

Goal 7 *INCREASE ACCESS BY OPTIMIZING PARKING CITYWIDE*

Develop and implement innovative parking management strategies and a master parking plan that is consistent with the scale of surrounding neighborhood land uses, supports the land uses of the General Plan, and furthers the goals of the Circulation Element's Vision Statement.

BACKGROUND

This chapter of the Circulation Element focuses on the supply, master planning, and management strategies for parking throughout the City of Santa Barbara. American cities continue to devote much of their land space to the movement and storage of the automobile. As a result, zoning and design standards favor the automobile. Cities like Santa Barbara have struggled with finding ways to successfully maintain a pedestrian oriented environment while accommodating the space needs of the automobile.

Peak period vehicular parking shortages occur Citywide because of the combined demands of tourists, shoppers, residents, commuters, and other concurrent users. Santa Barbara's Downtown and Waterfront areas have the greatest parking demand. Parking is also impacted in the Milpas Street and Outer State Street corridors. Milpas Street is an example of an area with old buildings, no public parking structures, and little opportunity for private parking. Parking impacts also occur during special events at Oak Park, the County Bowl, and on Farmer's Market days.

CONSTRAINTS

Many older buildings, constructed with little or no parking, cannot expand or intensify their use because it is often difficult or impossible to comply with new parking regulations. In many areas of the City, there is little or no land available for consolidation of parking facilities.

OPPORTUNITIES

In many areas of the City, there are numerous opportunities to promote shared parking for uses that operate at different time periods, such as a dinner restaurant and offices. Other examples include the use of school, church, and peripheral parking lots for special events, in combinations such as:

- County Bowl/Santa Barbara High School,
- Mormon Church/Fielding Institute, and
- Cota Lot/Farmer's Market.

The "park once" concept, which allows access to a variety of uses without having to drive from one activity to the next, can be expanded.

POLICIES AND IMPLEMENTATION STRATEGIES

PARKING MASTER PLAN

- 7.1 Develop and implement a Parking Master Plan to coordinate and manage parking in the City.**
- 7.1.1 Create a Parking Master Plan that outlines strategies and implementation measures for addressing the City's parking supply, residential parking permit program, and parking requirements and design standards.

PARKING SUPPLY

- 7.2 The City shall improve ways to utilize existing parking and create new parking opportunities through partnerships and cooperation.**
- 7.2.1 Research the availability and develop the mechanism that allows the general public to use private and governmental agency parking lots.
- 7.2.2 Work with other agencies to develop peripheral parking lots linked by a shuttle system to employment centers.
- 7.2.3 Explore new opportunities to expand designated on-street carpool spaces in parking impacted business areas.
- 7.2.4 Explore the feasibility of developing jointly coordinated business/package delivery services.
- 7.2.5 Explore the feasibility of developing parking facilities for multipurpose use by both public and private entities. For instance, a parking area can be used jointly by Santa Barbara Junior High School, the County Bowl, and Milpas area merchants and customers.
- 7.2.6 Create incentives to:
- improve underutilized parking areas (for example, the rear of Milpas Street properties), and
 - create secondary access in the rear of buildings to provide opportunities for paseos, increased landscaping, and additional parking for motor vehicles and bicycles.

- 7.2.7 Develop methods to optimize the use of on street parking. These methods may include the following:
- the reduction of red painted curbs and other street parking prohibitions where safe and feasible,
 - considering using on-street parking, where available, to satisfy private parking demands,
 - allowing design flexibility and building siting that enhances the use of alternative means of travel, and
 - increasing the availability and use of alternative means of travel to reduce the demand for parking spaces.
- 7.2.8 Encourage uses with different peak parking hours to share facilities and, therefore, reduce the total number of required parking spaces.

RESIDENTIAL PERMIT PARKING PROGRAM

7.3 The City shall continue to operate a Residential Parking Permit Program.

- 7.3.1 As requested, expand the Residential Parking Permit Program to help ensure on-street parking for residents in impacted areas such as Downtown or the Waterfront.

PARKING REQUIREMENTS AND STANDARDS

7.4 The City shall update its Parking Requirements and Design Standards to optimize its parking resources and to encourage increased use of alternative transportation.

- 7.4.1 Incorporate innovative design standards, such as tandem parking, stacked parking, and valet parking.
- 7.4.2 Consider allowing on-site parking requirements to be reduced if amenities are provided that support the use of alternative transportation.
- 7.4.3 Survey land uses, public parking supplies, and available alternative modes of transportation prior to considering changes in parking requirements.

- 7.4.4 Consider amending the parking standards of the Santa Barbara Municipal Code to allow reduced parking standards for uses such as delivery services, courier services, and phone and mail order services that help reduce automobile trips.
- 7.4.5 Consider using the pricing of public parking lots as a way to discourage drive alone trips. As an example, the fee structure could be set so that rideshare vehicles pay a reduced fee or receive reserved spaces. This program should be considered with input from shoppers, businesses, and citizens.
- 7.4.6 Consider the efficacy of and appropriate location of visitor recreational vehicle parking.