

## V. IMPROVEMENTS AND STRATEGIES

This chapter presents various strategies that address existing and projected parking deficiencies in the Downtown area. This chapter also includes strategies that were considered but not recommended.

### ISSUES

A review of the parking supply, demand, and occupancy indicates that there is overall sufficient parking for the existing level development. However, there is a core downtown area (sections of Oak Street, First Street, and Second) where it is difficult to find a parking space during peak daytime hours. Many of the blocks within this downtown core area experience parking occupancies in excess of 90 percent. One factor which contributes to this lack of parking in the downtown core is the parking occupancy whereby approximately 20 percent of the spaces are occupied by vehicles which exceed the posted hourly limits. Outside of this downtown core, there is generally parking available along the street and in the public and private lots. Therefore, there is an uneven distribution of parking demand across the downtown.

With the potential redevelopment of the parcels within the downtown area, it is expected that there will be a substantial deficit of parking spaces occurring throughout the day. This deficit will occur during the midday peak whereby nearly all of the existing public and private spaces will be needed to satisfy the expected parking demand. With the addition of a multi-screen movie theater, the parking demand will significantly exceed the parking supply (including both public and private spaces), indicating the need to add parking supply.

### TIMING

Given the City's budgeting cycle and other considerations, potential strategies can be divided into two groups:

- **Short-Term-** Improvements made within the next six months to a year which will not require significant expenditures of City funds. These improvements would not require any land acquisition by the City and could be completed by City staff.
- **Long-Term-** Improvements made over the next 5 or more years that would require significant expenditure of City funds and the assistance of outside contractors and consultants. These long-term improvements would also require coordination with proposed developments in the area and could be conditioned to the construction of various projects in the Downtown.

### SHORT-TERM STRATEGIES

As stated previously, short-term strategies include actions that could be taken within the next six months to a year.

1. Adding additional signage to direct visitors to use the free municipal parking lots on Brentwood Boulevard and on Second Street. Informational signs directing visitors to the various public parking facilities would encourage greater use of these lots, especially the lot on Second Street, which is currently underutilized. This signage would include large signs at the gateways to the downtown, at the Brentwood Boulevard/Pine Street and the Brentwood Boulevard/Chestnut Street intersections. Concurrently, less visible signs could be removed

to reduce 'sign pollution' on First Street. Posting similar information on the City website may also be an effective strategy to inform visitors of public parking locations.

2. Initiate a parking education program. On streets that post parking limits within the downtown core, approximately twenty percent of vehicles were parked beyond the posted limit. Therefore, it appears that the parking education should be geared towards educating business owners and employees that parking outside the downtown core provides a positive benefit. This has worked for other cities in the Bay Area, such as Benicia.
3. Improve the utilization of the Second Street Municipal parking lot by offering local business owners parking permits that guarantee them parking spaces in the lot, and exempt them from the existing 90-minute parking limit.
4. An alternative strategy to improve the utilization of the Second Street Municipal parking lot would be to eliminate the 90-minute parking to create another unlimited parking lot. Providing local business owners parking permits can be maintained under this strategy.
5. Increase the cost of parking tickets to discourage drivers that park longer than the posted parking limits.
6. Install angled parking on all of Second Street between Oak and Chestnut Streets for diagonal parking. Even though there is not an overall parking supply deficit in the downtown, providing diagonal parking on this block will increase the supply close to the downtown core and the City offices by up to 50 percent by adding nine parking spaces. Angled parking would only be installed after meeting with property owners in this area.
7. The Police Station located on the corner of Chestnut Street and Brentwood Boulevard is anticipated to be vacant within the next six months. Once that parcel becomes available, it can be repaved to provide an additional municipal lot that may be able to provide 25 to 30 parking spaces.
8. Anticipating the relocation of Brentwood Liquors from Oak Street to Chestnut Street, designate several 30-minute parking spaces on Chestnut Street between Brentwood Boulevard and First Street to provide short term customer parking.

### **LONG-TERM STRATEGIES**

These strategies or techniques could be applied in the City over a long-term period, such as 5 years or longer. Significant expenditures of City funds may be required, thereby necessitating long-range programming and funding.

1. Improve parking enforcement through the use of more advanced techniques, such as electronic data recorders.
2. Construct a parking garage on Brentwood Boulevard between Maple and Oak Streets or on Brentwood Boulevard between Chestnut and Birch Streets to accommodate the demand for the proposed movie theater and to replace the parking that will be eliminated due to the removal of the Second Street Municipal parking lot. With the addition of the movie theater, the evening parking demand will increase significantly, and exceed the available supply. Therefore, additional parking facilities, such as a multi-story garage would be required.
3. Continue to execute the short term recommendations, where applicable.

## **OTHER SUGGESTIONS**

Several alternative strategies were considered but not recommended due to reasons such as feasibility, cost, and lack of community acceptance.

1. Increase the level of parking enforcement through the hiring of additional officers as a short term improvement strategy. Procuring a funding source for additional parking enforcement officers.
2. Construct additional surface lots to provide additional parking supply, especially in the downtown core. This is not possible since there is no available real estate in the study area.
3. Install parking meters as a measure of enforcement to help encourage turn-over. Since the downtown currently does not have parking meters, nor have parking meters existed in the downtown historically, they could create "culture shock" and may cause significant community discontent.