

# City of Santa Barbara Downtown Parking Committee

## *Occupancy Narrative for 2013 vs. 2012, October - December The Regular Meeting of January 9, 2014*

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### Overview:

The overall occupancy levels for 2013 were similar to 2012 with slightly lower mid-day and evening occupancies on weekends. 2013 exhibited higher average occupancies throughout the weekdays and on Sundays.

During the months of this survey for 2012, Lot 5 was impacted by the Victoria Theater Restoration Project. Although a total of 18 parking spaces in Lot 5 were temporarily removed in order to create a construction staging area for the Project, Lot 5 remained open and access to all the businesses was maintained. The 18 parking spaces were restored at the end of September 2013.

Per the approved Capital Improvement Program, the Lot 9 parking structure was coated with a deck sealant and the roof level joints and cracks were re-sealed. One level of parking remained open to public parking at all times. The deck sealing began on Monday, October 28, 2013 and was completed, despite weather-related delays, on Wednesday, December 11, 2013. The Lot 9 construction was scheduled to coincide with the restoration work being done at The Lobero Theatre. It was closed for construction during October and a portion of November which reduced some of the parking demand in the area. Those customers unable to park at Lot 9 during the construction were advised, with signage and additional staffing, to park at Lot 2

### Lot 2 – 914 Chapala St. – 568 Public Spaces (Nordstrom, Canary, Powell Peralta)

Throughout all days of the week, 2013 averaged higher occupancies than 2012. While Lot 9 was undergoing maintenance, some parkers may have chose to cross State Street and use Lot 2.

- 2013 Peak Occupancy: 90%-Weekends-2 p.m. ||| 2012 Peak Occupancy: 81%-Weekends-2 p.m.

### Lot 3 – 9 W. Figueroa – 164 Public Spaces (MTD Bus Station, Saks, Walter Claudio, Old Greyhound)

Lot 3 had higher occupancies for most hours of the week and weekend when compared to 2012, potentially due to the surrounding construction projects at Lot 5 and Lot 9.

- 2013 Peak Occupancy: 98%-Weekends-1 p.m. ||| 2012 Peak Occupancy: 98%-Weekends-1 p.m.

### Lot 4 – 1120 Chapala St. – 122 Public Spaces (CVS, Hennings, Sansum Clinic, Don Q's)

Lot 4 saw higher average occupancies throughout most of the weekday and weekend hours. The Victoria Theatre construction may have encouraged parkers to choose Lot 4 instead of Lot 5.

- 2013 Peak Occupancy: 99%-Weekdays-1 p.m. ||| 2012 Peak Occupancy: 98%-Weekdays-1 p.m.

### Lot 5 – 1220 Chapala St. – 192 Public Spaces (SOHO Club, Unity Shoppe, Victoria Theatre)

During the Victoria Theatre Restoration Project, the contractors used 18 spaces in the Lot which were restored at the end of September 2013. Victoria Theatre construction began in October of 2012 including the removal of 18 spaces. Throughout the week and weekends, 2013 and 2012 followed the same pattern of occupancy. The “M” shape is consistent with a daytime retail/errand lot that is also surrounded by restaurants and night-time attractions.

- 2013 Peak Occupancy: 99%-Weekends-7 p.m. ||| 2012 Peak Occupancy: 99%-Weekends-7 p.m.

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### Lot 6 – 1221 Anacapa St. – 565 Public Spaces (Granada Garage, Coffee Cat, Tupelo Cafe, Book Den)

The old surface Lot 6 had 210 parking spaces, approximately 37% of the Granada Garage's capacity. In 2012, the Granada Garage had been absorbing parking demand from Lot 5 as the weekends and Sundays were consistently more occupied. In 2013, the occupancy bump at 7 p.m. is indicative of night-time events at the Granada Theatre, Arlington Theatre and surrounding restaurants.

- *2013 Peak Occupancy: 65%-Weekdays-1p.m./// 2012 Peak Occupancy: 66%-Weekdays-1 p.m.*

### Lot 7 – 1115 Anacapa St. – 266 Public Spaces (Library Garage, La Arcada, SBMA)

2013 weekdays outpaced 2012 occupancies for most hours of the day. However, weekends and Sundays had higher peak occupancies for 2012.

- *2013 Peak Occupancy: 88%-Weekdays-12p.m./// 2012 Peak Occupancy: 85%-Weekdays-1 p.m.*

### Lot 8 – 1015 Anacapa St. – 104 Public Spaces (Kinkos, Chase Grill, Rabobank, Bank of Santa Barbara)

For most hours on weekends and Sundays, 2013 topped 2012 occupancies with the largest difference occurring during the morning and mid-day on weekends. In contrast, 2013 and 2012 performed similarly on weekdays. Some parkers may have to chosen to park in Lot 8 during the Lot 9 construction.

- *2013 Peak Occupancy: 97%-Weekdays-12p.m./// 2012 Peak Occupancy: 96%-Weekdays-12 p.m.*

### Lot 9 – 921 Anacapa St. – 231 Public Spaces (Lobero Garage, Fiesta 5, Marshalls, Union Bank, Apple Store)

Per the approved Capital Improvement Program, the mid level of the Lot 9 parking structure was coated with a deck sealant and the roof level joints and cracks were re-sealed. One level of parking remained open to public parking at all times. The deck sealing began on Monday, October 28, 2013 and was completed, despite weather-related delays, on Wednesday, December 11, 2013.

Due to the alternating closures of the two parking levels, the 2013 occupancies are significantly lower than 2012. 2013 Sunday's were more normal compared to 2012 due to temporary openings on weekends for Holiday shoppers and visitors.

- *2013 Peak Occupancy: 72%-Sundays-2p.m./// 2012 Peak Occupancy: 94%-Weekends-3 p.m.*

### Lot 10 – 621 Anacapa St. – 546 Public Spaces (Ortega Garage, Dargan's, Habit, Seagrass, World Market)

On the weekdays and weekend mornings, 2013 performed similarly to 2012, although the weekend afternoons and Sundays were elevated for 2012. Like Lot 2, this Lot has higher peak occupancies during the weekends and Sundays compared to the weekdays.

- *2013 Peak Occupancy: 71%-Weekends-8p.m./// 2012 Peak Occupancy: 79%-Weekends-7 p.m.*

### Lot 11 – 523 Anacapa St. – 187 Public Spaces (Old Town Lot, Paul Mitchell, Pierre La Fond, Holdren's)

2013 was consistent with 2012 occupancies, showing small bumps during weekend and Sunday mornings. Lot 11 maintains a high level of occupancy during the weekend nights due to the proximity to the lower State Street bars and nightclubs.

- *2013 Peak Occupancy: 99%-Weekends-7p.m./// 2012 Peak Occupancy: 99%-Weekends-7 p.m.*

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*Lot 12 – 11 W. Gutierrez St. – 95 Public Spaces (Roasting Company Coffee, Backyard Bowls, D’angelo’s)*

2013 trailed the previous year throughout most of the weekend, however 2013 exhibited higher average occupancies during weekdays and Sunday afternoons. Lot 12 has been showing noticeable spikes at the 1:00 p.m. and 7:00 p.m. hours on weekdays and weekends. This may be due to recurring hour long events such as exercise classes at nearby boutique fitness clubs.

- *2013 Peak Occupancy: 97%-Sundays-12p.m./// 2012 Peak Occupancy: 95%-Sundays-1 p.m.*

*Lot 13 – 209 State. St. (Depot Lot) – 160 Public Spaces (Amtrak/Greyhound Stations, Enterprise Fish Company, Ducati Store, Reagan Center)*

During 2012, Lot 13 experienced construction in the long-term portion of the parking Lot making it difficult to record accurate occupancies, resulting in skewed averages. Lot 13 was completely operational during the final quarter of 2013.

- *2013 Peak Occupancy: 68%-Sundays-2p.m.///*