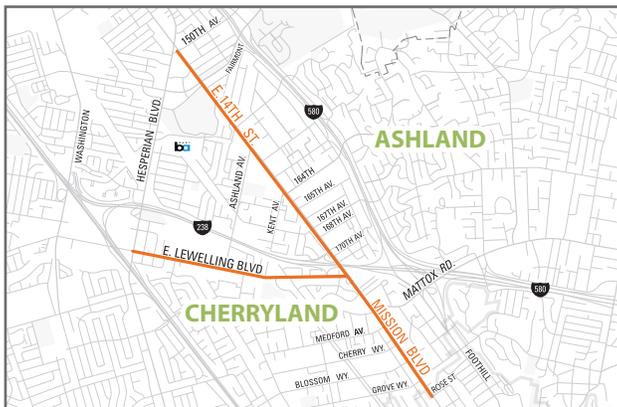


Ashland and Cherryland Business District Parking Study



The Ashland and Cherryland neighborhoods, located in central Alameda County, are culturally vibrant communities that have potential for greater economic vitality.

Alameda County Community Development Agency (ACCD) is developing a parking study for the Ashland and Cherryland business district. The business district extends along East 14th Street and Mission and Lewelling Boulevards.



The study will address immediate parking concerns and determine future parking needs as the Ashland and Cherryland areas develop and grow over the next several decades. The goals of the parking study include:



Support businesses and residents by making parking more readily available and convenient



Stimulate economic growth by ensuring that there is enough customer parking for local businesses



Create a plan that strikes a balance between parking needs and the needs of all other users of the corridor, i.e., walking, biking, bike and scooter rentals, ride share services (Lyft/Uber)

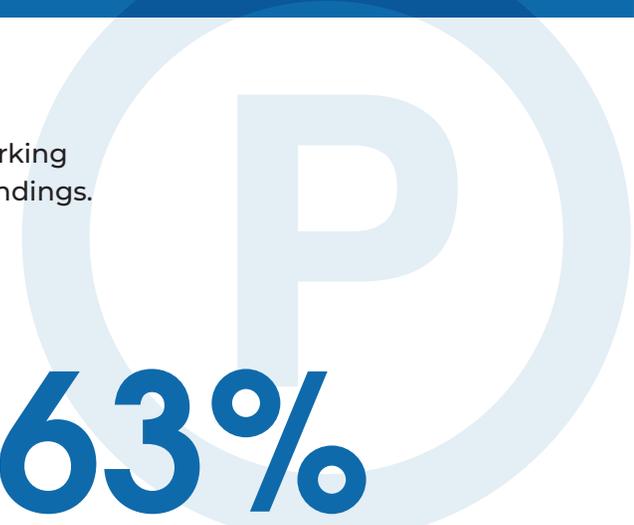
Note: the information on this fact sheet is subject to periodic update.
Last updated: February 5, 2020

Current Parking Situation

ACCCA has completed the initial parking survey to evaluate parking occupancy rate in the business district. Here are some of the findings.

- 1** There are more than **4,770 total parking spaces**.
 - 2,650 on-street spaces
 - 2,120 off-street spaces
- 2** During peak parking occupancy, parking spaces are used as follows:
 - On average, on-street parking is **63% utilized**. There are 970 available on-street parking spaces.
 - On average, off-street parking is **45% utilized**. There are 1,160 available off-street parking spaces.
- 3** Parking supply use is unbalanced.

There is plenty of available parking in the area, but some streets are fully occupied and other streets have extra parking spaces. For example, some blocks on Mission Boulevard, East 14th Street, and many residential blocks are fully occupied and have no available spaces.



63%

on-street parking utilized

45%

off-street parking utilized



HOW LONG DO PEOPLE PARK?

- Most vehicles park on the street stay for **1 to 2 hours**.
- There are a significant number of vehicles **violating the posted 2 hour time limit** on East 14th Street and Mission Boulevard. For example, on average 109 cars are parked on Mission Boulevard and East 14th street for 8 or more hours.

Next Steps: Get Involved!

ACCCA will be developing regulations and policies to ensure parking in Ashland and Cherryland is easy, convenient, encourages economic growth, walking, biking, and transit. ACCCA welcomes input from local business owners and workers, nearby residents, and visitors to Ashland and Cherryland.

There will be several formal opportunities to learn more about the project and provide your feedback, including an online survey.

Visit www.AshlandCherrylandParking.com to provide input and keep informed of events and updates.

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