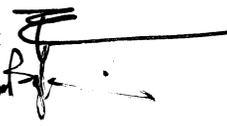


CITY OF GLENDALE PLANNING DEPARTMENT

**JOINT PLANNING COMMISSION AND
TRANSPORTATION AND PARKING COMMISSION
STAFF REPORT**

TO: Members of the Planning Commission and Transportation and Parking Commission

PREPARED BY: Michael Nilsson, Mobility Planner 

REVIEWED BY: Timothy Foy, Assistant Director of Community Planning 
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DATE: November 17, 2010

PROJECT: Presentation of Potential Amendments to Parking Requirements in the Downtown Specific Plan area

APPLICANT: City of Glendale

LOCATION: Downtown Specific Plan Area (DSP)

RECOMMENDATION

Staff requests input and direction from the Planning Commission and the Transportation & Parking Commission on the following potential amendments to parking requirements within the Downtown Specific Plan area:

- (1) Reduce the minimum parking requirements for commercial and residential uses.
- (2) Raise the parking exemption for change-of-use from 2,000 to 5,000 square feet.
- (3) Incorporate opportunities to reduce required parking through Transportation Demand Management (TDM) programs and an In-Lieu Fee option.
- (4) Additional items of interest raised by members of the Planning Commission and members of the Transportation and Parking Commission.

SUMMARY AND BACKGROUND

On November 7, 2006 Council adopted the Downtown Specific Plan (DSP). A mixed-use, urban design plan, it is based on the City's long-term vision for Downtown to be an "exciting, vibrant urban center which provides a wide array of shopping, dining, working, living, entertainment and cultural opportunities within a short walking distance." Additionally, it sets the future blueprint for Glendale by channeling development in downtown where growth can be effectively managed.

To support this vision, the Downtown Mobility Study was developed in tandem with the DSP and adopted by City Council in 2007. It includes a set of best practices in transportation policy, making

future development and economic growth in downtown possible while minimizing traffic congestion and maintaining a high quality of life. The following are the main policy concepts in the Mobility Study:

- Street Types: prioritize the movement of people versus cars through downtown Glendale.
- Street Capacity Enhancements: limit future road widening in downtown to Central Avenue, Colorado Street and Glendale Avenue.
- Transit Service: support transit infrastructure to maximize ridership downtown.
- Parking Management: maximize the current parking supply and availability of parking before constructing new parking.
- Transportation Demand Management: incentivize and support alternative forms of transportation versus single-occupancy vehicular driving.
- Funding and Financing: first create locally-generated financing mechanisms to pay for mobility improvements, then seek federal and state financing to pay for large-scale projects.

Also included in the Mobility Study is an action plan of immediate, near-term, medium-term and long term actions to implement its policy recommendations. To expedite implementation, Council/ Agency approved a contract with Nelson\Nygaard on March 25, 2008 to prepare several immediate-term measures. Since then, Nelson\Nygaard has conducted a peer review and researched best practices to implement the following policies in the Parking Management Chapter of the Mobility Study:

- Establish an in-lieu fee ordinance
- Strengthen and revise the existing TDM ordinance
- Raise the exemption on parking for change-of-use from 2,000 to 5,000 square feet

The resulting analysis produced a series of memorandums (Exhibit 2) which were presented at meetings to downtown stakeholders, Commissions and City Council from November 2008 through December 2009. (See Public Participation) From this feedback, Staff provided Council with an update on implementation of the Mobility Study in March 2010. Council voted in support for Nelson\Nygaard to further refine the amendments to parking requirements for the Downtown Specific Plan area. Based on City Council direction, stakeholder feedback, and research Nelson\Nygaard prepared a set of specific recommendations for downtown Glendale. (Exhibit 1)

Amendments to parking requirements in the Downtown Specific Plan area include the following components:

- Reduce the minimum requirements for parking as required by the Glendale Municipal Code
- Raise the exemption on parking for change-of-use from 2,000 to 5,000 square feet
- Provide a menu of options to further satisfy code required parking through a set of TDM incentives and an in-lieu fee option

PUBLIC PARTICIPATION

A series of outreach meetings were conducted to review and discuss parking management policies as supported by the Parking Management Chapter of the Mobility Study. These policies included the creation of an in-lieu fee, strengthening the existing TDM ordinance and raising the parking exemption in downtown for change-of-use from 2,000 to 5,000 square feet. The City met with the following stakeholders from November 2008 through March 2009:

- Downtown Merchants Association – November 19, 2008

- Glendale Transportation Management Association and Glendale Chamber of Commerce – December 1, 2008
- Glendale developers, property managers and realtors – January 12, 2009 and March 19, 2009

In addition to meeting with stakeholders, the following meetings were conducted with City Council and the Transportation and Parking Commission:

- Study Session with City Council – October 21, 2008
- Review of Multi-Family Parking Recommendations with the Transportation and Parking Commission – December 8, 2009
- Update on Mobility Study Implementation to City Council – March 9, 2010

Based on feedback received from outreach meetings, parking policy recommendations were adjusted. A menu-based system of options to satisfy parking requirements was developed to include TDM-based incentives and an in-lieu fee. In addition, minimum parking requirements in downtown were further analyzed and recommended for reduction based on existing parking demand and a peer review of parking requirements in adjacent jurisdictions. The current amendments to parking standards were developed to better accommodate residents, visitors and businesses in the Downtown Specific Plan area.

NEXT STEPS

Below are the anticipated next steps for the proposed amendments of parking requirements for the Downtown Specific Plan Area:

- Meet with Downtown Stakeholders to receive input and comments on parking code adjustments
- Conduct a City Council Study Session to present downtown parking code recommendations
- Present a final code proposal to the Planning Commission
- Submit code adjustments to City Council for final approval

It is anticipated that adjustments to the parking code for the Downtown Specific Area will be submitted to City Council for final approval in early-mid 2011. This timeline may be adjusted based on feedback received from stakeholders, commissioners and Council members.

EXHIBITS

1. Downtown Specific Plan parking recommendations prepared by Nelson\Nygaard
 - Glendale Downtown Specific Plan Parking Recommendations – October 1, 2010
2. Supplemental memorandums and research prepared by Nelson\Nygaard
 - Mixed-Use District Parking Requirements - Best Practices – August 4, 2010
 - City of Glendale Preferential Parking District Program Peer Review – May 19, 2010
 - City of Glendale Parking Requirements - Peer Review – May 5, 2010
 - Relationship Between TDM and Parking Demand – April 2, 2010
 - Downtown Transportation Fund Planning and Implementation – January 4, 2010
 - Policy Considerations for an Updated TDM Ordinance – September 26, 2008
 - Downtown Transportation Fund – September 19, 2008
 - TMA Programs and Activities – August 25, 2008
 - Draft TDM Ordinance – August 25, 2008
 - In-Lieu Parking Fee – August 12, 2008
 - Countywide Congestion Mitigation Fee – June 4, 2008