

COUNCIL MEETING

11/09/2020

Received Before Meeting

12

Parking Management Policy Adjustments in the California Avenue area

City Council

November 9, 2020

www.cityofpaloalto.org/parking



DISCUSSION PURPOSE

Following Resumption of Commercial Time Restrictions

- Designate upper levels of new Cal. Ave. Garage for permit parking only
- Allow visitor parking up to upper levels after 11 AM

Reduce RPP employee permits available in the EPM District

- Transition 120 EPM RPP employee permit holders to the California Avenue Business District by Spring 2021
- Accommodate ~228 waitlisted employees seeking California Business District permits

Consider allocating space for an in-lieu fee program



BACKGROUND

May 2017

- RPP Program Established

June 2019

- Parking Work Plan (with aim to reduce employee RPP permits)

November 2020

- New California Avenue Garage opens with ~636 total spaces, replacing 310 pre-existing spaces and adding ~300+ new spaces

Early Spring 2021

- All RPP & employee permit processes transitioned online
- New sales cycles to begin



PROPOSED PARKING IN-LIEU FEE PROGRAM

Ground floor, existing uses only

- Cost per space could be based on Downtown experience (~\$106k/space), annualized in installments over time, but if too high would likely not be utilized
- Creates an ongoing fund for local improvements in the area

Accommodating ~200 spaces in the California Avenue Business Parking District

- Assumes standard 60% show rate on any individual day
- Assumes demand would be accommodated across the entire commercial parking district



COMMUNITY INPUT

Recommended Actions Balance Residential Preferential Parking and Business District Goals

- Reducing employee permits in the EPM RPP follows expectations of residents established via outreach processes documented with the establishment of the RPP program as well as subsequent study
- The EPM RPP will still allow short visitor, business, and employee trips of less than 2 hours

Business Input: do not eliminate employee RPP, reserve garage for visitor use



COUNCIL CONSIDERATIONS

1. Approve staff recommendation to reduce the number of employee permits made available in the EPM RPP
2. Give staff direction to explore other options



NEXT STEPS

Next Steps

- Finalize Cal. Ave Garage parking operations design
- Install and launch signage and wayfinding guidance in the garage
- Restart commercial time restrictions when appropriate
- Community outreach to residents and business interests to consider future parking enhancements



RECOMMENDATION

Staff recommends that the City Council provide direction to staff to utilize additional parking supply provided by the new California Avenue Garage at 350 Sherman Avenue to reduce the number of employee permits made available in the Evergreen Park-Mayfield (EPM) Residential Preferential Parking (RPP) district by approximately 120 when 2021 permit renewal cycles begin in Spring 2021 and, direct staff to return with an ordinance establishing a parking in-lieu fee program in the California Avenue Business District for the equivalent of up to 200 spaces in the new garage.



ALTERNATIVES

PRIORITIZE RPP EMPLOYEE PERMIT HOLDERS OVER WAITLISTED CAL AVE BUSINESS DISTRICT PERMIT PURCHASERS

- Privileges some employee permit holders over others arbitrarily



ALTERNATIVES

MOVE ALL 250 EPM RPP EMPLOYEE PERMITS (EXCEPTING ECR PERMITS) INTO THE GARAGE

- Retail uses will still need access
- Eliminates employee reduced-price permit without replacement
- Limits availability to use garage for in-lieu
- Parking demand in RPPs and commercial areas are still unknown



Accommodating Employee Parking Demand

Parking Demand Source	Recommended	Range Available
Total waitlisted California Avenue Business District employees	~228*	0 - 228
Total employee RPP permits in the EPM District (40 in Zone G, adjacent to ECR)	120*	0 - 250
Public spaces available for the proposed parking in-lieu program	~200*	0 - ~200

*Typical show-rate is 60%

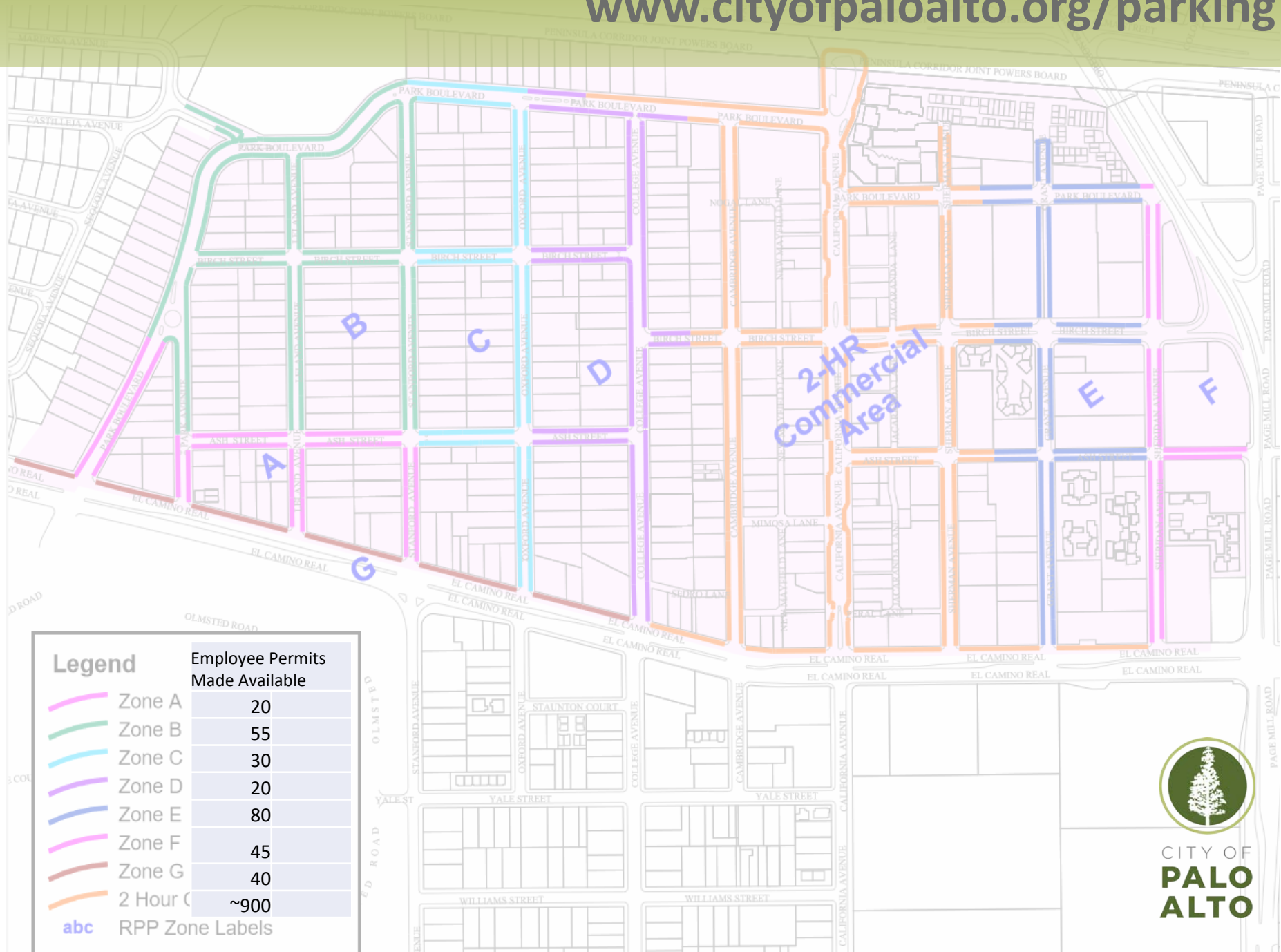


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November 9, 2020

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