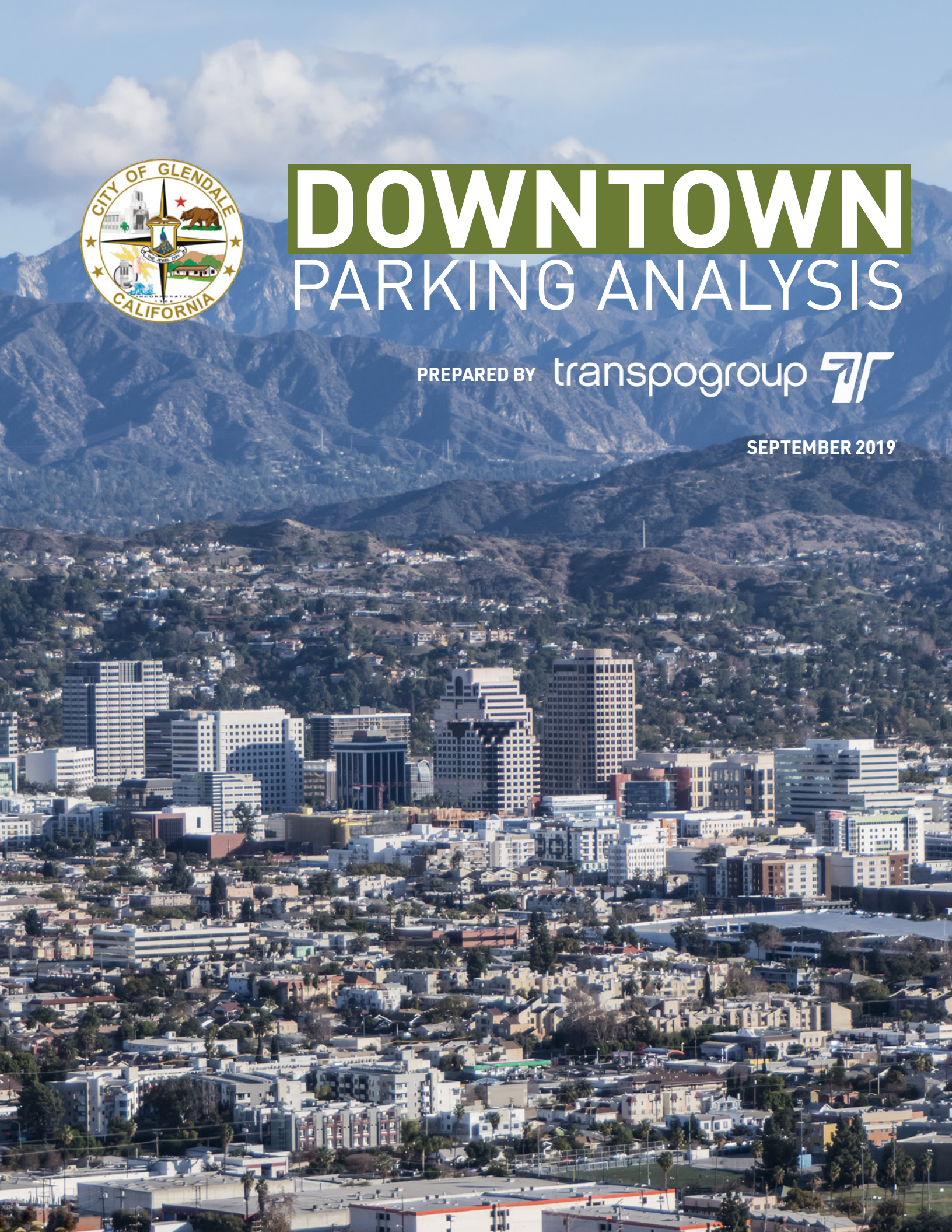


DOWNTOWN PARKING ANALYSIS

PREPARED BY transpogroup

SEPTEMBER 2019

Prepared for the City of Glendale by



DOWNTOWN
PARKING ANALYSIS

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INTRODUCTION

Parking plays a key role in supporting the vibrant environment of Downtown Glendale where people live, work, shop, and play. The diverse nature of downtown requires a variety of parking approaches to support these different needs. Parking is a valuable City resource. This analysis evaluates existing parking conditions and identifies management strategies to support the Downtown and best utilize public parking assets.

The objective of the Parking Analysis is to identify strategies that can be implemented over time to address near-term or existing parking issues as well as triggers for future strategies to manage parking availability.

BACKGROUND

Downtown Glendale features arts and entertainment, civic/government, retail, restaurants, hotel, mixed-use and residential uses. Downtown is a vibrant community, which is designed to promote the "18-Hour City" where people can live, work, shop, and play.

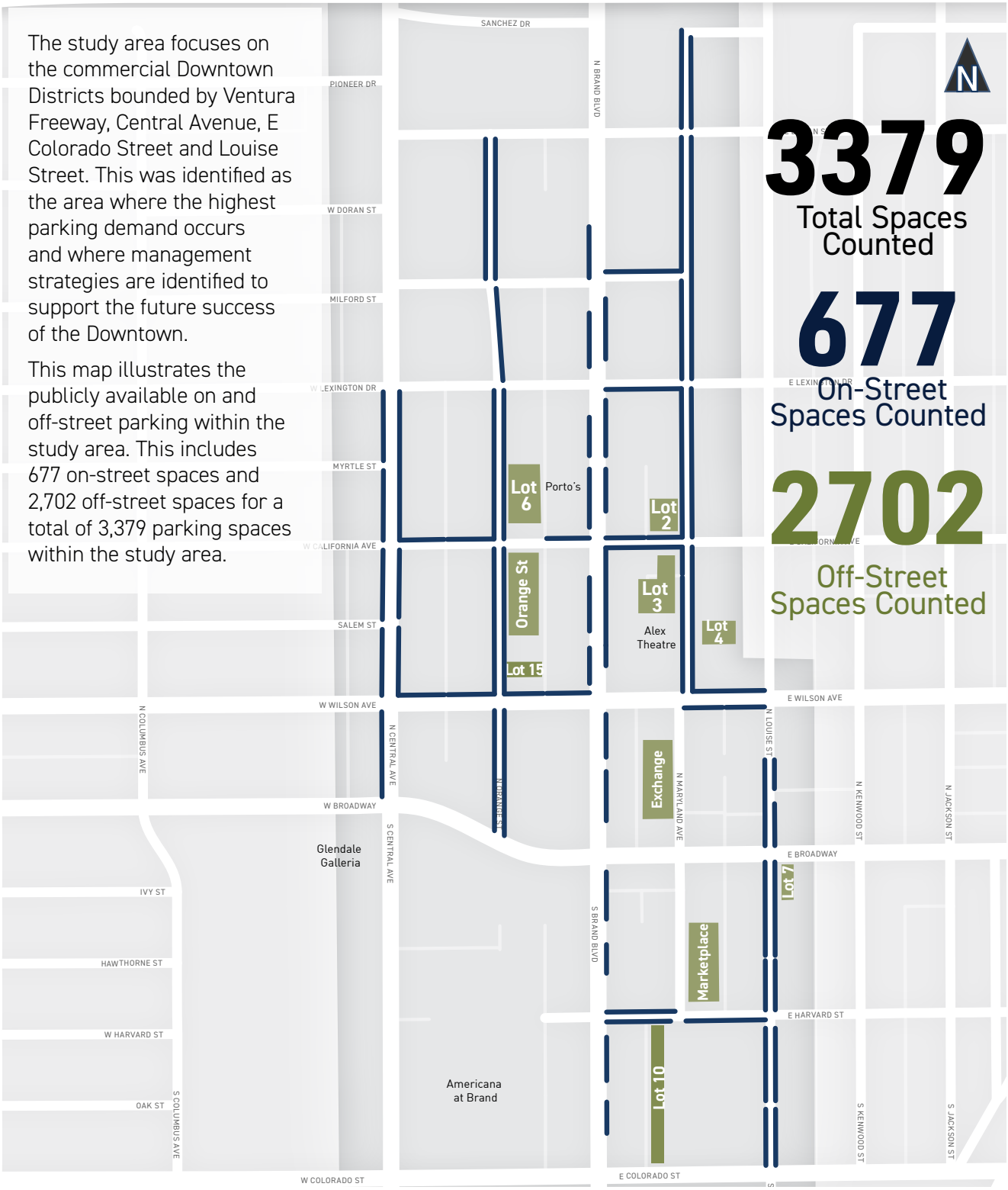
The *Glendale Downtown Mobility Study, 2007* identified that the Downtown parking supply was adequate to serve the current uses, but there was a perceived parking shortage by the public. The Mobility Study recommended strategies to better manage parking, adjust parking pricing and time limits, provide wayfinding, and install pay stations. Some parking strategies outlined in the Mobility Study have been implemented by the City including changing of time limits and pricing for on- and off-street parking and installing dynamic wayfinding. This Parking Analysis provides an understanding of conditions since the implementation of Mobility Study strategies and a fresh look at recommended parking strategies moving forward.

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STUDY AREA

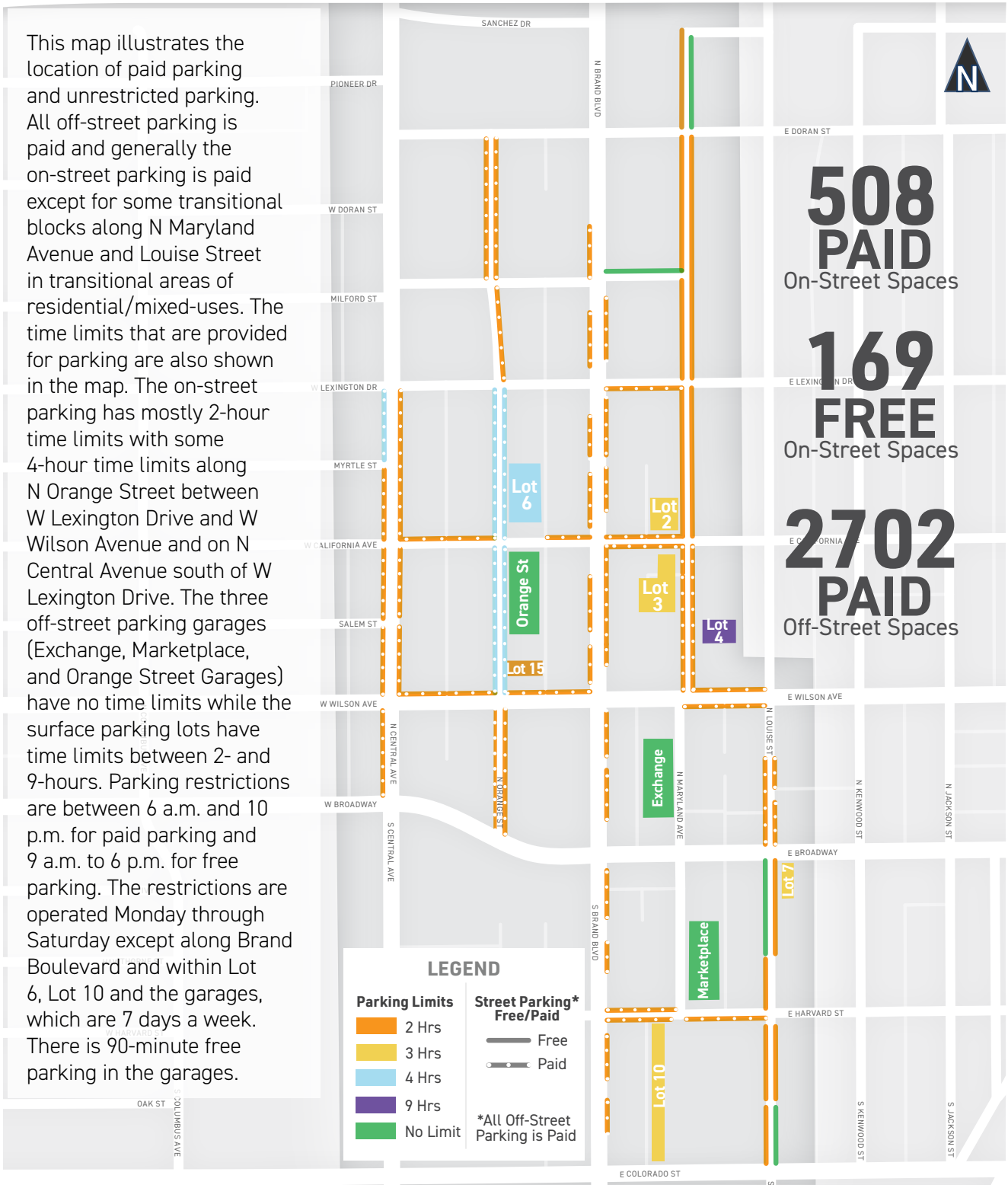
The study area focuses on the commercial Downtown Districts bounded by Ventura Freeway, Central Avenue, E Colorado Street and Louise Street. This was identified as the area where the highest parking demand occurs and where management strategies are identified to support the future success of the Downtown.

This map illustrates the publicly available on and off-street parking within the study area. This includes 677 on-street spaces and 2,702 off-street spaces for a total of 3,379 parking spaces within the study area.



PARKING REGULATIONS

This map illustrates the location of paid parking and unrestricted parking. All off-street parking is paid and generally the on-street parking is paid except for some transitional blocks along N Maryland Avenue and Louise Street in transitional areas of residential/mixed-uses. The time limits that are provided for parking are also shown in the map. The on-street parking has mostly 2-hour time limits with some 4-hour time limits along N Orange Street between W Lexington Drive and W Wilson Avenue and on N Central Avenue south of W Lexington Drive. The three off-street parking garages (Exchange, Marketplace, and Orange Street Garages) have no time limits while the surface parking lots have time limits between 2- and 9-hours. Parking restrictions are between 6 a.m. and 10 p.m. for paid parking and 9 a.m. to 6 p.m. for free parking. The restrictions are operated Monday through Saturday except along Brand Boulevard and within Lot 6, Lot 10 and the garages, which are 7 days a week. There is 90-minute free parking in the garages.



PARKING OCCUPANCY

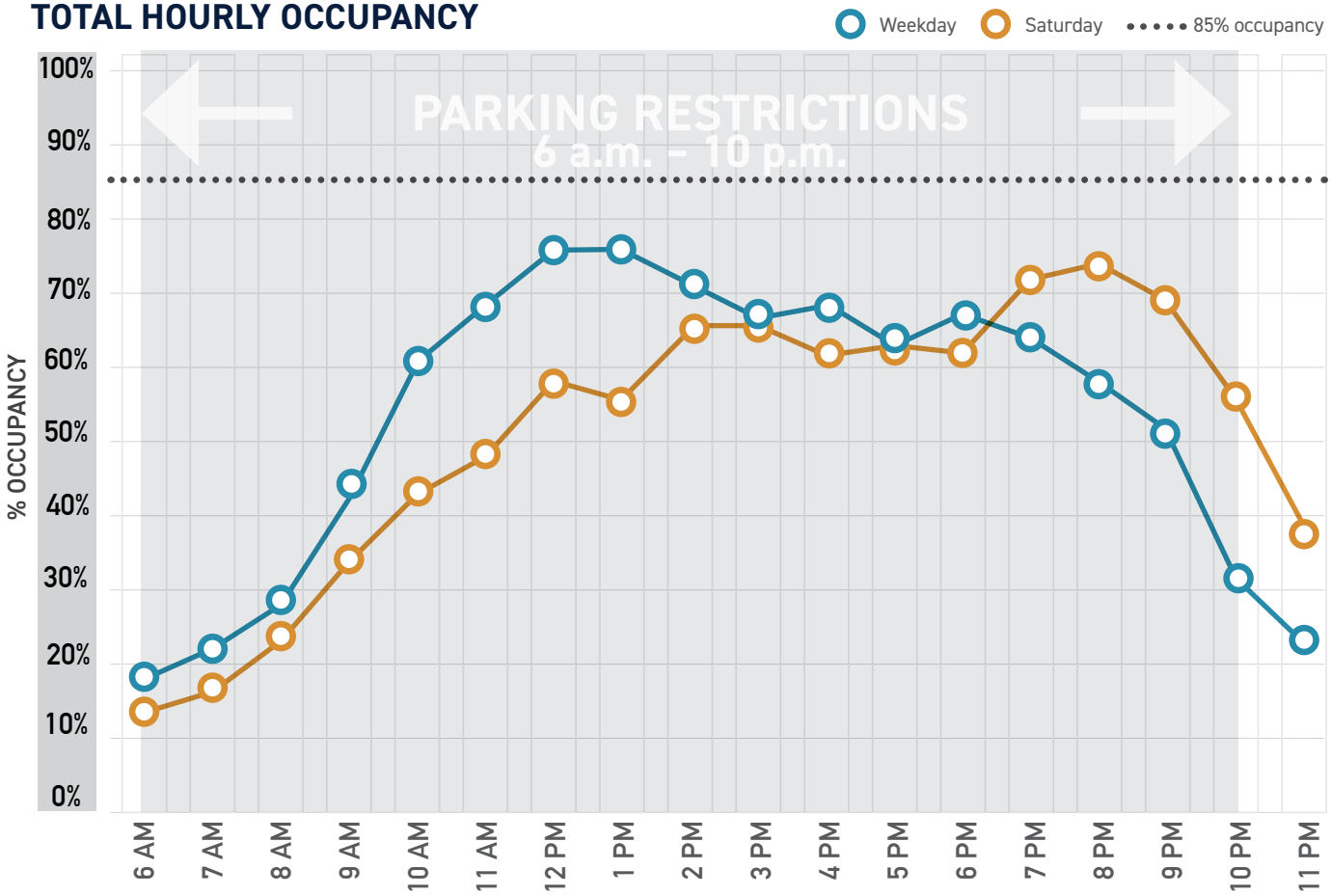
Existing parking conditions were documented through data collection and coordination with the City in October and early November of 2018. The data collection captured parking supply (described above), occupancy, and duration (or length of stay). Data were collected both on-street and for key off-street public parking lots and garages.

Data related to parking occupancy and duration were collected over multiple days due to the size of the area and to understand if there was any variation in the data day by day and week by week. The data were collected on Tuesday, October 16 and 23, Thursday, October 11 and 18 and Saturday, October 27 and November 3 capturing typical fall weekday and weekend condition. Hourly occupancy along each on-street block and within each lot were collected from 6 a.m. to 11 p.m. on days with no street sweeping. Duration of stay data were also collected for on-street blocks along Brand Boulevard during the same time period. The data collection provided an understanding of how utilized or occupied publicly available parking is in Downtown and how long vehicles park for the more heavily utilized on-street parking along Brand Boulevard. A review of the weekday data found it to be consistent between different days of the week and the same was true for the two different Saturday conditions. The remainder of this analysis focuses on the weekday and Saturday that had a slightly higher parking occupancy during the peak hour. The occupancy and duration characteristics provide valuable information to develop data-driven parking management strategies for Downtown.

On-street parking occupancy between 70 and 85 percent typically indicates 1 to 2 available parking spaces per block making it easier for drivers to find parking. Parking occupancies over 85 percent on-street and in larger parking lots typically indicate congested parking conditions where drivers have difficulty finding parking and may have to circulate the area more than once to find an available space.



TOTAL HOURLY OCCUPANCY



A review of the hourly occupancy shows that peaking conditions occur between noon and 1 p.m. with 76 percent of the parking spaces occupied. This indicates that peak midday conditions are likely driven by employees and visitors during the lunch hour.

The peak parking occupancy on Saturday occurs at 8 p.m. with 74 percent of parking spaces occupied. This is typical for areas with a lot of entertainment and restaurant uses. When comparing to the weekday and Saturday conditions, peak parking occupancy is over 15 percent higher on a weekday during the noon peak and 15 percent higher on a Saturday during the 8 p.m. peak hour.

When looking at the study area as a whole, the overall parking occupancy is less than 85 percent indicating that there is still some available parking. There are specific areas where parking occupancies are exceeding the desired threshold and finding parking can be difficult.

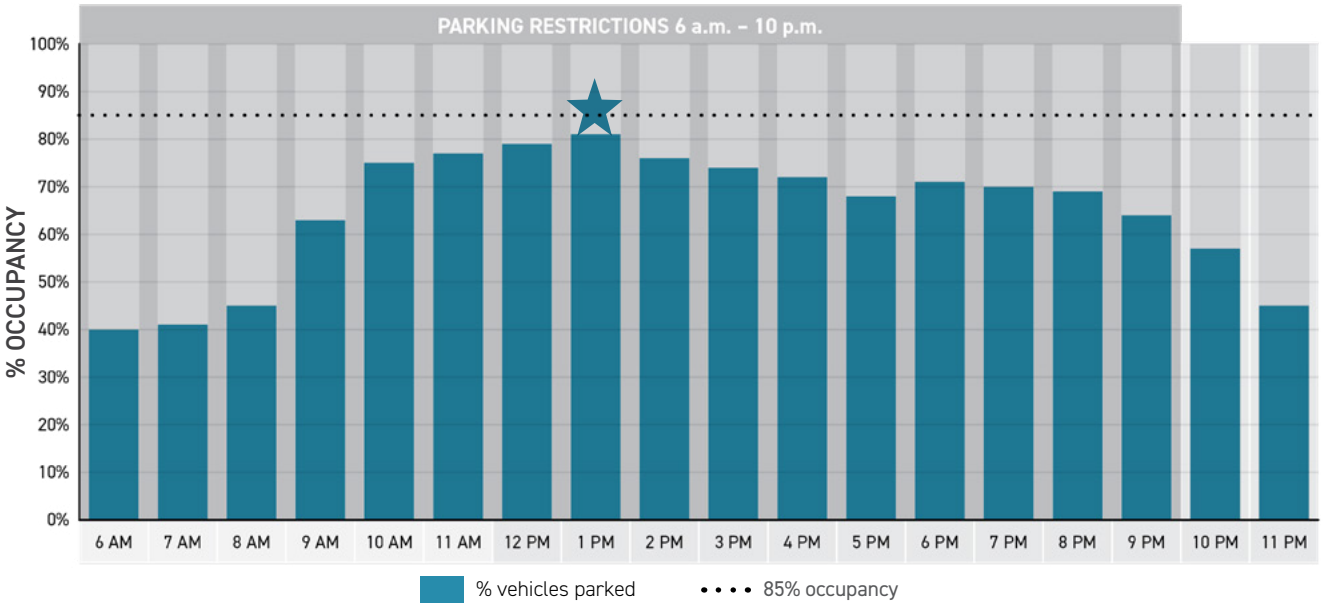
The following pages provide more detail on findings related to on- and off-street parking as well as paid and unpaid parking.

TOTAL ON-STREET OCCUPANCY (PAID AND UNPAID)

The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY ON-STREET** with the peak occurring at 1 p.m. with 81 percent of the spaces occupied.

677
On-Street Spaces Counted

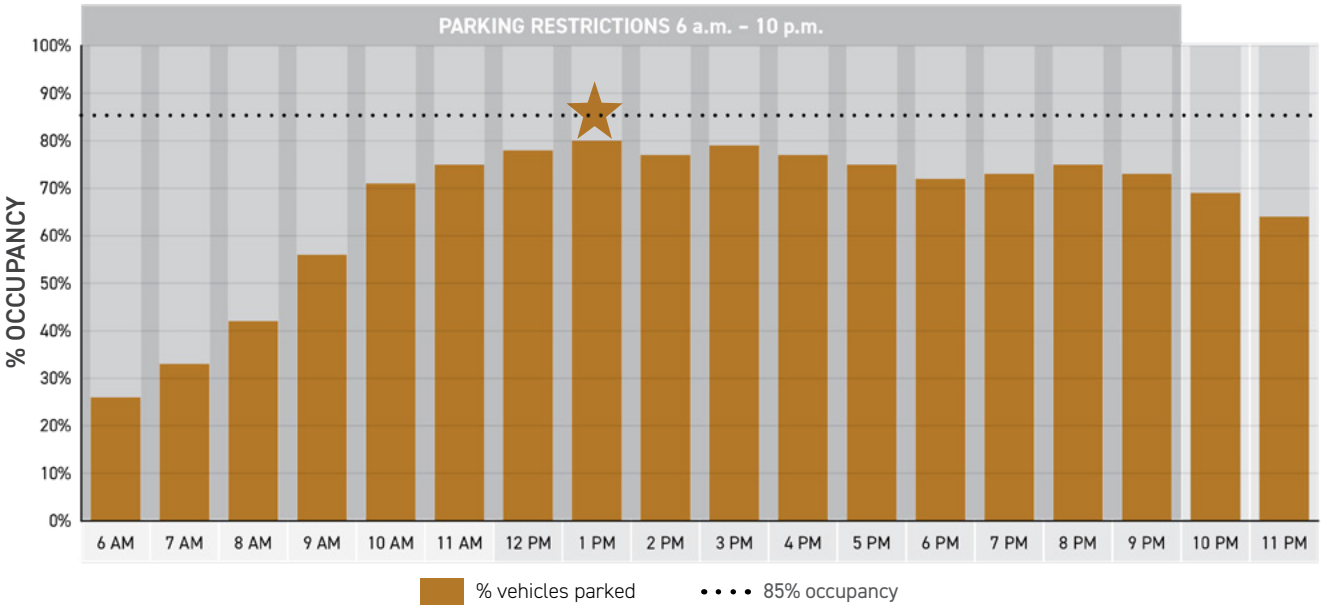
★545
Vehicles Parked at Peak Hour



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY ON-STREET** and shows that the peak on-street parking occupancy also occurs at 1 p.m. with 80 percent of the spaces occupied. Weekday occupancy is higher in the morning by 1 to 14 percent while Saturday parking is higher starting at 1 p.m. and after.

677
On-Street Spaces Counted

★542
Vehicles Parked at Peak Hour

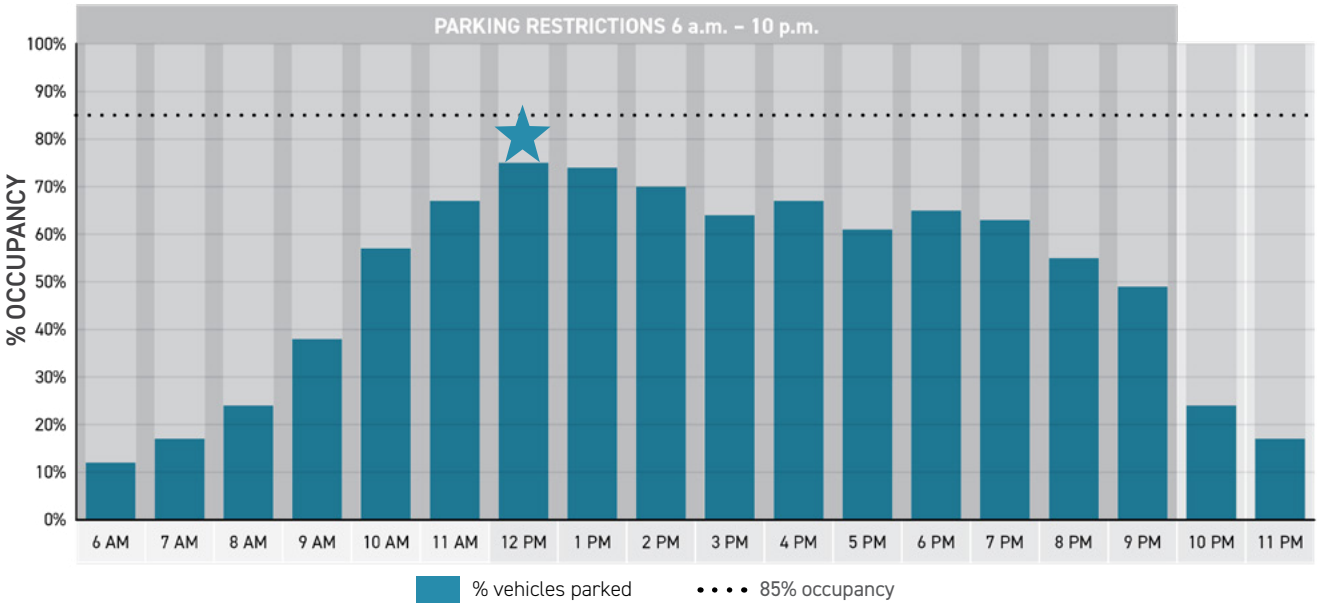


TOTAL OFF-STREET OCCUPANCY

2702 Off-Street Spaces Counted

★2037 Vehicles Parked at Peak Hour

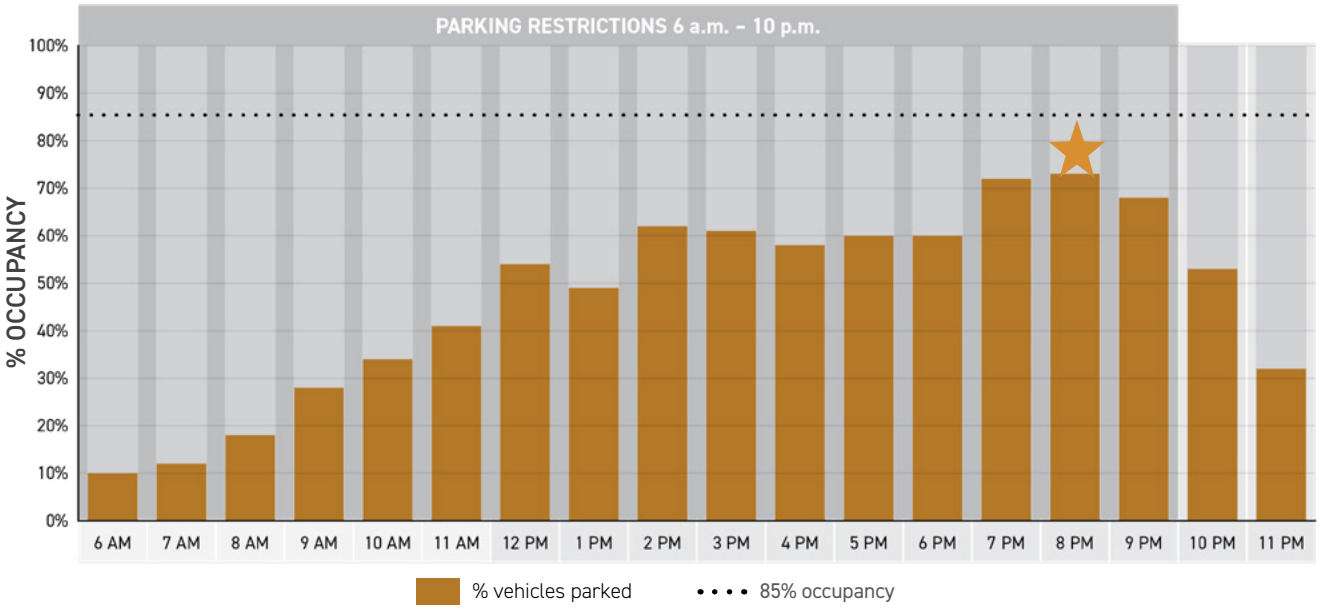
The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY OFF-STREET** with the peak occurring at noon with 75 percent of the spaces occupied.



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY OFF-STREET** and shows that the peak off-street parking occupancy occurring at 8 p.m. with 73 percent of the spaces occupied. Weekday occupancy is generally higher than Saturday conditions except between 7 and 11 p.m. This pattern is consistent with the parking lots serving both office and retail uses during the weekdays and serving nightlife on Saturdays.

2702 Off-Street Spaces Counted

★1976 Vehicles Parked at Peak Hour

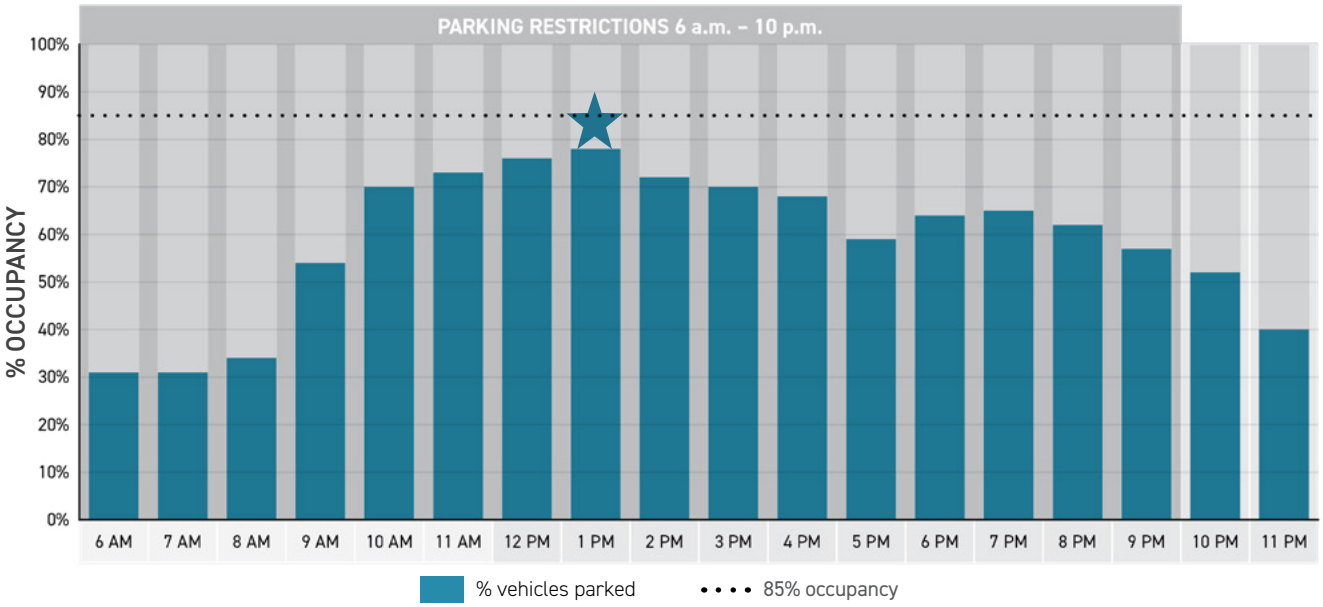


ON-STREET PAID

The majority of on-street parking in the study area is paid. The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak occurs at 1 p.m. with 78 percent of the spaces occupied.

508 On-Street Spaces Counted

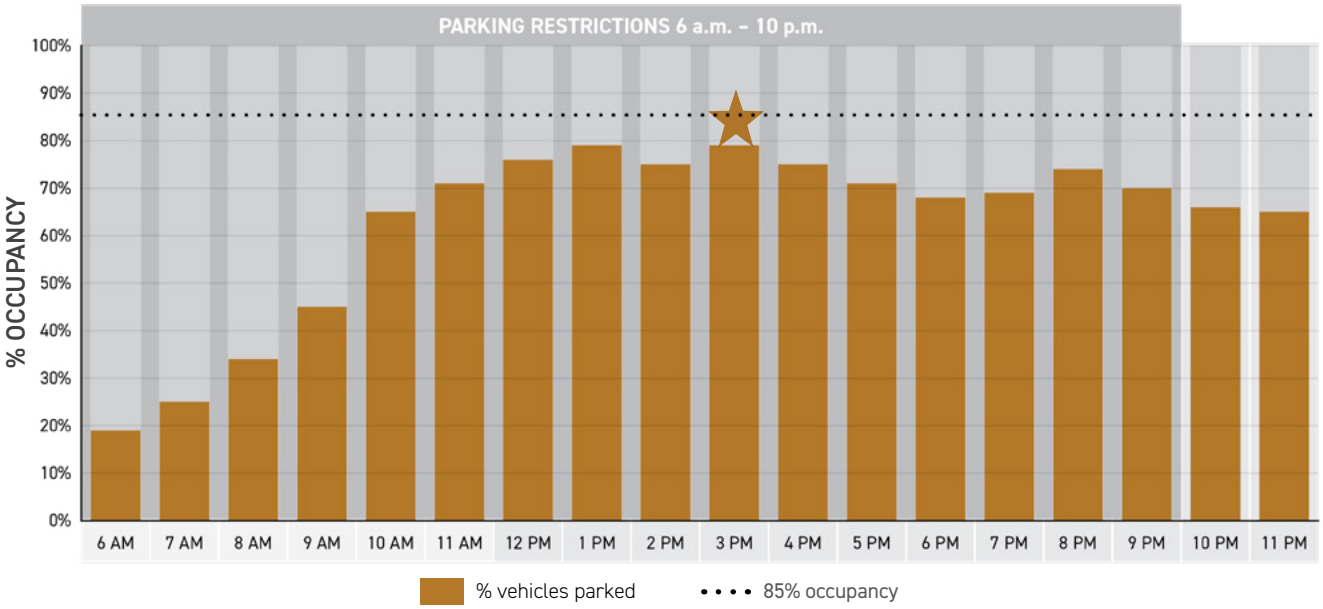
★395 Vehicles Parked at Peak Hour



The bottom chart illustrates the **SATURDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak parking occupancy also occurs at 3 p.m. with 79 percent of the spaces occupied. There is also a second peak on Saturday evening at 8 p.m. The on-street park periods are reflective of the midday lunch hour and nightlife consistent with the restaurant, retail and entertainment uses.

508 On-Street Spaces Counted

★403 Vehicles Parked at Peak Hour

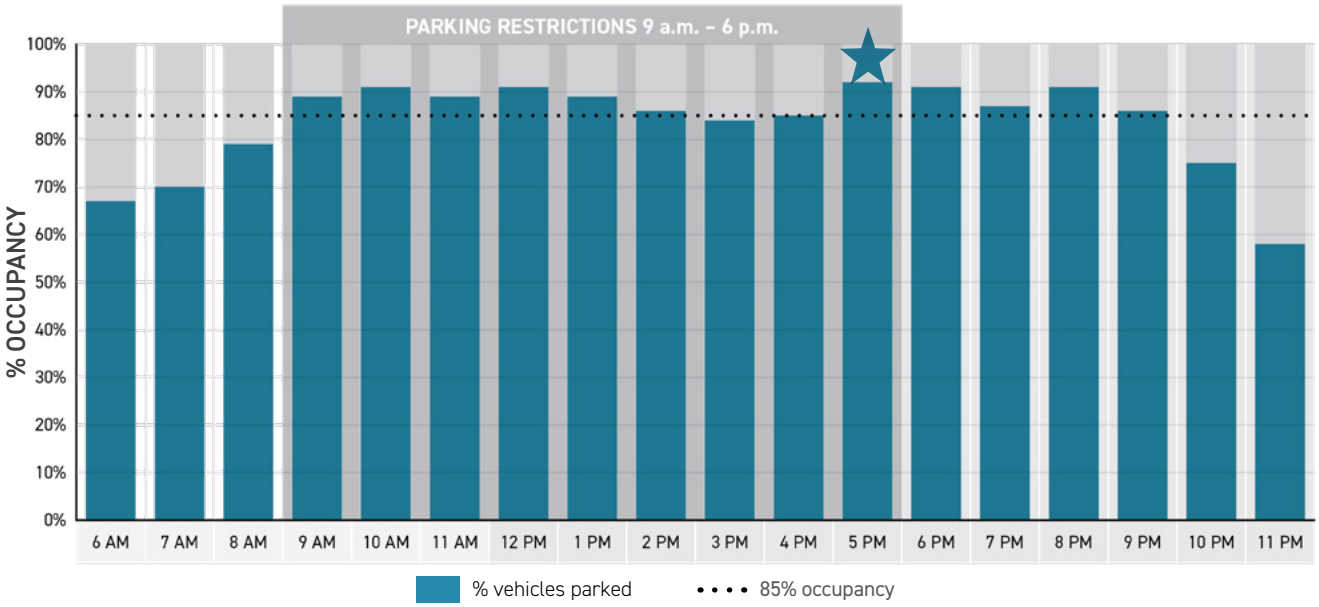


ON-STREET UNPAID

The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY ON-STREET UNPAID PARKING** and shows that the peak occurs at 5 p.m. with 92 percent of the spaces occupied.

169
On-Street Spaces Counted

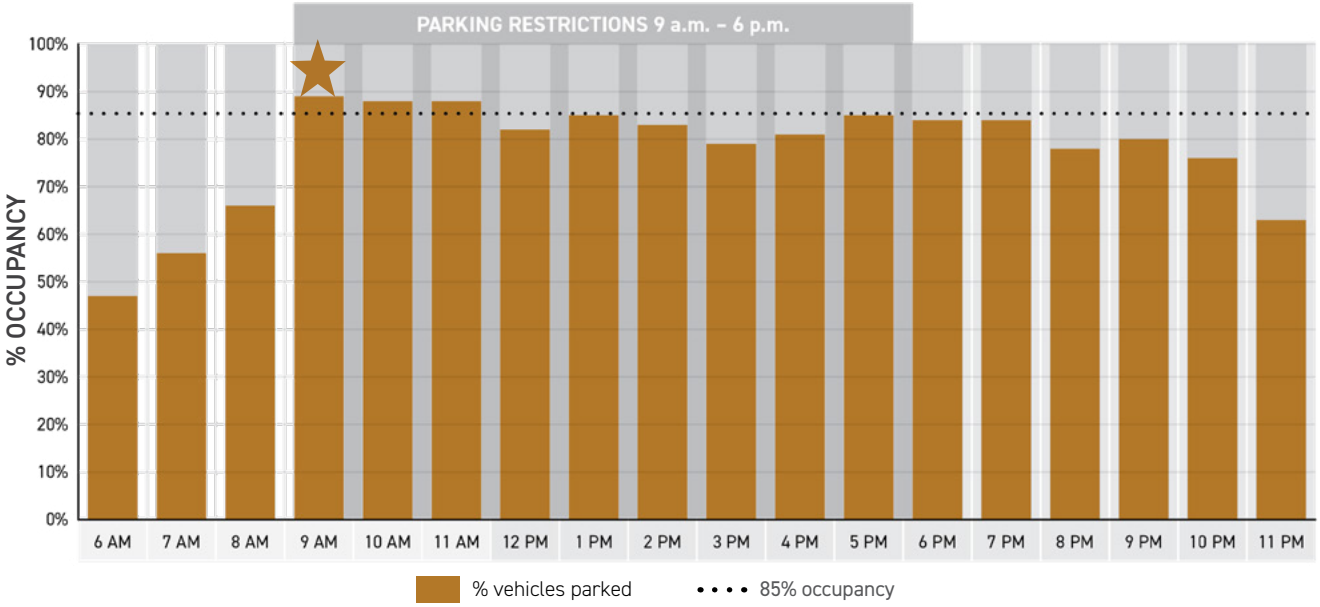
★156
Vehicles Parked at Peak Hour



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY ON-STREET UNPAID PARKING** and shows that the peak occupancy occurs at 9 a.m. with 89 percent of the spaces occupied. Weekday occupancy for on-street unpaid parking is generally higher than Saturday conditions. These peak periods are expected due to residential use of the free parking along N Maryland Avenue and Louise Street. There is preferential permit parking along N Maryland Avenue where residents with permits may be utilizing spaces for much of the day.

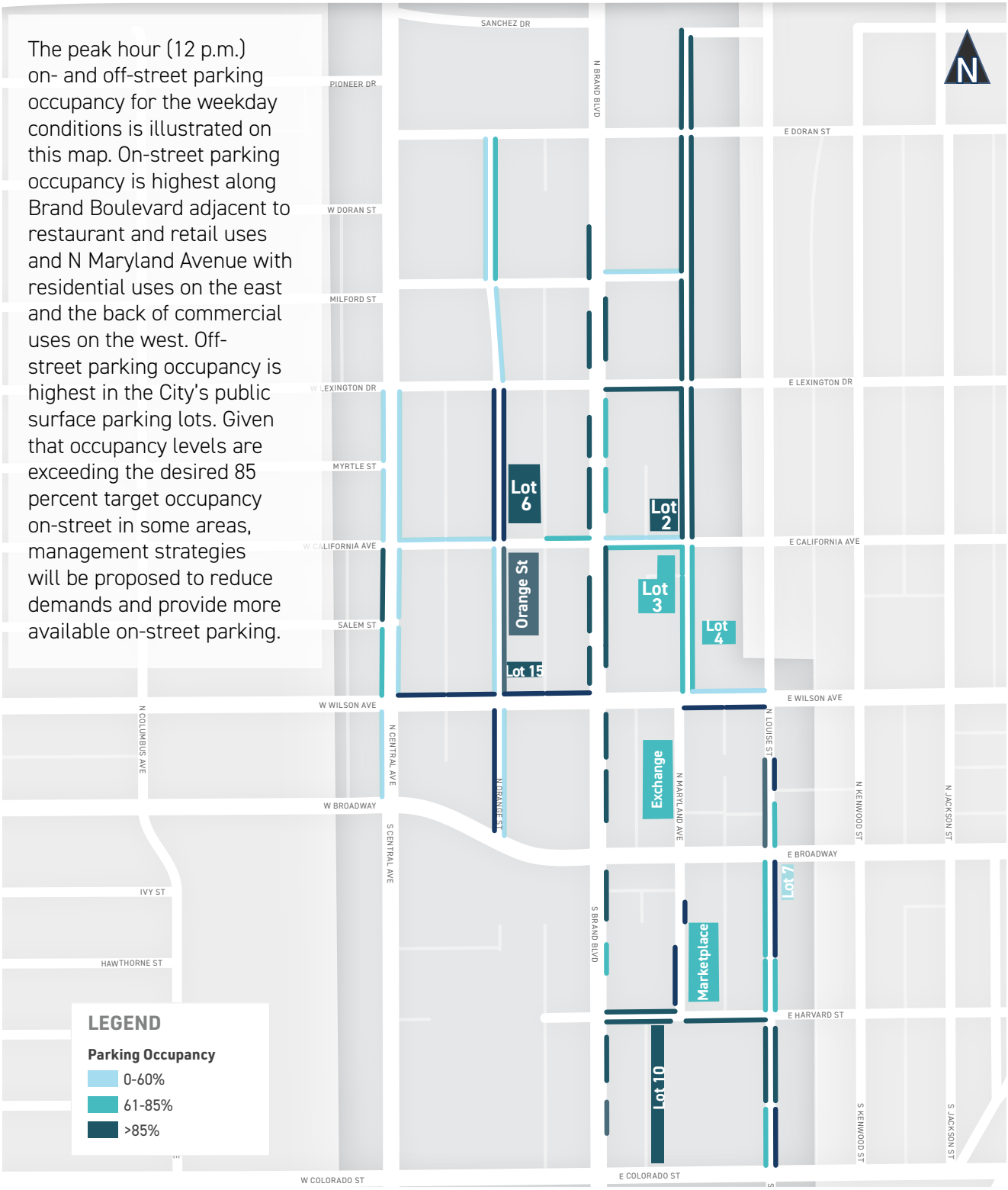
169
On-Street Spaces Counted

★151
Vehicles Parked at Peak Hour



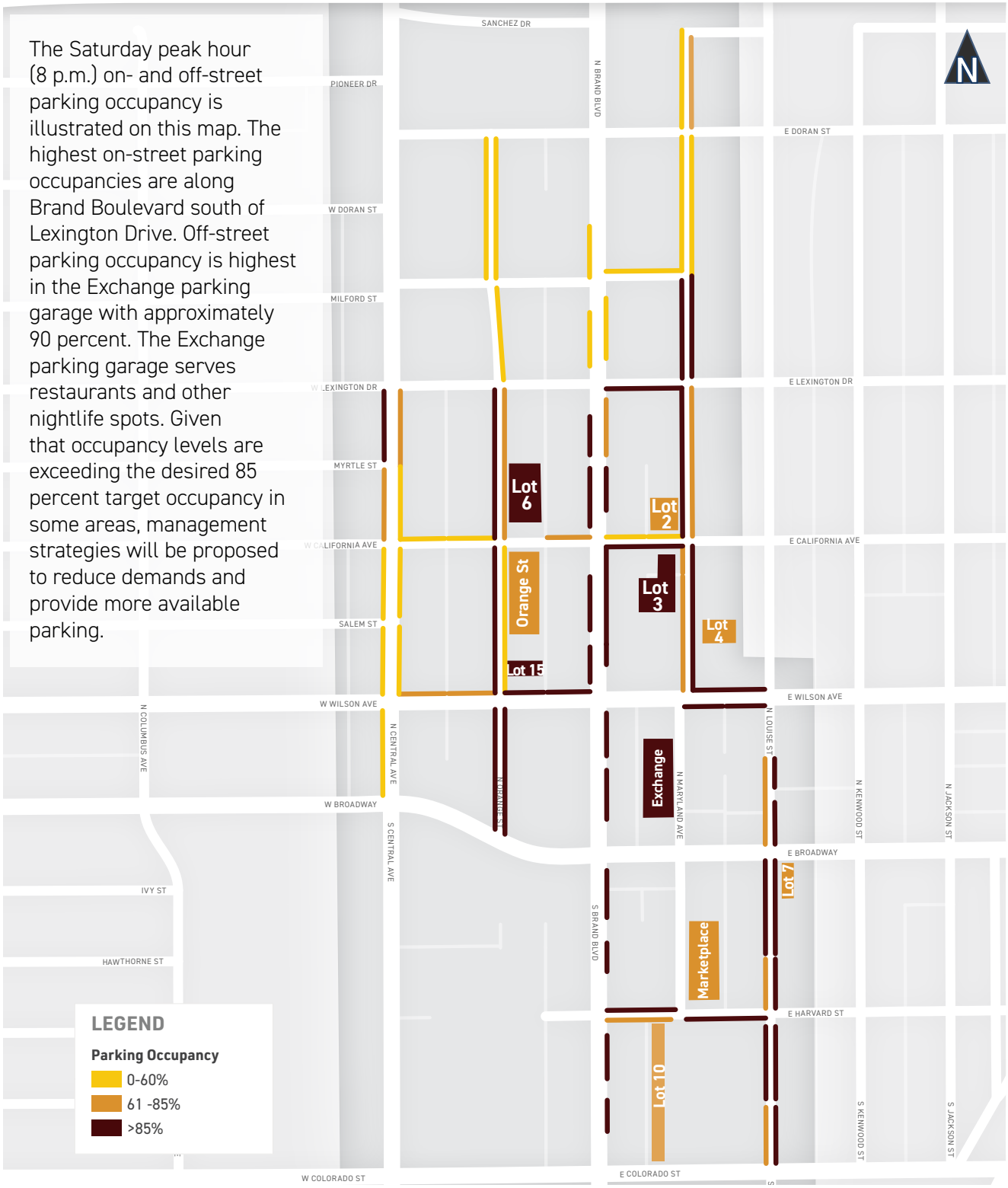
WEEKDAY PEAK HOUR OCCUPANCY (12PM)

The peak hour (12 p.m.) on- and off-street parking occupancy for the weekday conditions is illustrated on this map. On-street parking occupancy is highest along Brand Boulevard adjacent to restaurant and retail uses and N Maryland Avenue with residential uses on the east and the back of commercial uses on the west. Off-street parking occupancy is highest in the City's public surface parking lots. Given that occupancy levels are exceeding the desired 85 percent target occupancy on-street in some areas, management strategies will be proposed to reduce demands and provide more available on-street parking.



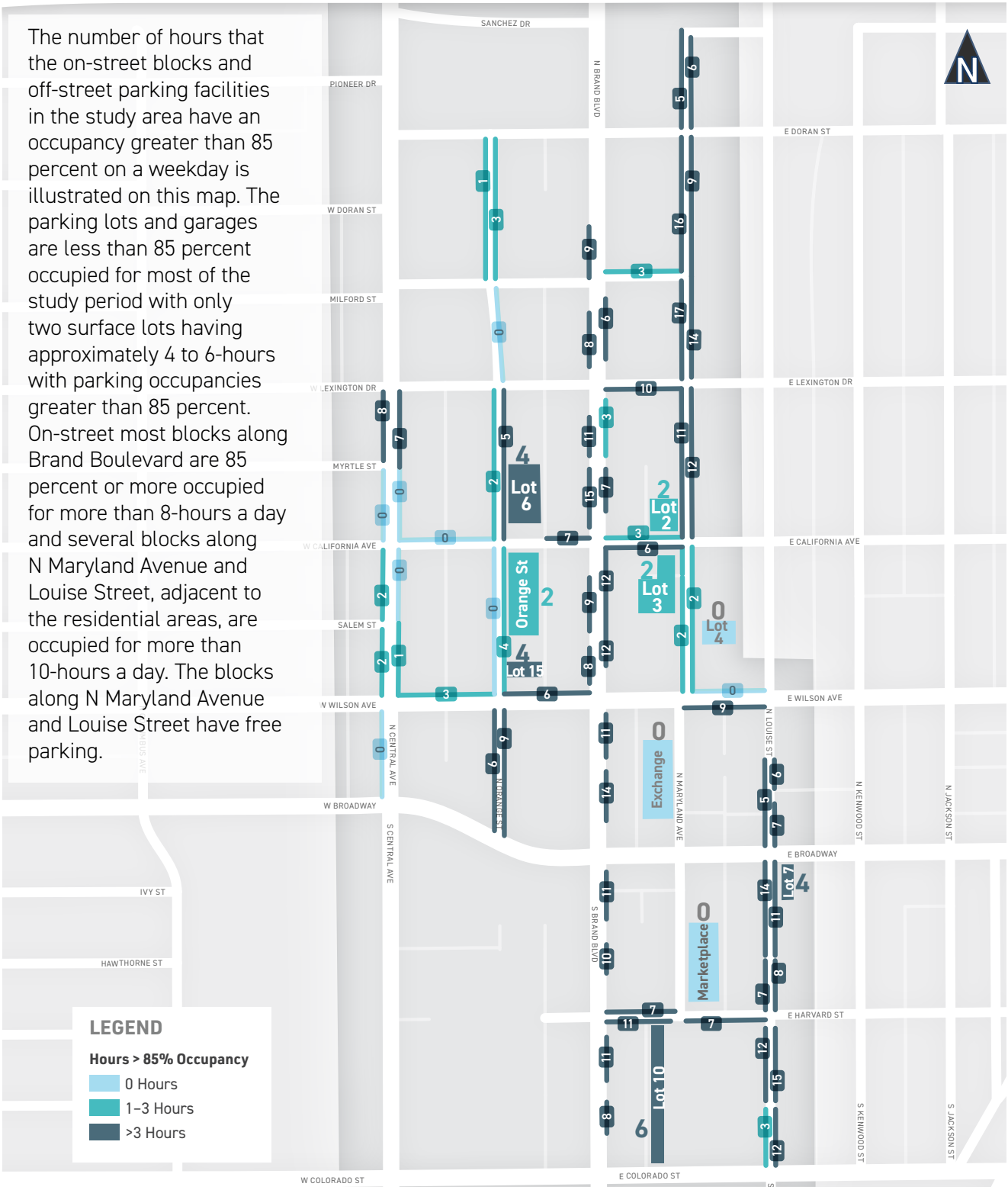
SATURDAY PEAK HOUR OCCUPANCY (8PM)

The Saturday peak hour (8 p.m.) on- and off-street parking occupancy is illustrated on this map. The highest on-street parking occupancies are along Brand Boulevard south of Lexington Drive. Off-street parking occupancy is highest in the Exchange parking garage with approximately 90 percent. The Exchange parking garage serves restaurants and other nightlife spots. Given that occupancy levels are exceeding the desired 85 percent target occupancy in some areas, management strategies will be proposed to reduce demands and provide more available parking.



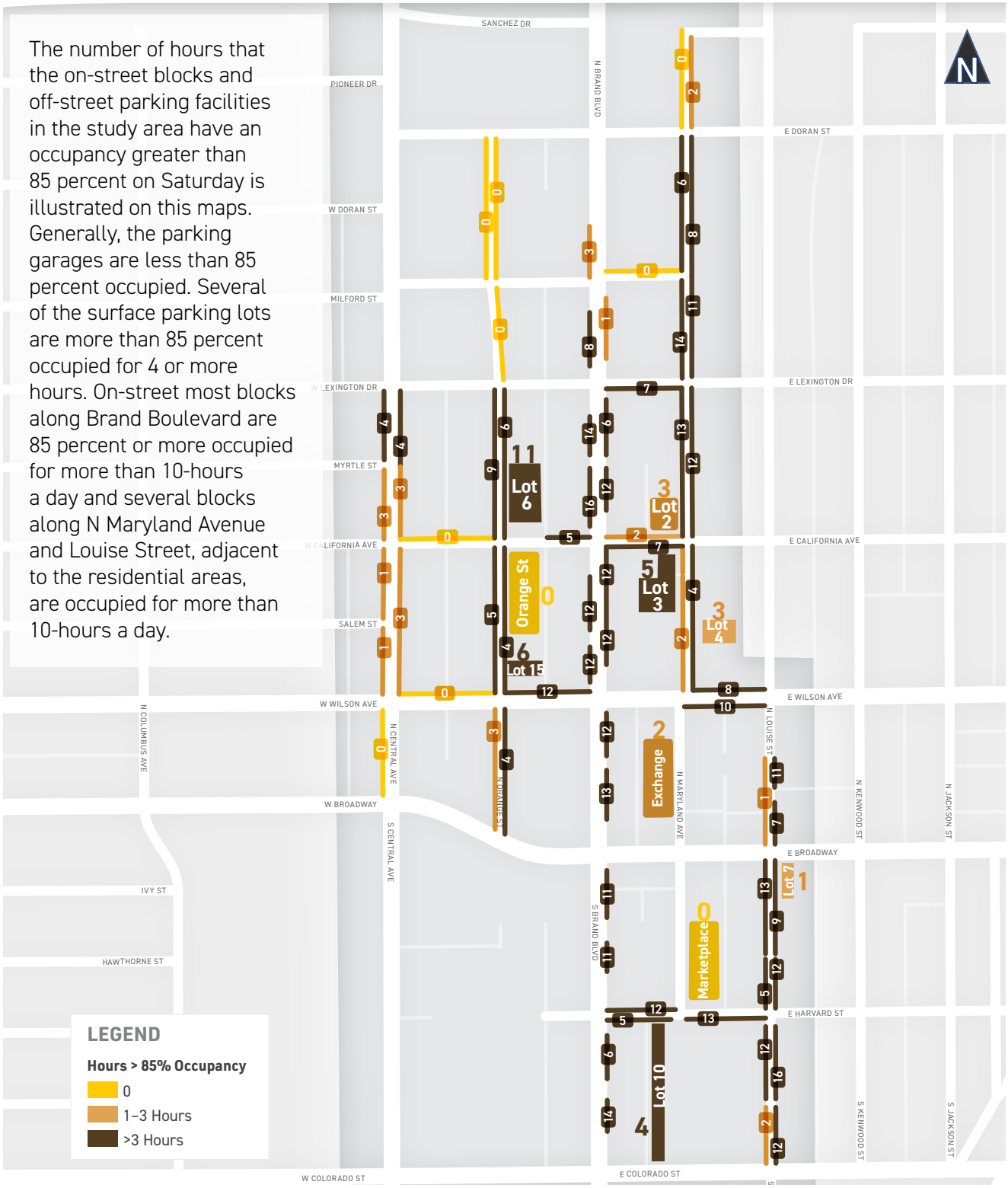
NUMBER OF HOURS OCCUPANCY EXCEEDS 85% (WEEKDAY)

The number of hours that the on-street blocks and off-street parking facilities in the study area have an occupancy greater than 85 percent on a weekday is illustrated on this map. The parking lots and garages are less than 85 percent occupied for most of the study period with only two surface lots having approximately 4 to 6-hours with parking occupancies greater than 85 percent. On-street most blocks along Brand Boulevard are 85 percent or more occupied for more than 8-hours a day and several blocks along N Maryland Avenue and Louise Street, adjacent to the residential areas, are occupied for more than 10-hours a day. The blocks along N Maryland Avenue and Louise Street have free parking.



NUMBER OF HOURS OCCUPANCY EXCEEDS 85% (SATURDAY)

The number of hours that the on-street blocks and off-street parking facilities in the study area have an occupancy greater than 85 percent on Saturday is illustrated on this maps. Generally, the parking garages are less than 85 percent occupied. Several of the surface parking lots are more than 85 percent occupied for 4 or more hours. On-street most blocks along Brand Boulevard are 85 percent or more occupied for more than 10-hours a day and several blocks along N Maryland Avenue and Louise Street, adjacent to the residential areas, are occupied for more than 10-hours a day.



BRAND BOULEVARD

Brand Boulevard is the central spine of Downtown. The street features the historic Alex Theatre, which is a focal point of the Downtown entertainment, shopping and dining, and connects to the Americana at Brand and the Glendale Galleria.

Duration of stay is evaluated to identify different types of parking users and to see if parking spaces are being turned over to support the specific type of parker desired. Duration of stay data was collected along Brand Boulevard in the most desirable paid on-street spaces to see if vehicles were turning over to provide short term customer parking for nearby business.

Weekday and Saturday duration of stay along Brand Boulevard are illustrated here. The data shows that the vehicles parked along Brand Boulevard stay for less than 1-hour on average. Parking is paid along Brand Boulevard and the majority of spaces have a 2-hour time limit; therefore, users are complying with the restrictions and the level of enforcement could be deemed appropriate. The current duration of stay is supporting the desire for Brand Boulevard to serve as short term parking for business in the area and that incidents of meter feeding are likely low.

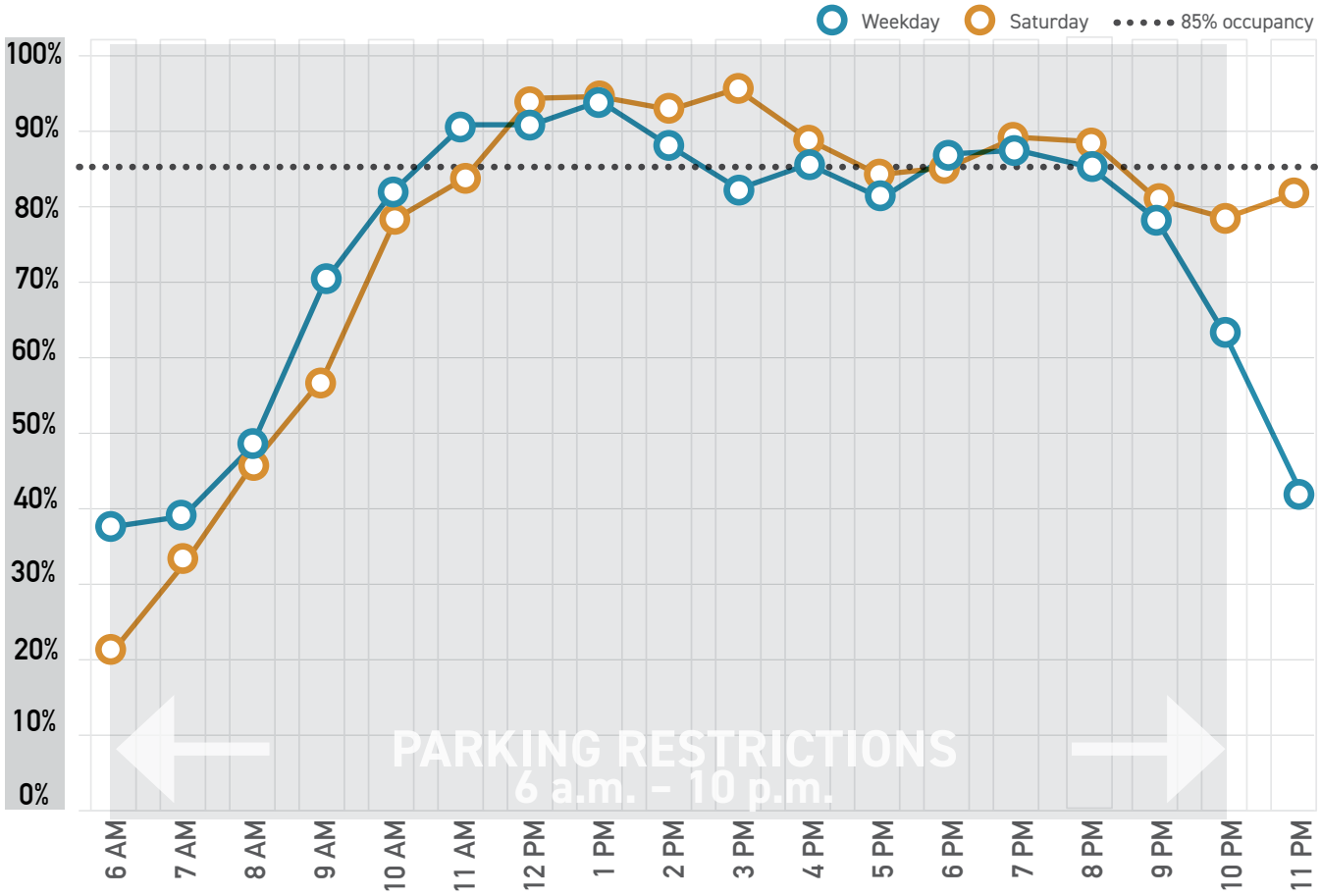
DURATION OF STAY (WEEKDAY)



DURATION OF STAY (SATURDAY)



BRAND BLVD PAID ON-STREET PARKING OCCUPANCY

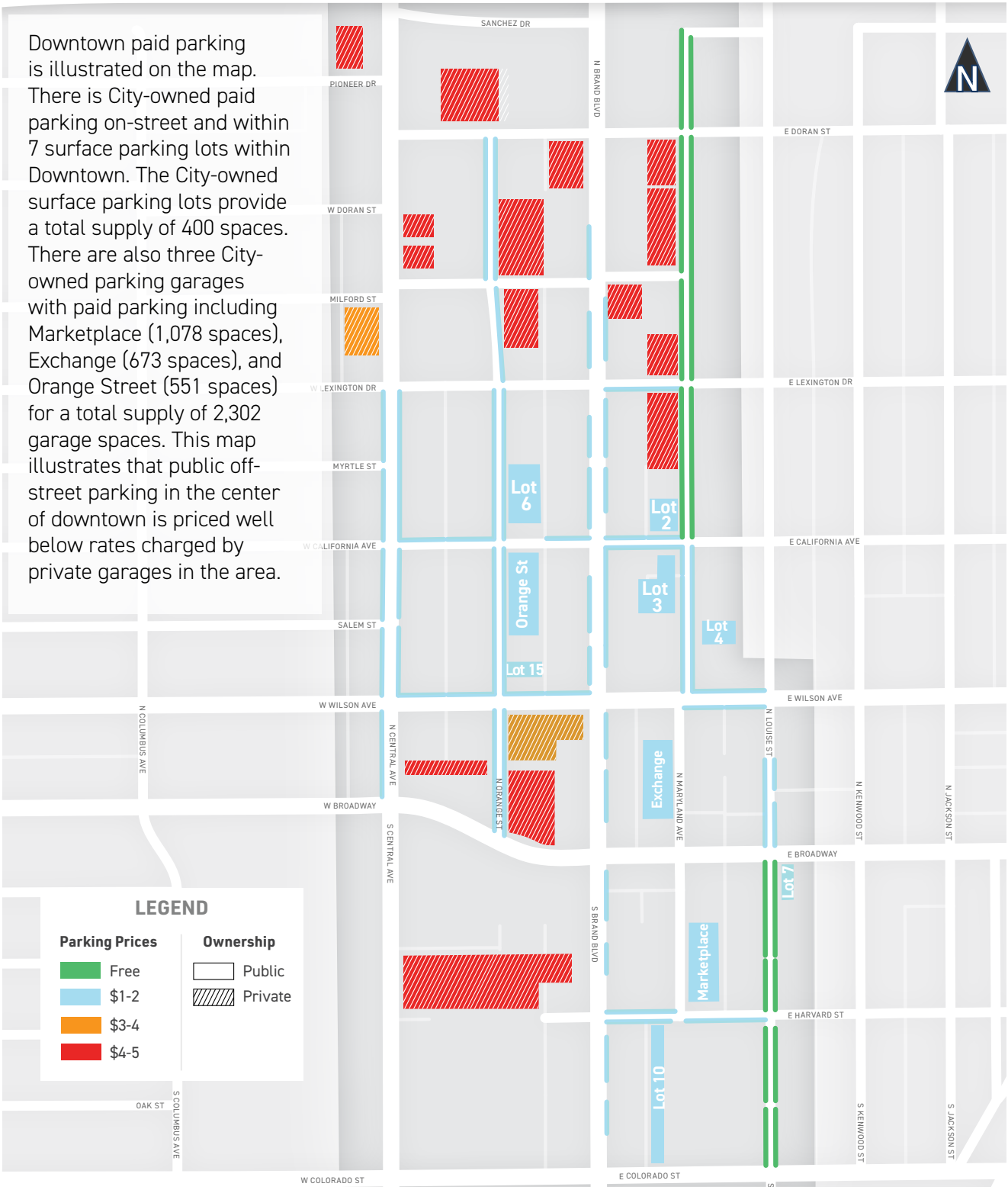


Hourly parking occupancy for weekday and Saturday conditions are shown for Brand Boulevard. The parking is approximately 82 to 95 percent occupied between 10 a.m. and 8 p.m. on weekdays and 78 to 95 percent occupied between 10 a.m. and midnight on Saturday.

Occupancy along Brand Boulevard exceeds the 85 percent threshold for 7 hours on a weekday and 8 hours on a Saturday.

PRICING

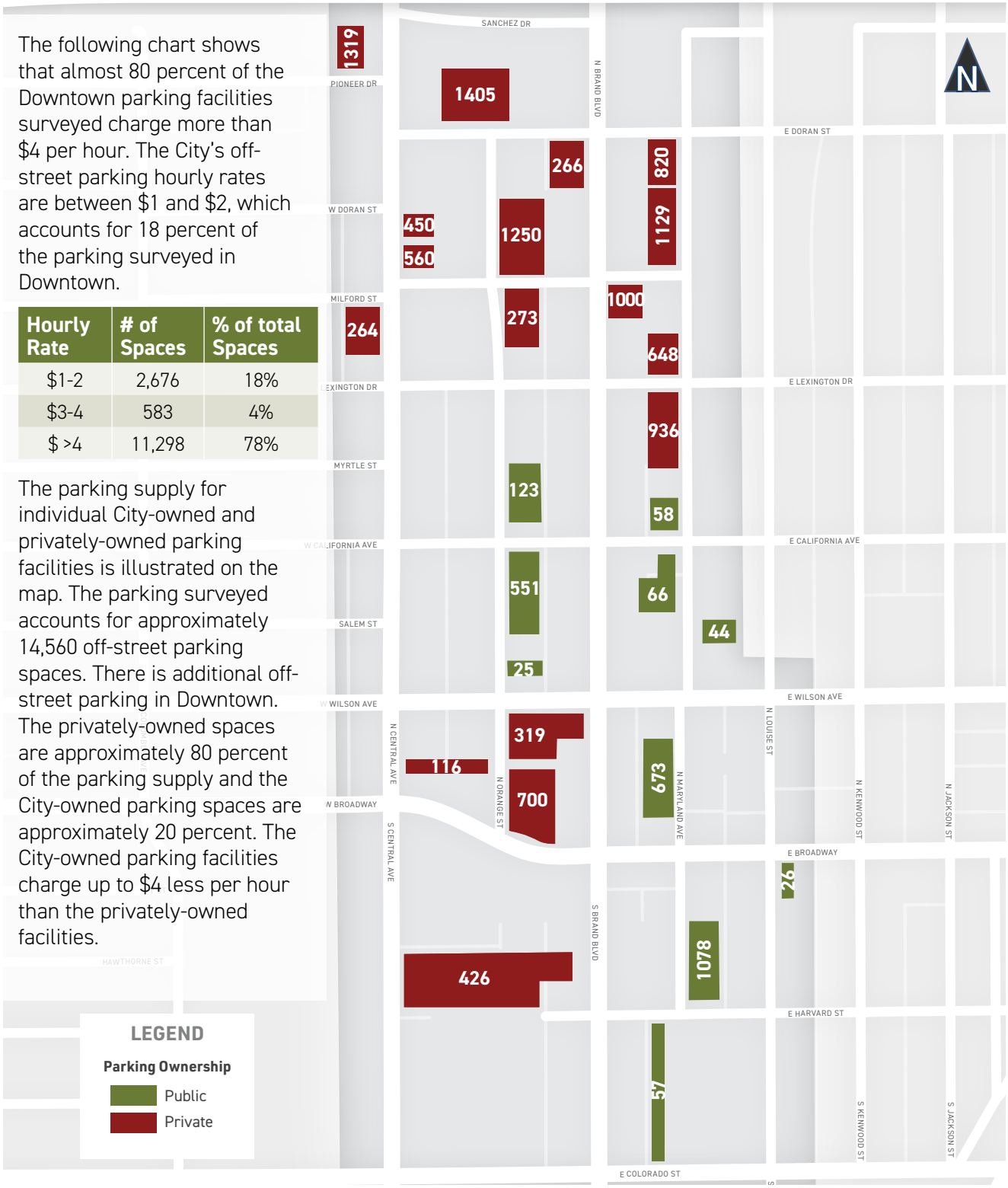
Downtown paid parking is illustrated on the map. There is City-owned paid parking on-street and within 7 surface parking lots within Downtown. The City-owned surface parking lots provide a total supply of 400 spaces. There are also three City-owned parking garages with paid parking including Marketplace (1,078 spaces), Exchange (673 spaces), and Orange Street (551 spaces) for a total supply of 2,302 garage spaces. This map illustrates that public off-street parking in the center of downtown is priced well below rates charged by private garages in the area.



The following chart shows that almost 80 percent of the Downtown parking facilities surveyed charge more than $4 per hour. The City's off-street parking hourly rates are between $1 and $2, which accounts for 18 percent of the parking surveyed in Downtown.

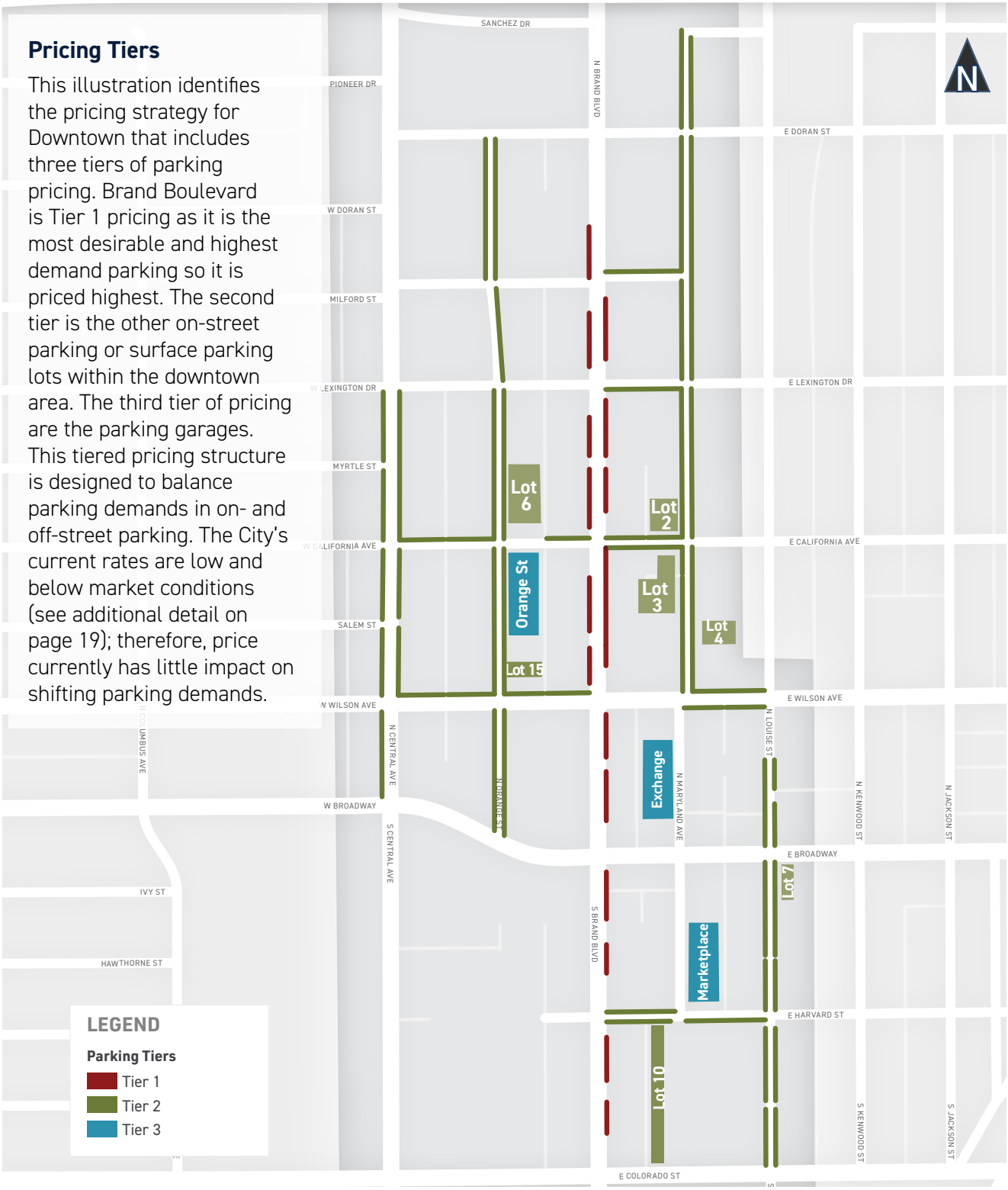
Hourly Rate	# of Spaces	% of total Spaces
$1-2	2,676	18%
$3-4	583	4%
$ >4	11,298	78%

The parking supply for individual City-owned and privately-owned parking facilities is illustrated on the map. The parking surveyed accounts for approximately 14,560 off-street parking spaces. There is additional off-street parking in Downtown. The privately-owned spaces are approximately 80 percent of the parking supply and the City-owned parking spaces are approximately 20 percent. The City-owned parking facilities charge up to $4 less per hour than the privately-owned facilities.



Pricing Tiers

This illustration identifies the pricing strategy for Downtown that includes three tiers of parking pricing. Brand Boulevard is Tier 1 pricing as it is the most desirable and highest demand parking so it is priced highest. The second tier is the other on-street parking or surface parking lots within the downtown area. The third tier of pricing are the parking garages. This tiered pricing structure is designed to balance parking demands in on- and off-street parking. The City's current rates are low and below market conditions (see additional detail on page 19); therefore, price currently has little impact on shifting parking demands.



CITY PARKING RATES

Parking rates are set by City of Glendale Municipal Code and related Ordinances with three tiered pricing categories on the table to the right.

PARKING RATE COMPARISON TO PRIVATELY OWNED FACILITIES

Parking rates at Downtown private facilities shown on the map were inventoried for hourly and monthly pricing categories. The majority of privately owned parking facilities in the area are garages. The survey only included one surface lot. The parking garages surveyed have approximately 270 to 1,400 parking spaces in each. The surface lot surveyed has 116 spaces, which is higher than most of the City lots. The City's surface parking has between 26 and 123 spaces with most of the lots having less than 60 spaces.

Hourly Rates

Parking fees are structured slightly different based on how facilities categorize the duration of stay.

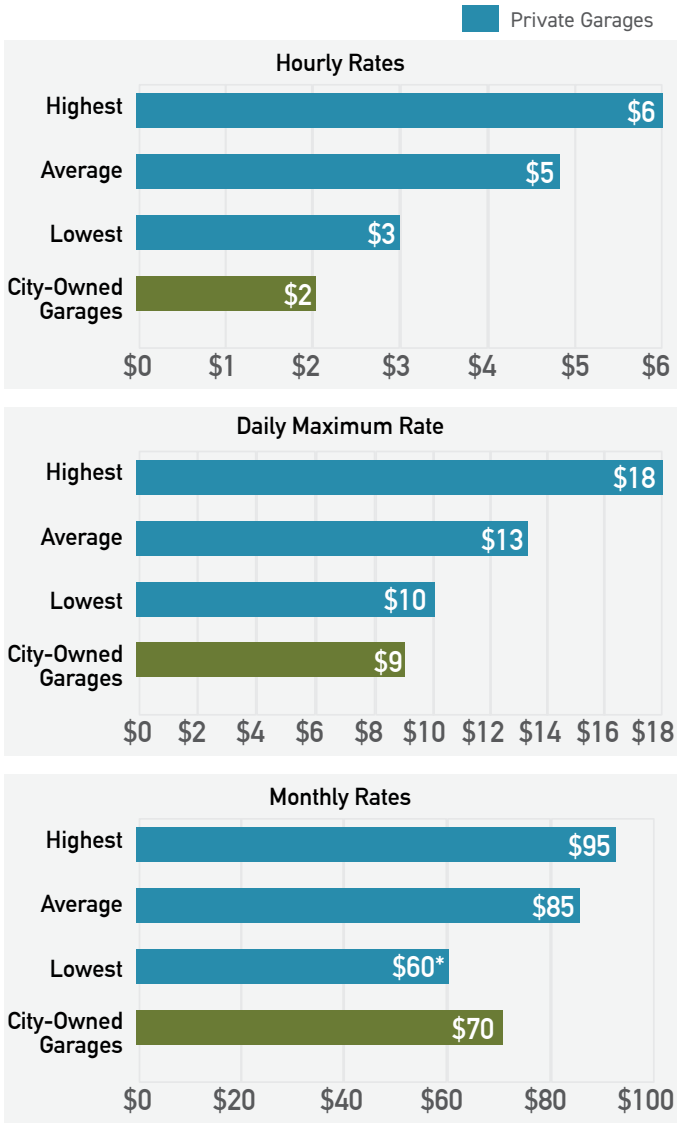
This chart illustrates how City parking garages rates compare to high, low, and average hourly rates charged by private garages Downtown. The hourly parking rate for the City is lower than all privately owned facilities surveyed by $1 to $3 per hour. A comparison of the hourly maximum rate for the parking garages shows the City's maximum rate is $1 to $9 less than private parking in the area. This comparison does not consider that the first 90 minutes are free in the City's parking garages so overall parking is much less in City garages versus private off-street parking. In addition to the data illustrated on the chart, the surface lot surveyed has a parking rate of $5 per hour compared to the hourly rate of $1 per hour in the City's surface lots.

Monthly Rates

The majority of the private garages surveyed offer monthly parking except for one, which only had hourly rates. The chart summarizes how the City garages rates compare to high, low, and average monthly rates charged by private garages in Downtown. Most private facilities charge between $75 and $95 per month. The City monthly parking rate is $70, which is at the low end of the parking charges.

TIER	DOWNTOWN GLENDALE PARKING PRICES		
	LOCATION	HOURLY	MONTHLY
1	On-Street – Brand Blvd.	$1.50 per hr	N/A
2	Downtown On-Street and surface lots*.	$1 per hr	N/A
3	Parking Garages	90 Min. Free then $2 per hr	$70 per month

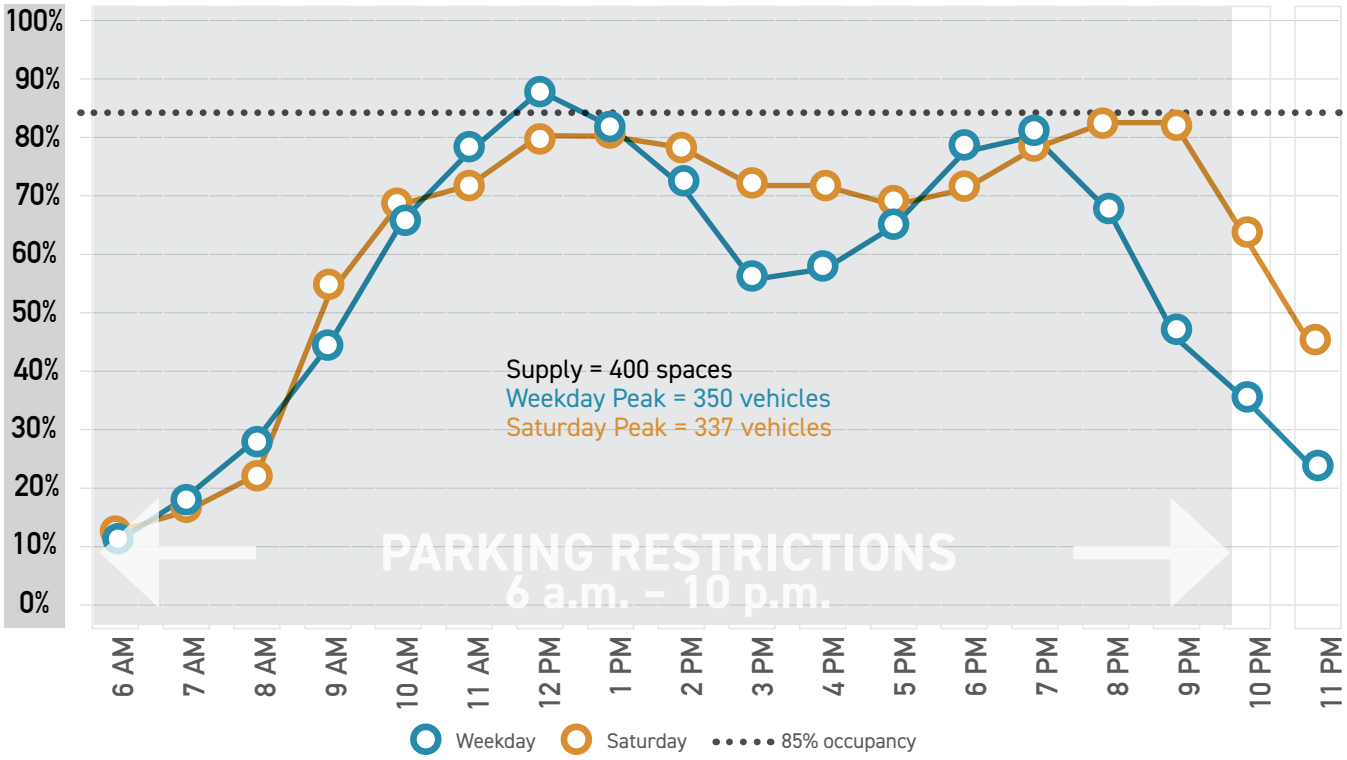
*except Brand Blvd



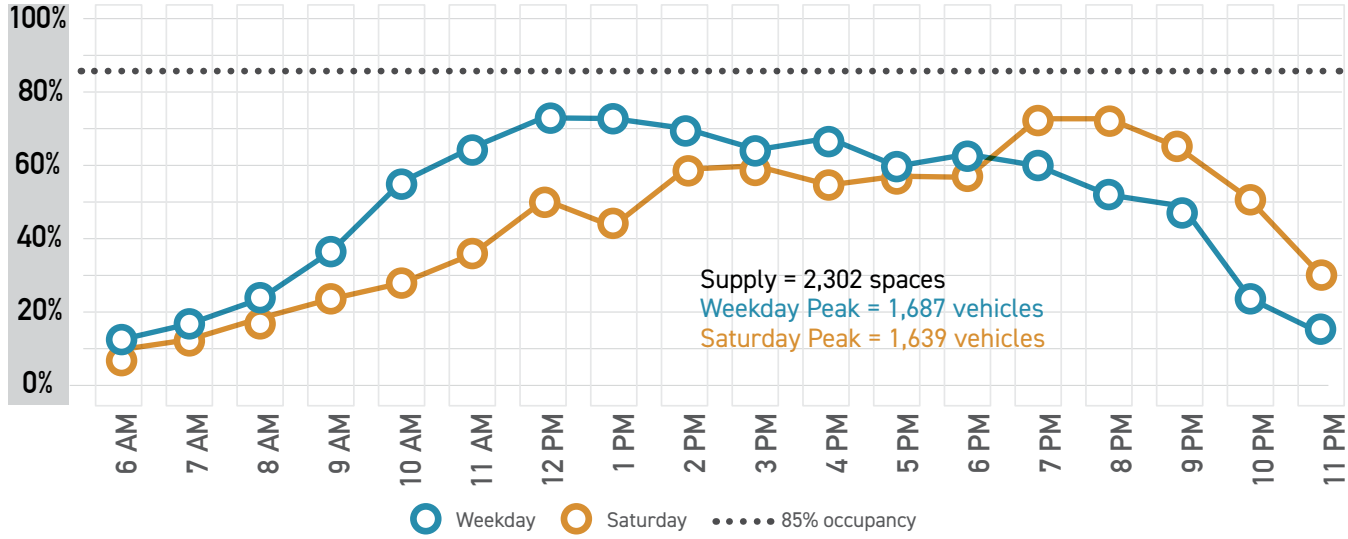
*Lowest rate only one parking facility

PUBLIC LOTS PARKING OCCUPANCY

WEEKDAY AND SATURDAY HOURLY OCCUPANCY FOR DOWNTOWN SURFACE PARKING LOTS is illustrated on the chart. The surface lots have a peak parking occupancy of 88 percent on the weekday at 12 p.m. and a second peak of 80 percent at 7 p.m. The Saturday peak occupancy occurs at 8 p.m. with 84 percent of the spaces in the surface lots occupied. The hourly rate for these facilities is $1, which is less than the parking garages attracting visitors and employees to park here first.



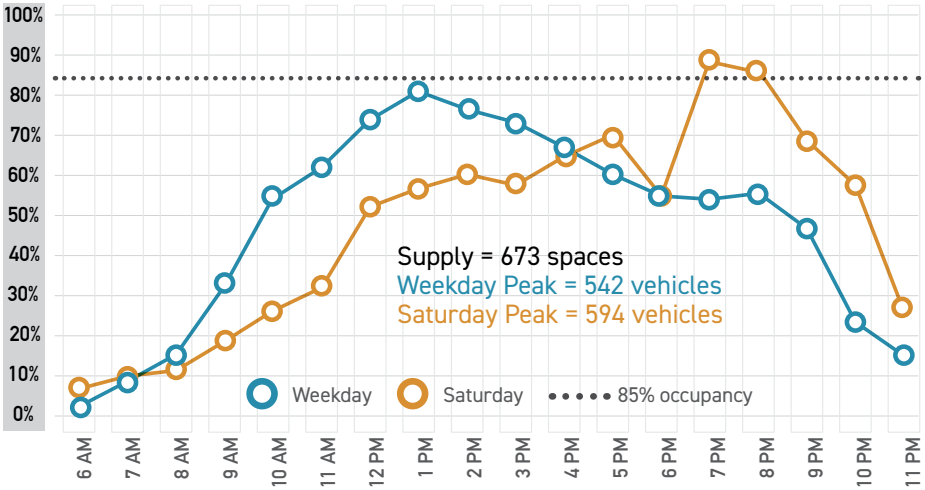
WEEKDAY AND SATURDAY HOURLY OCCUPANCY FOR THE DOWNTOWN GARAGES is illustrated on the chart. The garages as a whole have a parking occupancy of approximately 70 percent or less. The parking garages were also reviewed for seasonal variation based on data from 2017 and 2018. The data showed that there is little to no seasonality with Downtown parking except around the holidays and during large Downtown events.



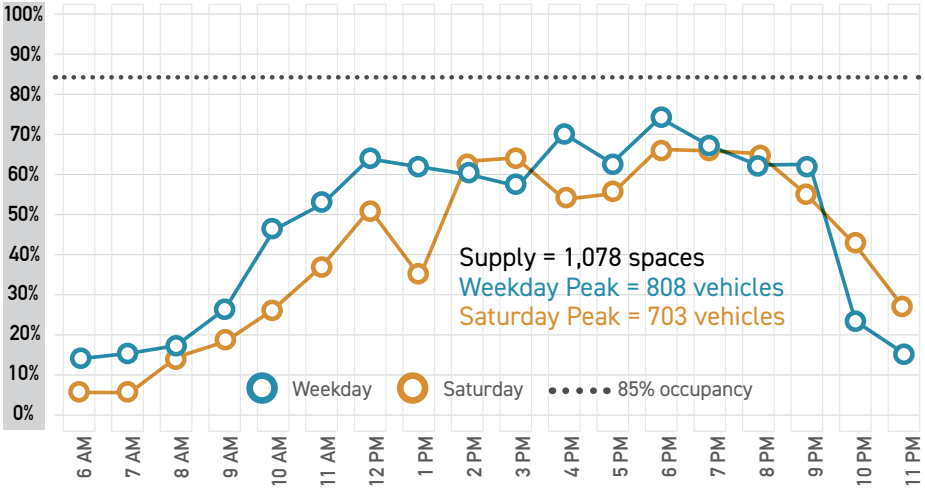
WEEKDAY AND SATURDAY HOURLY OCCUPANCY FOR THE THREE GARAGES is illustrated on the following charts. The Exchange garage has a peak parking occupancy of 88 percent on Saturday at 8 p.m. The peak occupancy of the Marketplace Garage is 75 percent on a weekday at 6 p.m. and the Orange Street Garage peak parking occupancy is 93 percent on weekday at 11 a.m.

The evaluation shows there is overall capacity within the City's parking garages to accommodate additional parking needs with future growth in Downtown. Relative to pricing, changes in parking pricing have a direct impact on utilization and revenue as well as influence patron's decisions on where to park or if they should utilize other modes of travel. The ideal pricing strategy would support City's goals and objectives and the identity as a municipal facility.

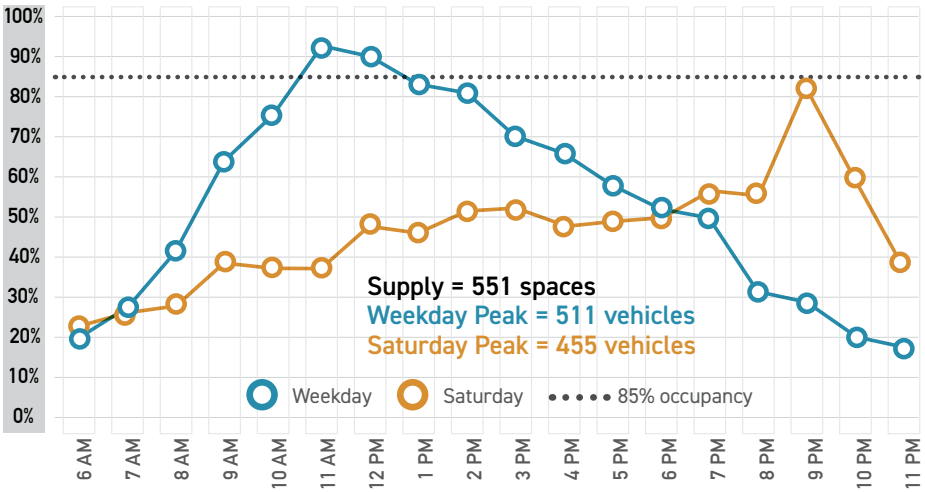
Exchange Garage



Marketplace Garage



Orange Street Garage



STAKEHOLDER COLLABORATION



As part of the process, outreach occurred with a variety of stakeholders to obtain feedback and perspectives related to parking in Downtown. This included a presentation to the Transportation and Parking Commission as well as meetings with the Greater Downtown Glendale Association.

In general they are in support of the parking policies and agree that City garages are below market prices. Specific feedback has included following:

- Support economic vitality for Downtown including shopping, dining, entertainment, employment & residents.
- Desire for innovative approaches to manage parking.
- Like the digital guidance signs for finding available parking.
- Would like increased enforcement.
- Desire for mobile pay options.
- Want to see revenues reinvested in downtown.

KEY FINDINGS

When looking at the study area as a whole, the overall parking occupancy is less than 85 percent indicating that there is still some available parking. There are specific areas where parking occupancies are exceeding the desired threshold and management strategies should be used to shift demands from heavily utilized areas to those that are not as utilized. Better balancing the parking supply and demand within Downtown will provide available parking in areas where people desire to park such as in front of restaurants and retail. The analysis shows there is available parking within Downtown; therefore, a balance between parking supply and demand can be achieved with additional management of the existing system.

BELOW MARKET PRICING

The City hourly and monthly parking rates are at the low end of market conditions. The surface parking tends to fill up first and has a lower parking rate than the parking garages. There is capacity in the City garages during the weekday and Saturday periods and raising rates could produce more revenue but may lower parking demands. The increases in off-street parking rates would need to be balanced with on-street parking rates.



HIGH OCCUPANCY ALONG BRAND BOULEVARD

Occupancy frequently exceeds the 85 percent threshold along most blocks indicating it is highly desirable and parking along the street is difficult to find. Given the duration of stay is less than 1-hour on average, this is serving the desired short-term parker and an appropriate level of turnover is occurring.

HIGH LONG-TERM OCCUPANCY IN SURFACE LOTS

Most of the surface parking lots have parking occupancies over 85 percent for 4-hour or more hours during the study period.

LOW OCCUPANCY IN PARKING GARAGES

Parking occupancy in the garages is generally less than 85 percent except for at the Orange Street garage where occupancy is over 85 percent for 2-hours during the weekday and the Exchange garage where occupancy exceeds 85 percent for 2-hours on Saturday.

HIGH OCCUPANCY ON UNPAID N MARYLAND AVENUE AND LOUISE STREET

The parking occupancy for the unpaid 2-hour on-street parking along N Maryland Avenue and Louise Street frequently exceeds the 85 percent threshold.

PARKING STRATEGIES



Look for this icon to denote the strategies suggested throughout this section.

Parking strategies have been identified to manage public parking resources to provide sufficient turnover of parking to better support commercial businesses in Downtown. The strategies respond to the following Downtown goals and objectives:

- Supporting Downtown business needs
- Provide adequate amount of parking for customers

PERFORMANCE-BASED PARKING APPROACH

The City should adopt a performance-based parking approach where data driven triggers are used to guide decision-making to best manage parking needs. This approach would provide data driven processes to manage public parking within the City where specific performance criteria are evaluated to determine when parking management strategies need to be implemented or maybe reduced. Using data driven processes provides transparency that improves understanding between the public and City officials and takes the perceived emotion out of the decision. The performance-based parking approach incorporates demand-based practices that inform changes to parking rates, policies, and programs to best balance the supply and demand of parking.

Data Driven Triggers

Industry standards have identified 85 percent as the point where there are still spaces available, but it starts to become difficult for drivers to find parking. The City currently has a target occupancy of 85 percent; however, having a goal of one specific number is difficult to achieve and provides limited flexibility in determining appropriate management strategies and success. A parking environment where 1-2 spaces are available per on-street block supports Downtown needs. We recommend modifying and clarifying the City's desired target range to be an occupancy level between 70 and 85 percent, which would reflect having 1-2 available spaces per on-street block.

With the new target occupancy range, the following performance metrics are recommended for when to consider and implement new parking management strategies:

1. **Increase parking rates** when peak occupancy exceeds 85 percent.
2. **Decrease parking rates** when peak occupancy is below 70 percent.
3. **Consider having paid parking** when peak occupancy exceeds 85 percent for more than 4 hours.

With the performance-based parking approach in mind, the following section outlines parking management strategies that could be implemented to better balance the supply and demand of valuable parking assets in downtown now and into the future. The parking management strategies were derived in response to the findings in this parking analysis and support the overall goals and objectives to address near-term concerns about parking availability and support long-term parking needs.

Current Target Occupancy Policy



Proposed Target Occupancy Range



PRICING STRATEGIES

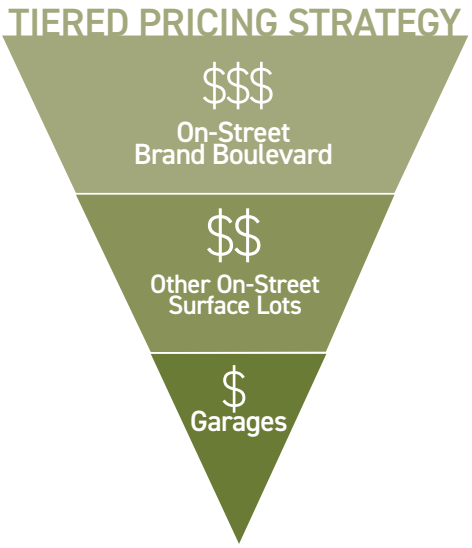
The ideal pricing strategy supports the City's goals and objectives and identifies the right balance between optimizing occupancy, supporting overall transportation goals, supporting customer needs, and generating revenue. Paid parking can be implemented for both public and private lots and essentially is a management tool that reduces demand, motivates carpooling, promotes higher turnover, and can generate revenue. Occupancy levels of over 85 percent for on-street parking mean there is limited parking availability and finding parking spaces is difficult. Drivers looking for on-street parking along Brand Boulevard may be circulating throughout the area to locate an available space causing increased congestion. On-street parking occupancies between 70 and 85 percent on-street provide 1 to 2 available spaces per block making it easier to find available parking and reduce circulation with searching for parking. More available parking improves the customer experience and economic vitality of the neighborhood. As needed, the City should monitor areas with paid parking and use the performance metrics identified previously to make changes to pricing.

For the downtown area, a multi-step process is recommended that would first increase prices on-street, start to align pricing in a tiered approach and then make future adjustments based on performance-based measures.

All public parking fees in downtown are below market conditions and adjusting the fees to a tiered approach could occur gradually over time as parking demands are balanced through price increases. It is recommended that on-street fees be increased first to shift demands to available off-street facilities and make available more on-street parking for visitors and customers.

TIERED PRICING APPROACH

Pricing changes would be achieved through incremental changes using the three-tier hierarchy. Implementing price changes incrementally and using the three tiers allows for parkers to adjust to the system and allows the City to monitor shifts in demand. The tiered approach will provide better management of short-term parking availability by setting higher fees for the most desirable and in demand on-street parking and lower fees less convenient off-street parking. The highest fees would be charged for on-street parking along Brand Boulevard, second highest fees for desirable on-street and surface lot parking in downtown, and the lowest fees for parking garages.



Specifically, the adjustments should include:

ANNUAL ADJUSTMENTS. It is recommended that parking rates be evaluated on an annual basis and adjusted using the performance-based tiered approach. The annual review is necessary to address changing conditions that are anticipated with other management strategies and be able to react to growth and development pressures that occur. The decision to change prices should be based on the performance metrics identified using the target occupancy range discussed previously.

TIER 1. INCREASE PARKING PRICES ALONG BRAND BOULEVARD. Many of the blocks along Brand Boulevard are over 85 percent occupied for 10 or more hours. As an adjustment for the Tier 1 parking, it is recommended to increase the parking rate per hour by $0.50 to help reduce occupancy levels and encourage parking in other areas where parking is available. It is anticipated that a $0.50 increase will have minimal impact at first and that Brand Boulevard pricing will need to continue to be increased.

TIER 2. INCREASE SURFACE LOT AND OTHER ON-STREET PARKING PRICES. Most of the surface lots are over 85 percent occupied for 4 or more hours. As an adjustment for the Tier 2 parking, it is recommended to increase the parking rate per hour by $0.50 to help reduce occupancy levels and encourage parking in other areas where parking is available. It is anticipated that a $0.50 increase will have minimal impact at first and that pricing will need to continue to be increased. Pricing increases should be balanced with changes in parking management for other tiers.

TIER 3. INCREASE GARAGE PARKING PRICES. Hourly parking rates generally serves short-term parkers. Daily and monthly rates serve long-term parkers like employees. The evaluation shows that garage parking rates are also below market rates. Adjustments to parking garage rates include:



- **90-Minutes Free Parking.** Continuing to provide 90-minute free parking in garages supports shifting demands to underutilized parking in garages while on and off-street parking fees are adjusted to the tiered approach. This provides free short term parking that will continue to support economic vitality of downtown businesses while there is parking available in garages.
- **Theater Validation Program**. The City currently has a validation program in place for patrons who visit the Alex Theatre and Glendale Central Theatre. The validation programs allows patrons to park at the Marketplace, Exchange or Orange Street parking structure for $1.00 for 4 hours. The validation program should continue and be expanded to include other theaters such as Laemmle Glendale and Antaeus, along with future theater establishments to support longer term parking associated with theater patrons in garages where parking is available

- **Hourly Rate**. The market rate analysis supports increasing the parking garage hourly rates; however, hourly parking rates need to consider the overall Downtown parking supply. Monitor the impacts of pricing adjustments for Tiers 1 and 2 and implement parking rate changes in the parking garages when appropriate to balance the parking supply and demand.
- **Increase Parking Garage Daily Maximum Rate.** The hourly maximum parking rate for the Downtown garages is currently $9, which is up to $9 less than the surrounding private parking. The maximum rate should be increased to $12 to be closer to the average hourly maximum parking rates for Downtown.
- **Increase Parking Garage Monthly Rate.** Consider adjusting the monthly parking rates for the parking garages to be more consistent with the average monthly parking rates in Downtown. Raising the rates would likely reduce the demand of the current users and may support commute trip reduction and transportation demand management goals. Other factors to consider when raising parking garage rates include:
  - ***Customer Service***. How do you want to best serve your clients? Do you continue to provide 90-minutes free?
  - ***Customer Experience/Facility Condition/ Location.*** What is the quality of each facility and how does the user experience differ? Would you charge differently based on quality of facility (proximity, look and feel, etc.)?
  - ***Balancing Downtown Needs and City Policy.*** How do you best support merchants and encourage commute trip reduction? How do prices for employees correlate with Transportation Demand Management programs that are typically geared toward reducing the use of single occupant vehicles?



PARKING REGULATIONS AND RESTRICTIONS

Parking regulations should be developed within the context of the neighborhood but should also consider other areas of the City so as not to confuse parkers and to provide some consistency for the community and visitors. Downtown currently has parking hours ranging from 6 a.m. to 10 p.m. in paid parking areas and 9 a.m. to 6 p.m. in areas without paid parking. The City also has some areas where regulations and restrictions are enforced 7 days a week and others that are Monday through Saturday.

Changes in regulations that may be considered for downtown include:

CHANGE PAID PARKING HOURS. Parking occupancy is below 50 percent on Saturday and weekdays until after 8 a.m. in the paid parking areas. In unpaid parking areas, parking occupancies are over 85 percent at 9 a.m. On-street parking occupancy on Saturdays and weekdays is also over 60 percent until after 11 p.m. The City should consider charging from 8 a.m. to 12 a.m. to capture the typical work day as well as evening entertainment activities. This adjustment should be made for all blocks within Downtown (both paid and unpaid parking) to provide for consistent regulations.

CONSIDER ELIMINATING TIME LIMITS. As pricing is adjusted to be more consistent with market rates, consideration could be given to eliminating parking time limits and adjusting the City's Municipal Code to allow it. This system would use pricing to help regulate length of stay by pricing Tier 1 parking at the highest level and then Tier 2 at the next level and then Tier 3 at the lowest parking rate. The City should test the impacts of eliminating time limits in a portion of downtown and evaluate if pricing strategies alone are effective at managing duration of stay before applying this Citywide. The intent would be to price more desirable short term parking at a higher price where longer duration parking would occur in garages or less desirable locations.

RESIDENTIAL PARKING

The study area includes transition areas along N Maryland Avenue and Louise Street that are mixed with residential parking on one side and commercial uses on the other side of the street. The analysis showed parking occupancy is over 85 percent for more than 4 hours per day along most blocks on these streets. The City of Glendale has a Preferential Parking Permit program to assist residents in finding available on-street parking. The program has designated parking spaces where residents with a permit can park for longer than posted time limits. N Maryland Avenue between E California Avenue and E Doran Street provides preferential parking.

ADD PAID ON-STREET PARKING. Adjacent to the commercial area along the west side of N Maryland Avenue, parking is over 85 percent occupied for most of the day. The City could consider having paid parking on the west side of N Maryland Avenue and Louise Street.

CONSIDER EXPANDING RESIDENTIAL PREFERRED PARKING. Before implementing preferential parking along other blocks a targeted parking study of residential and/or preferential parking in the Downtown should be undertaken. Data should be collected on duration of stay and parking permits. This residential/ preferential parking study would evaluate if the occupancy levels along specific streets in the Downtown are related to residents and how long vehicles are parking. Data can be used to determine if implementing paid parking or another parking management strategy is appropriate.

ENFORCEMENT

Enforcing parking regulations is an important component to makes sure the regulations are followed. Without enforcement many management strategies will be ignored, abused, and ineffective. The City is in the process of outsourcing the enforcement program to improve available parking and support a thriving downtown.

ENHANCE PARKING ENFORCEMENT PLAN. The City should require the new contractor for enforcement to develop parking enforcement strategies that address Downtown parking issues and support parking management strategies and regulations. The strategies should be reviewed and updated periodically to meet the changing needs of the City's parking system as the Downtown grows and new parking regulations are implemented. The City should encourage the parking contractor to incorporate enforcement technologies.

EVALUATE AND INTEGRATE TECHNOLOGY. Enforcement technology can streamline processes, reduce costs and help the City better manage the overall parking system. New enforcement technology should continue to be integrated including license plate readers that work with new payment methods like pay-by-plate and pay-by-phone. The enforcement technology should integrate with the database of the payment system and will automate enforcement with virtual "chalking" rather than manual chalking. Virtual chalking increases compliance since the chalk marks cannot be erased.

PAYMENT SYSTEMS

The on-street paid parking in Downtown is currently completed through pay stations along Brand Boulevard and traditional meters that are fed with coins in other areas. The City is in the process of upgrading payment systems with new technology will provide a better customer experience, be more convenient for customers, encourage and result in a higher compliance and address community concerns.

PAY STATIONS WITH PAY-BY-PLATE. Consistent with what has already occurred in some areas Downtown, as parking meters are replaced, the system should be upgraded with pay stations that incorporate pay-by-plate applications and allow for credit card payment along with mobile payment options. One pay station serves multiple parking spaces reducing the amount and cost of infrastructure and improving pedestrian mobility along the sidewalks with impediments. Improved payment systems can also:

- **Provide** for a better customer experience
- **Reduce** labor costs by eliminating manual payment collection, less maintenance, and remote programing
- **Automate** the transfer of payments to the City
- **Integrate** with enforcement technologies such as license plate recognition
- **Allow** for credit card and mobile payment options
- **Eliminate** the need for numbered parking spaces, which fade and require frequent repainting, by using pay-by-plate methods

PAY-BY-PHONE. Consider providing pay-by-phone as a quick and convenient option that can be implemented without upgrading the parking meters. This type of system requires implementation of signage and the startup fee with vendors is fairly nominal. This system requires users to download an application to your mobile device that requires you register your vehicle with the license plate and incorporate a digital payment option.

PARKING REVENUE AND FUNDING

Ideally a parking system would be self-sustaining and managed such that it creates revenue above what is needed for maintenance, operations and capital improvements. Parking revenue would be used to maintain and operate the parking system and make improvements including implementing parking management strategies in this analysis.

DEVELOP A PARKING CAPITAL IMPROVEMENT PLAN. The City should develop a 5- to 10-year Plan for its parking assets that identifies capital projects, on-going and deferred maintenance, and operations costs associated with parking. The Plan should incorporate capital and operations costs associated with implementing the parking management strategies recommended in this analysis. The plan should also prioritize capital improvements.

EVALUATE PARKING REVENUE. The City should review parking revenue annually and refine the capital improvement plan. If there is additional revenue beyond what is needed to operate and maintain the parking system, as identified in the capital improvement plan, the City should prioritize funding to deferred maintenance and enhancing the parking system by implementing items such as wayfinding, branding, enforcement technology and other strategies recommended in this analysis. Additional funds not needed to support the parking system, could be used to improve pedestrian connectivity or help fund transit and non-motorized improvements that can reduce parking demands. This could also include improving aesthetics of landscaping and infrastructure to promote safe use of public space by pedestrians and vehicle traffic.

BRANDING AND WAYFINDING

Branding and Wayfinding are used to link drivers to available parking. The City has been implementing a consistent brand as well as digital guidance signage identifying where available parking is located. It is an important aspect to providing a positive experience for visitor and customers parking in the City. It decreases traffic congestion and increases efficiency in finding a parking space by directing drivers to available parking and avoiding added traffic from people circulating through the system to locate spaces. Studies in urban areas show that as much as 30 percent of traffic can be associated with drivers circulating to find parking. With drivers guided on a direct path to available parking the more traffic and environmental impacts will be reduced and the overall transportation system will function more efficiently.

CONTINUE A CONSISTENT BRAND AND WAYFINDING. Any additional signage or replacement of old signs should continue to maintain a consistent look and feel. As new public parking areas are added or the street system is changed, the City should evaluate wayfinding to ensure it is visible and guides drivers on a direct path to parking areas.



NEXT STEPS - PRIORITIES

Implementing parking strategies will be completed in an iterative process and monitored using a data driven approach to measure the impacts and outcomes of various parking strategies. The focus of the efforts will be to manage publicly available parking so that parking is available and convenient for supporting Downtown. Parking occupancies will be monitored to identify when strategies will be implemented and how effective they are.



City staff have coordinated with the Greater Downtown Glendale Association to prioritized and ranked what strategies where most and least desirable in the near term, which are identified here. The specific timing for each strategy will depend on funding and/or timing of city wide strategies such as the coordination of new infrastructure such as pay stations, enforcement technology, and mobile payment options.

The City will continue to work collaboratively with the Greater Downtown Glendale Association to communicate the timing for implementing strategies and monitoring how the parking system is operating.

HIGHEST PRIORITY

1. Keep 90 Min Free Parking in Public Garages
2. Enhance Parking Enforcement and Technology
3. Support Tiered Pricing and First Increase Pricing Along Brand Avenue
4. Implement a Pay-by-Phone Application
5. Expand Pay Stations with Pay-by-Plate
6. Expand Theater Validation Program
7. Shift on-street paid parking hours
8. Expand on-street paid parking to capture areas of N Maryland Ave & Louise

LOWER PRIORITY

9. Evaluate Parking Revenue
10. Allow innovative approaches for innovative private garages
11. Increase rates for surface lots and garages



FUTURE CONSIDERATIONS

BALANCING SUPPLY AND DEMAND. The existing overall parking capacity in Downtown is adequate to serve the current needs of the commercial area, and implementation of the parking strategies described will help better balance supply and demands throughout downtown. Future growth in parking demands can also be managed through implementation of additional parking management strategies, increased pricing, and partnering with private developments to provide additional parking. The City should continue to monitor and maintain their current parking assets to see how growth, redevelopment, and transportation trends impact parking occupancies.

Redevelopment of prime surface parking lots should consider replacing publicly available parking through public/private partnerships and shared parking strategies. It is anticipated that new development would provide additional parking supply and meet new parking demands. Parking demand trends in many dense urban areas have been decreasing due to increased transportation options, ability to live/work/shop/play in downtown areas, sustainability trends, and costs of owning a vehicle. Continuing to monitor parking will be important to assess if additional parking supply is needed and how to best accommodate more parking.

MONITOR VEHICLE OWNERSHIP AND PARKING DEMAND TRENDS. The City should monitor vehicle ownership and parking demand trends to understand how parking needs are changing. These trends should help guide the City in decision-making related to development Code parking requirements, managing and replacing the public parking assets and developing additional parking supply.

FACILITATE PUBLICLY AVAILABLE PARKING AND SHARED PARKING APPROACHES IN NEW DEVELOPMENTS. The City should work with new developments to provide publicly available parking especially for redevelopment of surface parking lots. In addition, the City should work with developers to allow for shared parking amongst uses downtown rather than individual parking facilities for each use.

ALLOW INNOVATIVE APPROACHES TO BE USED IN PRIVATE DEVELOPMENT PROPOSALS. The Additional parking supply could include more efficient parking designs and/or use of automated parking garages. Automated parking garages use space more efficiently and are most frequently considered where land values and the cost to develop parking are highest, processing speeds are not important, and/or used as a luxury amenity. The Glendale Municipal Code does not currently allow for automated parking garages. The City should update the Glendale Municipal Code to allow developments to propose innovative approaches to solve parking problems and meet parking demands. These approaches may include automated parking garages, use of technology or other future parking innovations that are yet to be developed.



Prepared for the City of Glendale by

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