



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: January 7, 2015

PLANNER: Cliff Jones, Associate Planner *[Signature]*
Katherine Moran, Planning Intern

SUBJECT: **Downtown Core License Plate Survey: August 2014:** Review and recommendation of parking management strategies for the Downtown MU3 Zone.

BACKGROUND

At the December 3rd Planning Commission meeting, the Commission completed its review of the Downtown Core License Plate Survey. Draft meeting minutes and the staff report from the December 3rd Commission meeting are provided as Attachment 1 and 2 respectively. At the meeting, the Commission agreed to table their discussion to a future meeting due to: 1) the late hour in which they concluded discussion of the Survey; 2) allow staff to provide information on residential parking permits issued within the Downtown area; 3) allow staff to provide a clear graphic to identify where long-term parkers are parking in the Downtown Core; and 4) allow staff to make minor edifications to the Survey.

Residential Parking Permits in the Downtown

The Commission requested information on number of and how residential parking permits are issued in the Downtown Core area. In summary, residents and non-residents can park overnight within four Downtown Core public parking lots with the standard City Parking Permit. The four all day lots have a total of 90 parking spaces. Details of the location of the Downtown lots that allow overnight parking and their restrictions are provided as Attachment 3. According to City records, 29 City Parking Permits have been issued in 2014 to residents of the Downtown (the 100 blocks of Avenida Cabrillo, Avenida Del Mar, and Avenida Granada). Attachment 4 provides the addresses of those permits. It is likely that some of those pass holders are parking overnight with the four above-mentioned public parking lots. In order to get an idea of how many residents park overnight in City lots, staff surveyed the four lots at 5:15 a.m. on December 16, 2014 and found 15 cars with City Parking Permits and three illegally parked cars; 20% occupancy. The results of that survey are provided as Attachment 5.

Long Term Parkers in the Downtown Core

The Commission requested staff to clearly identify where long term parkers are parking in the Downtown Core. To accomplish this, staff prepared Figure 1 below that shows the locations where the majority of cars (10 or more in each location) are parked for more than five hours. For further details Table 5 in the Survey provides detailed occupancy data for each Downtown Core lot.

Figure 1

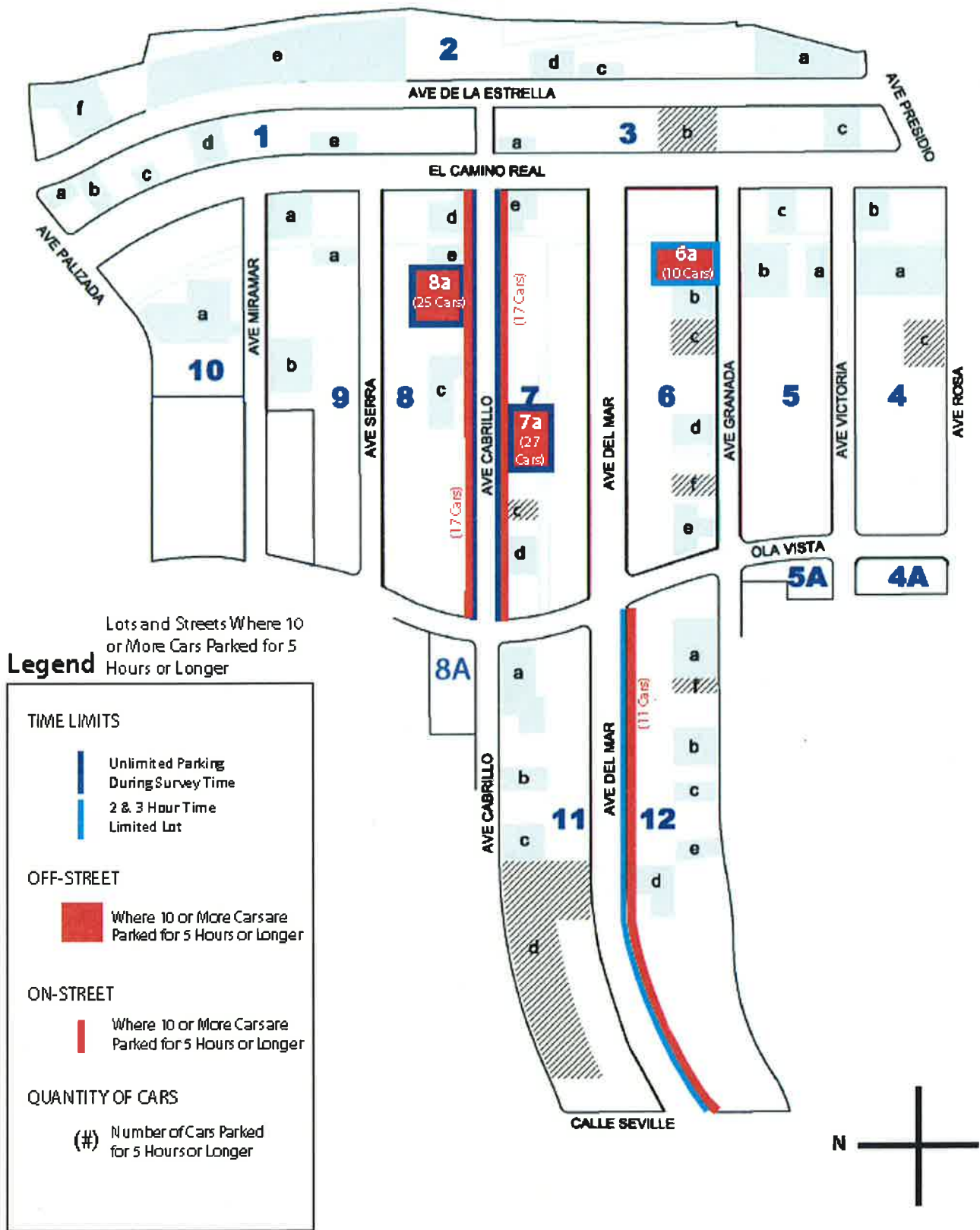


Figure 1 demonstrates that a majority of long term parkers are parking off Avenida Cabrillo on the street and within the all day public parking lots (lots 8a and 7a). Cars in these

locations legally park most of the day. Recommendation 5, 6, and 7 within the report is to consider changing one or more of these areas to 3 hour parking during the day but to allow overnight parking between the hours of 9pm to 9am to free up parking supply for customers and shoppers of the Downtown Core while still allowing residents to park overnight.

Figure 1 also demonstrates that a large number of cars are overstaying time limits within the 3 hour time lot off Avenida Granada (lot 6a) and on the South side of the 200 Block of Avenida Del Mar. Recommendation 1 of the report is additional enforcement within these areas to free up parking supply for customers and shoppers of the Downtown Core.

Survey Edits / Updates

The Commission requested the Survey recommendations be numbered and broken up into two sections: 1) Short and Long Term Recommendations to address employee and long-term parkers; and 2) General Recommendations. Those changes are reflected within the Survey, Attachment 6, and are provided for convenience below.

Recommendations to Address Long Term Parkers

The short and long term recommendations below are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide parking for employees, and to provide parking for Downtown residents particularly during the evening hours.

Short-Term Recommendations addressing Employee and Long Term Parkers:

1. Enforce the time limits off Avenida Granada, Avenida Del Mar, lot 6a and 7c to make sure there is enough parking for customers.
2. Enforce the no parking between 2am and 5am in the all day public parking lots off Cabrillo (8a) and (7a) to ensure residents or other long term parkers are not monopolizing use of these lots.
3. Encourage downtown restaurant employees to park at the public Fire Station/Senior Center lot (4C) on weekends and weekdays after 5:00 PM. Also consider increased signage at the lot to denote that it is an unrestricted public lot.
4. Increase circulation of Public Parking brochure. Provide brochures within Downtown kiosks, provide brochures within DBA office, place on DBA website and Facebook page, and have staff business liaison continue to distribute maps to businesses and encourage them to place the brochures in a visible location for their customers.
5. Convert the all day public parking lot off Avenida Cabrillo (7a) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am.

Long-Term Recommendations addressing Employee and Long Term Parkers:

6. Convert the all day public parking lots off Avenida Cabrillo (8a) and (7a) and the south side of Avenida Cabrillo to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.

7. Convert the all day public parking lot off Avenida Granada (6c) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.
8. Investigate leasing the private Presbyterian Church lot (2e) for all day downtown employee parking use on weekdays.
9. Investigate leasing the excess capacity of the Kehoe lot (9a) to increase public parking supply.
10. Evaluate cost of adding parking spaces to the City owned public lot at the top, north side, of the block of Avenida Cabrillo (8a). The addition of parking spaces would require adding soil and creating a retaining wall on the downward slope of the property.

The short and long term recommendations above are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide parking for employees, and to provide parking for Downtown residents particularly during the evening hours. The short term recommendations are ones that can be implemented fairly quickly and would free up parking for customers and shoppers of the Downtown with minor impact to employees and Downtown residents. The long term recommendations would also free up parking for customers and shoppers of the Downtown but would require further staff efforts including detailed analysis of foreseeable impacts to employees and residents of the Downtown.

General Parking Recommendations

The general parking management recommendations below include recommendations made within past parking surveys prepared by Walker Parking Consultants as well as those made by the Planning Commission. These recommendations balance the needs of the parking demand in the Downtown for all users and are aimed to make the current parking system more efficient and accommodating. The general parking management recommendations are broken into the ones that are current City Policy and those for City Council consideration.

General Parking Management Recommendations (Current City Policy):

11. Continue enforcement of all posted parking regulations.
12. Continue to encourage the use of shared parking agreements between private businesses for future restaurant development.
13. Continue to convert private lots to public lots, with a focus on lots shown by the survey to be underutilized.
14. For new development, continue to ensure parking is available on-site, or can be provided through joint parking agreements or shared parking arrangements.
15. Continue to monitor and record parking occupancy along Avenida Del Mar to see how changes in time limits modify behavior.
16. Continue the policy of no more use of parking waivers unless additional public spaces are obtained.

General Parking Management Recommendations (For City Council Consideration):

17. Consider installation of bicycle parking within the Downtown Core.

18. Require new development to use offsite employee parking lots to give parking relief near the businesses.
19. Consistent with Walker's 2003 Downtown Parking Needs Assessment, because employees have a longer length of stay than visitors, it is not inappropriate to expect them to park farther from key areas. Currently, all parking must be within a 500' radius. Many cities have greater waling allowances for employee parking and we recommend San Clemente code make that distinction as well. A 900' walking radius is reasonable; it will be less than a 5 minute walk. This recommendation is not meant to create parking hassles for employees, but to ensure that a customer running in to get a sandwich at a deli does not have a 5 minute walk from their car.
20. Consistent with past Walker's studies, consider reduction of two hour time limits to 90 minutes on Avenida Del Mar.
21. Evaluate paid parking if time limits and enforcement are not effective. If implemented, consider use of parking revenue for parking management or to increase capacity in the district.
22. Evaluate cost of "smart" parking spaces, which are sensors installed in parking lots that alert drivers with compatible interfaces when parking spaces are available. Additionally, the sensors can send signals to sheriffs when a car has overstayed its time limit.
23. Initiate new General Plan Implementation Measure, which states "Prepare comprehensive parking and circulation strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente."

CONCLUSION

The license plate survey reveals there are employees and other long term parkers who are partially responsible for the high occupancy in the Downtown Core throughout the day. The short and long term recommendations (Recommendations 1-10) above will free up parking for customers and shoppers of the Downtown while maintaining available parking for employees and other long term parkers. Staff requests Planning Commission input on these recommendations. Planning Commission recommendations will be forwarded to the City Council for consideration.

Staff recommends that the City Council continue current general parking management recommendations (Recommendation 11-16) and to consider the general parking management recommendations (Recommendations 17-23) in conjunction with the new General Plan Implementation Measure to "Prepare comprehensive parking and circulation strategies for key commercial areas, including...Del Mar/T-Zone..." Many of these recommendations require detailed analysis and study and may involve substantial public outreach or involve significant cost. Therefore, recommendations 17-23 are best considered with the development of the parking and circulation strategy which will be done after the higher priority Implementation Measures in process are complete (e.g. Zoning Ordinance Update / Specific Plan update, Local Coastal Plan, etc.).

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission:

- 1) Provide recommendation on the short and long term recommendations addressing employee and long term parkers.
- 2) Recommend that the City Council continue the current general parking management recommendations and to consider the general parking management recommendations (Recommendations 17-23) when the new General Plan Implementation Measure to “Prepare comprehensive parking and circulation strategies for key commercial areas, including...Del Mar/T-Zone...” is prepared.

Attachments:

1. Draft Minutes of the December 3, 2014 Planning Commission meeting (excerpted)
2. Planning Commission Staff Report dated December 3, 2014 (excerpted)
3. Downtown Lots for Overnight Parking and Restrictions
4. City Parking Permits Issues in 2014: 100 Block of Avenida Del Mar, Avenida Cabrillo and Avenida Granada
5. Survey of Downtown Overnight Parking Lots
6. Downtown Core License Plate Survey: August 2014

proceed with the project. Additionally, he noted staff will inspect the property within a year of its completion to ensure that no unauthorized third unit is operating on site.

IT WAS MOVED BY VICE CHAIR BROWN, SECONDED BY COMMISSIONER SMITH, AND UNANIMOUSLY CARRIED TO ADOPT RESOLUTION NO. PC 14-049, A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING CULTURAL HERITAGE PERMIT 14-275, ZULFACAR ADDITION, A REQUEST TO ALLOW A SECOND STORY ADDITION TO A LEGAL NONCONFORMING DUPLEX THAT IS ADJACENT TO A HISTORIC HOUSE, LOCATED AT 234 WEST AVENIDA PALIZADA, with the following revisions:

Add the following Conditions as follows:

13. Within six months of the approval of CHP 14-275 the Building Plans shall be approved for the project and identify the demolition of the interior basement kitchen (including removal of sink, refrigerator, and any cooking facilities including microwave) to ensure the property is restored to a duplex. If the project is not approved the Code Enforcement Division will take action to ensure the property is converted back to a duplex.

14. Within one year of the building permit final, Code Enforcement staff shall inspect the interior of the building to ensure that the building is functioning as a duplex.

15. Prior to the issuance of building permits, the owner or designee shall demonstrate to the satisfaction of the City Planner or designee that approval by the California Coastal Commission has been obtained for the project.

[DECISION FINAL. SUBJECT TO APPEAL OR CALL UP BY COUNCIL]

Chair Darden commended Associate Planner Jones for proactively anticipating that additional conditions would be needed and having them ready for Commission consideration at tonight's meeting.

9. NEW BUSINESS

A. Downtown License Plate Survey (Jones)

The survey, conducted in August of 2014, reveals parking trends such as the number of cars utilizing the Downtown Core parking supply and how long they stay. Based upon that analysis the attached report makes parking management recommendations. Staff requests the Commission comment on the results of the survey and provide recommendation on the parking management strategies identified within the report. The

Commission's comments, along with public input, will be presented to the City Council.

Cliff Jones, Associate Planner, narrated a PowerPoint Presentation entitled, "Downtown Core Parking Survey, dated December 3, 2014;" addressed a number of commonly believed parking myths with actual facts; reviewed good parking management strategies including, time limits, employee parking outside the Downtown core, off-site lease agreements/shared parking, bicycle accommodations, and parking meters; reviewed the 2013 Downtown Parking Survey counts; reviewed short and long term recommendations arising from the survey. Staff recommended the Commission comment on the results of the survey and provide recommendation on the Parking Management Strategies identified within the report. The Commission's comments, along with public input, will be presented to the City Council.

Commissioner Eggleston commented on a prior recommendation from the Walker Parking study regarding parking meters and that it would be foolish for the City to charge for Downtown parking when the soon to be constructed outlet mall will have free parking for up to 3,000 cars.

Chair pro tem Ruehlin advised the City should not completely abandon potential to charge for Downtown parking without careful consideration. He noted there are options to consider which might have potential, such as new styles of parking meters which are highly customizable.

During the ensuing discussion the Commissioners, either individually or in agreement, provided the following commentary:

- Commented on the importance of considering residential parking in the Downtown area as well.
- Suggested discussion of parking garage construction and its financing.
- Suggested that off-peak parking counts should be performed as well in accordance with the General Plan recommendations to maintain the City's village character.
- Requested more information concerning residential parking passes in the Downtown core, and how they differentiate from City Parking Permits.
- Commended staff for using University Urban Planning students to perform the survey.
- Suggested the City provide parking information on its facebook and tourist oriented social media.
- Suggested the City research potential to add its parking lots to established parking space applications for Smart Phones.

- Commented that employees purchasing City parking passes and using the passes to park in paid parking lots/metered spaces are not proper uses of the permits.
- Expressed concern with using San Clemente Presbyterian Church on Avenida De La Estrella as backup parking due to lack of crosswalk; alternative parking areas must have safe and well-marked access.
- Commented that San Clement Presbyterian Church may not have any parking spaces that could be used as shared spaces; there are many weekday activities and events, as well as parking agreements with other businesses, which might preclude the City entering into a parking agreement with them.
- Suggested the City consider charging businesses in-lieu parking fees for the use of City parking for their employees as a way for the City to raise funds to fund/maintain parking.
- Suggested the City consider updating its pricing structures for leasing parking spaces in order to ensure adequate incentives for parking lot owners to lease spaces to the City.

Chair Darden opened the public hearing, and there being no public testimony, closed the public hearing.

City Planner Pechous agreed to research how resident parking passes and City parking passes function, and provide numbers of passes issued for each type; commented that cars displaying City parking passes are still held accountable to the 2-hour time limits on Avenida Del Mar.

Chair Darden thanked Associate Planner Jones for the comprehensive staff report. Noting the lateness of the hour, she suggested the Commission consider continuing this agenda item to allow the Commission adequate time for discussion.

Commissioner Smith commented that although the staff report and 2013 Parking Survey contain a lot of valuable information, he pointed out that the City Council directive is for staff to perform the parking lot survey to determine how employee parking and other long term parking impact the Downtown Core parking supply. He suggested this specific information needs to be extracted from the report and presented in a focused, clean and easily understood manner to Council for their consideration.

The Commissioners discussed how they should proceed with this agenda item, including potential to break up the report into two sections and separate the recommendations to City Council. They elected to table this item to a future date, and have staff come back with the information requested for a full discussion and recommendation.

IT WAS MOVED BY CHAIR PRO TEM RUEHLIN, SECONDED BY VICE CHAIR BROWN, AND UNANIMOUSLY CARRIED TO TABLE DOWNTOWN LICENSE PLATE SURVEY.

[AGENDA ITEM TABLED.]

10. OLD BUSINESS – None

11. REPORTS OF COMMISSIONERS/STAFF

- A. Tentative Future Agenda
- B. Minutes from the Zoning Administrator meeting of November 19, 2014
- C. Staff Waiver 14-464, 230 Avenida Del Poniente
- D. Staff Waiver 14-470, 104 Avenida Adobe
- E. Staff Waiver 14-476, 161 W. Avenida Palizada

Vice Chair Brown reported that at their next meeting, the Coastal Advisory Committee is scheduled to continue its discussion of potential changes to the Street Sweeping Program.

Chair Darden commented that Councilmember Donchak has requested the Commission provide suggestions regarding a Mobility Task Force. Chair Darden requested the Commission provide any suggestions to her before the 16th of December and she will forward to Councilmember Donchak.

12. ADJOURNMENT

IT WAS MOVED BY CHAIR PRO TEM RUEHLIN, SECONDED BY COMMISSIONER EGGLESTON, AND UNANIMOUSLY CARRIED to adjourn at 10:03 p.m. to the Study Session to be held at 6:00 p.m. on December 17, 2014, in Council Chambers at City Hall located at 100 Avenida Presidio, San Clemente, CA.

Respectfully submitted,

Julia Darden, Chair

Attest:

Jim Pechous, City Planner



STAFF REPORT

SAN CLEMENTE PLANNING COMMISSION

Date: December 3, 2014

PLANNER: Cliff Jones, Associate Planner
Katherine Moran, Planning Intern

SUBJECT: **Downtown Core License Plate Survey: August 2014:** Review and recommendation of parking management strategies for the Downtown MU3 Zone.

BACKGROUND

The City of San Clemente has undergone six parking studies in the downtown, MU3 Zone, since 1995. The surveys were conducted in 1995, 2002, 2006, 2008, 2010, and 2013. During this time, there have been several significant changes to the parking system, including the conversion of numerous parking facilities from private to public parking use. The result of this process has been an increase in the supply of public parking without changing the quality of the Downtown environment for businesses, residents, and visitors. Since 1995, it has been shown that there is a sufficient amount of parking in the Downtown study area, however, in the most recent parking surveys the public parking supply has been shown to be at or near maximum capacity at peak Summer hours in the Downtown Core. At recent Downtown Business Association and public meetings employees, visitors, and residents expressed that lack of parking is a growing problem in our Downtown Core.

The goal of this report is to balance the needs of the parking demand in Downtown San Clemente by making the current parking system more efficient and accommodating. To accomplish this goal, the City Council directed staff to perform a license plate survey to determine how employee parking and other long term parking impact the Downtown Core parking supply. The survey, conducted in August of 2014, reveals parking trends such as the number of cars utilizing the Downtown Core parking supply and how long they stay. Based upon that analysis the attached report makes parking management recommendations.

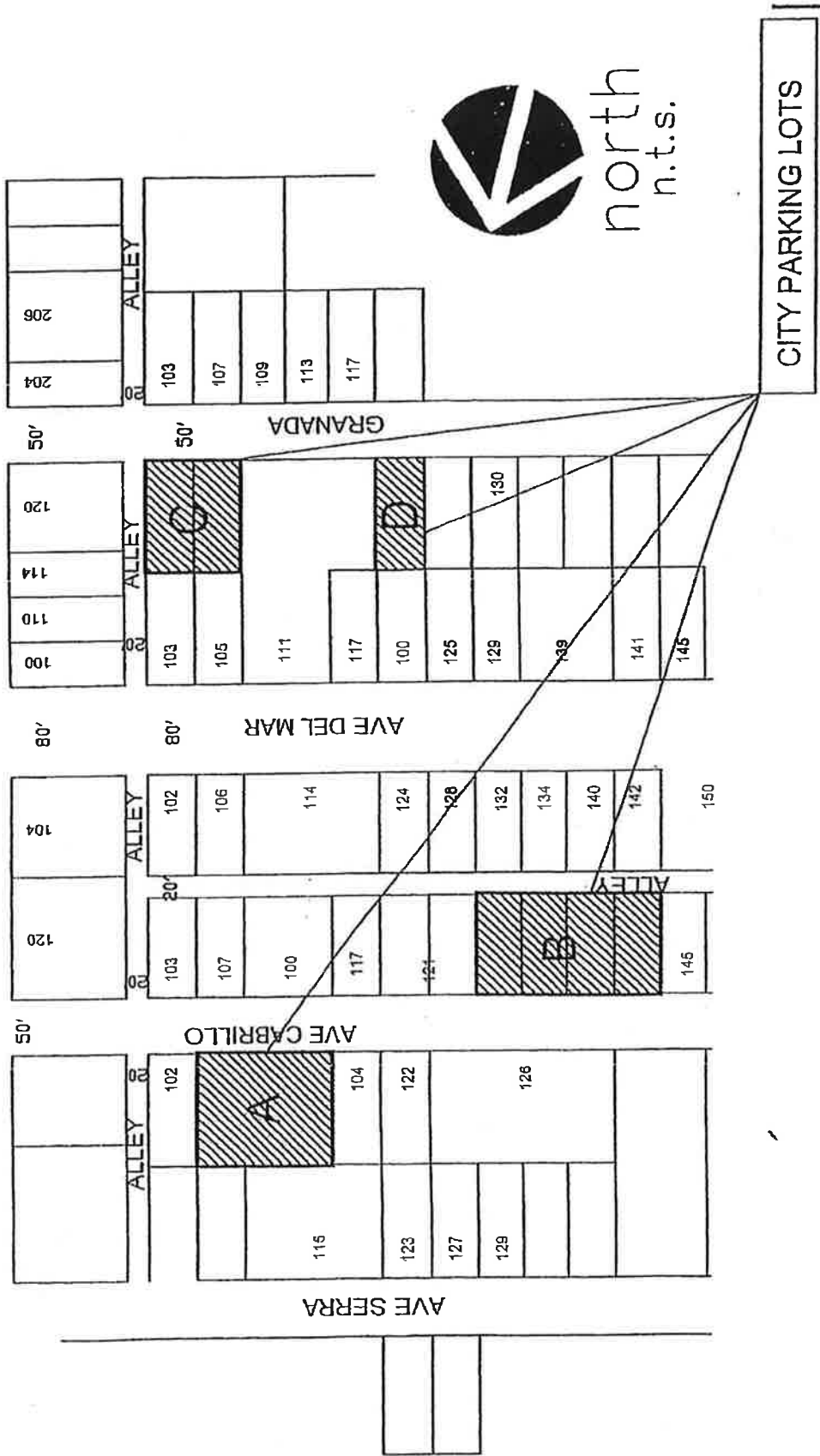
ANALYSIS

Staff requests the Commission comment on the results of the survey and provide recommendation on the parking management strategies identified within the report. The Commission's comments, along with public input, will be presented to the City Council.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission comment on the results of the survey and provide recommendation on the parking management strategies identified within the report.

EL CAMINO REAL (COAST HWY)



City of San Clemente
 Engineering Division 810 Calle Negocio
 Suite 100
 San Clemente, CA 92673
 Tel (949) 361-0100
 Fax (949) 361-0318



DOWNTOWN RESIDENT
 OVERNIGHT PARKING PROGRAM

SAN CLEMENTE TRAFFIC REGULATIONS

Section 28.66 - Restricted parking areas.

The streets or portions of streets in the City described in this section are defined and established as restricted parking areas and shall be governed by the provisions of Section 10.3(d) and (g) of Ordinance 470.

28.c-2	Cabrillo, Avenida, City-owned parking lot between 102 and 122 Avenida Cabrillo, a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted. b) No parking for street sweeping every Wednesday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).
28.c-3	Cabrillo, Avenida, City-owned parking lot between 121 and 145 Avenida Cabrillo, a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted. b) No parking for street sweeping every Thursday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).
28.g-1	Granada, Avenida, City-owned parking lot at the 102 and 104 Avenida Granada, parking a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted. b) 3-hour parking restriction from 7:00 a.m. to 7:00 p.m. (no exemption). c) No parking for street sweeping every Wednesday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).
28.g-2	Granada, Avenida, City-owned parking lot between 111 Avenida Del Mar and 128 Avenida Granada address, a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted. b) No parking for street sweeping every Thursday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).

City Parking Permits Issued in 2014:
100 Block of Avenida Del Mar, Avenida Cabrillo, and Avenida Del Mar

Address	# of City Parking Permits Issued
103 ½ Avenida Del Mar	2
104 Avenida Del Mar	6
114 Avenida Del Mar	16
145 Avenida Cabrillo	2
149 Avenida Cabrillo	2
153 Avenida Cabrillo	1
TOTAL	29

Survey of Downtown Overnight Parking Lots

Performed by City Staff on 12/16/14 at 5:15 a.m.

Downtown Lot	# of Parking Spaces	# of cars with City Parking Permits	# of cars without City Parking Permits
Lot 8a (Cabrillo North)	31	7	1
Lot 7a (Cabrillo South)	32	7	2
Lot 6a (Granada North)	20	1	—
Lot 6c (Granada North)	7	—	—
Total Spaces	90	15	3

City of San Clemente

Downtown Core License Plate Survey: August 2014

City of San Clemente

Downtown Core License Plate Survey: August 2014

TABLE OF CONTENTS

PURPOSE OF THE LICENSE PLATE SURVEY	2
ACKNOWLEDGEMENTS	2
EXECUTIVE SUMMARY	3
METHODOLOGY	6
CURRENT CONDITIONS	8
FINDINGS	12
CONCLUSION	24
RECOMMENDATIONS	24
APPENDIX	27
FIGURE 1: PARKING INVENTORY MAP	10
TABLE 1: PARKING INVENTORY	11
TABLE 2: PEAK HOUR OF OCCUPANCY PER INDIVIDUAL PARKING LOT	13
TABLE 3: PEAK HOUR OF OCCUPANCY PER INDIVIDUAL PARKING LOT	14
FIGURE 2: AVERAGE DAILY OCCUPANCY ON THURSDAY/SATURDAY IN DOWNTOWN CORE – 2014	16
FIGURE 3: AVERAGE DAILY OCCUPANCY ON THURSDAY/SATURDAY IN DOWNTOWN CORE – 2013	17
TABLE 4: AVERAGE OVERALL OCCUPANCY: COMPARISON BETWEEN 2013 & 2014	18
TABLE 5: OVERALL OCCUPANCY RATE PER INDIVIDUAL PARKING LOT	21
FIGURE 4: TOTAL % OF CARS OVERSTAYING TIME LIMITS (WITH EMPLOYEE PARKING PASSES)	22
FIGURE 5: LOCATIONS WHERE LONG TERM PARKERS ARE PARKING	23
APPENDIX A: TABLE 5: TRIP DURATION: THURSDAY AUGUST 14, 2014	27
APPENDIX B: TABLE 6: TRIP DURATION: SATURDAY AUGUST 16, 2014	28
APPENDIX C: PEAK OCCUPANCY MAP: THURSDAY AUGUST 14, 2014 12:00 PM	29
APPENDIX D: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS) MAP: THURSDAY AUGUST 14, 2014 12PM	30
APPENDIX E: PEAK OCCUPANCY MAP: SATURDAY AUGUST 16, 2014 1:00 PM	31
APPENDIX F: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS) MAP: SATURDAY AUGUST 16, 2014 1:00 PM	32
APPENDIX G: 2013 T-ZONE OCCUPANCY COUNT UPDATE	33

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

PURPOSE OF LICENSE PLATE SURVEY

The purpose of the August 2014 Downtown License Plate Survey is to determine how employee parking and other long term parking impact the Downtown Core parking supply. The survey reveals parking trends such as the number of cars utilizing the Downtown Core parking supply and how long they stay. From this information staff developed recommendations for parking management strategies to more effectively use the Downtown parking supply.

ACKNOWLEDGEMENTS

The August 2014 Downtown License Plate Survey was prepared for the City of San Clemente by, Katherine Moran, Planning Intern (Master of Urban and Regional Planning, University of California-Irvine) with data collection assistance by Evan Jedynak, Planning Intern (Master of City & Regional Planning, Cal Poly – San Luis Obispo), under the direction of project manager Cliff Jones, Associate Planner and Jim Pechous, City Planner.



EXECUTIVE SUMMARY

With unique restaurants, shops, and beaches, Downtown San Clemente is a destination for both locals and visitors on a daily basis. A downtown area requires the correct parking supply with enough turnover to keep visitors coming and allow traffic to flow freely. If there is too much parking, it can impact the character of a downtown and the area can seem less desirable. If there is too little parking, it can cause traffic congestion, create frustration for a visitor trying to park and eventually lead to loss of profit and vitality for the downtown business. With parking construction costs at a premium, the City must manage its existing parking inventory in order to serve the public.

The City of San Clemente has undergone six parking studies in the downtown since 1995. During this time, there have been several significant changes to the parking system, including the conversion of numerous parking facilities from private to public parking use. The result of this process has been an increase in the supply of public parking without changing the quality of the Downtown environment for businesses, residents, and visitors. Since 1995, it has been shown that there is a sufficient amount of parking in the Downtown study area, however, in the most recent parking surveys the public parking supply has been shown to be at or near maximum capacity at peak hours in the Downtown Core. At recent Downtown Business Association and public meetings employees, visitors, and residents expressed that lack of parking is a growing problem in our Downtown Core.

The goal of this report is to balance the needs of the parking demand in Downtown San Clemente by making the current parking system more efficient and accommodating. To accomplish this goal, the City Council directed staff to perform a license plate survey to determine how employee parking and other long term parking impact the Downtown Core parking supply. The survey reveals parking trends such as the number of cars utilizing the Downtown Core parking supply and how long they stay.

The survey includes the public parking on the three major downtown streets, Del Mar, Granada and Cabrillo as well as the 18 adjacent off street public parking lots to find out which areas had the highest and lowest amounts of turnover. Between the public on street and off street parking supply there is a variety of parking time limits including 2-hour, 3-hour, and all-day parking between the hours of 8:00 AM and 6:00 PM. The 2013 Parking Study showed that Thursday and Saturday were the days of the week with the highest demand. Thus staff conducted the license plate survey Thursday August 14, and Saturday August 16, 2014 when the parking supply is at its overall highest occupancy. To collect the data, staff video recorded the parking lots and on-street parking supply in the study area each hour, for a total of eight hours (10:00AM-5:00PM). From

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

the data, staff produced Tables and Figures that demonstrate how long cars were staying and how many cars were parking within the Downtown Core.

The major findings of the data reveals that Avenida Del Mar is heavily utilized on both Thursday (77% occupancy) and Saturday (83% occupancy) but relatively few cars (10% or less) were staying over the posted time limit. Therefore, it is concluded that a few employees and other long term parkers are parking on Avenida Del Mar. The data also revealed that Avenida Cabrillo and the adjacent public lots are heavily utilized throughout the day (at an average of 80% occupancy for the study period). It was evident that long-term parkers are responsible for the high occupancy throughout the day within the All Day public lots on Avenida Cabrillo as well as the south side of Avenida Cabrillo with 40% or more cars staying over 5 hours: Lot 7a had 47% of cars (27 cars) staying over 5 hours; Lot 8a had 49% of cars (25) staying over 5 hours; and the south side of Cabrillo had 41% of cars (17 cars) staying over 5 hours.

The data also revealed areas where long-term parkers were staying over the posted time limits and additional enforcement may be needed: 1) The North side of the 100 block of Avenida Granada had 16% of cars (11 cars) overstaying the time limit on Thursday with 10% of cars (7 cars) staying 5 hours or more (Block 6 Granada North); 2) the City owned public lot at the top, north side, of the 100 Block of Avenida Granada (lot 6a) had 18% of cars (13 cars) overstaying the 3-hour time limit on Thursday with 14% of cars (10 cars) staying 5 hours or more; 3) the South side of the 200 Block of Avenida Del Mar had 10% of cars (21 cars) overstaying the time limits on Thursday with 5% of cars (11 cars) staying 5 hours or more (Block 12 Del Mar South).

After reviewing all the data, staff developed parking management recommendations for consideration to help free up parking spaces for shoppers and visitors of the Downtown Core. The first set of recommendations for consideration address employee and long term parkers in the short-term and long-term. The last set of recommendations for consideration are general parking management recommendations

Recommendations to Address Long Term Parkers

The short and long term recommendations below are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide parking for employees, and to provide parking for Downtown residents particularly during the evening hours.

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

Short-Term Recommendations addressing Employee and Long Term Parkers:

1. Enforce the time limits off Avenida Granada, Avenida Del Mar, lot 6a and 7c to make sure there is enough parking for customers.
2. Enforce the no parking between 2am and 5am in the all day public parking lots off Cabrillo (8a) and (7a) to ensure residents or other long term parkers are not monopolizing use of these lots.
3. Encourage downtown restaurant employees to park at the public Fire Station/Senior Center lot (4C) on weekends and weekdays after 5:00 PM. Also consider increased signage at the lot to denote that it is an unrestricted public lot.
4. Increase circulation of Public Parking brochure. Provide brochures within Downtown kiosks, provide brochures within DBA office, place on DBA website and Facebook page, and have staff business liaison continue to distribute maps to businesses and encourage them to place the brochures in a visible location for their customers.
5. Convert the all day public parking lot off Avenida Cabrillo (7a) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am.

Long-Term Recommendations addressing Employee and Long Term Parkers:

6. Convert the all day public parking lots off Avenida Cabrillo (8a) and (7a) and the south side of Avenida Cabrillo to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.
7. Convert the all day public parking lot off Avenida Granada (6c) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.
8. Investigate leasing the private Presbyterian Church lot (2e) for all day downtown employee parking use on weekdays.
9. Investigate leasing the excess capacity of the Kehoe lot (9a) to increase public parking supply.
10. Evaluate cost of adding parking spaces to the City owned public lot at the top, north side, of the block of Avenida Cabrillo (8a). The addition of parking spaces would require adding soil and creating a retaining wall on the downward slope of the property.

The short and long term recommendations above are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide

parking for employees, and to provide parking for Downtown residents particularly during the evening hours. The short term recommendations are ones that can be implemented fairly quickly and would free up parking for customers and shoppers of the Downtown with minor impact to employees and Downtown residents. The long term recommendations would also free up parking for customers and shoppers of the Downtown but would require further staff efforts including detailed analysis of foreseeable impacts to employees and residents of the Downtown.

General Parking Recommendations

The general parking management recommendations below include recommendations made within past parking surveys prepared by Walker Parking Consultants as well as those made by the Planning Commission. These recommendations balance the needs of the parking demand in the Downtown for all users and are aimed to make the current parking system more efficient and accommodating. The general parking management recommendations are broken into the ones that are current City Policy and those for City Council consideration.

General Parking Management Recommendations (Current City Policy):

11. Continue enforcement of all posted parking regulations.
12. Continue to encourage the use of shared parking agreements between private businesses for future restaurant development.
13. Continue to convert private lots to public lots, with a focus on lots shown by the survey to be underutilized.
14. For new development, continue to ensure parking is available on-site, or can be provided through joint parking agreements or shared parking arrangements.
15. Continue to monitor and record parking occupancy along Avenida Del Mar to see how changes in time limits modify behavior.
16. Continue the policy of no more use of parking waivers unless additional public spaces are obtained.

General Parking Management Recommendations (For City Council Consideration):

17. Consider installation of bicycle parking within the Downtown Core.
18. Require new development to use offsite employee parking lots to give parking relief near the businesses.
19. Consistent with Walker's 2003 Downtown Parking Needs Assessment, because employees have a longer length of stay than visitors, it is not inappropriate to expect them to park farther from key areas. Currently, all parking must be within a 500' radius. Many cities have greater waling allowances for employee parking and we recommend San Clemente code make that distinction as well. A 900' walking radius is reasonable; it will be less than a 5 minute walk. This recommendation is not meant to create parking hassles

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

for employees, but to ensure that a customer running in to get a sandwich at a deli does not have a 5 minute walk from their car.

20. Consistent with past Walker's studies, consider reduction of two hour time limits to 90 minutes on Avenida Del Mar.
21. Evaluate paid parking if time limits and enforcement are not effective. If implemented, consider use of parking revenue for parking management or to increase capacity in the district.
22. Evaluate cost of "smart" parking spaces, which are sensors installed in parking lots that alert drivers with compatible interfaces when parking spaces are available. Additionally, the sensors can send signals to sheriffs when a car has overstayed its time limit.
23. Initiate new General Plan Implementation Measure, which states "Prepare comprehensive parking and circulation strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente."

Parking in San Clemente does have areas of congestion that can lead to frustration on the part of business owners, visitors, employees, and residents during peak demand periods. Staff believes these problems can be effectively addressed by incorporating the recommended changes. Parking is a complex issue filled with trade-offs that need to be understood and evaluated, and there is no "one size fits all" method of allocating and managing resources. It is believed that the management techniques recommended in this document will help provide the City of San Clemente with the necessary tools and infrastructure to ensure adequate parking in the T-Zone, and help maintain the continued viability and charm that makes San Clemente unique.

METHODOLOGY

To determine how employees and other long term parkers impact the supply of parking in the Downtown Core, staff relied on the methodology of the previous 2003 Walker License Plate Survey. Similar to that survey, staff chose to survey the area in the Downtown Core, concentrating on the streets with the most vehicular traffic due to the variety of shops and restaurants.

From the 2013 Parking Counts of the Downtown Study area it was evident that: 1) Thursday and Saturday are the peak days for parking demand in the Downtown; and 2) the Downtown Core streets, and their adjacent public parking lots, Avenida Del Mar, Avenida Cabrillo, and Avenida Granada are the most heavily utilized. Therefore, staff chose to survey parked cars on a Thursday and Saturday during the peak summer parking demand; Thursday August 14th and Saturday August 16th in the Downtown Core. The boundaries of the survey area include the on-street public spaces of 100-200 blocks of Avenida Del Mar, 100 block of Avenida Cabrillo, 100 block of Avenida Granada, and the public parking lots fronting Avenida Cabrillo and Avenida Granada.

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

The 200 blocks of Avenida Cabrillo and Avenida Granada were not included in the survey, similar to the 2003 Walker license plate survey, because the streets are mostly comprised of residential uses.

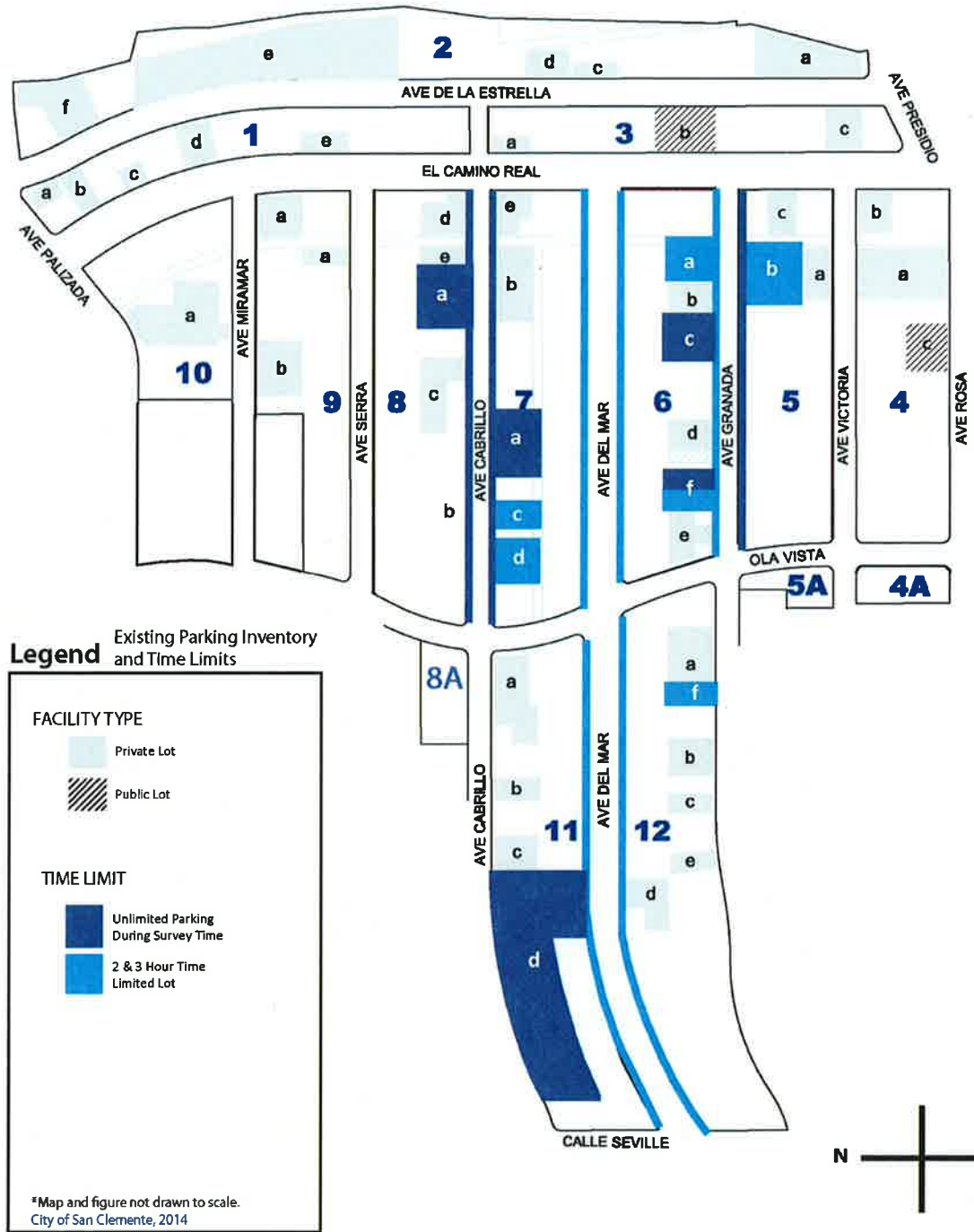
To collect the data, City staff interns recorded video each hour between 10:00 AM and 5:00 PM of the public parking lots and on-street supply in the Downtown Core. Staff then recorded the sequence of license plates on Excel and made spreadsheets to see the amount of cars parked each hour and which cars remained in the same parking spaces, via their license plate numbers. Not only were the reoccurring cars recorded for how many hours they remained parked in the same space, but also the number of vacant parking spaces, and the amount of cars overstaying the parking lot's individual time limit. From the data, staff produced Tables and Figures that demonstrate how long cars were staying and how many cars were parking within the Downtown Core.

CURRENT CONDITIONS

As of 2014, between on street parking of Avenida Del Mar, Avenida Granada, and Avenida Cabrillo, along with the public parking lots adjacent to these streets, there are 596 public parking spaces in the downtown parking inventory survey area— 262 off-street and 307 on-street. The boundaries of the study area include the on-street public spaces of 100-200 blocks of Avenida Del Mar, 100 block of Avenida Cabrillo, 100 block of Avenida Granada, and the public parking lots fronting Avenida Cabrillo and Avenida Granada; this is depicted in Figure 1. The Downtown Core Survey area parking inventory, time limits, capacity, and parking restrictions for the public lots and on-street spaces is provided in Table 1.

FIGURE 1: DOWNTOWN CORE SURVEY AREA AND PARKING TIME LIMITS

The map illustrates the Downtown Study area and the Downtown Core streets and public lots surveyed. The time limits of the on-street spaces and public parking lots in the Downtown Core are illustrated in the color navy for Unlimited Parking and in the color turquoise for 2 & 3 hours time limits.



CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

TABLE 1: PARKING INVENTORY

The table demonstrates the Downtown Core survey area parking inventory, time limits, capacity, and parking restrictions for the public lots and on-street spaces. Represents off-street parking. Represents on-street parking.

Parking Inventory and Time Limits:					
Location/ Lot #	Time Limit	Type	User	Number of Parking Spots	Restrictions
Block 5 Lot b (5b)	3 Hours 7am-7pm	Lot	Public	27 *8 Hr of Survey =(216)	2AM-5AM Wed 4am-6am street sweeping
Block 6 Lot a (6a)	3 Hours 7am-7pm	Lot	Public	20 (160)	Wed 4am-6am street sweeping
Block 6 Lot c (6c)	None only for 7 spots	Lot	Public	7 (56)	2AM-5AM
Block 6 Lot f (6f)	None	Lot	Public	14 (112)	2AM-5AM
Block 6 Lot f (6f)	3 Hours	Lot	Public	12 (96)	2AM-5AM
Block 7 Lot a (7a)	None	Lot	Public	32 (256)	2AM-5AM Thurs 4am-6am street sweeping
Block 7 Lot (7c)	3 Hours	Lot	Public	8 (64)	2AM-5AM
Block 7 Lot d (7d)	3 Hours	Lot	Public	38 (304)	2AM-5AM
Block 8 Lot a (8a)	None	Lot	Public	31 (248)	2AM-5AM Wed 4am-6am street sweeping
Block 11 Lot d (11d)	None	Lot	Public	65 (520)	None
Block 12 Lot f (12f)	3 Hours	Lot	Public	8 (64)	2AM-5AM Wed 4am-6am street sweeping
Block 5 Granada south	None	On Street	Public	27 (216)	30 min 2AM-5AM
Block 6 Granada north	2 Hours 9am-6pm	On Street	Public	22 (176)	30 min 2AM-5AM
Block 6 Del Mar south	2 Hours 8am-6pm	On Street	Public	53 (424)	30 min 2AM-5AM Thurs-Saturday
Block 7 Del Mar north	2 Hours 8am-6pm	On Street	Public	53 (424)	30 min 2AM-5AM Thurs-Saturday
Block 7 Cabrillo south	None	On Street	Public	27 (216)	30 min 2AM-5AM Thurs-Saturday
Block 8 Cabrillo north	None	On Street	Public	32 (256)	30 min 2AM-5AM Thurs-Saturday
Block 11 Del Mar north	2 Hours 8am-6pm	On Street	Public	44 (352)	30 min 2AM-5AM Thurs-Saturday
Block 12 Del Mar south	2 Hours 8am-6pm	On Street	Public	49 (392)	30 min 2AM-5AM Thurs-Saturday
Total Inventory				569 (4552 spaces)	

FINDINGS

DOWNTOWN CORE OCCUPANCY COUNTS THURSDAY AND SATURDAY

The parking industry regards an occupancy rate of 85% for on-street and 90% for off-street parking as the maximum effective capacity (Walker Parking Consultants). This is because parking occupancy rates above this threshold start to impact traffic flow as drivers have to spend a greater amount of time trying to find a space to park. Overall peak occupancy observed in 2013 for the entire Downtown Study area was on Thursday at 1 p.m. with an occupancy rate of 70%, which is below the maximum effective capacity threshold. However, in 2013 it was noted that the Downtown Core area had streets and public parking lots that were at or reaching their effective capacities. Similar to 2013, the 2014 data reveals that there are times in the Downtown Core where on-street and off-street public parking exceeds the 85% on-street and 90% off-street thresholds. Generally speaking, this primarily occurred in the Downtown Core between the hours of 11:00 AM and 2:00 PM; however, some Downtown Core streets and public lots were above their effective capacity throughout most of the day.

Table 2 and Table 3 below provide the daily occupancies on Thursday and Saturday of on-street and public lot parking in the Downtown Core. On-street occupancies of 85% or greater and off-street public parking lot occupancies of 90% or greater are highlighted in red in the respective tables below.

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

TABLE 2: HOUR OF PEAK OCCUPANCY PER INDIVIDUAL PARKING LOT/STREET BLOCK: THURSDAY

The table shows the peak occupancy in terms of each individual parking lot and street block at each hour of the study on Thursday August 14, 2014. **Red** denotes the lot's occupancy hitting capacity of 90% or greater **Orange** for streets with occupancies of 85% or greater. A 90% or greater occupancy within public parking lots and 85% or greater for on-street parking impacts the flow of traffic for the Downtown corridor. Represents off-street parking. Represents on-street parking.

Peak Hour Per Parking Lot (Individual Car Count & Percentage)											
Thursday (8/14/14)											
Location/ Lot #	Time Limit	Lot Capacity	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	Daily Total & Occupancy
5b	3 Hr	27* 8Hr (216)	16 (59%)	23 (85%)	19 (70%)	22 (81%)	23 (85%)	19 (70%)	14 (52%)	11 (41%)	147 (68%)
6a	3 Hr	20 (160)	19 (95%)	20 (100%)	20 (100%)	20 (100%)	20 (100%)	20 (100%)	20 (100%)	18 (90%)	157 (98%)
6f (3 Hr)	3 Hr	12 (96)	7 (58%)	12 (100%)	8 (67%)	9 (75%)	8 (67%)	8 (67%)	4 (33%)	5 (42%)	61 (64%)
7c	3 Hr	8 (64)	6 (75%)	6 (75%)	7 (88%)	6 (75%)	5 (63%)	4 (50%)	6 (75%)	4 (50%)	44 (69%)
7d	3 Hr	38 (304)	15 (39%)	26 (68%)	34 (89%)	35 (92%)	37 (97%)	33 (87%)	26 (68%)	23 (61%)	229 (75%)
12f	3 Hr	8 (64)	6 (75%)	6 (75%)	8 (100%)	8 (100%)	7 (88%)	6 (75%)	4 (50%)	6 (75%)	51 (80%)
Bl. 6-Granada (N)	2 Hr	22 (176)	15 (68%)	20 (91%)	19 (86%)	14 (64%)	18 (82%)	13 (59%)	14 (64%)	14 (64%)	127 (72%)
Bl. 6-Del Mar (S)	2 Hr	53 (424)	34 (64%)	39 (74%)	39 (74%)	39 (74%)	42 (79%)	38 (72%)	32 (60%)	40 (75%)	303 (71%)
Bl. 7-Del Mar (N)	2 Hr	53 (424)	42 (79%)	49 (92%)	51 (96%)	49 (92%)	52 (98%)	50 (94%)	47 (89%)	50 (94%)	390 (92%)
Bl. 11-Del Mar (N)	2 Hr	44 (352)	19 (43%)	38 (86%)	40 (91%)	40 (91%)	37 (84%)	32 (73%)	26 (59%)	37 (84%)	269 (76%)
Bl. 12-Del Mar (S)	2 Hr	49 (392)	18 (37%)	40 (82%)	46 (94%)	45 (92%)	42 (86%)	42 (86%)	35 (71%)	46 (94%)	314 (80%)
6c	None	7 (56)	6 (86%)	7 (100%)	7 (100%)	7 (100%)	7 (100%)	7 (100%)	6 (86%)	5 (71%)	52 (93%)
6f	None	14 (112)	10 (71%)	12 (86%)	12 (86%)	11 (79%)	12 (86%)	12 (86%)	8 (57%)	6 (43%)	83 (74%)
7a	None	32 (256)	32 (100%)	32 (100%)	32 (100%)	31 (97%)	32 (100%)	32 (100%)	30 (94%)	32 (100%)	253 (99%)
8a	None	31 (248)	25 (81%)	29 (94%)	30 (97%)	30 (97%)	28 (90%)	30 (97%)	30 (97%)	29 (94%)	231 (93%)
11d	None	65 (520)	29 (45%)	37 (57%)	60 (92%)	57 (88%)	52 (80%)	43 (66%)	39 (60%)	45 (69%)	362 (70%)
Bl. 5-Granada (S)	None	27 (216)	12 (44%)	11 (41%)	12 (44%)	11 (41%)	11 (41%)	10 (37%)	10 (37%)	11 (41%)	88 (41%)
Bl. 7-Cabrillo (S)	None	27 (216)	13 (48%)	18 (67%)	22 (81%)	23 (85%)	23 (85%)	22 (81%)	17 (63%)	17 (63%)	155 (72%)
Bl. 8-Cabrillo (N)	None	32 (256)	25 (78%)	25 (78%)	28 (88%)	27 (84%)	26 (81%)	22 (69%)	27 (84%)	25 (78%)	205 (80%)
Total Occupancy Per Hour		569 (4552)	349 (61%)	450 (79%)	494 (87%)	484 (85%)	482 (85%)	44 (78%)	395 (69%)	424 (75%)	3521 (77%)

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

TABLE 3: HOUR OF PEAK OCCUPANCY PER INDIVIDUAL PARKING LOT/STREET BLOCK: SATURDAY

The table shows the peak occupancy in terms of each individual parking lot and street block at each hour of the study on Thursday August 14, 2014. **Red** denotes the lot's occupancy hitting capacity of 90% or greater **Orange** for streets with occupancies of 85% or greater. A 90% or greater occupancy within public parking lots and 85% or greater for on-street parking impacts the flow of traffic for the Downtown corridor. Represents off-street parking. Represents on-street parking.

Peak Hour Per Parking Lot (Individual Car Count & Percentage)											
Saturday(8/16/14)											
Location/ Lot #	Time Limit	Lot Capacit y	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	5:00 PM	Daily Total & Occupancy
5b	3 Hr	27* 8Hr (216)	25 (93%)	23 (85%)	24 (89%)	24 (89%)	24 (89%)	21 (78%)	20 (74%)	20 (74%)	181 (84%)
6a	3 Hr	20 (160)	20 (100%)	20 (100%)	20 (100%)	20 (100%)	20 (100%)	19 (95%)	17 (85%)	16 (80%)	152 (95%)
6f (3 Hr)	3 Hr	5 12 (96)	5 (42%)	8 (67%)	8 (67%)	9 (75%)	6 (50%)	4 (33%)	1 (8%)	1 (8%)	42 (44%)
7c	3 Hr	8 (64)	7 (88%)	8 (100%)	7 (88%)	8 (100%)	8 (100%)	8 (100%) (100%)	8 (100%)	5 (63%)	59 (92%)
7d	3 Hr	38 (304)	19 (50%)	35 (92%)	38 (100%)	38 (100%)	38 (100%)	37 (97%)	35 (92%)	28 (94%)	268 (88%)
12f	3 Hr	5 8 (64)	5 (63%)	7 (88%)	7 (88%)	8 (100%)	8 (100%)	8 (100%)	6 (75%)	7 (88%)	56 (88%)
Bl. 6-Granada (N)	2 Hr	22 (176)	17 (77%)	17 (77%)	20 (91%)	21 (95%)	18 (82%)	16 (73%)	14 (64%)	14 (64%)	137 (78%)
Bl. 6-Del Mar (S)	2 Hr	53 (424)	40 (75%)	42 (79%)	41 (77%)	43 (81%)	40 (75%)	39 (74%)	42 (79%)	38 (72%)	325 (77%)
Bl. 7-Del Mar (N)	2 Hr	53 (424)	50 (94%)	51 (96%)	52 (98%)	49 (92%)	49 (92%)	50 (94%)	50 (94%)	50 (94%)	401 (95%)
Bl. 11-Del Mar (N)	2 Hr	44 (352)	40 (91%)	42 (95%)	41 (93%)	37 (84%)	38 (86%)	38 (86%)	40 (91%)	40 (91%)	316 (90%)
Bl. 12-Del Mar (S)	2 Hr	49 (392)	46 (94%)	42 (86%)	44 (90%)	46 (94%)	46 (94%)	45 (92%)	44 (90%)	46 (94%)	359 (92%)
6c	None	7 (56)	7 (100%)	7 (100%)	7 (100%)	7 (100%)	7 (100%)	5 (71%)	3 (43%)	3 (43%)	46 (82%)
6f	None	14 (112)	7 (50%)	8 (57%)	10 (71%)	11 (79%)	8 (57%)	6 (43%)	3 (21%)	3 (21%)	56 (50%)
7a	None	32 (256)	25 (78%)	31 (97%)	31 (97%)	29 (91%)	26 (81%)	24 (75%)	31 (97%)	26 (81%)	223 (87%)
8a	None	31 (248)	29 (94%)	30 (97%)	30 (97%)	30 (97%)	31 (100%)	31 (100%)	30 (97%)	27 (87%)	238 (96%)
11d	None	65 (520)	60 (92%)	59 (91%)	62 (95%)	63 (97%)	63 (97%)	62 (95%)	63 (97%)	63 (97%)	495 (95%)
Bl. 5-Granada (S)	None	27 (216)	19 (70%)	24 (89%)	23 (85%)	25 (93%)	20 (74%)	21 (78%)	25 (93%)	26 (96%)	183 (85%)
Bl. 7-Cabrillo (S)	None	27 (216)	14 (52%)	22 (81%)	22 (81%)	26 (96%)	24 (89%)	26 (96%)	25 (93%)	22 (81%)	181 (84%)
Bl. 8-Cabrillo (N)	None	32 (256)	21 (66%)	27 (84%)	30 (94%)	31 (97%)	30 (94%)	28 (88%)	31 (97%)	27 (84%)	225 (88%)
Total Occupancy Per Hour		569 (4552)	456 (80%)	503 (88%)	517 (91%)	525 (92%)	504 (89%)	488 (86%)	488 (86%)	462 (81%)	3943 (87%)

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

Figures 2 and 3 below demonstrate the average daily occupancies on Thursday and Saturday of the on-street and public lot occupancy in 2013 versus 2014. The study hours from the 2013 survey were utilized for the comparison and include 11:00 AM, 1:00 PM, 3:00 PM, and 5:00 PM. As can be seen in the graphics below, Avenida Del Mar and the ALL Day public lots off Avenida Cabrillo continue to have the highest average occupancies with occupancies of 90% or greater for the public parking lots and 85% or more for the street parking. These areas are circled in red in Figure 3 below. In Figure 2 the areas circled in orange depict where occupancy increased (by 7%, from 75% in 2013 to 82% in 2014). The area circled in red shows an increase for 6a (by 5%, from 86% in 2013 to 91% in 2014). However, the areas circled in green show the areas where occupancy decreased (by 17%, from 84% in 2013 to 67% in 2014). Overall public parking occupancy in the Downtown Core survey area went from 85% with 478 cars in 2013 to 80% with 456 cars in 2014. Table 4 shows the parking occupancy changes from 2013 to 2014.

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

FIGURE 2: AVERAGE DAILY OCCUPANCY ON THURSDAY/SATURDAY IN DOWNTOWN CORE – 2014

The map shows the average daily occupancy for the parking inventory on both Thursday August 14, 2014 and Saturday August 16, 2014. The **orange circles** depict where occupancy increased (by 7%, from 75% in 2013 to 82% in 2014). The **green circles** show the areas where occupancy decreased (by 17%, from 84% in 2013 to 67% in 2014). The **red circles** show an increase for 6a (by 5%, from 86% in 2013 to 91% in 2014).

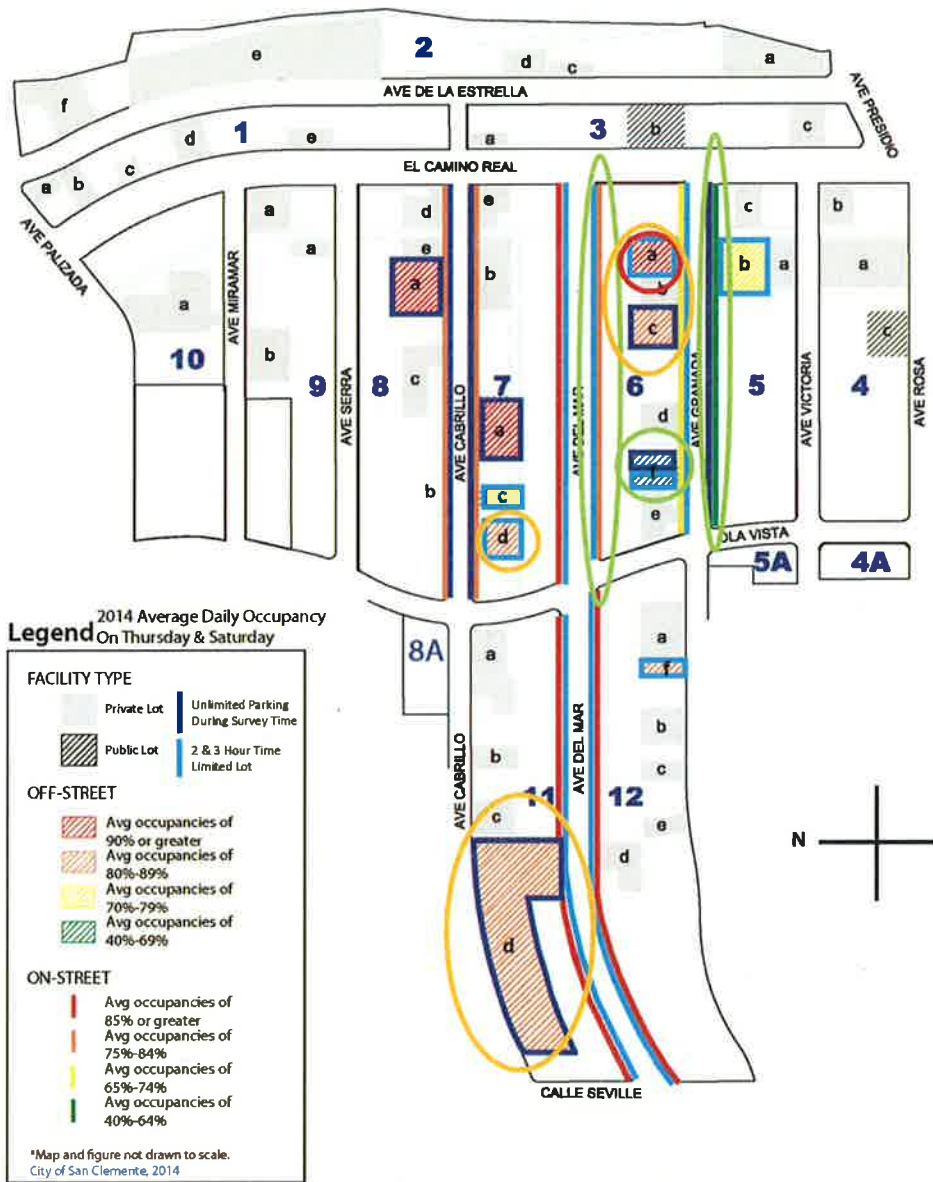
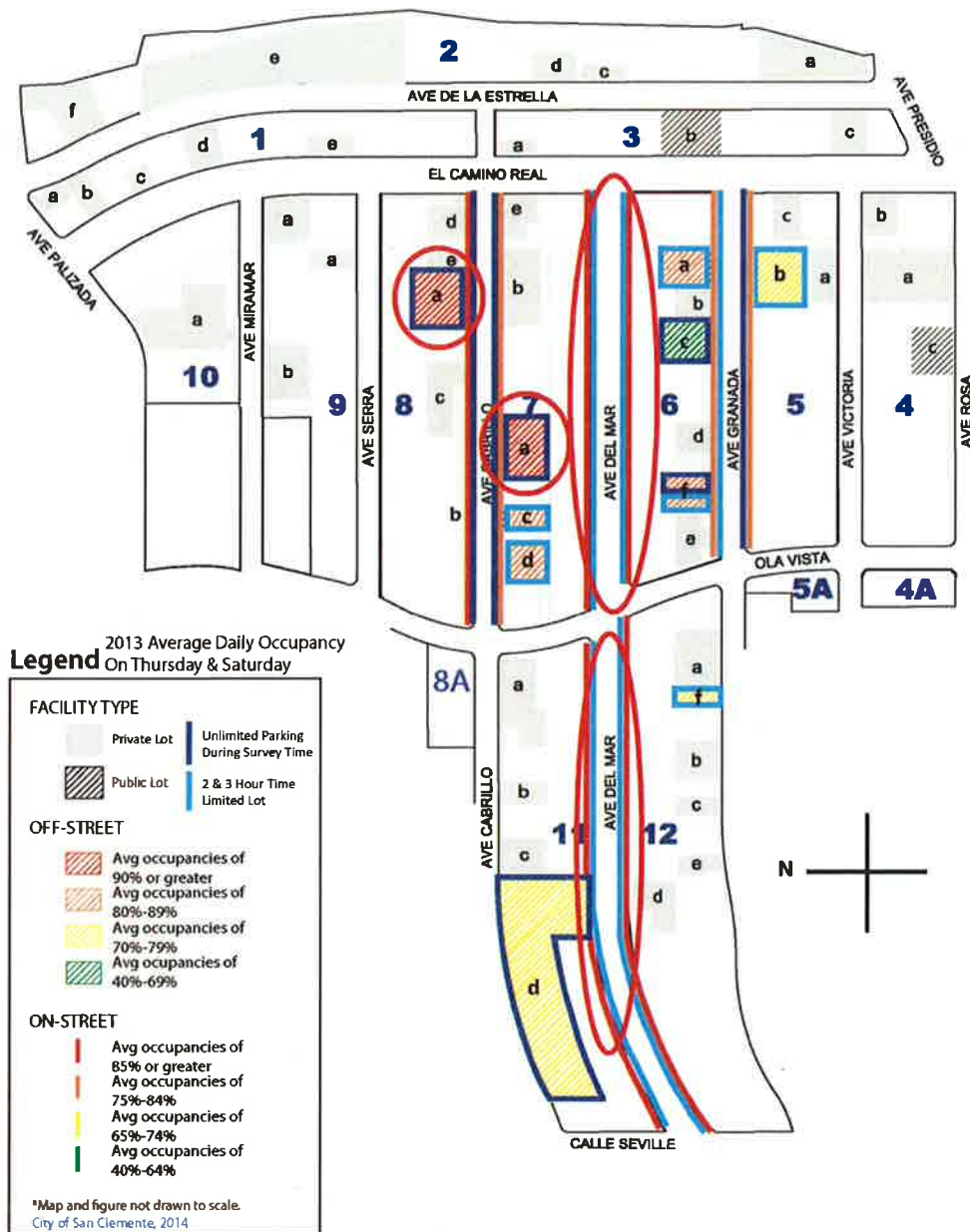


FIGURE 3: AVERAGE DAILY OCCUPANCY ON THURSDAY/SATURDAY IN DOWNTOWN CORE - 2013

The map shows the average daily occupancy for the parking inventory on both Thursday July 25, 2013 and Saturday July 27, 2013. The red circles show parking lots and on-street parking that had an average occupancy of 90% or greater in 2013.



CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

TABLE 4: AVERAGE OVERALL OCCUPANCY: COMPARISON BETWEEN 2013 & 2014

The table on the following page shows the peak occupancy in terms of each individual parking lot and street block at each hour of the study on Thursday July 25, 2013 and Saturday July 27, 2013 compared to Thursday August 14, 2014 and Saturday August 16, 2014. **Red** denotes the lot's occupancy hitting capacity of 90% or greater within public parking lots and **Orange** for 85% or greater for on-street parking. Represents off-street parking. Represents on-street parking.

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

Average Overall Occupancy: Comparison Between 2013 Survey & 2014 Survey

Year 2013 Lot Specifics		Thursday 2013						Saturday 2013					
Location/ Lot #	Capacity	11:00 AM	1:00 PM	3:00 PM	5:00 PM	Avg Occ	11:00 AM	1:00 PM	3:00 PM	5:00 PM	Avg Occ	2 Day Avg	
5b	26	13 (50%)	22 (85%)	16 (62%)	16 (62%)	17 (64%)	18 (69%)	23 (88%)	23 (88%)	20 (77%)	21 (81%)	19 (73%)	
6a	20	13 (65%)	20 (100%)	14 (70%)	18 (90%)	16 (81%)	14 (70%)	20 (100%)	18 (90%)	13 (65%)	16 (81%)	16 (81%)	
7c	10	9 (90%)	9 (90%)	7 (70%)	9 (90%)	9 (85%)	5 (50%)	10 (100%)	10 (100%)	9 (90%)	9 (85%)	9 (85%)	
7d	38	18 (47%)	38 (100%)	29 (76%)	29 (76%)	29 (75%)	13 (34%)	37 (97%)	36 (95%)	37 (97%)	31 (81%)	30 (78%)	
12f	8	7 (88%)	7 (88%)	7 (88%)	7 (88%)	7 (88%)	2 (25%)	3 (38%)	7 (88%)	8 (100%)	5 (63%)	6 (75%)	
Bl. 6-Granada (N)	20	18 (90%)	20 (100%)	16 (80%)	14 (70%)	17 (85%)	14 (70%)	18 (90%)	18 (90%)	17 (85%)	17 (84%)	17 (84%)	
Bl. 6-Del Mar (S)	39	34 (87%)	39 (100%)	38 (97%)	36 (92%)	37 (94%)	32 (82%)	38 (97%)	38 (97%)	38 (97%)	37 (94%)	37 (94%)	
Bl. 7-Del Mar (N)	51	51 (100%)	48 (94%)	49 (96%)	50 (98%)	50 (97%)	48 (94%)	51 (100%)	51 (100%)	48 (94%)	50 (97%)	50 (97%)	
Bl. 11-Del Mar (N)	43	38 (88%)	35 (81%)	32 (74%)	37 (86%)	36 (83%)	34 (79%)	43 (100%)	40 (93%)	39 (91%)	39 (91%)	37 (87%)	
Bl. 12-Del Mar (S)	49	44 (90%)	48 (98%)	43 (88%)	44 (90%)	45 (91%)	41 (84%)	48 (98%)	44 (90%)	48 (98%)	45 (92%)	45 (92%)	
6c	21	14 (67%)	12 (57%)	18 (86%)	18 (86%)	16 (74%)	12 (57%)	14 (67%)	16 (76%)	11 (52%)	13 (63%)	14 (68%)	
6f	12	12 (100%)	11 (97%)	11 (97%)	6 (50%)	10 (83%)	12 (100%)	10 (83%)	12 (100%)	10 (83%)	11 (92%)	11 (88%)	
7a	40	40 (100%)	40 (100%)	40 (100%)	35 (88%)	39 (97%)	31 (78%)	40 (100%)	37 (93%)	34 (85%)	36 (89%)	37 (93%)	
8a	34	32 (94%)	31 (91%)	29 (85%)	32 (94%)	31 (91%)	32 (94%)	32 (94%)	30 (88%)	32 (94%)	32 (93%)	31 (92%)	
11d	91	84 (92%)	82 (90%)	65 (71%)	53 (58%)	71 (78%)	62 (68%)	80 (88%)	78 (86%)	73 (80%)	73 (80%)	72 (79%)	
Bl. 5-Granada (S)	14	12 (86%)	11 (79%)	10 (71%)	9 (64%)	11 (75%)	11 (79%)	12 (86%)	11 (79%)	9 (64%)	11 (77%)	11 (77%)	
Bl. 7-Cabrillo (S)	20	12 (60%)	20 (100%)	18 (90%)	14 (70%)	16 (80%)	10 (50%)	20 (100%)	20 (100%)	19 (95%)	17 (86%)	17 (83%)	
Bl. 8-Cabrillo (N)	23	20 (87%)	20 (87%)	19 (83%)	17 (74%)	19 (83%)	20 (87%)	23 (100%)	23 (100%)	21 (91%)	22 (95%)	20 (89%)	
Totals	559	471 (84%)	513 (92%)	461 (82%)	444 (79%)	472 (84%)	411 (74%)	522 (93%)	512 (92%)	486 (87%)	483 (86%)	478 (85%)	
Year 2014 Lot Specifics		Thursday 2014						Saturday 2014					
Lot	Capacity	11:00 AM	1:00 PM	3:00 PM	5:00 PM	Avg Occ	11:00 AM	1:00 PM	3:00 PM	5:00 PM	Avg Occ	2 Day Avg	
5b	27	23 (85%)	22 (81%)	19 (70%)	11 (41%)	19 (69%)	23 (85%)	24 (89%)	21 (78%)	20 (74%)	22 (81%)	20 (75%)	
6a	20	20 (100%)	20 (100%)	20 (100%)	18 (90%)	20 (98%)	20 (100%)	20 (100%)	19 (95%)	16 (80%)	19 (94%)	19 (96%)	
6f (3 Hr)	12	12 (100%)	9 (75%)	8 (67%)	5 (42%)	9 (71%)	8 (67%)	9 (75%)	4 (33%)	1 (8%)	6 (46%)	7 (58%)	
7c	8	6 (75%)	6 (75%)	4 (50%)	4 (50%)	5 (63%)	8 (100%)	8 (100%)	8 (100%)	5 (63%)	7 (91%)	6 (77%)	
7d	38	26 (68%)	35 (92%)	33 (87%)	23 (61%)	29 (77%)	35 (92%)	38 (100%)	37 (97%)	28 (74%)	35 (91%)	32 (84%)	
12f	8	6 (75%)	8 (100%)	6 (75%)	6 (75%)	7 (81%)	7 (87%)	8 (100%)	8 (100%)	7 (87%)	8 (94%)	7 (88%)	
Bl. 6-Granada (N)	22	20 (91%)	14 (64%)	13 (59%)	14 (64%)	15 (69%)	17 (77%)	21 (95%)	16 (73%)	14 (64%)	17 (77%)	16 (73%)	
Bl. 6-Del Mar (S)	53	39 (74%)	39 (74%)	38 (72%)	40 (75%)	39 (74%)	42 (79%)	43 (79%)	39 (74%)	38 (72%)	41 (76%)	40 (75%)	
Bl. 7-Del Mar (N)	53	49 (92%)	49 (92%)	50 (94%)	50 (94%)	50 (93%)	51 (96%)	49 (92%)	50 (94%)	50 (94%)	50 (94%)	50 (94%)	
Bl. 11-Del Mar (N)	44	38 (86%)	40 (91%)	32 (73%)	37 (84%)	37 (84%)	42 (94%)	37 (84%)	38 (86%)	40 (91%)	39 (89%)	38 (86%)	
Bl. 12-Del Mar (S)	49	40 (82%)	45 (92%)	42 (86%)	46 (94%)	43 (88%)	42 (86%)	46 (94%)	45 (92%)	46 (94%)	45 (91%)	44 (90%)	
6c	7	7 (100%)	7 (100%)	7 (100%)	5 (71%)	7 (93%)	7 (100%)	7 (100%)	5 (71%)	3 (43%)	6 (79%)	6 (86%)	
6f	14	12 (86%)	11 (79%)	12 (86%)	6 (43%)	10 (73%)	8 (57%)	11 (79%)	6 (43%)	3 (21%)	7 (50%)	9 (62%)	
7a	32	32 (100%)	31 (97%)	32 (100%)	32 (100%)	32 (99%)	31 (97%)	29 (91%)	24 (75%)	26 (81%)	32 (99%)	32 (99%)	
8a	31	29 (94%)	30 (97%)	30 (97%)	29 (94%)	30 (95%)	30 (97%)	30 (97%)	31 (100%)	27 (87%)	30 (95%)	30 (95%)	
11d	65	37 (57%)	57 (88%)	43 (66%)	45 (69%)	46 (70%)	59 (91%)	63 (97%)	62 (95%)	63 (97%)	46 (70%)	46 (70%)	
Bl. 5-Granada (S)	27	11 (41%)	11 (41%)	10 (37%)	11 (41%)	11 (40%)	24 (89%)	25 (93%)	21 (78%)	26 (96%)	11 (40%)	11 (40%)	
Bl. 7-Cabrillo (S)	27	18 (67%)	23 (85%)	22 (81%)	17 (63%)	20 (74%)	22 (81%)	26 (96%)	26 (96%)	22 (81%)	20 (74%)	20 (74%)	
Bl. 8-Cabrillo (N)	32	25 (78%)	27 (84%)	22 (69%)	25 (78%)	25 (77%)	27 (84%)	31 (97%)	28 (88%)	27 (84%)	25 (77%)	25 (77%)	
Totals	569	450 (79%)	484 (85%)	443 (78%)	424 (75%)	450 (78%)	462 (81%)	500 (88%)	455 (80%)	430 (76%)	462 (81%)	456 (80%)	

DOWNTOWN CORE LENGTH OF STAY ANALYSIS THURSDAY AND SATURDAY

Table 5 below demonstrates the percent of cars overstaying the posted time limit and percent of cars staying over five hours on Thursday and Saturday within the public lots and on-street parking in the Downtown Core survey area. Similar to the 2003 Walker license plate survey, it is assumed that cars staying over five hours are likely employees or similar long-term parkers (e.g. resident, park-and-ride persons, beach-goers, etc.). It is apparent within Table 2 and Table 3 that less cars parked within the Downtown Core on Thursday (3,521 cars or 77% occupancy) than Saturday (3,943 cars or 87% occupancy). The areas of concentration where 40% or more of the cars are parked for five hours or more is depicted in red in Table 5 below. This includes: 1) the public lots off Avenida Cabrillo; Lot 8a with 25 cars at 49% and Lot 7a with 27 cars at 47%; and 2) the south side of Avenida Cabrillo with 17 cars at 41%. It is important to note that City leased public lots have business owner/employee parking passes that are legally allowed to park within specific lots all day. These owner/employee parking passes are depicted in blue in Table 5. From the table it is evident that Avenida Del Mar only has a minimal amount of cars over staying the time limits (less than 20%).

Figure 4, following Table 5, shows the percentage of cars overstaying the parking limits assuming that all of the employee parking passes are used each day. There are areas where enforcement is needed, including the north side of the 100 block of Avenida Granada, the south side of 200 block of Avenida Del Mar, and public parking lots 6a and 7c. The data is as follows: 1) The North side of the 100 block of Avenida Granada had 16% of cars (11 cars) overstaying the time limit on Thursday with 10% of cars (7 cars) staying 5 hours or more (Block 6 Granada North); 2) the City owned public lot at the top, north side, of the 100 Block of Avenida Granada (lot 6a) had 18% of cars (13 cars) overstaying the 3-hour time limit on Thursday with 14% of cars (10 cars) staying 5 hours or more; 3) the South side of the 200 Block of Avenida Del Mar had 10% of cars (21 cars) overstaying the time limits on Thursday with 5% of cars (11 cars) staying 5 hours or more (Block 12 Del Mar South); and 4) the leased public parking lot off Avenida Cabrillo (lot 7c) had minor infractions where cars overstayed times limits with 18% of cars (3 cars) overstaying time limits with none parked over five hours excepting those with employee passes.

Figure 5, following Table 4 and Figure 4, shows the locations where the majority of cars (10 or more in each location) are parked for more than five hours.

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

TABLE 5: OVERALL OCCUPANCY RATE PER INDIVIDUAL PARKING LOT

The Table shows each individual parking lot with their peak occupancy during the two day period. The three highest peak values, % over time limits, and % over 5 hours are highlighted. The public lots and street blocks that are utilized for five hours or more for 40% or more of the day are depicted in red. Blue denotes the changes in counts and percentages due to the number of employee parking passes for the given parking lot. Represents off-street parking. Represents on-street parking.

Location/ Lot #		Lot Specifics				Occupancy Rate Per Parking Lot % of Cars Overstaying Time Limits			Saturday Counts (8/16/14)		
		Lot Time limit	Lot Capacity	Employee Parking Passes	Survey Occupancy Rate	# & % Over Time Limit	# & % Over 5 Hours	Survey Occupancy Rate	# & % Over Time Limit	# & % Over 5 Hours	
5b		3 Hr	27	Yes	(68%)	7 (8%) Employees	4 (4%) Employees	(84%)	8 (8%) Employees	4 (4%) Employees	
Net w/ Employee Passes				8 Passes	(0%) Visitors	(0%) Visitors	(0%) Visitors	(0%) Visitors	(0%) Visitors	(0%) Visitors	
Totals					7 (8%)	4 (4%)	8 (8%) Total	8 (8%) Total	4 (4%) Total	4 (4%) Total	
6a		3 Hr	20	N/A	(98%)	13 (18%)	10 (14%)	(95%)	5 (5%) Total	2 (2%)	
6f (3 Hr Side)		3 Hr	12	Yes	(60%)	4 (14%) Employees	4 (14%) Employees	(31%)	4 (13%) employees	4 (13%) Employees	
Net w/ Employee Passes				4 Passes	1 (3%) Visitors	1 (3%) Visitors	1 (3%) Visitors	3 (10%) Visitors	2 (7%) Visitors	2 (7%) Visitors	
Totals					5 (17%)	5 (17%)	5 (17%)	7 (23%) Total	6 (20%) Total	6 (20%) Total	
7c		3 Hr	8	Yes	(69%)	4 (23%) Employees	4 (24%) Employees	(94%)	4 (21%) Employees	4 (21%) Employees	
Net w/ Employee Passes				4 Passes	3 (18%) Visitors	0 (0%) Visitors	0 (0%) Visitors	3 (16%) Visitors	0 (0%) Visitors	0 (0%) Visitors	
Totals					7 (41%)	4 (24%)	4 (24%)	7 (37%) Total	4 (21%) Total	4 (21%) Total	
7d		3 Hr	38	Yes	(75%)	14 (14%) Employees	14 (14%) Employees	(88%)	14 (11%) Employees	13 (10%) Employees	
Net w/ Employee Passes				14 Passes	4 (4%) Visitors	0 (0%) Visitors	0 (0%) Visitors	3 (2%) Visitors	0 (0%) Visitors	0 (0%) Visitors	
Totals					18 (18%)	4 (14%)	4 (14%)	17 (13%) Total	13 (10%) Total	13 (10%) Total	
12f		3 Hr	8	Yes	(80%)	4 (26%) Employees	4 (26%) Employees	(88%)	4 (20%) Employees	4 (20%) Employees	
Net w/ Employee Passes				4 Passes	1 (7%) Visitors	1 (7%) Visitors	1 (7%) Visitors	1 (5%) Visitors	0 (0%) Visitors	0 (0%) Visitors	
Totals					5 (33%)	5 (33%)	5 (33%)	5 (25%) Total	4 (20%) Total	4 (20%) Total	
Bl. 6-Granada (N)		2 Hr	22	N/A	(72%)	6 (16%)	5 (10%)	(78%)	13 (16%)	5 (6%) Total	
Bl. 6-Del Mar (S)		2 Hr	53	N/A	(71%)	13 (6%)	1 (0%)	(76%)	20 (9%)	5 (2%) Total	
Bl. 7-Del Mar (N)		2 Hr	53	N/A	(92%)	19 (7%)	2 (1%)	(94%)	40 (16%)	3 (1%) Total	
Bl. 11-Del Mar (N)		2 Hr	44	N/A	(76%)	15 (8%)	4 (2%)	(90%)	26 (14%)	5 (3%) Total	
Bl. 12-Del Mar (S)		2 Hr	49	N/A	(80%)	21 (10%)	11 (5%)	(90%)	27 (14%)	12 (6%) Total	
6c		None	7	N/A	(93%)	N/A	7 (100%)	(82%)	N/A	3 (21%) Total	
6f		None	14	N/A	(74%)	N/A	4 (11%)	(65%)	N/A	6 (25%) Total	
7a		None	32	N/A	(99%)	N/A	27 (47%)	(96%)	N/A	22 (29%) Total	
8a		None	31	N/A	(93%)	N/A	25 (49%)	(90%)	N/A	21 (33%) Total	
11d		None	65	N/A	(70%)	N/A	20 (14%)	(95%)	N/A	39 (25%) Total	
Bl. 5-Granada (S)		None	27	N/A	(41%)	N/A	8 (32%)	(75%)	N/A	11 (16%) Total	
Bl. 7-Cabrillo (S)		None	27	N/A	(72%)	N/A	17 (41%)	(83%)	N/A	5 (7%) Total	
Bl. 8-Cabrillo (N)		None	32	N/A	(80%)	N/A	17 (28%)	(88%)	N/A	22 (32%) Total	
Totals					(77%)	178 (5%) individual cars	190 (5%) individual cars	(87%)			

FIGURE 4: TOTAL % OF CARS OVERSTAYING TIME LIMITS (WITH EMPLOYEE PARKING PASSES)

The table shows each individual parking lot with the % of cars overstaying the parking lots' time limits assuming that the maximum number of employee parking passes are being used at all times.

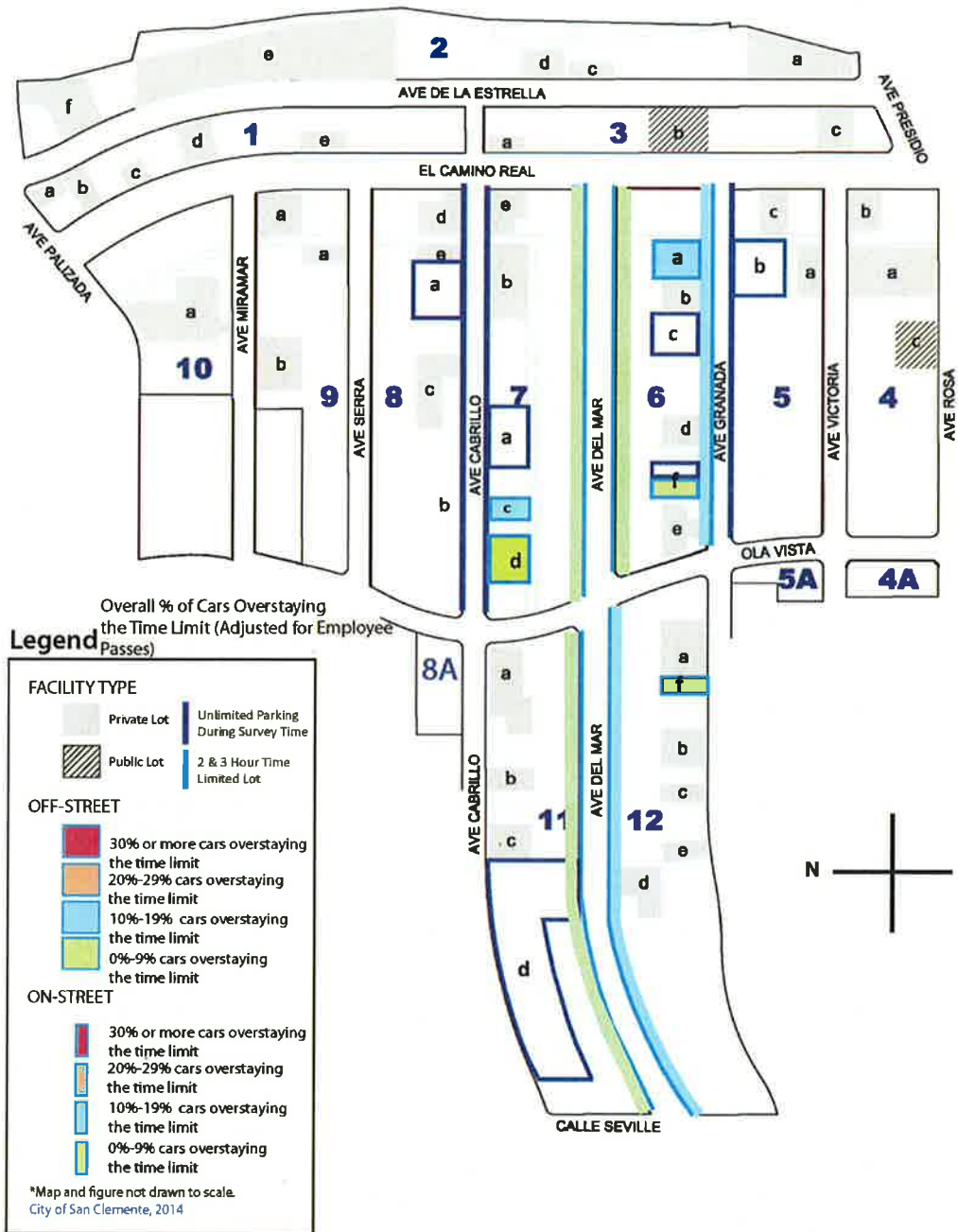
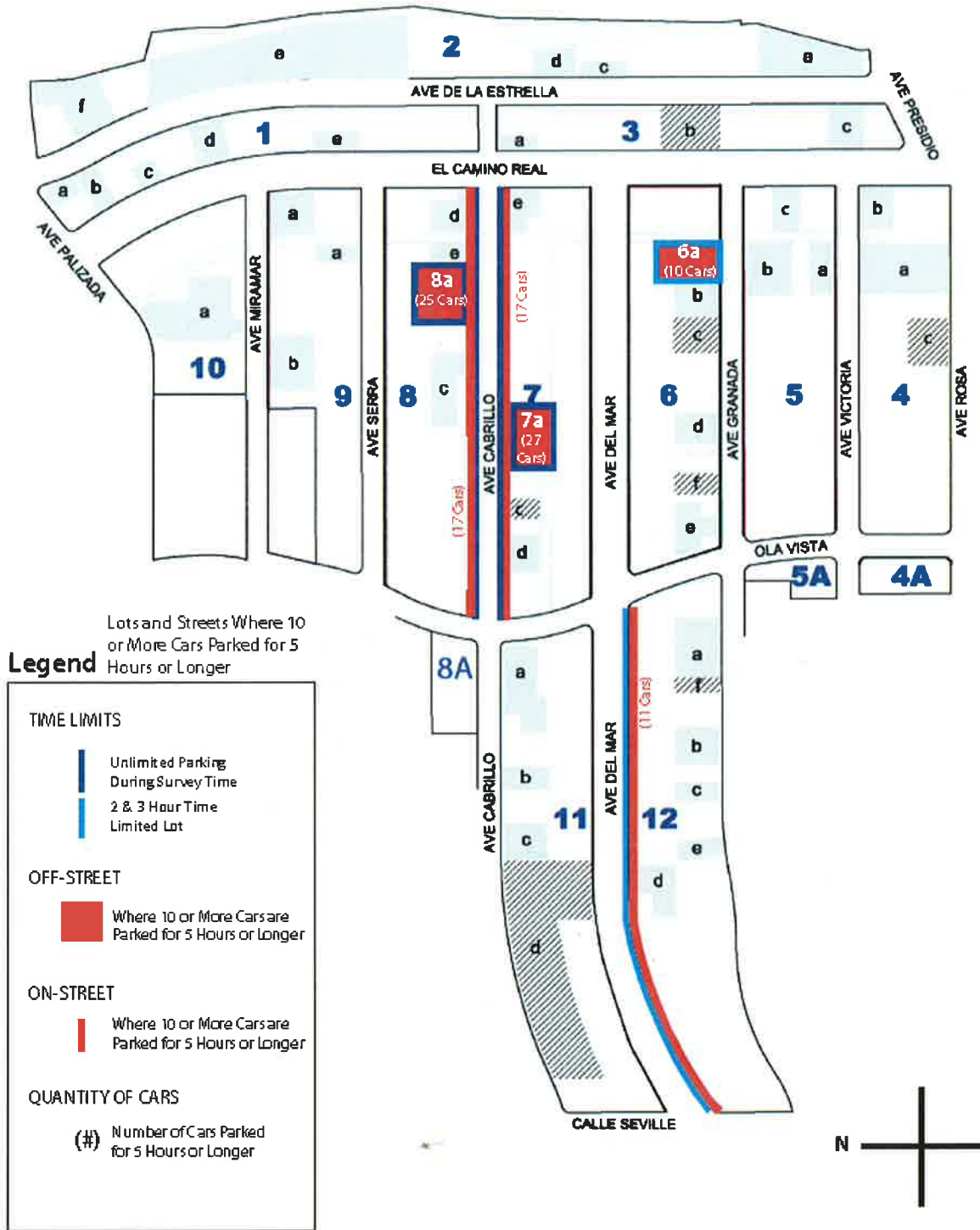


FIGURE 5: LOCATIONS WHERE LONG TERM PARKERS ARE PARKING

The figure shows where long term parkers park. That is the locations where the majority of cars (10 or more in each location) are parked for more than five hours.



CONCLUSION

The 2013 Parking Study demonstrated that there was adequate parking within the Downtown Study Area yet the public parking supply has been shown to be at or near maximum capacity at peak hours in the Downtown Core. Like the 2013 Parking Study, the 2014 Licensee Plate Survey indicates that there are times when the parking system is well above its effective capacity for on-street parking and public off-street parking in the Downtown Core. This indicates that the only available supply for patrons that come to the Downtown Core during peak weekday and weekend times is in private lots. While this is not necessarily a serious problem, it does constrain the parking system during peak hours and leaves visitors with an impression that sufficient parking is not available in the Downtown Core.

The perception and analysis of most parking systems is predicated on the availability and convenience of on-street parking. If on-street parking is congested, the entire system is perceived to be congested. In the San Clemente Downtown Study Area, the peak summer occupancy during the counts was 70%. During this same time of Thursday at 1:00 PM, the on-street parking for the entire area was 83% and above 90% along Avenida Del Mar. The 2014 occupancy data reveals that the on-street parking on Thursday at 1:00 PM on Avenida Del Mar is 87%. With on-street parking impacted, most drivers circle the block searching for available spaces and therefore, increase traffic in the area. This furthers the perception that the area is congested, no matter how many spaces may be available in public and private lots. The license plate survey data revealed that there are employees and other long term parkers who are partially responsible for the high occupancy in the Downtown Core throughout the day. This was evident within the All Day public lots on Avenida Cabrillo as well as the south side of Avenida Cabrillo with 40% or more cars staying over 5 hours. The data also revealed areas where long-term parkers were staying over the posted time limits and additional enforcement is needed (parking lots 6a and 7c, the north side of the 100 block of Avenida Granada, and the south side of Avenida Del Mar) because of the amount of cars staying over 5 hours. To better manage the existing supply of public parking in the Downtown Core, parking management strategies are recommended for specific lots as well as the overall Downtown Core.

The first set of recommendations for consideration address employee and long term parkers in the short-term and long-term. The last set of recommendations for consideration are general parking management recommendations

Recommendations to Address Long Term Parkers

The short and long term recommendations below are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide parking for employees, and to provide parking for Downtown residents particularly during the evening hours.

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

Short-Term Recommendations addressing Employee and Long Term Parkers:

1. Enforce the time limits off Avenida Granada, Avenida Del Mar, lot 6a and 7c to make sure there is enough parking for customers.
2. Enforce the no parking between 2am and 5am in the all day public parking lots off Cabrillo (8a) and (7a) to ensure residents or other long term parkers are not monopolizing use of these lots.
3. Encourage downtown restaurant employees to park at the public Fire Station/Senior Center lot (4C) on weekends and weekdays after 5:00 PM. Also consider increased signage at the lot to denote that it is an unrestricted public lot.
4. Increase circulation of Public Parking brochure. Provide brochures within Downtown kiosks, provide brochures within DBA office, place on DBA website and Facebook page, and have staff business liaison continue to distribute maps to businesses and encourage them to place the brochures in a visible location for their customers.
5. Convert the all day public parking lot off Avenida Cabrillo (7a) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am.

Long-Term Recommendations addressing Employee and Long Term Parkers:

6. Convert the all day public parking lots off Avenida Cabrillo (8a) and (7a) and the south side of Avenida Cabrillo to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.
7. Convert the all day public parking lot off Avenida Granada (6c) to 3 hour time limits to free up parking supply for customers and shoppers of the Downtown Core during the day but still allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on finding alternative all day parking further out from the Downtown Core.
8. Investigate leasing the private Presbyterian Church lot (2e) for all day downtown employee parking use on weekdays.
9. Investigate leasing the excess capacity of the Kehoe lot (9a) to increase public parking supply.
10. Evaluate cost of adding parking spaces to the City owned public lot at the top, north side, of the block of Avenida Cabrillo (8a). The addition of parking spaces would require adding soil and creating a retaining wall on the downward slope of the property.

The short and long term recommendations above are strategies aimed to increase the available parking for customers and shoppers of the Downtown Core during the day yet still provide

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

parking for employees, and to provide parking for Downtown residents particularly during the evening hours. The short term recommendations are ones that can be implemented fairly quickly and would free up parking for customers and shoppers of the Downtown with minor impact to employees and Downtown residents. The long term recommendations would also free up parking for customers and shoppers of the Downtown but would require further staff efforts including detailed analysis of foreseeable impacts to employees and residents of the Downtown.

General Parking Recommendations

The general parking management recommendations below include recommendations made within past parking surveys prepared by Walker Parking Consultants as well as those made by the Planning Commission. These recommendations balance the needs of the parking demand in the Downtown for all users and are aimed to make the current parking system more efficient and accommodating. The general parking management recommendations are broken into the ones that are current City Policy and those for City Council consideration.

General Parking Management Recommendations (Current City Policy):

11. Continue enforcement of all posted parking regulations.
12. Continue to encourage the use of shared parking agreements between private businesses for future restaurant development.
13. Continue to convert private lots to public lots, with a focus on lots shown by the survey to be underutilized.
14. For new development, continue to ensure parking is available on-site, or can be provided through joint parking agreements or shared parking arrangements.
15. Continue to monitor and record parking occupancy along Avenida Del Mar to see how changes in time limits modify behavior.
16. Continue the policy of no more use of parking waivers unless additional public spaces are obtained.

General Parking Management Recommendations (For City Council Consideration):

17. Consider installation of bicycle parking within the Downtown Core.
18. Require new development to use offsite employee parking lots to give parking relief near the businesses.
19. Consistent with Walker's 2003 Downtown Parking Needs Assessment, because employees have a longer length of stay than visitors, it is not inappropriate to expect them to park farther from key areas. Currently, all parking must be within a 500' radius. Many cities have greater waling allowances for employee parking and we recommend San Clemente code make that distinction as well. A 900' walking radius is reasonable; it will be less than a 5 minute walk. This recommendation is not meant to create parking hassles

CITY OF SAN CLEMENTE

DOWNTOWN CORE LICENSE PLATE SURVEY

AUGUST 2014

for employees, but to ensure that a customer running in to get a sandwich at a deli does not have a 5 minute walk from their car.

20. Consistent with past Walker's studies, consider reduction of two hour time limits to 90 minutes on Avenida Del Mar.
21. Evaluate paid parking if time limits and enforcement are not effective. If implemented, consider use of parking revenue for parking management or to increase capacity in the district.
22. Evaluate cost of "smart" parking spaces, which are sensors installed in parking lots that alert drivers with compatible interfaces when parking spaces are available. Additionally, the sensors can send signals to sheriffs when a car has overstayed its time limit.
23. Initiate new General Plan Implementation Measure, which states "Prepare comprehensive parking and circulation strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente."

APPENDIX: SUMMARY TABLES AND FIGURES

APPENDIX A: TABLE 5: TRIP DURATION: THURSDAY AUGUST 14, 2014

APPENDIX B: TABLE 6: TRIP DURATION: SATURDAY AUGUST 16, 2014

APPENDIX C: PEAK OCCUPANCY MAP: THURSDAY AUGUST 14, 2014 12:00 PM

APPENDIX D: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS) MAP: THURSDAY AUGUST 14, 2014 12:00 PM

APPENDIX E: PEAK OCCUPANCY MAP: SATURDAY AUGUST 16, 2014 1:00 PM

APPENDIX F: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS) MAP: SATURDAY AUGUST 16, 2014 1:00 PM

APPENDIX G: 2013 T-ZONE OCCUPANCY COUNT UPDATE

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

APPENDIX A: TABLE 5: TRIP DURATION: THURSDAY AUGUST 14, 2014

The table shows the car counts and percentage of cars parked for each trip duration, between 1 and 8+ hours. Assuming that all of the employee parking passes are used each day, the table shows the number and percentage of total cars staying over the time limit and at 5+ hours. The blue row below each parking lot shows this number and percentage adjusted, counting the number of parking passes, and reconfigures the amount of cars parked over the time limit (in terms of visitors). **Bold/Black** denotes the highest amount of cars parking for a certain number of hours for each parking lot. **Red** denotes the parking lot with the highest occupancy for the trip time duration. **Blue** denotes the changes in counts and percentages due to the number of employee parking passes for the given parking lot. Represents off-street parking. Represents on-street parking.

Trip Duration (As Car Counts and % of Demand)												
Location/ Lot #	Lot Time Limit	Lot Capacity	1Hr.	2Hr.	3Hr.	4Hr.	5Hr.	6Hr.	7Hr.	8Hr.	# & % Over Time Limit	# & % @ 5+ Hours
<i>Thursday (8/14/14)</i>												
5b	3 Hr	27 (216)	57 (64%)	18 (20%)	7 (8%)	3 (3%)	0 (0%)	2 (2%)	0 (0%)	2 (2%)	7 (8%) Total	4 (4%) Total
Net w/ Employee Passes		8 Passes				0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%) Visitor	0 (0%) Visitor
6a	3 Hr	20 (160)	46 (63%)	8 (11%)	6 (8%)	3 (4%)	2 (3%)	2 (3%)	4 (5%)	2 (3%)	13 (18%) Total	10 (14%) Total
6f (3 Hr)	3 Hr	12 (96)	18 (62%)	3 (10%)	3 (10%)	0 (0%)	2 (7%)	0 (0%)	1 (3%)	2 (7%)	5 (17%) Total	5 (17%) Total
Net w/ Employee Passes		4 Passes				1 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (3%) Visitor	0 (0%) Visitor
7c	3 Hr	8 (64)	6 (35%)	4 (24%)	0 (0%)	3 (18%)	1 (6%)	1 (6%)	1 (6%)	1 (6%)	7 (41%) Total	4 (24%) Total
Net w/ Employee Passes		4 Passes				3 (18%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (18%) Visitor	0 (0%) Visitor
7d	3 Hr	38 (304)	49 (49%)	25 (25%)	7 (7%)	4 (4%)	3 (3%)	5 (5%)	1 (1%)	5 (5%)	18 (18%) Total	14 (14%) Total
Net w/ Employee Passes		14 Passes				4 (4%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	4 (4%) Visitor	0 (0%) Visitor
12f	3 Hr	8 (64)	6 (40%)	3 (20%)	1 (7%)	0 (0%)	1 (7%)	0 (0%)	1 (7%)	3 (20%)	5 (33%) Total	5 (33%) Total
Net w/ Employee Passes		4 Passes				0 (0%)	1 (7%)	0 (0%)	0 (0%)	0 (0%)	1 (7%) Visitor	1 (7%) Visitor
Bl. 6-Granada (N)	2 Hr	22 (176)	45 (65%)	13 (19%)	1 (1%)	3 (4%)	0 (0%)	2 (3%)	3 (4%)	2 (3%)	11 (16%) Total	7 (10%) Total
Bl. 6-Del Mar (S)	2 Hr	53 (424)	145 (70%)	49 (24%)	10 (5%)	2 (1%)	0 (0%)	1 (0%)	0 (0%)	0 (0%)	13 (6%) Total	1 (0%) Total
Bl. 7-Del Mar (N)	2 Hr	53 (424)	209 (73%)	60 (21%)	17 (6%)	0 (0%)	2 (1%)	0 (0%)	0 (0%)	0 (0%)	19 (7%) Total	2 (1%) Total
Bl. 11-Del Mar (N)	2 Hr	44 (352)	127 (69%)	42 (23%)	10 (5%)	1 (1%)	2 (1%)	1 (1%)	0 (0%)	1 (1%)	15 (8%) Total	4 (2%) Total
Bl. 12-Del Mar (S)	2 Hr	49 (392)	160 (77%)	27 (13%)	7 (3%)	3 (1%)	4 (2%)	3 (1%)	0 (0%)	4 (2%)	21 (10%) Total	11 (5%) Total
6c	None	7 (56)	2 (20%)	1 (10%)	0 (0%)	0 (0%)	1 (10%)	2 (20%)	1 (10%)	3 (30%)	N/A	7 (70%) Total
6f	None	14 (112)	18 (51%)	4 (11%)	5 (14%)	4 (11%)	0 (0%)	2 (6%)	2 (6%)	0 (0%)	N/A	4 (11%) Total
7a	None	32 (256)	17 (30%)	6 (11%)	6 (11%)	1 (2%)	4 (7%)	0 (0%)	1 (2%)	22 (39%)	N/A	27 (47%) Total
8a	None	31 (248)	13 (25%)	7 (14%)	3 (6%)	3 (6%)	2 (4%)	6 (12%)	7 (14%)	10 (20%)	N/A	25 (49%) Total
11d	None	65 (352)	65 (46%)	34 (24%)	11 (8%)	11 (8%)	1 (1%)	5 (4%)	3 (2%)	11 (8%)	N/A	20 (14%) Total
Bl. 5-Granada (S)	None	27 (216)	11 (39%)	6 (21%)	2 (7%)	1 (4%)	2 (7%)	1 (4%)	1 (4%)	4 (14%)	N/A	8 (32%) Total
Bl. 7-Cabrillo (S)	None	27 (216)	14 (34%)	6 (15%)	2 (5%)	2 (5%)	2 (5%)	5 (12%)	5 (12%)	5 (12%)	N/A	17 (41%) Total
Bl. 8-Cabrillo (N)	None	32 (256)	22 (36%)	10 (16%)	6 (10%)	6 (10%)	0 (0%)	1 (2%)	6 (10%)	10 (16%)	N/A	17 (28%) Total
Bl. 8-Cabrillo (N)	None	32 (256)	22 (36%)	10 (16%)	6 (10%)	6 (10%)	0 (0%)	1 (2%)	6 (10%)	10 (16%)	N/A	17 (28%) Total
Average % of Cars:		569 (4552)	50%	17%	6%	4%	3%	4%	5%	10%		22%

CITY OF SAN CLEMENTE
DOWNTOWN CORE LICENSE PLATE SURVEY
AUGUST 2014

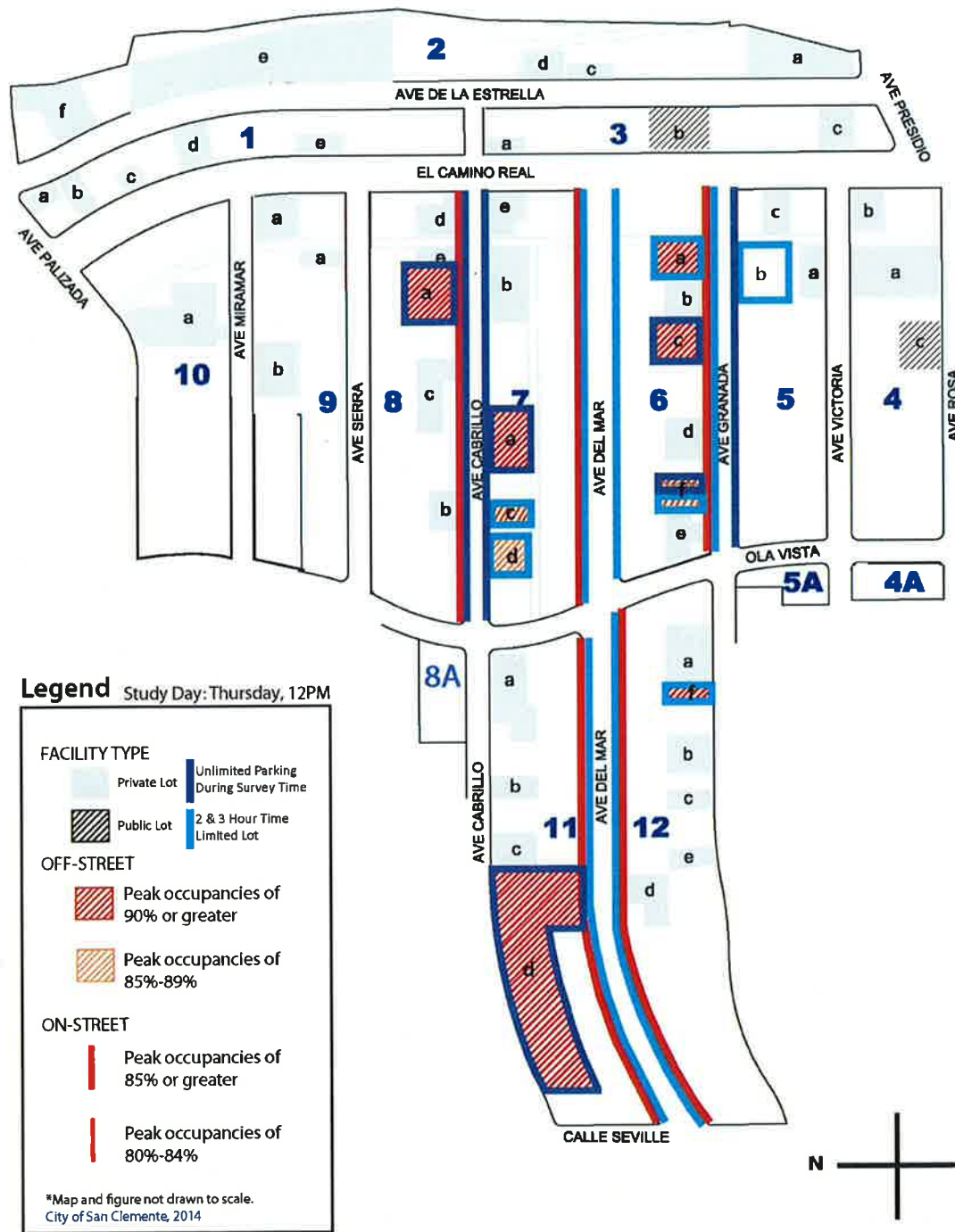
APPENDIX B: TABLE 6: TRIP DURATION: SATURDAY AUGUST 16, 2014

The table shows the car counts and percentage of cars parked for each trip duration, between 1 and 8+ hours. Assuming that all of the employee parking passes are used each day, the table shows the number and percentage of total cars staying over the time limit and at 5+ hours. The blue row below each parking lot shows this number and percentage adjusted, counting the number of parking passes, and reconfigures the amount of cars parked over the time limit (in terms of visitors). **Bold/Black** denotes the highest amount of cars parking for a certain number of hours for each parking lot. **Red** denotes the parking lot with the highest occupancy for the trip time duration. **Blue** denotes the changes in counts and percentages due to the number of employee parking passes for the given parking lot. Represents off-street parking. Represents on-street parking.

Trip Duration (As Car Counts and % of Demand)												
Location/ Lot #	Lot Time Limit	Lot Capacity	1Hr.	2Hr.	3Hr.	4Hr.	5Hr.	6Hr.	7Hr.	8Hr.	# & % Over Time Limit	# & % @ 5+ Hours
<i>Saturday (8/16/14)</i>												
5b	3 Hr	27 (216)	55 (54%)	27 (26%)	12 (12%)	4 (4%)	4 (4%)	0 (0%)	0 (0%)	0 (0%)	8 (8%) Total	4 (4%) Total
<i>Net w/ Employee Passes</i>												
		8 Passes				0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%) Visitor	0 (0%) Visitor
6a	3 Hr	20 (160)	56 (60%)	23 (25%)	9 (10%)	3 (3%)	1 (1%)	1 (1%)	0 (0%)	0 (0%)	5 (5%) Total	2 (2%) Total
6f (3 Hr)	3 Hr	12 (96)	17 (57%)	5 (17%)	1 (3%)	1 (3%)	2 (7%)	1 (3%)	1 (3%)	2 (7%)	7 (23%) Total	6 (20%) Total
<i>Net w/ Employee Passes</i>												
		4 Passes				1 (3%)	2 (7%)	0 (0%)	0 (0%)	0 (0%)	3 (10%) Visitor	2 (7%) Visitor
7c	3 Hr	8 (64)	8 (42%)	3 (16%)	1 (5%)	3 (16%)	0 (0%)	0 (0%)	1 (5%)	3 (16%)	7 (37%) Total	4 (21%) Total
<i>Net w/ Employee Passes</i>												
		4 Passes				3 (16%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (16%) Visitor	0 (0%) Visitor
7d	3 Hr	38 (304)	74 (56%)	29 (22%)	13 (10%)	4 (3%)	5 (4%)	2 (2%)	4 (3%)	2 (2%)	17 (13%) Total	13 (10%) Total
<i>Net w/ Employee Passes</i>												
		14 Passes				3 (3%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (3%) Visitor	0 (0%) Visitor
12f	3 Hr	8 (64)	6 (30%)	6 (30%)	3 (15%)	1 (5%)	1 (5%)	2 (10%)	0 (0%)	1 (5%)	5 (25%) Total	4 (20%) Total
<i>Net w/ Employee Passes</i>												
		4 Passes				1 (5%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	1 (5%) Visitor	0 (0%) Visitor
Bl. 6-Granada (N)	2 Hr	22 (176)	50 (63%)	17 (21%)	6 (8%)	2 (3%)	4 (5%)	0 (0%)	1 (1%)	0 (0%)	13 (16%) Total	5 (6%) Total
Bl. 6-Del Mar (S)	2 Hr	53 (424)	141 (66%)	52 (24%)	11 (5%)	4 (2%)	3 (1%)	2 (1%)	0 (0%)	0 (0%)	20 (9%) Total	5 (2%) Total
Bl. 7-Del Mar (N)	2 Hr	53 (424)	149 (61%)	56 (23%)	28 (11%)	9 (4%)	2 (1%)	1 (0%)	0 (0%)	0 (0%)	40 (16%) Total	3 (1%) Total
Bl. 11-Del Mar (N)	2 Hr	44 (352)	115 (60%)	50 (26%)	15 (8%)	6 (3%)	2 (1%)	1 (1%)	0 (0%)	2 (1%)	26 (14%) Total	5 (3%) Total
Bl. 12-Del Mar (S)	2 Hr	49 (392)	125 (64%)	44 (22%)	11 (6%)	4 (2%)	0 (0%)	3 (2%)	1 (1%)	8 (4%)	27 (14%) Total	12 (6%) Total
6c	None	7 (56)	2 (14%)	6 (43%)	2 (14%)	1 (7%)	0 (0%)	1 (7%)	0 (0%)	2 (14%)	N/A	21 (21%) Total
6f	None	14 (112)	5 (21%)	5 (21%)	7 (29%)	1 (4%)	2 (8%)	1 (4%)	0 (0%)	3 (13%)	N/A	6 (25%) Total
7a	None	32 (256)	28 (36%)	17 (22%)	6 (8%)	4 (5%)	2 (3%)	7 (9%)	5 (6%)	8 (10%)	N/A	22 (29%) Total
8a	None	31 (248)	19 (30%)	15 (23%)	7 (11%)	2 (3%)	3 (5%)	4 (6%)	5 (8%)	9 (14%)	N/A	21 (33%) Total
11d	None	65 (352)	54 (35%)	35 (23%)	18 (12%)	7 (5%)	3 (2%)	6 (4%)	5 (3%)	25 (16%)	N/A	39 (25%) Total
Bl. 5-Granada (S)	None	27 (216)	33 (48%)	16 (23%)	8 (12%)	1 (1%)	4 (6%)	2 (3%)	3 (4%)	2 (3%)	N/A	11 (16%) Total
Bl. 7-Cabrillo (S)	None	27 (216)	41 (56%)	13 (18%)	8 (11%)	6 (8%)	1 (1%)	1 (1%)	3 (4%)	0 (0%)	N/A	5 (7%) Total
Bl. 8-Cabrillo (N)	None	32 (256)	25 (37%)	13 (19%)	7 (10%)	1 (1%)	4 (6%)	6 (9%)	4 (6%)	8 (12%)	N/A	22 (32%) Total
Average % of Cars:			47%	23%	10%	4%	3%	3%	2%	6%		205 (15%)

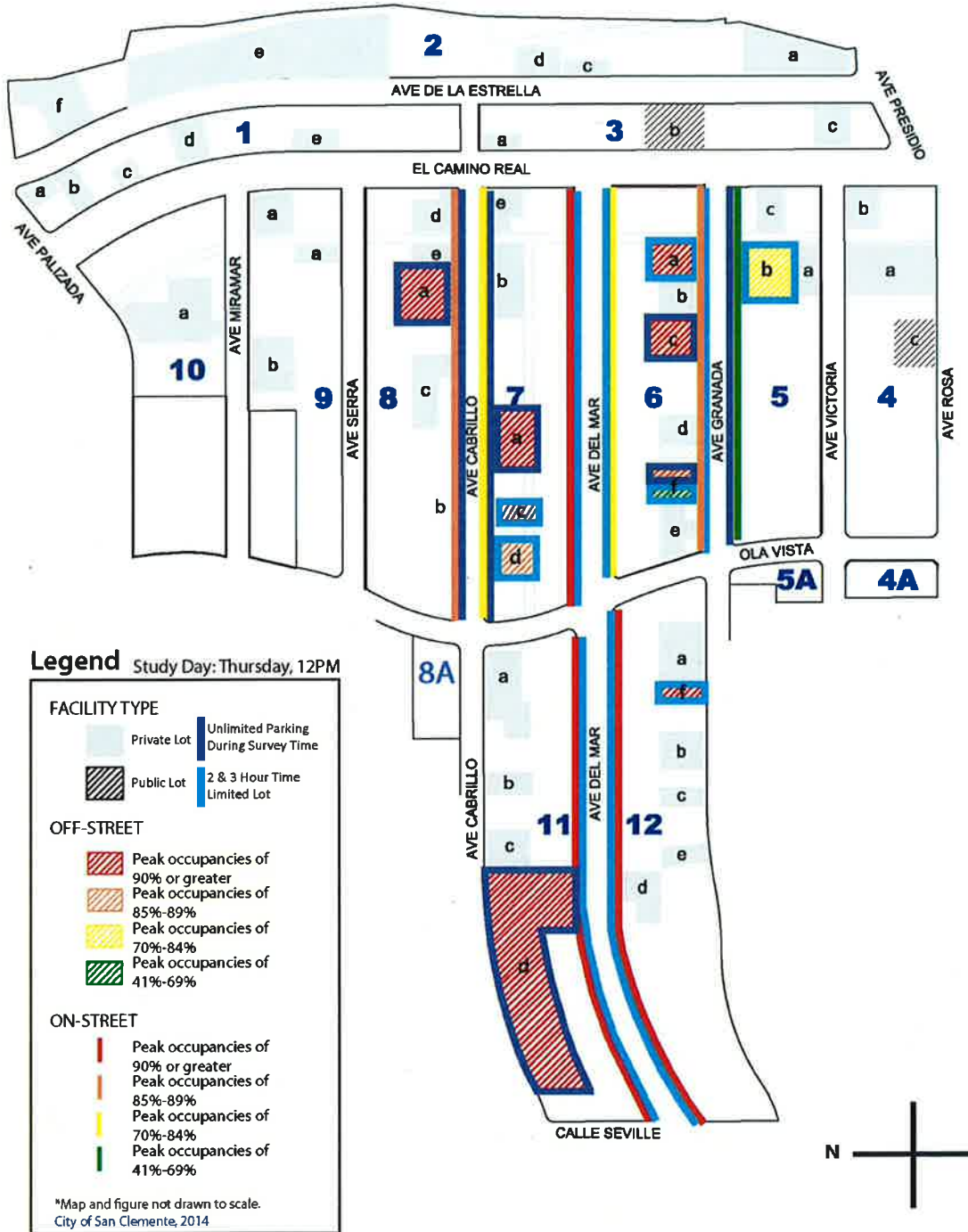
APPENDIX C: PEAK OCCUPANCY MAP: THURSDAY AUGUST 14, 2014 12:00 PM

On- and off-street facilities, **red** coloring denotes peak occupancies of 90% or above, **orange** coloring denotes peak occupancies of 85-89%.



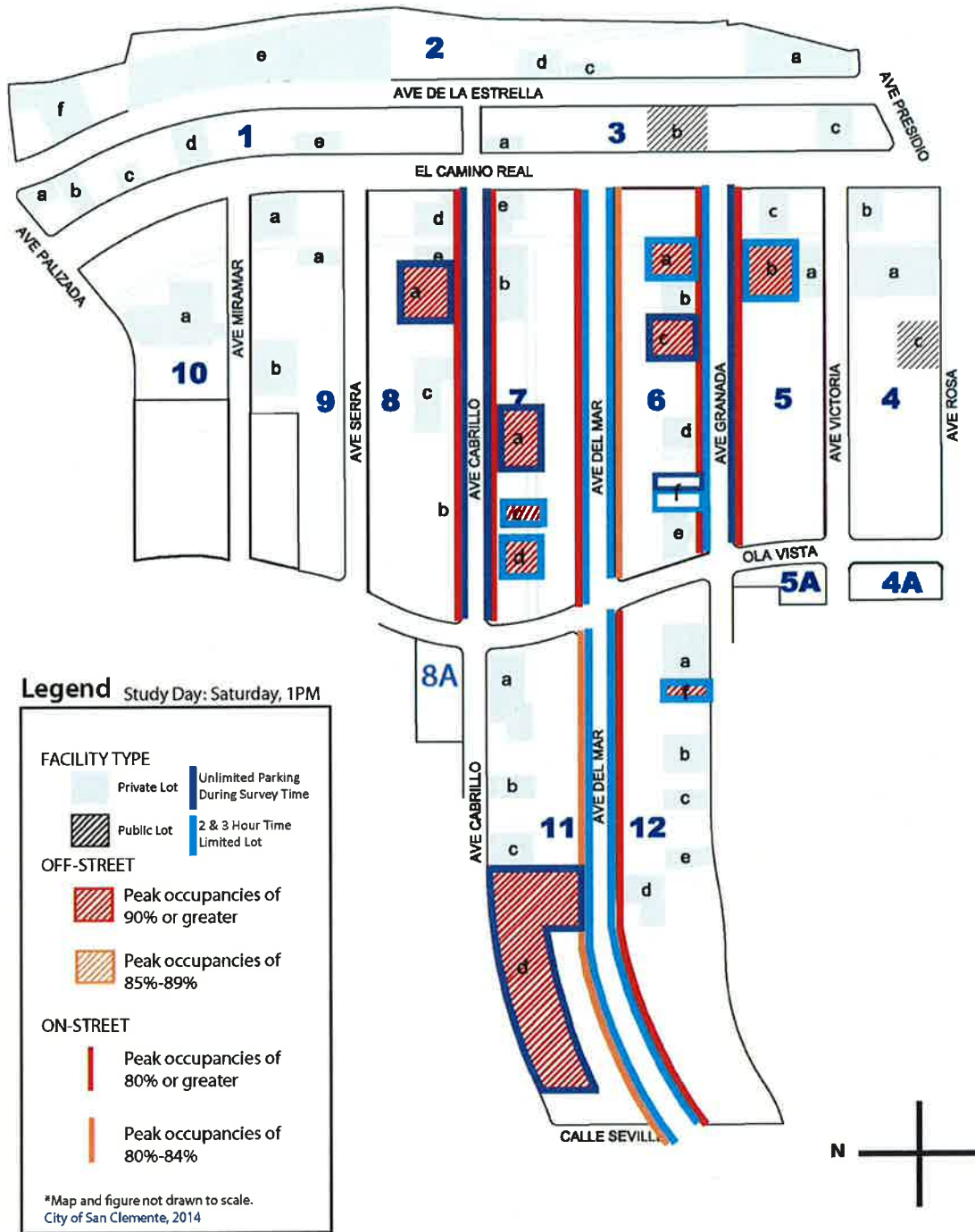
APPENDIX D: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS) MAP: THURSDAY AUGUST 14, 2014 12:00 PM

On- and off-street facilities, red coloring denotes peak occupancies of 90% or above, orange coloring denotes peak occupancies of 85-89%.



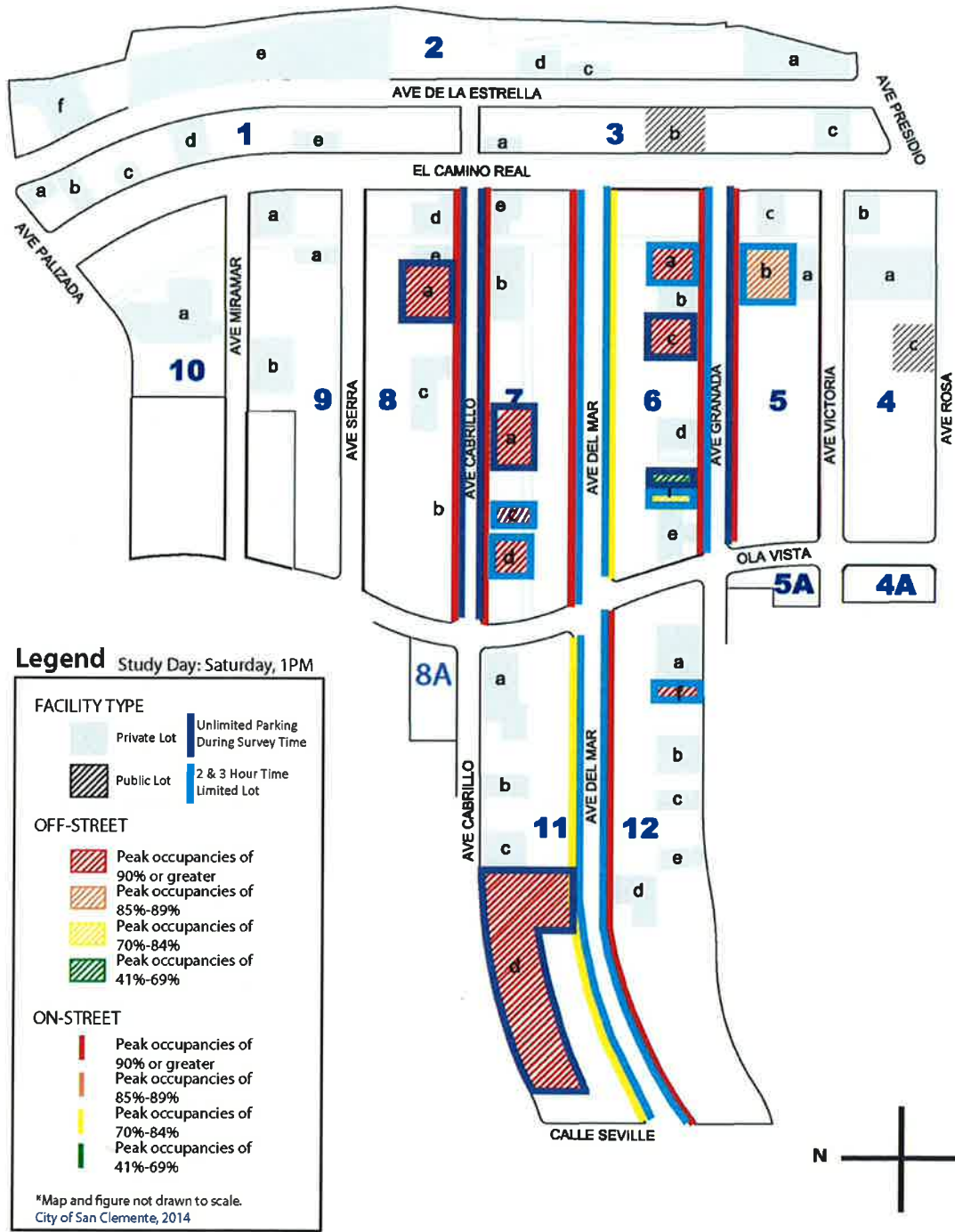
APPENDIX E: PEAK OCCUPANCY MAP: SATURDAY AUGUST 16, 2014 1:00 PM

On- and off-street facilities, **red** coloring denotes peak occupancies of 90% or above, **orange** coloring denotes peak occupancies of 85-89%.



APPENDIX F: FULL OCCUPANCY BREAKDOWN (PEAK CONDITIONS): SATURDAY AUGUST 16, 2014 1:00 PM

On- and off-street facilities, red coloring denotes peak occupancies of 90% or above, orange coloring denotes peak occupancies of 85-89%.



City of San Clemente

2013 T-Zone Occupancy Count Update

Downtown Parking Study, San Clemente, California

TABLE OF CONTENTS:

Purpose of Counts	2
Executive Summary	3
Study Parameters	6
Current Conditions	8
Findings	9
On-Street	13
Off-Street	13
Summary Maps	14
Conclusion	21
Table 1: Parking Occupancy Rates for 1 p.m. and 7 p.m.	4
Table 2: Peak Hour Occupancies for 2002, 2006, 2008, 2010, and 2013	7
Figure 1: Wednesday Occupancy Counts for 2002, 2006, 2008, 2010, and 2013	9
Figure 2: Thursday Occupancy Counts for 2002, 2006, 2008, 2010, and 2013	10
Figure 3: Saturday Occupancy Counts for 2002, 2006, 2008, 2010, and 2013	11
Figure 4: Sunday Occupancy Counts for 2002, 2006, 2008, 2010, and 2013	12
Figure 5: Peak Hour Occupancy, Wednesday, July 24, 2013 1 p.m.	15
Figure 6: Peak Hour Occupancy, Thursday, July 25, 2013 1 p.m.	16
Figure 7: Peak Hour Occupancy, Saturday, July 27, 2013 7 p.m.	17
Figure 8: Peak Hour Occupancy, Sunday, July 28, 2013 1 p.m.	18
Figure 9: Low-occupancy Parking Areas (Peak Conditions), Thursday, July 25, 2013 1 p.m.	19
Figure 10: Full Occupancy Breakdown (Peak Conditions), Thursday, July 25, 2013 1 p.m.	20
Appendix A: On-Street Parking Inventory	22
Appendix B: On-Street Occupancies	24
Appendix C: On-Street Occupancy Percentages	25
Appendix D: On-Street Occupancy by Block	26
Appendix E: Off-Street Parking Inventory	27
Appendix F: Off-Street Occupancies	30
Appendix G: Off-Street Occupancy Percentages	31
Appendix H: Off-Street Occupancy by Block	32

PURPOSE OF COUNTS

The purpose of the 2013 T-Zone Occupancy Count Update is to identify parking demand in the T-Zone and compare it to previous counts conducted in 2002, 2006, 2008, and 2010.

ACKNOWLEDGEMENTS

The 2013 T-Zone Occupancy Count Update was prepared for the City of San Clemente by Evan Jedynak, Planning Intern (Master of City & Regional Planning, Cal Poly – San Luis Obispo), Erin Murphey, Planning Intern (Bachelor of Science in City and Regional Planning, Cal Poly – San Luis Obispo), and Adam Atamian, Assistant Planner, under the direction of project manager Cliff Jones, Associate Planner.



EXECUTIVE SUMMARY

Parking is an integral part of the overall design and functionality of an area. Too much parking and the area seems bleak, too little parking and frustration ensues, resulting in vehicles leaving the area or traffic becoming congested as vehicles circle the block looking for spaces. Parking is expensive to provide, but often cheap or free to use. This imbalance creates inefficiency and misallocation of resources. The goal of this occupancy count survey is to report on and analyze results from a survey conducted in August 2013. Based upon that analysis this report makes parking management recommendations.

The City of San Clemente has undergone parking studies since 1995. During this time, there have been several significant changes to the parking system, including the conversion of numerous parking facilities from private to public parking use. The result of this process has been an increase in the supply of public parking without changing the quality of the T-Zone environment for businesses, residents, and visitors. Since 2003, it has been shown that there is a sufficient number of public and private spaces; both off-street and on-street. However, during past meetings with the Downtown Business Association, business owners and employees, and residents felt that the parking supply was inadequate. This perception is likely a result of those times when the parking occupancy rate during the peak hours in the summer months exceeds the maximum effective capacity for public parking.

The parking industry regards an occupancy rate of 85% for on-street and 90% for off-street parking as the maximum effective capacity (Walker Parking Consultants). This is because parking occupancy rates above this threshold start to impact traffic flow as drivers have to spend a greater amount of time trying to find a space to park. Overall peak occupancy observed for downtown occurred on Thursday at 1 p.m. at an occupancy rate of 70%, which is below the maximum effective capacity threshold. However, there are times in which on-street and off-street public parking exceeds 85% on-street and 90% off-street thresholds. This occurred in the downtown at 1 p.m. and 7 p.m., which are generally the peak parking demand times on any given day in the Downtown, as summarized in Table 1 below:

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Table 1: Parking Occupancy Rates for 1 p.m. and 7 p.m.

2013				
	Day/Time	Occupancy Rate	Day/Time	Occupancy Rate
Overall Peaks	Wednesday at 1 p.m.	69%	Wednesday at 7 p.m.	65%
	Thursday at 1 p.m.	70%	Thursday at 7 p.m.	66%
	Saturday at 1 p.m.	64%	Saturday at 7 p.m.	67%
	Sunday at 1 p.m.	63%	Sunday at 7 p.m.	58%
On-Street	Wednesday at 1 p.m.	84%	Wednesday at 7 p.m.	88%
	Thursday at 1 p.m.	83%	Thursday at 7 p.m.	89%
	Saturday at 1 p.m.	86%	Saturday at 7 p.m.	90%
	Sunday at 1 p.m.	83%	Sunday at 7 p.m.	83%
Off-Street Private Lots	Wednesday at 1 p.m.	50%	Wednesday at 7 p.m.	42%
	Thursday at 1 p.m.	52%	Thursday at 7 p.m.	41%
	Saturday at 1 p.m.	40%	Saturday at 7 p.m.	45%
	Sunday at 1 p.m.	40%	Sunday at 7 p.m.	38%
Off-Street Public Lots	Wednesday at 1 p.m.	87%	Wednesday at 7 p.m.	82%
	Thursday at 1 p.m.	89%	Thursday at 7 p.m.	90%
	Saturday at 1 p.m.	84%	Saturday at 7 p.m.	83%
	Sunday at 1 p.m.	86%	Sunday at 7 p.m.	67%

There are several parking lots throughout downtown that are congested at peak times. But there is available parking, although it may not be located as close to the primary destinations as desired. The City is currently experiencing a shift from retail to restaurant use in the downtown T-Zone, and parking management strategies should reflect this. Lots that may have high occupancy during the day and low occupancy at night should be targeted as places to direct restaurant employees to park. Identifying where parking is abundant and directing vehicles to those areas will continue to be a challenge and a primary parking management objective.

In 2013, the peak occupancy observed in public parking lots occurred on Thursday at 7 p.m., with 325 vehicles present in the 361 vehicle system. This represents an occupancy rate of 90 percent. During this same time period, private parking lots had 389 spaces occupied out of the 953 total spaces, which accounted for an occupancy rate of only 41 percent.

During the 2013 counts, certain lots were identified as having potential to benefit parking management in the City. One of these is the new Fire Station/Senior Center public lot (4C)

located on Avenida Rosa. This 25 space lot was near capacity on weekdays from 9 a.m. – 5 p.m., but nearly empty after 5 p.m., and nearly empty for the entire weekend. This lot could be used for downtown restaurant employee parking on weekends and weekdays after 5 p.m, freeing up valuable spots for customers. Signage would need to be added explaining that it is an unrestricted public lot.

The private Presbyterian Church lot (2E) located off Avenida de la Estrella was also identified as a lot that should be investigated further. This 94 space lot (the largest in the study area) was found to have a consistently low occupancy rate with the exception of Sunday mornings. The owner of this private lot currently has a lease deal with selected downtown businesses for customer use. Further exploration of shared parking/leased parking at this lot could prove beneficial to the City, Church, and business district.

The City is currently preparing a Downtown Paseo Plan for the downtown alleys, which will compliment downtown parking management strategies. This plan encourages multi-modal transportation options, identifies additional bicycle facilities in the T-Zone, and recommends the addition of motorcycle and NEV spaces where appropriate. The Downtown Paseo Plan also ensures lighting is appropriate and appealing in all parking and pedestrian areas, and enhances wayfinding devices and signage to be more user friendly for visitors and residents. The City is also providing content on the City website to help educate visitors, residents, and businesses about parking in San Clemente.

After reviewing all the data, staff developed lot-specific recommendations to help the City manage parking in the T-Zone:

- Encourage downtown restaurant employees to park at the public Fire Station/Senior Center lot (4C) on weekends and weekdays after 5 p.m. Also consider increased signage at the lot to denote that it is an unrestricted public lot.
- Investigate leasing the excess capacity of the Kehoe lot (9a).
- Investigate the private Presbyterian Church lot (2E) for further downtown employee parking use on weekdays.
- Convert the all day public parking lot on Cabrillo (8a) to a 3 hour lot.

Staff has also developed general recommendations for increased efficiency and improved management of the downtown parking supply.

- No more use of parking waivers unless additional public spaces are obtained.
- Consistent with past Walker's studies, consider reduction of two hour time limits to 90 minutes.
- Continue enforcement of all posted parking regulations.
- Encourage the use of shared parking agreements between private businesses for future restaurant development.
- Continue to convert private lots to public lots, with a focus on lots shown by the survey to be underutilized.

- For new development, ensure parking is available on-site, or can be provided through joint parking agreements or shared parking arrangements.
- Continue to monitor and record parking occupancy along Avenida Del Mar to see how changes in time limits modify behavior.
- Evaluate paid parking if time limits and enforcement are not effective. If implemented, consider use of parking revenue for parking management or to increase capacity in the district.
- Initiate new General Plan Implementation Measure, which states “Prepare comprehensive parking and circulation strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente.”

Parking in San Clemente does have areas of congestion that can lead to frustration on the part of business owners, visitors, employees, and residents during peak demand periods. Staff believes these problems can be effectively addressed by incorporating the recommended changes. Parking is a complex issue filled with trade-offs that need to be understood and evaluated, and there is no “one size fits all” method of allocating and managing resources. It is believed that the management techniques recommended in this document will help provide the City of San Clemente with the necessary tools and infrastructure to ensure adequate parking in the T-Zone, and help maintain the continued viability and charm that makes San Clemente unique.

STUDY PARAMETERS

The study area boundaries for the 2013 counts are the same as those used in 2002, 2006, 2008, and 2010. The study area boundary was first established with the 1995 IBI Downtown Parking Study. To note, in the three year interim since the 2010 counts, 4 on-street spaces on Ola Vista at Avenida Granada were lost due to red-curbings. In terms of off-street parking, one private lot containing 10 spaces off Avenida Cabrillo has been converted from private to public since 2010. Additionally, 25 off-street public spaces have been created since 2010 with the development of the Fire Station/Senior Center.

The 2002 occupancy counts were performed on a Wednesday, Saturday, and Sunday between July 24 and July 28, 2002. The 2006 surveys matched the original counts as closely as possible, with the addition of Thursday counts, and extending the time to 9 p.m. Subsequently, the 2008 and 2010 counts were performed on a Wednesday, Thursday, Saturday, and Sunday from 9 a.m. to 9 p.m. As in 2008 and 2010, the 2013 counts were conducted in the same manner, performed on a Wednesday, Thursday, Saturday, and Sunday between July 24 and July 28, 2013 every two hours from 9 a.m. to 9 p.m.

The inventories and detailed occupancy counts, including summaries by block as well as the “raw” data, are provided as appendices. A comparison between 2002, 2006, 2008, 2010, and 2013 of the totals by day and time is shown below in Table 2.

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Table 2: Peak Hour Occupancies for 2002, 2006, 2008, 2010, and 2013

	2002								2006								2008																					
	Inventory		9am	11am	1pm	3pm	5pm	7pm	Inventory		9am	11am	1pm	3pm	5pm	7pm	9pm	Inventory		9am	11am	1pm	3pm	5pm	7pm	9pm												
	Wed. 7/24	Wed. 7/23							Wed. 8/2	Wed. 7/24							Wed. 7/23	Thurs. 7/24							Sun. 7/27													
Off Street	1,284	433	720	614	523	397	415	1,277	684	695	609	584	575	407	1,277	542	690	763	758	565	569	407	1,277	598	717	738	896	559	593	468								
On Street	610	381	461	395	425	336	363	610	338	417	451	383	487	414	613	372	428	471	453	409	469	315	613	352	421	464	472	434	498	358								
Total	1,894	814	1,181	1,009	948	733	778	1,887	880	1,111	1,146	1,013	1,042	821	1,890	914	1,118	1,234	1,211	974	1,038	722	1,890	950	1,138	1,202	1,168	993	1,091	826								
% of total		43%	62%	53%	50%	39%	41%	47%	59%	61%	54%	51%	55%	44%	50%	48%	59%	65%	64%	52%	55%	38%	50%	60%	64%	62%	53%	58%	44%									
Off Street								1,277	598	767	783	693	531	468	1,277	598	717	738	896	559	593	468	1,277	598	717	738	896	559	593	468								
On Street								610	302	426	450	391	466	344	613	352	421	464	472	434	498	358	613	352	421	464	472	434	498	358								
Total								1,887	900	1,193	1,233	1,135	922	812	1,890	950	1,138	1,202	1,168	993	1,091	826	1,890	950	1,138	1,202	1,168	993	1,091	826								
% of total								48%	63%	65%	60%	49%	54%	43%	50%	60%	64%	62%	53%	58%	44%	50%	60%	64%	62%	53%	58%	44%										
Off Street								1,277	613	723	778	724	687	444	1,277	613	573	591	538	489	560	444	1,277	613	573	591	538	489	560	444								
On Street								610	333	374	420	393	504	386	613	312	421	443	436	390	437	396	613	312	421	443	436	390	437	396								
Total								1,887	946	1,097	1,198	1,117	1,074	830	1,890	925	994	1,034	974	879	997	840	1,890	925	994	1,034	974	879	997	840								
% of total								50%	58%	63%	59%	57%	62%	44%	49%	53%	55%	52%	47%	53%	44%	49%	53%	55%	52%	47%	53%	44%										
Off Street								1,277	652	843	894	546	453	369	1,277	652	685	665	508	428	451	369	1,277	652	685	665	508	428	451	369								
On Street								610	421	502	500	455	398	253	613	335	429	415	396	380	395	297	613	335	429	415	396	380	395	297								
Total								1,887	1,073	1,345	1,184	1,001	851	622	1,890	987	1,114	1,080	904	808	846	666	1,890	987	1,114	1,080	904	808	846	666								
% of total								57%	71%	63%	53%	45%	47%	33%	52%	59%	57%	48%	43%	45%	35%	52%	59%	57%	48%	43%	45%	35%										
Off Street								1,285	536	649	701	620	572	423	1,285	536	649	701	620	572	423	1,285	536	649	701	620	572	423	1,285	536	649	701	620	572	423			
On Street								613	340	420	488	417	385	393	613	281	434	514	471	469	535	421	613	281	434	514	471	469	535	421	613	281	434	514	471	469	535	421
Total								1,898	876	1,069	1,189	1,037	957	816	1,898	835	1,153	1,324	1,188	1,116	1,242	923	1,898	835	1,153	1,324	1,188	1,116	1,242	923	1,898	835	1,153	1,324	1,188	1,116	1,242	923
% of total								46%	56%	63%	55%	50%	58%	43%	43%	60%	69%	62%	58%	65%	48%	46%	43%	60%	69%	62%	58%	65%	48%	46%	43%	60%	69%	62%	58%	65%	48%	
Off Street								1,285	609	668	765	678	596	353	1,285	484	770	832	700	674	730	638	1,285	484	770	832	700	674	730	638	1,285	484	770	832	700	674	730	638
On Street								613	351	425	478	410	408	443	613	266	432	508	458	454	545	440	613	266	432	508	458	454	545	440	613	266	432	508	458	454	545	440
Total								1,898	960	1,093	1,243	1,088	1,004	688	1,898	750	1,202	1,340	1,158	1,128	1,275	1,078	1,898	750	1,202	1,340	1,158	1,128	1,275	1,078	1,898	750	1,202	1,340	1,158	1,128	1,275	1,078
% of total								51%	58%	65%	57%	53%	36%	43%	39%	63%	70%	60%	59%	66%	56%	43%	39%	63%	70%	60%	59%	66%	56%	43%	39%	63%	70%	60%	59%	66%	56%	
Off Street								1,285	591	643	699	613	623	709	1,285	399	582	699	697	654	739	652	1,285	399	582	699	697	654	739	652	1,285	399	582	699	697	654	739	652
On Street								613	325	433	488	436	412	538	613	272	427	526	504	499	551	515	613	272	427	526	504	499	551	515	613	272	427	526	504	499	551	515
Total								1,898	916	1,076	1,167	1,049	1,035	1,111	1,898	671	1,009	1,225	1,201	1,153	1,167	1,167	1,898	671	1,009	1,225	1,201	1,153	1,167	1,167	1,898	671	1,009	1,225	1,201	1,153	1,167	1,167
% of total								48%	57%	61%	55%	55%	66%	59%	35%	52%	64%	62%	60%	67%	61%	48%	35%	52%	64%	62%	60%	67%	61%	48%	35%	52%	64%	62%	60%	67%	61%	
Off Street								1,285	508	584	691	523	498	461	1,285	491	704	706	595	596	617	446	1,285	491	704	706	595	596	617	446	1,285	491	704	706	595	596	617	446
On Street								613	411	418	487	433	438	348	613	349	469	506	459	474	505	345	613	349	469	506	459	474	505	345	613	349	469	506	459	474	505	345
Total								1,898	919	1,002	1,178	956	936	647	1,898	840	1,173	1,212	1,054	1,070	1,122	791	1,898	840	1,173	1,212	1,054	1,070	1,122	791	1,898	840	1,173	1,212	1,054	1,070	1,122	791
% of total								48%	53%	62%	50%	49%	48%	34%	44%	61%	63%	55%	56%	58%	41%	48%	44%	61%	63%	55%	56%	58%	41%	48%	44%	61%	63%	55%	56%	58%	41%	

CURRENT CONDITIONS

As of 2013, there are 1,923 public and private parking spaces in the Downtown T-Zone Study Area– 1,314 off-street and 609 on-street – in the downtown T-Zone study area.

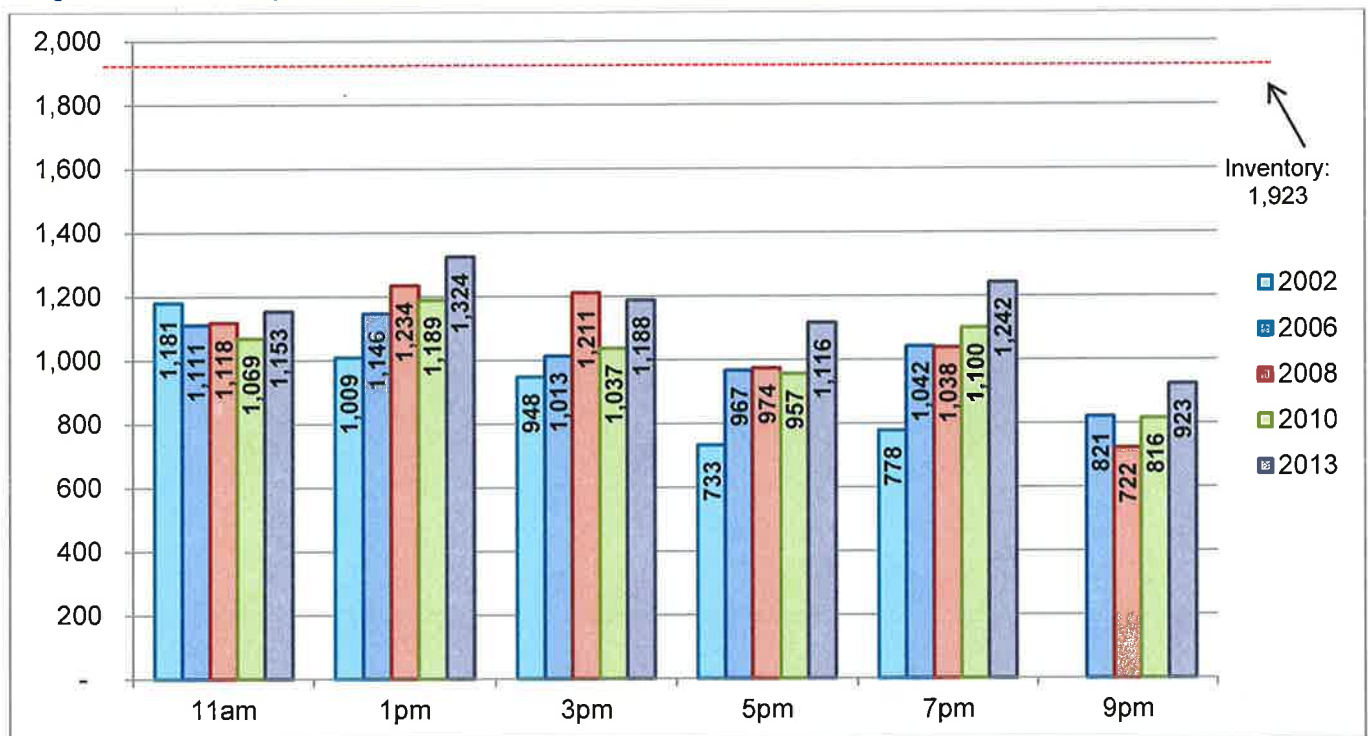
OVERALL PEAK

In 2002, the highest observed occupancy was 1,181 vehicles. This occurred at 11:00 a.m. on Wednesday. In 2006, the highest observed occupancy was 1,345 cars present – an occupancy rate of 71 percent. This occurred at 11:00 a.m. on Sunday. In 2008, the peak was observed at 1:00 p.m. on Wednesday with 1,234 cars parked in the T-Zone. In 2010 the peak was observed at 1,257 vehicles and occurred at 7:00 p.m. on Saturday, July 28. This represents an overall occupancy rate of 67 percent for 2010. In the most recent 2013 study, the peak occupancy was observed at 1:00 p.m. on Thursday, July 25, with 1,340 vehicles and an occupancy rate of 70 percent. When comparing peak hour parking, demand has increased by 3 percent since 2010 and has increased by 5 percent since 2008.

FINDINGS

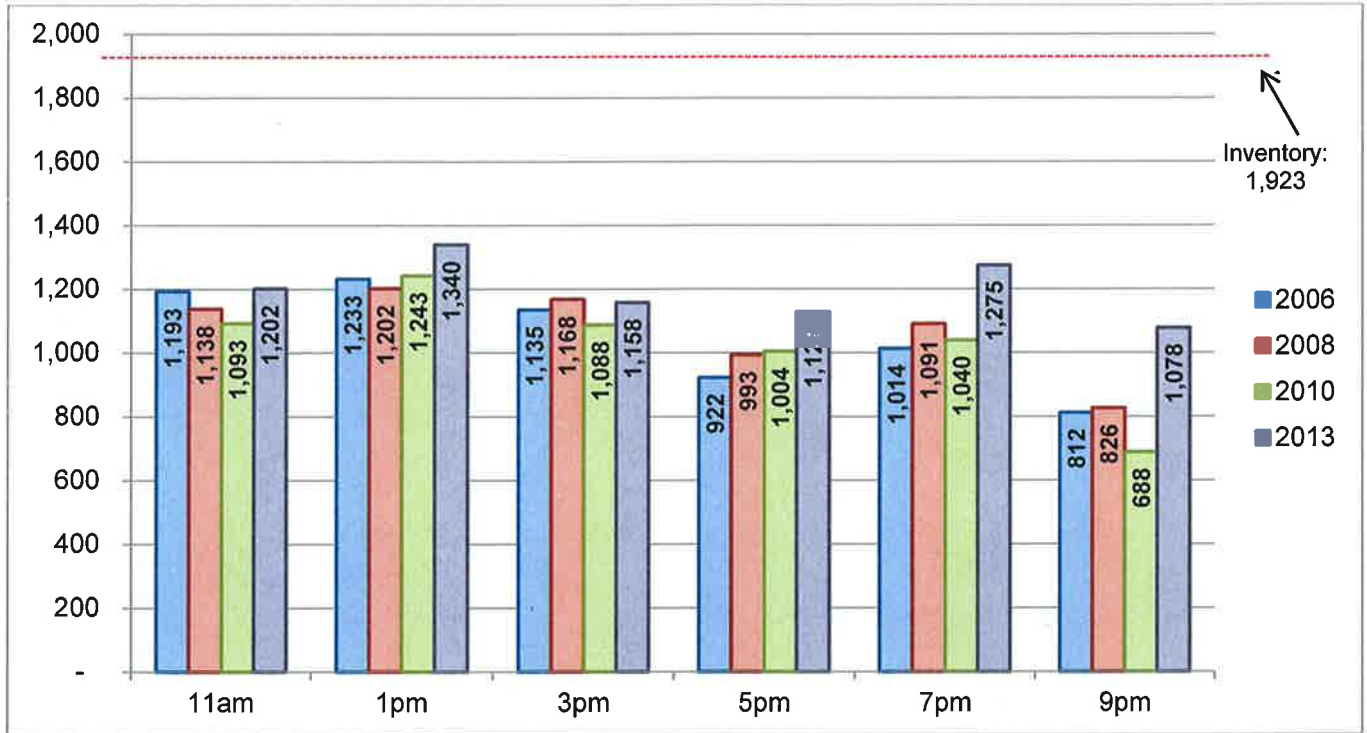
Wednesday & Thursday: In 2002, the peak observed demand was at 11:00 a.m. (1,181 cars), in 2006 it was at 1:00 p.m. (1,146 cars), in 2008, the peak was again observed at 1:00 p.m. (1,234 cars), and again in 2010 (1,243 cars). For 2013, the peak occurred on a Thursday when 1,340 cars were observed, representing a 5 percent increase from 2010. Compared to 2010, every hour on Wednesday saw an increase in demand except for 9:00 a.m. which saw a slight decrease since 2010. Figure 1 compares Wednesday occupancy for 2002, 2006, 2008, 2010, and 2013. Figure 2 compares Thursday occupancy for 2006, 2008, 2010, and 2013. (Thursday was not counted in 2002).

Figure 1: Wednesday Occupancy Counts 2002, 2006, 2008, 2010, 2013



CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 2: Thursday Occupancy Counts 2006, 2008, 2010, 2013



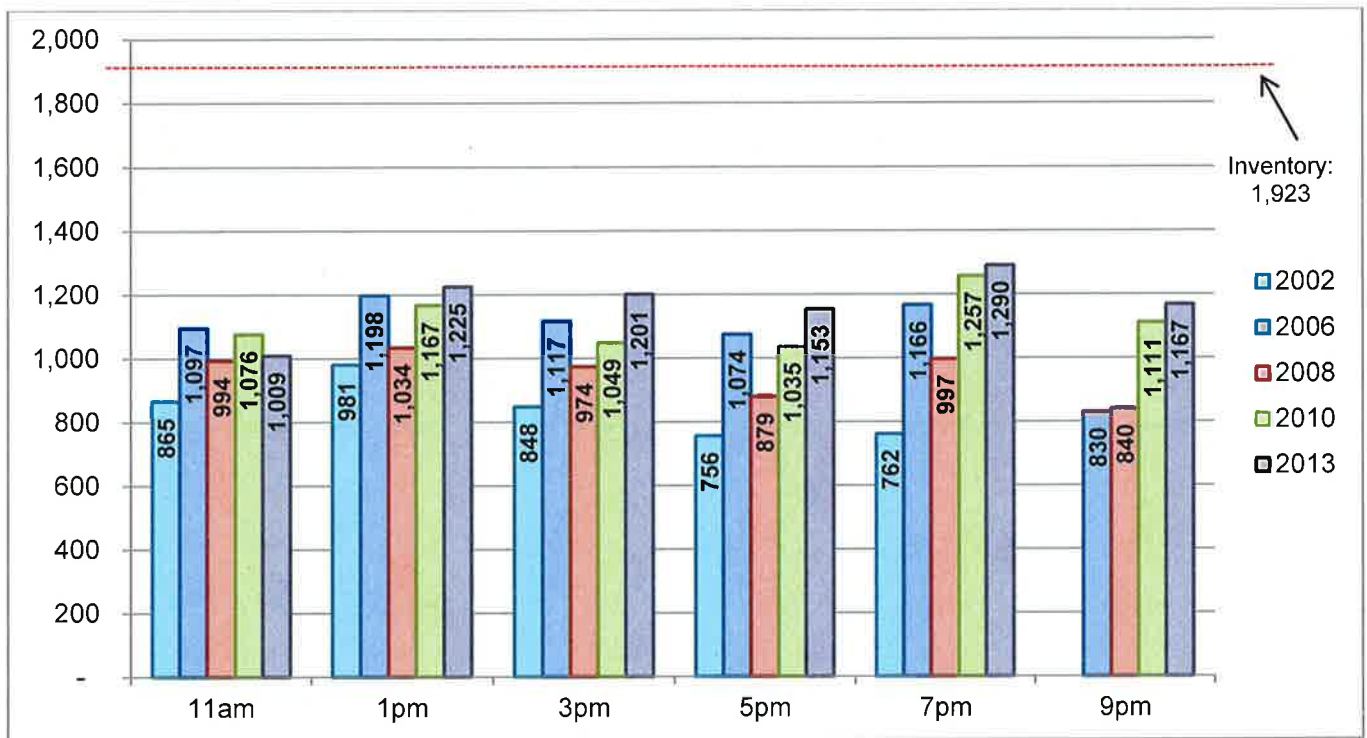
Note: Thursday counts were not recorded in 2002

As mentioned above, the Thursday peak was also at 1:00 p.m., with the 5:00 p.m. and 7:00 p.m. counts also showing increases over 2006.

Saturday: The Saturday peak hour for 2013 was 7:00 p.m. as the counts recorded 1,290 vehicles, a 67 percent occupancy rate. The Saturday peak in 2010 also occurred at 7:00 p.m. with 1,257 vehicles identified. The current occupancy is an increase of 33 vehicles since 2010. The 2010 numbers represent an increase of 223 vehicles or 11 percent from the 2008 Saturday peak data. There was a decrease in the number of vehicles from 2006 to 2008 from 1,198 to 1,034 but an increase from 2002 to 2006 from 981 to 1198. The on-street parking occupancy for 2013 in the T-Zone area increased by 13 vehicles or 2 percent compared to the 2010 Saturday peak. Off-street parking occupancy for 2013 increased by 20 vehicles but no percent change since 2010. On Saturday evenings at 7:00 p.m., the counts have increased by 293 vehicles from 997 vehicles in 2008 to 1,290 vehicles in 2013. Figure 3 shows Saturday parking occupancy for 2002, 2006, 2008, 2010, and 2013.

Parking occupancy increased during almost all observations on Saturday when compared to 2010 except for the morning counts at 9:00 a.m. and 11:00 a.m.

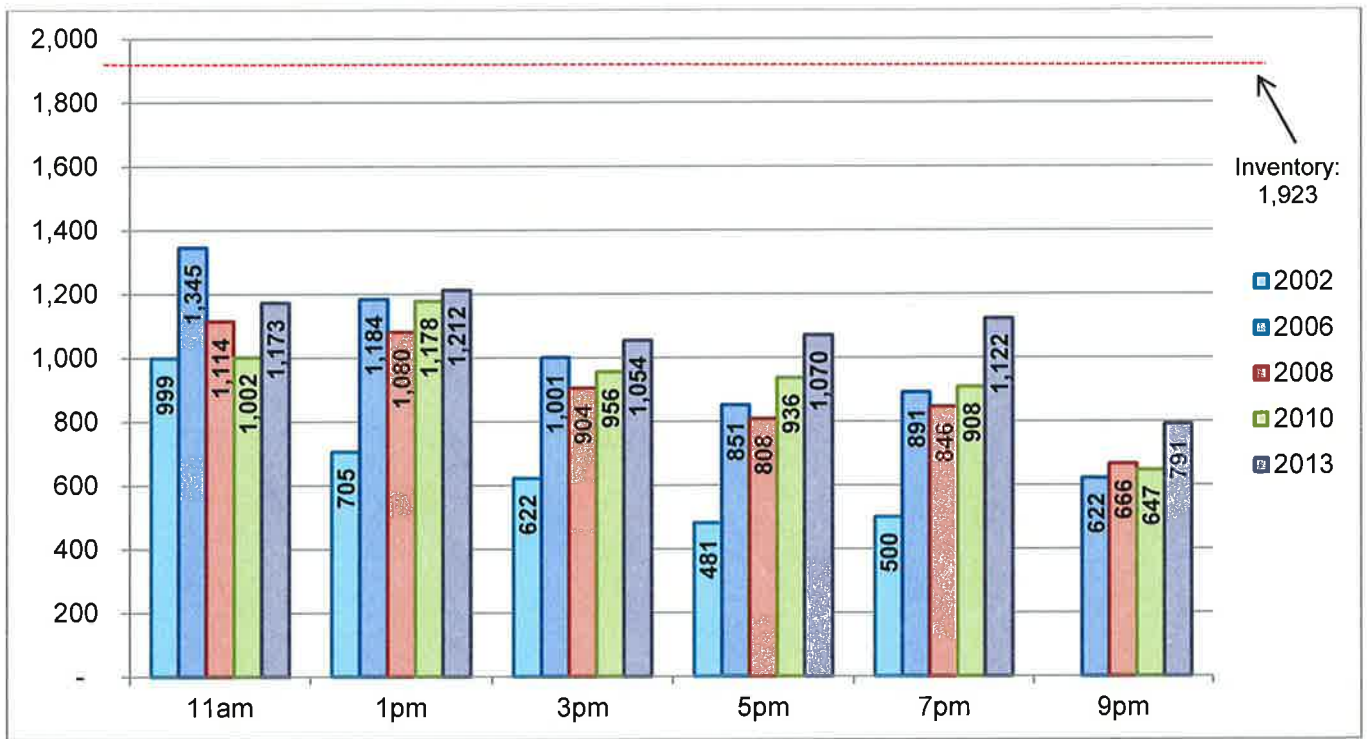
Figure 3: Saturday Occupancy Counts 2002, 2006, 2008, 2010, 2013



CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Sunday: The Sunday peak hour in 2002, 2006, and 2008 was 11:00 a.m. In 2002, the 11:00 a.m. count was 999; in 2006 it was 1,345; and in 2008 it was 1,114 – increasing 18 percent in demand then dropping 12 percent. In 2010, the Sunday 11:00 a.m. count decreased again, dropping 7 percent from 2008 to 1,002 vehicles. The peak occupancy for Sunday in 2010 was at 1:00 p.m. with 1,178 vehicles observed – a 3 percent increase from 2008’s peak count. For 2013, the peak occupancy observed was again at 1:00 p.m. with 1,212 vehicles – exhibiting a 1 percent increase from 2010. Figure 4 shows the Sunday counts.

Figure 4: Sunday Occupancy Counts 2002, 2006, 2008, 2010, 2013



ON-STREET

As of 2013, there are 609 on-street spaces in the T-Zone. In 2002, the highest recorded on-street occupancy rate was 76 percent at 11:00 a.m. on Wednesday. In 2006, the highest on-street occupancies occurred at 7 p.m. on Saturday (82 percent) and at 11 a.m. and 1 p.m. on Sunday (81 percent). In 2008, the highest on-street occupancies occurred at 7 p.m. on Thursday (82 percent) with 3 p.m. on Thursday and 1 p.m. on Wednesday recording slightly lower overall peak occupancy (77 percent). In 2010, the Saturday peak was at 7 p.m. with an occupancy rate of 87 percent, which is above the overall capacity for the entire area. Wednesday and Sunday recorded slightly lower overall peak occupancies – 77 percent occupancy for Wednesday and 79 percent for Sunday. For the purpose of this study, we consider on-street parking to be at its “effective” capacity at 85 percent occupancy. At this capacity, circulation is likely to become impacted.

For 2013, a significant number of streets were above their effective capacities. The peak hour occupancy for on-street counts was at 7 p.m. on Saturday with 90 percent of on-street spaces occupied. For Sunday, the peak on-street rate was 83 percent at 1 p.m., just below the “effective” capacity. For Wednesday and Thursday, the peak on-street rates were 88 and 89 percent at 7 p.m., respectively, both surpassing the “effective” capacity threshold.

OFF-STREET

Private: There are 953 private spaces in the T-Zone. When looking only at private lots, peak occupancy in 2013 was 495 vehicles, showing a 52 percent occupancy rate on Thursday at 1 p.m. In 2010, the peak was 53 percent, and was also at 1 p.m. on Thursday. In 2008, the peak was 54 percent at 11 a.m. on Sunday. In 2006, the peak was 59 percent on Sunday at 11 a.m. as well. Because the occupancy rates have continued to range from 52 to 59 percent for the past 4 counts, it is evident that the opportunity for more efficient parking management is viable through greater utilization of private parking spaces in the T-Zone area.

Public: The public lots are much more highly utilized than the private lots, yet they represent only 361 of the 1,314 off-street spaces available. The peak occupancy observed in these public lots occurred on Thursday at 7 p.m., with 325 vehicles present in the 361 vehicle system. This represents an occupancy rate of 90 percent. During this same time period, the private lots had 389 spaces occupied of the 953 total spaces (41 percent).

SUMMARY MAPS

The maps in Figures 5, 6, 7, and 8 show high-occupancy parking areas during peak hour counts on each of the days counts were recorded – Wednesday, Thursday, Saturday, and Sunday, respectively. The maps show the following:

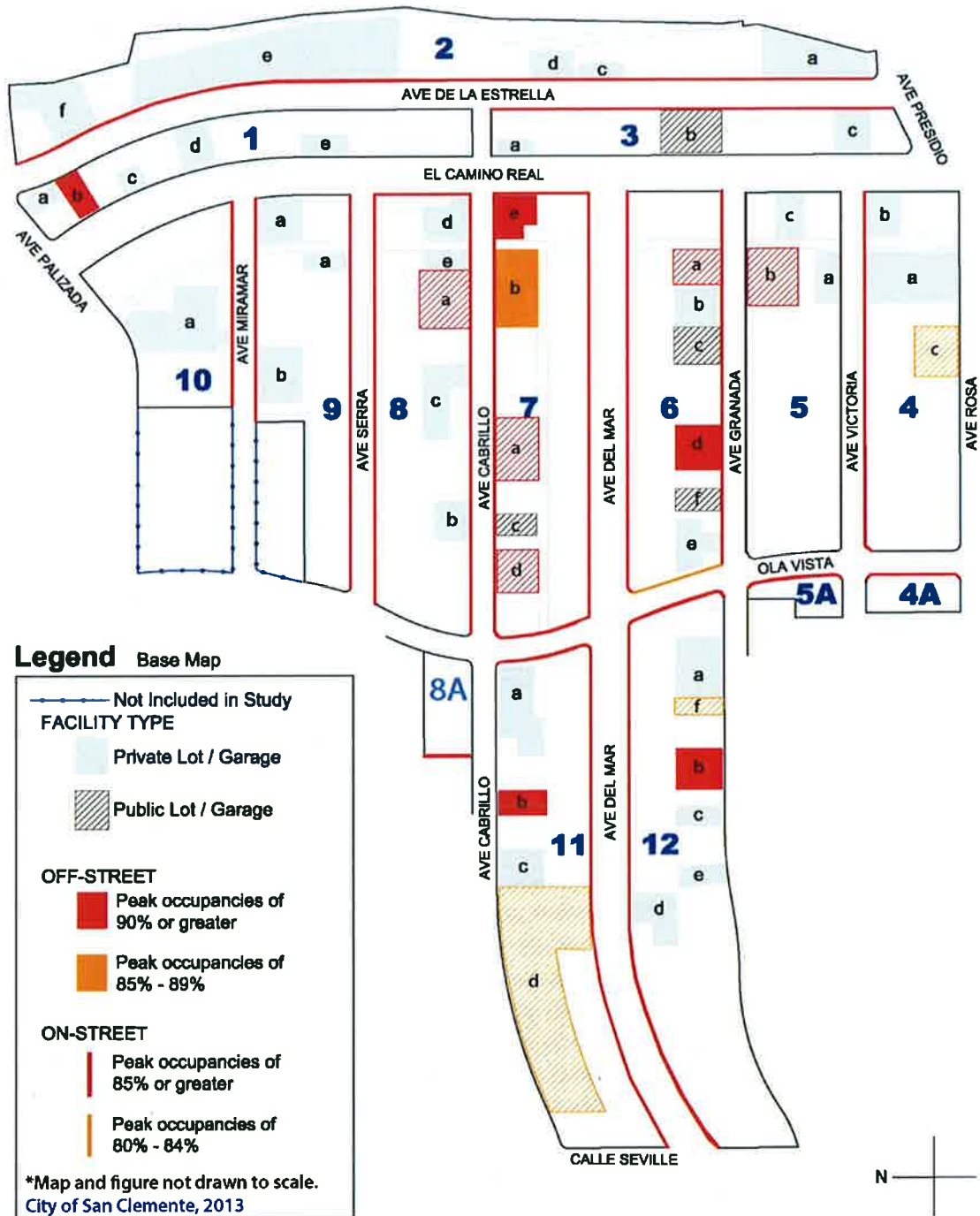
- On and off-street parking that was above its effective supply (85 percent for on-street parking and 90 percent for off-street parking)
- On and off-street parking that was near its effective supply (80-84 percent for on-street parking and 85-89 percent for off-street parking)

Public off-street lots are shown in a hatched pattern, while private lots are shown as solid colors. For both on-street and off-street facilities, red coloring denotes peak occupancies of 90 percent or above, orange coloring denotes peak occupancies of 85 to 89 percent, and blue coloring denotes peak occupancies of 40 percent or less.

Figure 9 depicts low-occupancy (less than 40 percent) off-street facilities during the Thursday peak hour count. Figure 10 depicts full occupancy breakdown during the Thursday peak hour count.

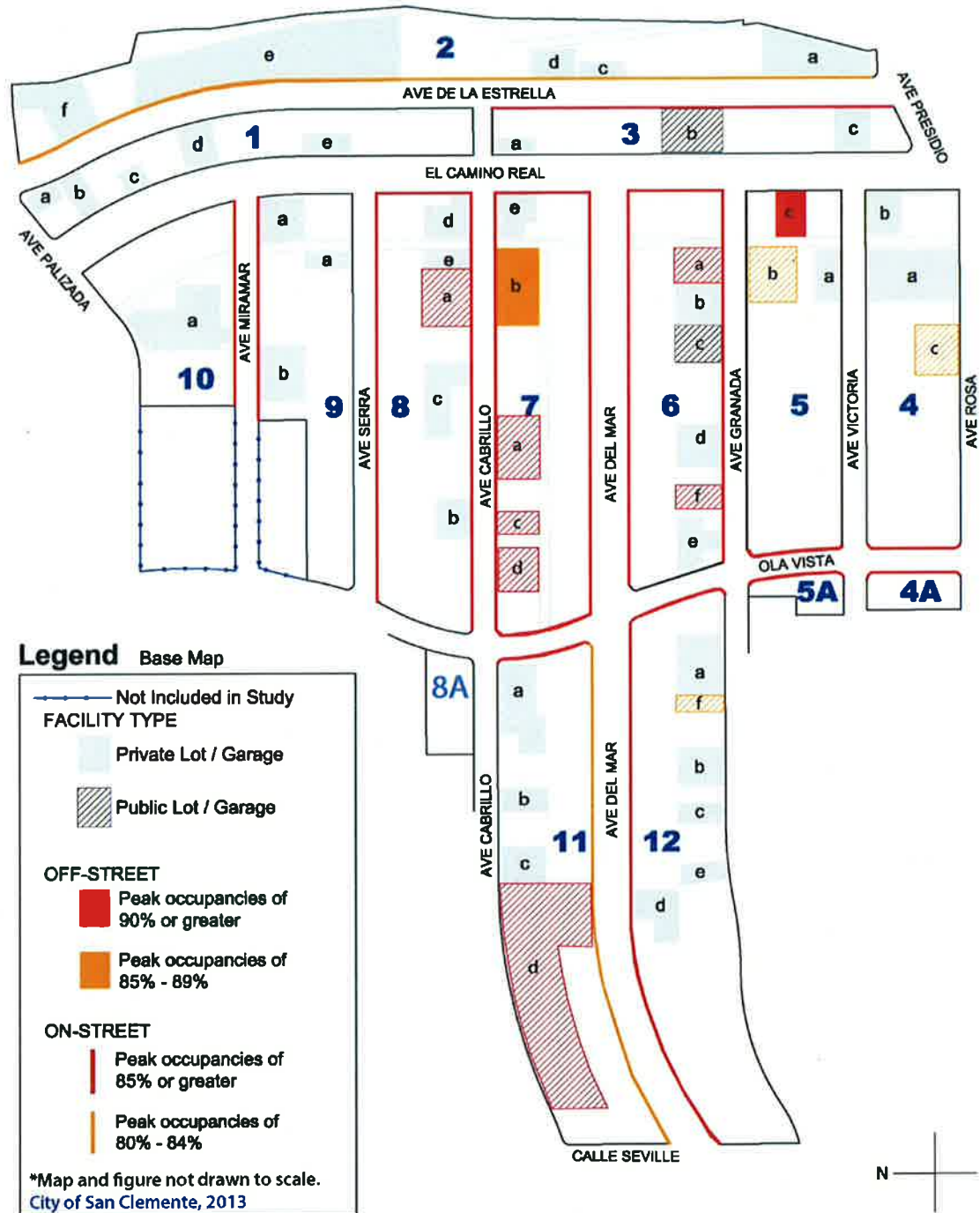
CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 5: Peak Hour Occupancy, Wednesday, July 24, 2013 1 p.m.



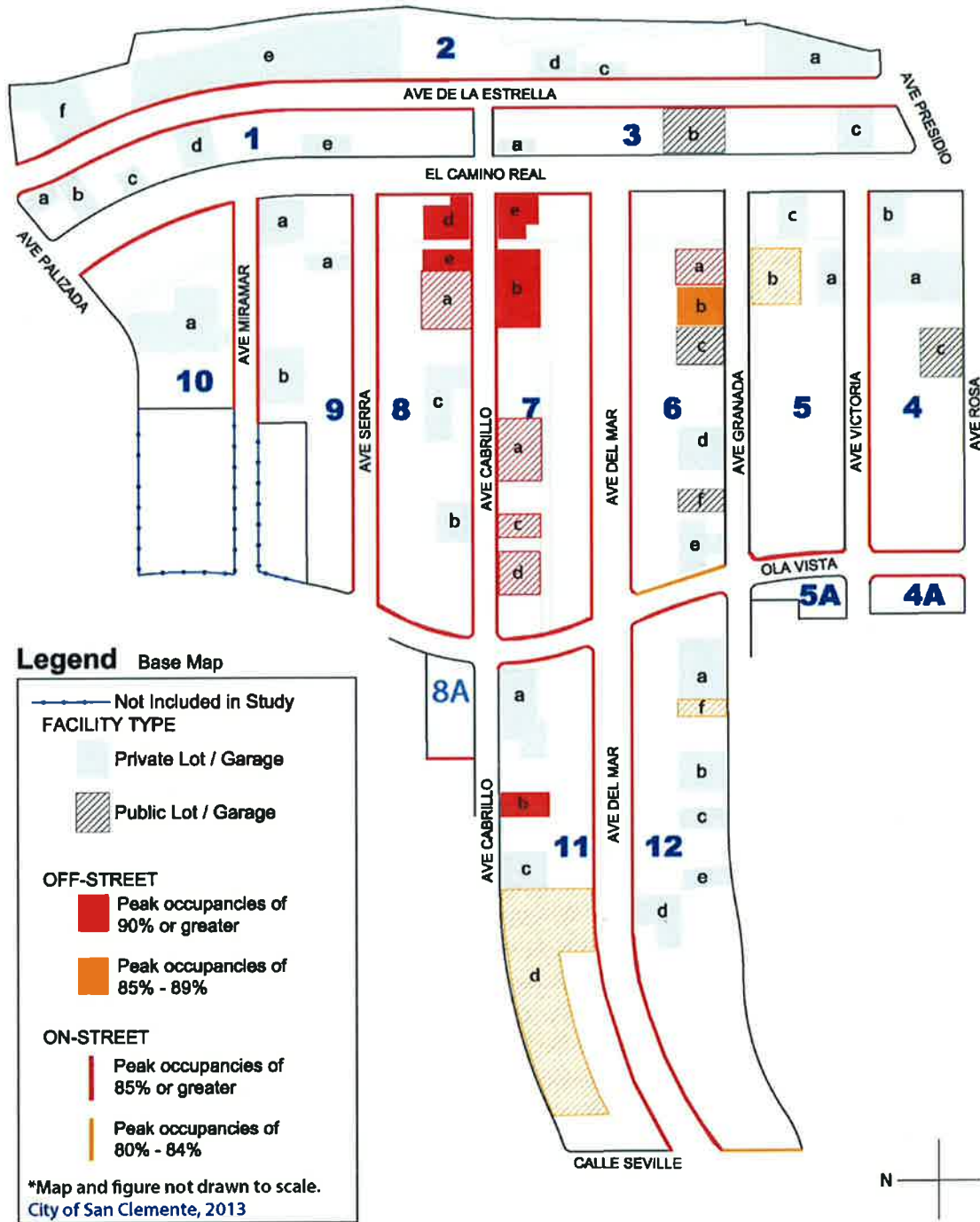
CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 6: Peak Hour Occupancy, Thursday, July 25, 2013 1 p.m.



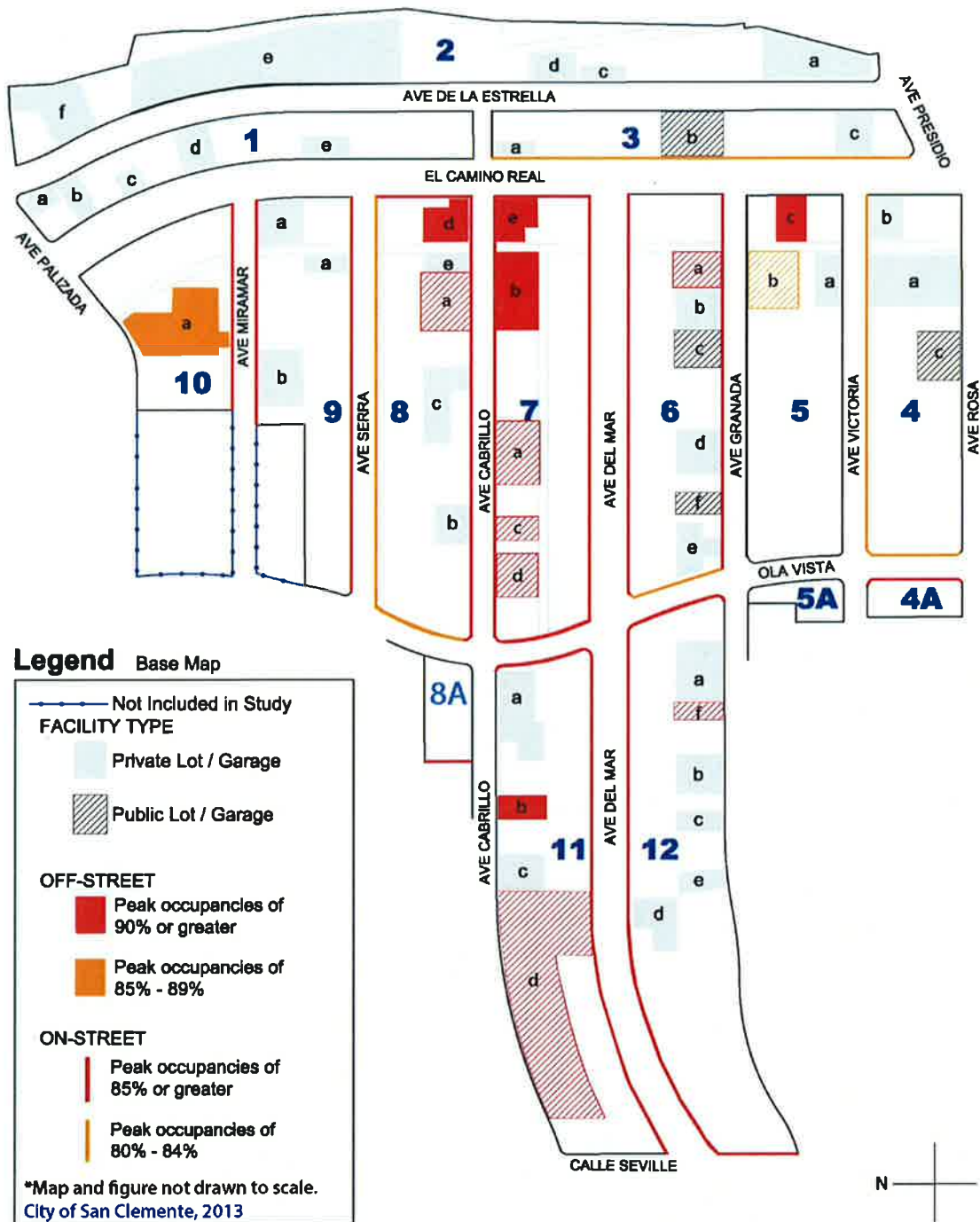
CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 7: Peak Hour Occupancy, Saturday, July 27, 2013 7 p.m.



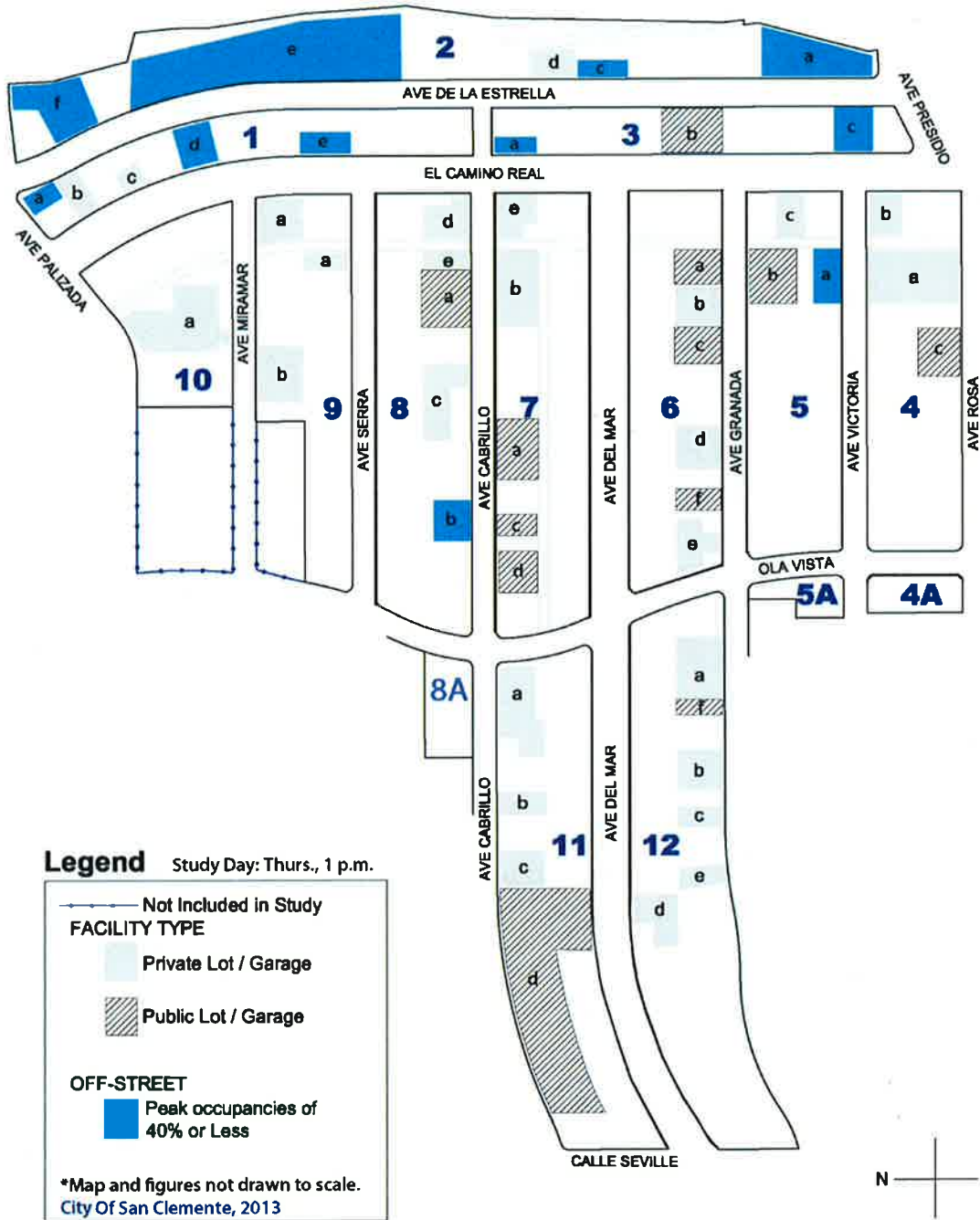
CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 8: Peak Hour Occupancy, Sunday, July 28, 2013 1 p.m.



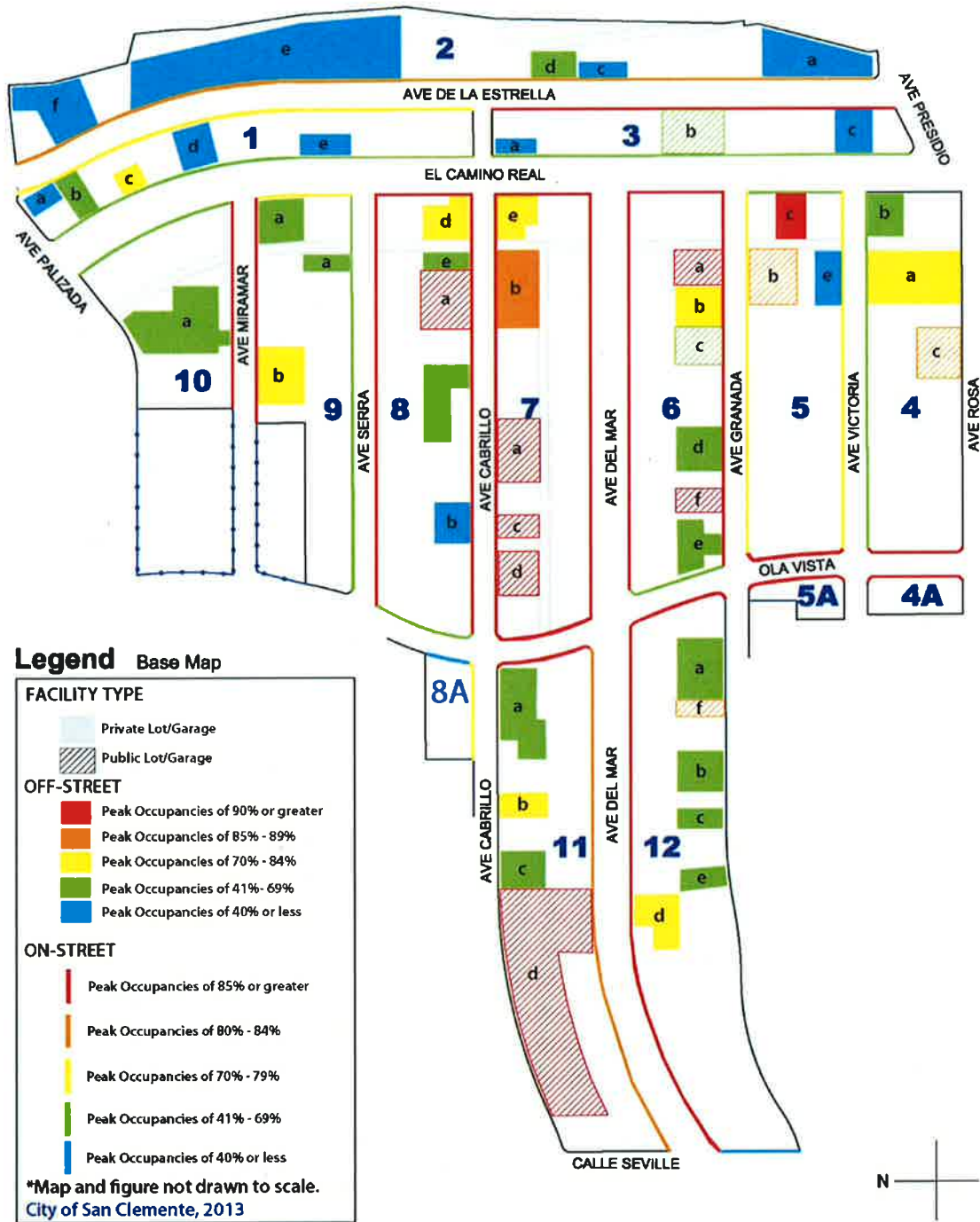
CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 9: Low-occupancy Parking Areas (Peak Conditions), Thursday, July 25, 2013 1 p.m.



CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Figure 10: Full Occupancy Breakdown (Peak Conditions), Thursday, July 25, 2013 1 p.m.



CONCLUSION – OCCUPANCY COUNT UPDATE

The 2006 counts showed that the parking system was notably busier than it was in 2002. The 2008 counts showed that parking demand had dipped from 2006 and became closer to the demand seen in 2002. Despite the recession, the 2010 counts showed significant increases since 2008. In many areas of the country, the decline that occurred in 2008 has not improved in the subsequent two years. The 2010 counts were significantly higher than in 2008 and brought the totals much closer to the 2006 levels. In 2013, the counts indicated a moderate increase from 2010 levels. The 2013 counts are now the highest on record, in terms of both total occupancy and percentage of spaces occupied.

In 2006, the overall occupancy peaked at 71 percent on Sunday at 11 a.m. This was attributed to the demand by church-goers and farmers' market attendees as they filled public lots and on-street spaces, leaving private lots largely empty. In 2008, peak demand dropped 6 percent and peaked at 65 percent on Wednesday at 1 p.m. The overall peak in 2010 shifted from a late morning peak driven by businesses to an evening peak likely driven by restaurant use on Avenida Del Mar. In the most recent counts for 2013, the peak occupancy rate shifted back to an afternoon peak of 70 percent that took place on Thursday at 1 p.m.

Overall, during the lunch/afternoon weekday periods and the evening weekend periods, the parking system is well above its effective capacity for on-street parking and public off-street parking. This indicates that the only available supply for patrons that come to the downtown area during peak weekday and weekend times is in private lots. While this is not necessarily a serious problem, it does constrain the parking system during peak hours and leaves visitors with an impression that sufficient parking is not available in the T-Zone.

The perception and analysis of most parking systems is predicated on the availability and convenience of on-street parking. If on-street parking is congested, the entire system is perceived to be congested. In the San Clemente T-Zone, the peak summer occupancy during the counts was 70 percent. During this same time of Thursday at 1 p.m., the on-street parking for the entire area was 83 percent and above 90 percent along Avenida Del Mar. With on-street parking impacted, most drivers circle the block searching for available spaces and therefore, increase traffic in the area. This furthers the perception that the area is congested, no matter how many spaces may be available in public and private lots.

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Appendix A: On-Street Parking Inventory

Block	Face	Metered	Un-Metered	Total Inventory	Notes
1	n				
	s				
	w		24	24	2 hour parking 9am - 6pm ; 30 minute parking 2am - 5am
	e		24	24	no restrictions
2	n				
	s				
	e				
	w		52	52	no restrictions
3	n				
	s				
	w		18	18	2 hour parking 9am - 6pm ; 30 minute parking 2am - 5am
	e		20	20	no restrictions
4	s				
	n		20	20	no parking 7am - 1pm 2nd & 4th Thursday of each month for street sweeping
	w		5	5	no parking 7am - 1pm 2nd & 4th Wednesday of each month for street sweeping
	e				
4A	e		3	3	no parking 7am - 1pm 2nd & 4th Thursday of each month for street sweeping (mid Ola Vista)
5	s		14	14	2 hour parking 9am - 6pm ; no parking 7am - 1pm 2nd & 4th Wednesday of each month for street sweeping
	n		25	25	30 minute parking 2am - 5pm - Thursday, Friday, Saturday ; 2 hour parking 9am - 6pm ; 4 spaces no parking 4am - 6am M-F
	w		4	4	2 hour parking ; 30 minute 2am - 5am ; no parking 2nd & 4th Wednesday of each month for street sweeping ; 1 space lost due to red curbing since 2010
	e		6	6	2 hour parking 9am - 6pm ; 30 minute 2am - 5am
5A	e		4	4	no parking 7am - 1pm ; 2nd & 4th Thursday of each month for street sweeping ; 1 space lost due to red curbing since 2010
6	s		20	20	no parking 4am - 6am M-F ; 30 minute parking 2am - 5am ; 2 hour parking 9am - 6pm
	n		39	39	2 hour parking 8am - 6pm ; 30 minute parking 2am - 5am

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

	w		6	6	2 hour parking ; 30 minute 2am - 5am ; 1 space lost due to red curbing since 2010
	e		7	7	2 hour parking 9am - 6pm ; 30 minute 2am - 5am
7	s		51	51	2 hour parking 8am - 6pm ; 30 minute 2am - 5am
	n		20	20	30 minute parking 2am - 5am Thursday, Friday, Saturday
	w		5	5	2 hour parking ; 30 minute parking 2am - 5am
	e		3	3	no restrictions
8	s		23	23	no parking 4am - 6am M-F 5 spaces ; 30 minute parking 2am - 5am M, T, W
	n		23	23	no parking 4am - 6am M-F last 4 spaces ; no parking 7am - 1pm 2nd & 4th Wednesday of each month for street sweeping
	w		5	5	no parking 7am - 1pm 2nd & 4th Wednesday of each month for street sweeping
	e		7	7	2 hour parking 9am - 6pm ; 30 minute 2am - 5am
8A	s		4	4	no parking 7am - 1pm 2nd & 4th Wednesday of each month for street sweeping
	e		7	7	no parking 2nd & 4th Thursday for street sweeping
9	s		17	17	no parking 4am - 6am M-F 4 spaces ; no parking 7am - 1pm for street sweeping
	n		11	11	no parking 4am - 6am M-F 1 space ; no parking 2nd & 4th Wednesday for street sweeping
	w				
	e		7	7	2 hour parking 9am - 6pm ; 30 minute 2am - 5am
10	s		14	14	no parking 4am - 6am M-F 5 spaces ; no parking 7am - 1pm 2nd & 4th Thursday for street sweeping
	n				
	w				
	e		11	11	2 hour parking 9am - 6pm ; 30 minute 2am - 5pm
11	s		43	43	no parking Sunday 6am - 3pm for Farmer's Market ; 2 hour parking 8am - 6pm/8am - 5pm/8am - 6pm
	n				
	w				
	e		7	7	2 hour parking ; 30 minute parking 2am - 5am
12	s				
	n		49	49	2 hour parking 8am - 6pm
	w		6	6	no parking 7am - 1pm 2nd & 4th Thursday of every month for street sweeping
	e		5	5	2 hour parking 9am - 6pm ; 30 minute parking 2am - 5am ; 1 space lost due to red curbing since 2010
Totals:			609	609	

 denotes faces that are not part of the study area

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Appendix D: On-Street Occupancy by Block

Peak On-Street Occupancies by Block					
	Total On-Street Inventory	Wednesday, July 24, 2013 (1pm)	Thursday, July 25, 2013 (1pm)	Saturday, July 27, 2013 (7pm)	Sunday, July 28, 2013 (1pm)
Block 1	48	44	33	41	27
Block 2	52	50	49	52	34
Block 3	38	30	29	31	28
Block 4	28	23	23	25	23
Block 5	53	33	44	33	32
Block 6	72	65	69	62	66
Block 7	79	79	79	79	77
Block 8	69	59	60	65	60
Block 9	35	33	32	33	32
Block 10	25	22	18	25	20
Block 11	50	43	47	48	49
Block 12	60	54	59	57	58
TOTAL	609	535	542	551	506

Peak On-Street Occupancies by Block (as % of supply)					
	Total On-Street Inventory	Wednesday, July 24, 2013 (1pm)	Thursday, July 25, 2013 (1pm)	Saturday, July 27, 2013 (7pm)	Sunday, July 28, 2013 (1pm)
Block 1	48	92%	69%	85%	56%
Block 2	52	96%	94%	100%	65%
Block 3	38	79%	76%	82%	74%
Block 4	28	82%	82%	89%	82%
Block 5	53	62%	83%	62%	60%
Block 6	72	90%	96%	86%	92%
Block 7	79	100%	100%	100%	97%
Block 8	69	86%	87%	94%	87%
Block 9	35	94%	91%	94%	91%
Block 10	25	88%	72%	100%	80%
Block 11	50	86%	94%	96%	98%
Block 12	60	90%	98%	95%	97%
TOTAL	609	88%	89%	90%	83%

Red denotes any occupancy above 85%

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Appendix E: Off-Street Parking Inventory

Block No.	ID Letter	Facility Type (Lot/Garage)	Private/ Public	Number of Spaces	Restrictions/ signage	Notes
1	a	Lot	Private	13	No Sign	Office retail etc.
	b	Lot	Private	12	No Time Limit	Sonny's Pizza
	c	Lot	Private	12	Customer Only	Taka- O Sushi
	d	Lot	Private	16	Customer Parking	First Team Realty
	e	Lot	Private	10	Customer Only	Backstreet Florals
2	a	Garage	Private	78	Parking for Hotel Guest	Holiday Inn
	c	Lot	Private	14	No Public Parking	Brown Bldg tenants only
	d	Lot	Private	26	No Public Parking	No Public Parking; gained two spots since 2010
	e	Lot	Private	94	No Public Parking	Presbyterian Church
	f	Lot	Private	23	Private Parking	Professional Bldg/ Private Parking
3	c	Lot	Private	14	Customer Only	Sprint Cleaners
	a	Lot	Private	21	Customer Only	Family Acupuncture; lot blocked off
	b	Lot	Public	20	3 Hr Parking/ No Parking 2am-5am	Downtown City lot
4	a	Lot	Private	55	Customer Parking Only, No Time Limit	Starbucks etc.
	b	Lot	Private	14	No Sign	Hollywood Video
	c	Lot	Public	25	3 Hr Parking/ No Parking 2am-5am	Firestation/ Senior Center, 25 additional spots since 2010
5	a	Lot	Private	15	Customer Only	Liquor store
	b	Lot	Public	26	3 Hr Parking/ No Parking 2am-5am	Duke's Restaurant/ Bar
	c	Lot	Private	21	Customer Only	Goody's Tavern
6	a	Lot	Public	20	3 Hr Parking/ No Parking 2am-5am	Surface Lot; Lost one spot since 2010 due to trash enclosure

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

	b	Lot	Private	32	13 spaces restricted to Del Mar Plaza	Billy's Deli (restaurant/ carbonara)
	c	Lot	14-Private/7-Public	21	No Sign	14 customer parking/ 7 free daytime parking
	d	Lot	Private	11	No Time Restriction	Customer parking only
	e	Lot	Private	19	No Time Limit	Customer parking only
	f	Lot	Public	12	No Parking 2am-5am	Downtown City lot
7	a	Lot	Public	40	No Parking 2am-5am	Downtown City lot
	b	Lot	20-Private/Customer	50	No Time Limit	San Clemente Apts/ Customer parking
	d	Lot	Public	38	3 Hr Parking/ No Parking 2am-5am	Downtown City lot
	c	Lot	Public	10	No Time Limit	Downtown City lot; changed from private to public since 2010
	e	Lot	Private	21	No Time Limit	Now a Verizon Store
8	a	Lot	Public	34	No Parking 2am-5am	Downtown City lot
	b	Lot	Private	13	No Time Limit	Ocean Breeze Medical Group
	c	Lot	Private	19	No Time Limit	130 Cabrillo Medical/ Dental Building
	d	Lot	Private	10	No Time Limit	Changed to The Grill Restaurant
	e	Lot	Private	10	No Time Limit	Nomads Canteen
9	a	Garage/Lot	Private	82	No Time Limit, Tenant Parking Only	12 outdoor/ 70 covered spaces
	b	Lot	Private	34	No Time Limit, Customer Parking Only	Old City Plaza lot
10	a	Lot	Private	35	Customer Parking Only	Old City Plaza/ restaurant etc.
11	a	Lot	Private	41	No Sign	20 spaces under new bldg, 21 outside next to bldg; gained one spot since 2010

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

	b	Lot	Private	10	No Time Limit, Customer Parking Only	Selma's; Additional spaces non-compliant
	c	Lot	Private	27	No Time Limit	Customers of 224 Del Mar
	d	Lot	Public	91	No Time Limit	San Clemente Library/ Community Center; excludes City Staff spaces
12	a	Lot	Private	58	No Time Restriction, Customer Parking Only	Gained 2 spots since 2010; excludes 2 spaces in front of trash enclosure
	f	Lot	Public	8	3 Hr time limit	Downtown City lot
	b	Lot	Private	21	No Time Restriction, Tenant Parking Only	Jackson Hewitt Tax Service
	c	Lot	Private	12	Customer Parking Only	Robin's Nest Thrift Store
	d	Lot	Private	16	No Sign	231 Del Mar/ Kinko's parking
	e	Lot	Private	10	Private Parking	Century 21
TOTAL				1,314		

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Appendix G: Off-Street Occupancy Percentages

Block ID	Inv.	Weekday Occupancies												Weekend Occupancies																	
		Wednesday, July 24, 2013						Thursday, July 25, 2013						Saturday, July 27, 2013						Sunday, July 28, 2013											
		9 am	11 am	3 pm	5 pm	7 pm	9 pm	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm	9 am	11 am	1 pm	3 pm	5 pm	7 pm	9 pm			
1	a	13	8%	31%	31%	8%	38%	15%	23%	31%	23%	31%	8%	15%	15%	15%	8%	0%	8%	0%	15%	38%	69%	0%	0%	8%	8%	31%	15%		
1	b	12	17%	33%	92%	50%	42%	92%	25%	8%	58%	8%	92%	92%	75%	75%	8%	25%	58%	50%	100%	0%	92%	17%	0%	42%	58%	58%	92%		
1	c	12	0%	0%	0%	17%	92%	92%	0%	0%	75%	0%	0%	83%	42%	42%	0%	8%	42%	0%	0%	50%	92%	0%	0%	0%	0%	25%	50%		
1	d	16	13%	25%	38%	25%	31%	25%	38%	31%	13%	13%	13%	25%	25%	25%	0%	6%	19%	25%	50%	50%	50%	0%	0%	6%	31%	31%	31%		
1	e	10	10%	30%	50%	50%	60%	90%	70%	10%	20%	40%	50%	80%	80%	80%	10%	40%	50%	30%	40%	70%	50%	20%	20%	10%	10%	20%	60%		
2	a	78	71%	46%	38%	44%	41%	58%	67%	59%	40%	38%	49%	53%	59%	79%	55%	51%	64%	63%	69%	90%	85%	71%	38%	36%	38%	42%	46%		
2	c	14	21%	29%	21%	29%	0%	14%	29%	0%	14%	29%	21%	29%	7%	7%	0%	0%	0%	0%	0%	0%	0%	0%	7%	43%	14%	7%	14%	0%	7%
2	d	26	46%	12%	31%	12%	42%	69%	46%	58%	23%	54%	8%	31%	50%	38%	4%	4%	8%	23%	42%	50%	62%	100%	100%	35%	8%	4%	15%	8%	
2	e	94	10%	17%	11%	15%	18%	10%	17%	44%	26%	11%	17%	22%	15%	15%	5%	10%	6%	13%	23%	30%	30%	79%	89%	26%	16%	9%	9%	9%	
3	a	14	29%	57%	43%	36%	43%	14%	14%	29%	36%	43%	43%	43%	79%	79%	29%	43%	43%	50%	43%	21%	43%	21%	43%	57%	29%	36%	14%	14%	
3	c	21	10%	10%	10%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	10%	29%	29%	10%	10%	5%	5%	10%	14%	10%	
3	b	20	25%	60%	65%	60%	65%	65%	45%	45%	60%	60%	65%	75%	75%	65%	80%	75%	85%	60%	75%	85%	65%	75%	75%	75%	70%	85%	80%	55%	
4	a	55	67%	80%	76%	95%	82%	47%	27%	44%	75%	78%	73%	55%	45%	51%	65%	76%	71%	60%	58%	58%	25%	49%	69%	51%	5%	62%	44%	33%	
4	b	14	43%	7%	43%	21%	43%	7%	7%	29%	36%	43%	21%	50%	21%	7%	43%	50%	21%	7%	21%	14%	7%	21%	14%	36%	21%	14%	36%	36%	
4	c	25	72%	96%	88%	36%	8%	4%	4%	68%	72%	88%	44%	0%	4%	4%	8%	4%	8%	4%	0%	0%	0%	0%	0%	0%	0%	0%	4%	4%	
5	a	15	33%	67%	73%	33%	53%	40%	27%	40%	33%	27%	73%	67%	73%	40%	40%	73%	47%	20%	53%	47%	53%	73%	47%	47%	60%	60%	27%	27%	
5	b	26	42%	77%	96%	62%	58%	62%	27%	50%	85%	62%	62%	88%	92%	73%	69%	88%	88%	77%	88%	88%	62%	77%	88%	54%	69%	88%	65%	65%	
5	c	21	76%	90%	76%	62%	33%	33%	81%	81%	90%	62%	43%	43%	71%	100%	100%	90%	86%	95%	48%	71%	86%	86%	90%	76%	67%	48%	71%	71%	
6	a	20	25%	75%	90%	80%	90%	85%	50%	25%	65%	100%	70%	90%	100%	100%	10%	70%	100%	90%	65%	100%	70%	10%	45%	100%	80%	70%	95%	25%	
6	b	32	28%	56%	72%	56%	59%	81%	53%	22%	56%	84%	47%	47%	56%	50%	13%	41%	91%	88%	34%	88%	69%	16%	28%	47%	38%	88%	47%	47%	
6	c	21	48%	71%	71%	86%	62%	62%	77%	9%	0%	0%	27%	45%	36%	18%	0%	0%	36%	45%	27%	27%	0%	0%	19%	38%	29%	29%	19%	14%	
6	d	11	9%	41%	41%	36%	27%	9%	0%	0%	0%	0%	0%	18%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
6	e	19	16%	53%	53%	58%	53%	63%	26%	11%	53%	63%	58%	53%	84%	37%	26%	53%	74%	63%	89%	84%	53%	16%	42%	47%	63%	58%	79%	26%	
6	f	12	83%	83%	100%	100%	100%	100%	50%	92%	100%	92%	92%	50%	100%	58%	92%	100%	83%	100%	83%	42%	100%	42%	100%	83%	100%	67%	17%	0%	0%
7	a	40	65%	100%	100%	98%	85%	95%	60%	60%	100%	100%	92%	92%	100%	58%	92%	100%	93%	85%	98%	88%	20%	73%	100%	88%	88%	70%	48%	48%	
7	b	50	30%	52%	86%	74%	72%	100%	90%	46%	64%	86%	82%	78%	94%	92%	46%	70%	96%	84%	90%	98%	100%	60%	86%	88%	98%	88%	90%	92%	
7	d	38	18%	45%	95%	82%	50%	95%	61%	11%	47%	100%	76%	76%	100%	92%	34%	34%	95%	97%	92%	71%	11%	47%	100%	66%	82%	84%	29%	29%	
7	c	10	30%	60%	80%	80%	60%	80%	70%	20%	90%	90%	70%	90%	80%	100%	20%	50%	100%	100%	90%	90%	100%	70%	10%	30%	100%	100%	80%	90%	90%
8	a	34	5%	62%	90%	71%	90%	81%	57%	14%	43%	71%	76%	71%	52%	86%	24%	57%	76%	90%	95%	95%	71%	38%	71%	90%	81%	86%	81%	52%	52%
8	b	13	8%	23%	8%	15%	0%	0%	31%	23%	38%	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	8%	15%	0%	0%	0%	0%	0%	0%	0%	0%
8	c	19	42%	42%	16%	42%	0%	0%	42%	47%	53%	42%	11%	21%	0%	0%	0%	16%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
8	d	10	70%	40%	50%	10%	10%	60%	40%	70%	40%	70%	20%	10%	90%	100%	90%	100%	90%	20%	10%	90%	100%	100%	70%	10%	10%	10%	80%	30%	30%
9	a	82	56%	49%	50%	40%	40%	80%	50%	0%	20%	60%	60%	60%	70%	100%	0%	40%	60%	70%	50%	50%	80%	50%	60%	30%	50%	40%	50%	10%	10%
9	b	34	53%	56%	50%	50%	47%	50%	53%	50%	82%	79%	71%	71%	56%	50%	53%	59%	44%	56%	62%	59%	56%	44%	56%	50%	50%	50%	62%	47%	47%
10	a	35	57%	63%	60%	60%	46%	69%	29%	40%	91%	69%	43%	49%	60%	29%	29%	46%	54%	46%	51%	74%	66%	60%	86%	89%	54%	49%	60%	11%	11%
11	a	41	34%	61%	73%	63%	73%	88%	73%	32%	63%	68%	56%	61%	51%	63%	34%	73%	80%	73%	68%	71%	44%	59%	71%	61%	73%	61%	54%	54%	54%
11	b	10	40%	40%	90%	30%	20%	100%	80%	10%	40%	70%	40%	80%	100%	90%	0%	30%	80%	100%	100%	100%	100%	10%	10%	90%	40%	110%	90%	60%	60%
11	c	27	33%	74%	74%	85%	56%	26%	15%	41%	67%	63%	56%	52%	22%	19%	33%	30%	37%	59%	33%	30%	22%	26%	30%	74%	30%	30%	19%	15%	15%
12	d	91	76%	80%	87%	77%	69%	86%	46%	41%	92%	90%	71%	58%	105%	54%	41%	68%	88%	86%	80%	89%	12%	40%	86%	96%	85%	51%	37%	37%	
12	e	58	43%	60%	59%	59%	66%	36%	28%	34%	62%	59%	57%	69%	60%	34%	17%	24%	29%	33%	26%	29%	40%	9%	45%	41%	34%	41%	48%	34%	34%
12	f	8	88%	88%	88%	63%	63%	88%	38%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	100%	25%	25%	100%	88%	75%	75%	63%	63%
12	b	21	57%	81%	90%	67%	29%	38%	19%	86%	67%	29%	38%	19%	86%	67%	29%	38%	19%	86%	67%	29%	38%	19%	86%	67%	29%	38%	19%	19%	19%
12	c	12	25%	42%	67%	50%	42%	33%	42%	33%	50%	58%	50%	50%	42%	58%	33%	42%	67%	25%	58%	50%	42%	33%	50%	58%	67%	50%	58%	58%	58%
12	d	16	25%	13%	56%	44%	56%	38%	19%	31%	69%	75%	75%	38%	31%	6%	6%	31%	50%	38%	25%	19%	25%	0%	69%	25%	31%	38%	6%	0%	0%
12	e	10	20%	30%	30%	70%	40%	10%	0%	20%	80%	50%	60%	20%	0%	0%	20%	50%	40%	30%	60%	10%	0%	20%	40%	30%	30%	10%	10%	0%	0%
Total		1,314	42%	54%	60%	53%	48%	53%	37%	37%	62%	52%	50%	54%	47%	47%	30%	43%	52%	49%	55%	48%	36%	52%	53%	44%	44%	46%	33%	33%	

CITY OF SAN CLEMENTE
T-ZONE OCCUPANCY COUNT UPDATE
AUGUST 2013

Appendix H: Off-Street Occupancy by Block

Peak Off-Street Occupancies by Block					
	Total Off-Street Inventory	Wednesday, July 24, 2013 (1pm)	Thursday, July 25, 2013 (1pm)	Saturday, July 27, 2013 (7pm)	Sunday, July 28, 2013 (1pm)
Block 1	63	32	28	26	2
Block 2	235	63	80	104	172
Block 3	55	21	18	24	23
Block 4	94	70	71	34	40
Block 5	62	52	46	46	49
Block 6	115	84	87	74	42
Block 7	159	146	145	153	108
Block 8	86	60	73	68	62
Block 9	116	59	63	27	26
Block 10	35	21	24	26	30
Block 11	169	138	134	128	111
Block 12	125	80	79	45	55
TOTAL	1,314	826	848	755	720

Peak Off-Street Occupancies by Block (as % of supply)					
	Total Off-Street Inventory	Wednesday, July 24, 2013 (1pm)	Thursday, July 25, 2013 (1pm)	Saturday, July 27, 2013 (7pm)	Sunday, July 28, 2013 (1pm)
Block 1	63	51%	44%	41%	3%
Block 2	235	27%	34%	44%	73%
Block 3	55	38%	33%	44%	42%
Block 4	94	74%	76%	36%	43%
Block 5	62	84%	74%	74%	79%
Block 6	115	73%	76%	64%	37%
Block 7	159	92%	91%	96%	68%
Block 8	86	70%	85%	79%	72%
Block 9	116	51%	54%	23%	22%
Block 10	35	60%	69%	74%	86%
Block 11	169	82%	79%	76%	66%
Block 12	125	64%	63%	36%	44%
TOTAL	1,314	63%	65%	57%	55%

Red denotes any occupancy above 85%