

HONORABLE MAYOR, CITY
COUNCIL, AND AGENCY
BOARD

HARRY S. MAVROGENES
LES WHITE

SEE BELOW

JANUARY 24, 2007

SUBJECT: SAINT JAMES/JULIAN AREA ANNUAL PARKING
OCCUPANCY REPORT

INFORMATION

In September 2005, the City Council and Redevelopment Agency Board accepted the first St. James/Julian Area Annual Parking Occupancy Report and directed staff to conduct annual surveys of parking occupancy in the Study Area (enclosed map) each October, beginning in 2006, and to report the results to the City Council and Agency Board. The Study Area, bounded by Saint James Street to the south, Bassett Street to the north, 3rd Street to the east and Market Street to the west, contains 256 on-street and 175 off-street spaces for a total of 431 public parking spaces. There are over 2,200 additional public parking spaces within a five-minute walk to the west and south of the Study Area at the 3rd Street garage (837 spaces) and the Market/San Pedro garage (approximately 1,400 spaces).

The north core area of Downtown, which includes the Study Area, was evaluated in the development of the Parking Management Plan (PMP) in 2001. The PMP forecasted short and long-term parking demand; however, it did not anticipate development of additional long-term supply as no additional demand-generating parking venues were identified for this area.

Since Last year's report to the Agency Board, an Agency-owned development parcel at the northeast corner of First and Julian Street Streets (First/Julian lot), which was developed as a temporary surface parking lot with 81 parking spaces was closed at the end of August 2006 and the construction of a housing project by Regis Homes of Northern California started in September.

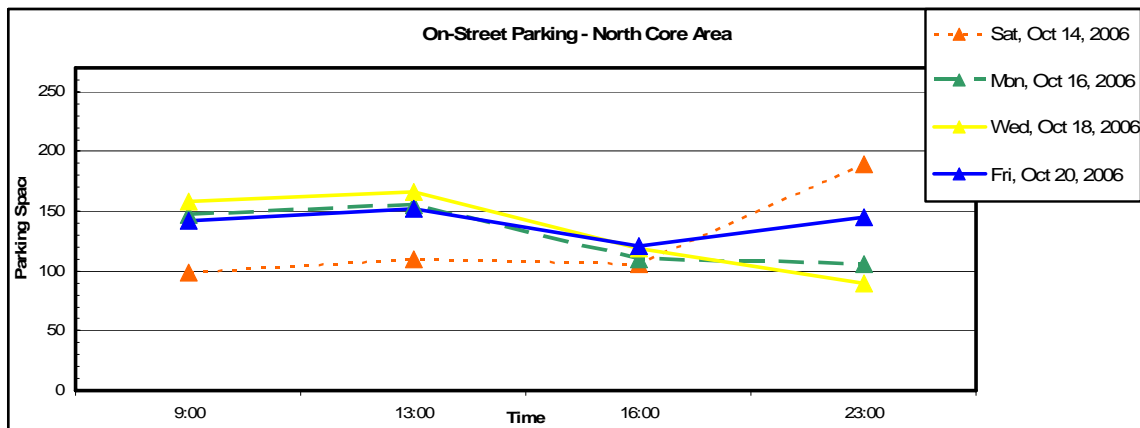
A second Agency-owned development parcel at the northwest corner of Second and Saint James Streets (2nd/St. James lot) with 138 parking spaces has been operating as a temporary parking lot for several years. This parcel is the site of the proposed ParkView Towers housing project by Barry Swenson Builders with an anticipated construction start date of June 2007.

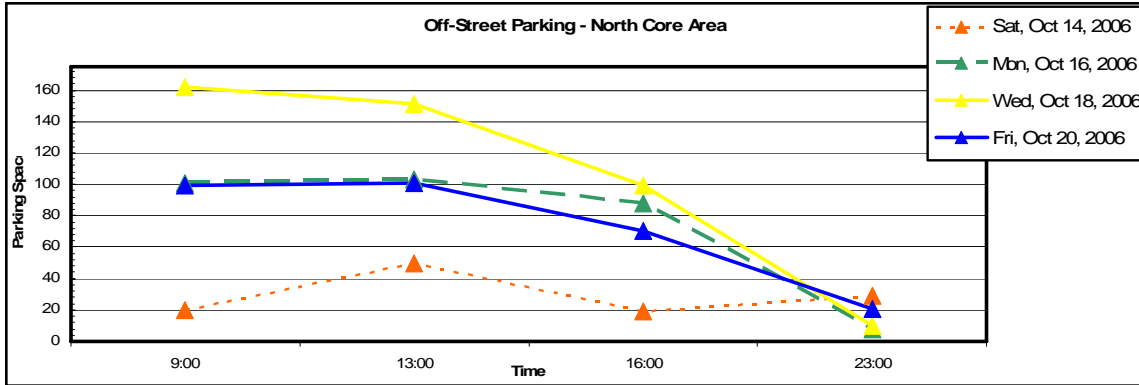
The previous three parking occupancy studies, conducted in 2004 and 2005, concluded that:

- The average peak occupancy for on-and-off-street spaces within the study area was 53%.
- After the loss of the two surface parking lots to development (Regis and Swenson), the occupancy ratio was estimated to increase to 74%.
- The Study Area would still retain a growth capacity of approximately 20% (approximately 70 spaces) at its highest peak before it reached full capacity.
- The highest peak demands were experienced between the hours of 12:00 p.m. and 1:00 p.m. on both the on-street and off-street spaces. On two occasions, peak on-street occupancy was experienced on Saturday evenings between the hours of 8:00 p.m. and 9:00 p.m., while the off-street spaces remained at much lower levels.

An occupancy study, conducted in October 2006, revealed that the average peak occupancy for on-street and off-street spaces within the study area was 63%, which is in line with the 2005 predictions considering the loss of the one of the two off-street parking lots to development. The October 2006 occupancy further reaffirmed that the highest peak demands were again experienced between the hours of 12:00 p.m. and 1:00 p.m. for both on-street and off-street spaces, except on two occasions, when the peak occupancy was experienced on a Saturday evening at 11:00 p.m., and on a Wednesday morning at 9:00 a.m. at on-street and off-street respectively.

The charts and graphs below outline the occupancy survey conducted in October 2006:





October 2006 Analysis

Location	# of Spaces	Average peak spaces in use	Average peak %
On-Street spaces:	256	166	65%
Off-Street – 2 nd /St. James+ 1 st /St. James Sites:	175	104	59%
	431	270	63%

Department of Transportation and Redevelopment Agency staffs continue to monitor the occupancy in the Study Area. The annual occupancy reports have shown that the Study Area's parking demands are continually met. Staff recommends that all future parking demand and occupancy issues be handled through Downtown Parking Management Plan updates. The Downtown Parking Board was informed of the parking occupancy survey and the results.

LES WHITE
 City Manager

HARRY S. MAVROGENES
 Executive Director

Encl.

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