City of La Quinta Village District Parking Study

October 17, 2006

Prepared for:

The City of La Quinta
78-495 Calle Tampico
La Quinta, CA 92247

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1. Introduction

1.01. Study Purpose and Approach

The primary purpose of this parking study is to determine short-term and long-term recommendations to improve parking in the Village Commercial District of La Quinta.

The parking study initially evaluated existing conditions, determined primarily through parking occupancy surveys and stakeholder/public input meetings. The examination of existing conditions provided the base data from which future development, with its impact on parking supply and demand, could be evaluated. Then future parking adequacies were calculated based on the likelihood of projected district developments. Finally, parking alternatives are considered to address future needs, including the possibility of additional parking in the district. Future parking alternatives include potential parking supply additions as well as parking management strategies.

1.02. Scope of Services

The City of La Quinta commissioned ***Carl Walker*** to complete this Village Commercial District parking study in December 2005. The study was divided into three phases. The first phase was a review of available background data and the completion of parking occupancy surveys. The second phase provided a public outreach program and analysis of parking supply and management alternatives. The final phase covered the compilation of this report. The original scope of services is summarized as follows:

- Phase One:
    - Review Available Background Data and Define Parking Issues
        - Review available statistical information, previous related studies, etc. and review available information concerning future district development projects.
        - Hold initial kick-off meetings with the City.
    - Conduct Parking Occupancy Surveys
        - Inventory Village District parking spaces within the study area and conduct occupancy surveys for all on-street and off-street parking spaces. Occupancy surveys were completed every two hours from 8:00 a.m. to 8:00 p.m. for one typical weekday and one typical Saturday.
        - Observe vehicle and pedestrian circulation patterns during the parking occupancy surveys.
        - Determine current parking conditions, including current parking adequacies.
- Phase Two:
    - Public Outreach

- Allow for public input through two large stakeholder group meetings and several individual stakeholder meetings, and draft report and final report public input sessions.

- Input will be solicited from stakeholders to help define opportunities and constraints. A survey will be provided during the interview process that would allow participants to help prioritize study area parking needs/issues.

o Alternatives Analysis

- Based on the initial review of current parking conditions in the study area, and the information provided during the initial stakeholder input session(s), conduct an analysis of Village District parking supply, management and operations alternatives. The analysis will provide options and recommendations to improve system operations (customer service, etc.), management and meeting current and projected parking needs.

- Determine future parking conditions, relative to the available information concerning future district development, and calculate future parking adequacies using a shared parking model.

- Develop options for addressing current and project parking demands, based on observed and projected occupancy.

- Evaluate the feasibility of the selected parking addition sites, and review the financial impact of future parking development.

- Provide additional operational and management related options and recommendations that other similar cities have successfully used to improve parking.
    - Review parking related directional signage and provide recommendations for improvement.
    - Provide recommendations to improve vehicle and pedestrian movement in the district.
    - Provide parking technology improvements for the district.
- Review existing parking related city ordinances and provide any necessary improvement recommendations.
- Develop short-term and long-term parking system improvements and recommend an improvement implementation program.

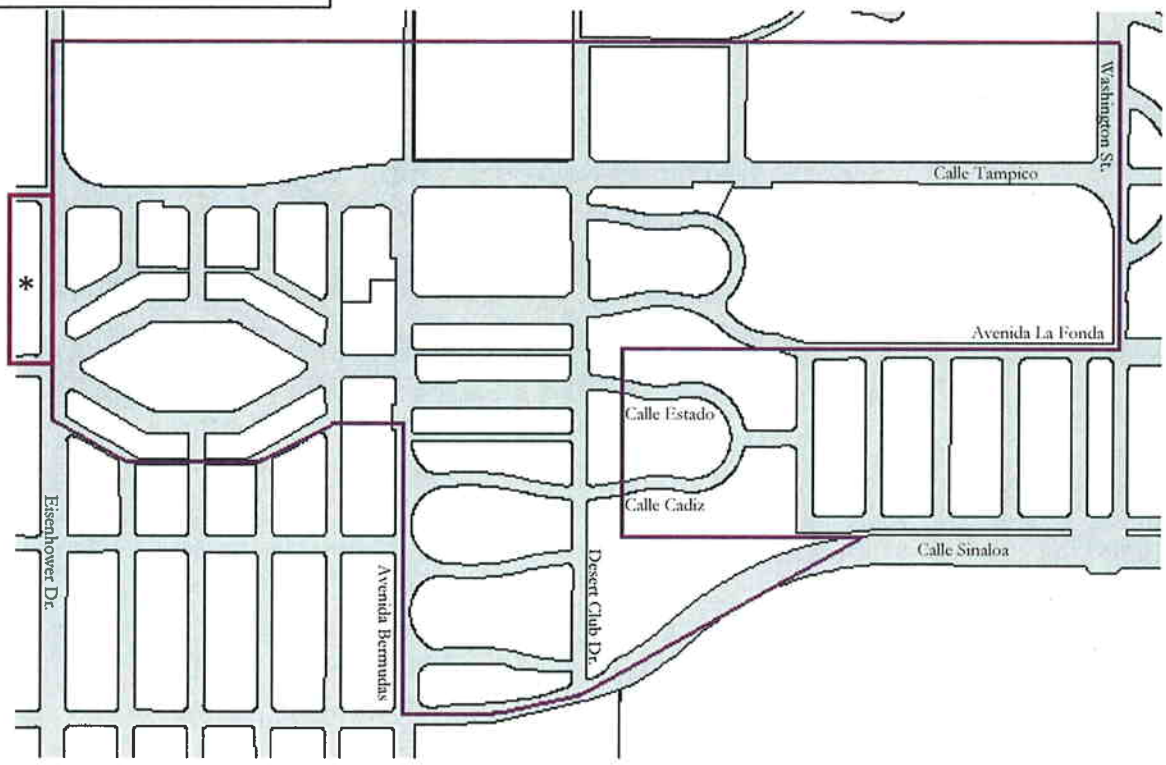
- Phase Three:
    - Completion of Draft and Final Reports
        - Produce a final report covering all scope items and public input. A copy of the report will be made available on the city's website.

1.03. Study Area

The study area is roughly bounded by the Calle Tampico to the north (although some areas north of Calle Tampico were included in the occupancy counts), Calle Sinaloa to the south,

Washington Street to the east and Eisenhower Drive to the west. The following graphic illustrates the study area (study area outlined in purple).

Figure 1. Study Area



* = Eisenhower and Calle Tampico Office Building

2. Current Parking Supply and Demand

2.01. Current Parking Supply

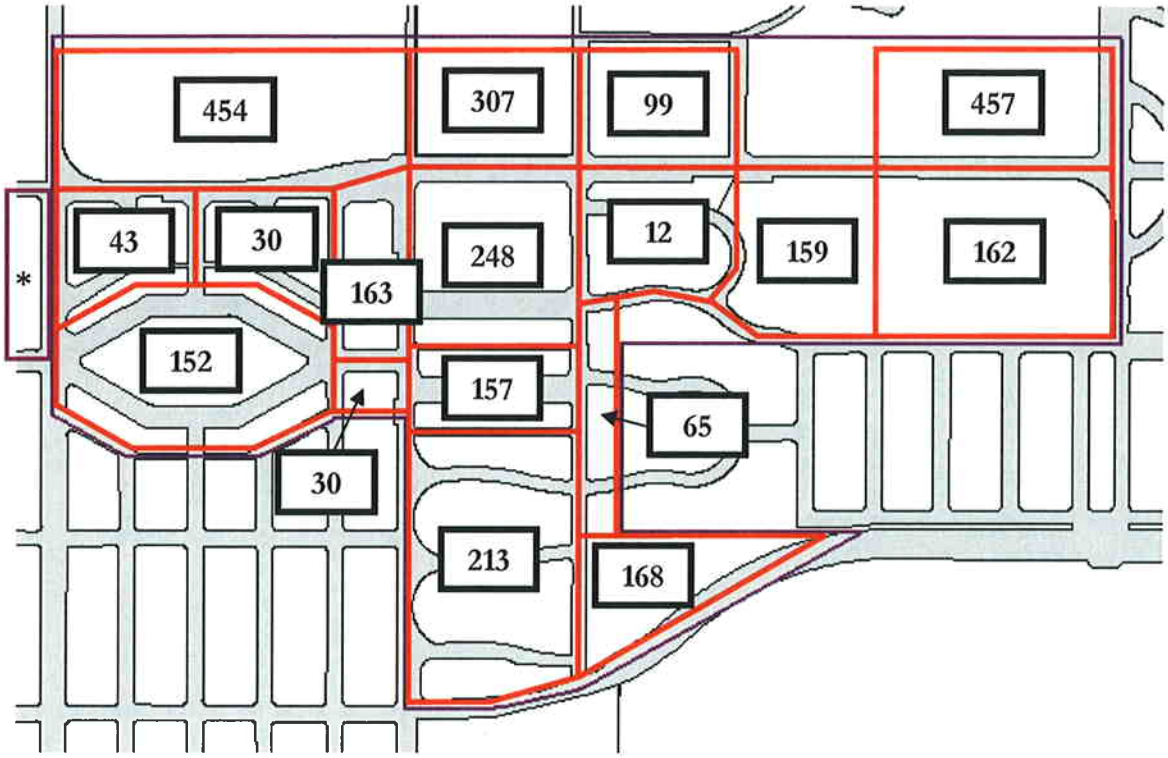
On January 24, 2006 ***Carl Walker*** conducted an inventory of parking spaces located within the Village District study area. The parking spaces were classified into two primary categories, on-street and off-street. On-street spaces refer to spaces located on a roadway, adjacent to a block. Off-street spaces refer to spaces located within a block. Generally, all on-street spaces were available for public parking while the majority of off-street spaces were reserved for a particular group (e.g. specific customers, reserved parking, etc.) In this report, public parking will refer to city managed parking available to all user groups. Private parking will refer to parking owned privately and designated for a specific business or user group.

The Village District has a total parking supply of 2,919 parking spaces within the study area. Of these, 2,417 parking spaces (or 83%) are in off-street parking lots and 502 spaces (17%) are located on-street. The on-street parking inventory includes both marked parking spaces and locations where on-street parking is possible but not currently marked. The amount of non-marked on-street parking was estimated by ***Carl Walker*** based on block face lengths and acceptable street widths. The parking located on the west side of Eisenhower Drive would add 12 off-street parking spaces to the total parking supply.

Some parking areas could not be accurately inventoried, as they lacked parking stripes or the existing stripes were unrecognizable. In these situations, parking inventories were estimated based on the size of the parking area. Residential parking areas were not counted.

The following graphic illustrates the total parking supply located at each block as of January 24, 2006 (off-street plus on-street).

Figure 2. Total Area Parking Inventory



* = Eisenhower and Calle Tampico Office Building has 12 off-street spaces and no on-street spaces.

The following two subsections summarize the current district parking supply by type (off-street versus on-street).

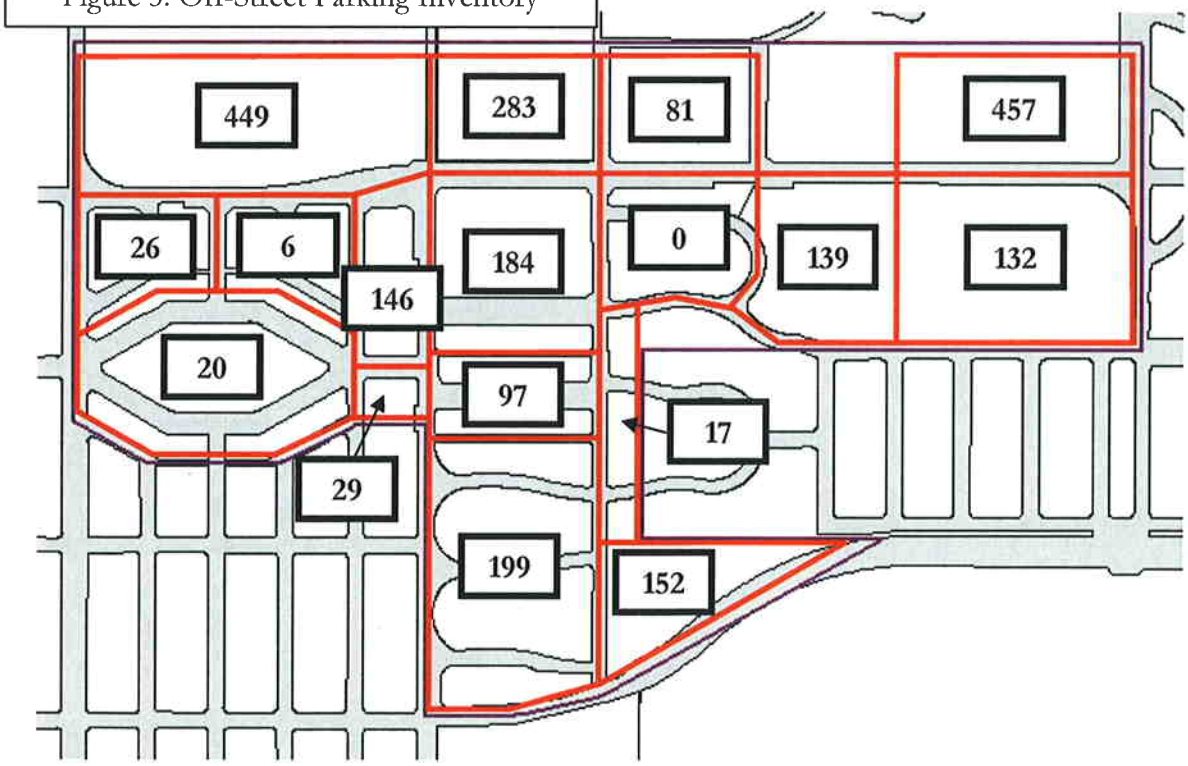
2.01.1. Off-Street Parking Supply

The study area contained an approximate total of 2,417 off-street parking spaces. There are currently 104 public off-street parking spaces (in one city parking lot) and

2,313 private parking spaces. Based on current parking space inventories, the city controls only 4.3% of the total off-street parking supply. The relatively low number of off-street public parking spaces is not unusual, as most privately built parking lots are intended to serve a specific development only. The publicly managed off-street spaces are not currently controlled by any management method such as parking meters, parking permits, exit cashiering, etc. Of the remaining 2,313 off-street parking spaces, the vast majority are reserved for employees and visitors of specific businesses or buildings.

The following graphic illustrates the off-street parking supply located within each block.

Figure 3. Off-Street Parking Inventory



2.01.2 On-Street Parking Supply

The study area contains approximately 502 public on-street spaces, all of which are controlled by the city. The on-street parking is available to the public on a first-come-first-serve basis, and there are currently no time restrictions. The majority of on-street parking spaces are located around the city park and in the Village core (on Avenida La Fonda and Calle Estado).

The following graphic illustrates the on-street parking supply located on each block (sum of all on-street parking on each block face).

Figure 4. On-Street Parking Inventory

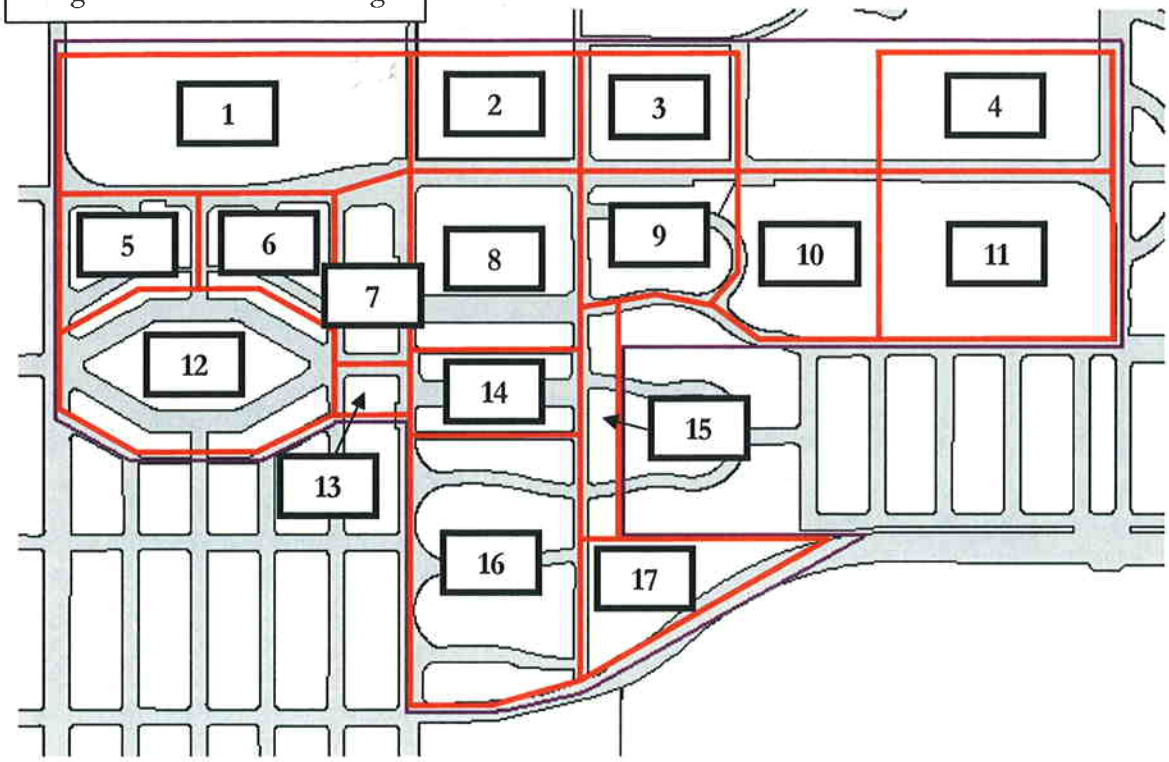
2.02. Current Parking Demand

After the parking inventory was completed, ***Carl Walker*** conducted an occupancy survey to determine how many parking spaces were utilized during a typical peak parking period. The completed surveys provided "snapshots" of parking occupancy, and did not attempt to determine the absolute peak parking period. Based on other similar municipal parking occupancy studies conducted by ***Carl Walker***, it was determined that the surveys would be conducted every two hours between 8:00 a.m. and 8:00 p.m. each day. Occupancy surveys were conducted over two days: Wednesday, January 25 and Saturday, January 28, 2006.

The parking occupancy survey looked at two categories of parking, on-street and off-street. Overall, the occupancy survey did not differentiate between public and private off-street parking spaces due to the limited supply of public parking. As most of the private parking spaces provided both employee parking and customer parking, dividing the user types for this limited occupancy survey would have been impractical. The intent of the surveys was to determine the overall level of parking utilization in the study area, and the results will serve as a baseline for determining future parking expansion needs and management options.

Prior to conducting the parking inventory and occupancy surveys, block numbers were assigned to the various blocks located in the study area. The block numbers shown in Figure 5 will identify each block throughout this study. The following graphic illustrates the block numbering sequence.

Figure 5. Block Numbering



The overall peak period of parking occupancy occurred at 12:00 p.m. on Wednesday, January 25, 2006. During this period, a total of 1,193 parking spaces were occupied during the survey period. This level of usage translates into 40.9% of the total parking supply. The following two tables illustrate the total observed occupancy levels for all blocks in the study area each day:

Table 1. Overall Occupancy Results - Wednesday

Occupancy Survey Summary - Wednesday, January 25, 2006

Parking Type	8am	10am	12pm	2pm	4pm	6pm	8pm
Off-Street Occ.	566	881	998	1,023	937	674	510
On-Street Occ.	94	149	195	167	163	177	153
Off-Street Supply	2,417	2,417	2,417	2,417	2,417	2,417	2,417
Space Available	1,851	1,536	1,419	1,394	1,480	1,743	1,907
% Occupied	23.42%	36.45%	41.29%	42.33%	38.77%	27.89%	21.10%
On-Street Supply	502	502	502	502	502	502	502
Space Available	408	353	307	335	339	325	349
% Occupied	18.73%	29.68%	38.84%	33.27%	32.47%	35.26%	30.48%
Total Supply	2,919	2,919	2,919	2,919	2,919	2,919	2,919
Space Available	2,259	1,889	1,726	1,729	1,819	2,068	2,256
% Occupied	22.61%	35.29%	40.87%	40.77%	37.68%	29.15%	22.71%

Table 2. Overall Occupancy Results - Saturday

Occupancy Survey Summary - Saturday, January 28, 2006

Parking Type	8am	10am	12pm	2pm	4pm	6pm	8pm
Off-Street Occ.	273	522	568	575	478	619	659
On-Street Occ.	65	111	132	151	151	204	202
Off-Street Supply	2,417	2,417	2,417	2,417	2,417	2,417	2,417
Space Available	2,144	1,895	1,849	1,842	1,939	1,798	1,758
% Occupied	11.29%	21.60%	23.50%	23.79%	19.78%	25.61%	27.27%
On-Street Supply	502	502	502	502	502	502	502
Space Available	437	391	370	351	351	298	300
% Occupied	12.95%	22.11%	26.29%	30.08%	30.08%	40.64%	40.24%
Total Supply	2,919	2,919	2,919	2,919	2,919	2,919	2,919
Space Available	2,581	2,286	2,219	2,193	2,290	2,096	2,058
% Occupied	11.58%	21.69%	23.98%	24.87%	21.55%	28.19%	29.50%

During the peak period of parking occupancy approximately 38.8% of the on-street parking supply and 42.3% of the off-street parking supply was occupied. Parking occupancy peaked at 12:00 p.m. on Wednesday and 8:00 p.m. on Saturday. Parking demand was greater during

the week than on weekends, primarily due to the existing mix of land uses in the district. Block by block parking occupancy statistics for each day can be found in Appendix A.

The following graphics provide a summary of overall off-street and on-street parking occupancies during the peak period of parking observed on each day. The highest concentrations of parking occupancy occurred in/near the Village core. A parking occupancy of 117% was observed in Block 9 on Saturday night. This was due to the number of parked cars exceeding the estimated capacity of the on-street parking supply (e.g. vehicles parked on streets not wide enough to support on-street parking).

Figure 6. Overall Parking Occupancy at Peak (%) – Wednesday 12 p.m.

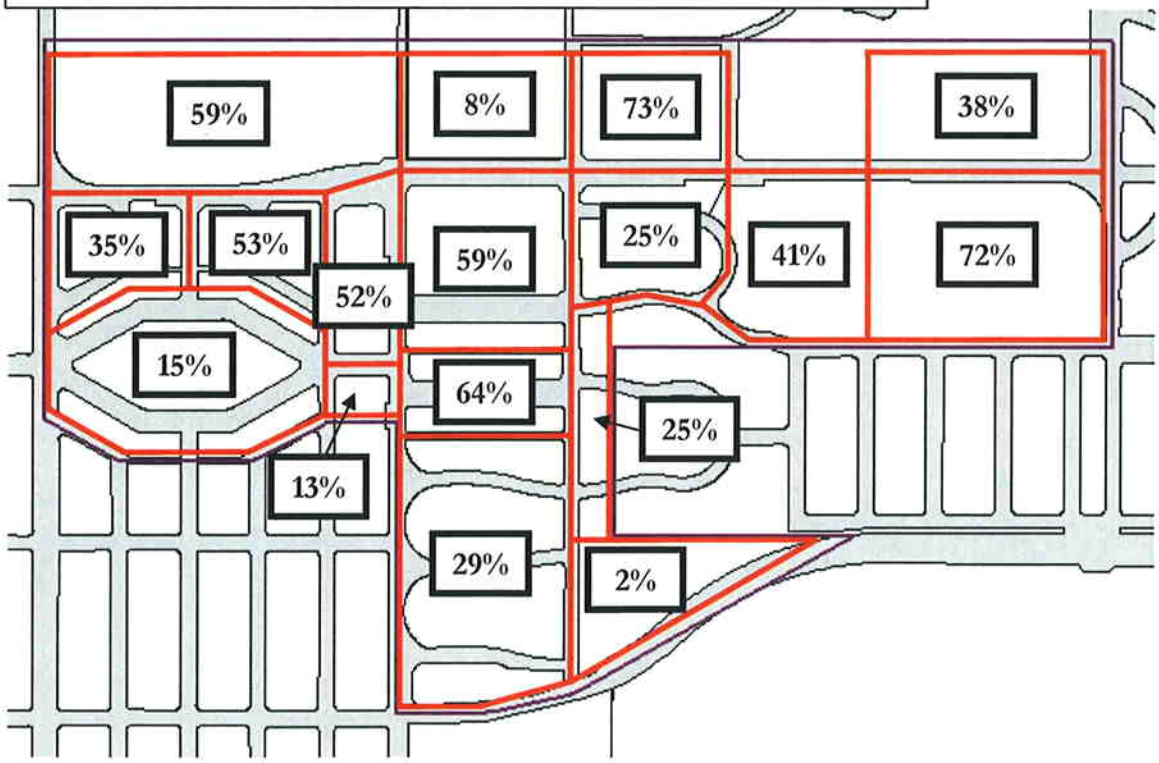
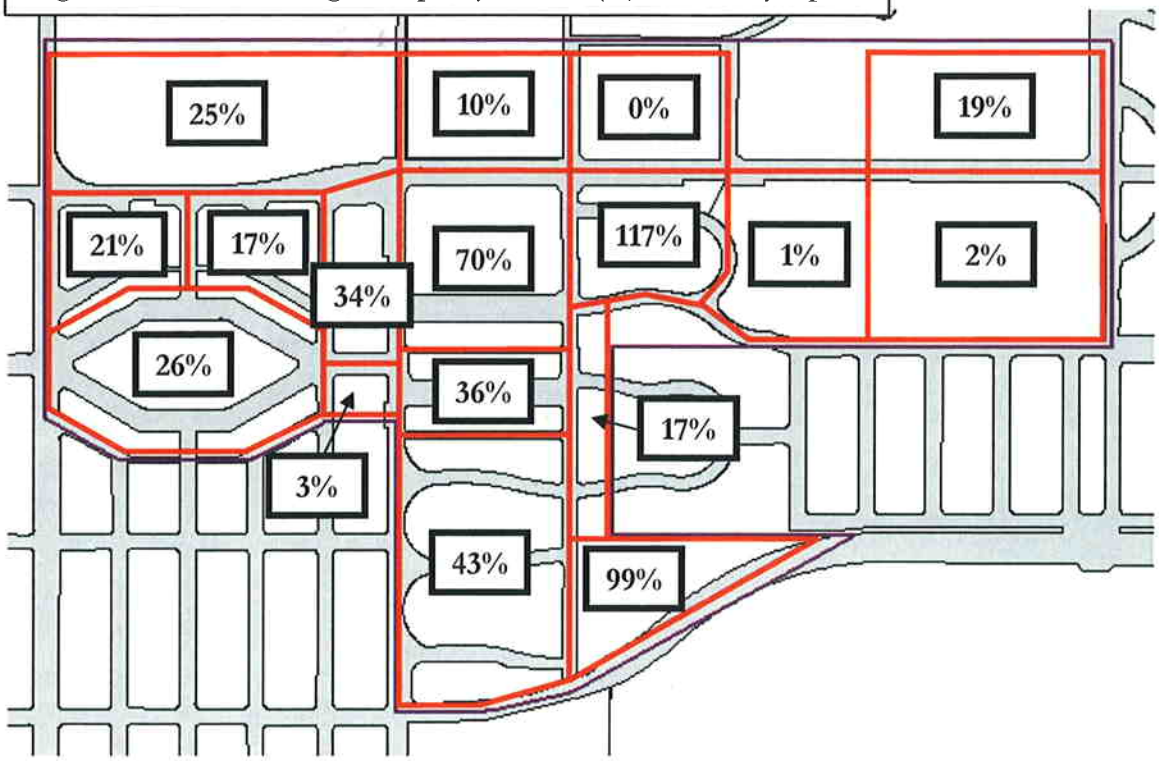


Figure 7. Overall Parking Occupancy at Peak (%) – Saturday 8 p.m.

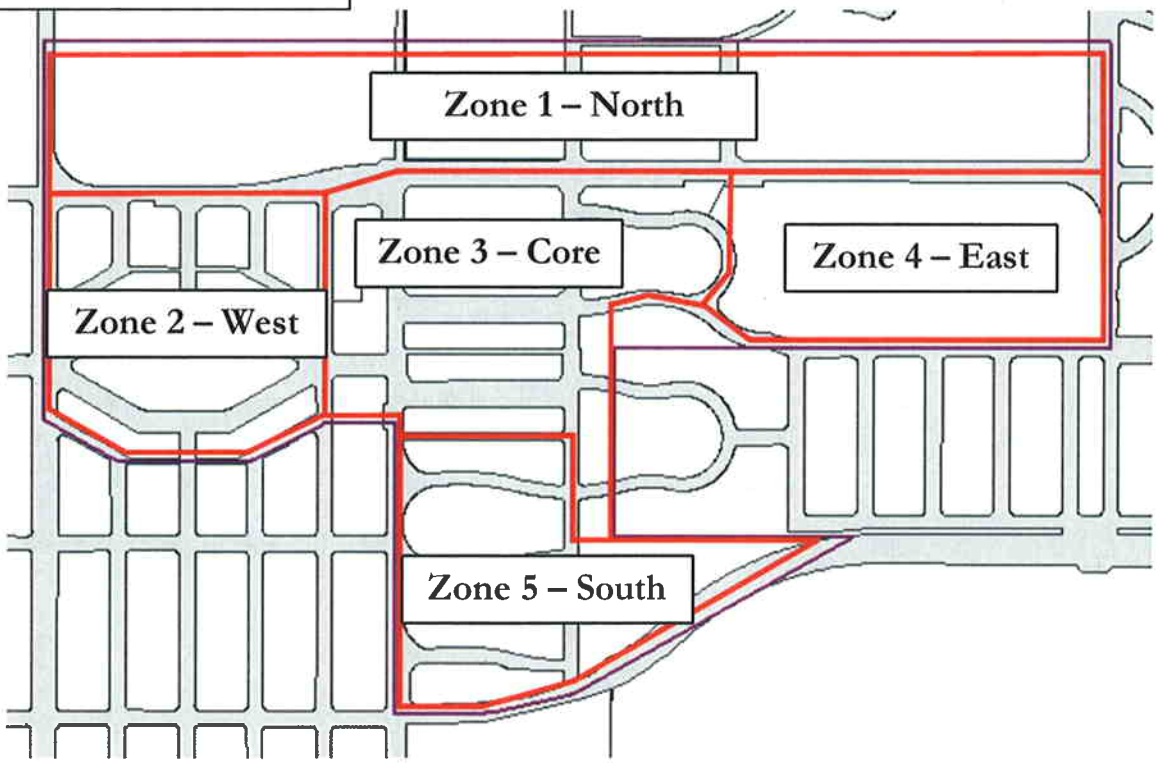


In order to provide a more useful parking adequacy model, the study area was divided into five separate parking zones. The parking zones provide a more uniform means of looking at current parking occupancy. Viewing parking occupancy from the perspective of the overall study area, while useful in gauging the overall health of the system, does not provide a picture of the parking environment in adequate detail. Some areas in the district may have plenty of available parking while other areas may not have enough. Also, looking at the parking occupancy on a block-by-block basis is not entirely accurate, since some blocks have far more parking than others.

Breaking up the study area into multi-block sections provides an intermediate picture of parking adequacy, and also takes into account patron walking distances. As future parking needs are determined, parking supplies and occupancies should be reviewed on a block and zoned basis. The five zones created were:

- Zone 1 (North of Calle Tampico) – Blocks 1, 2, 3 and 4
- Zone 2 (West Zone) – Blocks 5, 6 and 12
- Zone 3 (Village Core) – Blocks 7, 8, 9, 13, 14 and 15
- Zone 4 (East Zone) – Blocks 10 and 11
- Zone 5 (South Zone) – Blocks 16 and 17

Figure 8. Parking Zones



The following graphics illustrate the boundary of each zone, as well as the observed parking occupancy during the peak each day for each zone.

Figure 9. Parking Occupancy by Zone – Wednesday 12:00 p.m.

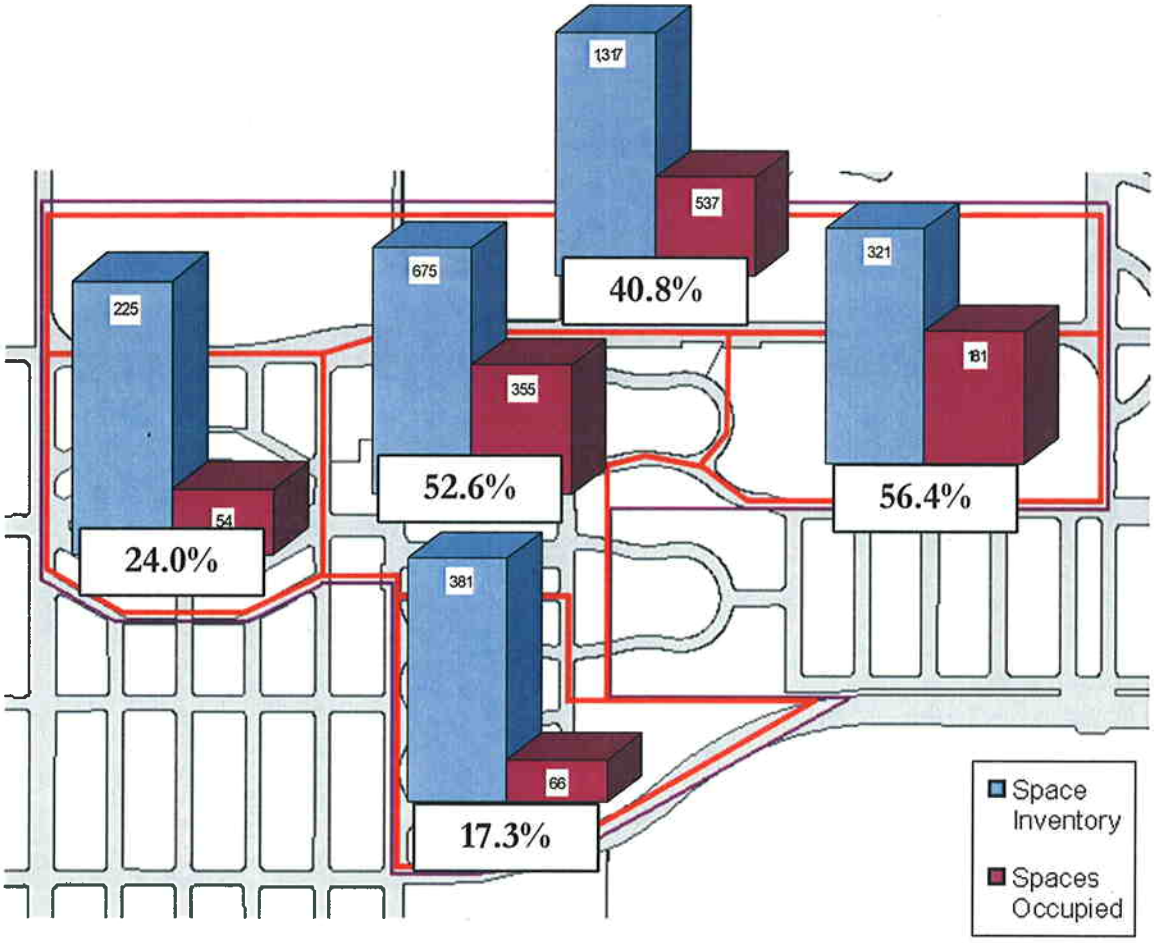
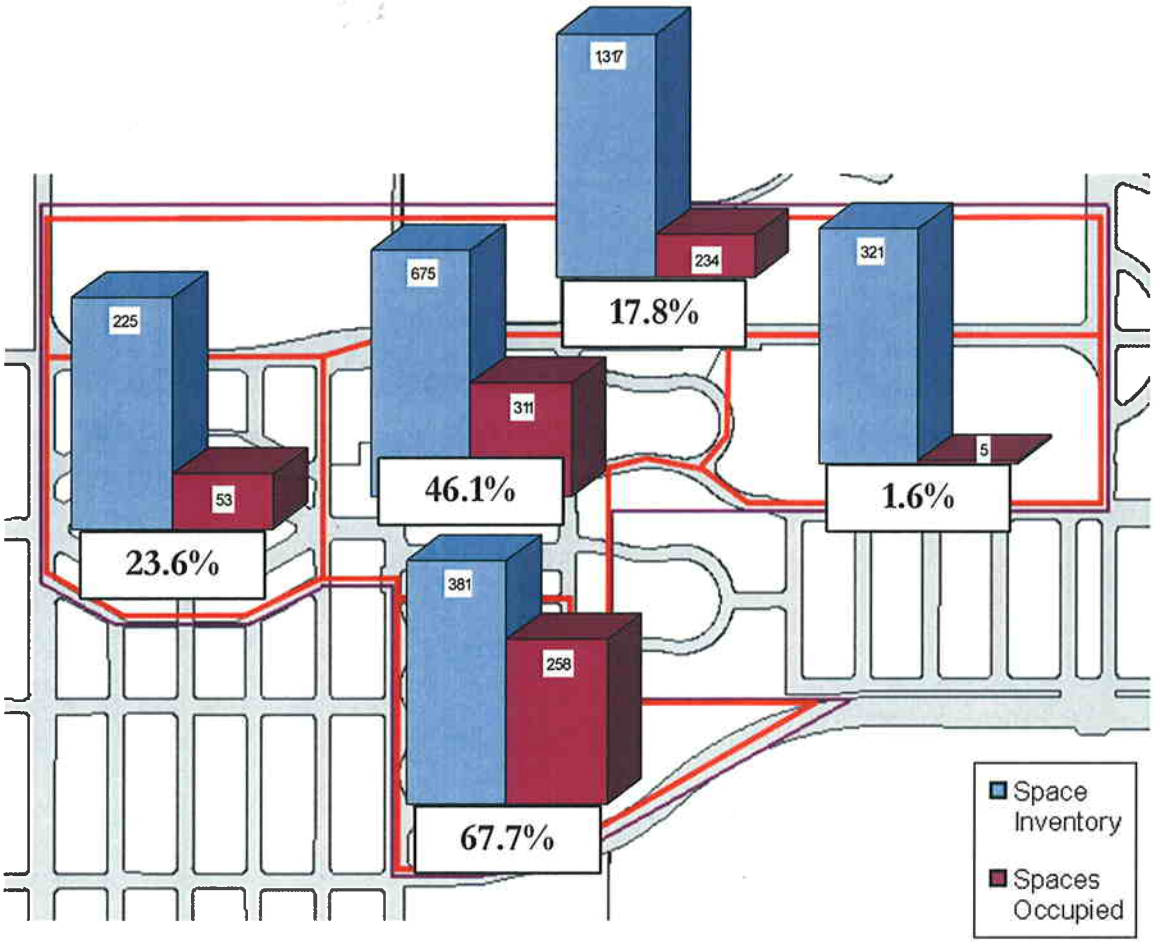


Figure 10. Parking Occupancy by Zone – Saturday 12:00 p.m.



Current occupancy levels were also compared to city code requirements within Zone 3, or the core of the Village District. According to data provided by the city, Zone 3 contains the following types and amounts of land uses (with associated code required parking):

- Retail – 45,695 square feet (229 parking spaces required)

- Office – 56,861 square feet (228 parking spaces required)
- Service – 4,195 square feet (21 parking spaces estimated based on retail)
- Restaurant – 22,947 square feet (306 parking spaces estimated at 1 per 75 s.f.)
- Medical Office – 2,450 square feet (13 parking spaces required)
- Utility – 6,900 square feet (parking requirement not available, based on employees)

The land uses previously noted include an estimate of the current development of Old Town, based on a planning commission staff report from May 2002.

The total parking requirement in the core would theoretically be 797 parking spaces (or 710 spaces when adjusted for vacancies), not including the Verizon Building. Zone 3 currently contains approximately 675 parking spaces, or 122 spaces short of meeting the total requirement of the combined land uses.

While the number of parking spaces in Zone 3 cannot cover the total theoretical land use requirements, the impact of shared parking reduces the amount of parking actually needed. Utilizing the data provided by the city concerning Zone 3 land uses, and using the current city parking demand ratios from the city code, the Urban Land Institute's Shared Parking Model provides a theoretical peak parking demand of 619 parking spaces (adjusted to account for vacant space). This result is 56 spaces fewer than what is currently provided in the zone. Using parking demand ratios from the Urban Land Institute, a theoretical peak shared parking demand of 601 spaces would occur. This result is relatively close to the estimated shared parking that was calculated using city parking demand ratios (619 vs. 601). Other reductions in parking demand can result from drive ratios and captive market effects (e.g. the number of people driving to Zone 3 and the number of people walking from one land use within the zone to another).

With an observed peak parking demand of 355, it would appear that the land uses located in Zone 3 are not generating a level of parking demand consistent with demand ratios required by the city or with those calculated by the Urban Land Institute. This would suggest a significant captive market impact. However, the parking demand ratios currently used by the city appear relatively consistent with other municipalities across the country, as well as with those recommended by the Urban Land Institute and other industry organizations. While it is not recommended to adjust zoning code parking requirements at this time, it is recommended that the city determine actual parking occupancy prior to determining the amount of parking required for a development (per the methodology outlined in Section 3.03 of this report).

2.03. Current Parking Adequacy

In determining the current parking adequacy for the study area, it is important to define two terms typically used in analyzing parking adequacy: Effective Supply and Design Day Conditions. When a parking area's occupancy reaches 85-90% of the total capacity, depending on the user group, the area becomes effectively full. When parking lot occupancy exceeds effective capacity, users become frustrated as it becomes increasingly difficult to find an available parking space. Users will begin to either park illegally in the lot or leave the lot altogether and search for parking elsewhere. In a downtown environment, when visitors are faced with significant parking difficulties, they will often avoid the downtown altogether and shop in the suburbs. The accepted effective fill percentage for parking in the downtown study area is 90%. This 10% "cushion" of spaces is used to accommodate spaces lost temporarily due to construction, improper or illegal parking, and provides for shorter searches for available parking.

Design day parking conditions attempt to represent typical peak activity that may be exceeded only occasionally during the year. Due to the limited nature of the occupancy study for this project, as well as the time of the year the surveys were completed, design day adjustments will not be factored into the adequacy model. The occupancy survey that was conducted provided an adequate "snap shot" of parking conditions during a typical peak parking period.

The following table illustrates the total observed parking adequacy for the entire study area. The current parking adequacy is based on the observed parking occupancy at the peak parking period (Wednesday at 12:00 p.m.) Overall, there is a substantial surplus of parking available in the Village District.

Table 3. Current Parking Adequacy

		Number of Spaces
Current Total Parking Supply		2,919
Current Effective Parking Supply (90% of Total)		2,627
Observed Parking Occupancy	40.87%	1,193
Current Effective Parking Surplus/Deficit		1,434

Based on the effective parking supply of the study area, there is currently a parking surplus of 1,434 spaces or approximately 49% of the effective supply. Current land use data for the entire study area was not available for this report. So, parking adequacy is based solely on observed parking demand. District vacancy rates appeared low during field counts, as most buildings appeared occupied.

It is important to note however that while a significant parking surplus exists in almost all areas, most of the parking in these is private and use is restricted. Of the total off-street and on-street parking supply in the study area, only approximately 20.8% (or 606 spaces) is public parking, with the remaining 79.2% (or 2,313 spaces) of the parking supply restricted to private parking (e.g. employee only, customer only, etc.) At the peak parking period, 41.8% of the public parking supply and 38.9% of the private parking supply were utilized.

It is important to note that the parking in two blocks was effectively full during the Saturday evening peak. The parking located in Blocks 9 (east of the Old Town) and 17 (Palmer's Restaurant) was effectively full with occupancies of 117% and 99% respectively. The parking in Block 8 was also very well utilized at 70%.

Parking adequacy was also estimated based on the parking zones described in Section 2.02. The following parking adequacy tables illustrate the amount of available parking within each designated zone, the effective parking supply and the observed parking occupancy. These tables illustrate parking adequacy based on the different peak parking periods in each zone. As with the overall adequacy calculation, the on-street and off-street supplies are combined.

Table 4. Parking Adequacy – North Zone		Number of Spaces
Current Total Parking Supply		1,317
Current Effective Parking Supply (90% of Total)		1,185
Observed Parking Occupancy	41.38%	545
Current Effective Parking Surplus/Deficit		640

Peak parking period on Wednesday at 2:00 p.m.

Table 5. Parking Adequacy – West Zone		Number of Spaces
Current Total Parking Supply		225
Current Effective Parking Supply (90% of Total)		203
Observed Parking Occupancy	25.78%	58
Current Effective Parking Surplus/Deficit		144

Peak parking period on Wednesday at 10.00 a.m.

Table 6. Parking Adequacy – Core Zone		Number of Spaces
Current Total Parking Supply		675
Current Effective Parking Supply (90% of Total)		608
Observed Parking Occupancy	52.59%	355
Current Effective Parking Surplus/Deficit		253

Peak parking period on Wednesday at 12:00 p.m.

Table 7. Parking Adequacy – East Zone		Number of Spaces
Current Total Parking Supply		321
Current Effective Parking Supply (90% of Total)		289
Observed Parking Occupancy	64.49%	207
Current Effective Parking Surplus/Deficit		82

Peak parking period on Wednesday at 2:00 p.m.

Table 8. Parking Adequacy – South Zone		Number of Spaces
Current Total Parking Supply		381
Current Effective Parking Supply (90% of Total)		343
Observed Parking Occupancy	67.72%	258
Current Effective Parking Surplus/Deficit		85

Peak parking period on Saturday at 8:00 p.m.

All of the zones in the study area currently have significant surpluses of available parking. The South Zone currently has the smallest percentage of surplus parking at 32.3% of the effective supply. The West Zone currently has the largest percentage of surplus with 74.2% of the effective supply.

2.04. Current Parking Zoning Requirements

As part of this parking study, ***Carl Walker*** reviewed the existing City of La Quinta parking zoning code (Chapter 9.150). The results of this review is detailed in the following subsections (based on the individual subsections of the zoning code).

- Provision of Parking Facilities
    - The current parking zoning code provides flexibility in meeting parking requirements. Meeting parking requirements may be accomplished through the construction of new supplies or through the use of available parking already available on nearby parcels. The code also requires necessary

assurances that the parking will remain available during the lifetime of the approved land use. No changes are recommended for this portion of the zoning code.

- Parking Location and Accessibility

    - This section of the code describes the approved placement options for parking, as well as accessibility requirements. Parking provided for residential uses must be on the same parcel as the development, or can be provided on an adjacent parcel as long as the parking is within 100 feet of the development. Parking for non-residential uses can be provided up to 300 feet from the parking demand generator it is designated to serve. If the parking for the development is located across a street, the code requires and appropriate crosswalk be provided. There are no recommended changes to this section of the code.

- Determination of Spaces Required

    - The code provides flexibility in determining the number of parking spaces required for individual developments. The code provides standard approved parking demand ratios, a provision for a shared parking model and other alternative methods that could be approved by the city. The code also provides for parking requirement reductions in the Village District, dependant on the execution of an approved parking agreement. This irrevocable agreement provides the city with assurances that each development will provide sufficient parking through future payments to be

used to construct new parking supplies. This portion of the code provides a sufficient level of flexibility in meeting parking demands, as well as providing assurances that any reduction of parking requirements in the Village District can be mitigated as needed in the future. There are no recommended changes for this section of the parking code.

- Spaces Required by Use

  - The code divides parking space requirement ratios into residential and non-residential land uses. This section of the code also provides for bicycle parking requirements. In reviewing this portion of the zoning code, ***Carl Walker*** compared City of La Quinta parking requirements to three typical industry standards. The land uses included in the comparison account for those that are currently found in the Village District, or may be found in the district in the future. The following matrix summarizes the results of the parking requirement comparison.

    This portion of the zoning code may need to address golf cart parking in the future. Currently, there are no industry standards for providing golf cart parking spaces. Therefore, a conservative approach to providing golf cart parking is warranted. A small number of spaces could be provided in the city public parking lot, and more could be added if demand exceeds supply. Once demand can be more accurately measured, zoning standards for the Village District could be set if needed. Also, golf cart parking spaces should include a mechanism to facilitate cart battery recharging.

Table 9. Parking Demand Ratio Comparison

City of La Quinta	National Parking Assoc. (1992)	Urban Land Institute (2005)	Institute of Transportation Engineers (2005)	Comparison
Residential				
Single Family (3 bedrooms or less): 2 per unit and .5 per unit for guests. Single Family (4 bedrooms or more): 3 per unit and .5 per unit for guests. Townhomes: 2 per unit and .8 per unit for guests. Apartments: 1-3 per unit (depending on the number of bedrooms) and .5 for guests.	2 spaces per Dwelling Unit 1.25 spaces (studio apartments) to 2 spaces per Dwelling Unit	Residential - Owned: 1.5 spaces per unit plus .15 spaces for guests. Residential - Rented: 1.7 spaces per unit plus .15 spaces for guests.	1.83 spaces per unit. 1.00 - 1.73 per unit.	The requirements for the City of La Quinta are slightly higher than those typically recommended in the industry. The average industry recommendation is 1.83 for single family detached and 1.86 for attached dwellings.
Bars/Nightclubs				
1 space per 50 s.f.	N/A	1 space per 61 s.f. (approx.)	1 space per 60 s.f. (approx.)	La Quinta requirements are slightly higher.
Restaurants				
Conventional Restaurant: 1 space per 75 s.f. Fast Food Restaurant: 1 space per 100 s.f. Retail Restaurant: 1 space per 150 s.f.	Quality Restaurant: 1 space per 50 s.f.; Family Restaurant: 1 space per 83.33 s.f. (approx.) Fast Food: 1 space per 62.5 s.f. of kitchen, serving counter and waiting area plus .5 spaces per seat. N/A	Fine Restaurant: 1 space per 50 s.f.; Family Restaurant: 1 space per 67 s.f. (approx.) Fast Food: 1 space per 67 s.f. (approx.) N/A	Quality Restaurant: 1 space per 58 s.f. (approx.) Fast Food: 1 space per 81-122 s.f. (approx.) N/A	The average industry requirement is approx. 1 space per 62 s.f. This requirement is slightly higher than the current City of La Quinta requirement.
Retail				
Less than 50,000 s.f.: 1 space per 200 s.f. More than 50,000 s.f.: 1 space per 250 s.f. Furniture or Appliance Stores.: 1 space per 500 s.f.	General Retail: 1 space per 303 s.f. (approx.); Service Retail: 1 space per 417 s.f. (approx.); Shopping Centers: 1 space per 250 s.f. for centers up to 400,000 s.f.	Community Shopping less than 400,000 s.f.: 1 space per 250 s.f.	General Shopping: up to 1 space per 211 s.f. (approx.)	The average general retail requirement is approximately 1 space per 255 s.f. The current City of La Quinta requirement is higher.
Office				
General Office and Banks: 1 space per 250 s.f. Medical Office Buildings: 1st 2,000 s.f.; 1 space per 200 s.f.; additional space over 2,000 s.f. is 1 space per 175 s.f.	General Office less than 30,000 s.f.: 1 space per 278 s.f.(approx) General Office more than 30,000 s.f.: 1 space per 333 s.f. (approx.) Medical Office Buildings: Less than 5,000 s.f.: 1 space per 167 s.f. (approx.); Over 5,000 s.f. is 1 space per 182 s.f. (approx.)	General Office less than 25,000 s.f.: 1 space per 263 s.f.(approx) General Office between 25,000 s.f. and 100,000 s.f.: 1 space per 294 s.f. (approx.) Medical Office: 1 space per 222 s.f. (approx.)	1 space per 352-417 s.f. (approx.) 1 space per 283 s.f. (approx.)	The average parking ratio for general office is 1 space per 311 s.f., and the average for medical office buildings is 1 space per 214 s.f. Both averages provide less parking than the current City of La Quinta requirement.
Movie Theater				
1 space for every 3 seats and 5 employee spaces.	N/A	Upto .27 spaces per seat (or .81 spaces for every 3 seats).	.26 spaces per seat (or .78 spaces for every 3 seats).	The City of La Quinta requires more parking than industry ratios.
Hotel				
Less than 200 rooms: 1.1 spaces per room and 1 space per 75 s.f. for meeting space. More than 200 rooms: 1.5 spaces per room and 1 space per 75 s.f. for meeting space.	1 space per room plus additional parking for other land uses (e.g. restaurants, retail, etc.) and 1 space for every four employees during peak employment shift	1.15-1.25 spaces per room.	.91 spaces per room	Depending on the land uses beyond typical hotel rooms, the current La Quinta requirements are similar to industry standards.

Overall, the parking required by the City of La Quinta is slightly higher than typical industry standards. The parking demand ratios recommended in the industry can be useful in projecting possible parking demands for planning purposes. However, it is important to keep in mind that industry parking demand ratios are based on data collected across the country, and the parking demand generated by land uses in one municipality may differ greatly from those generated in another. Also, other factors such as land use density, captive market impacts and the use of alternative modes of transportation can impact parking demand.

Therefore, as stated previously, no changes to the City of La Quinta parking ratios are recommended at this time. However, to reduce the likelihood of providing too much parking in the district, it is recommended that the city adopt the methodology included in Section 3.03 of this study. This methodology includes monitoring parking utilization, applying parking demand ratios in a shared parking model and improving the utilization of nearby parking supplies. By encouraging a higher level of utilization of existing parking resources, the amount of parking that needs to be provided in the future will be reduced.

A copy of the parking demand ratios formulated by the Urban Land Institute are included in the shared parking model provided to the city by ***Carl Walker***.

- Shared Parking

    - The current city zoning code provides for the use of shared parking in determining the parking required for district developments. The code also includes reasonable accommodations to test the shared parking model and ensure sufficient parking is provided by each development. However, this section of the code refers to a shared parking methodology that is adapted for Coachella Valley seasonality and demographics. This methodology/model is not detailed in the code, and may or may not be currently available. It is recommended that this section of the code be updated to detail the city approved shared parking model/methodology, as well as refer to the latest Urban Land Institute shared parking model (2005). A shared parking methodology and the latest Urban Land Institute shared parking model have been provided to the city as part of this report (See Appendix C and Section 3.03).

- Parking Facility Design Standards

    - The parking facility design standards currently used by the city meet or exceed typical industry standards with respect to stall sizes, drive aisle widths, landscaping, etc. The current stall size required in the zoning code is 9'-0" wide by 19'-0" long for 90-degree spaces, and 9'-0" wide by 24'-0" long for parallel spaces. Typical recommended stall sizes are 9'-0" by 18'-0" for 90-degree parking and 9'-0" by 25'-0" for parallel spaces. Compact car spaces are usually not recommended, as they are often used by full sized vehicles anyway. City required drive aisle widths vary from 16'-0" for 45-degree

parking to 26'-0" for 90-degree parking. Typical recommended drive aisle widths vary from 14'-8" for 45-degree parking to 26'-0" for 90-degree parking.

The discussion of structured parking in the code (Section 9.150.080 Item "I") does not currently specify any ramp slope requirements. A sample of ramp slope requirements for municipalities in California found slopes of up to 15% are allowed. Ideally, maximum parkable ramp slopes (ramps that have parking spaces on them) should be set at 5-6% and maximum non-parkable ramp slopes should be set at 15% (with the requirement of transition slopes at the top and bottom of ramps with slopes greater than 10%).

- Handicapped Parking
    - The current zoning code requires all federal American with Disabilities Act parking requirements be met. No changes are required at this time.
- Nonconforming Parking
    - No changes to this section are required at this time.

3. Future Parking Supply and Demand

3.01. Future Village District Development Projects

Currently, the City of La Quinta has eleven future development projects in the planning stages. These projects include residential, retail, restaurant and office projects. The potential developments are as follows:

1. Sun Vista Plaza Offices – 19,433 square feet of development is planned for the corner of Avenida La Fonda and Main Street. The development will include office space and a coffee shop (exact square footage breakdown not available). Standard city code would require 78 spaces (assuming all office space). The development will include 49 parking spaces (or 29 spaces short of code).

2. Palmer's Office Building – A new office building is planned for the northeast corner of Desert Club Drive and Avenue 52. This development is still in the conceptual development stages and square footages and parking demands are unknown.

3. Nispero/Sun Vista Offices – 6,924 square feet of office space is planned on Calle Amigo, west of Desert Club Drive. Standard city code would require 28 spaces. The development will include 16 parking spaces (or 12 spaces short of code).

4. Kelly Building – 6,354 square feet of office space is planned for the northwest corner of Calle Barcelona and Desert Club Drive. Standard city code would require 26 spaces. The development will include 19 parking spaces (or 7 spaces short of code).

5. Casa La Quinta – 20 residential condo units are planned for the corner of Avenida Villa, south of Calle Tampico. Standard city code would require approximately 50 spaces. The development will include 66 parking spaces (or 16 spaces more than code).

6. Cornell Building – 11,500 square feet of office space is planned for the southwest corner of Avenida Navarro and Calle Tampico (currently under construction). Standard city code would require 46 spaces. The development will include 19 parking spaces (or 27 spaces short of code).

7. Patrick Adams Building – 3,025 square feet of office space is planned for the Southwest corner of Avenida Mendoza and Calle Tampico (currently under construction). Standard city code would require 13 spaces. The development will include 9 parking spaces (or 4 spaces short of code).

8. LaBranche Live/Work – 1,353 square feet of office space and 3 residential units are planned for the north side of Calle Amigo, east of Avenida Bermudas. Standard city code would require 17 spaces. The development will include 9 parking spaces (6 open and 3 in garages), or 8 spaces short of code.

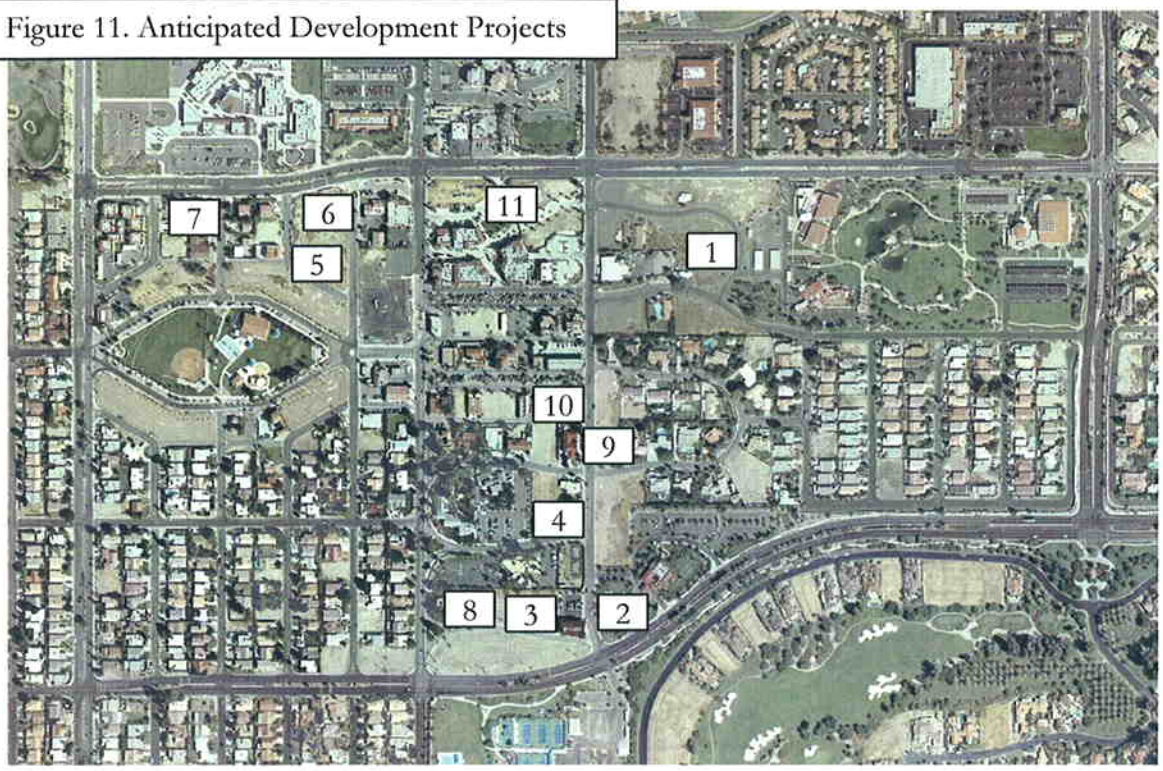
9. John Dixon Office Building – 4,494 square feet of office space is planned for the northeast corner of Calle Cadiz and Desert Club Drive. Standard city code would require 18 spaces. The development will include 17 parking spaces (or 1 space short of code).

10. Plaza Estado – 5,541 square feet of office spaces and 3,854 square feet of retail space is planned for the southwest corner of Calle Estado and Desert Club Drive. Standard city code would require 43 spaces. The development will include 25 parking spaces (or 18 spaces short of code).

11. Old Town Development – The original development included a total of 127,715 square feet of space. This included 20,403 square feet of restaurant, 49,731 square feet of office space and 57,383 square feet of retail. Phase One of this project has been completed, with 56,538 square feet of space and 92 parking spaces. Phases Two and Three will involve the construction of the additional 71,177 square feet of space and 84 parking spaces (providing a total of 176 parking spaces). Phase Two of this development will result in the loss of 47 temporary parking spaces located on the southeast corner of Calle Tampico and Avenida Bermudas. For Phase Two and Three of the project, standard city code would require approximately 423 spaces. The final two phases of the development will include only 84 parking spaces (or 339 spaces short of code).

The following aerial photo illustrates the location of each of the anticipated (or currently under construction) development projects. The projects are identified by number.

Figure 11. Anticipated Development Projects



3.02. Future Parking Adequacy

Each of the aforementioned development projects will impact existing parking supplies and demand. To project future parking adequacy, the anticipated parking demands for each development project were estimated. City parking requirements were used to project future parking demands. Then, the estimated parking demand was compared to the available parking within the zone each development is located. The following table illustrates the projected parking supply and demand impact of each projected development project.

Table 10. Future Parking Adequacy Summary

Project	Projected Parking Demand per City Requirements*	Parking Supply Included with Project	Zone Parking Surplus#	Parking Zone Surplus/Deficit After Development
1. Sun Vista Plaza Offices	78 spaces	49 spaces	Zone 3 - 320 space surplus	Existing Surplus - 78 spaces for Office Demand + 49 new spaces = 291 space surplus
2. Palmer's Office Building	N/A	TBD	Zone 5 - 315 space surplus	To be determined later
3. Nispero/Sun Vista Offices	28 spaces	16 spaces	Zone 5 - 315 space surplus	Existing Surplus - 28 spaces for Office Demand + 16 new spaces = 303 space surplus
4. Kelly Building	26 spaces	19 spaces	Zone 5 - 303 space surplus (after Projects #3)	Existing Surplus - 26 spaces for Office Demand + 19 new spaces = 296 space surplus
5. Casa La Quinta Residential	50 spaces (assuming all are two bedroom units)	66 spaces	Zone 2 - 172 space surplus	Existing Surplus - 50 spaces for Residences + 66 new spaces = 188 space surplus
6. Cornell Building	46 spaces	19 spaces	Zone 2 - 188 space surplus (after Project #5)	Existing Surplus - 46 spaces for Office Demand + 19 new spaces = 161 space surplus
7. Patrick Adams Building	13 spaces	9 spaces	Zone 2 - 161 space surplus (after Projects #5 and #6)	Existing Surplus - 13 spaces for Office Demand + 9 new spaces = 157 space surplus
8. LaBranche Live/Work	6 spaces for office and 11 spaces for residential	9 spaces	Zone 5 - 296 space surplus (after Projects #3 and #4)	Existing Surplus - 17 spaces for new demand + 9 new spaces = 288 space surplus
9. John Dixon Office Building	18 spaces	17 spaces	Zone 3 - 291 space surplus (after Project #1)	Existing Surplus - 18 spaces for Office Demand + 17 new spaces = 290 space surplus
10. Plaza Estado	23 spaces for office and 20 spaces for retail	25 spaces	Zone 3 - 290 space surplus (after Projects #1 and #9)	Existing Surplus - 43 spaces for new demand + 25 new spaces = 272 space surplus
11. Old Town Development (Phases Two and Three)	Approximately 423 spaces^	84 spaces	Zone 3 - 272 space surplus (after Projects #1, #9 and #10)	Existing Surplus - 423 spaces for new demands - 47 spaces lost + 84 new spaces = 114 space deficit

* per City Code, rounded up to the nearest whole number

^ assumes 44.34% of project completed in Phase One and remaining square footage proportionally built in later phases

^ from the period of greatest overall parking occupancy - Wednesday

Overall, many of the development projects currently anticipated by the City of La Quinta will not result in the development of negative parking adequacies. This assumes that private parking supplies could be tapped to provide shared parking for new and existing developments. However, the continued development of the Old Town project may result in parking supply shortages within the core of the Village District. This will mean that future visitors of the Old Town development will need to walk greater than two blocks from available parking to the Old Town, or additional parking supplies will be needed. This will also increase the perception of the public and local merchants that there is insufficient parking during peak periods of parking occupancy.

The lack of significant parking shortages illustrated in Table 10 also assumes that Village District visitors and employees will be willing to walk a minimum of one to two blocks to reach their desired destinations.

3.03. Planning for Future Parking Needs

The current vision for the Village District includes many elements. The district is planned to become a more important social and commercial center, with the continued development of Old Town and new retail and office space as central focal points. The city hopes to improve existing store fronts, incorporate more residential space and increase evening and weekend activity in the district. This will clearly require additional retail, restaurant and entertainment space. This vision will result in higher parking demands, and denser land uses, than the current environment. To support the current district vision, the city desires to create a more pedestrian friendly environment with adequate parking.

While there is currently a substantial parking surplus of parking located in the district, and many of the currently anticipated future developments projects will not result in parking deficits, significant new parking supplies may not be currently necessary. However, future development projects, especially Old Town could result in parking deficits and new facilities may be needed.

In order to address future parking needs not currently anticipated, ***Carl Walker*** recommends the follow methodology:

- Ensure the land use information for the Village District is current. This will provide additional insight into existing parking demands. The land use data should be updated as new developments occur.

- The first step in planning for future parking needs is to determine typical parking demands. This is usually achieved by completing a parking supply and demand survey. As was completed as part of this study, this would entail maintaining current parking space inventories and conducting parking occupancy counts (ideally at least annually). This will provide a baseline of demand data from which to project future parking needs. These surveys will also help determine the correct mix of short-term and long-term parking (based on the utilization of each type of parking).

- Project the parking needs of each proposed development using existing City parking requirements. Determine how parking demand for the new development will fluctuate during the day by using the shared parking model provided by ***Carl Walker*** as part of this report (based on Urban Land Institute data). Determine how parking

demand for the proposed development will impact parking supplies during the observed peak parking period (or the period of greatest parking demand).

- Use the concept of shared parking to ensure the efficient use of available parking supplies (especially for mixed-use developments). Shared parking is defined as parking that can serve more than one single land use, without conflict. Shared parking is generally applied to mixed-use developments, or commercial developments composed of several different land uses (e.g. retail, office, theater, etc.) that are significantly integrated. Using the shared parking model reduces the amount of parking needed for a mixed-use development, as the effect of sharing parking requires fewer spaces than the sum of the parking needed for the individual land uses. An electronic shared parking spreadsheet will be provided to the city, based on the model created by the Urban Land Institute.

- Once parking demands have been projected, determine how the development will impact existing conditions. If the development creates a parking deficit within the zone it is located (the zone would typically be a one-block radius surrounding the development), additional on-site or off-site parking supplies will be necessary.

- While the parking demand for many land uses can be spread over greater distances, the creation of residential space in the district should include sufficient on-site parking. Residential projects that lack sufficient parking are rarely marketable, and conflicts will arise should the use of public parking spaces be necessary.

- Future Village District developments should include sufficient ADA accessible parking on-site. The city should require developments to provide a suitable portion

of their required parking on-site (or directly adjacent to the site) to ensure enough accessible parking is provided.

- Future parking lots should include landscaping and/or shade structures that can provide shade to parked vehicles. This could be accomplished through the use of fast growing, low water use shade trees. These trees can be planted around parking lots and in internal landscaped islands. Pedestrian paths to/from parking facilities should also provide shade in a similar fashion. Current city code already requires 50% of the parking area to be shaded if the lot contains five or more parking spaces.

- As the existing City of La Quinta Comprehensive General Plan does not include significant information concerning parking planning and management, it is recommended to expand upon Chapter 3 of the General Plan to include parking system planning. At least with respect to the Village District, the information and recommendations contained in this report could serve as a starting point for improving the Comprehensive General Plan.

While planning for future parking needs, parking for disabled visitors/community members also needs to be addressed. When parking is planned for new developments, or when new public parking supplies are created, sufficient accessible parking must be provided (as required by federal and state guidelines). Sometimes, parking demand for accessible parking may be larger than the minimum requirements. In order to ensure sufficient space is provided, periodic reviews of accessible parking demand should be part of larger parking inventory and occupancy surveys. Through periodic occupancy studies, and community input, the city will be in position to ensure sufficient accessible parking is provided.

4. Parking Alternatives Analysis

After reviewing the current parking adequacy in the Village District, and projecting the future adequacy, it is clear that sufficient parking supplies exist to cover most currently proposed future development projects. This assumes that the private parking supply could be tapped to provide parking for new developments, which should occur anyway in some cases. The core zone of parking may be the exception, as the continued development of Old Town (coupled with other anticipated projects) may result in a deficit of parking. In any case, additional development projects in the future could lead to parking deficits.

To meet future parking demands, several options are available to the city:

- The city could decide to work with private parking lot owners within the impact areas to better utilize existing parking supplies. Using the concept of shared parking, existing parking resources could be more effectively utilized to meet needs.

- The city could create additional parking spaces (either on-street or off-street) to provide additional parking. New surface parking spaces could be created in existing unimproved areas. The land used for surface parking could be developed in the future to a higher and better use (e.g. land banking). If space is not available for surface parking, or surface parking cannot be located close enough to parking demand generators, structured parking could become a viable option. The cost for providing parking could be covered through parking user fees and/or fees charged to developers (e.g. in-lieu fees, special assessments, development fees, etc.)

- The city could require new district developments to provide sufficient parking. New developments would provide their own parking for employees and visitors. This will result in higher costs for developers and very likely the overdevelopment of parking supplies.

- The city could utilize a combination of alternatives.

With any of these alternatives, it is important to provide adequate considerations for alternative modes of transportation. This would include adequate pedestrian paths, bicycle paths and parking, transit stops and accommodations for other alternative modes of transit (e.g. electrical vehicles, etc.) A good example of this is the current golf cart route plan currently under consideration. Transportation and pedestrian issues are discussed further in Section 5.08 of this report.

In the **First Alternative**, the city would work with district parking lot owners to better utilize available parking supplies. This would mitigate the need to construct additional parking. As sufficient parking is available in most areas where development is planned (based on the parking occupancy study), this alternative has merit. Better utilizing the available supply would eliminate at least the need for near-term parking supply additions, maintain existing vacant land or future development

Figure 12. Arnold Palmer's Restaurant

space, encourage pedestrian movement through the district and reduce city parking responsibilities (e.g. maintenance, signage, etc.)

Based on the observed occupancy in the Village District, some options could include the use of the existing Arnold Palmer's Restaurant parking lot (for the associated future office project), Blend Restaurant parking (for the anticipated office projects in Zone 5) and the use of available on-street and off-street public parking supplies around the core (Zone 3) and the Community Park. The use of restaurant parking lots (especially those with little or no lunch parking demand) for office parking would provide a beneficial shared parking opportunity. Other parking lots could serve as overflow parking for the completed Old Town development (e.g. the Verizon facility parking lot, the library parking lot, etc.)

Additional overflow parking could be available north of Calle Tampico in Zone 1. While ample parking exists in Zone 1, Calle Tampico can create a perceived barrier to pedestrian traffic from available parking supplies. Also, most parking supplies in Zone 1 are located a significant distance from the Village District core, necessitating a longer walking distance. However, the parking available in Zone 1 could be available for parking during Village District events such as the La Quinta Arts Festival.

In order to encourage the shared use of private parking facilities, the City could use one or more of the following techniques/incentives:

- The city could communicate the positives of shared parking to the private parking lot owners. The positives include increased pedestrian traffic near their businesses, continued district development, maintaining future development sites and other non-parking land-uses, easier to use parking for district visitors, etc.

- Shared parking could be limited to evenings and weekends. Signage would need to convey the set parking requirements. This could help solve some parking demand problems around the district core.

- The city could provide various incentives for private parking lot owners that agree to allow shared parking.

- The city could provide improved and better looking signage for private parking lots. The signage could denote parking restrictions and periods of open public parking.

Communities the size of La Quinta typically make arrangements for shared-use parking on an as needed basis, developing agreements with private parking owners permitting public use after certain hours, on weekends, etc. One advanced example of a downtown working with private parking facility owners to facilitate shared parking is Tempe, Arizona. The Downtown Tempe Community's (DTC) "Park-It" program organizes a series of privately owned facilities into what appears to be a single parking system. The various parking facilities permit public parking, after the needs of the individual developments are addressed. The system uses a common marketing and signage program providing the appearance of a unified parking system. The DTC operates and manages the private parking facilities, taking a small percentage of the revenues for covering operating costs and streetscape projects in downtown. While La Quinta does not require such an advanced system, this example shows what is possible with respect to improving the utilization of existing private parking supplies.

However, this approach to dealing with future parking needs may not adequately meet the projected parking deficit. First, the number of parking lot owners willing to cooperate may

not be sufficient to provide the necessary parking. Second, the location of available parking supplies may not provide "acceptable" parking to existing and future district developments. The available parking supplies may not be within an acceptable walking distance, lot conditions could be poor, etc. Finally, the available parking supply may be insufficient to meet anticipated parking demands.

The **Second Alternative** available to the City is to create additional parking spaces, or improve the capacities of existing lots to provide sufficient parking to meet future demands. This alternative would involve an analysis of existing parking lot physical layouts to determine if improvements could be made to increase lot capacities. Theoretically, both public and private parking supplies could be included in this analysis with the consent of private parking owners. Some parking improvement options are:

- Explore a joint use agreement with Verizon and increase the capacity of the existing Verizon Building parking lot. The parking provided could be used for overflow core area parking.

Figure 13. Verizon Parking Lot

- To encourage the use of available on-street parking space, the City could add on-street parking markings to areas with sufficient space. Actual on-street parking addition opportunities will be determined by local traffic policies and regulations. Additional on-street spaces could also be created through the use of parking

pullouts. Pullouts create on-street parking by effectively removing the vehicles from the roadway, eliminating street width concerns. The parking created could provide parallel or angled parking. Providing parallel parking would require narrower pullouts that angled parking, thereby reducing the impact on developable land. The recommended dimensions for parallel pullouts would be approximately 9'-0" wide and 24'-0" to 25'-0" long per space.

Using pullouts could create on-street parking opportunities (or create additional opportunities) on Avenida Buena Ventura/Main Street (between the Library and Old Town), Avenida Navarro (between Calle Tampico and Calle Montezuma) and Avenida Villa, Calle Amigo (Between Avenida Bermudas and Desert Club Drive). However, the creation of pullouts would reduce the amount of developable land.

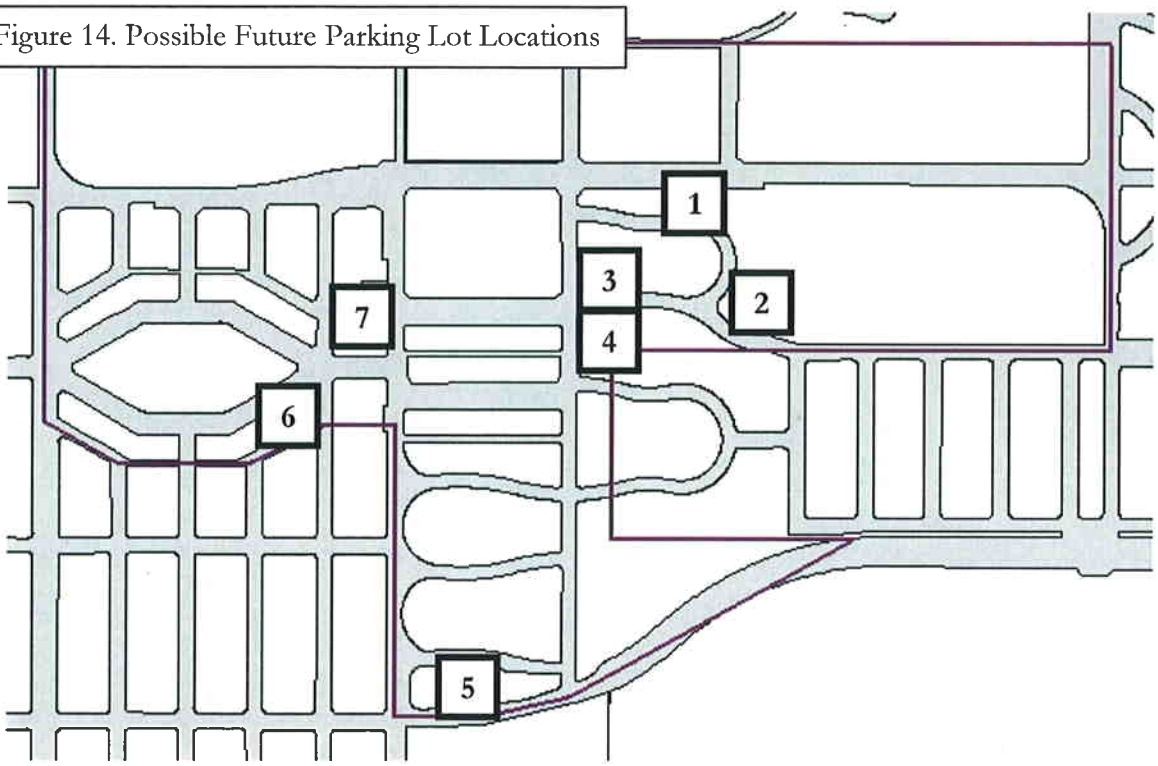
- Landscaping could be reduced in some parking lots to free space for more parking (perhaps additional covered parking). For example, the existing Old Town parking lot on Desert Club Drive could possibly be reconfigured to provide more surface parking.

The improved utilization of existing parking areas is substantially less costly than creating new spaces. However, if sufficient parking could not be created through lot improvements, additional parking supplies could be created using available unimproved land. Most likely, new parking construction would take place on the perimeter of the Village District core. New surface parking lots are typically much less expensive to construct than parking garages. Construction costs for surface parking lots are approximately one-tenth the costs associated with parking structures. Also, surface lots are less expensive to maintain and operate. As the construction costs are so low, the newly created surface parking lots could be viewed as

land banking for future development. If needed in the future, the surface parking lots could be easily developed to a higher and better use. However, current land costs in the Village District (approximately $60 per square foot) could make the creation of additional surface parking as costly as structured parking when land acquisition is included.

Figure 14 illustrates possible locations for new off-street parking facilities, when the need for more parking arises (the figure does not include parking already planned to support future development projects).

Figure 14. Possible Future Parking Lot Locations



The following list explains each potential parking lot site (each estimate of parking created assumes a conservative parking efficiency of 340 square feet per parking space):

1. Two parcels of land may be available near the existing library parking lot for a surface parking lot. Depending on the amount of land used for parking, 60 – 100 parking spaces could be created. Assuming $60 per square foot, land costs would be $1.2 to $2.0 million. Construction costs would be estimated at $2,000 per space, or $120,000 to $200,000. The cost per space to provide parking on this site is preliminary estimated at approximately $22,000. The distance of this parking from the core could discourage its use. However, the parking could be used by employees working within the core, and future development could be required to reimburse the city for the cost of constructing the parking (on a one to one basis). This could be used as an economic development tool/incentive to allow private developments in the core to provide at least a portion of their required parking off-site. The parking created in this location could also be used for Village District special events.

2. Additional parking could be created adjacent to the existing Senior Center, in space that is currently landscaped. As the land is currently owned by the city, the cost of providing parking would be significantly reduced. The cost per space created would be estimated at $2,000 per space, and approximately 20 spaces could be created (estimated $40,000 total construction cost). As with Option 1, the distance from the core could discourage the use of the parking created. However, this parking could be used by employees working within the core, and future development could be required to reimburse the city for the cost of constructing the parking (on a one to one basis). As with Item #1, this could be used as an economic development tool/incentive to allow private developments in the core to provide at least a portion of their required parking off-site. Also, the parking created in this location could be used for Village District special events.

3. If an agreement with Verizon could be negotiated, the existing parking lot next to the Verizon Building could be expanded to provide additional parking. The existing parking lot currently provides approximately 20 parking spaces that are reserved each day. Assuming Verizon would permit the city to expand the lot, and use the available parking for overflow, an additional 20 parking spaces could be created. As with Location #2, the estimated cost for this option would be $40,000 (assuming $2,000 per space). This does not include any additional fees that may be paid to Verizon for the right to utilize the parking.

4. Two parcels of land could be available on the southeast corner of Desert Club Drive and Avenida La Fonda. Depending on the amount of land used for parking, 60 – 100 parking spaces could be created (similar to Location #1). Assuming land costs of $60 per square foot and construction costs of approximately $2,000 per space, the cost per space to provide parking on this site is preliminary estimated at approximately $22,000 per space (or a total of $1.3 to $2.2 million). The distance of this parking from the core could encourage its use over Locations #1 and #2.

5. To support developments on the south side of the Village District, the city could develop land it already owns for additional parking. The site is awkwardly shaped, and parking efficiency may be reduced. Also, there is no anticipated need for parking in Zone 5. It is recommended that the city wait to create parking on this site, unless unanticipated future parking demands arise.

6. Additional parking could be constructed south of the community park to help support the parking needs of the Village core. The amount of parking created will

depend on the amount of property available for parking. The city should assume a development cost of $22,000 per space constructed. The distance from the Village District core may discourage its use by visitors. However, the parking could be used by employees working within the core.

7. Due to the high cost of land in the Village District, as well as the location of available land, the city could decide to construct a parking structure on the existing city surface lot located west of the Old Town development on Avenida Bermudas. In order to improve the efficiency of the site, the city would be required to purchase additional land north of the existing surface lot (approximately an additional 4,900 square feet). Assuming a land cost of $60 per square foot for the additional land, approximately $300,000 would be needed to purchase the necessary space. The site could then provide approximately 352 parking spaces and 16,000 square feet of commercial space in a three-floor parking structure (one level at grade with two supported levels). The approximate height of the structure would be 26'-0" to 27'-0". Construction costs would depend on the architecture of the facility, but are estimated at $20,600 per space (including a 25% mark-up for soft costs) based on average industry costs in California. This estimate includes the commercial space provided in the structure. This would provide an estimated project cost of approximately $7.6 million. The structure would provide a net parking space gain of 248 spaces located in the Village District core.

   Preliminary layout drawings for this parking structure are included on the following pages.

Ideally, these possible off-street parking facilities would provide long-term parking to visitors and employees, leaving the short-term on-street parking spaces for visitors. If multiple locations are designated for parking, the lots could be designated for a single user group or provide parking for both visitors and employees.

However, it is important to note the disadvantages to new parking facility construction. First, the new facilities may be constructed outside of the designated impact area of a development (based on available land). This may mean that walking distances are not acceptable, and therefore the lots may be underutilized or the lots may not be utilized by the developments for which they were intended. Second, the city would have to pay for the construction of the new parking facilities, as well as annual maintenance and operating costs. Finally, locating additional surface parking lots on the perimeter of the district would limit the size of the area the lots could serve.

The **Third Alternative** available to the city would be to require new Village District developments to provide their own parking resources. This would involve setting parking requirements for new developments, based on projected land uses, and enforcing parking zoning codes. The main advantage to this alternative is that the city would not be required to construct, maintain and operate new parking supplies in the district. While some towns and cities require developments to provide their own parking supplies, the majority of downtowns that are encouraging development do not use any parking requirements. Instead, the city works with the development to provide sufficient parking.

A variation of this alternative is to require developers to pay a fee to cover the creation of new public parking resources. This could be a specific development fee or an in-lieu fee. The City of La Quinta currently has a similar option in the city zoning code. Many

municipalities across California use in-lieu fees such as Berkeley, Carmel, Manhattan Beach, Palm Springs, San Rafael and Palo Alto just to name a few. These fees typically allow developers to pay the city for the right to not create parking for their development. The city would then use the funds to create public parking facilities in the future, when needed.

The use of parking fees like in-lieu can have several advantages:

- Offering parking in-lieu fees provide developers with an option to providing expensive on-site parking. The cost of purchasing the necessary land and funding lot construction is typically more expensive for developers than paying the in-lieu fees.

- Parking in-lieu fees encourage shared parking. As developers stop constructing small private parking facilities, parking is consolidated into larger public parking supplies. This results in a more efficient use of available land, the creation of fewer parking spaces and conditions that encourage pedestrian movement between developments.

- The City would have more control over where parking resources are located and how they are operated and managed.

- As less parking is created, and the parking that is created is consolidated, more space is available for other land uses.

While the use of developer parking fees can provide a lot of benefits to the city, there are also some drawbacks:

- Parking may have to be located less conveniently to primary destinations. As parking is consolidated into fewer locations, some primary destinations will be located further away than if they provided their own parking.

- As the city creates more public parking facilities, the city will have to cover annual operating, maintenance and management costs.

- As shared parking would be used, fewer parking spaces would be created. This could mean more traffic and frustration during unusually high periods of parking demand, such as during special events.

- The use of these fees could discourage development of the Village District in favor of suburban locations with space for surface parking.

- Depending on how the construction of the parking facility is financed, the city could be limited in how the facility is used to provide parking for private developments.

The fees charged to developers are typically determined by either the cost of land or the typical construction cost of surface parking per parking space. The construction cost per space could be set at the cost to provide surface or structured parking. For example, a municipality may decide to charge the current approximate construction cost of a surface parking space (plus land acquisition costs estimated at $60 per square foot and 340 square feet per space) at $22,000 per space. A development that would typically be required to provide 50 parking spaces would therefore be charged $1,120,000 in-lieu of providing the necessary parking. This fee could be converted into an impact fee of "X" dollars per square foot by dividing the total calculated parking in-lieu fee by the gross square footage of the

development. ***Carl Walker*** would recommend setting development fees or in-lieu fees at a minimum equivalent of providing surface parking (including land acquisition costs), or approximately $22,000 to $23,000 per space to help fund future parking construction.

The **Final Alternative** is actually a combination of the previous three alternatives. This alternative would involve the city working with private parking lot owners to better utilize the existing parking surplus before adding additional parking supplies. If sufficient parking could not be secured using this approach, then the city would consider improving existing parking supplies and/or adding new supplies as appropriate. If new parking spaces were added, either through surface lots, on-street spaces or parking structures, the city could look to developers to help defray at least some of the costs. ***Carl Walker*** recommends this alternative, as it provides a reasonable approach to dealing with future parking demands and should help limit future parking system expenses. Also, this approach will allow the city to show the community that all options were explored prior to expending city funds for building a parking facility.

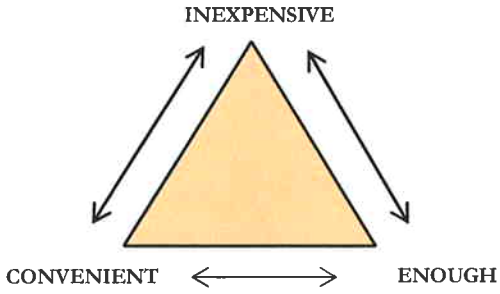
5. Parking Management Strategies

The purpose of this section is to provide parking management strategies to help improve district parking conditions, both currently and in the future. The parking management options detailed in this section will help improve parking efficiency, increase utilization, and meet future needs.

5.01. Parking Guiding Principles

When planning for parking there is a built in conflict to which all stakeholders can easily relate. The conflict revolves around three primary factors: Cost, Convenience and Supply. Unfortunately, usually you can have only two of the three.

For example, parking can be inexpensive and convenient, but you will not have enough. Or, you can have enough inexpensive parking, but it will not be convenient. Lastly you can have enough parking conveniently located, but it will not be cheap.



Given this basic problem, keeping all customers satisfied is an on-going challenge. As much as everyone would like to, not everyone can park at the front door. Having well-defined parking principles is a good first step in attempting to balance this inherent conflict.

A statement of operating guidelines or principles is a worthwhile effort for any enterprise, but it seems especially useful for parking systems. Given the diverse base of customers that parking operations serve, defining operating philosophies and service parameters can help keep the operation focused on set goals and objectives. For parking operations that do not already have a set of parking principles, taking a pro-active role in the development of these principles can provide significant benefits.

Having an approved set of parking principles protects the city from being perceived as unwilling to provide services that are clearly outside of the approved parking guidelines. When faced with a new development proposal which will cause the elimination of parking spaces, having a predefined and approved policy to address the funding of replacement parking can help the city meet operational budgets and avoid unexpected capital expenses.

Another advantage to having a well-defined set of parking principles is that it provides city planners with a concise set of guidelines, within which they are free to be creative and resourceful in providing development services to their various clienteles. It also gives them boundaries so that they know when a request falls outside the approved scope of parking guidelines.

Having a well-crafted set of parking principles establishes the goals and objectives that will ultimately define the character of the Village District. Having established these principles, the community will know what is expected, and hopefully, have had the opportunity to be involved in the definition of the district parking principles. Community involvement and consensus is crucial to the development of strong guiding principles.

Parking principles are not intended to replace traditional policies and procedures. In general, the parking principles should be kept short and concise, a maximum of one or two typed pages. Some of the items typically incorporated in such a document include:

- **Mission Statement/Statement of Purpose** – Describes how the parking operation contributes to the success or mission of the Village District community.

- **Operations/Funding Strategies** – Describes how parking facilities and/or operations are to be funded and also whether the operation is intended to be a self-supporting entity, a profit/revenue center, or a support service sustained through other primary revenue sources.

- **Interdepartmental Relationships** – Defines relationships between various departments with respect to district parking, especially other support departments such as Maintenance, Security, Communications, Development, etc.

- **Responsibility for Parking Operations** – Is parking to be managed by the city or another ancillary organization? Are all parking operations to be managed through a centralized operation or can other departments get involved in limited parking management?

- **Rate Setting Guidelines** – Should parking require a charge/fee? If yes, how are the parking rates set? This is generally done in conjunction with the annual budget planning cycle. Should rates be set to cover operational costs? Should parking rates cover bond debt?

- **Options for Allocating Parking** – Defining how parking is allocated goes to the heart of parking operations, due to the prioritization process that is required. How much short-term parking should be provided? How much long-term?

- **Inclusion of Parking in Strategic and Master Planning Processes** – One of the most important outcomes of having a parking principles document is getting city administration buy-in of the importance of having parking represented in strategic and master planning processes.

- **Procedures for Managing Losses of Parking Supply (both temporary and long-term)** – Having procedures/guidelines in place for the coordination and replacement of parking spaces lost due to new development is another benefit of establishing "parking planning" as a fundamental element of your parking principles.

- **Definition and Communication of Parking Rules and Regulations** – Having clearly defined parking rules and regulations is essential to any parking operation. How these rules and regulations are communicated can vary widely depending on the customer groups served and the environment. Having an effective communications plan can also keep your customers informed of changes brought on by construction and maintenance projects, implementation of new technologies, rate changes, new policies, etc. Additionally, a good communications plan can act as a marketing and public relations tool for district parking. Parking departments are often criticized because of misperceptions or a lack of information about the performance and contributions made by parking.

- **Enforcing and Adjudicating Parking Rules and Regulations –** Will parking enforcement be provided in the district, and by whom? Defining who is responsible for day-to-day parking enforcement and adjudication is an important operational decision. Other key parking enforcement issues that should be defined include: Who defines parking enforcement policies? Who administers the adjudication process? Who set the rates for parking fines?

- **Defining Parking Facility Maintenance Responsibilities** – Parking facility maintenance is something that is too easily cut from capital budgets. The result is often a larger price tag at a later date and can involve significant operational disruptions. Identification of parking facility maintenance as an important parking management principle should not be overlooked.

- **Special Event Parking** – If any one area requires a cooperative effort from the larger community, it is providing parking for special events/meetings. If parking supplies are tight, even small seminars or other functions can have a big impact on available parking. Having a well-defined system for coordination of special events parking can provide improved service for all patrons.

- **Budgeting and Planning Cycles** – Because of the high costs associated with the development of new parking resources, and the lead-time required for design and construction of new facilities, parking budgets can benefit greatly by the development of extended budgeting and planning cycles.

In summary, Parking Principles add value in two primary areas:

- Establishing a set of approved operating guidelines, which help define the role and relationships of parking within the larger city government and community structure.

- Emphasizing the importance of planning for parking.

Establishing a set of "Parking Principles" for the City of La Quinta is just one opportunity for improving the way district parking is perceived. Using this approach as a first step to parking management can build recognition and increase respect and support for parking goals and management. ***Carl Walker*** strongly recommends that the City of La Quinta create and approve a set of guiding parking principles.

5.02. Parking Organization

Communities the size of La Quinta rarely have complicated parking management structures. As parking revenues are not collected, and there are no parking service employees, a distinct parking department is not currently necessary. However, parking service related responsibilities do exist. For example, some person or department must be responsible for issues like parking system maintenance, planning for future developments, special event planning, handling parking related complaints/concerns, communicating parking issues to the public, etc. Also, additional responsibilities could arise in the future, such as parking enforcement or parking revenue collections.

While a parking specific department is not currently recommended, the city should designated one department as responsible for parking related issues. This department would coordinate parking maintenance, participate in planning for future parking needs, provide assistance with planning for special event parking, deal with parking complaints/concerns,

etc. This department need not directly provide all of these services, as these responsibilities could be distributed horizontally throughout the existing city department structure. For example, parking maintenance could be provided by Public Works, special event parking arrangements could be handled by Community Development and parking communications could be developed by Community Services. However, the community should have a single city contact for all of their parking related concerns.

As the district grows in the future, the need for a parking specific department could arise. Downtown parking services tend to evolve over time. At first, parking is largely unregulated. During this stage most off-street parking is privately owned, and the largest supply of public parking exist on-street. The initial formation of parking system management typically begins as a small component of an existing city department, such as Public Works or the City Police Department.

As a downtown becomes more densely developed, parking tends to combine into larger facilities or structures. At this point, paid parking is established to pay for the growing infrastructure and parking enforcement is instituted. As structures tend to be publicly owned, the need arises for an organization to operate and manage the parking supply.

There are typically three approaches commonly used to address the need for parking system operations and management. First, an internal city parking services division could be created. This department could stand alone, or be a sub-department of another department (e.g. a division of Public Works, Economic Development, etc.) The operation of the system could be completely in-house, or the department could receive services from another city department or private parking operator. Second, the city could create a parking authority. This authority would consist of an executive director and a board composed of members of

the district community. Board members could include members of other organizations (e.g. the Chamber of Commerce, Downtown Business Association, etc.), district business owners, members of the general public, and city staff. Finally, the city could contract with an outside organization to provide parking system operations and management. For example, the city could contract with a district business organization to provide parking system management.

It is important to note that whatever the parking management approach taken by the City of La Quinta, several concepts are always necessary. First, the management of district parking resources requires the input and involvement of the private business stakeholders. They must remain a part of the parking planning process, and they can offer real world options based on their experience. Also, lines of communication must remain open between those responsible for parking within the city and district stakeholders. Second, parking policies and regulations must be consistently applied. Once the system guiding principles have been established, they must be adhered to, or they will lose their importance. Third, the parking system must be properly maintained and provide a safe parking environment. Finally, the parking system must be promoted effectively to ensure both visitors and business owners understand the system.

In order to assist the city in becoming more familiar with parking related issues, ***Carl Walker*** recommends that the city invest in a parking reference library. Possible items to include in the parking library are listed in Appendix B.

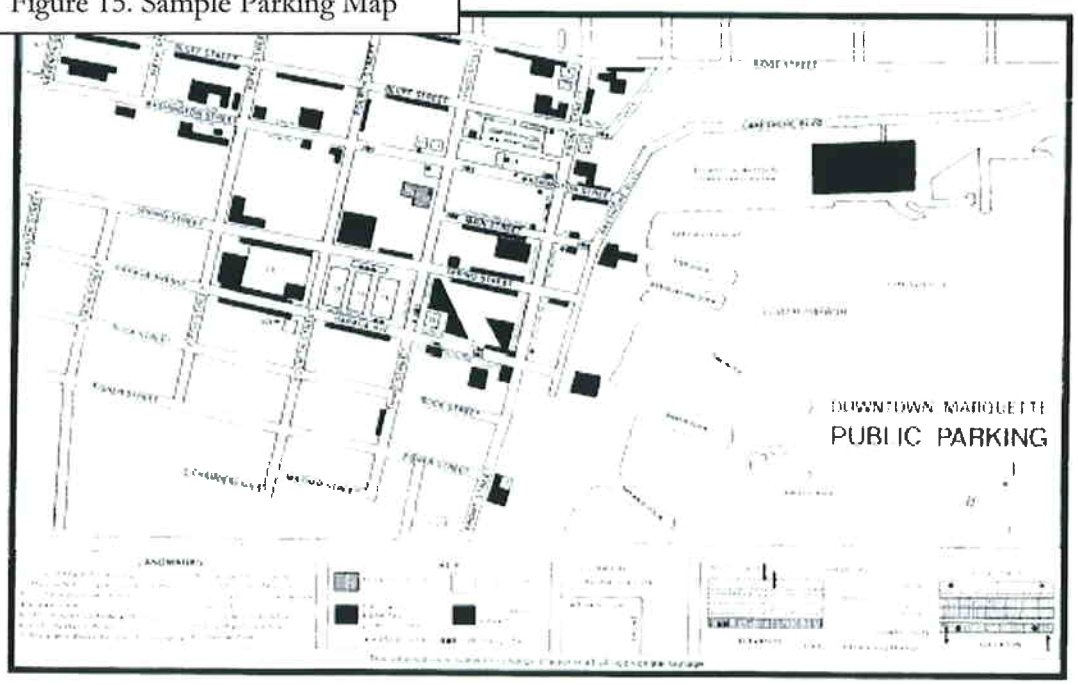
5.03. Parking Communications and Marketing

While the current Village District parking system is not overly complex, a breakdown in communications can foster a perception of parking problems. Parking communications and

marketing refer to two key issues. First, communicating parking policies, regulations and services to parking customers. Second, communicating parking system issues, challenges and improvements to district community stakeholders.

Communicating parking policies and regulations to parkers is typically done through the use of parking maps and the city website. One page parking maps could be created to show the locations of public parking supplies, provide district parking policies and regulations, provide contact information for questions and provide other district information (see Figure 14). These maps would be available at city offices, the Chamber of Commerce and at district businesses. The map would also be available for download from the city website. Other district marketing materials, either developed by the city or other organizations, should include parking information for visitors.

Figure 15. Sample Parking Map



5.04. Parking Enforcement

While ***Carl Walker*** did not observe gross abuses of any parking regulations in the district, the need for parking enforcement may become more important in the future. The decision to provide parking enforcement is not one to be entered lightly. If parking enforcement is provided, it must be fair and, above all, consistent. If parking enforcement is not consistent, a very strong negative perception of public parking can develop. There are many ancillary services that must be provided should parking enforcement be instituted. For example, if parking enforcement is instituted the following decisions will need to be made (including, but not limited to):

- What will the parking enforcement regulations be and who will decide them?
- Who will provide parking enforcement (e.g. police, Public Works, new department, etc.)?
- What type of parking tickets will be issued (e.g. traditional hand written tickets, handheld citation computers, etc.)?
- What is the chain of command for parking enforcement?
- Will both on-street and off-street parking be enforced? Can parking be enforced in private parking areas?
- How will vehicle durations be tracked/timed?

- How will ticket collections be handled? How will fines be collected for out of state plates and rental vehicles?

- Where can people pay for their parking tickets? How can parking tickets be appealed?

- How will parking enforcement be conducted (e.g. on foot, bicycles, parking enforcement scooters, etc.)?

- Can vehicles be immobilized/impounded? If so, how is it determined to immobilize/impound a vehicle (e.g. certain number of parking tickets, etc.)?

- How can vehicle owners recover their vehicle once it has been immobilized/impounded?

- How will parking tickets be processed and recorded?

- How will parking enforcement fines be set and by whom?

- How will parking enforcement officers be uniformed?

Clearly there can be a lot of questions concerning the development of a parking enforcement program. Therefore, prior to instituting a strict parking enforcement system, the city should work with district business owners to ensure visitor parking spaces are not taken by store owners and employees. This can be done through education and communication, but also

through the development of long-term parking resources in the district. Ideally, long-term parking would be designated in off-street lots or in underutilized perimeter on-street spaces.

When a district parking enforcement program is deemed necessary in the future, ***Carl Walker*** recommends an approach that reduces the impact on Village District visitors and increases the penalties on continual parking policy violators. This is typically achieved through the use of an escalating fine structure. For example, the first ticket for a specific offense received within a certain timeframe (e.g. every six months or per year) is an automatic warning. The second ticket received within the set timeframe would result in a set fine, perhaps $10. The third ticket received for the same offense within the set timeframe would result in a higher fine, perhaps $20. The fine would continue to escalate to discourage breaking the same regulation. This would reduce the impact on visitors, as it is less likely they will continually break the rules. However, the penalties will continue to grow for district employees abusing set parking time-limits.

Another option to encourage short-term parking is through the use of paid parking (in conjunction with parking enforcement). While not necessary at this point, charging for parking could encourage people to park for shorter amounts of time as longer stays would become more expensive. This can be accomplished through the use of electronic single space parking meters, or through the use of more modern multi-space meters (pay-by-space/pay-and-display machines). Traditional single space meters offer easy to understand mechanisms to pay for parking at each space, while multi-space meters and other pay machines can be used to collect parking fees for entire block faces. Electronic single space meters currently cost approximately $500-$700 each, and multi-space meters are $10,000 and up (not including site preparations and installation).

While paid parking could be an option for the future, the parking environment in the district will need to change before paid parking can be completely successful. The large supply of free private parking will discourage people from using paid parking spaces/lots. Also, tighter parking enforcement and a larger parking management system will also be required.

5.05. Parking Signage and Wayfinding

Currently, parking signage in the Village District is limited to time restriction signage, some lot identification signage, no parking signage and private parking/tow away signage. The one public off-street parking lot is currently identified by lot entry signage (see Figure 16), but there is no wayfinding signage directing parkers to the lot.

Figure 16. Old Town Parking Lot Sign

In order to better direct visitors to available public parking, the city should provide adequate wayfinding signage to locate public parking facilities as well as parking facility regulations. Ideally, parking signage should be part of a larger district wayfinding system. Directional signage should be provided to help visitors locate parking resources within the district, depending on the type of parking they need. Then, signs should be located in each parking lot that provides a name for the lot, who can park there, as well as any specific restrictions. For example, signage should be located on Avenida Bermudas to direct visitors to the city's public parking lot. Then, the existing signage would identify the public parking lot, as well as any necessary restrictions. Parking signage should be simple to read, and match the basic design of other wayfinding signage being designed by the city.

Directional signage should be placed on local streets to direct visitors to both on-street and off-street parking options. Additional parking identification signs should be placed at the entrances to each significant on-street public parking location (e.g. La Fonda and Estado) to denote public parking and any applicable restrictions (e.g. time limits). A possible sign design for on-street parking could include a "P" with a circle around it and the following wording: "Visitor Parking – 2-Hour Limit". This signage will simultaneously reinforce visitor parking and a specified time limit. Finally, signage will be required to direct visitors of the expanding Village District developments to additional parking resources. For example, the parking on La Fonda and in the existing Old Town surface lots will fill quickly. Wayfinding signage will be required to direct visitors to other parking locations, such as the existing city surface parking lot or additional parking supplies created in the future.

Figure 17. Current City Lot Sign

The city is currently in the process of designing a new Village District wayfinding signage system. Figure 18 illustrates examples of conceptual designs for new city parking related signs. The parking wayfinding and identification concepts incorporated in these designs will improve district parking utilization.

Figure 18. Conceptual Sign Design

Some of the no-parking signage currently in private parking lots can discourage visitor use, as they are fairly threatening and not clear as to who is authorized to park. While reserved parking signs are common, they should clearly denote which business

the parking serves. Ideally, parking located behind businesses should first be used by employees, in order to keep the spaces reserved and open more on-street or other public parking for visitors.

Figure 19 illustrates parking signage used by other communities:

Figure 19. Sample Parking Signage

5.06. Parking Security and Lighting

A common concern in many communities is the need to improve security and lighting in parking lots and on pedestrian paths to/from parking areas. This section will provide options for improving parking facility security and lighting.

There are basically two types of parking facility security options, passive security and active security. Passive security refers to designing a facility to create a secure environment, without the need for an active human security response. This typically includes eliminating

potential hiding places, appropriate lighting levels, low-level landscaping around the parking facility perimeter, etc. These elements promote a secure environment.

Active security refers to the addition of systems that require a human response, such as panic alarms, closed-circuit television, etc. While passive security creates an environment that deters criminal activity, sometimes additional steps are necessary to further discourage crime or to improve perceived facility security.

Clearly, all public facilities should embody many of the concepts of Crime Prevention through Environmental Design (or CPTED). Parking is no exception. Parking facilities should be properly landscaped, lines of sight should be unobstructed, potential hiding places should be eliminated and adequate lighting should be provided. Local law enforcement should be able to provide a CPTED review of city parking facilities and provide additional security design recommendations.

Several active security methods could be included in public parking facilities to improve real and perceived security. First, panic alarms could be installed in parking areas. These alarms would generate a loud noise when activated, and could also incorporate a pulsating light to indicate where help is needed. Several types of alarm systems are available including wireless and systems with intercom features. The intercoms could provide a voice connection directly to local police in the event of an emergency. Ideally, the alarms should be placed within a 100-foot walking distance from anywhere in the parking area. Other active security measures, such as closed-circuit television, would not be recommended at this time due to costs and/or the lack of personnel to continually monitor the system (liability concern).

Parking facility lighting should be sufficient to help avoid vehicle accidents, provide visibility of pedestrian hazards, deter criminal activity and meet parking industry lighting standards. A minimum of 2.0 footcandles per square foot are recommended for downtown, high pedestrian/vehicular traffic parking lots by the Illuminating Engineering Society of America. In order to reduce the amount of light scatter, fixtures that direct light downward onto the parking lot (cutoff luminaire) are recommended. In order to determine if lighting is sufficient in parking areas and pedestrian pathways, ***Carl Walker*** recommends that the city conduct a Village District lighting study in the future.

5.07. Loading and Delivery Parking

During the parking inventory and occupancy counts, ***Carl Walker*** observed several occurrences of delays and inconveniences associated with delivery vehicles in the Village District (particularly near the Old Town development). Currently, delivery vehicles park on-street, in off-street parking facilities and/or in no parking areas to deliver products and services to district businesses. The delivery vehicles can impede traffic flow, block alleyways, block visitor parking spaces and inhibit pedestrian visibility. This was observed when delivery trucks parked on La Fonda, impeding traffic and blocking vehicles from entering or leaving public parking spaces. There are currently few designated loading zones in the district.

Delivery vehicles are an inevitable component of district business. Deliveries can often create an environment in conflict with visitor and employee parking, pedestrians and other groups. Obviously, the loading/unloading needs of delivery vehicles will increase as the Village District continues to develop.

Although delivery vehicles cannot be removed from district, their impact can be minimized through coordinated efforts among district businesses. Potential strategies for addressing delivery vehicle challenges could include the following:

- Delivery vehicles should be discouraged from parking on La Fonda (south of Old Town) or on Estado, between Desert Club Drive and Avenida Bermudas. The areas are already marked "No Parking", although adding red paint to curbs would be recommended. Delivery parking in these areas can cause traffic delays, impede emergency vehicles, cause visitors to wait to enter or exit the on-street public parking and can cause pedestrian obstacles. Parking for delivery vehicles for Old Town businesses may be better provided within the development, in marked delivery spaces.

- The city should consider the creation of delivery loading zones in strategic locations (e.g. on-street on Desert Club Drive, possibly some alleys between La Fonda and Calle Cadiz, etc.) The loading zones would provide time-limited parking for delivery vehicles, and provide a designated loading area. The zones should be appropriately marked, typically with yellow curb paint and stenciling or signage. These loading zones should be developed in conjunction with district businesses and future developments in order to mitigate delivery problems as demand grows.

- The city should identify delivery vehicle concerns and work with district businesses to encourage deliveries during off-peak parking periods (e.g. mornings, etc.), as well as encourage the use of smaller delivery vehicles whenever possible.

A related issue to loading and delivery parking is the impact of fleet vehicle parking for local businesses. Some of the businesses located in the Village District have several delivery vehicles they use on a daily basis to deliver their products and services throughout the Coachella Valley. Some of these vehicles are parked in private off-street parking lots, while others are parked in public on-street parking spaces.

Generally speaking, the impact of these vehicles in a downtown environment is minimal as they are being driven by employees making deliveries during peak parking periods. The vehicles then return at the end of the day, when parking demand is lower. However, in the Village District (especially in the core) the parking demand is higher during evening hours when the businesses using the delivery vehicles are closed. If these vehicles are parked in public parking areas, they can reduce the parking supply available to district visitors. Therefore, the city should discourage commercial vehicles from parking in public parking areas.

This can be accomplished through a variety of means. First, the city would enact an ordinance restricting the use of public on-street parking for commercial vehicles. This has already been addressed by the city (Ordinance 12.32). Second, the city should contact those businesses that are parking commercial vehicles in public parking areas and ask them to park their vehicles in off-street private lots. Obviously, the goal of this is achieving voluntary compliance with the restriction. If necessary, the city could assist district businesses in finding appropriate parking. Finally, if district businesses are still abusing the public parking supply, enforcement of the existing ordinance would be recommended. At first, written warnings could be issued. If these warnings are ignored, then parking citations would be issued.

5.08. Incorporating Parking and Transportation

The concept of integrating transportation and parking elements as part of the larger strategic vision for the Village District supports the adoption of a "Park Once – Pedestrian First" planning concept. This concept encourages employees and visitors to park their vehicles in one location and then use another form of transportation to move around the Village District with excellent pedestrian, transit, parking and bicycle facilities. This concept will become very important as the district develops.

Three key elements and needed to achieve this vision and are outlined below:

- Ensure district streets and sidewalks adequately serve the needs of pedestrians, transit users, bicyclists, other alternative modes of transportation and cars with the focus on serving pedestrians first. This action element can be supported by:

    - The creation of safe, attractive, shaded and inviting pedestrian linkages to connect district destinations and parking facilities. A great example of this is the current pedestrian path from the city public parking lot to the Old Town development (across Avenida Bermudas). Pedestrian movements through this area were observed to be safe and efficient. Also, the speed humps appeared to effectively calm traffic traveling on Avenida Bermudas. A similar approach may be necessary in the future on Desert Club Drive as additional developments and new parking facilities are constructed on the east side of the street.

    - Ensure pedestrian crossings across major streets provide sufficient time for people to cross the street. This will be important if parking supplies north of

Calle Tampico are used to support the Village District core or special events in the Village District.

- Ensure there are pedestrian linkages throughout the Village District.

- Where necessary, use traffic calming strategies such as speed humps, lower speed limits, etc. The pedestrian paths to/from the existing city owned public parking lot in Block 7 provide an excellent example of this.

- Where possible, include bicycle paths on roadways.

- Amenities such as improved lighting, signage, street furniture, landscaping, etc. should be provided in public right-of-ways to support and encourage pedestrian activity. The amenities provided on La Fonda and Calle Estado are great examples of bicycle and pedestrian improvements.

Figure 20. La Fonda Pedestrian Amenities

- Bicycle racks, lockers or other bicycle friendly facilities should be provided throughout the district. The city currently has a bicycle parking requirement that is based on land use, and this requirement should be enforced. The required bicycle parking could be provided in consolidated areas around the Village District if desired.

- The city is currently in the process of instituting a golf cart pathway program. City staff has already drafted a golf cart usage ordinance, pathway plan and regulations for this program. The routes will provide three classes of pathways for golf carts including:

  - Class I paths separate from roadways for golf carts, pedestrians and bicycles;
  - Class II paths with eight-foot wide lanes on roadways for golf carts and bicycles;
  - Class III paths that provide shared-use lanes for automobiles, golf carts and bicycles.

  As part of this program, the city will need to consider how golf cart parking will be provided. There are currently no industry standards concerning how much golf cart parking should be provided for developments. One example of a zoning requirement including golf cart parking is found in Key Biscayne, Florida, where one golf cart space is required for every 50 automobile spaces in one planning zone. As this program is new in La Quinta, a conservative approach to providing golf cart parking would be warranted. A limited number of spaces could be provided in the city public parking lot (perhaps two or three), and more could be added if demand warrants. Ideally, the spaces would include a mechanism to facilitate cart battery recharging.

- Developing, managing and operating parking as an essential civic infrastructure and reducing overall parking ratios over time to create a "Park Once" environment. This action element is supported by:

- The usage of in-lieu parking assessments for developments planned in the district to support the future funding of strategically located parking resources.

- Encouraging the "Park-Once" strategy through shared parking for both public and private parking resources.

- Ensure all public parking resources are efficiently and effectively designed and managed. Encourage efficient design and management in private parking resources as well.

- Maximize on-street parking throughout the district and monitor vehicle duration and turnover. Encourage turnover of this critical parking resource through monitoring, communications with district business owners and if necessary other means (e.g. parking enforcement, paid parking, etc.)

- Locate long-term parking facilities on the perimeter of the district and locate short-term parking throughout the district. Ensure the proper mix of parking through periodic parking occupancy counts.

- Should a parking structure be developed in the future, incorporate ground floor commercial activity into all designs.

- Where necessary, improve existing surface parking lots in the district (e.g. paving, landscaping, lighting, identification signage, etc.).

- Modifying the identity of the Village District to make it more understandable and attractive to infrequent user. This element is supported by:

    - Actively promote new district attractions and developments including parking availability/locations and alternative transportation options. This can be done using printed materials, as well as the city website.

    - Develop and implement a district informational and directional (wayfinding) signage program with a special emphasis on available parking resources.

6. Recommendations Summary

Currently, almost 60% of the available parking supply in the district is unused during the typical peak parking period. With the level of surplus parking in most areas, it is unlikely that new parking resources will be necessary or financially viable today. However, future developments in the Village District core could lead to significant parking supply deficits. Therefore, future Village core development may necessitate the development of additional parking resources. With this in mind, ***Carl Walker*** recommends the following steps be taken by the city:

Short-Term (Within the Next Twelve Months):

- Develop and approve a set of Guiding Principles for Village District parking. The Guiding Principles will guide the future development of the district parking system, as well as provide reasonable constraints within which future parking issues can be addressed.

- Designate a single city department as responsible for district parking planning and management. While the actual operation, maintenance and planning of the system may be handled by several city departments, the system will appear to have a single responsible department.

- Improve district parking signage. Incorporate parking signage in any new district signage plans. Trailblazing signs should be located on incoming streets (Calle Tampico, Avenida Bermudas, Desert Club Drive and Washington Street) to direct

visitors to available parking supplies. Parking lots should have identifying signage that includes user group restrictions. On-street parking signs should remind users they are intended for short-term visitors by denoting visitor parking and utilizing a time restriction.

- Using the suggestions provided in this report, ensure adequate pedestrian paths exist to and from parking areas. Work with community stakeholders to improve both real and perceived safety levels in parking areas and on pedestrian pathways. Parking areas should provide a minimum of 2.0 footcandles per square foot.

- Designate long-term parking in the district, such as the existing City Parking Lot. Long-term parking should be provided in off-street parking lots and underutilized on-street parking spaces. Ideally, these spaces would be located more on the perimeter of the district, with the parking located closer to district core destinations reserved for short-term visitor parking. Any parking facilities developed on the perimeter of the Village District should provide long-term parking.

- Work with Village District businesses to determine loading and delivery needs. For example, loading and delivery zones are needed around the businesses located in the Old Town development. Where possible designate specific loading zones, and determine adequate hours for delivery vehicle parking. Loading zones could be used for short-term visitor parking after designated loading zone hours.

- With respect to new developments, attempt to better utilize existing parking supplies prior to designing and constructing new parking areas. There is currently enough unused parking to accommodate projected parking needs. The city should work

with private parking lot owners to better utilize existing supplies, to the benefit of the city, developers and the private lot owners. The continued development of the Village District may warrant the city constructing additional parking supplies within an acceptable walking distance of the village core (perhaps funded by parking in-lieu fees).

- Develop a parking marketing program to include information for district visitors and businesses. Create simple district parking maps, detailing on-street and off-street parking supplies. Include parking information on the city website and encourage other district businesses/organizations to include parking information. Create lines of communication between the city and district businesses concerning parking issues.

- Update the city parking zoning code to better define the approved shared parking model/methodology, as well as acceptable parking structure ramp slopes.

- Once the new golf cart pathways are official designated, provide sufficient parking for golf carts in the Village District. Start small and increase the number of spaces as demand warrants. Monitor the progress of the program and measure the impacts to the parking system.

- As the existing City of La Quinta Comprehensive General Plan does not include significant information concerning parking planning and management, it is recommended to expand upon Chapter 3 of the General Plan to include parking system planning. With respect to the Village District, the information and recommendations contained in this report could serve as a starting point for improving the Comprehensive General Plan.

Mid-Term (Year Two):

- Ensure the city has sufficient land use data for the Village District, and update annually or as necessary.

- Conduct an update of the parking inventory and occupancy surveys contained in this report. These counts should be updated as necessary (when new developments occur), and updates should be conducted annually at a minimum.

- Provide sufficient support for alternative modes of transportation. Provide adequate bicycle racks, comfortable pedestrian paths, bike paths, etc. in the district to encourage a pedestrian first mentality. A marketing campaign could be created to encourage people (especially district employees) to walk, bike, carpool, vanpool, or use public transit to travel to the district. Also, electric cart access could become an option in the future.

- If it appears business owners and employees are abusing the on-street parking, conduct periodic surveys of vehicle turnover. The surveys would log how long vehicles are parked in short-term visitor parking areas. Should average short-term parking duration begin to exceed expected or posted time limits, additional steps will be necessary to deter excessive parking. These steps could include educational notices, parking enforcement or a combination of parking enforcement and paid parking. While comprehensive parking enforcement may not be necessary at this time, develop a system to monitor on-street parking turnover through periodic duration/turnover surveys and community "policing".

Long-Term (Years Three and Later):

- Develop additional parking supplies when needed. The lots should be placed and sized appropriately, using the parking supply and demand analysis methodology detailed in this parking study report. Pedestrian paths to/from the parking should encourage use by providing level walking surfaces, shading, pedestrian amenities (e.g. benches, etc.) and traffic calming measures as needed. This will be particularly important should public parking be developed east of Desert Club Drive.

- The creation of structured parking should be viewed as an option for the future. Today, a district parking garage will likely not be financially viable, relative to the revenues and expenses generated (if parking fees are charged at all). However, a garage may be a possible option should the development of the Village core warrant. This may be the best option available should the city decide to provide convenient parking for the core without the assistance of private parking lot owners. With the current land values in the district, the construction of a structure on city owned land could be less expensive than purchasing land for a large surface lot. It is also important to remember that the value of a parking garage could extend beyond the revenues it generates by providing an additional incentive for Village District development.

- Ideally, the development of a parking garage would coincide with the development(s) it is serving. Building a parking garage with the hope of attracting development should only occur if sufficient district development demand warrants. Should developments not occur, a garage built on speculation could result in a severely

underutilized facility. If a developer is interested in developing a portion of the district, and sufficient parking supplies cannot be provided using other methods, then the city could propose providing the necessary parking along with the construction of the development. In-lieu fees could be used to provide/supplement the funds necessary for parking facility design and construction.

- If significant public parking development occurs, the city will need to change how it views district parking management. To fund new public parking facilities and encourage use, there would need to be a charge in place for on-street parking. Theoretically, the charge for parking should be such that it encourages short-term parking on the street and encourages long-term parking in off-street lots. It may be difficult to achieve community buy-off for the creation of paid on-street parking. Even if there is a fee for on-street parking, there will still be an ample amount of free off-street parking in private parking lots. Once fees are put into place for parking, other management issues will arise such as parking validation programs, reserved parking, greater parking enforcement responsibilities, etc. This may necessitate the creation of a city department charged with the management of the parking system.

- As it is unlikely that the district parking system would be able to generate sufficient funds to fully pay for public parking facilities, other revenue streams should be explored. First, the city could seek the use of tax increment financing in the future. This would be a terrific way to fund parking system expansion, and is used by many communities today. Second, the city could team with district developers in funding public parking facilities. Assuming the demand patterns are favorable, a multi-use facility could help reduce city expenses. Finally, the city could create a parking fee charged to district developers to help fund the additional parking facilities.

Appendix A – Occupancy Survey Data

Appendix B – Recommended Parking Library

The following is a basic bibliography of good parking texts that can increase your staff's knowledge of the parking industry:

i. Parking 101, A Parking Primer – International Parking Institute, Fredericksburg, VA, 2002.

ii. Parking 102, Parking Management ~ The Next Level – International Parking Institute Fredericksburg, VA, 2004.

iii. Parking - Robert A. Weant and Herbert S. Levinson, Eno Foundation for Transportation, Washington, DC, 1990.

iv. Parking Structures, Planning Design, Construction, Maintenance and Repair – Anthony Chrest, et al., Kluwer Academic, Third Edition, Boston, MA, 2001.

v. The Dimensions of Parking – Fourth Edition - The Urban Land Institute and National Parking Association, Washington, DC, 2000.

vi. Parking Generation – Third Edition Institute of Transportation Engineers, Washington, DC, 2004, ITE Publication No. IR-034B.

vii. Shared Parking - Second Edition – The Urban Land Institute, Washington, DC, 2005.

viii. Lighting for Parking Facilities – Second Edition– Illuminating Engineering Society of North America, New York, NY, 1998, Publication No. RP-20-98.

ix. Recommended Guidelines for Parking Geometrics – Parking Consultants Council, National Parking Association, Publication No. 8002-89, 1989.

x. Implementing Effective Travel Demand Management Measures – Institute of Transportation Engineers, ITE Publication No. 297, Washington, DC, 1993

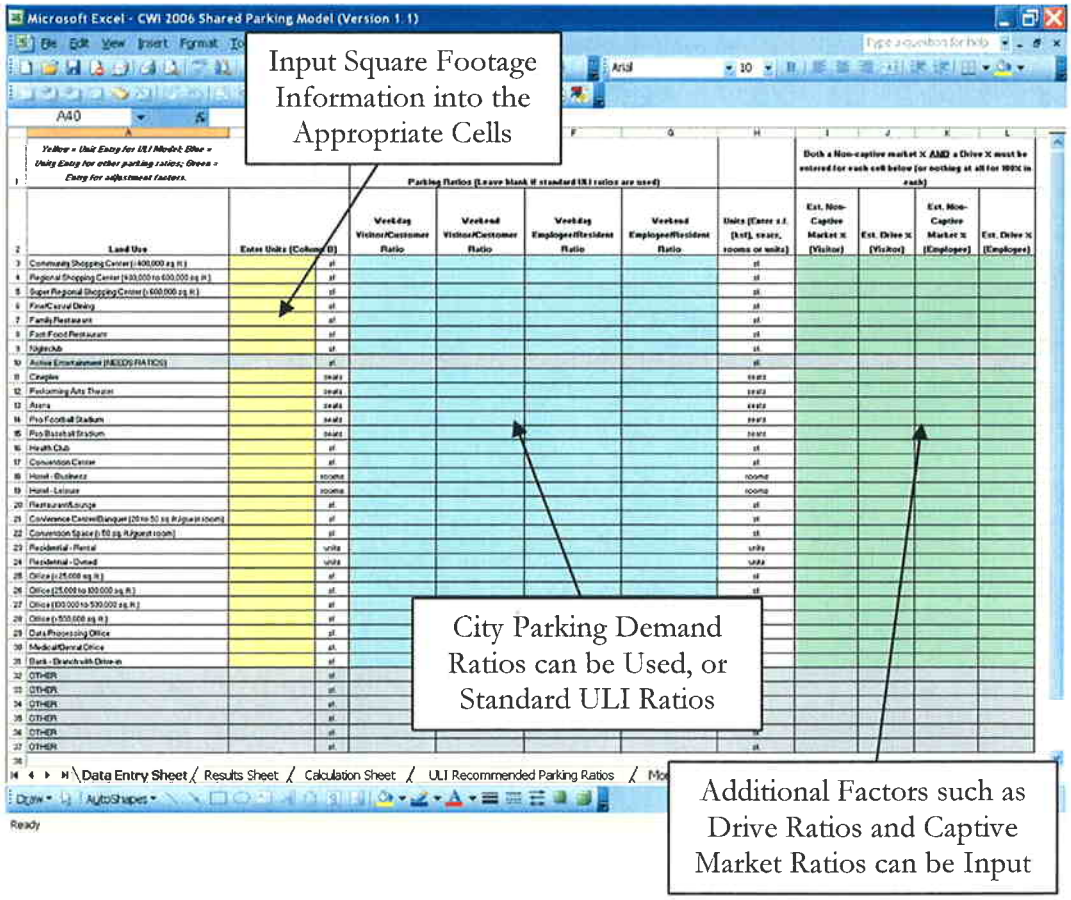
xi. The High Cost of Free Parking – Donald Shoup, American Planning Association, Planners Press, Chicago, ISBN: 1-884829-98-8, 2005

Appendix C – Recommended Shared Parking Model

Shared Parking Model

This shared parking model is designed to estimate the peak parking demand for a single development or a group of developments within a set zone or area. As stated previously, shared parking is defined as parking that can serve more than one land use, without conflict. This model is to be used with the planning methodology outlined in Section 3.03.

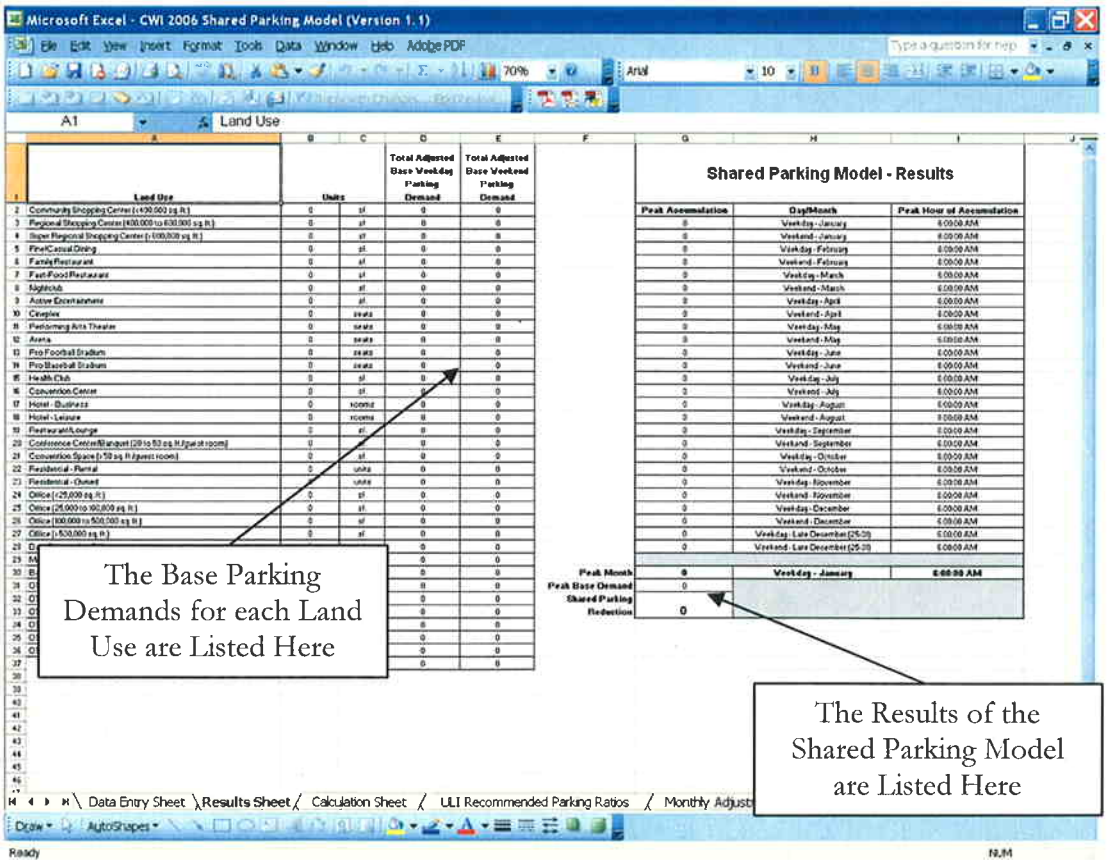
The first step in using the model is determining the square footage, number of seats, number of units, etc. for each land use that will be included. Once this information has been gathered, it can be input into the model:



If other parking demand ratios are being used, they must be entered based on the number of parking spaces per 1,000 square feet, per seat, per room or per unit.

Once the land use information has been entered, the model will automatically calculate an estimated peak parking demand. The peak parking demand is calculated using weekly and seasonal parking demand adjustments formulated by the Urban Land Institute. These adjustment factors are applied to the parking demand ratios to project the number of spaces required by each land use during weekdays, weekends as well as seasonally. The factors are listed in separate spreadsheets in the model.

The "Results Sheet" spreadsheet will display the results of the model:



The "Calculation Sheet" spreadsheet will provide additional information concerning the calculated parking demands. In addition to detailing the estimated parking demand for visitors and employees, it also provides parking accumulation graphs for each weekday and weekend, for each month. The remaining spreadsheets in the model provide the parking demand ratios, weekly adjustment factors and seasonal adjustment factors.