

Ashland Cherryland Business District Parking Demand And Management Strategy Study

EDEN AREA MAC
FEBRUARY 11, 2020



**Alameda County
Transportation Commission**



ALAMEDA COUNTY | **Community Development Agency**

ACBD Specific Plan – *Planning Process*

- ACBD SP commenced in 2013, was adopted in 2015
- Community Input – extensive outreach
 - Multiple opportunities for participation
- Interagency Coordination
 - Adjacent cities
 - Transit Operators
- Specific Parking Goals and Policies Developed



ACBD Specific Plan – *New Parking Paradigm*

- Complete Streets Approach
- Multimodal Management Strategy
- Key element of an integrated access management strategy
- Parking management strategies can complement improvements to bicycle, pedestrian, and transit



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ACBD Specific Plan – *Parking Policies*

- Policy 8.7: Allow parking requirements to be met through a variety of approaches that include offsite accommodation or through in-lieu fee contributions.
- Policy 8.8: Parking supply shall support Plan Area Business and residents and stimulate economic growth, to balance current demand for driving with new opportunities for mobility by means of walking, bicycling, and use of public transit.



ACBD Specific Plan – *Parking Policies*

- Policy 8.9: Monitor parking supply and demand in the Plan Area and implement programs to manage parking as need arises



ACBD Specific Plan – *Parking Study Implementation*

- Challenge providing the “right” amount of parking
 - Too much = increases development costs, encourages more driving
 - Too little = excessive circulation looking for a place to park, spillover parking into adjacent residential neighborhoods, and discourages potential shoppers



Parking Study Consultants

WALKER CONSULTANTS EXPERIENCE AND SERVICES

- City of Napa Downtown Parking Impact Fee and District Assessment
- City of Santa Monica Parking Financing Plan Update
- Healdsburg Parking In Lieu Fee and Parking District Expansion Analysis
- City of Davis Parking In Lieu Fee Analysis



Planning for Parking

- Parking Plans and Analysis
- Parking Operations Analysis
- Parking Planning for Economic Development
- Parking to Complement Non-Auto Trips
- Stakeholder Outreach and Consensus Building

- Cities of Santa Rosa, Mountain View and Healdsburg Parking District Expansion Feasibility Analyses
- City of Sunnyvale Parking Management and District Assessment for Future Development



Parking Study Consultants

Convey, Inc.

- Full service public engagement and communication firm with a specialty in transportation
- Extensive public outreach on other county projects in the E14th. Street/Mission Blvd neighborhoods
- Currently engaged in parallel outreach effort in this corridor



Parking Study Timeline

- Consultant Interviews early spring 2019
- BOS contract approval August 6, 2019
- Anticipated duration – 10 months





PARKING VIOLATION

This vehicle is illegally parked. Reason for Violation:

- | | |
|---|--|
| <input type="checkbox"/> Vehicle has no valid Parking Permit | <input type="checkbox"/> Blocking Driveway or Access |
| <input type="checkbox"/> Parked in No Parking Area / Space | <input type="checkbox"/> Blocking other Vehicle |
| <input type="checkbox"/> Parked in Fire Lane | <input type="checkbox"/> Parked in 2 spaces |
| <input type="checkbox"/> Parked in Handicapped Space | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Parked in Reserved or Assigned Space | _____ |

Your license number has been recorded. Additional violations may result