



Meeting Date: 12/1/09

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input checked="" type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input type="checkbox"/> Other _____

Prepared By: Suzanne Quitariano

Agenda Item No. 0-1

Reviewed By: City Manager *MMH*

City Attorney *SMF*

Finance *Jcl*

Other *N/A*

DATE: November 12, 2009

TO: City Council

FROM: Curtis P. Cannon, Community Development Director
Community Development Department

Curtis P. Cannon

SUBJECT: Approval and Adoption of Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009

RECOMMENDATION

That City Council adopt by resolution the Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009 (the "Plan").

DISCUSSION

The effective management of the Downtown transportation system is integral to Oxnard's success in the restoration and enhancement of Downtown. The former *Downtown Parking Management Plan* was completed in 1998 and for the past several years, the City has been re-evaluating Downtown parking, particularly as it relates to the theater project and the Civic Center complex.

On behalf of the Community Development Commission's ongoing revitalization efforts for Downtown, the Downtown Oxnard Mobility and Parking Management Plan Revised Draft Report dated August 2009 (the "Draft Plan") was presented by Nelson-Nygaard Consulting Associates to three separate forums for public comment and exposure. Most recently, on October 15, 2009, the Draft Plan was presented to the Planning Commission. On August 20, 2009, the Draft Plan was presented to the Downtown Improvement Task Force ("DITF") for questions and comments. Additionally, a public workshop to gain input from residents, business owners, and property owners which are located within the study area was held on September 21, 2009. The Executive Director of the Oxnard Downtown Management District ("ODMD") was provided copies of the Downtown Oxnard Mobility and Parking Management Plan Final Report

November 2009 by staff on November 12, 2009 for distribution to the ODMD board members.

The study area consists of the following six districts of Downtown: Civic Center, Plaza Entertainment and Arts, A Street Retail, Transportation Center, South of Seventh Street, and Meta Street. The approximate area boundaries are (1) to the north and south - slightly north of Second Street and south of Seventh Street, respectively, and (2) to the east and west - slightly east of Meta Street and west of C Street, respectively.

The Plan is intended to facilitate staff in managing parking to achieve the vision called for in the *2030 General Plan Update* and provide a transportation plan that will effectively manage future Downtown growth. Therefore, the Plan has been developed to facilitate the accomplishment of the following goals:

- Ensure good access to Downtown by all modes of transportation.
- Provide circulation through and around Downtown for longer distance travelers.
- Maintain functional, beautiful, and pedestrian-friendly streets that will support strong retail life.
- Maintain sufficient parking for Downtown visitors and employees, with a realistic and effective plan for operating and managing that parking.

The Plan provides eight basic recommendations intended to both manage Downtown transportation and stimulate economic activity, as follow:

Recommendation 1: Pursue a “Park Once” Strategy

Make efficient use of the parking supply by including as many spaces as possible in a common pool of shared, publicly available spaces. Build a small number of cost-effective, strategically located parking structures, rather than many small, inefficient and scattered lots. Identify present parking needs to ensure that the site chosen in the *Oxnard Downtown Strategic Plan* for the northwest corner of Fourth Street and Oxnard Boulevard is the most promising location for a possible future parking structure (further discussion under Recommendation 8).

Recommendation 2: Reduce minimum Parking Requirements and Institute an In-Lieu Fee

Remove barriers to new development Downtown; encourage efficiently shared public parking rather than many small, inefficient private lots; and create a healthy market for Downtown parking, where parking spaces are bought, sold, rented and leased like any normal commodity.

Minimum parking requirements listed in City Code Chapter 16 should be revised in two steps: (1) Reduce minimum parking requirements in Downtown to levels that reflect actual demand and mandate that at least 50% of those spaces be met through an in-lieu fee to help fund a shared pool of public spaces and other alternative mode programs. Residential requirements should also be modified to allow developers to utilize the in-lieu fee. (2) After market-rate pricing has been instituted for Downtown’s on-street parking (see Recommendation 3), and residential parking benefit districts established to protect neighborhoods from unwanted spillover parking, mandate that 100% of the minimum parking requirement be met through an in-lieu fee.

Recommendation 3: Install Parking Meters Where Necessary

Install multi-space, pay-by-space parking meters on any block face in Downtown that exceeds an 85% occupancy rate. Set parking prices at rates that create a 15% vacancy rate on each block, and eliminate time limits during allowable parking hours. Rates can initially be set as low as ten cents per hour and subsequently raised or lowered based on future occupancy counts. Dedicate parking revenues to public improvements and public services that benefit Downtown and create a “Parking Benefit District” to implement these recommendations.

Recommendation 4: Invest Meter Revenues in Priority Downtown Programs

Invest meter revenues first in building an on-street security presence to improve perceptions concerning safety. Funds can then be used for infrastructure such as trash cans, street lighting, and trees. When the parking supply can no longer cope with demand, revenues can be spent on a full spectrum of transportation demand management strategies for Downtown employees and residents, including transit, carpool, vanpool, bicycle and pedestrian programs.

Recommendation 5: Provide Universal Transit Passes

The City could consider implementing the provision of free transit passes to all Downtown employees and the existing residents once Gold Coast Transit has an operating program. For all new multifamily residential developments, the City could require that universal transit passes be provided to residents under a residential transit pass program when the transit operator initiates the program. This is considered a long-term goal that should be re-evaluated in 2014.

Recommendation 6: Require Parking Cash Out

In an effort to create incentives for commuters to carpool, take transit, bike or walk to work, require that all new and existing employers provide subsidized employee parking to offer their employees the option to “cash out” their parking subsidy.

Recommendation 7: Create a Residential Parking Benefit District

At the same time that parking meters are implemented for curb parking in the Downtown core, implement Residential Parking Benefit Districts in adjacent residential areas, such as the Meta or South of Seventh districts. These Districts should be implemented as necessary once a parking evaluation has taken place. Residential Parking Benefit Districts are similar to residential parking permit districts, but allow a limited number of commuters to pay to use surplus on-street parking spaces in residential areas, and return the resulting revenues to the neighborhood to fund public improvements.

Recommendation 8: Construct New Parking Structure When Needed

Identify present parking needs to ensure that the site identified in the *Oxnard Downtown Strategic Plan* for the northwest corner of Fourth Street and Oxnard Boulevard is the most viable location for a future parking structure. Prioritize and implement all feasible strategies for reducing parking demand that are more cost-effective than increasing parking supply. Monitor the effectiveness of strategies to reduce parking demand and initiate the pre-development process for a new parking structure when Downtown peak parking occupancy regularly and consistently exceeds 80%.

Many other cities have faced circumstances similar to Oxnard. The Plan provides a review of other communities in the United States, which have successfully implemented exceptional and innovative parking policies, including Old Town Pasadena, Santa Barbara, and Boulder, Colorado. Nelson-Nygaard Consulting Associates recently completed a parking management plan for Downtown Ventura, which is at the onset of implementation.

FINANCIAL IMPACT

No financial impact for the current fiscal year. When the need arises in forthcoming fiscal years to appropriate funds toward the implementation of approved recommendations as stated in the Plan, staff will seek Council approval at that time.

ATTACHMENTS

Attachment #1 – Resolution adopting Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009

Attachment #2 - Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009

Attachment #2 has been provided to City Council under separate cover. Copies for review are available at the Help Desk in the Library after 6:00 p.m. on Thursday prior to the Council meeting and in the City Clerk's Office after 8:00 a.m. on Monday prior to the Council meeting.

CITY COUNCIL OF THE CITY OF OXNARD

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL, OF THE CITY OF OXNARD ADOPTING THE DOWNTOWN OXNARD MOBILITY AND PARKING MANAGEMENT PLAN FINAL REPORT NOVEMBER 2009 FOR THE CITY OF OXNARD.

WHEREAS, the City Council finds that effective management of the Downtown transportation system is integral to Oxnard's success in the restoration and enhancement of Downtown; and

WHEREAS, the Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009 was developed with the assistance of representatives from the City's Downtown Improvement Task Force, and stakeholders owning property in, residing in or conducting business in the Downtown study area, and has been subsequently reviewed by the Oxnard Planning Commission; and

WHEREAS, the adoption of the Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009 is intended to facilitate City staff in managing parking to achieve the vision called for in the *2030 General Plan Update* and provide a transportation plan that will effectively manage future Downtown growth.

NOW, THEREFORE, the City Council of the City of Oxnard hereby adopts the Downtown Oxnard Mobility and Parking Management Plan Final Report November 2009 for the City of Oxnard.

APPROVED AND ADOPTED this 17th day of November, 2009, by the following vote:

AYES:

NOES:

ABSENT:

Dr. Thomas E. Holden, Mayor

ATTEST:

Daniel Martinez, City Clerk

APPROVED AS TO FORM:



Alan Holmberg, City Attorney

Attachment #1