



MEMORANDUM

Date: March 16, 2005

To: Howard Sword, City of Brentwood
Gina Rozenski, City of Brentwood

From: Chris Gray, Fehr & Peers
Aviva Laurenti, Fehr & Peers

Subject: *Downtown Brentwood Parking Study*

1041-2125

PROJECT SUMMARY

Fehr & Peers completed the Downtown Brentwood Parking Study with the purpose of analyzing the existing parking demand and parking turnover in the downtown, and to estimate the future changes in parking supply and demand. We found that at the existing level of development, there is an adequate area-wide parking supply. However, in the core downtown area (sections of Oak Street, First Street, and Second Street) parking occupancies exceed 90 percent; drivers experience difficulty locating available parking spaces. This lack of parking can be attributed to vehicles exceeding the posted parking limits. Given that there is generally parking available throughout the remainder of the downtown, the existing parking demand is unevenly distributed across the downtown.

Based on the redevelopment projects planned for the downtown area, it is expected that there will be a substantial parking supply deficit occurring throughout the day. During the midday peak period nearly all of the existing public and private parking spaces will be needed to satisfy the expected demand. With the addition of a multi-screen movie theater, a significant deficit can be expected during the evening peak period.

PROJECT APPROACH

Fehr & Peers collected existing parking and land-use data, completing a license plate survey to determine parking turnover and investigating existing parking enforcement practices. We then evaluated the parking demand and turnover over the course of a sample Friday to determine in what way parking was a problem in the downtown. With that information, we were able to make recommendations as to how to mitigate the parking problem on a short term. Based on the anticipated future development in the downtown, we were also able to recommend several long-term solutions.

DATA COLLECTION

Fehr & Peers completed the field data collection in December 2004 and early January 2005. The study area includes eleven blocks that constitute the downtown and a total of sixteen private and municipal parking lots. The information that was collected includes:

- existing land uses
- existing parking supply
- posted parking limits

We also completed a license plate survey on a Friday in December from 9:00 AM to 8:00 PM, to determine on-street and off-street occupancy and hourly turn-over. Additionally, we met with a representative from the Brentwood police department to discuss existing parking enforcement strategies.

EXISTING CONDITIONS

Downtown Brentwood has a wide variety of land uses, which minimize the potential parking problems which could occur otherwise. Due to the combination of retail, office, residential, and other uses, parking demand varies throughout the day. The retail uses experience peak parking demands between 11:00 AM and 12:00 PM and another peak around 6:00 PM. The office and residential parking demand peaks from 9:00 AM to 11:00 AM, and the variety of other uses peak parking demand occurs around 10:00 AM. As a result, the overall parking demand is approximately 50 percent during the course of the day, with a peak of 68 percent that occurs between 10:00 and 11:00 AM.

Parking Supply

Based on the data collected and field observations, we found there are a total of 327 on-street parking spaces, with a maximum occupancy of 66 percent, leaving a surplus of 112 parking spaces. Most streets are approximately 80 percent occupied or less during their respective peak periods. Some streets experience occupancy as low as 31 percent. However, there are specific streets in the downtown core that experience between 95 and 100 percent occupancy. These streets include Oak Street between Brentwood Boulevard and First Street and between Second Street and Third Street, and Second Street between Chestnut and Oak Streets. Once occupancy exceeds 90 percent, parking supply is inadequate.

There are a total of 458 available parking spaces in the off-street lots surveyed, more than half of which are located in private parking lots. The maximum occupancy in the off-street lots was 71 percent, leaving a surplus of 132 parking spaces. Parking demand in most private lots is approximately 90 percent. The two municipal parking lots located on Brentwood Boulevard experience a 94 percent demand during their peak periods, but the municipal parking lot located on Second Street experiences a peak demand of 63 percent.

Parking Turnover

Using the license plate data we collected, we were able to determine how long vehicles were parked on a given block face or in a parking lot. The average parking duration on-street was between one and two hours, which is below most of the posted parking limits. However, approximately 20 percent of vehicles were parked for over three hours. Additionally, there were

several blocks where vehicles were found to occupy the same parking space for more than three hours. Half of these locations were not marked for any parking limit, and the remaining locations included parking spaces that are reserved for City vehicles, residents, and drivers with permits that allow them to exceed the posted parking limits. In most of the off-street parking lots, vehicles were parked for more than three hours. In the study area there are three off-street lots with posted parking limits. In all of these cases, the average parking duration exceeded the posted limit.

Enforcement

Fehr & Peers met with a Police Department representative to discuss existing enforcement strategies. The police department currently has one officer on parking enforcement duty for their entire eight-hour shift. On the day prior to our meeting with the police officer, 26 tickets had been given. Originally, there was only one parking limit throughout the downtown. In order to prevent students from parking on-street several parking limits (2-hours, 90-minutes, 45-minutes, and 30-minutes), which were put into place. A number of vehicles are observed exceeding the parking limits and the Police Department representative noted that issuing tickets on a daily basis has not prevented that behavior. The police department did not mention that there were any additional enforcement strategies being planned.

FUTURE PARKING DEMAND

The City of Brentwood Community Development Department presented a rough sketch of the future land uses in the downtown. Many of the land uses are expected to remain the same, however most of the offices located in the downtown core area are projected to become retail, and most of the residential units are projected to become offices or small boutique shops. Additionally, a new multi-plex movie theater is proposed, which could replace the shops on Oak Street between Mid Way and Second Street, Kendall's Automotive, and the municipal parking lot on Second Street.

Changes in Parking Demand

Fehr & Peers compared the City of Brentwood's parking requirements provided in the city code to the parking generation rates published by the Institute of Transportation Engineers (ITE). We determined that ITE rates for the midday and evening peak would be the most representative of the parking demand in Downtown Brentwood. The ITE rates were calibrated to match the existing parking demand, and then were applied to the future land uses to determine the future parking demand. We found that there would be an increase in parking demand of 153 parking spaces in the midday peak, and an increase of 594 parking spaces in the evening peak. Most of these increases can be attributed to the new multi-plex movie theater.

Changes in Parking Supply

With the redevelopment, several of the existing parking facilities would be removed. The most significant decrease would be due to the removal of the Municipal parking lot on Second Street if that location was selected for the new multi-plex movie theater. Overall, there would be a decrease of 88 parking spaces.

CONCLUSIONS

Most parking problems for downtown areas are due to deficient parking supplies. Based on existing parking demand, Downtown Brentwood does not appear to have this problem; rather the parking problem in downtown Brentwood appears to be a function of poor parking utilization and infrequent turnover. Most of the attractions are located on several blocks, the downtown “core”, which consequently have high parking demand. Several blocks in the downtown which are not adjacent to the attractions have available supply, but drivers opt not to park at those locations. Additionally, there is a free municipal parking lot which at its peak is only 60 percent occupied.

With the planned future developments, parking supply will become an issue, especially in the evening peak period, with a deficit of approximately 276 parking spaces. Fehr & Peers has developed several suggestions to mitigate the parking problems.

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, the lot could 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 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.

Several alternative strategies were considered but not recommended due to reasons such as feasibility, cost, and lack of community acceptance. These are detailed in the report.

The recommended strategies, the implementing party, and estimated timeline are summarized in the table below.

PARKING STRATEGY IMPLEMENTATION		
Strategy	Implementing Party	Timeline
Add more directional and informational signage for existing parking facilities	City of Brentwood Public Works	6 months
Implement Parking Education Program	City of Brentwood Community Development Department /Chamber of Commerce	6 months
Local Business Parking Permits for Second Street Municipal Parking lot	City of Brentwood Public Works	6 months
Eliminate 90-minute parking limit at Second Street Municipal Parking lot	City of Brentwood Public Works	Immediate
Increase the cost of Parking tickets ¹	City of Brentwood Police Department	6 months
Create new municipal parking lot on Chestnut Street and Brentwood Boulevard (existing police department)	City of Brentwood Public Works	6 months
Install angled parking on all Second Street between Chestnut and Oak Streets ¹	City of Brentwood Public Works	2 years
Improve parking enforcement by implementing more advanced enforcement techniques	City of Brentwood Police Department	5 years
Construct a parking garage to supplement the proposed multiplex movie theater	City of Brentwood Public Works	5+ years
Notes: 1. Installation only after meeting with property owners in this area. Source: Fehr & Peers, February 2005		