Gilroy Downtown Specific Plan

Downtown Parking Study

Prepared for:
The City of Gilroy

Prepared by:
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Executive Summary

This study was commissioned by the City of Gilroy to evaluate the adequacy of the existing parking supply in the downtown area, and to develop recommendations to help ensure that an adequate supply of parking will be available to serve future residential and commercial development within the downtown. Staff from the City of Gilroy and the Downtown Specific Plan Task Force provided oversight for the study.

Downtown Gilroy currently includes about 584,000 square feet of occupied commercial space and approximately 840 employees. There is also about 126,000 square feet of vacant commercial space and another roughly 3.1 acres of vacant land. The Gilroy Transit Center has about 5.3 acres of land used to provide 467 parking spaces. In addition, the downtown has 21 parcels (~4.1 acres) that are used for off-street parking lots.

Parking Inventory

The 2005 parking inventory for downtown Gilroy consists of 2,052 total parking spaces. This includes 1,238 public parking spaces and approximately 814 spaces located in private off-street parking lots. Approximately 37 percent of the public parking spaces are located at the Gilroy Transit Center. The other 63 percent of the public spaces include 530 on-street public parking spaces and 241 spaces in off-street public parking lots.

Parking Accumulation

The number of vehicles parked in public and private parking spaces were counted during the mid-day peak period to determine the maximum accumulation of parked vehicles for each downtown block. The results show that on an average weekday there was only one block where the accumulation of vehicles exceeded 90 percent of the available on-street parking supply, and four blocks where the maximum accumulation exceeded 70 percent of the available on-street parking supply. There was only one block where the accumulation of vehicles exceeded 80 percent of the public off-street parking supply. On the other blocks in the study area, parking occupancy in the public spaces is in the 50-percent range or less. The private off-street parking areas on the study blocks have peak-parking accumulations ranging from 11 percent to 68 percent during the weekday peak period.
The Saturday mid-day results generally showed lower levels of parking accumulation. Only two blocks showed on-street accumulations of over 70 percent, and only one block showed an off-street public parking accumulation of more than 70 percent. Saturday peak-parking accumulation in the private off-street lots ranged from 11 percent to 51 percent of the supply.

**Parking Duration**

License plate surveys were conducted over an 8-hour period for public on-street parking spaces and public off-street parking lots to determine the average weekday and Saturday parking duration information. The results indicate that on an average weekday, 80 percent of the vehicles using public on-street spaces parked for 2 hours or less. Approximately 8 percent of the vehicles parked for 2 to 4 hours and about 12 percent parked for 4 or more hours. The Saturday results were similar with 85 percent parking for less than 2 hours, 7 percent parking for 2 to 4 hours and 8 percent parking for more than 4 hours.

The results for off-street public parking lots were somewhat different, with about 54 percent of the weekday vehicles parking for less than 2 hours, 13 percent parking for 2 to 4 hours and 33 percent parking for more than 4 hours. Saturday results showed about 73 percent of the vehicles parked for less than 2 hours, 7 percent parking for 2 to 4 hours and 20 percent parking for more than 4 hours.

**Recommendation #1**

Despite the fact that the overall parking supply appears adequate to serve the existing level of development in the downtown area, the study determined that there is a strong demand for public parking along Monterey Street in the downtown core. This suggests that the City should begin developing a parking management plan that would include enforcement of parking hours and time limits. This program could begin within the downtown core area and expand to adjacent blocks as parking demand increases. The general effect of this parking demand program would be to ensure that on-street parking spaces are available during normal business hours for routine customer use, and encourage vehicles parking for longer periods to use off-street parking lots.

The first stage of implementation should be on the following streets segments:

- on Monterey Street between Third and Eighth,
- on Eigleberry Street between Fourth and Sixth,
- on Fifth Street between Eigleberry and Monterey,
- on Sixth Street between Eigleberry and Monterey, and
- on Martin Street between Monterey and the railroad tracks.

These are areas that currently exhibit parking occupancy rates of 70 percent or more of the existing supply. These areas likely would be the first to develop parking problems in the near term as future development and reuse of vacant buildings occurs in the downtown. From this first stage area, the scope of the program should be expanded outward as future development growth and parking conditions dictate.

**Future Downtown Development Opportunities**

The Downtown Specific Plan considers a future development scenario within the downtown parking study area consisting of a little over 200,000 square feet of new commercial development, and approximately 257 new residential units. Based on typical parking rates for residential and commercial developments, this amount of new development within the downtown would generate a need for slightly over 1,000 parking spaces. However, depending on the specific location of future development sites, not all of this new parking demand will have to be met by constructing new parking facilities. The Parking
Management Plan has the potential to encourage shared parking opportunities, particularly between residential and commercial parking areas. The parking accumulation data also suggest that there are many areas within the downtown that have a surplus of parking supply that could be used to help meet the parking needs of some properly sited prospective new developments.

It is estimated that 500 to 750 new parking spaces will be needed to meet the anticipated parking demand attributable to the development contemplated in the Downtown Specific Plan. The range of possible spaces is due to the uncertainty about where the new developments may occur. If they occur on land that is not currently being used for parking, then the new parking demand will tend to be on the low end of the range. However, if the developments occur on property that is currently being used for parking, the number of new spaces will tend to be on the higher end of the range.

The future development scenario will require additional parking for three basic kinds of users. These will include retail customers, retail/office employees and new residents. Retail customers typically desire short-term parking and prefer on-street or surface parking lots located near their intended destination. Employees also prefer to park near their employer, but they are usually willing to park in off-street parking facilities, including parking structures as long as they are within reasonable walking distances. Local residents generally prefer off-street parking and covered parking, including parking structures. These general tendencies and preferences provide some basic guidance in providing future parking facilities.

**Recommendation #2**

New residential developments within the downtown should strive to provide one parking space per unit on-site and be located such that 0.75 parking spaces per unit are available for use either on-street or in off-street public lots within the immediate vicinity (1-2 blocks) of the development.

New commercial developments should strive to identify adequate employee parking in private, off-street parking lots; and should work closely with the City to ensure that adequate customer parking is available within the immediate vicinity (1-2 blocks) of the development.

**Recommendation #3**

The most immediate parking need identified in this study is in the downtown core area where the Parking Management Plan is proposed. The businesses in this area will benefit from implementation of the recommended Parking Management Plan since more on-street short-term parking would be available for customers. However, there likely will be an immediate need for long-term parking facilities in the core area once the Parking Management Plan is implemented. Thus, in order to regulate parking hours and duration, it is advisable to begin evaluating alternative ways of providing additional off-street public parking to serve the downtown core area. Therefore, new off-street parking facilities should be pursued in order to meet the long-term parking needs of downtown users.

Recommendations for new parking facilities include:

- Developing off-street public parking lots east of Monterey Street behind the existing buildings and west of the railroad right-of-way;
- Acquiring underutilized properties that have good street access for new public surface parking lots, and
- Designating some off-street parking facilities as long-term parking lots to accommodate the parking needs of employees and residents.
Future parking facilities likely would be needed first to serve the businesses in the Monterey Street corridor between Fourth and Seventh, and in the Eigleberry Street corridor between Fifth and Seventh. These areas would likely be the first to experience parking shortages as either new development or reuse of vacant buildings occurs in the downtown. The potential for adding new parking facilities to serve these areas should be investigated.

Long-term parking demand currently exists on Eigleberry Street between Fourth Street and Seventh Street and on Monterey Street south of Sixth Street. Long-term parking should be supplied in these areas to accommodate employee parking.

**New Parking Development Opportunities**

One task of the parking study was to identify potential sites where future parking facilities could be built as the Specific Plan area builds out. Twenty-two potential sites were identified totaling to approximately 20 acres, which could be considered for future off-street parking facilities. An amount of land equal to only about 20 percent of this area will likely need to be converted into parking facilities to meet the needs of the Downtown Specific Plan. This suggests that there will be many reasonable parking location alternatives to consider as development plans begin to materialize.
1. Introduction

This study was commissioned by the City of Gilroy to evaluate the adequacy of the existing parking supply in the downtown area, and to develop recommendations to help ensure that an adequate supply of parking will be available to serve future residential and commercial development. In conjunction with this parking study, the City of Gilroy also undertook a planning process to develop a Downtown Specific Plan. The Downtown Specific Plan determined the downtown development scenario evaluated in this parking study. Staff from the City of Gilroy and the Downtown Specific Plan Task Force provided oversight for the study.

Gilroy Downtown Specific Plan

The Specific Plan area is divided into six districts, each with a unique set of development standards, design guidelines, and permitted land uses. These districts are summarized below and shown graphically on Figure 1.

Gilroy Downtown Specific Plan Districts

- Downtown Historic District,
- Transition District,
- Downtown Expansion District,
- Cannery District,
- Civic/Cultural Arts District, and
- Gateway District.

The Gilroy Downtown Specific Plan area covers more than 200 acres of land centered around the Monterey Street corridor in the central part of Gilroy. The Specific Plan area is roughly bounded by Levesley Road on the north, Luchessa Avenue on the south, Church Street on the west, and Alexander Street on the east.
The Specific Plan area is primarily occupied by land with existing developments. However, there are still some vacant parcels of land. The City estimates that there currently are approximately 1.6 million square feet of existing building space in the Downtown Specific Plan area. An inventory of the land parcels within the Specific Plan area indicates that they make up roughly 160 acres of land area.

The Downtown Specific Plan has a life of 20 years, through 2025. City of Gilroy Staff and land-use planners at RRM Design Group worked together to develop a set of land-use and development assumptions to apply to the Specific Plan area to forecast the amount of future development that could be expected within the Plan area over its life. Based on the development assumptions employed, the Gilroy Downtown Specific Plan would include the development of roughly one million square feet of new commercial building space (including the proposed Gilroy Cultural and Performing Arts Center) and almost 1,600 new residential units.

**Downtown Parking Study Area**

The parking study area was identified in consultation with City staff as the critical area within the central portion of Downtown Gilroy where parking problems are perceived to be most likely under existing and future conditions. The downtown parking study area represents about 30 percent of the total land area included in the Gilroy Downtown Specific Plan area.

The boundary of the parking study area is shown graphically on Figure 2. The parking study area includes the following Downtown Planning Districts:

- Downtown Historic District
• Downtown Expansion District (between 3rd and 6th Streets and between 8th and 10th Streets along the Monterey Street corridor)
• Transition District (between 3rd and 10th Streets)
• Civic/Cultural Arts District (Gilroy Cultural/Arts Center specific project only)

Within the area outlined above, the parking needs of the existing and future developments would largely be met by public on- and off-street parking facilities. Beyond the parking study area, it is anticipated that future Downtown Specific Plan development would rely on a combination of parking provided in on-site private parking facilities and using underutilized on-street parking spaces.

The parking study area has been divided into 17 study blocks as indicated on Figure 2. For ease in analyzing the parking study results, existing and future parking information is summarized by block.

**Existing Development Conditions in the Parking Study Area**

The central portion of Downtown Gilroy currently includes about 584,000 square feet of occupied commercial space and approximately 840 employees. There is also about 126,000 square feet of vacant commercial space and another roughly 3.1 acres of vacant land. The Gilroy Transit Center has about 5.3 acres of land used to provide 467 parking spaces. In addition, the downtown has 21 parcels (approximately 4.1 acres) that are used for off-street parking lots.
2. Existing Parking Conditions

This chapter describes the existing parking supply and demand characteristics of downtown Gilroy. There were two main methods used to determine parking demand: quantitative and qualitative. The quantitative method was to collect parking data in the study area. Field surveys of existing parking supply and detailed counts of actual utilization patterns were conducted in the downtown Gilroy parking study area in March and April 2005. The qualitative methods included conducting field observations and business/property owner surveys in the study area. The methods used to collect the existing parking data and the results of the existing parking conditions evaluation are described in the following sections.

Parking Surveys and Data Collection

In order to determine the existing parking conditions in the downtown, five major surveys were conducted:

- Parking Inventory Survey
- Parking Occupancy Survey
- Parking Duration Survey
- Business/Property Owner Survey
- Land Use Inventory Survey

The methodology and results of the surveys are described below.

Existing Downtown Parking Inventory

A parking supply survey was conducted to determine the total number of public and private parking stalls within the study area and to identify current parking time limits in the downtown.
**Existing Parking Supply**

The parking supply was determined by counting all the spaces along the streets, in public lots, and in the private lots. The inventory of existing parking supply was segregated as public on-street, public off-street and private off-street parking categories. The inventory was conducted in the field, and the parking spaces were counted by location (on- or off-street) and by type (public or private). When surveying the private parking areas, a number of small parking areas were discovered that were not designated for any type of parking and were unmarked, but were clearly being used for vehicle parking. These areas typically were found at the back of businesses between the alley and the buildings. It appears as though the parking that occurs in these areas is from employees and business owners. The amount of parking available in these areas was estimated and included with the private off-street parking supply for the parking study area. In most cases, the parking spaces were delineated by pavement markings. However, in some private parking lots and on some blocks of on-street parking there were no marked parking spaces. In these cases, the effective number of parking spaces was estimated based on the size of the area assuming the stall width would be 9 feet and the length would be between 20 and 25 feet.

The existing parking supply in each parking lot (public and private) and on each street segment was noted for the 17 study blocks in the parking study area. Figure 3 shows the locations of the public and private parking lots in the parking study area. Currently, there are five City-owned public parking lots. The parking lot for the Gilroy Transit Center is also open to the public; however, it is restricted to Transit Center users only.

The amount of each type of parking on each of the study blocks is tabulated in Table 1 and presented graphically on Figure 4.

In aggregate, the downtown study area contains a total of 2,052 parking spaces (including the 467-space Gilroy Transit Center parking lot). This includes public and private, long-term and short-term, and on-street and off-street parking. The various types of parking and amount of each are described in greater detail below.

**Public vs. Private.** The parking supply in the downtown is comprised of on-street parking, public lots, and private lots. Parallel and/or angled parking is available on most streets in the downtown. The downtown currently has five City-owned public parking lots (see Figure 3 for locations). This does not include the parking lot that serves the Gilroy Transit Center located on Monterey Street between Seventh and Ninth Streets. On-street parking and off-street public lots are hereafter referred to as the public parking supply. Private parking is located throughout the downtown area. The locations of private parking lots in downtown Gilroy are also shown in Figure 3. Of the total 2,052 spaces in the downtown, approximately 40% (814 spaces) are in privately-owned lots, and approximately 60% (1,238 spaces) are on-street and off-street public parking spaces, including 467 in the Gilroy Transit Center parking lot. Excluding the Gilroy Transit Center parking lot from the 1,238-space public supply yields 771 public parking spaces in the downtown study area that are available for general downtown use.

**Long-term vs. Short-term.** Spaces may also be restricted by time limits. Generally, most short-term parking in downtown Gilroy have two-hour time limits. Long-term is typically considered anything over 8 hours, but all of the long-term parking in downtown Gilroy is unrestricted (no time limit). Parking time limits in the study area range from one to three hours. This does not include loading zones that have time limits of 15-minutes or less. The locations where time limits are posted, and the posted limit, are presented on Figure 5. Time limits are posted in most public parking lots and on most street segments in the downtown. The parking restriction signs posted in the downtown indicate that the time restrictions are in effect from Monday through Saturday, 7 AM to 6 PM.
Figure 3

LOCATION OF PUBLIC AND PRIVATE PARKING LOTS

Gilroy Downtown Specific Plan Parking Study

LEGEND

= Public Parking Lots
= Private Parking Lots
= Vacant/Undeveloped Lot
= Parking Study Area Boundary

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### Table 1
Gilroy Downtown Parking Inventory Summary

<table>
<thead>
<tr>
<th>Block Number</th>
<th>On-Street Parking</th>
<th>Public Lots</th>
<th>Private Lots</th>
<th>All Parking Types /a/</th>
<th>All Parking w/o Transit Cntr. /b/</th>
<th>Public Parking w/o Transit Cntr. /b/</th>
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#### Study Area Totals
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<th>Public Lots</th>
<th>Private Lots</th>
<th>All Parking Types /a/</th>
<th>All Parking w/o Transit Cntr. /b/</th>
<th>Public Parking w/o Transit Cntr. /b/</th>
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<td>814</td>
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</table>

Notes:

/a/ Block totals include all on-street and off-street public and private parking spaces.

/b/ The parking supply in the Gilroy Transit Center lot was excluded from the final public parking supply total in the study area.

/c/ The private parking supply reported for Block 2 does not include the 25-space parking lot associated with the vacant bank on the corner of Monterey Street and Fourth Street.

/d/ The private parking supply for Block 5 does not include the parking lot associated with the vacant building on the northeast corner of the block or with the vacant parking lot on the northwest corner of the block.

/e/ Blocks 13 and 15 are the Caltrain/Gilroy Transit Center parking lots. The off-street spaces on these blocks were categorized as public spaces, but are excluded from the downtown public parking supply calculations.
EXISTING PARKING TIME LIMITS

1. 15 Minute Parking
2. 1 Hour Parking
3. 2 Hour Parking
4. 3 Hour Parking
5. No Parking
6. Parking Study Area Boundary
7. Public Parking Lots

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Figure 5
Gilroy Downtown Specific Plan
Parking Study

JH c:\projects\gilroy downtown\gilroy downtown aerial graphics\Existing Parking Time Limits.dwg
**On-street vs. Off-street.** An on-street parking space is any space located on a public street within the right-of-way. Off-street spaces are located on private property or City owned parking lots. The study area currently has 530 on-street parking spaces and 1,522 off-street spaces (including public and private lots). Generally, on-street spaces are desirable for customer parking in a downtown setting because they are conveniently located near the business they are visiting.

**Existing Downtown Parking Occupancy**

One objective of the parking study is to measure existing *peak parking accumulation*. This also can be referred to as *peak parking generation* – the maximum number of parked vehicles generated by any given group of land uses or developments. Peak parking accumulation is determined by observing the number of vehicles that are parked in the study area at the time of peak parking activity. The peak period of parking activity in Downtown Gilroy occurs roughly between 12:00 PM and 1:30 PM.

Existing Downtown Gilroy peak-parking accumulation was evaluated on the basis of parking occupancy counts in the study area. Parking occupancy surveys were conducted in the downtown parking study area. The purpose of these surveys was to determine the typical parking utilization in downtown on weekdays and Saturdays during the peak time of parking activity. The survey area comprised the 17 study blocks that are shown on Figure 2. Parking occupancy counts in the study area were conducted on Thursday, March 17, 2005 from 12:30 to 2:00 PM, and on Saturday, April 2, 2005 from 11:30 AM to 12:45 PM. On these days, the number of parked cars in the various parking areas on each study block were counted.

The data gathered in the parking occupancy counts were compiled for each block in the study area, categorized as on-street, off-street public lots and off-street private lots. These data are tabulated in Table 2 for weekday conditions and Table 3 for Saturday conditions. A graphical representation of these data are presented on Figure 6 and Figure 7 for weekday and Saturday conditions, respectively.

When evaluating peak-parking accumulation versus parking supply, it is recommended to reduce the actual parking supply by a value of 10 percent to get the effective parking capacity. A parking facility operating at about 90-percent, or more, of its actual parking supply is perceived to be full. The reduced *effective supply* accounts for operating fluctuations, vehicle maneuvers, and vacant spaces due to unused handicap parking, misparked vehicles and maintenance. The overall parking supply of 1,585 spaces (excluding the transit center lot) appears to be adequate to accommodate the existing parking demand in the downtown. A review of the parking data indicate that the Saturday peak-parking accumulation is less than during the weekday peak period. Excluding parking demand in the transit center lot, during the weekday peak-hour, 692 spaces (44 percent of the capacity) were occupied and 541 spaces (34 percent of the supply) were occupied during the Saturday peak hour. However, a review of the weekday parking supply and demand data on a block-by-block basis indicates that some blocks have a large surplus of parking whereas others are heavily parked. During the weekday peak-parking period, the parking occupancy in the on-street parking supply for Block 9 is at 93%, which exceeds the effective capacity. As shown in Figure 6, Blocks 5 through 8 currently experience peak-parking accumulations in the public on- and off-street spaces that are approaching capacity (70- to 90-percent occupancy). On the other blocks in the study area, parking occupancy in the public spaces is in the 50 percent range or less. The private off-street parking areas in the study blocks have peak-parking accumulations ranging from 11% to 68% during the weekday peak period.
### Table 2
#### Weekday Peak-Parking Accumulation Summary

<table>
<thead>
<tr>
<th>Block Number</th>
<th>Public On-Street Parking</th>
<th>Public Off-Street Parking</th>
<th>Private Off-Street Parking</th>
<th>All Parking Types w/o Transit Center</th>
<th>Block Totals</th>
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<td>Parked Vehicles</td>
<td>Parking Supply</td>
<td>Percent Occupied</td>
<td>Parked Vehicles</td>
<td>Parking Supply</td>
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<td>42%</td>
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<td>0</td>
</tr>
<tr>
<td>11</td>
<td>6</td>
<td>25</td>
<td>24%</td>
<td>5</td>
<td>21</td>
</tr>
<tr>
<td>12</td>
<td>17</td>
<td>30</td>
<td>57%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>13 /e/</td>
<td>10</td>
<td>24</td>
<td>42%</td>
<td>109</td>
<td>198</td>
</tr>
<tr>
<td>14</td>
<td>7</td>
<td>21</td>
<td>33%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15 /e/</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>67</td>
<td>269</td>
</tr>
<tr>
<td>16</td>
<td>0</td>
<td>8</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Study Area</th>
<th>Total Parked Vehicles</th>
<th>Total Parking Supply</th>
<th>Percent Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>287</td>
<td>530</td>
<td>54%</td>
</tr>
<tr>
<td></td>
<td>322</td>
<td>708</td>
<td>45%</td>
</tr>
<tr>
<td></td>
<td>259</td>
<td>814</td>
<td>32%</td>
</tr>
<tr>
<td></td>
<td>868</td>
<td>2052</td>
<td>42%</td>
</tr>
<tr>
<td></td>
<td>692</td>
<td>1585</td>
<td>44%</td>
</tr>
<tr>
<td></td>
<td>433</td>
<td>771</td>
<td>56%</td>
</tr>
</tbody>
</table>

Notes:

/a/ Block totals include all on-street and off-street public and private parking spaces.

/b/ The parking supply in the Gilroy Transit Center lot was excluded from the final public parking supply total in the study area.

/c/ The private parking supply reported for Block 2 does not include the 25-space parking lot associated with the vacant bank on the corner of Monterey Street and Fourth Street.

/d/ The private parking supply for Block 5 excludes the parking lot associated with the vacant building on the northeast corner of the block or with the vacant parking lot on the northwest corner of the block.

/e/ Blocks 13 and 15 are the Gilroy Transit Center parking lots. The off-street spaces on these blocks were listed as public spaces, but are excluded from the downtown public parking supply calculations.
<table>
<thead>
<tr>
<th>Block Number</th>
<th>Public On-Street Parking</th>
<th>Public Off-Street Parking</th>
<th>Private Off-Street Parking</th>
<th>Study Area Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Parked</td>
<td>Parking</td>
<td>Percent Occupied</td>
<td>Parked</td>
</tr>
<tr>
<td>1</td>
<td>6</td>
<td>25</td>
<td>24%</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>22</td>
<td>55</td>
<td>40%</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>7</td>
<td>21</td>
<td>33%</td>
<td>12</td>
</tr>
<tr>
<td>4</td>
<td>11</td>
<td>27</td>
<td>33%</td>
<td>0</td>
</tr>
<tr>
<td>5</td>
<td>37</td>
<td>59</td>
<td>63%</td>
<td>29</td>
</tr>
<tr>
<td>6</td>
<td>23</td>
<td>32</td>
<td>72%</td>
<td>18</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>27</td>
<td>28%</td>
<td>0</td>
</tr>
<tr>
<td>8</td>
<td>36</td>
<td>62</td>
<td>58%</td>
<td>16</td>
</tr>
<tr>
<td>9</td>
<td>31</td>
<td>41</td>
<td>76%</td>
<td>0</td>
</tr>
<tr>
<td>10</td>
<td>37</td>
<td>73</td>
<td>51%</td>
<td>0</td>
</tr>
<tr>
<td>11</td>
<td>11</td>
<td>25</td>
<td>44%</td>
<td>9</td>
</tr>
<tr>
<td>12</td>
<td>17</td>
<td>30</td>
<td>57%</td>
<td>0</td>
</tr>
<tr>
<td>13</td>
<td>12</td>
<td>24</td>
<td>50%</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>3</td>
<td>21</td>
<td>14%</td>
<td>0</td>
</tr>
<tr>
<td>15</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>7</td>
</tr>
<tr>
<td>16</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>17</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Notes:
/a/ Block totals include all on-street and off-street public and private parking spaces.
/b/ The parking supply in the Gilroy Transit Center lot was excluded from the final public parking supply total in the study area.
/c/ The private parking supply reported for Block 2 does not include the 25-space parking lot associated with the vacant bank on the corner of Monterey Street and Fourth Street.
/d/ The private parking supply for Block 5 excludes the parking lot associated with the vacant building on the northeast corner of the block or with the vacant parking lot on the northwest corner of the block.
/e/ Blocks 13 and 15 are the Gilroy Transit Center parking lots. The off-street spaces on these blocks were listed as public spaces, but are excluded from the downtown public parking supply calculations.
Figure 6  Weekday Peak-Parking Accumulation Data
Analysis of Peak Parking Conditions

Existing parking conditions in Downtown Gilroy reflect the area’s current land use and development intensities. Parking activity was most intense in the core downtown area bounded by Fourth Street, Seventh Street, Egleberry Street, and the railroad tracks, where businesses are active. In this area, parking occupancy may approach or exceed 80 percent of the parking supply during midday peak periods. In these areas, parking demand and shortages can become an issue for downtown businesses and patrons.

However, in other areas of the Downtown Gilroy study area, parking occupancy rates rarely exceed 50 percent of available capacity. This is indicative of the lower development intensity and building vacancies in many parts of the Downtown. North of Fourth Street and south of Seventh Street, parking demand is generally lower, and shortages of parking are really not an issue.

When viewed in total, Downtown Gilroy parking demand does not approach or exceed capacity, averaging less than 50 percent of the available supply (see Table 2 and Table 3). In general, public parking, both on-street and off-street, is utilized more intensely than off-street private lots. This is a positive factor for future Downtown economic development potential, suggesting that considerable additional economic growth could be accommodated without constructing new parking capacity. However, as discussed above, there are some localized areas in the downtown that, when viewed individually, currently show signs of parking problems. These areas are discussed in the following section.
Existing Localized Parking Deficiencies and Near Deficiencies

Although the parking survey data presented above on a block-by-block basis and for the downtown as a whole indicate no significant problems, there are some parking areas within the various study blocks that exhibit peak-parking accumulations that are at, or near, capacity. As discussed above, parking areas with parking accumulations at, or above, 90% are considered effectively over capacity. Parking areas with peak parking accumulations approaching the 90% level are considered borderline deficient. The detailed parking data that were collected in the field were reviewed to identify the specific parking areas within each of the study blocks that have peak accumulations that either exceed the effective parking capacity or are approaching capacity. These localized parking deficiencies and near deficiencies are presented graphically on Figure 8 for weekday conditions and on Figure 9 for Saturday conditions. In addition to the areas that currently exceed the 90% level, two other sub-capacity levels were identified: (1) peak accumulations between 80% and 90% of the supply, and (2) peak accumulations between 70% and 80% of the supply. As parking demand in the downtown increases, parking areas exhibiting peak accumulations in these sub-capacity levels would be the first to be pushed over the capacity threshold.

Existing Downtown Parking Duration

A second objective of the parking study is to identify how parking spaces in the downtown area are currently being used. This is accomplished by conducting parking duration surveys and analyzing the data to determine how long vehicles are being parked in the various parking areas in the downtown. During the scoping process for the parking study, it was determined that the most useful parking duration information would be gained from studying the immediate downtown area, where moderate to heavy parking activity currently exists. Thus, the study area for the parking duration survey was developed such that the parking areas in the downtown that currently experience roughly 80 percent or higher parking occupancy would be included. The study area for the parking duration survey is identified on Figure 10.

Parking duration data were collected over a 9-hour period (8:00 AM to 5:00 PM) on a typical weekday and on a Saturday for all on- and off-street public parking spaces in the core downtown area. The Gilroy Transit Center parking lot was excluded from this analysis since it is available for Transit Center users only. Private parking areas also were excluded from the duration survey. The duration survey consisted of a license plate survey, in which the partial license plate number of every vehicle parked in the public parking spaces in the duration survey study area were recorded on 30-minute intervals over the 9-hour study period. These data were then processed to determine how long each vehicle was parked in each of the parking areas.

The parking duration data were aggregated into three duration ranges: 1) 0-2 hours, 2) 2-4 hours, and 3) more than 4 hours. The first duration range provides the necessary information to determine the level of short-term parking activity and where it occurs. The third duration range provides some insight into how much long-term (employee and resident) parking occurs in the downtown. The percentage of vehicles parking for the various duration ranges on each of the study blocks within the duration survey study area on a typical weekday are tabulated on Table 4 and presented graphically on Figure 11. The Saturday duration data are presented on Table 5 and Figure 12.
LEGEND

= Parking Study Area Boundary

= 90%+ Parking Accumulation

= 80%-90% Parking Accumulation

= 70-80% Parking Accumulation

Hexagon

Transportation Consultants, Inc.

Figure 8
EXISTING WEEKDAY LOCALIZED PARKING DEFICIENCIES
Gilroy Downtown Specific Plan Parking Study
PARKING DEFICIENCIES

Hexagon Transportation Consultants, Inc.

EXISTING SATURDAY LOCALIZED PARKING DEFICIENCIES

Figure 9

Gilroy Downtown Specific Plan Parking Study

LEGEND

= Parking Study Area Boundary

= 90%+ Parking Accumulation

= 80%-90% Parking Accumulation

= 70-80% Parking Accumulation

Hexagon

Transportation Consultants, Inc.
# Table 4

## Weekday Parking Duration Data Summary

<table>
<thead>
<tr>
<th>Block Number</th>
<th>On-Street Public Parking</th>
<th>Public Parking Lots</th>
<th>All Public Parking w/o Transit Center /a/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-2 Hrs</td>
<td>2-4 Hrs</td>
<td>4+ Hrs</td>
</tr>
<tr>
<td>2</td>
<td>73%</td>
<td>5%</td>
<td>23%</td>
</tr>
<tr>
<td>3</td>
<td>94%</td>
<td>0%</td>
<td>6%</td>
</tr>
<tr>
<td>4</td>
<td>80%</td>
<td>8%</td>
<td>12%</td>
</tr>
<tr>
<td>5</td>
<td>81%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>81%</td>
<td>14%</td>
<td>6%</td>
</tr>
<tr>
<td>7</td>
<td>67%</td>
<td>9%</td>
<td>25%</td>
</tr>
<tr>
<td>8</td>
<td>81%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>9</td>
<td>86%</td>
<td>5%</td>
<td>8%</td>
</tr>
<tr>
<td>10</td>
<td>82%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>11</td>
<td>81%</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>12</td>
<td>78%</td>
<td>9%</td>
<td>14%</td>
</tr>
<tr>
<td>13 /b/</td>
<td>52%</td>
<td>9%</td>
<td>39%</td>
</tr>
</tbody>
</table>

**Average**  80%  8%  12%  54%  13%  33%  74%  9%  17%

**Notes:**

/a/ The parking supply in the Gilroy Transit Center lot was excluded from the final public parking supply total in the study area.

/b/ Block 13 is part of the Caltrain/Gilroy Transit Center parking lot. The off-street spaces on this block were categorized as public spaces, but are excluded from the downtown public parking supply calculations.
Figure 11
EXISTING WEEKDAY PARKING DURATION
Gilroy Downtown Specific Plan Parking Study

LEGEND

= Parking Study Area Boundary

0-2 Hrs X% = Percentage of Cars Parked for Various Durations

Hexagon
Transportation Consultants, Inc.
### Table 5
Saturday Parking Duration Data Summary

<table>
<thead>
<tr>
<th>Block Number</th>
<th>On-Street Public Parking</th>
<th>Public Parking Lots</th>
<th>All Public Parking w/o Transit Center /a/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0-2 Hrs</td>
<td>2-4 Hrs</td>
<td>4+ Hrs</td>
</tr>
<tr>
<td>2</td>
<td>75%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>3</td>
<td>93%</td>
<td>0%</td>
<td>7%</td>
</tr>
<tr>
<td>4</td>
<td>74%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>5</td>
<td>82%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>6</td>
<td>88%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>7</td>
<td>83%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>8</td>
<td>85%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>9</td>
<td>94%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>10</td>
<td>77%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>11</td>
<td>81%</td>
<td>11%</td>
<td>7%</td>
</tr>
<tr>
<td>12</td>
<td>85%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>13 /b/</td>
<td>22%</td>
<td>22%</td>
<td>56%</td>
</tr>
<tr>
<td>Average</td>
<td>85%</td>
<td>7%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Notes:**

/a/ The parking supply in the Gilroy Transit Center lot was excluded from the final public parking supply total in the study area.

/b/ Block 13 is part of the Caltrain/Gilroy Transit Center parking lot. The off-street spaces on this block were categorized as public spaces, but are excluded from the downtown public parking supply calculations.
### Existing Saturday Parking Duration

**Figure 12**

**Gilroy Downtown Specific Plan**

**Parking Study**

<table>
<thead>
<tr>
<th>Parking Area</th>
<th>0-2 Hrs</th>
<th>2-4 Hrs</th>
<th>4+ Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Street 2</td>
<td>75%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>On-Street 4</td>
<td>74%</td>
<td>3%</td>
<td>23%</td>
</tr>
<tr>
<td>On-Street 5</td>
<td>82%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Public Lots 5</td>
<td>47%</td>
<td>8%</td>
<td>44%</td>
</tr>
<tr>
<td>On-Street 7</td>
<td>83%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>On-Street 8</td>
<td>85%</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Public Lots 8</td>
<td>67%</td>
<td>7%</td>
<td>26%</td>
</tr>
<tr>
<td>On-Street 9</td>
<td>94%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>On-Street 10</td>
<td>77%</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>On-Street 12</td>
<td>85%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Legend**

- Hexagon: Parking Study Area Boundary
- Triangle: Percentage of Cars Parked for Various Durations

*Source: JH c:\projects\gilroy downtown\gilroy downtown aerial graphics\Existing Saturday Parking Duration.dwg*
The results indicate that on an average weekday, 80 percent of the vehicles using public on-street spaces parked for 2 hours or less. Approximately 8 percent of the vehicles parked for 2 to 4 hours and about 12 percent parked for 4 or more hours. The Saturday results were similar with 85 percent parking for less than 2 hours, 7 percent parking for 2 to 4 hours and 8 percent parking for more than 4 hours.

The results for off-street public parking lots were somewhat different, with about 54 percent of the weekday vehicles parking for less than 2 hours, 13 percent parking for 2 to 4 hours and 33 percent parking for more than 4 hours. A significant portion of weekday parking activity in the public parking lots appears to be attributable to long-term use (employees and residents). Saturday results showed about 73 percent of the vehicles parked for less than 2 hours, 7 percent parking for 2 to 4 hours and 20 percent parking for more than 4 hours.

**Existing Parking Demand Profile**

The hourly parking data that were collected as part of the parking duration survey were analyzed to identify the hourly occupancy profile of the downtown core. The resulting profile shows the bi-hourly parking occupancy on each block within the parking duration survey study area from 8:00 AM to 5:00 PM.

Figure 13 shows the occupancy profile of the downtown core for a typical weekday and for a Saturday. According to these data, downtown parking demand peaks roughly between 12:00 PM and 1:30 PM on both weekdays and Saturdays. Overall, parking in the downtown peaks at approximately 62 percent occupancy during weekdays. Saturday demand is roughly 10- to 15-percent lower than weekday demand.
Business/Property-Owner Survey

A business/Property-owner parking survey was conducted to help determine the parking needs and the current perception of downtown parking conditions for downtown users.

The survey asked numerous questions to collect feedback from those who live and work in the downtown area. The survey included questions about number of employees, how they get to work, and where they park their cars. The business owners (or store managers) were also asked to estimate the number of daily customers, where they park, and to give their general perceptions about parking needs and issues.

Approximately 470 surveys were mailed directly to residents, businesses, and property owners in the Downtown Specific Plan area. In all, 40 completed surveys were returned to the City of Gilroy, 31 of which were from business or property owners in the Downtown parking study area. The surveys were received by the City of Gilroy between March 15, 2005 and April 19, 2005. The results of the survey responses are summarized on Table 6. Of the survey responses, most notable was the fact that nearly 40 percent of the downtown employees currently park on-street. This, coupled with the fact that most private and some public off-street parking is underutilized could lead to a shortage of customer (short-term) parking spaces in the downtown area.

Note that these results are based only on 31 survey responses. This is not considered a statistically significant sample size for the Downtown, therefore, caution should be exercised in drawing any conclusions based on these results.
### Table 6
Business/Property Owner Survey – Results Summary

<table>
<thead>
<tr>
<th>Question/Category</th>
<th>Result</th>
</tr>
</thead>
</table>
| **Total Number of Employees** | Range = 0 to 50  
Average = 6.4 |
| **Estimated Employee Mode Split** | Drive Alone = 78.8%  
Carpool = 5.3%  
Walk = 7.4%  
Bike = 5.3%  
Transit (bus) = 1.1%  
Other = 2.1% |
| **Number of On-Site Private Parking Spaces Supplied** | Range = 0 to 13  
Average = 2.4 |
| **Where Employees Park** | Private On-Site Lot = 24.8%  
On-Street = 39.6%  
Public Lot = 33.2%  
Transit Center Lot = 2.5% |
| **Should employees be discouraged from parking in on-street spaces?** | Yes = 48%  
No = 52% |
| **What is a reasonable walking distance between parking and work for employees?** | Range = 0.5 to 6 blocks  
Average = 1.8 blocks |
| **Estimated Customer Visits** | Maximum in Peak-Hour = 120  
Average in Peak-Hour = 23.0 |
| **Estimated Customer Length of Stay** | Range = 10 to 120 min.  
Average = 42 min. |
| **Where Customers Park** | Private On-Site Lot = 40.5%  
On-Street = 53.0%  
Public Lot = 16.2%  
Transit Center Lot = 0.5% |
| **Is there a lack of parking near your business?** | Yes = 68%  
No = 32% |

Note: Survey results based on 31 survey responses.
Land Use Inventory Survey

Parcel data for the land located within the downtown parking study area were provided by the City of Gilroy and reviewed as part of the parking study. These data were used to assemble a land-use inventory of existing conditions in the downtown parking study area. In all, about 200 parcel records were included in the downtown parking study area. From these data, it is estimated that there currently is about 786,000 square feet of total building space (including commercial and residential land uses) located on the 17 study blocks within the downtown parking study area. Of this, about 126,000 square feet of building space is estimated to be vacant based on field reviews. It is estimated that there currently is approximately 586,000 square feet of occupied commercial building space in the parking study area. Within the occupied buildings, it is estimated that there are 840 employees working in the downtown parking study area. The total undeveloped land parcels in the downtown parking study area (those with no parking lots or building structures) represent about 3.1 acres of land. The area of land devoted to surface parking lots both private and City-owned represents about 4.1 acres of land. This does not include the approximately 5.3 acres of land occupied by the Gilroy Transit Center and its parking lot.
3. Projected Downtown Parking Demand

This chapter discusses future parking demand estimates, as they relate to planned land-use changes and projected downtown growth associated with the Gilroy Downtown Specific Plan. The development growth that would occur within the parking study area portion of the Downtown Specific Plan is described and the long-range parking demand forecast associated with that development is presented.

Future Downtown Development Opportunities

City of Gilroy Staff and land-use planners at RRM Design Group worked together to develop a set of land-use and development assumptions to apply to the Specific Plan area to forecast the amount of future development that could be expected within the Plan area over its life. Based on the development assumptions employed, the Gilroy Downtown Specific Plan would include the development of roughly one million square feet of new commercial building space (including the proposed Gilroy Cultural and Performing Arts Center) and almost 1,600 new residential units within the overall Plan area.

Specific Plan Growth with Parking Study Area

The central portion of the downtown is a subset of the overall Downtown Specific Plan area. Of this total development projection, the Downtown Specific Plan considers a future development scenario within the central portion of the downtown parking study area consisting of a little over 200,000 square feet of new commercial development, and approximately 257 new residential units.

Long-Term Parking Demand

The longer-term “buildout” parking demand associated with the Downtown Specific Plan was estimated on the basis of the development projections for the central portion of the downtown area.
**Parking Demand Generation Rates**

Based on typical parking rates for residential and commercial developments, the amount of new development projected within the downtown area would generate a need for slightly over 1,000 parking spaces. However, depending on the specific location of future development sites, not all of this new parking demand will have to be met by constructing new parking facilities. The Parking Management Plan has the potential to encourage shared parking opportunities, particularly between residential and commercial parking areas. The parking accumulation data also suggest that there are many areas within the downtown that have a surplus of parking supply that could be used to help meet the parking needs of some properly sited prospective new developments. Additionally, the development of additional transit and bicycle facilities within the downtown over the next 20 years would lead to an increase in the use of non-auto modes of transportation in the downtown.

In order to accurately estimate the future parking demand in the downtown, it is necessary to identify a set of parking rates that reflect some of the issues discussed above, which would appropriately correlate building size and use to parking demand in the downtown. During the parking study scoping process, City staff indicated that the following parking ratios would be desirable in Downtown Gilroy:

- 3 parking spaces per 1,000 square feet of building space and
- 1.75 parking spaces per residential unit.

**Adjustments for Effective Parking Capacity.** Actual parking supplies are sized to provide enough parking to accommodate the peak demand plus extra spaces to account for unused spaces due to operating fluctuations, vehicle maneuvers, and vacant spaces due to unused handicap parking, misparked vehicles, and maintenance. Typically, the number of extra spaces provided to account for this is equal to 10% of the predicted peak parking accumulation. Therefore, to estimate the future parking supply needed, this 10% factor must be added to the predicted peak-parking demand in the downtown.

The future parking supply needs in the downtown are determined based on the information presented above.

**Factors Affecting Long-Range Parking Supply Needs**

**Current Unused Parking Supply**

As presented in the previous chapter, there is a significant amount of unused (excess) parking in the downtown area, mostly occurring in private parking lots. A review of the parking supply and demand data collected in the downtown indicates the following:

- 254 on-street public spaces are currently unused
- 95 City-owned public parking lot spaces are currently unused (*this does not include the unused parking in the Gilroy Transit Center lot*)
- 555 spaces in private parking areas are unused

The amount of new future parking that would be needed with the development of the Downtown Specific Plan is dependent on how much of this existing excess parking is removed to accommodate new buildings.

It is unlikely that a significant amount of on-street parking would be removed in the future. Therefore, it is assumed that the excess on-street spaces would be available in the future to meet future demand.
Similarly, it is unlikely that the parking supply in the City-owned public lots would change considerably in the future. However, there is one known change to one of the City lots that is included as part of the Downtown Specific Plan. The public lot on Monterey Street, north of Martin Street, and at the end of Fifth Street is the site of a future urban plaza. However, the loss in public parking in this lot would be offset by the additional on-street parking spaces that would be gained with the completion of the Monterey Streetscape Phase III improvement project slated for the segment of Monterey Street between Fourth and Sixth Streets.

The largest source of surplus parking, the 555 unused private parking spaces, represents land that has a high potential for redevelopment. It is reasonable to assume that a significant portion of this land currently devoted to private surface parking lots would be redeveloped with new buildings under Downtown Specific Plan buildout conditions. Therefore, not all of the existing surplus parking can be used to offset the future parking needs in the downtown.

**Future Changes to the Downtown Parking Supply Inventory**

In addition to the uncertain changes to the downtown parking supply associated with future development and redevelopment, several known changes will take place in the future. These are discussed below.

*Monterey Streetscape Improvement Project – Phase III (Fourth to Sixth Street).* This project includes streetscape improvements to Monterey Street between Fourth Street and Sixth Street, and would result in the addition of about 24 parking spaces on Monterey and Lewis Streets between Fourth and Sixth Streets.

*Fifth and Monterey Urban Plaza.* The creation of the proposed urban plaza on the east side of Monterey Street, between Martin Street and Fifth Street would result in the loss of 24 public parking lot spaces and 16 spaces in the private lot for the adjacent billiards center.

*Gilroy Cultural/Arts Center Parking Lot.* The preliminary site plan for the planned cultural/arts center shows that it would have its own surface parking lot. At this time, it is not known if there is any opportunity for a shared use agreement for the lot, such that it would be available for general downtown use during times when events are not being held at the cultural/arts center. However, the potential parking supply in this lot was not included with the future parking supply of the downtown because of the uncertainty of the size of the parking lot and of its availability for use by other downtown visitors.

**Long-Term Parking Supply Needs**

Based on the assumptions and methods described above, it is estimated that 500 to 750 new parking spaces will be needed to meet the anticipated parking demand attributable to the development contemplated in the Downtown Specific Plan. The range of possible spaces is due to the uncertainty about where the new developments may occur. If they occur on land that is not currently being used for parking, then the new parking demand will tend to be on the low end of the range. However, if the developments occur on property that is currently being used for parking, the number of new spaces will tend to be on the higher end of the range. This range assumes that between approximately 20 and 50 percent of the existing excess parking supply would be eliminated in the future to accommodate new development.

The future development scenario will require additional parking for three basic kinds of users. These will include retail customers, retail/office employees and new residents. Retail customers typically desire short-term parking and prefer on-street or surface parking lots located near their intended destination. Employees also prefer to park near their employer, but they are usually willing to park in off-street parking facilities, including parking structures as long as they are within reasonable walking distances. Local residents generally prefer off-street parking and covered parking, including parking structures. These general tendencies and preferences provide some basic guidance in providing future parking facilities.
4. Conclusions and Recommendations

This chapter discusses recommended changes and actions in the downtown necessary to provide parking conditions that will accommodate the projected development growth associated with the Gilroy Downtown Specific Plan.

Parking Study Conclusions

Overall, there is not a parking shortage in the downtown area. However, there is one block in the study area that experiences peak-parking demands that exceed the effective capacity. There are several other blocks that experience peak-parking demands that are nearing capacity. The parking areas in much of the rest of the downtown study area are underutilized. There is an existing demand for long-term parking facilities in the central part of downtown. During weekdays, 20 percent of the cars parked on the street and 46 percent of those in public lots are parked for longer than 2 hours. During Saturdays, 15 percent of the cars parked on the street and 27 percent of those in public lots are parked for longer than 2 hours.

The existing parking conditions in the downtown indicate that there are some areas in the core downtown that would experience near-term parking problems as development growth in the downtown begins. These areas could benefit from parking solutions that could be implemented on a near-term basis, within the next 5 years. Under long-range conditions (buildout of the Specific Plan), between 500 and 750 new parking spaces would be needed in the core downtown over the next 20 years. Therefore, two levels of recommendations are included: (1) more specific solutions that would be needed on a short-term basis and (2) general solutions that would be needed in the long-term to address full buildout of the Downtown Specific Plan.

Recommendations

Implement Parking Management Plan

Despite the fact that the overall parking supply appears adequate to serve the existing level of development in the downtown area, the study determined that there is a strong demand for public parking along Monterey Street in the downtown core. This suggests that the City should begin developing a
Parking Management Plan that would include enforcement of parking hours and time limits. This program could begin within the downtown core area and expand to adjacent blocks as parking demand increases. The general effect of this parking demand program would be to ensure that on-street parking spaces are available during normal business hours for routine customer use, and encourage vehicles parked for longer periods to use off-street parking lots.

The first stage of implementation should be on the following streets segments:

- on Monterey Street between Third and Eighth,
- on Eigleberry Street between Fourth and Sixth,
- on Fifth Street between Eigleberry and Monterey,
- on Sixth Street between Eigleberry and Monterey, and
- on Martin Street between Monterey and the railroad tracks.

These are areas that currently exhibit parking occupancy rates of 70 percent or more of the existing supply. These areas likely would be the first to develop parking problems in the near term as future development and reuse of vacant buildings occurs in the downtown. From this first stage area, the scope of the program should be expanded outward as future development growth and parking conditions dictate.

**Encourage New Development to Provide On-Site Parking**

New residential developments within the downtown should strive to provide one parking space per unit on-site and be located such that 0.75 parking spaces per unit are available for use either on-street or in off-street public lots within the immediate vicinity (1-2 blocks) of the development.

New commercial developments should strive to identify adequate employee parking in private, off-street parking lots; and should work closely with the City to ensure that adequate customer parking is available within the immediate vicinity (1-2) blocks of the development.

**Add Additional Public Parking Lots**

The most immediate parking need identified in the study area is in the downtown core on the street segments listed above where the parking management program should be implemented. The businesses in this area will benefit from implementation of the recommended Parking Management Plan since more on-street short-term parking would be available for customers. However, there likely will be an immediate need for long-term parking facilities in the core area once the Parking Management Plan is implemented. Thus, in order to regulate parking hours and duration, it is advisable to begin evaluating alternative ways of providing additional off-street public parking to serve the downtown core area. Therefore, new off-street parking facilities should be pursued in order to meet the long-term parking needs of downtown users.

Recommendations for new parking facilities include:

- Developing off-street public parking lots east of Monterey Street behind the existing buildings and west of the railroad right-of-way,
- Acquiring underutilized properties that have good street access for new public surface parking lots, and
- Designating some off-street parking facilities as long-term parking lots to accommodate the parking needs of employees and residents.

Future parking facilities likely would be needed first to serve the businesses in the Monterey Street corridor between Fourth and Seventh, and in the Eigleberry Street corridor between Fifth and Seventh.
These areas likely would be the first to experience parking shortages as development and reuse of vacant buildings occurs in the downtown. The potential for adding new parking facilities to serve these areas should be investigated.

Long-term parking demand currently exists on Eigleberry Street between Fourth Street and Seventh Street and on Monterey Street south of Sixth Street. Long-term parking should be supplied in these areas to accommodate employee parking.

**New Parking Development Opportunities**

One task of the traffic study was to identify potential sites where future parking facilities could be built as the Specific Plan area builds out. Twenty two potential sites were identified totaling to approximately 20 acres, which could be considered for future off-street parking facilities. An amount of land equal to only about 20 percent of this area will likely need to be converted into surface parking facilities to meet the needs of the Downtown Specific Plan. This suggests that there will be many reasonable parking location alternatives to consider as development plans begin to materialize.