

Saturday/Wednesday Time Restrictions	2 hr Block 1	Res. Block 2	2 hr Block 3	2 hr Block 4	2 hr Block 5	2 hr Block 6	2 hr Block 7	2 hr/none Block 8	2 hr Block 9	2 hr Block 10	2 hr Block 11	2 hr Block 12	2 hr Block 13	2 hr Block 14	2 hr Block 15	2 hr Block 16
1-2 hours, 1 space	7	10	2	6	4	1	5	7	10	9	16	38	9	7	1	6
1-2 hours, 2 spaces										2		3	1	1	1	
2-3 hours, 1 space	1	4		2		2	2	1	2	3	6	11		1	2	1
2-3 hours, 2 spaces										1	1			1		
3-4 hours, 1 space				1				1	2	2	5	1	1	2		
3-4 hours, 2 spaces																
3-4 hours, 3 spaces																
4-5 hours, 1 space		1		1				2			1	1		1		1
4-5 hours, 2 spaces																
Greater than 5 hours, 1 space		4		1				1	2	1	1			3		
Greater than 5 hours, 2 spaces									1	1	1			1		



Area B

Blocks w/ High Parking Restriction Abuse

Block Numbers= 1-16

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- 2 HOUR PARKING - 8AM - 5PM MON-SAT
- RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAYS)
- 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE

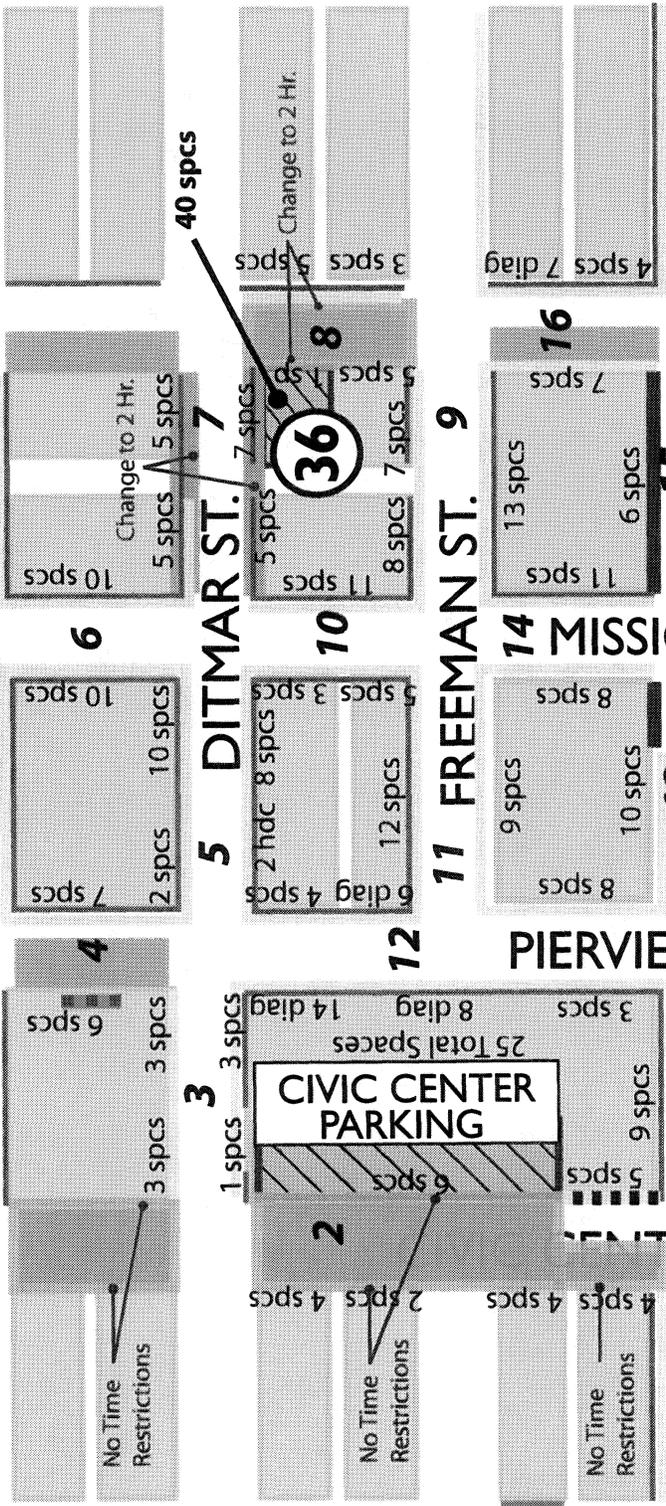
Area B

Saturday/Wednesday

Time Rest/res	res/2 hr	2 hr	2 hr	2 hr	2 hr	2 hr	2 hr	1 hr/2 hr	1 hr/5 min	1 hr	30 min/1 hr	1 hr	2 hr	1 hr/2 hr	2 hr	2 hr
Block 1	Block 2	Block 3	Block 4	Block 5	Block 6	Block 7	Block 8	Block 9	Block 10	Block 11	Block 12	Block 13	Block 14	Block 15	Block 16	
1-2 hours, 3	1	4	14	13	13	6	1	3	44	3	3	1	9	4	1	
1-2 hours, 2 spaces			1	3	3				4	4						
2-3 hours, 1	1	1	5	2	4	3			7	4			3		2	
2-3 hours, 2 spaces	2	1	2	1	1	1			2	1	1					
3-4 hours, 1 space			1	3	3				1	1						
3-4 hours, 2 spaces																
3-4 hours, 3 spaces																
4-5 hours, 1 space	2		1		3						1					
4-5 hours, 2 spaces								1								
4-5 hours, 3 spaces																
4-5 hours, 4 spaces																
Greater than	2	1	4	1	2								2			
Greater than	3		1	1	1								1			

Exhibit D

NEVADA ST.



S. COAST HIGHWAY

11 FREEMAN ST. 9

MISSION AVENUE

PIERVIEW WAY

CENTER DR.

Area A

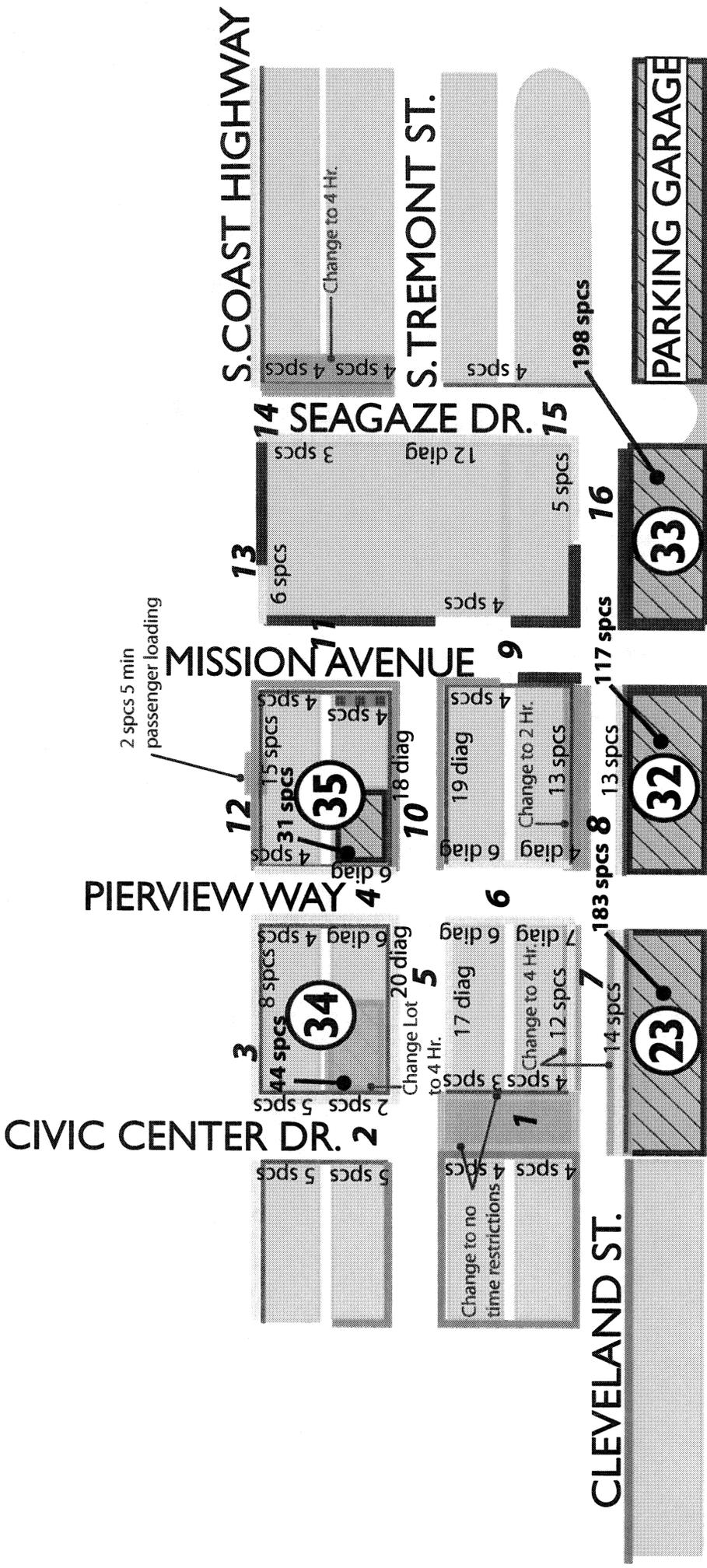
New Diagonal Parking Recommendations

Parking Restriction Recommendations

Parking Rest. & New Diagonal Parking Rec.

Block Numbers = 1-16

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- ▨ 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- ▨ 2 HOUR PARKING - 8AM - 5PM MON-SAT
- ▨ RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAYS)
- ▨ 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- ▨ 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE



Area B

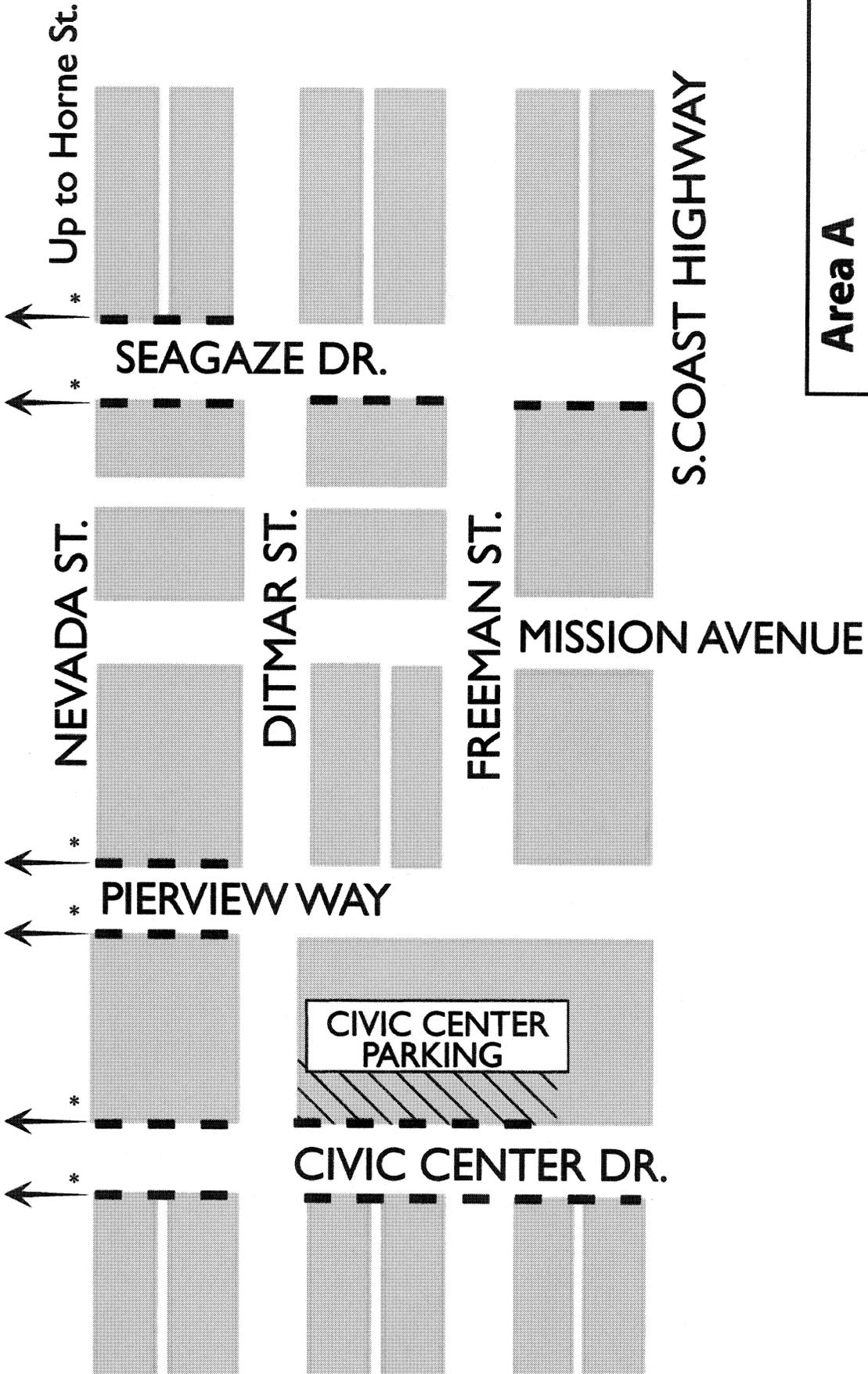
- New Diagonal Parking Recommendations
- Parking Restriction Recommendations
- Parking Rest. & New Diagonal Parking Rec.

Block Numbers = 1-16

- NO PARKING - ANYTIME
- NO PARKING - 5AM - 6AM
- 1 HOUR PARKING - 8AM - 9PM EVERYDAY
- 2 HOUR PARKING - 8AM - 5PM MON-SAT
- RESIDENTIAL STREET SWEEPING (1ST + 3RD MONDAYS)
- 30 MIN ZONE - 24 HR DAILY (400 MISSION AVE) OMA
- 5 MIN PASSENGER LOADING ZONE
- COMMERCIAL LOADING ZONE

NEW DIAGONAL PARKING

A #1



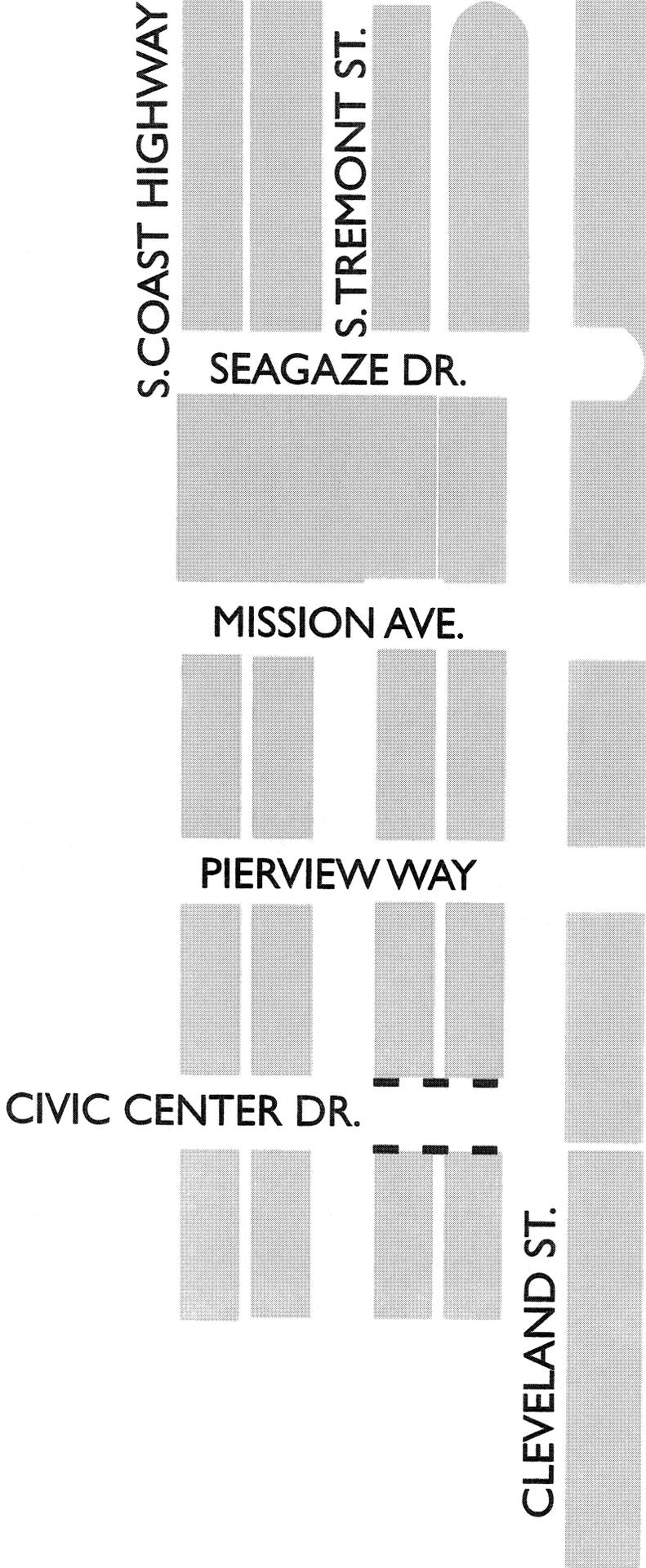
Area A

- - - New Diagonal Parking Recommendations

↑* Both sides up to Horne St.

NEW DIAGONAL PARKING

A #1

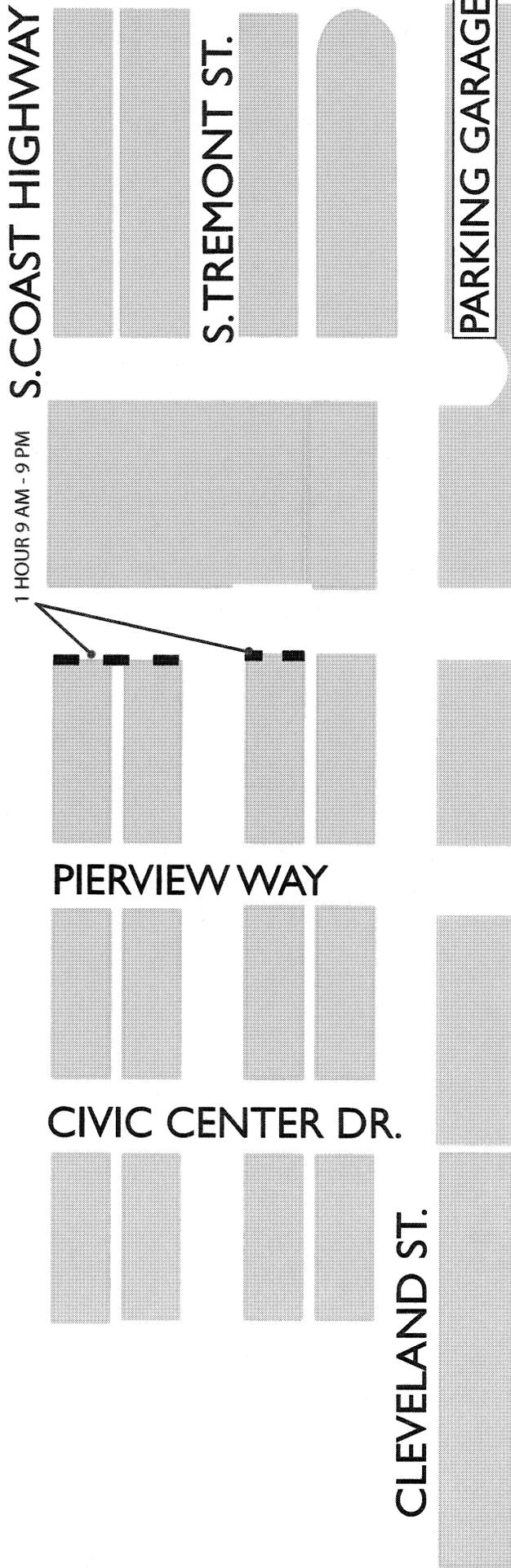


Area B
- - - New Diagonal Parking
Recommendations

KEEP 1 HOUR 9 AM - 9 PM

B #3

9 AM - 9 PM



Area B

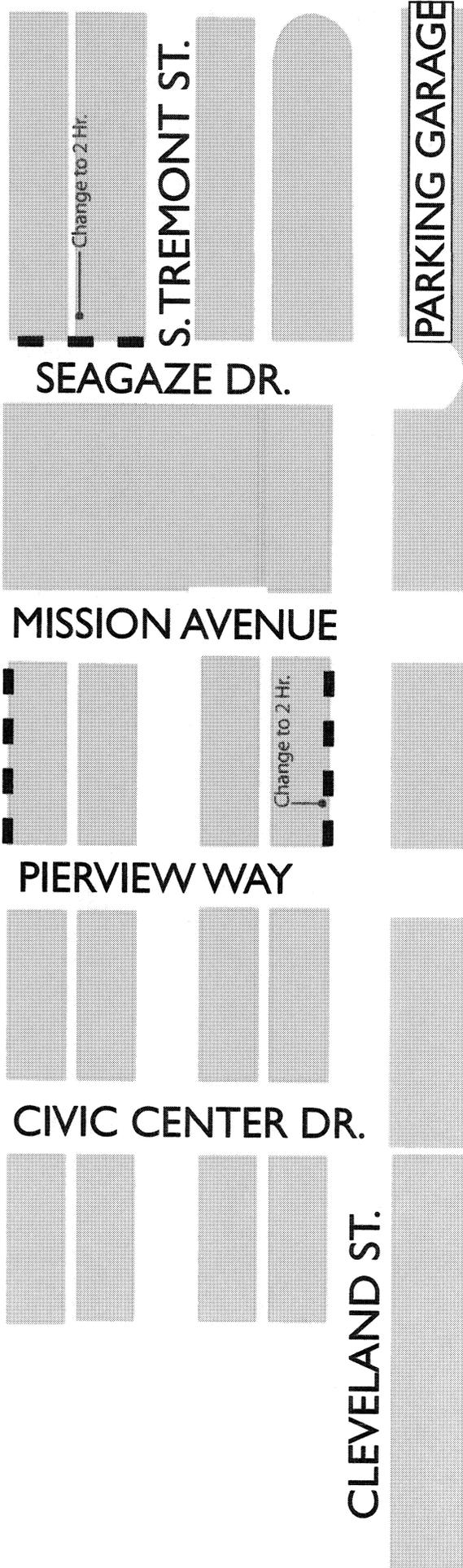
CHANGE 1 HOUR TO 2 HOURS

B #1

9 am - 6 pm

Change to 2 Hour

S.COAST HIGHWAY



Change to 2 Hr.

S.TREMONT ST.

PARKING GARAGE

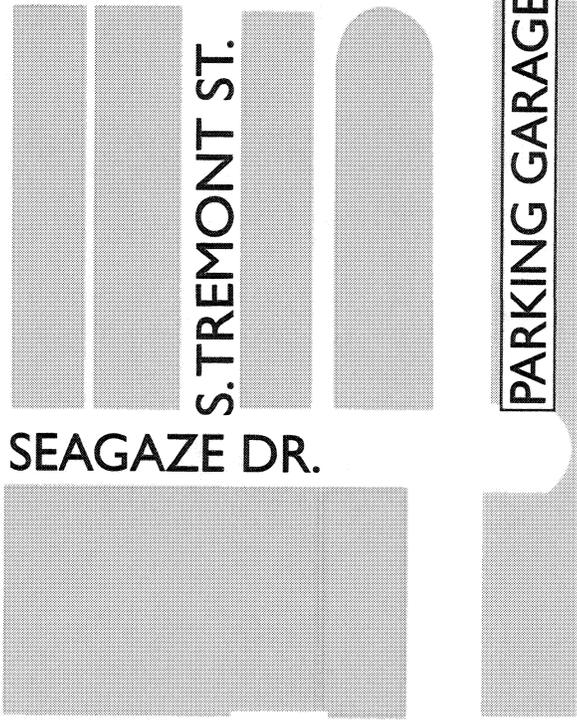
Area B

CHANGE 1 HOUR TO 2 HOURS

B #2

9 AM - 6 PM

S.COAST HIGHWAY



SEAGAZE DR.

Change to 2 Hr.

MISSION AVENUE

PIERVIEW WAY

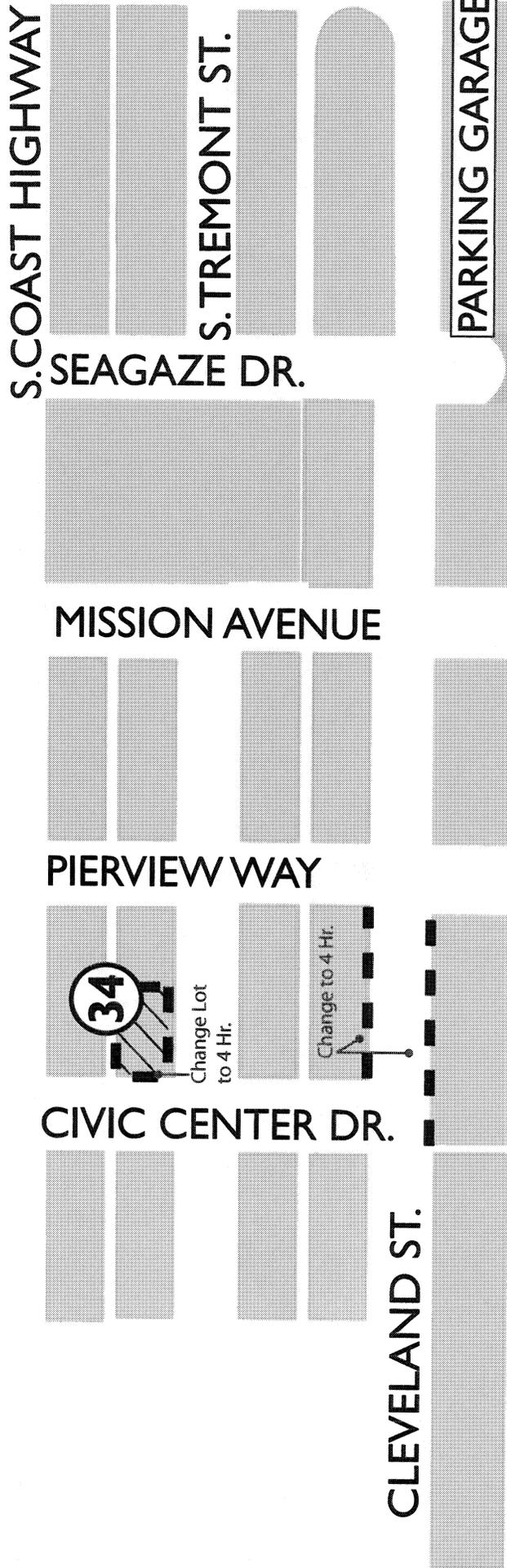
CIVIC CENTER DR.

CLEVELAND ST.

Area B

ADD MORE 4 HOUR PARKING

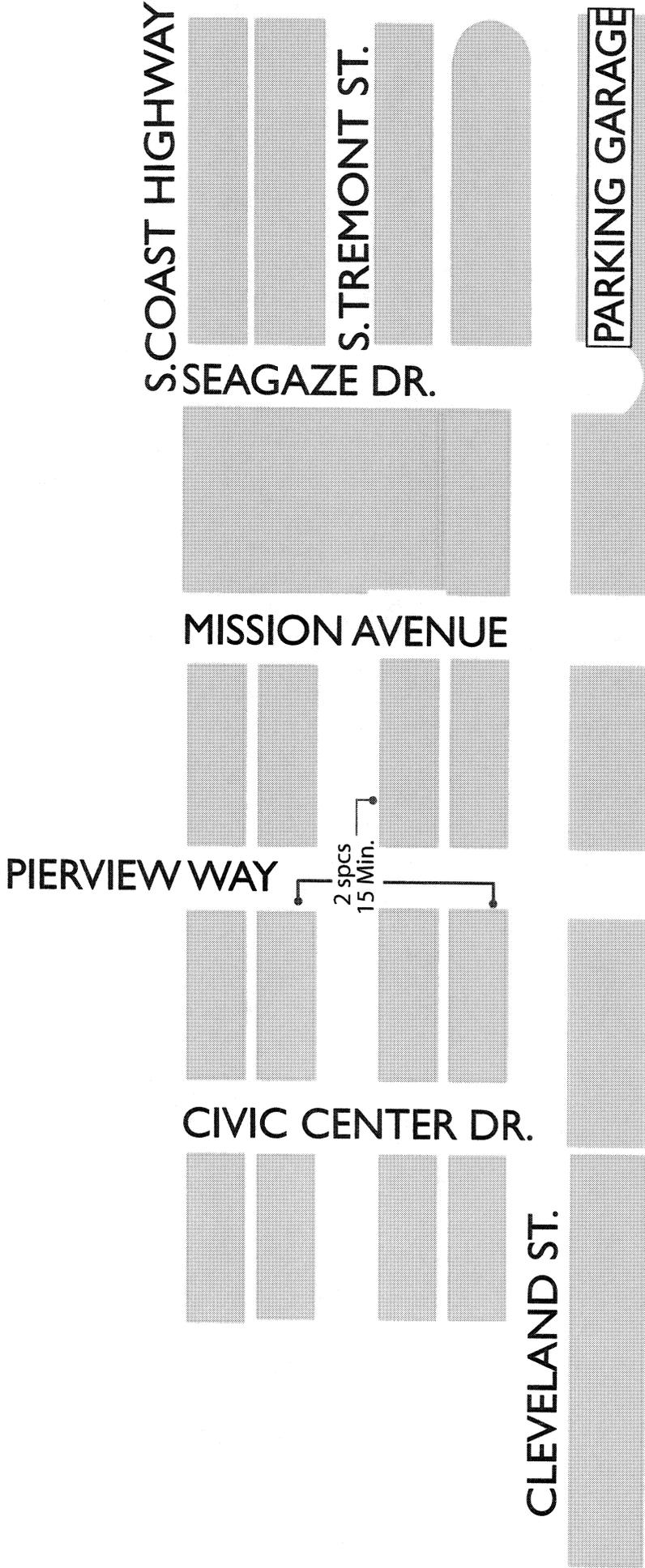
A #3



Area B

ADD 15 MINUTES "GREEN ZONE"

B #4

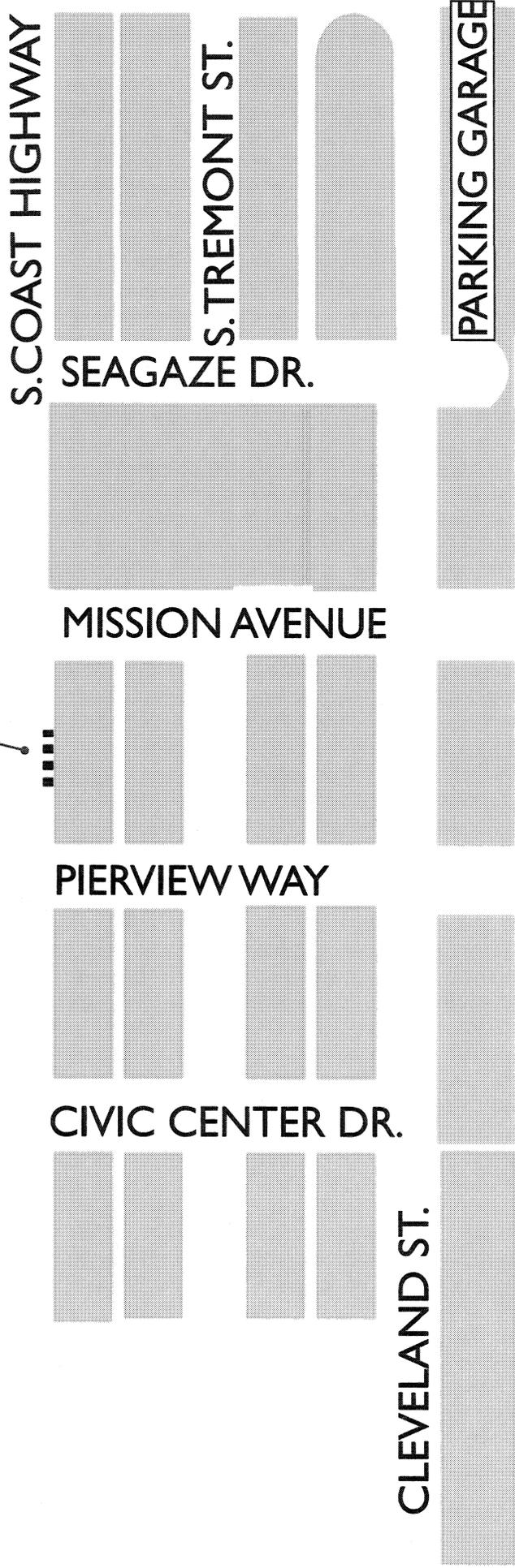


Area B

ADD 5 MINUTE "YELLOW ZONE"

B #5

2 spcs 5 min
passenger loading



Area B