Whitlock & Weinberger
Transportation, Inc.

490 Mendocino Avenue
Suite 201
Santa Rosa, CA 95401

voice 707.542.9500
fax 707.542.9590
web www.w-trans.com

Downtown Ukiah Parking Improvement Study

for the

City of Ukiah

Draft Report

November 21, 2007

Table of Contents

Page

Introduction and Background 1

Existing Conditions 4

Parking Issues and Opportunities 14

Future Parking Demand and Facilities 16

Parking Recommendations 19

Study Participants 28

Figures

1 Study Area 3
2 Parking Types and Restrictions 5
3 Juror Parking Map 7
4 Locations of Short and Long Term Parking 8
5 Study Area Maximum Observed Parking Occupancy 10
6 Downtown Core Maximum Observed Parking Occupancy 11
7 Occupancy by Time and Type 12
8 Potential Main Street Driveway Consolidations 20
9 Potential Diagonal Parking Extension 21
10 General Time Limit Recommendations 22

Tables

1 Parking Permit Location Descriptions 4
2 Parking Supply within Study Area 6
3 Summary of Public Parking Conditions in Downtown Core 9
4 Summary of Land Use Scenarios 16
5 Potential Parking Rate Schedule 23

Plates

1 Clay Street Signs and Meters 14
2 On-Street Permit Spaces on School Street 14
3 Possible Diagonal Parking Extension on School Street 19

Appendices

A Projected Peak Hour Parking Demand Data

Introduction and Background

Introduction

The purpose of this study was to determine existing parking conditions in downtown Ukiah, and identify potential engineering, management, and enforcement solutions to enhance and improve downtown parking into the future. A key element in successful and sustainable growth in a City is the efficient use of land, and parking is no exception. Creating efficient use of parking means striking a balance that ensures spaces are available to a diverse set of users with a diverse set of needs, and doing so in a manner that minimizes the number of vacant spaces during peak periods.

The parking study was initiated in late 2003, and the *Downtown Parking Improvement Study Base Conditions Report* was prepared and submitted in 2004. Since that time several potential changes to the downtown environment that could affect parking have been discussed including relocation of the County Courts, establishment of a downtown MTA bus transfer center, and potential reconfigurations of the circulation network. Questions regarding these potential changes have since been resolved. The current study assumes that the Courts will remain downtown and that the circulation network will remain functionally similar to its present condition (in other words, no conversions to one-way streets etc. will occur). A preferred location for the MTA transit center has also been identified at the train station site on Perkins Street outside of the downtown core area.

The following elements are included in the report.

- Description of existing parking policies and permit program
- Data collection methodology and results
- Identification of current parking deficiencies and inefficiencies
- Summary of public input regarding downtown parking
- Future parking demand projections and need for new facilities
- Engineering, Management, and Enforcement Recommendations
- Suggested Implementation Strategy

Background

The City's 1992 *Downtown Revitalization Master Plan* addressed the issue of parking in the downtown area. Some parking issues were identified in this earlier document, including the inefficient utilization of existing parking resources, the public's perception that there is a lack of parking, and the tendency of downtown employees to fill the downtown parking spaces.

Parking was also addressed in the City's *Downtown Parking Improvement Program: An Implementation Strategy for the Management of Ukiah Downtown Parking District*. This document was adopted by the City of Ukiah in 1995, and outlined a set of goals and objectives with regard to parking in the downtown area. Select

objectives included focusing employee use in parking lots instead of on-street, increasing awareness and identification of off-street parking lots, and establishing designated juror parking areas.

Study Area

The study area includes the portion of the City of Ukiah bounded by Dora Street to the west, Scott and Norton Streets and Walnut Avenue to the north, West Gobbi Street to the south, and Mason and Main Streets to the east. The primary focus of this report is parking conditions in the downtown core area, with secondary emphasis on surrounding residential and commercial areas. The downtown core area is roughly bounded by Henry Street, Seminary Avenue, Main Street, and Pine Street, and includes all five downtown city-owned public parking lots.

The Study Area is shown in Figure 1.

Data Collection

Data was collected from 9:00 a.m. to 1:30 p.m. on two separate days in the Fall of 2003, with follow-up data collected in 2004. Both parking duration and parking occupancy surveys were obtained.

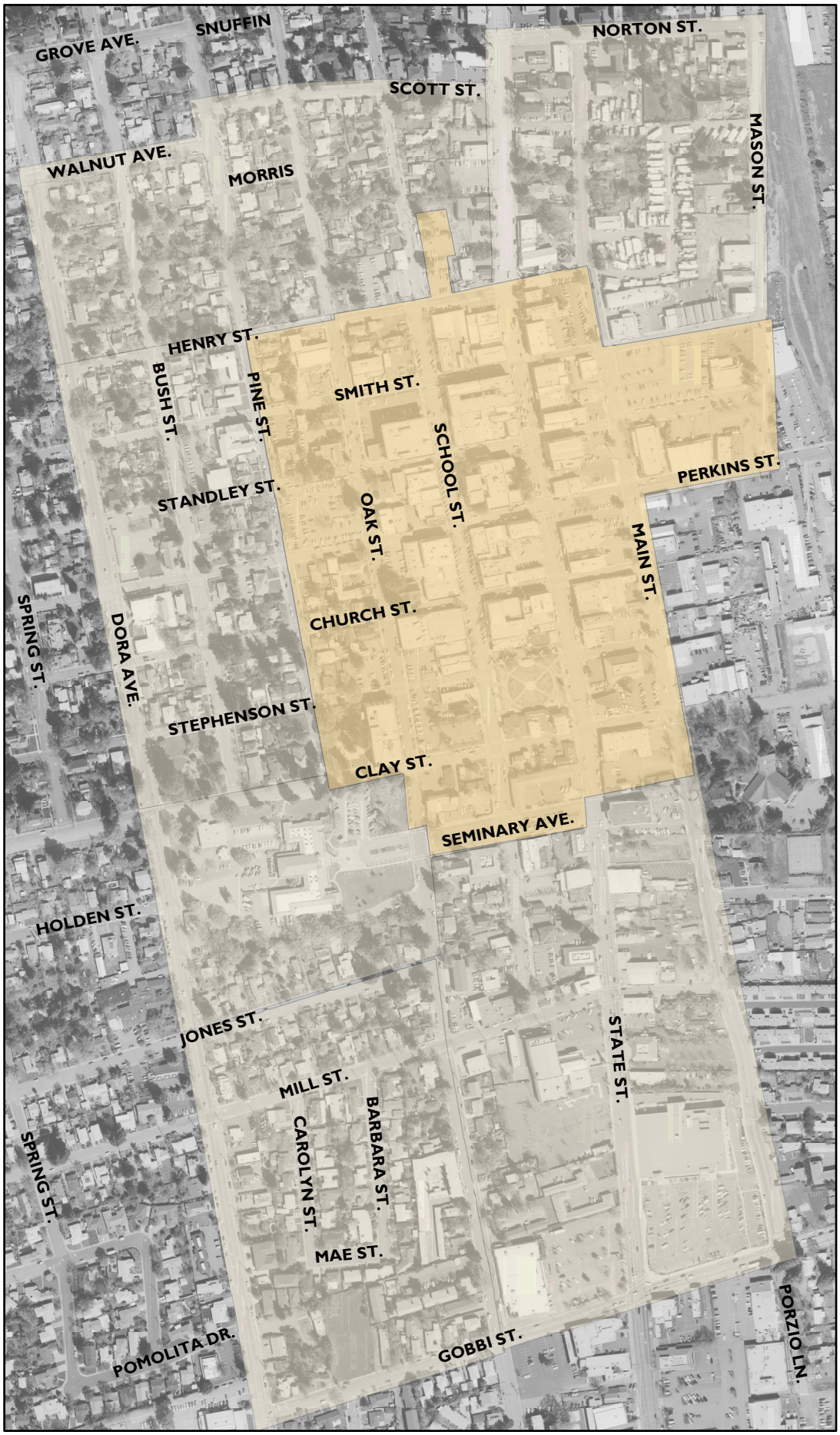
Staff at the County Courthouse was consulted to ensure that jury selection would take place on the days data was collected. This was done to capture the maximum courthouse parking demand, since a large pool of individuals is summoned on the first day of jury selection and parking demand in the downtown area is heavily influenced by the court schedule. County Courts staff indicated that the data collected on Monday, November 17, 2003, represents one of the busiest days of the year in terms of the number of jurors summoned.

Parking Occupancy Data

Data was collected to determine the average number of parking spaces occupied at any given time. To complete this task, the entire study area was divided into seven zones, with data collection teams assigned to each zone. Approximately every half hour the number of vehicles parked on streets and in public and private lots was counted and recorded. The time of the count was also recorded, in order to get a temporal distribution of parking. The number of vehicles parked on the street was recorded per block, and for each side of the street separately. Cars parked in driveways were not counted.

Parking Duration Data

Data was collected to determine the length of time that vehicles were parked in selected downtown 90-minute parking spaces. A sample of downtown parking spaces was chosen at the beginning of the day by location, time limit and restriction type. These specific parking spots were checked approximately every half hour to determine if there was any vehicle parked there, and if so, whether that vehicle was new or had previously been parked there. By this method, it was possible to determine (within a range of a half hour) how long on average vehicles were parked in particular spaces, as well as the turnover of parking spaces.



Downtown Ukiah Parking Improvement Study

Figure 1 - Study Area

W-Trans

City of Ukiah

Types of Parking

Parking in downtown Ukiah includes public and private parking, permit, paid and free parking, and on- and off-street parking. The various categories of parking are shown graphically in Figure 2.

Public Parking

The majority of public parking occurs on-street, but there is some public parking in City lots. Some public spaces are metered, and some have signs with time restrictions only. The 10-hour meters cost $0.50 for three hours, the 5-hour meters cost $0.50 for 2.5 hours, and the 2-hour meters cost $0.35 for the 2-hour duration. Most public on-street parking is parallel, except for the diagonal spaces on School Street.

Permit Parking

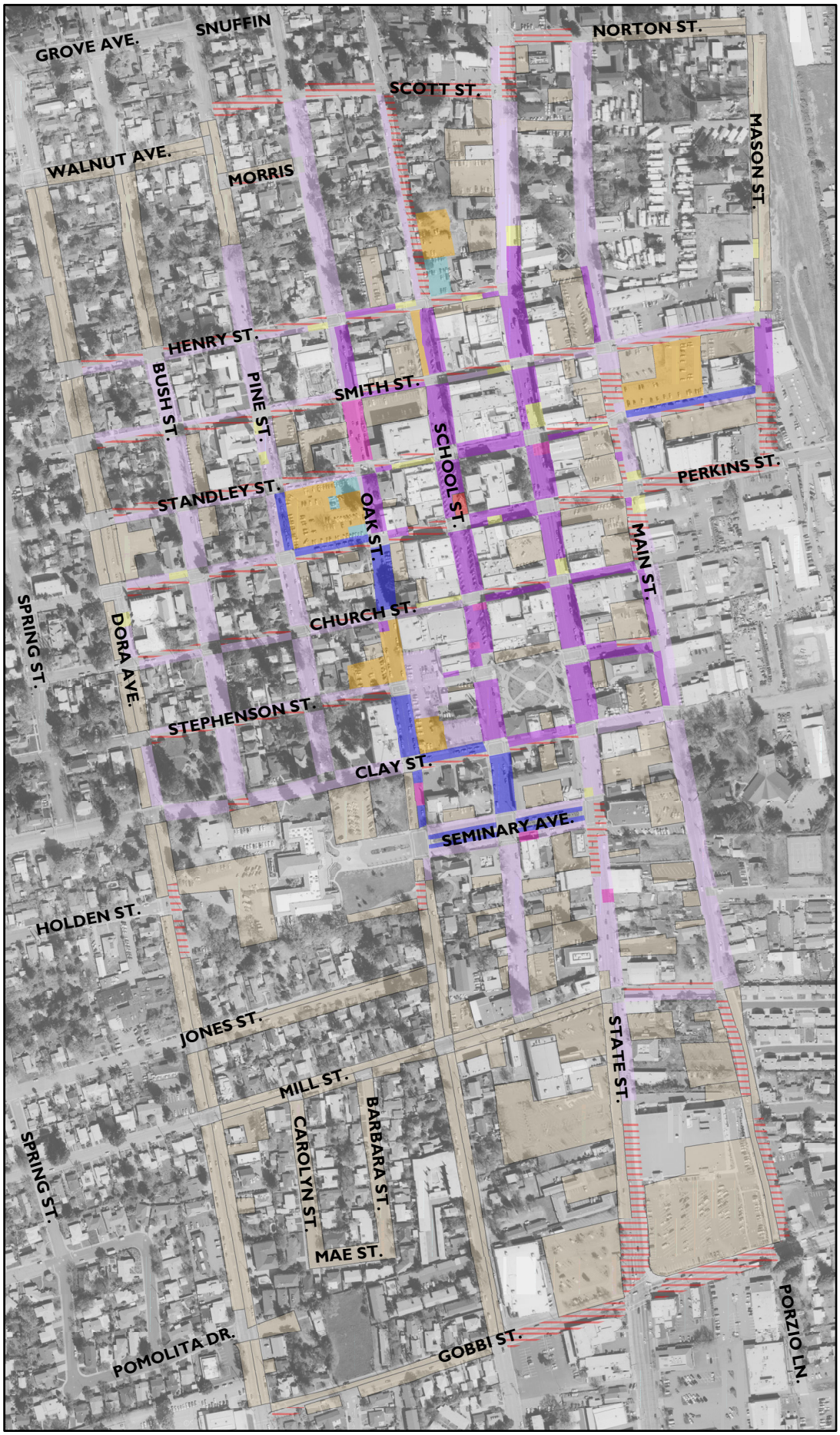
Currently, the number of parking permits made available by the City of Ukiah is equal to the number of permit parking spaces that exist. Some parking permits are also assigned to specific parking spaces. In other words, "over-selling" does not take place, and there is exactly one permit parking space for each permit holder. Table 1 describes each public lot and on-street permit parking location.

Table 1
Parking Permit Location Descriptions

Location	Permit Spaces	Monthly Fee
Lot		
Lot A – Standley Street/Oak Street	106	$18
Lot B – Stephenson Street/Oak Street	29	$15
Lot C – Standley Street/North Main Street	95	$10
Lot D – West Henry Street/North School Street	27	$15
Lot E – Stephenson Street/Oak Street	19	$15
On-Street		
200 Block of South Oak Street	8	$15
300 Block of North School Street	11	$15
Seminary Avenue Median	9	$15

Source: City of Ukiah, effective July 2003

County and Court staff receive permits at lowered prices, and temporary permits are given to some users of the convention center. Permits are validated by license plate number, and are lot-specific and sometimes space-specific. A waiting list of approximately 25 people per lot exists.



Legend

Parking Time or Type

- 24MIN
- 90MIN
- 2HR
- 5HR
- 10HR
- LOADING
- PERMIT
- EXEMPT
- NONE
- NO PARKING

Feet
0 150 300 600

Downtown Ukiah Parking Improvement Study
Figure 2 - Parking Types and Restrictions

W-Trans
City of Ukiah

Juror Parking

Individuals called to jury duty at the courthouse in downtown Ukiah receive a special parking permit as part of their summons. Jurors are also given a map of locations where they are allowed to park. Parking for jurors is primarily on-street, although parking is allowed in lots as long as the spaces are not numbered or for permit holders. There is no on-street parking allowed on the streets surrounding the courthouse, including School Street and State Street. Jurors may park in spots with limits of more than 90 minutes only. On-street 2-hour, 5-hour and metered spaces are acceptable (jurors are not required to feed the meters).

The current juror parking map is provided in Figure 3.

Locations of Long and Short Term Parking

Figure 4 shows the type of parking allowed by location. Time limits are categorized as "long term" and "short term," with long term defined as being 5 hours or greater (including spaces with no time limit at all). As shown on the figure:

- Most short-term parking is downtown, while most long-term parking is at the outer limits of downtown. This is a desirable configuration for downtown parking districts.

- The areas where no parking is allowed are mostly on the minor and narrow east-west city streets and on Main Street.

- Most long-term parking is in lots, except on Oak Street. All short-term parking is on-street.

Total Parking Supply

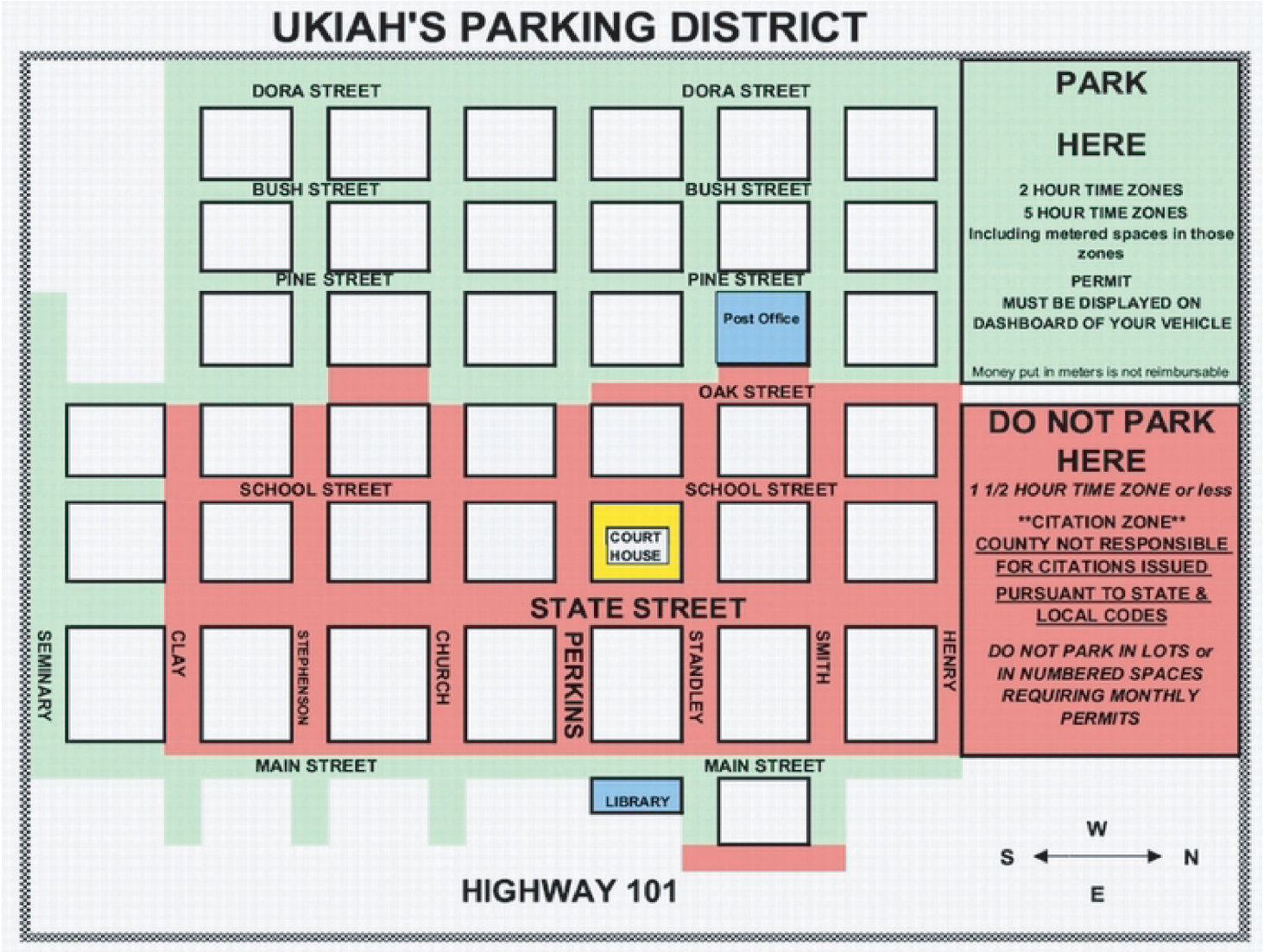
A total of 4,451 parking spaces were counted in the overall study area. Of these, 1,649 are in the downtown core parking analysis area (including 1,077 public spaces and 572 private spaces) and 2,802 are in the surrounding area. Parking supplies are summarized in Table 2, including breakdowns of the number of spaces on streets, public lots, and private lots.

Table 2
Parking Supply within Study Area

Sub-Area	Public On-Street	Public Lots	Private Lots	Total
Downtown Core	635	442	572	1,649
Extended Study Area	1,361	0	1,441	2,802
Total	**1,996**	**442**	**2,013**	**4,451**

Parking Occupancy Evaluation

Parking occupancy rates are an indicator of how strong a demand exists for parking spaces. The rates are derived by literally counting the number of parked cars within the study area over the course of a day, finding the peak demand times, and dividing demand by supply to obtain peak parking occupancy. A parking occupancy of 100 percent means all available spaces were being used.



Downtown Ukiah Parking Improvement Study
Figure 3 - Juror Parking Map

W-Trans
City of Ukiah
UKI030.ai 3/04

Legend

Duration

- LONG TERM
- SHORT TERM
- NO PARKING

Feet
0 150 300 600

Downtown Ukiah Parking Improvement Study
Figure 4 - Locations of Short and Long Term Parking

W-Trans
City of Ukiah

The occupancy data was analyzed, and the results are summarized for the entire study area in Figure 5. A more detailed summary of parking occupancy conditions in the downtown core is shown in Figure 6.

The following observations can be made of the parking occupancy data summarized in Figures 5 and 6.

- The diagonal parking spaces on School Street between Henry Street and Stephenson Street are heavily utilized.
- Areas that have the lowest parking demand are on the fringes of downtown, although there are some areas on Main and State Streets within downtown that also experience lower parking demands.
- Parking demand varies in each of the five downtown public lots.
- The majority of long-term juror parking appears to take place on Pine Street and Main Street between Smith and Church Streets.

Table 3 gives peak occupancy times and percentages for the different types of public parking in the downtown core (those areas shown in Figure 6). Most parking types experience peak occupancy between 11 a.m. and noon. The peak observed occupancy of all downtown public parking spaces during this time was 60 percent. In other words, during its most used hour, approximately 60 percent of the parking spaces in downtown are full. Though some areas experience 100 percent occupancy, no overall parking *type* (90-minute, 5-hour, etc.) was observed to be over 77 percent used during its peak hour.

Table 3
Summary of Public Parking Conditions in Downtown Core

Parking Type	Total Spaces	Occupancy During Peak	Peak Time	Occupied Spaces at Peak
24 Minutes	21	71%	noon - 1 p.m.	15
90 Minutes	287	66%	1 p.m. - 2 p.m.	190
2-Hour	258	53%	11 a.m. - noon	136
5-Hour	88	77%	11 a.m. - noon	68
10-Hour	56	77%	11 a.m. - noon	43
Unrestricted	37	32%	10 a.m. - 11 a.m.	12
Exempt	4	100%	1 p.m. - 2 p.m.	4
Permit	306	61%	11 a.m. - noon	187
Loading	20	35%	noon - 1 p.m.	7
Total	**1077**	**60%**	**11 a.m. - noon**	**646**

Legend

Study Area Occupancy

- 0% - 50%
- 51% - 75%
- 76% - 90%
- 91% - 100%

Feet
0 150 300 600

Downtown Ukiah Parking Improvement Study
Figure 5 - Study Area Maximum Observed Parking Occupancy

W-Trans
City of Ukiah

Legend

Downtown Occupancy

- 0% - 50%
- 51% - 75%
- 76% - 90%
- 91% - 100%

0 100 200 400 Feet

Downtown Ukiah Parking Improvement Study

Figure 6 - Downtown Core Maximum Observed Parking Occupancy

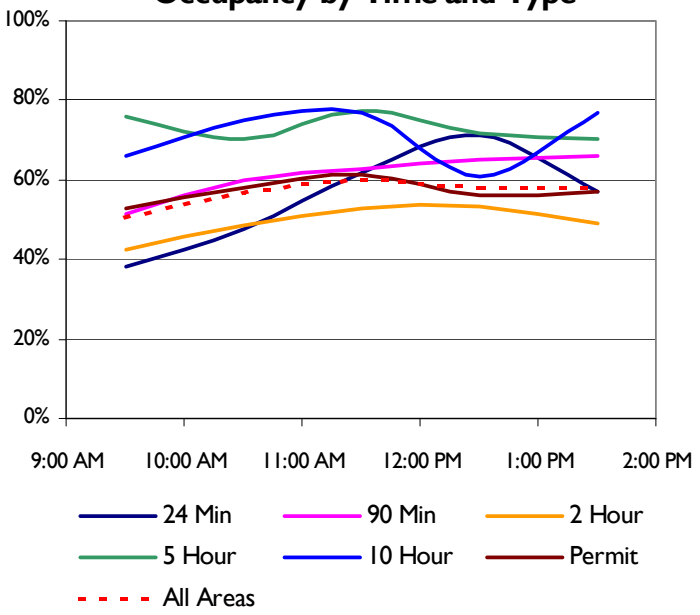
W-Trans

City of Ukiah

Figure 7 presents a plot of parking occupancy for each time limit type over part of a peak day. The peaks of each line in the figure correspond to the peak occupancies given in Table 3. Again, peak overall demand occurs between 11 a.m. and noon, though demand fluctuates over the course of the day. Long-term parking usage drops significantly during lunchtime, while short-term 24-minute spaces have the greatest usage during this same time period. Permit parking usage varies relatively little over the course of the day, generally remaining within the range of 55 to 60 percent full. Parking spaces with 5-hour time limits had the highest observed parking demand over the course of the day.

Figure 7

Occupancy by Time and Type



Parking Duration Studies

The parking duration studies indicated that vehicles are parked in downtown 90-minute spaces an average of 57 minutes. The 90-minute spaces "turned over," or had a new vehicle parking in the space, an average of once every 84 minutes. Parking spaces were typically empty for some time between vehicles, hence the difference in average duration and average turn over.

The parking duration results indicate that downtown 90-minute spaces are used fairly regularly during the day. It also appears that most drivers obey metered time limits and that, though some "meter feeding" was observed, the practice does not appear to be widespread in 90-minute spaces.

Enforcement

Parking enforcement in Ukiah is currently the responsibility of the Police Department. The Department has two parking enforcement officers that circulate within the downtown area and issue citations during weekdays.

Downtown Parking Demand Rates

Determination of precise parking demand rates in downtown Ukiah would require a rigorous review of building sizes, vacancy rates, and information on how each building is currently used. This information is currently not available from the City or the Ukiah Chamber of Commerce. It is possible, however, to derive a rough estimate for planning purposes. There is approximately 1.43 million square feet of *lot* square footage in downtown Ukiah. The lot coverage, or "Floor Area Ratio" (FAR), was estimated on a block-by-block basis based on field review, with an estimated downtown average of 0.77. This translates to approximately 1.10 million square feet of building floor area, comprised of all uses within the downtown area including commercial, office, residential, and governmental.

The surveyed parking demand data indicates a maximum downtown parking demand of 646 spaces at 11:00 a.m. The peak parking demand in the downtown area can therefore be estimated at approximately 0.58 spaces per thousand square feet of building floor area, which also equals one parking space per 1,725 square feet of floor area. It is important to consider that this is only a rough estimate of parking demand and does not account for elements such as empty buildings, commercial vacancy rates, or substantial parking demand changes experienced by non-commercial uses (such as the Courts).

Parking Issues and Opportunities

Current Parking Issues

Based on analysis of the collected data and field visits to the study area, the following items have been identified as the primary issues that should be addressed in order to make the City's parking system more efficient and successful.

- Time Limits – Existing parking time restrictions are unbalanced in some areas of downtown and may need to be changed to more efficiently balance supply and demand.

- Inconsistent Parking Restrictions – Parking rules are ambiguous at some locations. For instance, meters and time limit signs are used together with inconsistent time restrictions on portions of Standley and Clay Streets, as shown in Plate 1, making it unclear whether the sign or meter is to be followed. This condition also presents enforcement challenges.

Plate 1: Clay Street Signs and Meters

Plate 2: On-Street Permit Spaces on School Street

- Antiquated Meters – Parking meters in the downtown area are old and incompatible with current and future parking rate structures.

- "The Downtown Shuffle" – Individuals park in one location downtown until the time limit is reached, and then move their vehicle to another downtown space. It appears that employees in the downtown area may be doing the "shuffle" instead of parking in permit spaces in order to park closer to their downtown destination.

- Permit Inefficiencies – Although a waiting list exists for parking permits, permit spaces are often empty, and overall usage of permit spaces is only in the 60 percent range. Additionally, assigned on-street permit spaces (as shown in Plate 2) are unconventional and somewhat confusing to visitors searching for parking.

- Lot Layout – Consolidation of adjacent private parking lots would create more available space for parking.

- Outdated Facilities – The evolution of surrounding land uses appears to have outpaced changes to the parking facilities and policies at some locations. For example, curb cuts and red curbs exist where there are no longer driveways, and some loading zones exist where they are no longer needed.

Comments Received at Public Workshop

A public workshop was held on January 22, 2004, with members of the Downtown Merchants Association and the Ukiah Main Street Program. The data, as given in the Existing Conditions section of this report, was presented and participants were given the opportunity to comment on the data and on parking issues that they see in the downtown area. Following are some of the comments received that are not already identified as issues above.

- Better signage would let visitors know there are other places to park besides School Street.
- Jurors are parking on the block of School Street adjacent the Courthouse.
- Installing bulb-outs on State Street to improve pedestrian circulation would have the negative impact of eliminating parking spaces.
- A parking garage should be built adjacent to or over the top of Henry Street.
- Businesses between State Street and Main Street could make better use of back doors, allowing employees and visitors to park on either street and easily access the business.
- Meters keep people away from downtown and are counter-productive.
- The existing 24-minute spaces are working well.
- Parking enforcement should also take place on Saturdays.

The attendees of the public workshop concurred with the reasonableness of the collected data based on their everyday experience with parking in the downtown area.

Future Parking Demand

Future parking demand in downtown Ukiah will be directly tied to the allowable building intensity permitted by zoning and/or form-based codes, as well as the economic forces that influence both the type and quantity of development that takes place. Correspondingly, the future parking demand in public spaces will be influenced by development activity and the on-site parking requirements set by City code.

Parking-Based Potential for Intensified Development

In the downtown core parking analysis area there are 1,077 public parking spaces. With an approximately 60 percent occupancy during the current 11:00 a.m. to noon peak demand period, some development could occur in the downtown core without needing to provide additional spaces. To gauge the extent of possible future development in the downtown core, several land use mixes were tested assuming that no more than 90 percent occupancy would occur in order to provide adequate circulation and turnover. With 646 spaces currently occupied during the peak, there is available capacity for approximately 323 additional parked vehicles. In terms of the effects of the County Courts, the available capacity should be considered conservative, as all occupancy counts were obtained on days when jury selection was taking place.

Two scenarios were developed which consist of different land use combinations. Scenario 'A' roughly represents the development types possible with implementation of the City's potential form-based code, combining office, restaurant and shopping uses with residential and a hotel use. Scenario 'B' offers an even mix of office, restaurant, and shopping uses, with fewer residential units than Scenario 'A'. The two scenarios are summarized in Table 4.

Table 4
Summary of Land Use Scenarios

Land Use	Scenario A	Scenario B
Office	25 percent	30 percent
Medical/Dental Office	5 percent	5 percent
Residential (Rental) (assume 1,000 sf/unit)	20 percent	5 percent
Fine/Casual Dining	20 percent	30 percent
Community Shopping	30 percent	30 percent
Hotel – Business	(50 rooms)	

The analysis shows that 71,000 square feet of development could occur within Scenario A. Under these conditions the occupancy of public parking spaces would be projected to increase from approximately 60 percent under current peak hour conditions to approximately 90 percent. The projected weekday peak hour of parking demand would occur between the hours of 1:00 and 2:00 p.m.

Scenario B would allow 57,000 square feet of additional development to occur with its balanced mix of office, restaurant and retail uses. As with Scenario A, the projected weekday peak hour of parking demand would shift to the 1:00 to 2:00 p.m hour.

The projected peak hour parking demand data for the two land use scenarios is provided in Appendix A.

Future Parking Facilities

According to the publication *Parking Management Best Practices*, American Planning Association, 2006, public parking facilities serving multiple destinations are often occupied 100 or more hours a week, while private spaces serving a single destination are generally occupied just 20 to 40 hours per week. In other words, centrally-located public parking spaces can often substitute for two to three private, single-destination spaces. The concept of "shared parking" includes providing common parking facilities for multiple uses. Shared parking results in a very efficient parking supply since the same spaces can accommodate different use's demands that occur at different times of day. With shared parking in a downtown environment, fewer spaces are needed to accommodate the same amount of development compared to segregated single-use parking lots.

As indicated above, downtown Ukiah can absorb a certain amount of new development without having to provide additional parking spaces. In reality, market forces typically dictate that at least a small amount of parking will be provided as part of new construction. For example, newer urban apartments and condominiums often provide one parking space per unit, with any additional demand created by second vehicles or visitors being accommodated by shared spaces on surrounding streets or other parking facilities.

In order to ensure that these efficient "shared" parking facilities continue to accommodate downtown parking demand, the City should consider allowing developers to pay an "in-lieu" parking fee rather than construct single-use spaces on-site. The collected fees would be used to construct and/or subsidize common parking facilities to be built in the future.

The optimal locations of future parking facilities will also be determined by development patterns. New public parking spaces may be included in private developments, either through public-private ventures or through incentives such as subsidization of parking construction costs. Another option would be to construct two to three level garages on the sites of existing public parking lots.

Impact of County Courts

A significant component of the existing downtown parking demand is related to the County Criminal Justice Center, particularly on jury selection days. Both the County of Mendocino and City of Ukiah expect the courts to be relocated in the future, either to another location downtown or to a more suburban location. Any expansion or relocation of the courts downtown would need to include additional parking supply, likely offsetting some of the on-street demand that currently takes place. A relocation of the Criminal Justice Center out of the downtown core would lower overall parking occupancy.

Parking Fee Collection

As indicated above, the City's current parking meters are antiquated and unable to accommodate parking rate changes. Meters also add to sidewalk "clutter" and can create both enforcement and maintenance

challenges. For these reasons, it is recommended that parking meters be replaced with multi-space "pay and display" kiosks. For on-street parking, one kiosk per block face would replace the existing meters. In parking lots one or more kiosks could be provided at convenient locations for users. To use this type of system drivers choose a parking space, walk to the nearest kiosk to purchase the length of time they wish to park, and return to their car to place the printed receipt on their dashboard. There are numerous benefits to this type of system, including the following.

- Simplified payment options: Users may use cash, credit cards, debit cards, or pre-paid "smart cards."

- Ease of use: Kiosks include intuitive informational screens similar to advanced ATMs that can easily explain instructions, fees, and payment options in a multi-lingual format.

- Pricing flexibility: The City can easily change parking rate structures over time via a wired or wireless connection. The kiosks can also be programmed to charge different parking fees by time of day or day of week.

- Less clutter: One parking kiosk can replace 20 to 30 individual meters, significantly reducing the amount of street furniture cluttering the sidewalk.

- Cost to City: One kiosk typically costs less than replacement of the individual meters along one side of a block or in a parking lot. Electronic payment options also reduce the costs of collecting and counting coins.

- Higher revenue: Per space revenues are higher than with individual meters since users cannot use any of the "leftover" time from departed parkers.

- Data collection: Multi-space kiosks electronically record how much money has been collected, and can send the data electronically to a central site. The devices also monitor parking usage by time of day and day of week, allowing the City to easily monitor usage patterns over time.

Pay-by-Space meters are a similar option that could be implemented. These kiosks work in a similar manner to pay-and-display meters, but differ in that users do not have to return to their car to display a receipt. Instead, parking spaces are numbered, and users enter the number into the kiosk to pay for their chosen amount of time. This type of system is more expensive than pay-and-display units and typically configured to manage only about eight parking spaces. Following are some additional benefits allowed by this type of system.

- Increased user convenience.

- Users have the option of obtaining a refund for unused time when they return to their vehicle.

- Enforcement officers can monitor all parking spaces by checking kiosks rather than individual vehicles.

Parking Recommendations

Following is a set of recommended improvements to improve downtown parking conditions. It is expected that these improvements would be implemented over many years; some could take place in the near-term, while others may be unneeded until parking occupancies rise with increased infill and development. A suggested implementation program providing some direction on timing is presented following the recommendations.

Engineering

- Consolidate driveways and parking lots where possible, particularly along the Main Street Corridor and on Standley Street between Main and Mason Streets, as shown in Figure 8.

- Install diagonal parking spaces along the east side of School Street fronting Alex Thomas Plaza and between Clay Street and Seminary Avenue, shown in Plate 3 and in Figure 9.

- Replace curbs and on-street parking where former driveway curb cuts have been abandoned.

Plate 3: Possible Diagonal Parking Extension on School Street

Management

Time Limits

An exhibit showing the recommended locations of downtown parking by type and time limit is shown in Figure 10. The exhibit is intended to provide an overall framework and logical parking pattern that may be implemented in the downtown core area, rather than a compulsory representation of how individual parking spaces should be designated. Further, changes to current time limits and permit areas would likely take place over a number of years (see "Implementation" section below for further information).

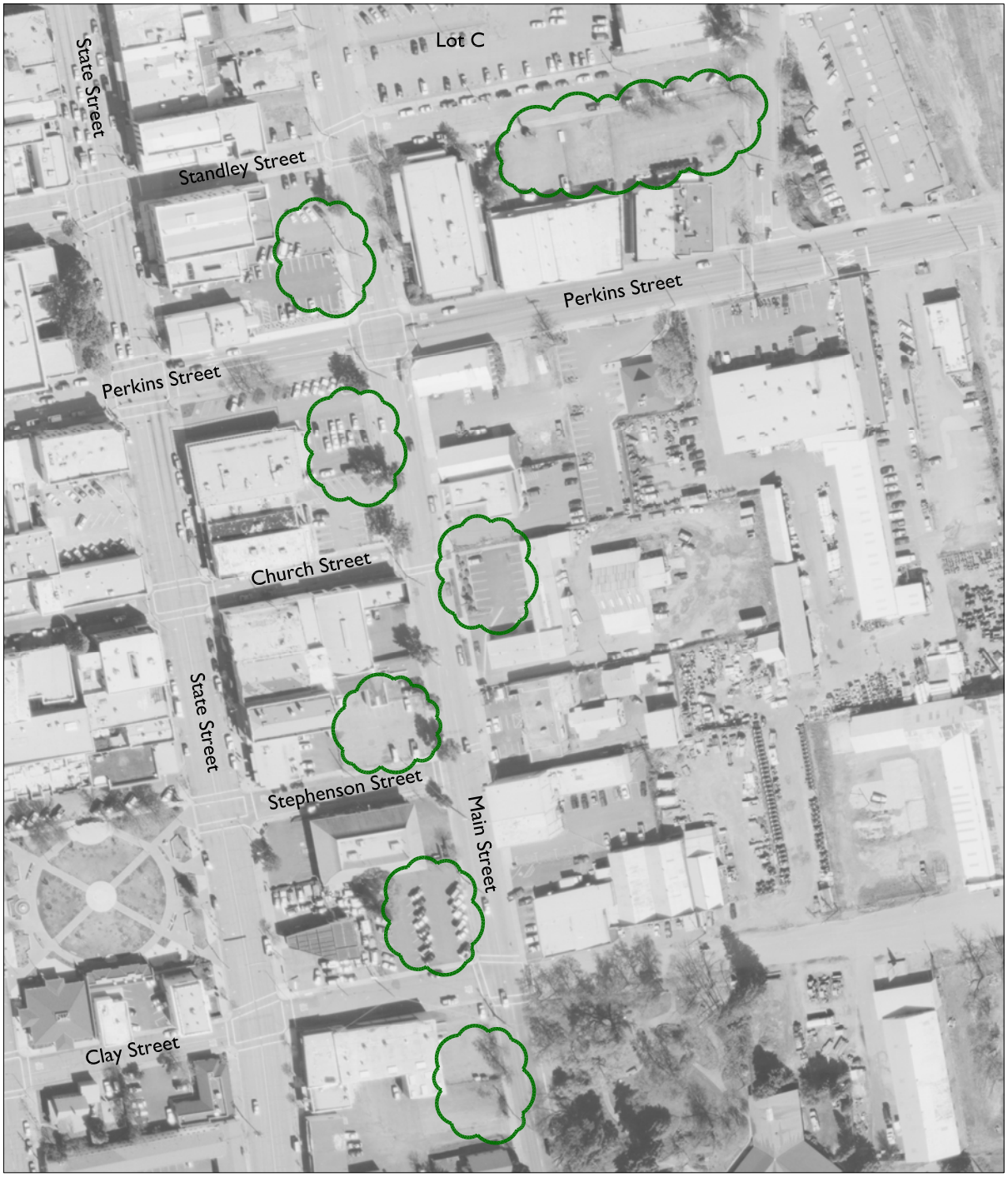
- Eliminate the 90 minute and 5 hour parking restriction categories. The 90 minute category would generally be replaced by 2 hour, and the 5 hour category generally replaced by 10 hour.

- Remove all meters in parking lots and replace with multi-space parking kiosks.

- Implement 2-hour time limits for on-street spaces within the core downtown area and along State Street, and limit parking to 10 hours for spaces on peripheral streets.

Pricing and Fee Collection

- Remove all parking meters and replace with multi-space parking kiosks, with a minimum of one kiosk per block face and one kiosk per public parking lot provided.



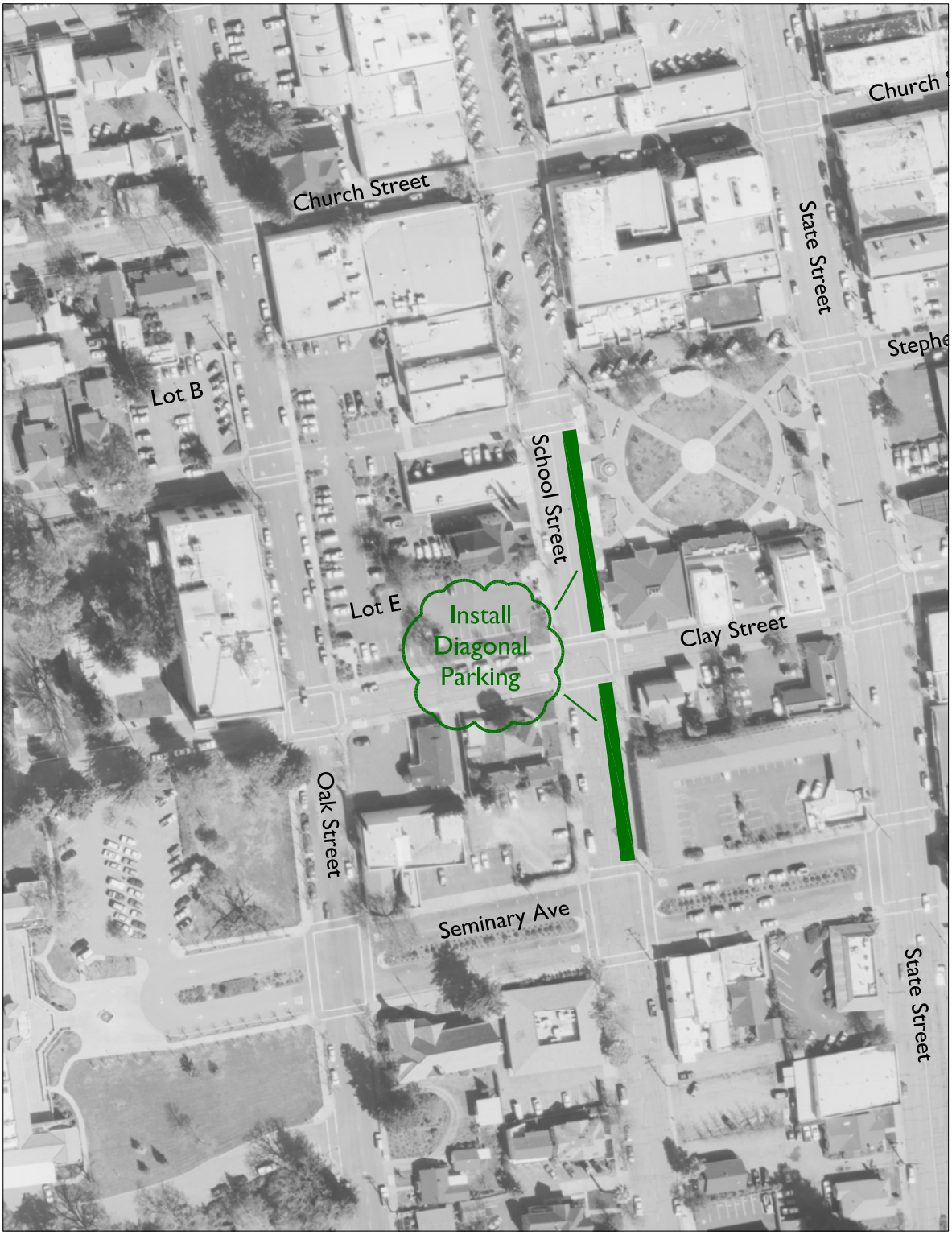
Potential Locations to Consolidate Driveways and/or Parking Lots

North

Not to Scale

Downtown Ukiah Parking Improvement Study
Figure 8 - Potential Main Street Driveway Consolidations

W-Trans
City of Ukiah

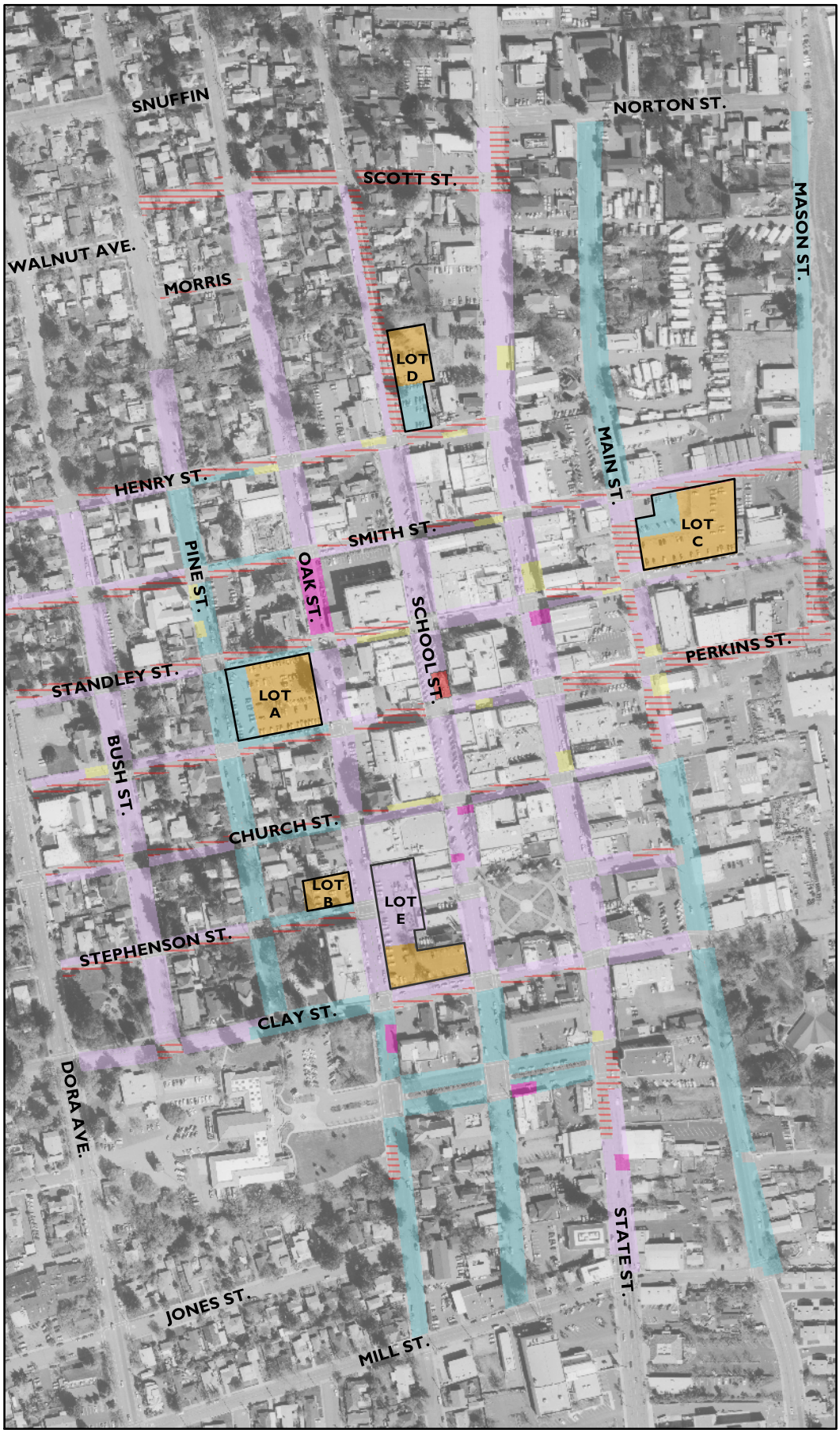


North

Not to Scale

Downtown Ukiah Parking Improvement Study
Figure 9 - Potential Diagonal Parking Extension

W-Trans
City of Ukiah



Note: Recommended designations represent general area, not necessarily individual spaces

Downtown Ukiah Parking Improvement Study

Figure 10 - General Time Limit Recommendations

W-Trans

City of Ukiah

- The most efficient parking management practices use pricing to create efficient turnover and maintain parking space availability for the intended users. All prime parking spaces in the central business district should ultimately have hourly fees. The City should provide outreach to downtown businesses in developing a plan to implement hourly fees for all prime public spaces, including those on School Street.

- On-street spaces should cost more per minute than parking lot spaces. Similarly, the most desirable parking spaces should cost more than spaces in peripheral areas.

- If an imbalance occurs in the future in which centrally-located prime parking spaces have average occupancies exceeding 90 percent, while spaces in peripheral areas have excess capacity, consider using pricing as a means of balancing parking usage.

- A potential public parking fee rate schedule for on-street and surface lot spaces is shown in Table 5. The schedule allows the City to set the base hourly rate, which is then used as the basis for determining all other rates. Prior to implementing rate changes, the City may wish to conduct a more thorough financial analysis of parking revenues and costs than was possible in developing this recommendation.

Table 5
Potential Parking Rate Schedule

Parking Type	Rate Basis	Sample Fee
On-Street Spaces		
2 Hour Spaces	(Base)	$0.25/hour
24 and 30 Minute Spaces	(Base) x 1.00	$0.25 per 24 or 30 minutes
Daily (10 Hour) Spaces		
per hour	(Base) x 0.80	$0.20/hour
maximum per day	(Base) x 8.00	$2.00/day
Public Lot Spaces		
Unreserved Hourly	(Base) x 0.80	$0.20/hour
Unreserved Monthly Permit	(Base) x 100	$25.00/month
Reserved Monthly Permit	(Base) x 300	$75.00/month

- Over time as parking demand increases in the downtown area, the City should consider modifying the hourly fee rates for prime spaces to vary by time of day. Prices may be highest during the periods of greatest demand (10:00 a.m. to 5:00 p.m., for example) and lower during "shoulder" periods. This type of parking space pricing can both increase efficiency and generate revenue. Electronic parking fee collection at kiosks make varying rates feasible.

Monthly Permits

- Eliminate the use of reserved parking permits for on-street spaces.

- Eliminate most, if not all, individually-reserved parking spaces within public parking lots. Monthly permit holders shall share a common pool of spaces. The City may choose to designate no more than 10 percent of spaces in a lot as individually-reserved, with monthly fees for these spaces at a rate that is two to three times higher than the regular permit rate.

- Monthly parking permits need to be oversold to ensure more efficient usage. A minimum oversell rate of 10 percent should be applied for all lots. Lots A (Standley/Oak) and D (Henry/School) currently appear to have the greatest proportion of unused monthly permit spaces and may benefit from higher oversell rates of 20 percent or greater.

Parking Lots

- Lot A – Standley/Oak: Allow monthly permit parking in all spaces. Eliminate the 10 hour meters, and instead designate a block of hourly long-term parking on the western portion of the lot. Install a parking kiosk to issue hourly/daily permits for these spaces.

- Lot B – Stephenson/Oak: Continue to allow exclusive use of the lot for monthly permit holders.

- Lot C – Standley/North Main: Continue to use the primary lot exclusively for monthly permit holders. Designate the newer, smaller lot on the northwest portion of the block as 10-hour parking, and install a parking kiosk to issue hourly permits for these spaces.

- Lot D – West Henry/North School: Allow monthly permit parking in all spaces. Designate about half of the total spaces as usable for hourly long-term parking. Install a parking kiosk to issue hourly/daily permits for these spaces. Alternatively, coordinate with the County courts to use all or part of the parking lot for juror parking.

- Lot E – Conference Center: Retain the existing 2-hour parking restriction in the northern portion of the lot. If demand for downtown permit parking spaces exceeds supply (even after implementing permit "overselling"), expand the permit parking area to include the entire Clay Street frontage. Consider reserving a portion of the issued permits for use by the Conference Center.

- Routinely monitor the usage of all parking lots and, if necessary, adjust the quantity of daily permit spaces and the oversell rates for monthly permits.

Juror Parking

- Continue to require jurors to park outside of the core downtown area, and continue issuing citations for violators.

- 10-hour on-street parking spaces along Pine Street and Main Street should continue to serve juror parking demand.

- The City may wish to pursue an agreement with the Mendocino County Courts in creating a designated juror parking area in Lot E, which is currently underutilized but only two blocks away from the courthouse.

Information and Wayfinding

- Maintain a uniform signing format along key roadways and at intersections that inform drivers of the locations of long-term public parking lots.

- Provide signs at and within parking lots that clearly designate long-term parking and permit parking areas.

- Coordinate with the Downtown Merchants' Association to develop downtown parking maps for customers. Parking maps could also be incorporated into tourism-related brochures for downtown.

Future Parking Facilities

- Should new zoning regulations facilitating an intensification of uses be implemented for the downtown area, the City should implement a parking assessment district or in-lieu fee program to fund the construction of shared-use parking facilities.

- The City should implement policies that create incentives for developers to provide shared parking, particularly at larger developments. Such incentives may include reductions in assessment district and/or in-lieu parking fees if the developer provides publicly-available shared-use spaces.

- The City should update parking requirements to allow parking reductions for mixed-use developments and projects including publicly-available shared parking spaces. Developers may need to support such reductions with a shared parking analysis study.

- Additional downtown parking spaces should be provided when overall peak period occupancies consistently exceed 90 percent. The City should track average occupancies, which are currently in the 60 percent range, in order to reasonably predict the likely need for new parking facilities several years in advance of when it actually occurs. The recommended parking kiosk systems are able to track this type of usage data.

Residential-Commercial Areas

- Implement a residential parking permit program if it is determined that "spillover" parking from downtown commercial uses is adversely affecting adjacent residential areas.

- In order for a neighborhood to qualify for a permit program, the majority of residents must be in favor of it. Additionally, the area should have minimum 75 percent parking occupancy, during which time at least 25 percent of the vehicles should be determined to be owned by non-residents.

- Businesses located in residential areas may require nearby on-street spaces to be designated with a 2-hour time restriction.

Designation of Loading Zones and Short-Term (24 or 30 min) Parking Spaces

- Loading zones and short-term parking spaces are important to maintain adequate circulation and turnover. The locations of these zones and spaces are dependent on nearby land uses, and may

therefore change over time. The City should continue to review requests by businesses to provide these spaces on a case-by-case basis.

- It is generally unnecessary to provide more than one loading zone per block face.
- Where deemed necessary, one 24- or 30-minute parking space can generally accommodate short-term parking needs for the frontage of an entire block (or approximately up to 250 feet on longer blocks).
- Individual parking meters may be used for 24- or 30-minute spaces.

Enforcement

- Parking violation fines for exceeding time limits and expired meters should be sufficient to act as a deterrent. A multiplier of 10 to 15 times the daily rate is a suggested guideline.
- Upon initiation of new parking fee collection systems such as parking kiosks, a "grace period" for parking violations should be implemented. For instance, one violation per license plate could be voided, with an educational brochure explaining the parking system instead provided.
- The City should ensure that the parking enforcement program continues to have clearly established procedures and adequate training and tools.
- Parking enforcement should continue to be perceived as efficient and fair.

Implementation

Following is a suggested progression for implementation of changes to parking in downtown Ukiah.

<u>Phase 1</u>

- Improve parking information signs and maps.
- Modify the monthly permit program to eliminate on-street reserved spaces, and develop an oversell strategy for each of the City parking lots to increase utilization.
- Extend diagonal parking two blocks south on School Street, along the east side of the street.
- Revise the areas where signed 10-hour parking exists, focusing such spaces in areas on the periphery of downtown (see Figure 10 for general guidance on the time restriction locations).
- Eliminate the 5-hour parking time restriction category.
- Designate blocks of 10-hour parking within City parking lots A, C, and D, with the remaining spaces continuing to be used by monthly permit holders.
- Remove parking meters in all public parking lots, and replace with a kiosk system.

- Conduct public outreach on the use of parking kiosks within public lots, and use as a trial basis before implementing on-street kiosks in Phase 2.

- Develop a permit program for businesses to request installation of loading zones and short-term 24-30 minute spaces.

- Review and update the parking rate structure in a manner to that shown in Table 5.

- Review and update parking fines on an ongoing basis.

- Establish an evaluation/monitoring program to identify parking impacts and problems.

Phase 2

- Eliminate the 90-minute parking time restriction category, converting most of the spaces to 2-hour spaces (see Figure 10 for general guidance on the time restriction locations).

- Remove all on-street parking meters and replace with a kiosk system.

- Impose 2-hour limits on the most convenient parking spaces.

- Arrange shared parking agreements at a few sites where owners are most cooperative.

- Re-establish on-street parking where driveways have been abandoned.

Phase 3

- Install on-street parking fee collection kiosks on all central business district streets, including School Street.

- Encourage more shared parking agreements.

- Change zoning codes to encourage shared parking (may be completed earlier as component of form-based code adoption).

Phase 4

- Phase 4 is to be implemented if overall peak occupancy exceeds 85 percent.

- Gradually and predictably increase parking fees (10 percent per year for example).

- Implement time-of-day pricing for prime hourly spaces.

- Address spillover problems in residential areas, should they occur.

- Provide incentives for shared parking, including in-lieu fees to build public rather than private parking facilities.

Study Participants

Principal-in-Charge:	Steve Weinberger, P.E., PTOE
Senior Planner:	Zachary Matley, AICP
Graphics:	Deborah Dunn, Zachary Matley
Data Collection:	Elizabeth Cordtz, Jennifer Rhodes
Report Review:	Dalene J. Whitlock, P.E., PTOE

References

Downtown Revitalization Master Plan, City of Ukiah, 1992

Downtown Parking Improvement Program: An Implementation Strategy for the Management of Ukiah Downtown Parking District, City of Ukiah, 1995

Parking Generation, Third Edition, Institute of Transportation Engineers, 2004

Parking Management Best Practices, Todd Litman, American Planning Association, 2006

Shared Parking, Second Edition, Urban Land Institute, 2006

The High Cost of Free Parking, Donald Shoup, American Planning Association, 2005

UKI030

Appendix A

Projected Peak Hour Parking Demand Data

Project: Downtown Ukiah Parking Improvement Study
Description: Future Parking Demand Scenario A

December

Weekday Estimated Peak-Hour Parking Demand

	Monthly Adj.	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
Community Shopping Center (<400 ksf)	100%	1	3	8	16	29	39	47	52	52	52	49	44	46	43	38	29	17	6	-
Employee	100%	2	2	6	11	13	14	15	15	15	15	15	14	14	14	14	11	6	2	-
Fine/Casual Dining Restaurant	100%	-	-	-	-	24	65	121	121	105	65	81	121	194	204	204	204	194	153	51
Employee	100%	-	8	20	29	35	35	35	35	35	29	29	39	39	39	39	39	39	33	14
Hotel-Business	67%	30	29	25	22	19	19	18	18	19	19	21	22	24	24	25	27	30	32	32
Employee	100%	1	4	12	12	13	13	13	13	13	13	12	9	5	3	3	3	3	1	1
Residential, Rental, Shared Spaces	100%	7	6	6	6	5	5	5	5	5	5	5	6	6	7	7	7	7	7	7
Reserved	100%	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
Guest	100%	-	-	-	-	-	-	-	-	-	-	-	1	1	2	2	2	2	2	1
Office <25 ksf	100%	-	-	1	3	5	2	1	2	5	2	1	1	-	-	-	-	-	-	-
Employee	100%	2	19	47	59	62	62	56	56	62	62	56	31	16	6	4	2	1	-	-
Medical/Dental Office	100%	-	-	10	10	11	11	3	10	11	11	10	9	7	3	2	-	-	-	-
Employee	100%	-	-	3	5	5	5	5	5	5	5	5	5	3	2	1	-	-	-	-
TOTAL DEMAND	Customer	31	32	44	51	88	136	190	203	192	149	162	198	272	276	271	262	243	193	84
	Employee	12	39	94	122	133	134	129	129	135	129	122	104	83	71	68	62	56	43	22
	Reserved	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
		57	85	152	187	235	284	333	346	341	292	298	316	369	361	353	338	313	250	120
	Current Parking Demand				546	608	646	623	623											
	Added Future Parking Demand				733	843	930	956	969											
	Public Parking Supply				1077	1077	1077	1077	1077											
	Projected Parking Occupancy				0.68	0.78	0.86	0.89	0.90											

Footnote(s):

Methodology and Spreadsheet Source
Shared Parking, Urban Land Institute, 2006

11/20/2007

Project: Downtown Ukiah Parking Improvement Study
Description: Future Parking Demand Scenario A

SHARED PARKING DEMAND SUMMARY

PEAK MONTH: DECEMBER -- PEAK PERIOD: 8 PM, WEEKEND

			Weekday					Weekend					Weekday			Weekend		
	Project Data				Non-					Non-			Peak Hr Adj	Peak Mo Adj	Estimated Parking	Peak Hr Adj	Peak Mo Adj	Estimated Parking
Land Use	Quantity	Unit	Base Rate	Mode Adj	Captive Ratio	Project Rate	Unit	Base Rate	Mode Adj	Captive Ratio	Project Rate	Unit	6 PM	December	Demand	8 PM	December	Demand
Community Shopping Center (<400 ksf)	21,156	sf GLA	2.90	1.00	0.95	2.76	/ksf GLA	3.20	1.00	1.00	3.20	/ksf GLA	0.80	1.00	46	0.65	1.00	44
Employee			0.70	1.00	1.00	0.70	/ksf GLA	0.80	1.00	1.00	0.80	/ksf GLA	0.95	1.00	14	0.75	1.00	13
Fine/Casual Dining Restaurant	14,104	sf GLA	15.25	1.00	0.95	14.49	/ksf GLA	17.00	1.00	1.00	17.00	/ksf GLA	0.95	1.00	194	1.00	1.00	240
Employee			2.75	1.00	1.00	2.75	/ksf GLA	3.00	1.00	1.00	3.00	/ksf GLA	1.00	1.00	39	1.00	1.00	42
Hotel-Business	50	rooms	1.00	1.00	0.95	0.95	/rooms	0.90	1.00	1.00	0.90	/rooms	0.75	0.67	24	0.80	0.67	24
Employee			0.25	1.00	1.00	0.25	/rooms	0.18	1.00	1.00	0.18	/rooms	0.40	1.00	5	0.55	1.00	5
Residential, Rental, Shared Spaces	14	units	0.50	1.00	1.00	0.50	/unit	0.50	1.00	1.00	0.50	/unit	0.90	1.00	6	0.98	1.00	7
Reserved	1	sp/unit	1	1.00	1.00	1	/unit	1	1.00	1.00	1	/unit	1.00	1.00	14	1.00	1.00	14
Guest	14	units	0	1.00	1.00	0	/unit	0	1.00	1.00	0	/unit	0.60	1.00	1	1.00	1.00	2
Office <25 ksf	17,630	sf GLA	0.30	1.00	1.00	0.30	/unit	0.03	1.00	1.00	0.03	/unit	0.05	1.00	0	0.00	1.00	0
Medical/Dental Office	3,526	sf GLA	3.00	1.00	1.00	3.00	/ksf GLA	3.00	1.00	1.00	3.00	/ksf GLA	0.67	1.00	7	0.00	1.00	0
Employee			1.50	1.00	1.00	1.50	/ksf GLA	1.50	1.00	1.00	1.50	/ksf GLA	0.67	1.00	3	0.00	1.00	0
													Customer		272	Customer		310
													Employee		83	Employee		67
													Reserved		14	Reserved		14
													Total		369	Total		391

Methodology and Spreadsheet Source
Shared Parking, Urban Land Institute, 2006

Project: Downtown Ukiah Parking Improvement Study
Description: Future Parking Demand Scenario B

December

Weekday Estimated Peak-Hour Parking Demand

	Monthly Adj.	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM
Community Shopping Center (<400 ksf)	100%	-	2	6	13	23	32	38	43	43	43	40	36	38	36	31	24	14	5	-
Employee	100%	1	2	5	9	10	11	12	12	12	12	12	11	11	11	11	9	5	2	-
Fine/Casual Dining Restaurant	100%	-	-	-	-	29	79	147	147	128	79	98	147	236	249	249	249	236	187	62
Employee	100%	-	9	24	35	42	42	42	42	42	35	35	47	47	47	47	47	47	40	16
Hotel-Business	67%	30	29	25	22	19	19	18	18	19	19	21	22	24	24	25	27	30	32	32
Employee	100%	1	4	12	12	13	13	13	13	13	13	12	9	5	3	3	3	3	1	1
Residential, Rental, Shared Spaces	100%	2	2	2	2	2	1	1	1	1	1	2	2	2	2	2	2	2	2	2
Reserved	100%	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Office <25 ksf	100%	-	-	1	3	5	2	1	2	5	2	1	1	-	-	-	-	-	-	-
Employee	100%	2	18	45	57	60	60	54	54	60	60	54	30	15	6	4	2	1	-	-
Medical/Dental Office	100%	-	-	8	8	9	9	3	8	9	9	8	7	6	3	1	-	-	-	-
Employee	100%	-	-	2	4	4	4	4	4	4	4	4	4	3	1	1	-	-	-	-
TOTAL DEMAND	Customer	30	31	40	46	85	141	207	218	204	152	168	213	304	312	306	300	280	224	94
	Employee	6	35	90	119	131	131	126	126	132	125	119	103	83	70	68	63	58	45	19
	Reserved	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
		39	69	133	168	219	275	336	347	339	280	290	319	390	385	377	366	341	272	116

Current Parking Demand	546	608	646	623	623
Added Future Parking Demand	714	827	921	959	970
Public Parking Supply	1077	1077	1077	1077	1077
Projected Parking Occupancy	0.66	0.77	0.86	0.89	0.90

Footnote(s):

Methodology and Spreadsheet Source
Shared Parking , Urban Land Institute, 2006

11/20/2007

Project: Downtown Ukiah Parking Improvement Study
Description: Future Parking Demand Scenario B

SHARED PARKING DEMAND SUMMARY

PEAK MONTH: DECEMBER -- PEAK PERIOD: 8 PM, WEEKEND

			Weekday					Weekend					Weekday			Weekend		
	Project Data				Non-					Non-			Peak Hr Adj	Peak Mo Adj	Estimated Parking	Peak Hr Adj	Peak Mo Adj	Estimated Parking
Land Use	Quantity	Unit	Base Rate	Mode Adj	Captive Ratio	Project Rate	Unit	Base Rate	Mode Adj	Captive Ratio	Project Rate	Unit	6 PM	December	Demand	8 PM	December	Demand
Community Shopping Center (<400 ksf)	17,152	sf GLA	2.90	1.00	0.95	2.76	/ksf GLA	3.20	1.00	1.00	3.20	/ksf GLA	0.80	1.00	38	0.65	1.00	36
Employee			0.70	1.00	1.00	0.70	/ksf GLA	0.80	1.00	1.00	0.80	/ksf GLA	0.95	1.00	11	0.75	1.00	11
Fine/Casual Dining Restaurant	17,152	sf GLA	15.25	1.00	0.95	14.49	/ksf GLA	17.00	1.00	1.00	17.00	/ksf GLA	0.95	1.00	236	1.00	1.00	292
Employee			2.75	1.00	1.00	2.75	/ksf GLA	3.00	1.00	1.00	3.00	/ksf GLA	1.00	1.00	47	1.00	1.00	51
Hotel-Business	50	rooms	1.00	1.00	0.95	0.95	/rooms	0.90	1.00	1.00	0.90	/rooms	0.75	0.67	24	0.80	0.67	24
Employee			0.25	1.00	1.00	0.25	/rooms	0.18	1.00	1.00	0.18	/rooms	0.40	1.00	5	0.55	1.00	5
Residential, Rental, Shared Spaces	3	units	0.50	1.00	1.00	0.50	/unit	0.50	1.00	1.00	0.50	/unit	0.90	1.00	2	0.98	1.00	2
Reserved	1	sp/unit	1	1.00	1.00	1	/unit	1	1.00	1.00	1	/unit	1.00	1.00	3	1.00	1.00	3
Guest	3	units	0	1.00	1.00	0	/unit	0	1.00	1.00	0	/unit	0.60	1.00	0	1.00	1.00	0
Office <25 ksf	17,152	sf GLA	0.30	1.00	1.00	0.30	/unit	0.03	1.00	1.00	0.03	/unit	0.05	1.00	0	0.00	1.00	0
Medical/Dental Office	2,859	sf GLA	3.00	1.00	1.00	3.00	/ksf GLA	3.00	1.00	1.00	3.00	/ksf GLA	0.67	1.00	6	0.00	1.00	0
Employee			1.50	1.00	1.00	1.50	/ksf GLA	1.50	1.00	1.00	1.50	/ksf GLA	0.67	1.00	3	0.00	1.00	0
													Customer		304	Customer		352
													Employee		83	Employee		69
													Reserved		3	Reserved		3
													Total		390	Total		424

Methodology and Spreadsheet Source
Shared Parking, Urban Land Institute, 2006