DOWNTOWN PARKING MANAGEMENT PLAN

Virtual Community Workshop
Thursday, February 16, 2023
PROJECT TEAM

CITY OF GILROY, CALIFORNIA
A community with a spice for life

W-TRANS

STRATEGIC ECONOMICS

rrm design group

DOWNTOWN PARKING MANAGEMENT PLAN
WHAT IS THIS WORKSHOP ABOUT?

• Hear what the **Downtown Gilroy Parking Management Plan** is all about.

• Learn about **current parking usage and management** in the downtown area, and how it relates to the **downtown economy**.

• Become familiar with **common strategies** used to manage parking in downtowns.

• **Share ideas** about challenges and opportunities for enhancing parking in the downtown area.
WHAT ARE OBJECTIVES OF THE PLAN?

• **Evaluate current parking conditions** in the downtown area, including supply and demand for public and private parking.

• **Assess the current operational practices** for the City’s parking programs and identify potential improvements.

• **Estimate the future parking demand** in the downtown area based on known and projected future development.

• **Develop strategies** for meeting current and expected future parking demand.

• **Identify funding/revenue opportunities**.
PROJECT OVERVIEW AND TIMELINE

- **Project Kick-Off**: Fall 2022
- **Parking Data Collection**: Fall 2022 - Winter 2023
- **Parking Demand Analysis**: Winter 2023
- **Community Engagement Phase 1**: Feb 2023
- **Parking Management Strategies**: Spring 2023
- **Community Engagement Phase 2**: Spring 2023
- **Final Parking Management Plan**: Summer 2023

WE ARE HERE
DOWNTOWN PARKING
EXISTING CONDITIONS
SURVEY OVERVIEW

• Parking Surveys
  • 11/10/22 (Thursday)
  • 11/12/22 (Saturday)
  • 12/3/22 (Saturday, Holiday Parade)

• 3,230 spaces surveyed
  • 1,199 on-street
  • 738 public off-street
  • 1,293 private off-street
• Peak Parking Demand (10 a.m.)
• 1,398 spaces occupied (43%)
  • 53% on-street
  • 47% public off-street
  • 33% private off-street
PARKING UTILIZATION - WEEKDAY

• Highest demand in Core Downtown
• 543 spaces occupied (55%)
  • 58% on-street
  • 60% public off-street
  • 37% private off-street
PARKING UTILIZATION - WEEKEND

- Peak Parking Demand (1 p.m.)
- 40% spaces occupied
  - 54% on-street
  - 49% public off-street
  - 23% private off-street
PARKING UTILIZATION - HOLIDAY PARADE

- Peak Parking Demand (12 p.m.)
- 42% of available spaces occupied
  - 58% on-street
  - 50% public off-street
  - 25% private off-street
- Inclement weather
• Serves VTA and Caltrain
• 466 parking spaces
  • 28% occupied at peak hour
• Pre-pandemic
  • 63% occupied at peak hour
  • Estimated 23% of parked vehicles (67) were non-transit riders
DOWNTOWN PARKING MANAGEMENT PLAN

**Core Downtown**
- ~80% stayed less than 2 hours on Monterey
- ~10% stayed 2-3 hours
- ~10% stayed 3-12 hours

**Rest of Downtown**
- Longer lengths of stay
- Very high on 6th Street, near transit center

**Parking Duration**

![Parking Duration Chart]

- 0-2 HRS
- 2-4 HRS
- 4-6 HRS
- 6-8 HRS
- 8-10 HRS
- 10+ HRS

- Thursday
- Saturday
- Event
**KEY FINDINGS**

- Downtown: many vacant parking spaces at peak hour
- “Hot spots” in Core Downtown
- Private lots are most under-utilized (33% occupied)
- Time limit adherence mixed
- Transit center is mostly vacant
- Event likely affected by weather, but many spaces still vacant
PARKING AND THE DOWNTOWN ECONOMY
The majority of retail activity is in the downtown core (Monterey Highway 4th-7th)

• This area has about 315,000 square feet of commercial space
• 85 retail businesses
• About 20 percent of the businesses are restaurants
• The downtown core has about 1,000 parking spaces
RETAIL SALES TRENDS VARY BY BLOCK

Total Retail Sales Per Block in Downtown Gilroy (constant 2021 dollars)

- $12,162,153 in 2016
- $8,083,669 in 2020
- $3,058,536 in 2021

- $2,608,669 in 2017
- $1,857,802 in 2018
- $1,698,732 in 2021

- 4th-5th Streets (blue)
- 5th-6th Streets (red)
- 6th-7th Streets (green)
RESTAURANTS ARE DRIVING SALES AND NEW INVESTMENT

- Most of downtown core building permits are for new food and beverage related businesses.
KEY ECONOMIC FINDINGS

• Retail sales trends in downtown were declining well before the pandemic.
• These declining sales trends are similar to other small and midsized California cities still struggling to recover from the 2008 recession.
• These changes are likely driven more by larger industry trends, rather than a lack of local parking supply.
• Downtown is headed in the right direction with more destination food and beverage related businesses coming online soon.
PARKING TOOLKIT

• Includes full range of potential options
• Key goals
  • Improve patron parking experience
  • Manage employee parking
  • Boost business performance
  • Prioritize cost-effectiveness
PARKING REGULATIONS

• Hours of operation
  • Currently 9 a.m. to 6 p.m.

• Length of stay
  • Currently 2 hours

• Pricing
  • Currently free
SHARED PARKING

- Public-private partnerships
- Better utilize private parking
- Make it a “win-win” situation for willing lot owners
WAYFINDING

• Static signage
• Real-time availability
• Pedestrian guidance
PARKING SUPPLY

- Identify new opportunity sites
- Restripe spaces
PARKING PERMITS

- Residential parking permits (RPP)
  - Spillover parking
- Employee permits
  - Designated spaces
PARKING ENFORCEMENT

• Increases compliance
• Shifts long-term parkers
• Requires funding source
SPECIAL EVENT VALET PARKING

- Better manage large events
- Incentivize bicycle use
• Parklet usage/pricing
• Incentivize certain land uses through lower parking requirements
• In-lieu fees/ assessment district
• Unbundle parking pricing
• Transportation demand management (TDM) programs
• Bicycle parking
THANK YOU FOR YOUR PARTICIPATION!

QUESTIONS/COMMENTS?
Project Hotline (English and Spanish)
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PROJECT WEBSITE
www.gilroy.city/DPMP