



City of Santa Barbara
Downtown Parking Committee

Memorandum

DATE: January 10, 2019

TO: Downtown Parking Committee

FROM: Robert J. Dayton, Transportation Planning and Parking Manager
Victor Garza, Downtown Plaza and Parking Manager

SUBJECT: FUNK ZONE ACTION WORKSHOP

RECOMMENDATION:

That the Downtown Parking Committee (DPC) receive an update on the Funk Zone Action Workshop held on November 27, 2018 and recommend the proposed action plan to City Council.

On September 13, 2018, Staff presented draft parking management alternatives to this Committee as part of the Funk Zone Access and Parking Assessment Study. DPC was supportive of these draft alternatives. Staff is seeking a recommendation from the Committee to proceed with implementation of the proposed action items.

DISCUSSION:

In response to requests from Funk Zone property and business owners and the DPC, Downtown Parking (DTP) initiated a community-driven process to evaluate parking needs in the Funk Zone and inform consideration of any changes to parking management or supply. After an initial occupancy survey, DTP hosted a public listening workshop and published an online survey to gather input and assess stakeholder interests. Staff then conducted an in-depth parking survey to collect parking occupancy and duration data and determine whether and how the existing parking supply meets the needs of the area. Finally, staff conducted an intercept survey to improve our understanding of how people access and use parking in the Funk Zone.

The Funk Zone Access and Parking Assessment Study, which was presented to this Committee on September 13, 2018, documented and analyzed the data and information gathered through the stakeholder outreach, parking occupancy survey, and intercept survey. The Study concluded that while the existing parking supply in the Funk Zone is sufficient to meet overall demand, use of these spaces is unbalanced: parkers strongly prefer the free, unrestricted street parking in the center of the neighborhood, creating

significant congestion in these spaces, while parking in the paid public lots is often underutilized.

The Study concluded with a series of proposed parking management alternatives designed to address community priorities and parking needs. After evaluating these alternatives in greater depth, staff developed a slate of proposed action items (see Attachment).

On November 27, 2018, DTP held a public Action Workshop to present this proposal to the community for their review and feedback. Participants were asked to provide their thoughts on what parts of the proposal work well, what won't work, and what changes should be made.

Participants were generally supportive of the objectives and action items, though some expressed concern about the specifics of the proposals. Participants were supportive of adding some paid on-street parking, but some suggested offering a free period or changing the proposed hours of enforcement to accommodate weekday vs. weekend demand. Participants were also supportive of adding a shuttle stop, ride share zones, and shared mobility corrals, but some suggested alternative or additional locations.

While participants liked the idea of re-investing a portion of street parking revenues into Funk Zone infrastructure improvements, several expressed a need for accountability to ensure the funds went towards Funk Zone improvements and not the General Fund. Participants also emphasized the need for wayfinding and lighting improvements.

Several West Beach residents attended the meeting and expressed concern that changes to parking in the Funk Zone would impact parking availability in their neighborhood. The West Beach neighborhood is designated as Permit Parking Area A and has weekend resident permit parking restrictions in effect on most blocks. The City will be conducting a listening workshop for West Beach stakeholders to hear their concerns in greater detail and discuss possible parking management alternatives for their neighborhood.

ATTACHMENT: Funk Zone Parking and Access Proposed Action Items

ATTACHMENT

Funk Zone Parking and Access

Proposed Action Items

Action Workshop
November 27, 2018

Objective: Increase parking availability and turnover.

1. Price parking on Helena Ave, the 100 and 200 blocks of E. Yanonali, and Anacapa Street north of the train tracks.
 - \$2.00/hour
 - Enforced 11:00 AM – 9:00 PM every day
 - Pay-by-phone and self-service pay stations.
 - Pay-by-plate
2. Remove illegal signage posted on private property that reserves public spaces for private use.
3. Extend nighttime parking hours.
 - Change “No Parking 12 AM – 6 AM” signs to “No Parking 2 AM – 6 AM” to accommodate restaurant and hospitality businesses.
4. Add employee parking.
 - Add parking permits in the Helena Lot.
 - Add on-street parking to both sides of Garden Street south of Yanonali.
5. Update Zone of Benefit calculations.
 - Hire a contractor to update the PBIA assessment methodology.
 - Apply the Zone of Benefit to the parking requirement calculation.

Objective: Increase use of alternative transportation.

6. Designation of carpool spaces not feasible.
7. Add a Downtown-Waterfront Shuttle stop at Yanonali/Anacapa.
8. Designate drop-off and pick-up corrals for shared mobility devices (e.g. bike share).
9. Designate a ride share pick-up and drop-off location near Anacapa and E. Yanonali.

Objective: Improve infrastructure and safety.

10. Invest 50% of street parking revenues into Funk Zone infrastructure improvements.

- Lighting
- Sidewalk improvements
- Crosswalk improvements
- Wayfinding signage
- Bicycle infrastructure.