



NEWPORT BEACH

BALBOA VILLAGE PARKING PLAN

Presented by Brian Canepa

November 15, 2011



Presented to the Balboa Village CAP

Agenda

- Who is Nelson\Nygaard?
- What is the Balboa Village Parking Management Plan?
- Existing Conditions
- Parking Strategies to Consider
- Questions and Comments



WHO IS NELSON\NYGAARD?

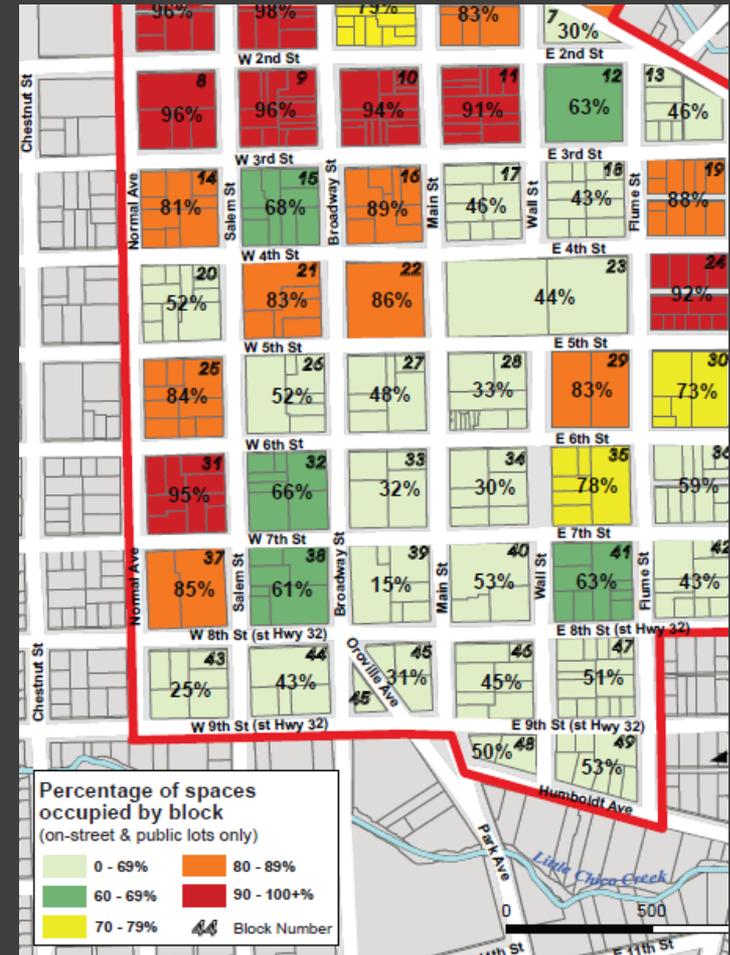
Who is Nelson\Nygaard?

- Effective parking management through **community goals**
 - Residential protection
 - Economic development
 - Congestion management
 - Historic preservation



Who is Nelson\Nygaard?

- What we do:
 - Parking Policy
 - Demand Analysis
 - Parking Management
 - Build Stakeholder Consensus
- Where we do it:
 - Nationwide projects completed for cities, public agencies, developers, universities and nonprofits





WHAT IS THE BALBOA VILLAGE PARKING MANAGEMENT PLAN?

What is the Balboa Village Parking Management Plan?



What is the Balboa Village Parking Management Plan?

- What it will include:
 - Public input and outreach
 - Assessment of existing parking supply and demand
 - Assessment of future parking supply and demand
 - Development of parking strategies
 - Comprehensive Parking Management Plan



EXISTING CONDITIONS

Existing Conditions

- Increasing regional population
- Balboa Village is a popular destination
- Limited number of on-street spaces

Parking Type	Total Inventory	% Total Supply
On-Street Parking	280	17%
Off-Street Parking	1,356	83%
Total	1,636	100%

Existing Conditions

- Seasonality of parking demand
- Highest demand on weekends during the Summer
- Turnover rate of 1.84 vehicles per space over 11 hours
- Over half (52%) of spaces used by long term parkers (5 + hours)

Day	10:00 AM	1:00 PM	7:00 PM
Weekday	52%	67%	58%
Weekend	86%	96%	84%

Existing Conditions

- CNBCA Parking Study:
 - Finding parking in Balboa Village is often difficult, even for residents
 - Many existing homes lack private parking
 - Prioritize resident parking needs, especially in areas adjacent to high public use venues





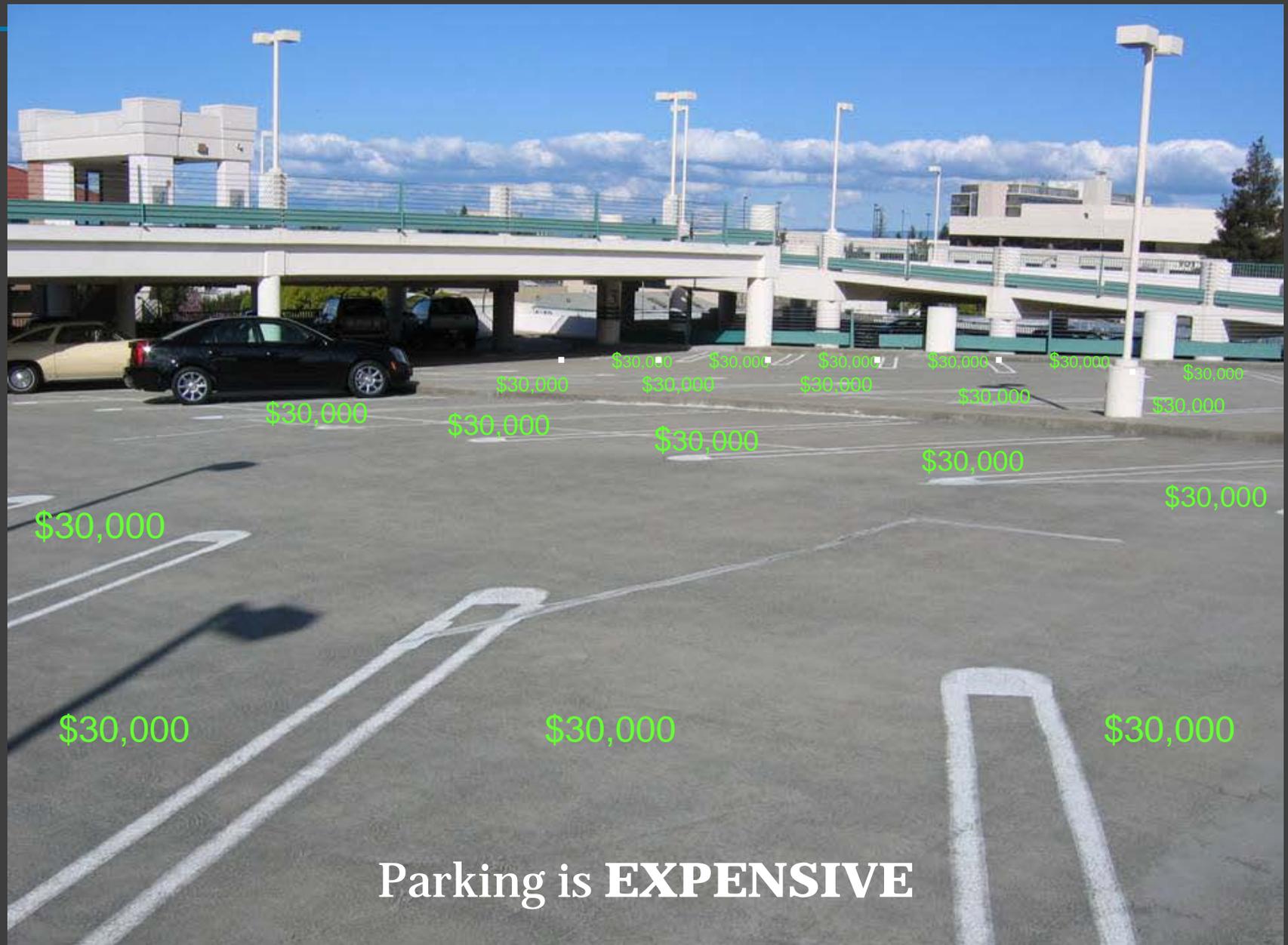
PARKING STRATEGIES

Parking Strategies

- Two ways to solve a parking shortage
 1. Expand supply
 2. Better manage existing supply while improving alternatives
- Parking supply and management is the difference between creating a *community* and *sprawl*



Parking Strategies



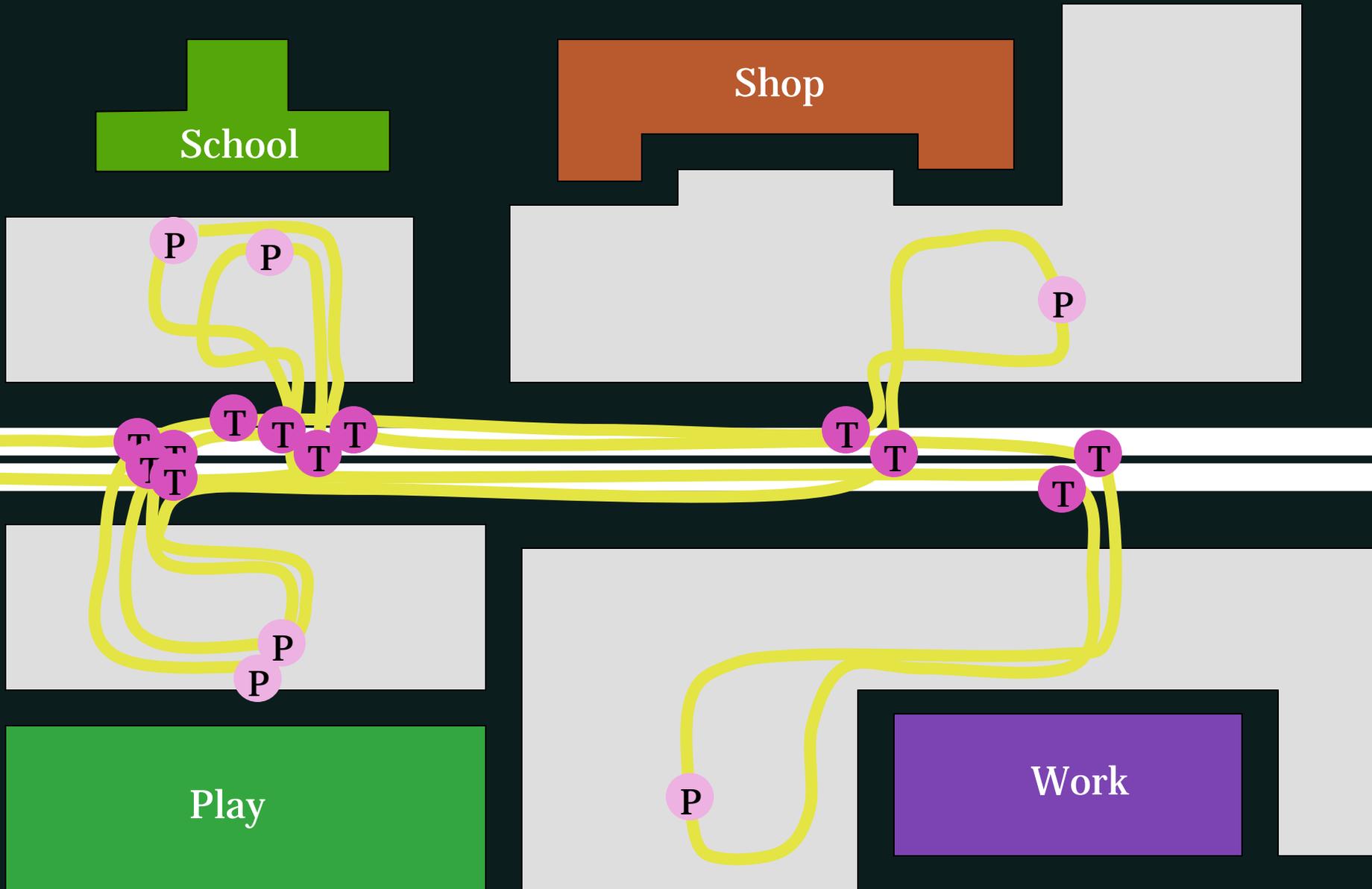
Parking is **EXPENSIVE**

Parking Strategies – Park Once

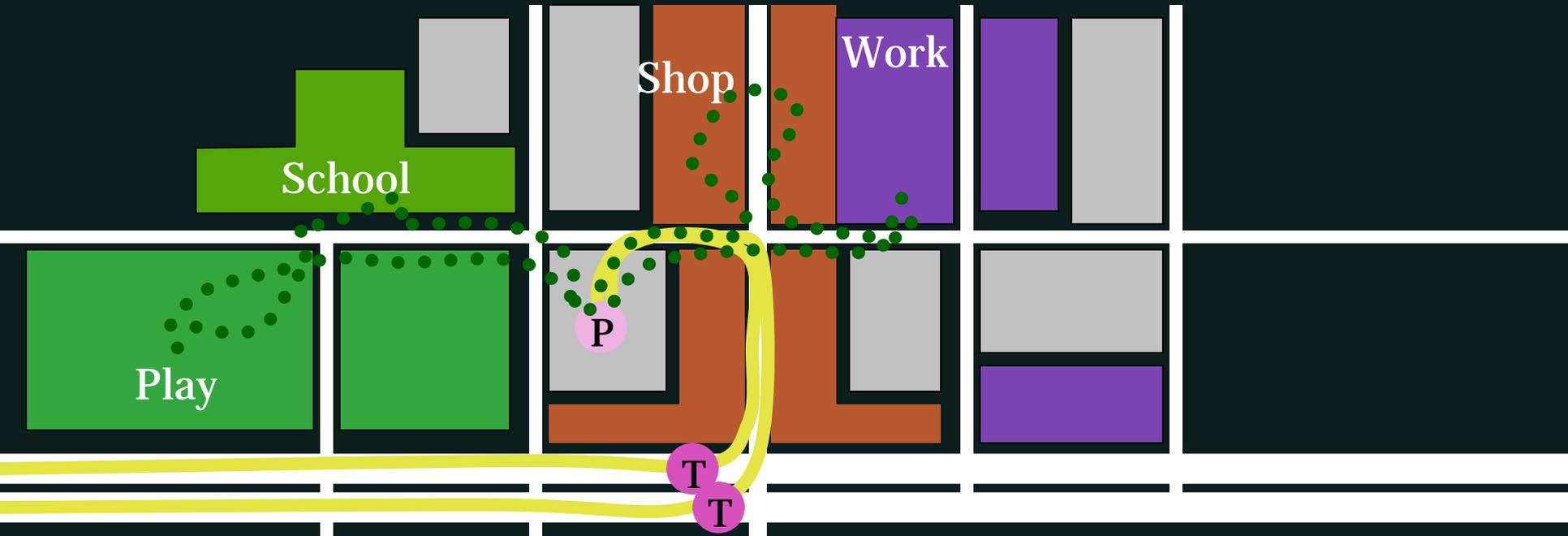
- Share private facilities when not needed
- Allow shared and off-site parking
- Develop new parking only as needed
 - Lease available parking
 - Demand management measures
- Treat parking as a district resource



Conventional Development



Mixed Use, Park Once District



Results:

- $< \frac{1}{2}$ the parking
- $< \frac{1}{2}$ the land area
- $\frac{1}{4}$ the arterial trips
- $\frac{1}{6}$ th the arterial turning movements
- $< \frac{1}{4}$ the vehicle miles traveled

Parking Strategies - Optimization

- Wayfinding programs
- Real-time information on parking availability



Parking Strategies - Pricing

- Demand-responsive pricing
 - Beach users
 - Employees
 - Shoppers
- Modification of hours of operation
- Time limits
- Commercial metered zones
- Unbundled parking





Hours of Operation
Sunday - Thursday
11 AM to 8 PM
Friday - Saturday
11 AM to 12 midnight
Except Holidays





Parking Strategies – Off-Site Shuttle Service

- Encourages use of off-site/fringe parking facilities
- Frees most convenient spaces for priority users
- Useful strategy for special events, such as Party Boating



Image Source: Stephen Rees (Flickr)

Parking Strategies – Residential & Employee Permits

- Residential Parking Permit District
 - Critical for addressing spillover parking
 - Requires neighborhood vote
- Employee Parking Permits
 - Encourages employees to park in non-prime spots
- Parking Benefit Districts
 - Residents park free or cheaply
 - Limits permits to available curb space
 - Sell excess space to nonresidents
 - Residents decide how to spend revenue
 - Examples
 - Santa Cruz, West Hollywood, Boulder, CO, Austin, TX



Parking Strategies – Residential & Employee Permits

- California Coastal Commission Concerns
 - Mission: “To protect, conserve, restore, and enhance environmental and human-based resources of the California coast and ocean for environmentally sustainable and prudent use by current and future generations”
 - Plans and regulates the use of land and water in the coastal zone
 - Activities that change the intensity of use of land or **public access to coastal waters** generally require approval from the Coastal Commission



Parking Strategies – Parking Requirements

- Parking demand varies with geographic factors:
 - Density
 - Transit Access
 - Income
 - Household size
- Cities can tailor parking requirements to meet demand, based on these factors
- Does not seek to *constrain* demand





Parking Strategies – Parking Requirements

How much is enough?

- No right answer
- No such thing as set “demand” for parking:
 - Pricing, Availability, Choices
- Supply is a value judgment based on wider community goals
- Don't confuse supply and availability



Parking Strategies – Parking Requirements

- **Minimums**
 - Blended Commercial
 - Shared/Off-Site
 - On-Street
 - Small Business
- **Maximums**
 - Reduces traffic impacts
 - Maximizes land use area



Parking Strategies – In-Lieu Fee

- Annual vs. one-time fee
- Allow fee to meet minimum/maximum parking requirement
- Purchase or lease existing private parking facilities and add to the “pool” of public parking or alternative modes



Questions?





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