

# 2018 North Beach Parking Study



January 2019

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## PURPOSE OF COUNTS

The purpose of the 2018 North Beach Parking Study is to inform both the decision makers and residents of San Clemente of the North Beach Zone parking conditions. Based upon the results contained in this report, recommendations are made to better manage parking supply in North Beach.

## ACKNOWLEDGEMENTS

The 2018 North Beach Parking Study was prepared for the City of San Clemente by Michael Allocco, Planning Intern (Masters of Arts in Geography, California State University of Fullerton) Kyle Webber, Planning Intern (Masters of Urban and Regional Planning, University of California, Irvine) Christopher Wright, Associate Planner II under the direction of Carl Stiehl, Senior Planner.

## INTRODUCTION

North Beach is a unique visitor oriented coastal community and entertainment hub.. It is an important City gateway along the historic El Camino Real/Pacific Coast Highway from beach cities to the north. The area's on-going revitalization is based on the community's desire to preserve and enhance its key assets. The area's assets include: views of the ocean, convenient beach access, a rich inventory of historic buildings, access to passive and active recreational amenities and numerous visitor-serving shops and services. The North Beach area is a key multimodal transportation hub with access to the Metrolink rail station, the Beach Trail, numerous bikeways and pedestrian paths, and the historic El Camino Real corridor that connects many of the City's activity areas. There is a balance between automobile, bicycle and pedestrian mobility, and the area is well connected to adjacent neighborhoods.

The goal of this parking study is to report on and analyze results from a parking survey conducted in August of 2018 in North Beach. Also, this study provides a comparison of parking data from the first study of North Beach's parking supply in 2016 directed by the City Council. Based upon this analysis, this report provides parking management recommendations. See Figure 1 for a map of the study area and page 7 for a description. This parking study to assess whether the supply and management of parking supports General Plan goals for North Beach to be a visitor-serving coastal activity center.

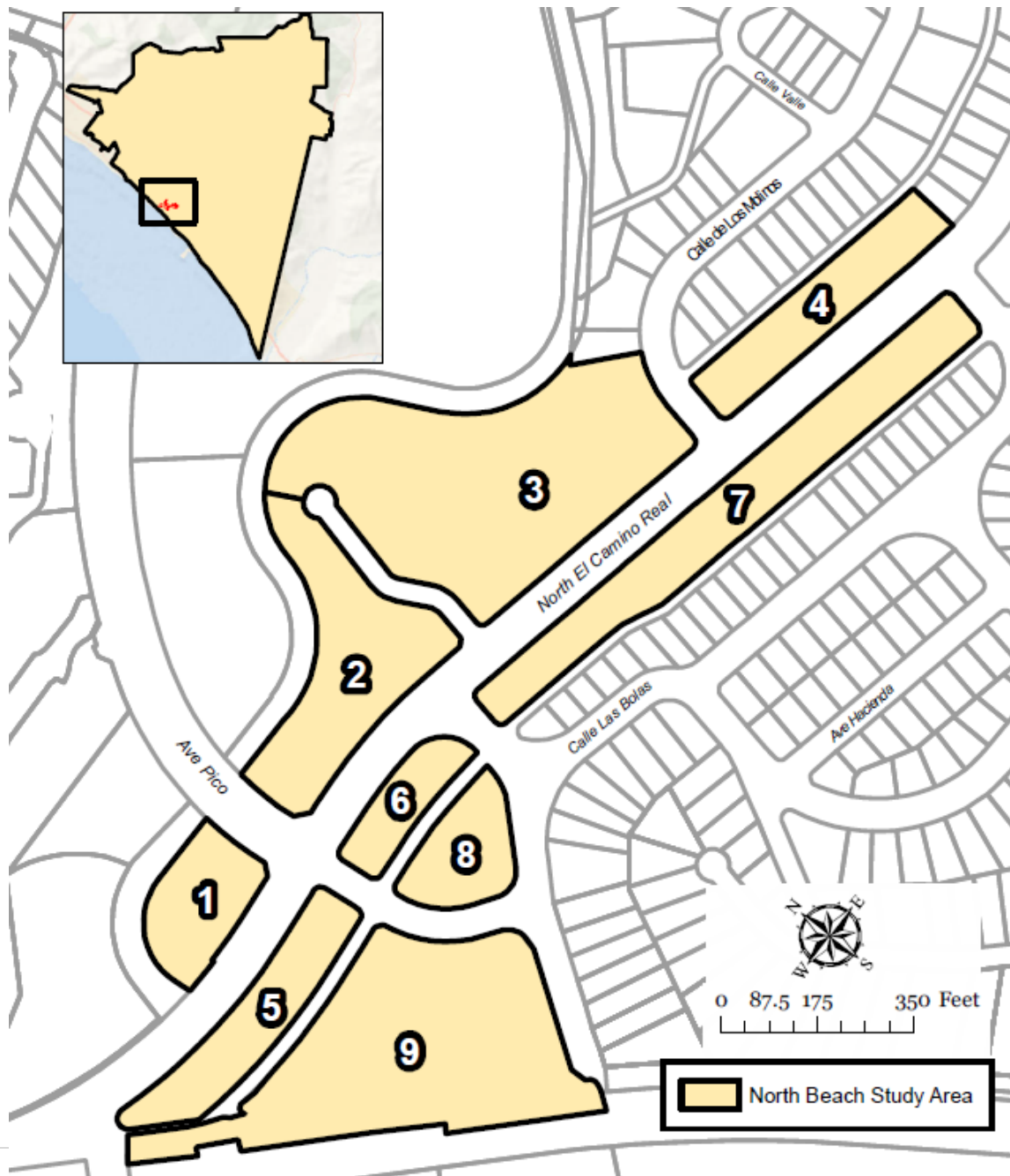
The parking industry regards an occupancy rate of 85% for on-street and 90% for off-street parking as the maximum effective capacity (Walker Parking Consultants). This is because parking occupancy rates above this threshold start to impact traffic flow as drivers have to spend a greater amount of time trying to find a space to park. As a consequence, an increase in vehicular traffic lowers the level of safety for a growing number of pedestrians who are required to park further away from their destinations.

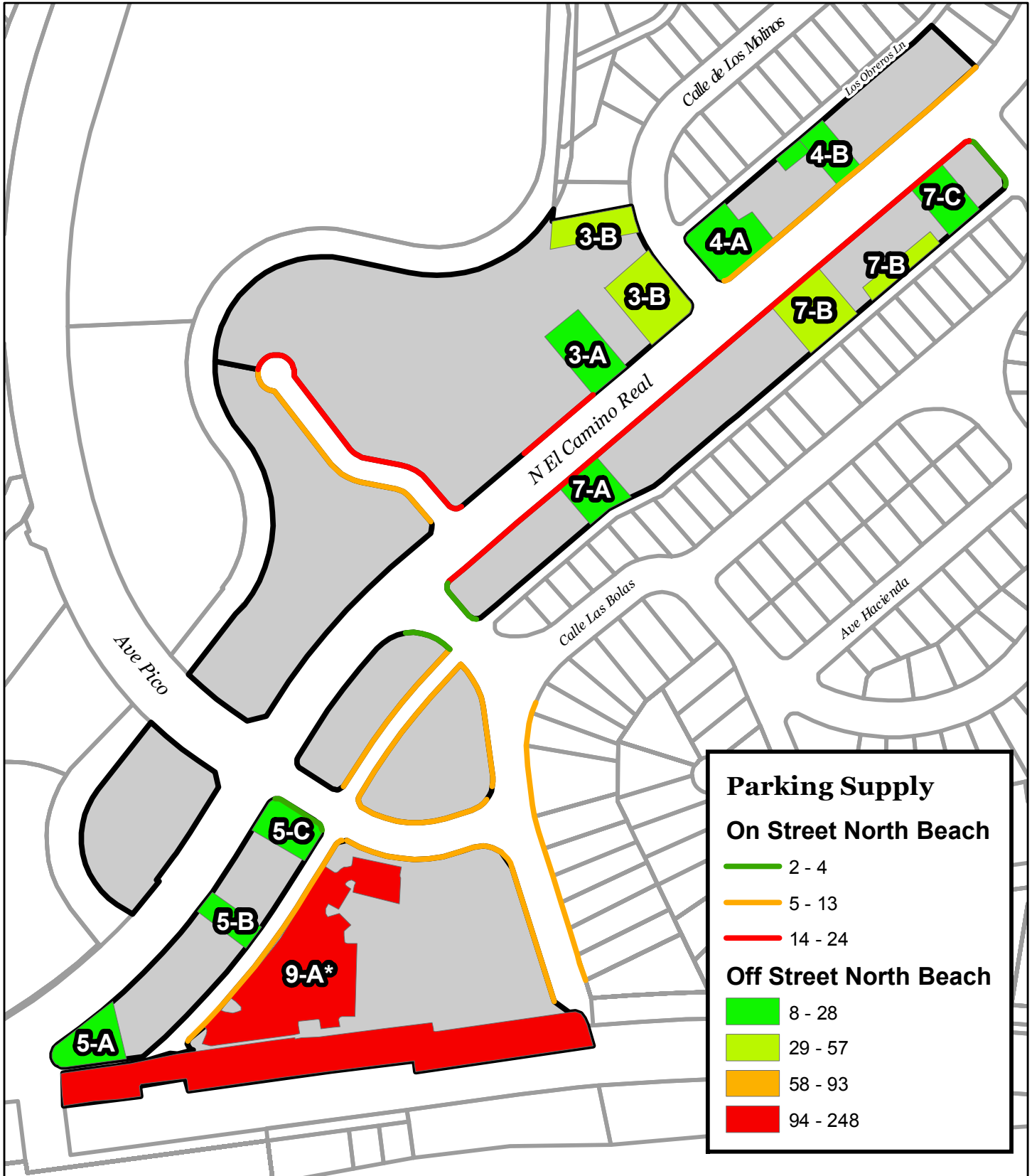


## STUDY PARAMETERS

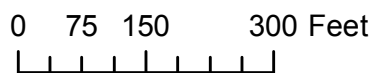
The study area follows North El Camino Real between Avenida Estacion and Calle Las Bolas. The study area is subject to mixed use zones only that include Mixed Use zones (MU 1 and MU 2) and the Public zone without including the surrounding residential districts. The study area boundary was first established with the 2016 parking study. Figure 1 is a vicinity map for the study area. Figure 2 shows the parking supply within the study area.

Figure 1 – Vicinity Map





North Beach Parking Supply 2018





## Methodology

The 2018 occupancy counts for North Beach were performed using the same methodology as the 2016 parking study. The previous study was performed on Wednesday, Friday, Saturday, and Sunday from 9 a.m. to 9 p.m. during the month of August. The counts were conducted in two-hour intervals (9 a.m., 11 a.m., 1 p.m., 3 p.m., 5 p.m., 7 p.m., and 9 p.m.). The 2018 parking count dates were:

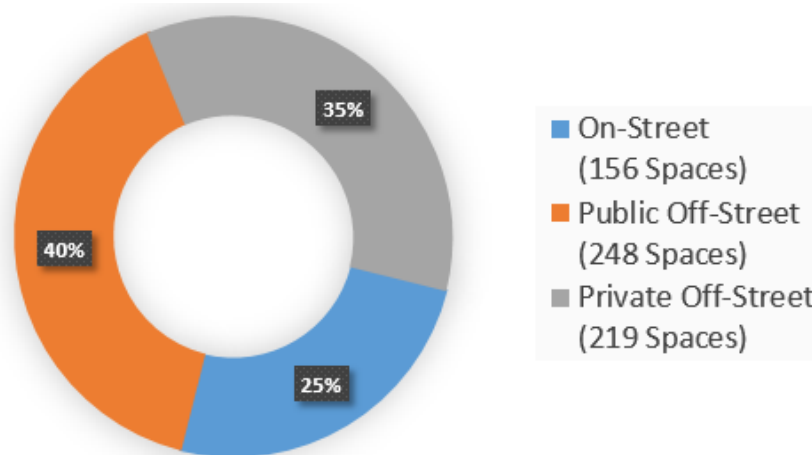
- Wednesday August 15
- Thursday August 16
- Saturday August 18
- Sunday August 19

Both small and large-scale community events are common occurrences in the area. This is especially true during the busy summer month of August. During the study period, observed events included weddings at the Ole Hanson beach Club, the Casino and the North Beach farmer's market.

## Current Conditions

There are 623 parking spaces in the North Beach study area: 467 off-street spaces and 156 on-street spaces. The off-street spaces are within 11 parking lots. Parking lot "9-A" is public with 248 parking spaces (see Figure 2 for a map). Ten lots (3A&B, 4A&B, 5A-C, 7A-C) are privately owned with 378 parking spaces. Figure 3 illustrates the allocation of total available parking spaces among three parking types. Public off-street spaces account for approximately 40% of total parking availability.

Figure 3: Breakdown of Parking Supply





No new parking spaces have been added in North Beach by new development or redevelopment since 2016. However, through an updated audit of parking for this study, 35 off-street parking spaces were observed that were not previously counted in the 2016 parking study. This parking includes 18 public spaces (Lot 9-A) and 17 private spaces (Lots 5-B, 7-A, and 7-B).

Unoccupied buildings in the study area result in lower parking demand in North Beach. This includes the Miramar Theatre at 1700 North El Camino Real (N. ECR), a historic structure known as the Ichaberi restaurant at 1814 N. ECR, and a building previously occupied by Kaylani Coffee at 1844 N. ECR. The Kaylani coffee and Ichaberi buildings are undergoing tenant improvements for new tenants. Entitlements at the Miramar Theatre site are approved for an adaptive reuse of the historic structure as a multi-use event center and restaurant including issuance of several historic preservation property parking waivers. Similar waivers were issued for the reuse and remodel of the Casino site. Additionally, the Sea Summit at Marblehead coastal is nearing completion and may influence future parking demand and activity in North Beach.

A focus of future parking studies should include the adequacy of parking management and parking availability at peak use when development increases public parking demand in the North Beach area.

#### *Paid parking*

There are 68 metered and 88 unmetered on-street parking spaces. There are approximately 237 metered and 11 unmetered off-street parking spaces in the public parking lot. The off-street metered spaces operate from 9 a.m. to 6 p.m. daily and holidays at a rate of \$1.00 per hour with 12 hour time limits. Metrolink riders arriving between 4 a.m. to 9 a.m. on weekdays can park all day in the public off-street lot for one dollar. These rates are comparable with cities in Los Angeles County and Orange County.

#### *Parking restrictions*

All private off-street lots are for customer use only. The public off-street parking lot (Lot 9A) on Avenida Estacion has the following time and use restrictions:

- Spaces numbered 1 through 4 have a 15 minute limit.
- Spaces numbered 5 through 147 are designated for Metrolink commuters Monday through Friday between 4:30 a.m. and 6:00 p.m. The spaces are also available for beach parking after 9 a.m.
- Spaces numbered 200 through 301 are for beach parking only.

See Appendix A and E, “On-Street Parking Inventory” and “Off-Street Parking Inventory” for more information about parking restrictions and signage.



## FINDINGS

Overall peak occupancy was observed on Saturday August 18<sup>th</sup> at 9 a.m with an occupancy rate of 43%. This rate is below the maximum effective capacity threshold according to the Walker Parking Consultants analysis. Occupancy counts by types of parking (on-street, public off-street, and private off-street) are also below the threshold. Table 1 shows the percentage of occupied parking spaces when demand of parking was highest each day data was collected.

Table 1: Peak Parking Occupancy Rates

	<i>Peak occupancy per count day</i>	<i>Maximum occupancy Rate</i>	<i>% change from 2016</i>
<i>Overall peak occupancy (all parking)</i>	Wednesday at 11 a.m.	40%	0%
	Thursday at 3 p.m.**	41%	-3%
	Saturday at 9 a.m.	43%	-3%
	Sunday at 1 p.m.	39%	-1%
<i>On-street*</i>	Wednesday at 11 a.m.	42%	-2%
	Thursday at 3 p.m.**	37%	-3%
	Saturday at 9 a.m.	50%	+23%
	Sunday at 1 p.m.	39%	-4%
<i>Off-street Private Lots*</i>	Wednesday at 11 a.m.	40%	+1%
	Thursday at 3 p.m.**	37%	-7%
	Saturday at 9 a.m.	39%	-3%
	Sunday at 1 p.m.	26%	0%
<i>Off-street Public Lot (9-A)*</i>	Wednesday at 11 a.m.	40%	+1%
	Thursday at 3 p.m.**	29%	-17%
	Saturday at 9 a.m.	43%	-7%
	Sunday at 1 p.m.	52%	+2%

\* Day times shown are when overall demand was highest each day.

\*\* In 2016, counts were done on Friday.

Figures 5-8 on pages 14-17 show the percentage of occupied parking in the North Beach area at peak time each day data was collected.

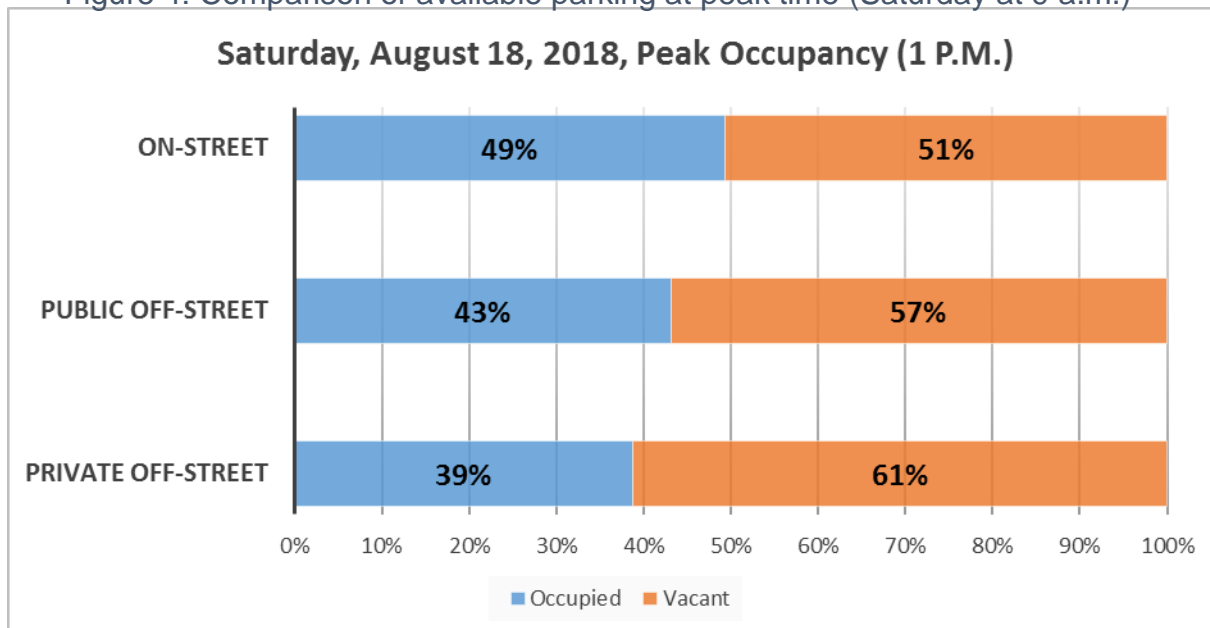




## On-street Parking

When the 85% effective capacity threshold is exceeded for on street parking, traffic is likely to increase and parking will be perceived as unavailable, no matter how many spaces may be available. Therefore, the availability of on-street parking has a large effect on how drivers see the adequacy of parking in an area. At peak time (Saturday at 9 a.m.), the occupancy rate for on-street parking was 50%. Since this occupancy rate is well below the 85% threshold, drivers are likely to find available parking spaces without having to circle the study area in search of parking. Figure 4 shows a comparison of available parking at peak time on Saturday at 1 p.m. for private off-street parking lots, public off-street parking lots, and on-street parking.

Figure 4: Comparison of available parking at peak time (Saturday at 9 a.m.)



## Off-street Parking

As stated earlier, there are 467 off-street spaces within 11 parking lots. Parking lot “9-A” is a public lot with 248 parking spaces. Ten lots (3A&B, 4A&B, 5A-C, 7A-C) are privately owned with 219 off-street parking spaces. Figure 4 (above) shows the peak occupancy of the public off-street lot was 43% at peak time (Saturday at 9 a.m.), with 128 of the total 248 spaces available. During this same time period, private parking lots were occupied at 39% (60 of 156 spaces available). Though this private parking is available at peak time it is generally not available for public use. Unlike the Downtown T-Zone, there is no private lot leasing program to make private parking lots available for public use. With significant public parking spaces available at peak time, there does not appear to be merit in investing in a lease program at this time.



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## Changes from Previous Study

Since the 2016 study, parking usage has declined at peak time on all study days. The percentage rate changes are shown in Table 1 above.

There may be numerous factors responsible for the decline in parking rates, both directly and indirectly. The introduction of the San Clemente Trolley System, which stops at North Beach, is a probable cause the observed decrease. The trolley likely deters some visitors and commuters from parking their private vehicles in North Beach and surrounding area. Riders of the Trolley have been observed parking at the Outlets at San Clemente and riding the trolley to North Beach and to the Downtown T-Zone. To date, the trolley experiences a high ridership level with “an average ridership of 43 people per hour”.<sup>1</sup>

## Future Considerations

Several changes are occurring in and around the North Beach zone by recent developments, including the reopening of the Ole Hanson Beach Club, residential development in the Sea Summit at Marblehead Coastal, the Outlets, and the Trolley System in San Clemente. These changes are likely to bring more visitors, commerce, and residents to San Clemente and North Beach.

While the North Beach zone maintains a parking surplus, parking demand is likely to increase in the future as businesses occupy vacant buildings and development is completed, including the Miramar Theatre, Phase 2 of the Outlets, and Sea Summit residential lots. These changes in and near North Beach must be taken into account when future decisions are made in whether to expand the parking supply or implement new parking management strategies.

There are several opportunities to offset a future increase in parking demand with an expansion of the Trolley system, increasing ridership programs, or improved utilization of existing parking infrastructure. These ideas and others can be explored in future studies at the direction of the City Council.

## CONCLUSION

There is a parking surplus in North Beach Zone. Peak parking demand occurred on Saturday at 9 a.m. at an occupancy rate of 43% (267 of 623 parking spaces available). At this time, the occupancy of on-street parking was observed at 50%, public off-street parking lots were at 43%, and private off-street lots were at 39%. These low occupancy rates indicate that there is sufficient parking in North Beach to meet current demand.

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<sup>1</sup> South OC Beaches Website, 2018: <https://southocbeaches.com/2018/07/30/san-clemente-trolley-service-expands-to-daily-service-monday-august-13-2018/>



The Study demonstrates parking demand is not evenly distributed. There are areas where higher occupancy counts were observed, while lower occupancy counts were seen in other areas, such as on-street parking for El Camino Real. Use of this parking area was below capacity most of the study. Increased occupancy was been observed around the Ole Hanson Beach Club and the former Ellie's Café.

Some noticeable variables are believed to affect the distribution and times for changes in occupancy rates such as the Trolley Ridership Program initiated after the previous study, additional parking provided at the Outlets, and unoccupied buildings in the North Beach Zone that that would increase parking demand if occupied. The reopening of the Ole Hanson Beach Club has contributed to increased parking occupancy in the North Beach area of Avenida Pico and Boca de la Playa during weddings and other special events that attract large groups of people not observed during the previous parking study.

Overall, North Beach is not significantly impacted by current parking demand and retains a parking surplus in many off-street and on-street parking sites, with no impacts to local street traffic based on the industry recognized maximum parking capacity. A large parking surplus is available throughout the day and night at peak occupancy. Based on the parking surplus observed, an immediate investment in expanding the parking supply or changing parking management strategies is not necessary.

## RECOMMENDATIONS

In its approval of the General Plan Strategic Implementation Program (SIP), the City Council made it a high-priority to have a comprehensive strategy for North Beach parking as Implementation Measure 14 (IM 14) of the Mobility and Complete Streets Element. Based on the analysis above, the following recommendations are proposed as a comprehensive strategy to improve parking in the North Beach area.

### ***Ongoing North Beach Parking Program***

City staff monitors parking in the North Beach, analyzes issues, and pursues strategies on an ongoing basis to improve parking availability as a North Beach parking program. The following are recommended strategies on an ongoing basis. Separate from the April 16, 2019 City Council hearing, City review and action will be needed to pursue certain strategies, such as entering into new leases or changing leasing terms, pursuing capital improvements not covered in the budget and approved, or parking time restrictions.

- 1) Direct staff to create a North Beach Parking Action Team (NBPAT) to oversee the comprehensive parking management strategies referenced in the General Plan. This will result in staff initiating an interdepartmental working group that meets quarterly to coordinate ongoing efforts to improve North Beach parking and implement parking study recommendations. On an ongoing basis, the NBPAT will be tasked with overseeing strategies to improve parking directed by the City



Council. The North Beach planning liaison would participate to coordinate efforts with North Beach stakeholders, including the North Beach Community Association and the Chamber of Commerce. In the next parking study, staff will provide an overview of the quarterly meetings that are held and progress made by the NBPAT. This recommendation is covered under existing budget and may be implemented starting in 2019.

- 2) Establish Residential Parking Benefit District to prevent "spillover" into the neighborhood south of Boca de la Playa by offering inexpensive permits to residents and metering the streets to guarantee equal access to visitors
- 3) Evaluate the adequacy and methods of parking enforcement and propose changes as necessary. This includes investigating the possibility of utilizing private parking enforcement resources and/or expanding the volunteer program.
- 4) Evaluate parking time restrictions and propose changes that are likely to result in increased use of underutilized off-street parking lots and make on-street parking spaces more available at peak periods.
- 5) Evaluate and propose paid public parking in certain areas with the outcome of increased use of underutilized off-street public parking lots and increased availability of on-street parking spaces at peak periods. If paid public parking is supported by the City Council, work with the stakeholders to determine if there is interest in establishing a Parking Improvement District (PIB) to focus investment of parking revenue on improvements and programs for the enhancement of the North Beach and improvement of parking. This may include but is not be limited to investments in the following:
  - a. Parking enforcement.
  - b. Public improvements, such as signage, lighting, bicycle facilities, etc.
- 6) Develop and circulate a public parking brochure. Include information for residents, visitors, and employees to find current public parking areas and be informed of time restrictions. Provide brochures to the North Beach Community Association and an electronic version for their website and Facebook page. The North Beach planning liaison continue to distribute maps to businesses and encourage for them to be placed in a visible location for customers.
- 7) Encourage the use of shared parking agreements between private businesses.



- 8) Provide for the issuance of overnight parking passes to restaurants as a program to discourage drinking and driving. This type of program has been implemented previously in the Downtown.
- 9) When appropriate, limit the issuance of parking waivers unless private parking spaces are made available for public use as part of the parking waiver request. Previously, it was City policy in certain terms not to issue waivers unless private parking was made available to the public through an agreement with the City. In consultation with the Planning Commission, there is support of adding “where appropriate” in the waiver policy, to allow for the City to consider projects that may revitalize North Beach areas in need of investment, support historic preservation, or implement other City goals, where there is surplus public parking available during peak period.
- 10) Evaluate applications for new development to ensure they include adequate lighting and signage in parking areas.
- 11) Evaluate cost of “smart” parking spaces or other technologies, which are sensors installed in parking lots that alert drivers with compatible interfaces when parking spaces are available and/or when their time limit is near expiration. Additionally, the sensors can send signals to law enforcement when a car has overstayed its time limit.
- 12) Evaluate the impact the San Clemente Trolley has on North Beach parking and pursue opportunities to expand the service beyond the summer, possibly to year round operations.
- 13) Evaluating the effectiveness of the SC rideshare program in partnership with Lyft (“SC Rides”) and consider changes, including an incentive program, that improve service and support parking management objectives. The SC Rides program was intended to provide transit service options that offset the loss of bus Route 191 and 193, formerly provided by the Orange County Transportation Authority (OCTA).
- 14) Expand parking study area to include surrounding residential neighborhoods outside of the mixed use zone
- 15) Direct staff to investigate the possibility of establishing an in-lieu parking program.



### ***Parking Facility and Active Transportation Improvements***

The following are recommended North Beach area parking facility and active transportation improvements:

- 1) Establish loading zones
- 2) Encourage active transportation through active transportation improvements:
  - a. Evaluate opportunities to add bicycle racks in North Beach.
  - b. Improve walkability by evaluating feasibility of sidewalks and pedestrian infrastructure improvements.
- 3) Relocate parking for Metrolink riders on the north side of El Camino Real
- 4) Reduce curb cuts in areas of high on-street parking occupancy areas
- 5) Create a benefit district to allow parking revenue to be used only in the designated area to benefit the local community
- 6) Improve wayfinding signage

## **SUMMARY MAPS**

Figures 5-8 on pages 15-18 show occupancy rates in North Beach at peak time each day data was collected. The overall peak occupancy was on Saturday at 9 a.m. (Figure 7 on page 17).

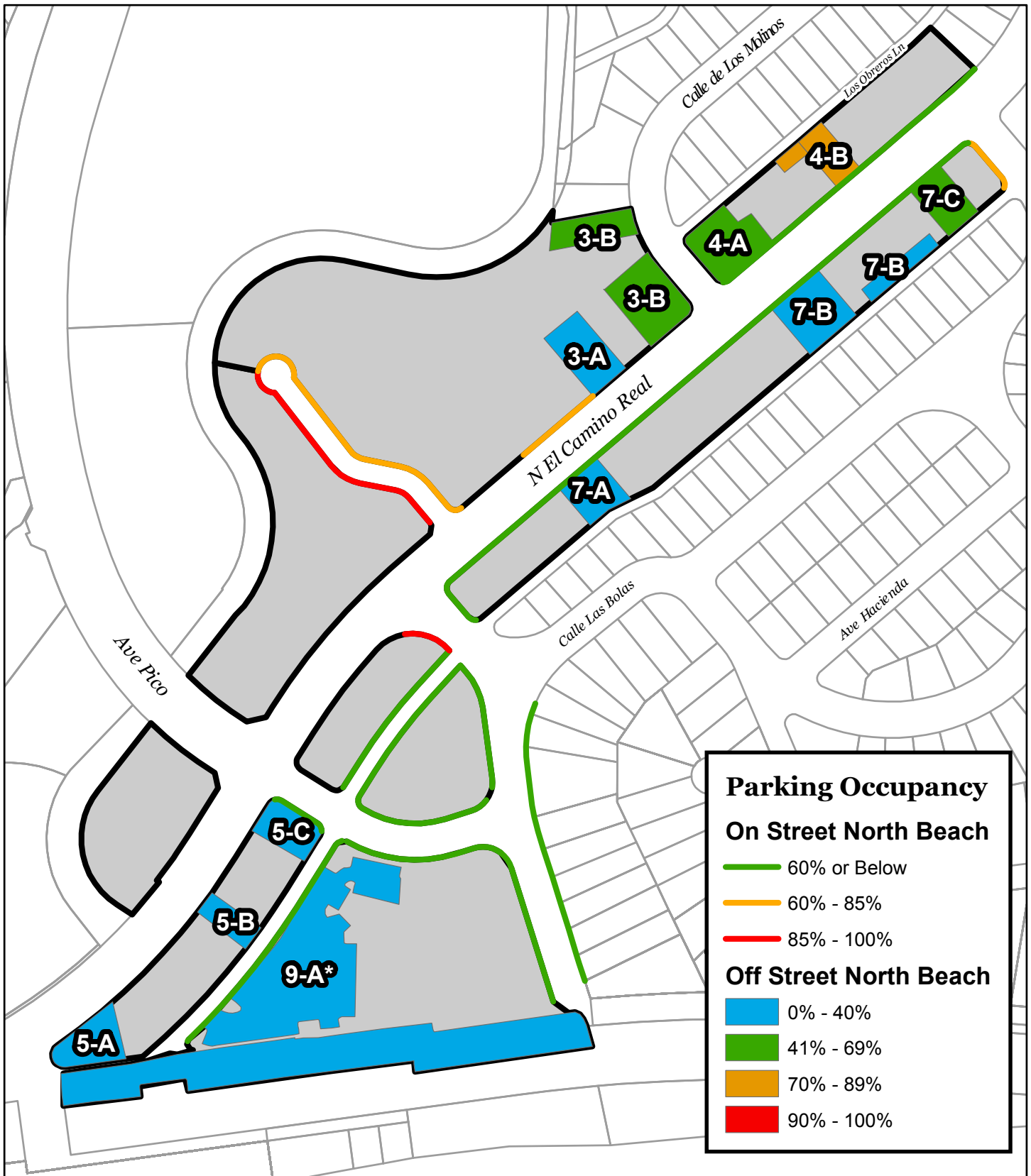


Figure 5  
 North Beach Parking Study 2018  
 Wednesday August 15, 2018 11:00AM

0 75 150 300 Feet



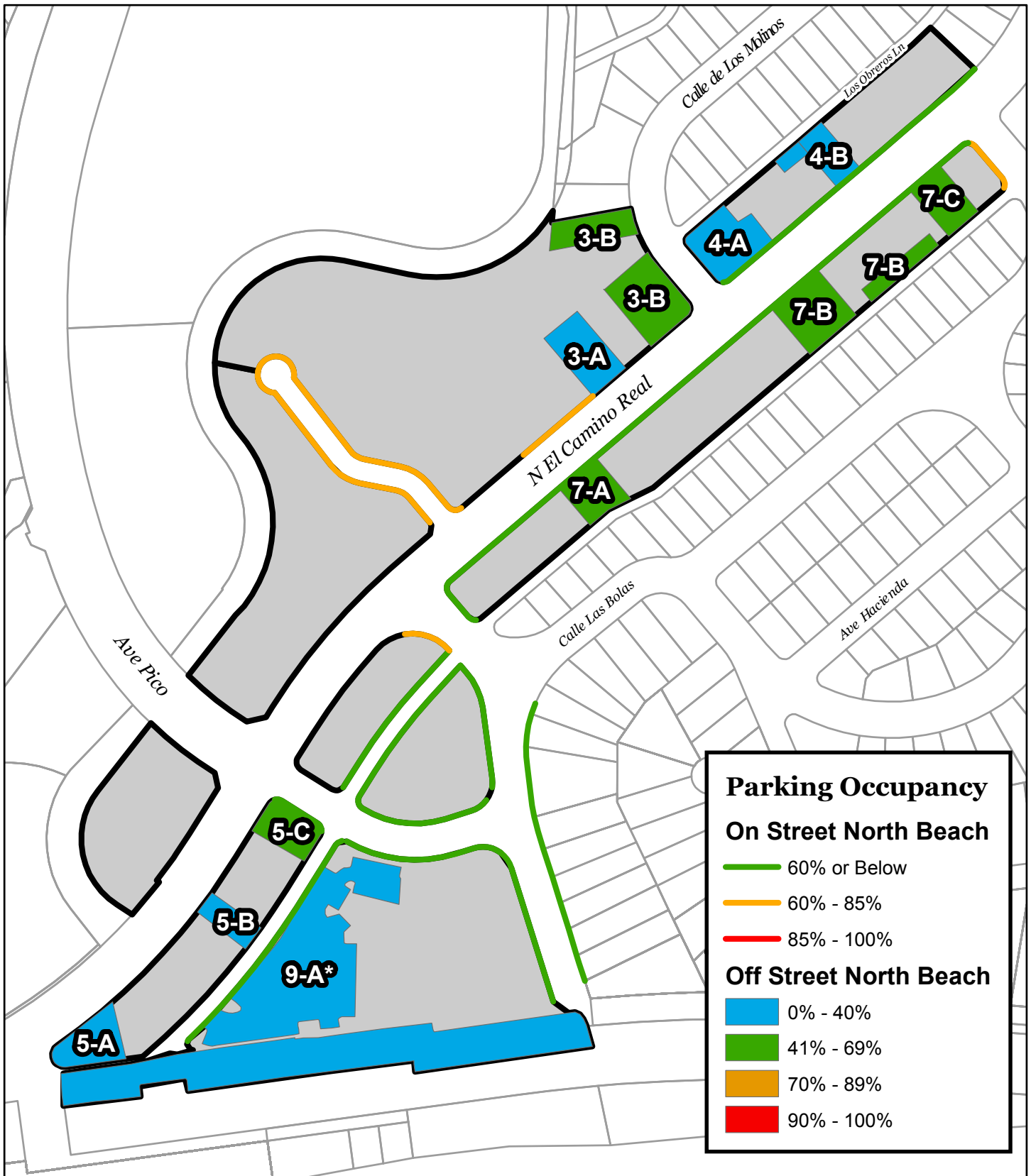


Figure 6  
 North Beach Parking Study 2018  
 Thursday August 16, 2018 3:00PM

0 75 150 300 Feet





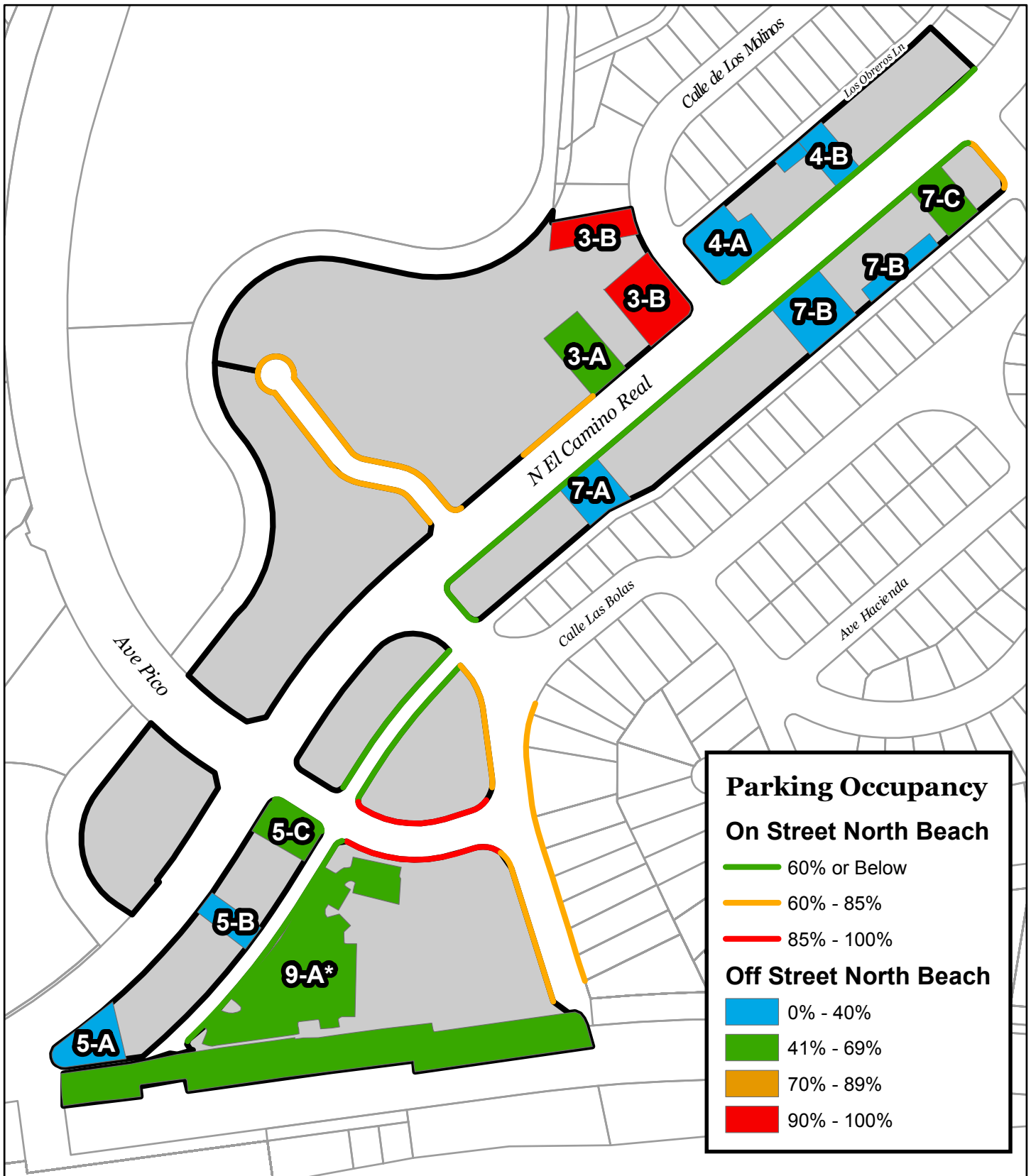
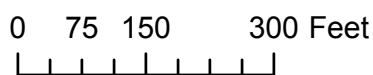


Figure 7  
 North Beach Parking Study 2018  
 Saturday August 18, 2018 9:00AM



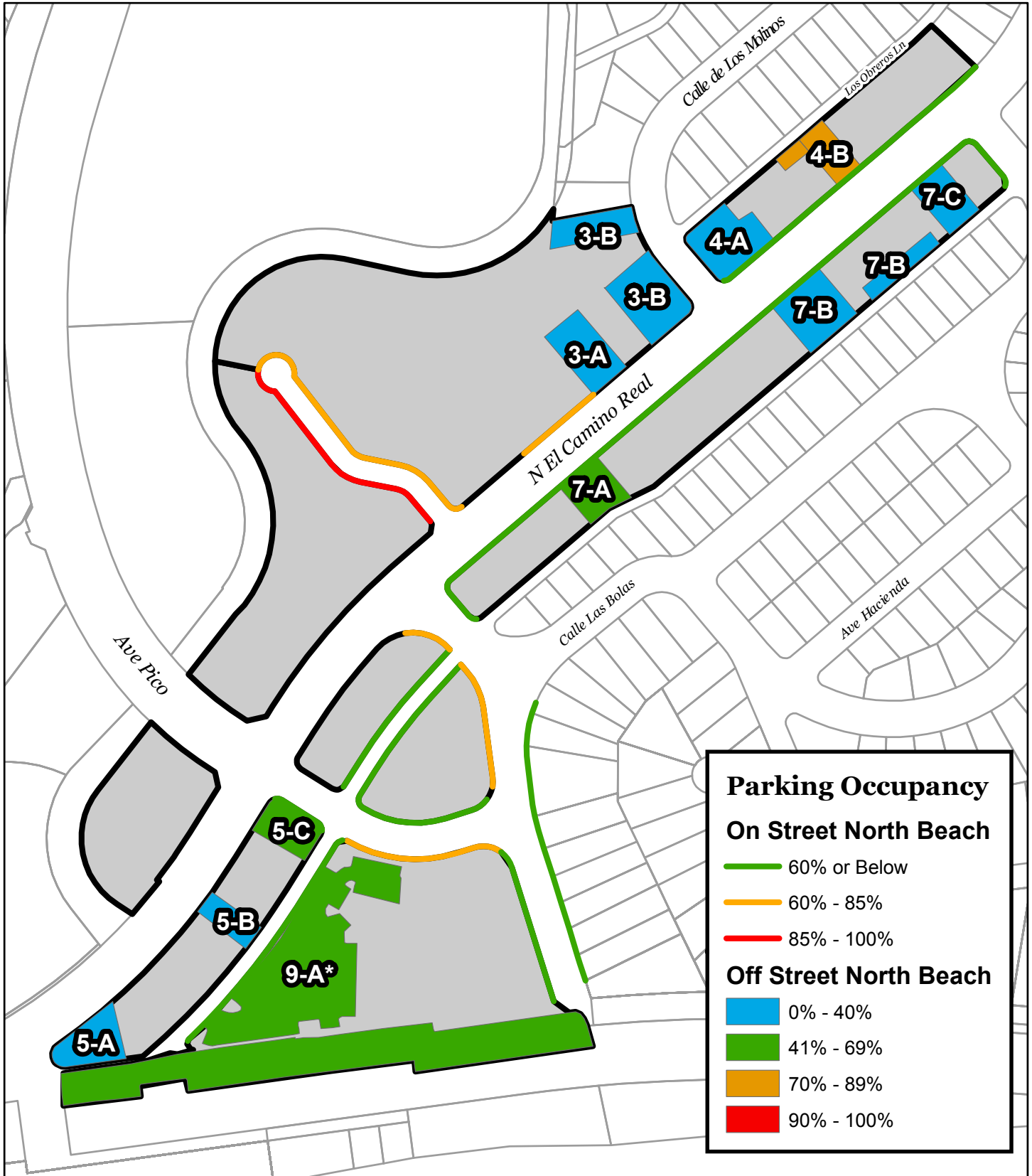
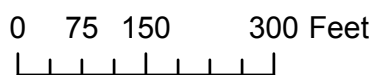


Figure 8  
 North Beach Parking Study 2018  
 Sunday August 19, 2018 1:00 PM





## APPENDIX

- Appendix A: On-Street Parking Inventory
- Appendix B: Off-Street Parking Inventory
- Appendix C: On-Street Parking Counts Data
- Appendix D: On-Street Parking Percentages Data
- Appendix E: Off-Street Parking Counts Data
- Appendix F: Off-Street Parking Percentages Data



Appendix A: On-Street Parking Inventory

Block	Face	Metered	Un-Metered	Total	Restrictions/Signage
<b>1*</b>	<b>ALL FACES WITHIN BLOCK 1 NOT INCLUDED</b>				
<b>2</b>	N*				-
	S*				
	W*				-
	E	0	13	13	2 hr Parking: 2PM - 2AM / 30 min Parking: 2AM - 5AM
<b>3</b>	N*				
	S	0	5	5	2 hr Parking: 9AM - 6PM / 30 min Parking 2AM - 5AM
	W	0	17	17	2 hr Parking: 2PM - 2AM / 30 min Parking: 2AM - 5AM
	E*				
<b>4</b>	N*				-
	S	0	11	11	1 white curbed space; 3 green curbed spaces; 2hr Parking: 9AM - 6PM / 30min Parking: 2AM - 5AM
	W*				-
	E*				-
<b>5</b>	N*				-
	S*				-
	W*				-
	E	2	0	2	Metered (no signage before)
<b>6</b>	N*				-
	S	11	0	11	No Signage
	W*				
	E	0	3	3	No Signage
<b>7</b>	N	0	24	24	2hr Parking: 9AM - 6PM / 30min Parking: 2AM - 5AM
	S*				
	W	0	2	2	No Parking: 4AM - 6AM Monday - Friday
	E	0	4	4	No Parking: 4AM - 6AM Monday - Friday
<b>8</b>	N	10	0	10	No Signage
	S*				
	W	9	0	9	No Signage
	E	8	0	8	No Signage
<b>9</b>	N	13	0	13	2hr Parking 9AM - 6PM M-F
	S	4	9	13	No Signage
	W*				-
	E	11	0	11	Back-In Angled Parking: 9AM - 6 PM (Pay Station)
<b>Total</b>		<b>68</b>	<b>88</b>	<b>156</b>	*block faces not included in the study



Appendix B: Off-Street Parking Inventory

Block No.	ID Letter	Facility Type (Lot/Garage)	Private/ Public	Number of Spaces	Restrictions/ Signage	Notes
3	A	Lot	Private	24	Tenant Only	Best Western Casablanca Inn North Side
	B	Lot/Garage	Private	42	Tenant Only	Best Western Casablanca Inn South side corner lot; 18 covered and 19 uncovered spots
4	A	Lot	Private	25	Customer Only	San Clemente Art Supply
	B	Lot	Private	16	Customer Only	Shwack Resteraunt
5	A	Lot	Private	14	No Beach Parking; 1 Space for Flower shop; 2 spaces 10 min. limit	Deli (Under Construction)
	B	Lot	Private	13	Customer only	Ichibiri Restaurant
	C	Lot	Private	16	Customer Only	Seven-Eleven (20 min. max)
7	A	Lot	Private	16	Customer Only	Between La Coloumbiana and Bread Gallery (8 b/w & 8 behind)
	B	Lot	Private	35	Customer Only; 2 spaces 2hr limit	Dewey's/Cox Digital Store
	C	Lot	Private	18	Customer Only	Domino's Pizza
9	A	Lot	Public	248	4 spaces w/ meters and 15 min limit; Commuter Parking: 4:30 am - 6pm M-F, spaces 5-147; Beach Parking 9am-6pm Daily, including Holidays spaces 200-301	Metrolink Station
<b>Total</b>				<b>467</b>		



Appendix C: On-Street Parking Counts Data

Block #	Total On-Street Inventory	Wednesday, August 15, 2018 (11 am)	Thursday, August 16, 2018 (11 a.m.)	Saturday, August 18, 2018 (1 pm)	Sunday, August 19, 2018 (1 pm)
1					
2	13	13	11	11	12
3	22	16	19	14	11
4	11	4	4	8	5
5	2	1	1	0	0
6	14	4	3	7	2
7	30	10	14	15	9
8	27	5	13	12	8
9	37	12	12	12	14
<b>Total</b>	<b>156</b>	<b>65</b>	<b>77</b>	<b>79</b>	<b>61</b>

Appendix D: On-Street Parking Percentages Data

Block #	Total On-Street Inventory	Wednesday, August 15, 2018 (11 am)	Thursday, August 16, 2018 (11 a.m.)	Saturday, August 18, 2018 (1 pm)	Sunday, August 19, 2018 (1 pm)
1					
2	13	100%	85%	85%	92%
3	22	73%	86%	64%	50%
4	11	36%	36%	73%	45%
5	2	50%	50%	0%	0%
6	14	29%	21%	50%	14%
7	30	33%	47%	50%	30%
8	27	19%	48%	44%	30%
9	37	32%	32%	32%	38%
<b>Total</b>	<b>156</b>	<b>42%</b>	<b>49%</b>	<b>51%</b>	<b>39%</b>

red denotes any occupancy above 85%



Appendix E: Off-Street Parking Counts Data

Block #	Total Off-Street Inventory	Wednesday, August 15, 2018 (11 am)	Thursday, August 16, 2018 (9 am)	Saturday, August 18, 2018 (9 am)	Sunday, August 19, 2018 (11 am)
1					
2					
3	66	26	36	49	23
4	41	27	9	0	10
5	43	8	4	12	10
6					
7	69	27	19	24	11
8					
9	248	99	109	107	135
<b>Total</b>	<b>467</b>	<b>187</b>	<b>177</b>	<b>192</b>	<b>189</b>

Appendix F: Off-Street Parking Percentages Data

Block #	Total Off-Street Inventory	Wednesday, August 15, 2018 (11am)	Thursday, August 16, 2018 (9 am)	Saturday, August 18, 2018 (9 am)	Sunday, August 19, 2018 (11 am)
1					
2					
3	66	39%	55%	74%	35%
4	41	66%	22%	0%	24%
5	43	19%	9%	28%	23%
6					
7	69	39%	28%	35%	16%
8					
9	248	40%	44%	43%	54%
<b>Total</b>	<b>467</b>	<b>40%</b>	<b>38%</b>	<b>41%</b>	<b>40%</b>

red denotes any occupancy above 90%