Downtown San Diego

- **California Redevelopment Law**
  - Adopted in the 1950’s to mitigate blight

- **San Diego Redevelopment Agency**
  - City Council serves as the Agency

- **To Establish Project Area, City Council:**
  - Makes findings of adverse and economic and physical conditions (blight)
  - Approves the Project Area
  - Forms Project Area Committee (PAC)
  - CCDC has Board of Directors and land use authority
Factors that cause blight:

- Unsafe buildings
- Incompatible uses
- Irregular shaped/small parcels
- High vacancy/crime
- ...factors that hinder economically viable use.... “lack of parking”
CCDC is responsible for downtown’s:

- Long Range Planning
- Project Implementation & Urban design
- Providing affordable housing
- Developer negotiations
- Property acquisition
- Relocation of affected businesses & residents for redevelopment projects
- Financing public improvements
What CCDC Cannot Do:

- Transit Planning or Operations
- Authorize changes to on-street parking
- Control location/installation/removal of parking meters
- Set pricing of meters
- Maintain or operate any facility
Projected Assessed Valuation Growth (in Millions)

Assessed Value

Incremental Assessed Value

Base Year Assessed Value

Years
Tax Increment Projections
(in Millions)

Years

0 5 10 15 20 25 30 35 40 45

Base Year Property Tax Value

Tax Increment Revenues

$0 $5 $10 $15 $20 $25 $30 $35

Taxing Entities

20% Housing Set-Aside

Non-Housing Tax Increment
Parking Revenue

- Meters
- 45% to Parking District 1
- 55% to City (General Fund)
- Parking lots/structures
Who Needs Parking Downtown?

- Residents
  - Guests, service people
- Retailers
- Restauranteurs
- Office workers/employers
- Neighborhood & Community groups
- Special event-ers (Petco, Convention Center, Midway, other visitors)
- Other Agencies and policymakers
What Can CCDC do?

- Establish Parking Regulations
- Urban Design
- Provide parking facilities
- Encourage shared uses
- Provide land uses that support transit
- Work with transportation/transit providers and policymakers to develop new programs
Things We’ve Tried:

- Parking Maximums
- Downtown Shuttle
- Residential Permit Parking
- Parking Meter changes
- Diagonal Parking
- Sign programs/wayfinding
1992 Community Plan/PDO

- Parking Maximums for office uses
- Residential minimums .5/unit
- No restrictions on surface parking lots
- Extremely high assumed mode split in EIR
- Transit & Parking Improvement Fund
- Underground two levels before going up
1997-2000 Plan/PDO Amendments

- Eliminated Parking Maximums for Office
- North Embarcadero minimums
- Ballpark Parking & Trans Mgmt Plan
- New Parking Structures
Lessons Learned:

- Economic/physical constraints will always force the minimum
- Need support/follow-through from agencies
- Parking regs should not discourage development downtown
- Agencies may have counterproductive policies—e.g. State Redevelopment Law
Residential Ratios:

- **Before 1992** – 1.49/unit
- **After 1992** – 1.57/unit
- **Future trends**
### ACTUAL OFFICE PARKING RATIOS IN SELECTED AREAS

<table>
<thead>
<tr>
<th>Location</th>
<th>Buildings</th>
<th>Base</th>
<th>Parking Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downtown</td>
<td>51</td>
<td>8,810,648</td>
<td>1.63 per 1,000</td>
</tr>
<tr>
<td>Governor Park</td>
<td>18</td>
<td>677,695</td>
<td>4.01 per 1,000</td>
</tr>
<tr>
<td>Sports Arena/Pt. Loma</td>
<td>12</td>
<td>400,235</td>
<td>3.45 per 1,000</td>
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<tr>
<td>Mission Valley</td>
<td>93</td>
<td>5,072,112</td>
<td>3.91 per 1,000</td>
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<tr>
<td>Kearny Mesa</td>
<td>109</td>
<td>4,295,469</td>
<td>3.84 per 1,000</td>
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<tr>
<td>U.T.C</td>
<td>36</td>
<td>3,849,540</td>
<td>3.86 per 1,000</td>
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</tbody>
</table>

Parking Ratios

- Staff recommendation – minimums for all
- CCAC recommended increases
- CCDC Board “split the baby”
- PC recommended lower minimums
- Council approves lower minimums
2006 Community Plan/PDO

- Minimum ratios for all uses
- Minimum residential 1/unit + guest parking (1/30)
- Office/retail/hotel minimums
- Revised TDM measures
- FAR Bonus for public parking
- Structures must be mixed use/“wrapped”
- Development must go down three levels
- Bicycle Network
“At least for now…”

- **Minimum** requirements
- Work harder to identify shared use possibilities
- Monitor trends, be creative
- Parking is still an issue for retail
- Emphasize public realm, develop bike facilities
Downtown Shuttle

- Gaslamp 1998
- Intern summer 2005
- Little Italy
  - Business district to Little Italy route
  - Lunch hour weekdays
  - $0.25 each way
Lessons Learned:

- Marketing doesn’t guarantee success
- Must be multi-purpose, multi-user
- 10 minute frequencies are maximum
- Must be continuous
Residential Permit Parking

- Cortez Hill
  - Business district employees parking
  - Many historic apartment buildings
- Little Italy
  - Challenge for businesses
  - Potential conflicts with meters
Downtown Parking Mgmt Group

- Advisory to Community Parking District
- Downtown community and business members
- Timing of Meters
- Pricing of Meters
- Future responsibilities?
Parking Meter changes

- Goal: Fully utilize street parking
- East Village, Marina, Little Italy
- Established 4-hr & 9-hr zones
- Outlying areas are longer term
- Prices range from $0.50/hr to $1.25/hr
- In conjunction with new meter technology
To date...

- Revenues increasing even where rates decreased
- Changing patterns of use
- New technology use is growing
Other Observations:

- Independent Transit Review
- Balance of Uses
- Neighborhood Centers
- Overall mobility
CENTRE CITY DEVELOPMENT CORPORATION

July 14, 2006