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**EXECUTIVE SUMMARY**

Walker Parking Consultants (Walker) performed a survey of parking demand and supply in the Del Mar Village area of the City of Del Mar in August of 2013. Two occupancy counts each were conducted on a busy weekday and weekend day, during the lunch and dinner hours. Length-of-stay data was collected for cars parked in the area as well. Briefly summarizing the findings of the parking survey:

- The peak parking occupancy rate for on-street spaces was observed during the Saturday mid-day count, when 83 percent of on-street spaces were occupied. Although 85 percent to 90 percent represents the parking industry standard for an acceptable level of on-street parking occupancy, we note that is the recommended occupancy rate per block face. 83 percent represented the average occupancy rate recorded for the entire study area. A number of block faces were found to consistently be at 95% to 100% occupancy; there was effectively no available parking along these blocks.

The observed on-street parking utilization during the Saturday mid-day count was comparable to the utilization recorded for the same period in a parking study conducted in January 2012, although off-street parking utilization in the 2012 study was approximately 10 percent higher than the summer observations.

- Peak occupancy for the survey area overall occurred during the Saturday evening count when 76 percent of on-street and 59 percent of off-street spaces were occupied. Excluding parking at Del Mar Plaza, just 36 percent of off-street spaces were occupied during the period of peak demand. The low off-street parking occupancy rates demonstrate that, even during the period of highest demand for parking observed in the district, more than 400 off-street parking spaces were unoccupied.
- 23% of cars parked on Camino del Mar were present for three hours or longer during the period of peak demand despite diligent enforcement efforts.

The survey findings demonstrate that Del Mar Village and the adjacent area do not suffer from a lack of parking spaces overall but rather concentrated areas of high parking occupancy rates in the most convenient spaces. All parkers are competing for the finite number of “most convenient” (typically on-street) spaces. A redistribution of parking demand is necessary to make more spaces available in convenient locations while better utilizing the many unoccupied spaces that exist nearby. When it comes to the most desirable parking spaces, visitors must have priority.

The parking issues facing Del Mar are therefore not an infrastructural problem, but rather the result of parking management issues. The issues regarding parking availability in Del Mar are the result of the policies in place that encourage the current behavior and habits of long-term parkers that we have observed. Changing these policies will improve parking availability; maintaining these policies will result in continued challenges, not only from the perspective of poor level of service to visitors, but traffic congestion in the area as well. Even if additional



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parking spaces could be constructed, they will not result in improvements unless new policies are implemented first.

In order to better manage parking demand in and around Del Mar Village, a portion of the parking demand needs to be redistributed using policies that discourage long-term parking in spaces that should serve visitors and customers while encouraging the use of unoccupied parking spaces off street. We recommend:

- The development of an employee parking program to mitigate the impact of employees who park on city streets, particularly in locations where providing parking for visitors is the priority. Elements of this program should include:
  - The opening of some private off-street lots (including some belonging to houses of worship) to allow employee and/or public parking in these lots after the close of the business day or when spaces are generally observed to be highly underutilized;
  - Improving wayfinding to the public parking available at the City Hall lot, and providing clearer signage at the entrance to the lot; and
  - Incenting employees to park in designated off-street parking areas while discouraging long-term parking in high visitor locations on the street.
- Increase the turnover of long-term vehicles parked on Camino del Mar by:
  - Extending the hours of enforcement of time limited spaces from 6:00 PM to 9:00 PM to discourage restaurant/nighttime employee use of these spots.
  - Expanding paid parking to the busiest blocks of Camino del Mar. Paid parking has proven to be the only effective method by which to make parking spaces available to customers and visitors. Paid parking is most effective where the demand for parking is highest. The availability of parking is typically more important to paying customers than having to pay a small fee when seeking out a dining or shopping destination.
- Improve parking availability for residents by reintroducing residential parking permit programs for residents that are implementable per Coastal Commission regulations.

Policies are necessary that A) are effective in making parking spaces for visitors available on the street and B) make off-street parking spaces available for parkers, particularly employees.

The chronic parking challenges that Del Mar has faced for years are the result of parking behavior that appears to have become ingrained as the result of ineffective policies and the habits they reinforce. The consequences of not implementing both types of policies will result in the perpetuation of the parking issues that the City currently faces and the less than desirable level of service for drivers who visit and wish to park in the area.



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**CURRENT CONDITIONS**

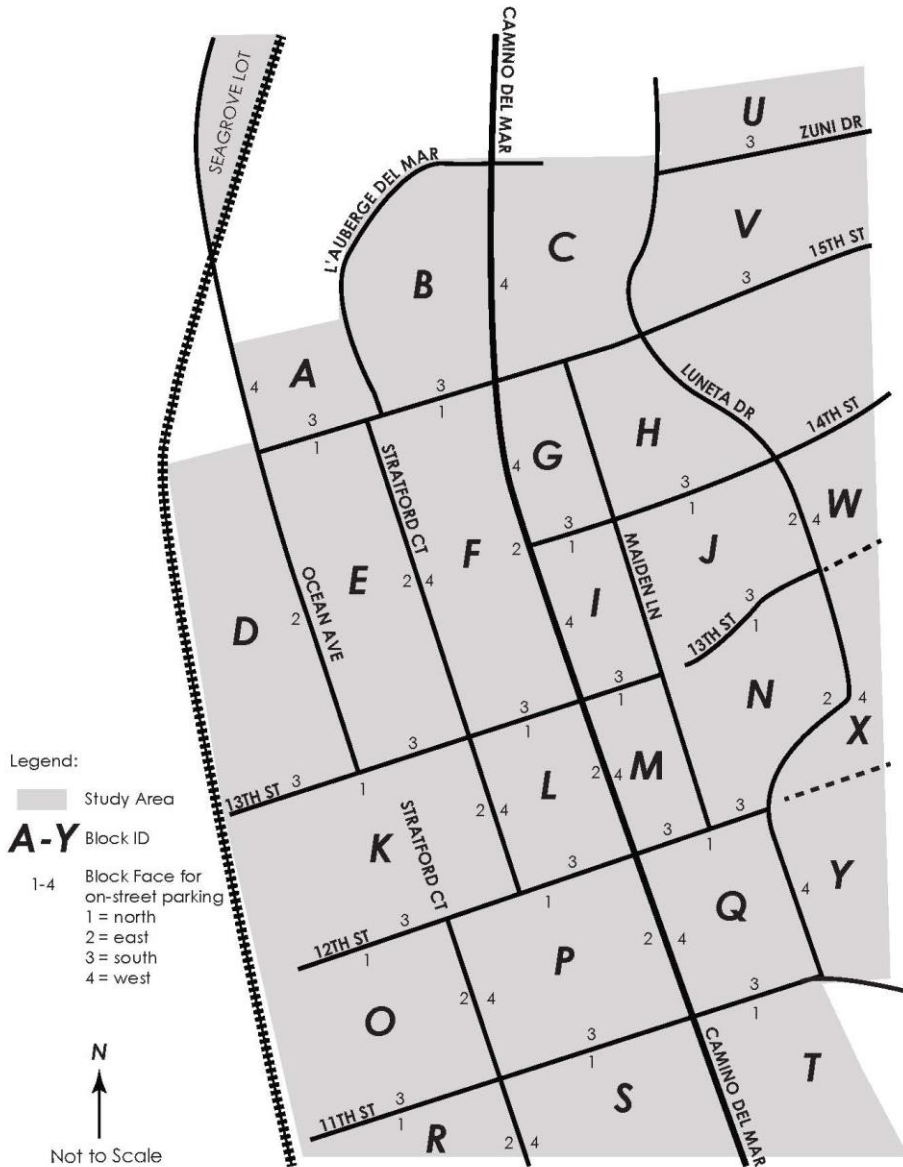
**DEL MAR VILLAGE PARKING INVENTORY**

Walker Parking Consultants (Walker) performed an inventory (parking supply count) of on-street and off-street parking spaces in the study area, which is illustrated below in Figure 1. Blocks were lettered in a manner similar to the format used in the January 2012 study in order to compare the results of this and the previous study; the block lettering and block face numbering in this report vary slightly from the January 2012 study due to differences in the study area and the desire to make the numbering/lettering more clear and consistent.

Walker determined that the number of spaces in the study area totals 1,875± with 691± on-street (37 percent) and 1,184± off-street (63 percent) spaces. Of the off-street spaces, 140 (12 percent) are publicly owned while the remaining 1,044 (88 percent) are privately owned. The following table summarizes the Downtown Del Mar Parking Inventory. The collected parking inventory information does not include off-street residential parking.



Figure 1: Downtown Del Mar Study Area



**STUDY AREA AND BLOCK IDs**

Figure 1



Table 1: Downtown Del Mar Parking Inventory Summary

Block (Jan 2012 Block)	On-Street	Off-Street		Total
		Public	Private	
<b>A</b> (B)	17		47	64
<b>B</b> (C)	14	60	68	142
<b>C</b> (D)	8		340	348
<b>D</b> (E)	34			34
<b>E</b> (F)	25			25
<b>F</b> (G)	80		135	215
<b>G</b> (H)	10		59	69
<b>H</b> (I, J)	18	14	46	78
<b>I</b> (K)	26	9	69	104
<b>J</b> (L)	42			42
<b>K</b> (M, N, O)	42			42
<b>L</b> (P)	43		39	82
<b>M</b> (Q)	17		78	95
<b>N</b> (R)	31			31
<b>O</b> (S, T)	36			36
<b>P</b> (U)	73		50	123
<b>Q</b> (V)	38		24	62
<b>R</b> (X, Y)	22			22
<b>S</b> (Z)	24	57		81
<b>T</b> (AA)	18		89	107
<b>U</b>	22			22
<b>V</b>	16			16
<b>W</b>	10			10
<b>X</b> (W)	12			12
<b>Y</b> (W)	13			13
<b>Total</b>	<b>691</b>	<b>140</b>	<b>1044</b>	<b>1875</b>

Source: Walker Parking Consultants, 2013

Block A includes the Post Office parking lot, Block B includes the parking lot under the L'Auberge Hotel which includes permit and metered public parking in addition to some of the hotel's employee parking. Block C includes the parking structure for Del Mar Plaza.



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## DEL MAR VILLAGE AREA PARKING DEMAND

To determine demand for parking in the study area Walker performed occupancy counts on one weekday and one weekend day. Based on discussions with City staff and our experience with coastal destination communities in Southern California, Thursday and Saturday were chosen as the typical busy days to perform the occupancy counts. The occupancy counts were collected during the summer to capture parking occupancy rates during the peak summer season.

Counts were specifically conducted during the racing season to incorporate the impact of racing season on parking demand in the Del Mar Village area. We note that the weather during the counts was warm and sunny, typical of the weather during Del Mar's busiest and most popular season.

The actual occupancy counts were performed at 12:30 PM and 6:00 PM on Thursday August 22, 2013 and at 12:30 PM and 7:00 PM on Saturday August 24, 2013.<sup>1</sup> The times of the occupancy counts were selected to generally match with the mid-day observations in the January 2012 parking study and to capture the evening parking demand peak.

Figures 1 – 4, later in the report, contain maps that illustrate parking occupancy rates on a per-block basis for each of the occupancy counts both for on-street and off street parking.

We note that 85 percent to 90 percent per block face (1 to 2 available spaces) represents the parking industry standard for an acceptable level of on-street parking occupancy. Depending on the parking user group, 90 percent (for visitors) to 95 percent represents the typical industry standard for an acceptable level of off-street occupancy.

### PEAK PARKING DEMAND

Peak occupancy occurred during the Saturday evening count when 1,222± vehicles were parked in the study area. During this period, overall 76 percent of on-street and 59 percent of off-street spaces were occupied. However, excluding parking at Del Mar Plaza, which exceeded 100% of its 'regular' capacity due to valet operations on Saturday evening, 36 percent of off-street spaces were occupied. Table 2 on the following page illustrates weekday occupancy by block in the study area. We note that the peak parking occupancy rate for on-street spaces was observed during the Saturday mid-day (lunchtime) count when 83 percent of on-street spaces were occupied.

### WEEKDAY PARKING DEMAND AND UTILIZATION

Weekday peak occupancy occurred during the mid-day count when 1,148 vehicles were parked in the study area. During this period 77 percent of on-street and 52 percent of off-street spaces were occupied. The observed on-street parking utilization was comparable to the utilization seen in the January 2012 study.

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<sup>1</sup> An additional count was performed in the midafternoon on Thursday, but this data was found not to represent peak conditions during the day and to be of limited use.



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Mid-day off-street parking utilization in the January 2012 study was approximately 10 percent higher than the current observations. This difference is due largely to higher observed occupancy in Del Mar Plaza in the January 2012 study. City staff noted that at the time of the August 2013 counts, there were two large vacancies in Del Mar Plaza. Tables 2 and 3 show the observed off-street and on-street demand respectively, including a comparison to the January 2012 results. We note that, not including the Del Mar Plaza parking structure, the occupancy rates for off-street parking are virtually the same for January 2012 and Walker's August 2013 parking occupancy counts although results by block in some cases vary significantly.

Table 2: Off-Street Supply and Parking Occupancy by Block – Weekday

Block (Jan 2012 Block)	Inventory	Walker Collected Data		Jan 2012 Study	Walker Collected Data	
		Thursday August 22, 2013		Thursday	Thursday August 22, 2013	
		12:30pm		12:00pm	6:00pm	
		Demand	Utilization	Utilization	Demand	Utilization
A (B)	47	20	43%	48%	20	43%
B (C)	128	88	69%	20%	82	64%
C (D)	340	190	56%	85%	357	105%*
F (G)	135	63	47%	62%	62	46%
G (H)	59	31	53%	51%	23	39%
H (I, J)	60	11	18%	87%	18	30%
I (K)	78	40	51%	48%	34	44%
L (P)	39	24	62%	97%	13	33%
M (Q)	78	47	60%	51%	28	36%
P (U)	50	35	70%	75%	8	16%
Q (V)	24	17	71%	86%	5	21%
S (Z)	57	24	42%	41%	6	11%
T (AA)	89	29	33%	55%	13	15%
<b>Total</b>	<b>1184</b>	<b>619</b>	<b>52%</b>	<b>63%</b>	<b>669</b>	<b>57%</b>
<b>Total Without Plaza Del Mar</b>	<b>844</b>	<b>429</b>	<b>51%</b>	<b>53%</b>	<b>312</b>	<b>37%</b>

\* = Demand in the Plaza Del Mar lot exceeds regular supply in the evening due to valet operations

Source: Walker Parking Consultants, 2013, Village Specific Plan (August 2012)

Table 3: On-Street Supply and Occupancy by Block – Weekday

Block (Jan 2012 Block)	Inventory	Walker Collected Data		Jan 2012 Study	Walker Collected Data	
		Thursday August 22, 2013		Thursday	Thursday August 22, 2013	
		12:30pm		12:00pm	6:00pm	
		Demand	Utilization	Utilization	Demand	Utilization
A (B)	17	13	76%	63%	14	82%
B (C)	14	14	100%	87%	14	100%
C (D)	8	8	100%	67%	8	100%
D (E)	34	32	94%	83%	31	91%
E (F)	25	23	92%	88%	24	96%
F (G)	80	67	84%	85%	77	96%
G (H)	10	8	80%	91%	10	100%
H (I, J)	18	17	94%	94%	17	94%
I (K)	26	21	81%	66%	19	73%
J (L)	42	28	67%	92%	26	62%
K (M, N, O)	42	39	93%	63%	27	64%
L (P)	43	40	93%	88%	25	58%
M (Q)	17	13	76%	100%	13	76%
N (R)	31	14	45%	50%	10	32%
O (S, T)	36	25	69%	90%	17	47%
P (U)	73	65	89%	72%	41	56%
Q (V)	38	32	84%	91%	30	79%
R (X, Y)	22	7	32%	71%	12	55%
S (Z)	24	14	58%	48%	10	42%
T (AA)	18	10	56%	43%	9	50%
U	22	9	41%	NA	7	32%
V	16	6	38%	NA	8	50%
W	10	7	70%	NA	2	20%
X (W)	12	7	58%	67%	2	17%
Y (W)	13	10	77%	NA	10	77%
<b>Total</b>	<b>691</b>	<b>529</b>	<b>77%</b>	<b>76%</b>	<b>463</b>	<b>67%</b>

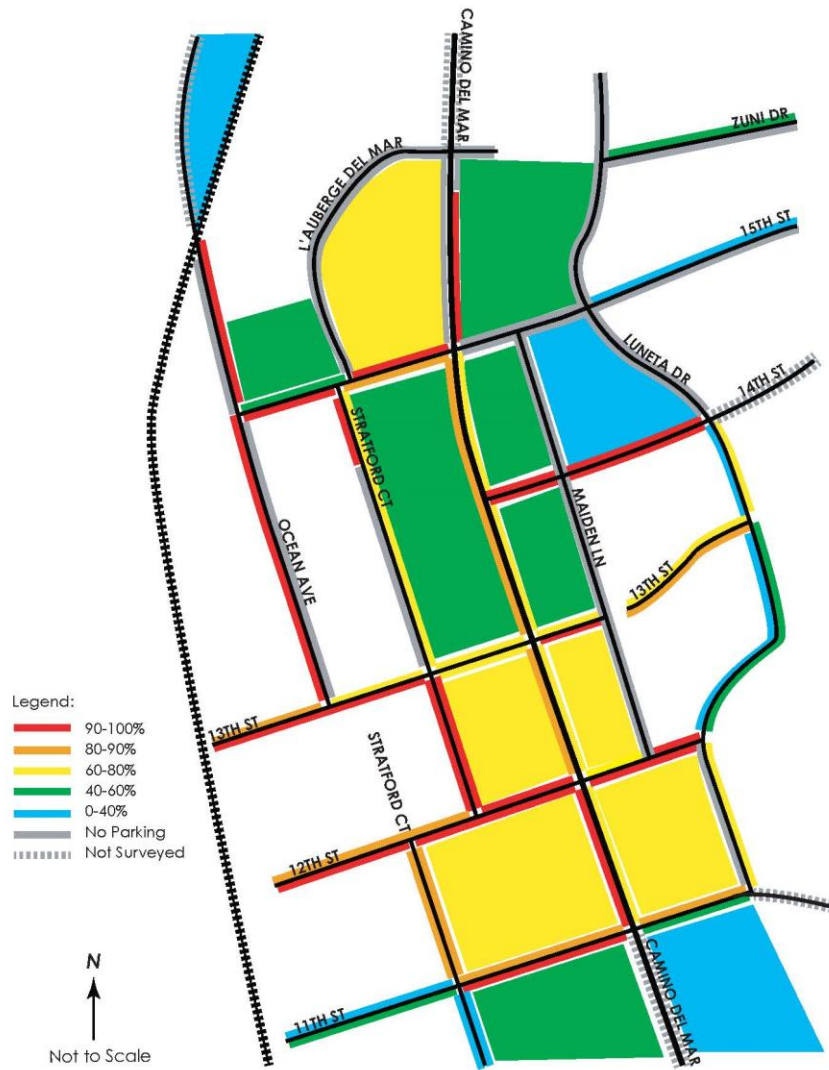
Source: Walker Parking Consultants, 2013, Village Specific Plan (August 2012)

Figures 2 illustrates weekday mid-day on-street and off-street parking utilization and Figure 3 illustrates weekday evening on-street and off-street parking utilization.





Figure 2: Observed Weekday Mid-day Parking Utilization – Weekday August 2013



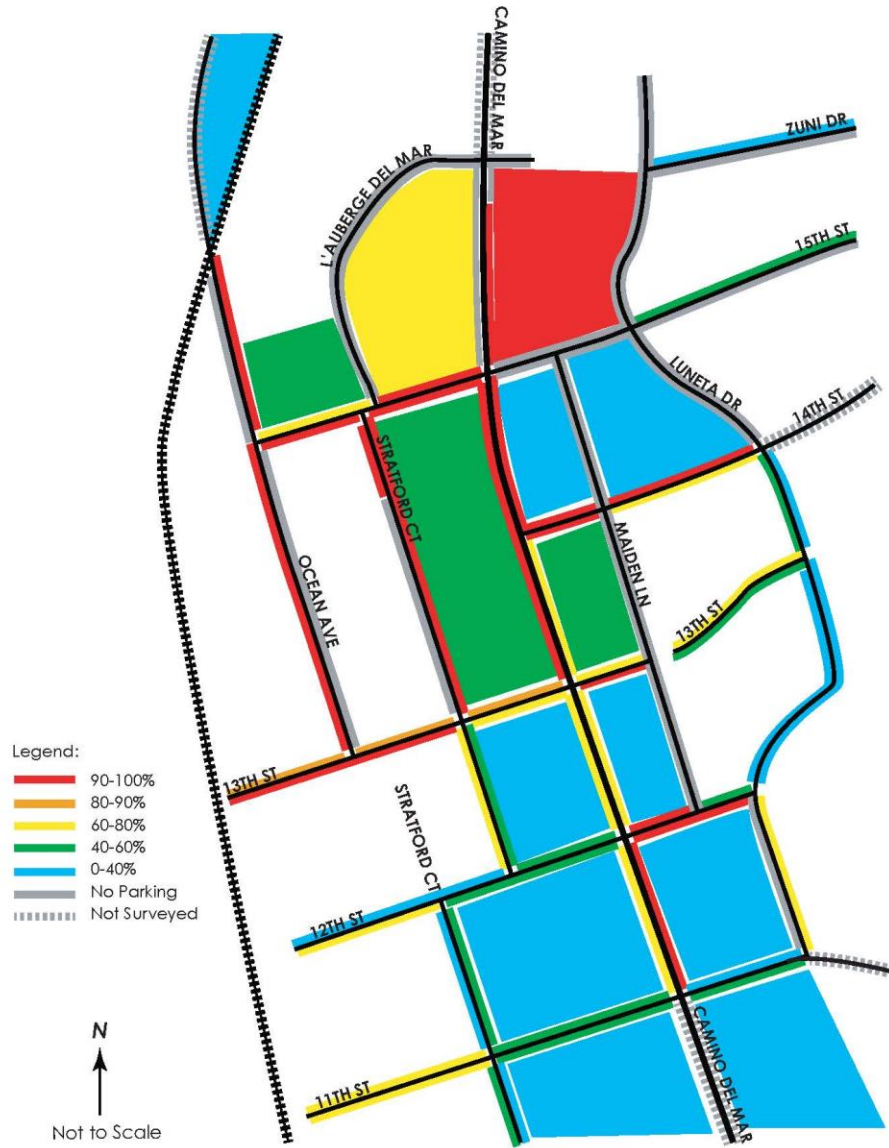
**THURSDAY 12:30 PM ON- AND OFF-STREET PARKING UTILIZATION**

Figure 2

Source: Walker Parking Consultants, 2013



Figure 3: Observed Weekday Evening Parking Utilization – August 2013



**THURSDAY 6:00 PM ON- AND OFF-STREET PARKING UTILIZATION**

Figure 3



**SATURDAY PARKING DEMAND AND UTILIZATION**

As noted earlier, Saturday peak occupancy occurred during the evening count when 1,222± vehicles were parked in the study area. During this period 76 percent of on-street and 59 percent of off-street spaces were occupied.

The observed on-street parking utilization during the mid-day count was comparable to the utilization seen in the January 2012 study. Mid-day off-street parking utilization in the January 2012 study was approximately 10 percent higher than the current observations. This difference is due largely to higher observed occupancy in Del Mar Plaza in the January 2012 study. City staff noted that at the time of the August 2013 counts, there were two significant vacancies in Del Mar Plaza. Tables 4 and 5 show the observed Saturday off-street and on-street demand respectively, including a comparison with the January 2012 results.

Table 4: Off-Street Supply and Occupancy by Block – Saturday

Block (Jan 2012 Block)	Inventory	Walker Collected Data		Jan 2012 Study	Walker Collected Data	
		Saturday August 24, 2013		Saturday	Saturday August 24, 2013	
		12:30pm		1:00pm	7:00pm	
		Demand	Utilization	Utilization	Demand	Utilization
A (B)	47	19	40%	48%	22	47%
B (C)	128	93	73%	79%	109	85%
C (D)	340	223	66%	85%	386	113%*
F (G)	135	57	42%	47%	66	49%
G (H)	59	20	34%	24%	17	29%
H (I, J)	60	21	35%	26%	21	35%
I (K)	78	24	31%	38%	15	19%
L (P)	39	20	51%	68%	14	36%
M (Q)	78	27	35%	15%	22	28%
P (U)	50	18	36%	27%	6	12%
Q (V)	24	21	88%	62%	6	25%
S (Z)	57	10	18%	45%	3	5%
T (AA)	89	23	26%	36%	7	8%
<b>Total</b>	<b>1184</b>	<b>576</b>	<b>49%</b>	<b>57%</b>	<b>694</b>	<b>59%</b>
<b>Total Without Plaza Del Mar</b>	<b>844</b>	<b>353</b>	<b>42%</b>	<b>44%</b>	<b>308</b>	<b>36%</b>

\* = Demand in the Plaza Del Mar lot exceeds regular supply in the evening due to valet operations

Source: Walker Parking Consultants, 2013, Village Specific Plan (August 2012)



Table 5: On-Street Supply and Occupancy by Block – Saturday

Block (Jan 2012 Block)	Inventory	Walker Collected Data		Jan 2012 Study	Walker Collected Data	
		Saturday August 24, 2013		Saturday	Saturday August 24, 2013	
		12:30pm		1:00 PM	7:00pm	
		Demand	Utilization	Utilization	Demand	Utilization
A (B)	17	17	100%	38%	17	100%
B (C)	14	14	100%	87%	14	100%
C (D)	8	5	63%	100%	8	100%
D (E)	34	33	97%	94%	33	97%
E (F)	25	24	96%	92%	25	100%
F (G)	80	81	101%	97%	79	99%
G (H)	10	11	110%	73%	9	90%
H (I, J)	18	16	89%	100%	18	100%
I (K)	26	21	81%	72%	25	96%
J (L)	42	28	67%	65%	30	71%
K (M, N, O)	42	43	102%	86%	41	98%
L (P)	43	35	81%	95%	36	84%
M (Q)	17	12	71%	100%	14	82%
N (R)	31	13	42%	50%	8	26%
O (S, T)	36	35	97%	100%	33	92%
P (U)	73	59	81%	93%	38	52%
Q (V)	38	35	92%	89%	28	74%
R (X, Y)	22	21	95%	84%	16	73%
S (Z)	24	19	79%	82%	7	29%
T (AA)	18	8	44%	26%	2	11%
U	22	10	45%	NA	17	77%
V	16	16	100%	NA	16	100%
W	10	4	40%	NA	4	40%
X (W)	12	4	33%	0%	3	25%
Y (W)	13	7	54%	NA	7	54%
<b>Total</b>	<b>691</b>	<b>571</b>	<b>83%</b>	<b>83%</b>	<b>528</b>	<b>76%</b>

Source: Walker Parking Consultants, 2013, Village Specific Plan (August 2012)

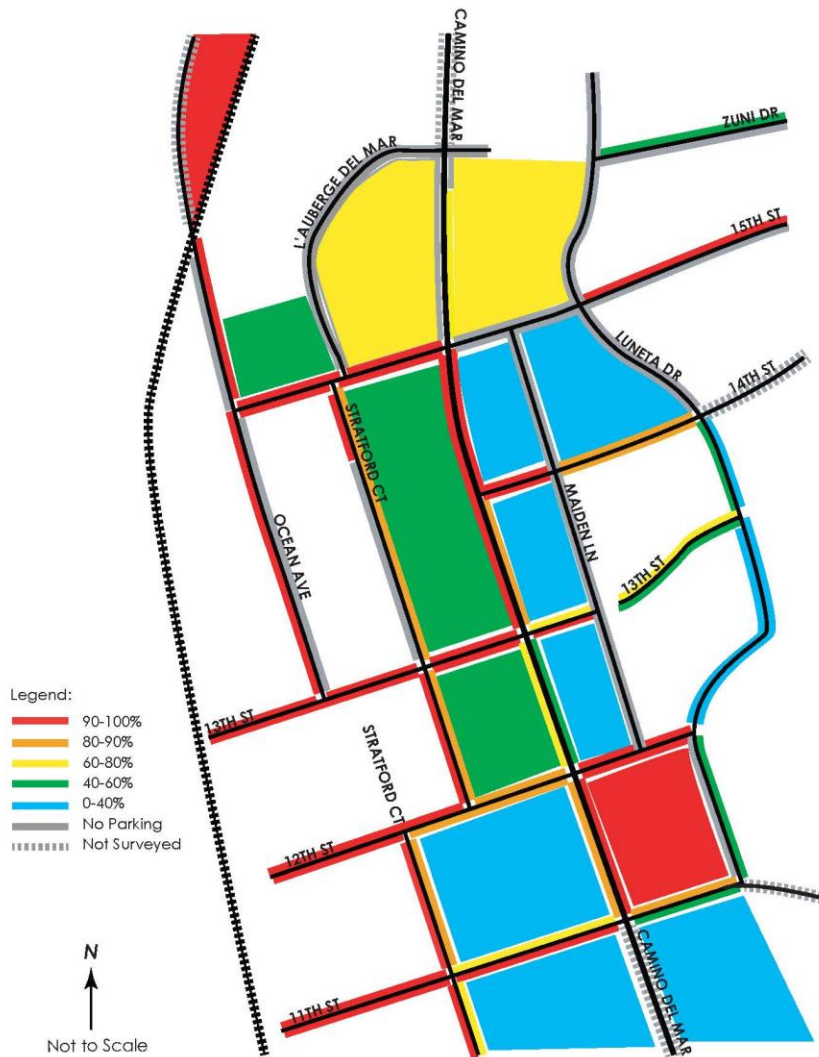


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Figure 4 illustrates Saturday mid-day on-street and off-street parking utilization. Figure 5 illustrates Saturday evening on-street and off-street parking utilization.

Figure 4: Observed Saturday Mid-day Parking Utilization



**SATURDAY 12:30 PM ON- AND OFF-STREET PARKING UTILIZATION**

Figure 4

Source: Walker Parking Consultants, 2013



Figure 5: Observed Saturday Evening Parking Utilization



**SATURDAY 7:00 PM ON- AND OFF-STREET PARKING UTILIZATION**

Figure 5

Source: Walker Parking Consultants, 2013



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**TURNOVER**

Walker performed license plate inventory (LPI) surveys to examine how long parked vehicles remained in parking spaces, or "parking space 'turnover.'" With LPI we record the last 4 digits of a license plate every hour in order to determine how long a vehicle remains parked. The focus of this portion of the study was on:

- locations experiencing high occupancy of 85+ percent during the weekday peak periods and other areas of concern noted in discussions with City staff, as vehicles parked for long periods of time in these locations could negatively impact drivers looking for parking in these locations;
- the on-street parking spaces serving the main commercial blocks along Camino del Mar; and
- Parking spaces along residential blocks that experienced relatively high parking occupancy rates.

On August 23, 2013, Walker performed hourly turnover counts from 10:30 am to 7:30 am on Camino Del Mar between 12<sup>th</sup> Street and Del Mar Plaza, on Stratford Court between 12<sup>th</sup> Street and 15<sup>th</sup> Street, on 11<sup>th</sup>, 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup> Streets between Camino Del Mar and Luneta Drive, on 15<sup>th</sup> Street between Luneta Drive and Carolina Road and on Luneta Drive between 11<sup>th</sup> Street and 14<sup>th</sup> Street. Additional turnover counts were performed along some residential streets in order to record the presence of cars earlier in the morning.

A summary of the results of the fieldwork follows.

- Within the LPI area, occupancy peaked at 12:30 PM at 262± parked vehicles, consistent with the weekday mid-day peak hour.
- During the 12:30 PM peak, there were 74± cars parked on Camino Del Mar in the LPI area. Of these, 17 (23%) were parked for at least 3 hours in spite of the 2-hour (and occasional 20-minute) time restriction of spaces on Camino Del Mar. Parking enforcement was noted actively chalking parked cars. Walker noted parkers' attempts to avoid enforcement of the time restriction, as a few instances of chalk being wiped off tires was observed. A few cars were also observed re-parking in different spaces. Some cars that were parked beyond the posted time limits had placards for people with disabilities displayed.
- In the rest of the LPI study area there were 188± parked cars during the 12:30 PM peak. Of these, 128 cars (68% of occupied spaces) were occupied by vehicles parked for at least 4 hours. There are few time restricted spaces on the LPI streets other than on Camino Del Mar. However it is worth noting that the majority of the on-street parking occurring on the side streets consisted of long-term parkers. The percentage of 4+ hour parkers on the side streets among cars parked at 12:30 PM ranged from 58% on Stratford Avenue to 85% on 12<sup>th</sup> Street.

Table 6 shows the total number of cars parked all day (as opposed to a "snapshot" of the number of cars parked at the peak) observed during the LPI period, and how long they were



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parked. Additionally, Table 6 shows the same information broken out for Stratford Avenue, 14<sup>th</sup> Street and Luneta Drive.

Table 6: License Plate Inventory – Duration of Stay

Hours Parked	Total Area		Stratford		14th		Luneta	
	# of Cars	% of Total	# of Cars	% of Total	# of Cars	% of Total	# of Cars	% of Total
1	424	47%	8	15%	19	20%	11	18%
2	205	23%	9	17%	23	24%	18	30%
3	98	11%	9	17%	14	15%	3	5%
4	40	4%	2	4%	11	12%	6	10%
5	39	4%	8	15%	10	11%	3	5%
6	23	3%	4	7%	4	4%	2	3%
7	35	4%	6	11%	5	5%	8	13%
8	20	2%	3	6%	6	6%	2	3%
9	5	1%	-	0%	1	1%	1	2%
10	22	2%	5	9%	2	2%	6	10%
<b>Total Cars Observed</b>	<b>911</b>	<b>100%</b>	<b>54</b>	<b>100%</b>	<b>95</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

Source: Walker Parking Consultants, 2013

In general, most parking spaces on Camino Del Mar are turning over, although not to the extent that the posted policy suggests. On the side streets where there are no time restrictions, parking spaces are turning over with much less frequency. Based on the observations recorded, parking on the side streets is a mix of employee, resident, beachgoer and downtown visitor parking. There was also a clear occurrence of long-term parkers turning over during the 3:30 and 4:30 observation periods, indicating that many of the 5-7 hour parkers were employees of downtown or Del Mar Plaza businesses.

**SAMPLE PARKING TURNOVER IN DETAIL – CAMINO DEL MAR AND STRATFORD COURT**

The following tables demonstrate in greater detail the extent to which cars parked on Camino del Mar and Stratford Court during the lunch-time peak hour are long-term vehicles.

Table 7 below demonstrates that just over 20 percent of parking spaces (17 cars parked) on Camino del Mar were occupied by cars parked for approximately three hours or more. Six percent of spaces were occupied by cars parked for approximately four hours or more. These spaces, occupied by long-term parkers, are effectively out of service to the general visiting public.





Table 7: Camino del Mar - Length of Stay During the Peak Hour

				TYPE	INVENTORY	CARS PARKED AT 12:30 PM	LENGTH OF STAY			PERCENT OF SPACES NOT AVAILABLE FOR SHORT-TERM PARKING
							1-2 HOURS	3 HOURS	4 HOURS OR LONGER	
CAMINO DEL MAR	15TH ST	PLAZA ENT	EAST	20MIN	2	2	2	--	--	0%
				2HR	6	6	3	3	--	0%
		14TH ST	EAST	20MIN	1	1	1	--	--	0%
				2HR	7	7	2	5	--	0%
	CROSSWALK	WEST	20MIN	1	1	1	--	--	0%	
			2HR	13	13	12	1	--	0%	
			ADA	1	1	1	--	--	0%	
			2HR	13	12	10	1	1	8%	
	14TH ST	13TH ST	EAST	20MIN	1	--	--	--	--	0%
	CROSSWALK	13TH ST	WEST	20MIN	1	1	1	--	--	0%
				2HR	14	13	10	2	1	7%
	12TH ST	13TH ST	EAST	2HR	8	4	1	0	3	38%
				ADA	1	--	--	--	--	0%
			WEST	20MIN	4	2	2	--	--	0%
				2HR	9	11	11	--	--	0%
	<b>Total</b>					<b>82</b>	<b>74</b>	<b>57</b>	<b>12</b>	<b>5</b>

Source: Walker Parking Consultants, 2013

Table 8 below demonstrates that just over 50 percent of parking spaces (31 cars parked) on Stratford Court were occupied by cars parked for approximately four hours or more. However, unlike Camino del Mar the length of stay on Stratford Court does not necessarily convey whether the vehicle belongs to a resident, employee or business owner. On Stratford Court we observed that a significant number of the cars parked early in the morning were not present in the mid-afternoon and that a significant of those cars present in the mid-afternoon were not parked in the morning. We conclude from these observations that the on-street parking along Stratford Court is used heavily, though by no means exclusively, by employees and business owners.



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**Table 8: Stratford Court - Length of Stay Peak Hour**

STREET	FROM	TO	SIDE OF STREET	TYPE	INVENTORY	CARS PARKED AT 12:30 PM	LENGTH OF STAY IN HOURS			PERCENT OF SPACES OCCUPIED BY LONG-TERM PARKERS
							1-3 HOURS	4-5 HOURS	6 HOURS OR LONGER	
STRATFORD	12TH ST	13TH ST	EAST	REG	13	12	1	2	9	69%
			WEST	REG	13	13	3	3	7	54%
	13TH ST	15TH ST	EAST	20MIN	3	2	2	--	--	--
				2HR	5	4	4	--	--	--
				REG	20	19	9	3	7	35%
	WEST	2HR	5	5	5	--	--	--		
	Total					59	55	24	8	23

Source: Walker Parking Consultants, 2013.



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## FINDINGS

The following are highlights of the analysis of the data we collected during our parking surveys and their significance. Overall our findings suggest that even with a number of block faces effectively lacking available parking spaces, significant number of parking spaces were unoccupied on adjacent streets or off-street surface parking lots, which are currently off-limits to most parkers. The findings demonstrate that the use of the current parking policies will result in the continued imbalance in parking demand throughout the district.

### ON-STREET

- Observed weekday mid-day and Saturday peak parking occupancy rates during the August 2013 counts were very similar to the peak occupancies observed in the January 2012 study. However, the addition of evening counts revealed that Saturday evening represents the overall peak period of parking due to valet parking and the resulting high utilization in the Del Mar Plaza parking structure as well as evening events at the L'Auberge Hotel. This suggests that cooperation with these two properties with regard to their evening employee parking needs could ease the demand for on-street parking in the evenings. The development of a comprehensive employee parking program for the district is important.
- During the Saturday evening peak, 76 percent of on-street and 59 percent of off-street spaces were occupied. During the Saturday midday count, the peak parking occupancy rate for on-street spaces was 83 percent of on-street spaces were occupied. Despite the different parking patterns observed during both periods, the number of unoccupied off-street spaces in each case numbered over 400. These vacant spaces represent an underutilized resource.
- Throughout the study area on-street parking between 13<sup>th</sup> Street and 15<sup>th</sup> Street was observed to be more heavily utilized during all observation periods than on-street parking spaces south of 13<sup>th</sup> Street. Parking demand on Camino del Mar was illustrative of this phenomenon. For most of our surveys, on-street parking spaces along Camino del Mar north of 13<sup>th</sup> Street experienced occupancies above 90% and in some cases nearly 100%. Meanwhile on-street spaces along Camino del Mar south of 13<sup>th</sup> Street tended to experience occupancy rates well below 90% overall. The availability of on- and off-street parking spaces in the study area south of 13<sup>th</sup> Street, particularly on weekends represents parking spaces to which parking demand could be redistributed.
- The Del Mar Village Association-sponsored valet program on the west side of Camino Del Mar just south of 15<sup>th</sup> Street does not appear to be highly utilized. At 7:30 PM on the Friday of the license plate inventory there were just four vehicles parked in the designated valet lot. The low utilization number suggests that the valet program should be reassessed. Parking spaces currently made available to the valet program may be more useful if opened to general public parking for visitors and perhaps employees.



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## OFF-STREET PARKING

- Off-street parking was generally underutilized with the exception of the L'Auberge employee lot, the metered and public parking under the L'Auberge, and the Del Mar Plaza parking structure. The underutilization of private off-street parking (not including Del Mar Plaza) was especially pronounced on the weekend, however at any given time during our surveys there were at least 400 unoccupied off-street parking spaces in the district overall.

The Del Mar Plaza parking structure was observed to be only 60%-70% full during the mid-day periods, but was effectively at 100% capacity during the evenings with valet operations. While Plaza employees were observed parking on Camino Del Mar, on 15<sup>th</sup> Street west of Luneta Drive and on Zuni Drive, visitors and beachgoers were observed parking at the Plaza and then heading elsewhere.

- While a portion of the City Hall lot is free public parking, it is still underutilized. This may be partially due to conflicting and inconsistent signage at the entrance to the upper level of the City Hall lot, as well as a lack of wayfinding signage to guide people to the parking lot. A family was observed during our counts parking at the public meters under the L'Auberge and dining at Café Secret on Camino Del Mar between 12<sup>th</sup> Street and 11<sup>th</sup> Street. Free parking at the City Hall lot would have been a closer parking option and an acceptable walking distance.

## LENGTH OF STAY AND PARKING TURNOVER

Our surveys suggested that, on residential streets where the demand for parking was high, parkers were made up of a mix of parking user groups including residents, employees, and visitors.

- Based on our LPI observations and analysis on Stratford Avenue between 13<sup>th</sup> and 15<sup>th</sup> Streets, we conservatively estimate that 25 percent of the spaces not subject to time restrictions are occupied by residents during the 12:30 pm peak hour. Of the remaining vehicles we project that approximately half belonged to employees of downtown businesses due to observed lengths of stay of four hours or more.
- Based on the LPI observations of 15<sup>th</sup> Street east of Luneta Drive, there is a clear mix of residents and Plaza employees parking on the street. Demand for parking on the block peaked at a consistent 15 to 16 cars in the second half of the day, from 3:30 pm to 7:30 pm. We project that approximately half of those parked cars belonged to employees and one quarter belonged to residents.
- Ample, available parking on Luneta Drive was observed between 11<sup>th</sup> Street and 14<sup>th</sup> Street throughout the day. However a significant portion of the parked cars were observed to belong either to downtown business employees or residents, which we estimate represented 15 and 10 of the cars parked respectively during the peak demand period. During the 12:30 pm peak hour a total of 34 total cars were observed parked from 11<sup>th</sup> to 14<sup>th</sup> Street.



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- Several cars parked on-street on Luneta Drive throughout the LPI were later observed parked in residential driveways on Luneta Drive.
- The parking lot at Bruegger's Bagels/Starbucks did not turn over as often as expected; we estimate that most cars were parked far longer than the 20 – 30 minute length of stay that we would expect at that location. Most customers were observed parking above the site at the metered church lot or at the bank parking stalls after hours. Other customers for this location were observed walking from the Del Mar Plaza parking garage. While we did not specifically perform a length of stay survey, we suspect that some long-term parking may be taking place in this lot, perhaps including some employees of the businesses.

## RECOMMENDATIONS

The parking system serving Del Mar Village and adjacent areas does not suffer from a lack of parking spaces overall but instead is in need of a redistribution of parking demand in order to better utilize underutilized (generally unoccupied) spaces. Indeed, even if more parking spaces were added to the parking system, an improvement in the availability of visitor parking is extremely unlikely; competition for - and the lack of availability of - the most convenient spaces for visitors would persist.

The parking issues facing Del Mar are not an infrastructural problem, but rather operational, parking management and policy issues. These issues result in part from the behavior of long-term parkers, typically those who work in the area. All policies, or lack thereof, encourage a behavioral response. The issues regarding parking availability in Del Mar are, to a significant extent, related to policies in place that encourage the parking behavior and habits that we have observed. Changing these policies will improve parking availability; maintaining these policies will result in continued challenges.

Finally, it is worth noting that the demand patterns for the parking system observed during the peak summer months were generally consistent with those observed during busy days in the winter.

In order to better manage parking demand in and around Del Mar Village, the demand for parking needs to be redistributed. In order to do so, we recommend that the City pursue the following measures:

- Develop an employee parking program to mitigate the impact of employee parking on city streets, particularly in locations where providing parking for visitors is a priority. Several of the following recommendations would be elements of this program, both to better utilize some off-street parking spaces for employees and discourage the use of visitor parking spaces by employees.
- Open up privately owned off-street lots (including those belonging to houses of worship) to allow employee and/or public parking in these lots after the close of the business day or when spaces are generally observed to be highly underutilized.



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Incentives for property owners are a useful tool for facilitating such a policy. Making existing, underutilized parking spaces more widely available is far more cost effective than building new parking spaces and is more likely to provide parking in locations that are convenient to parkers' destinations.

- Due to the low utilization of the existing valet program, make the lot currently used to park valet cars in the evening available for general public parking.
- Increase turnover on Camino del Mar by extending the hours of enforcement of time limited spaces from 6:00 PM to 9:00 PM to discourage restaurant/nighttime employee use of these spots at the beginning of their shifts. With the current ending of the 2-Hour time limit restriction at 6:00 PM, employees can safely park on Camino Del Mar after 3:30 PM and not move their car until their shift ends, taking up valuable restaurant parking for customers.
- Improve wayfinding to the public parking available at the City Hall lot, and provide clearer signage at the entrance to the lot.
- Reintroduce parking permit programs for residents. We note that based on our research and observations, residential parking programs that exist in other California coastal cities exist in tandem with paid parking and may not be implementable for parking spaces solely regulated by time restrictions.
- Given the extent to which regulating on-street parking is limited, create a policy to incent employees to park in designated off-street parking areas including rewards for employees who are observed to park in these areas.
- Expand paid parking to Camino del Mar, north of 13<sup>th</sup> Street. Paid parking has proven to be the only effective method by which to make parking spaces available to customers and visitors. The City currently has paid parking infrastructure and operations in place in other locations. Some of these paid parking spaces are located where parking demand is lower than on Camino del Mar (such as in the lot off Maiden Lane, just south of 15<sup>th</sup> Street). Paid parking is most effective where the demand for parking is highest. Customers prefer a paid, available space to a free space that they have trouble finding and which requires a significant walk.

The parking system which serves Del Mar Village and the adjacent area is a combination of on-street and off-street, publicly- and privately-owned parking spaces. Together the parking spaces represent a comprehensive parking system; policies that impact one type of space tend to impact others. The lack of availability of on-street, visitor parking is the greatest challenge facing the parking system concomitant with the challenge of increasing utilization of restricted off-street parking spaces.

Policies are necessary that A) are effective in turning over parking spaces for visitors on the street and B) make off-street parking spaces as convenient for parkers, particularly employees, as possible. The consequences of not implementing both types of policies will result in the perpetuation of the parking issues that the City currently faces.