A photograph of the San Diego skyline across a body of water under a blue sky with white clouds. The skyline includes several prominent skyscrapers, including the San Diego-Coronado Center and the San Diego-Coronado Center. The water is a deep blue, and the sky is a bright blue with scattered white clouds.

# **SDAPA – WTS Parking Symposium**

**CENTRE CITY DEVELOPMENT  
CORPORATION**

**July 14, 2006**

# 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”

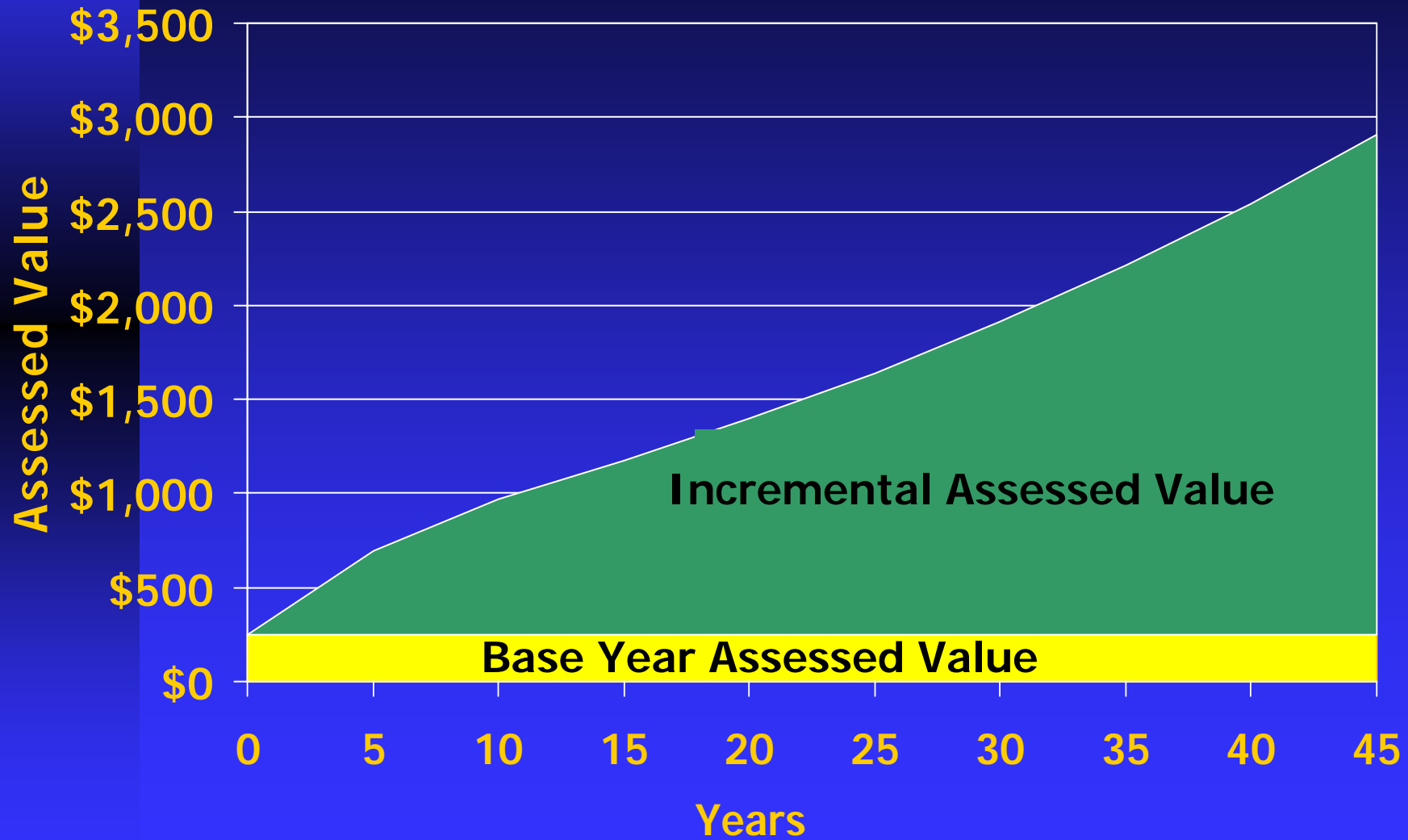
# CCDC is responsible for downtown's:

- 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:

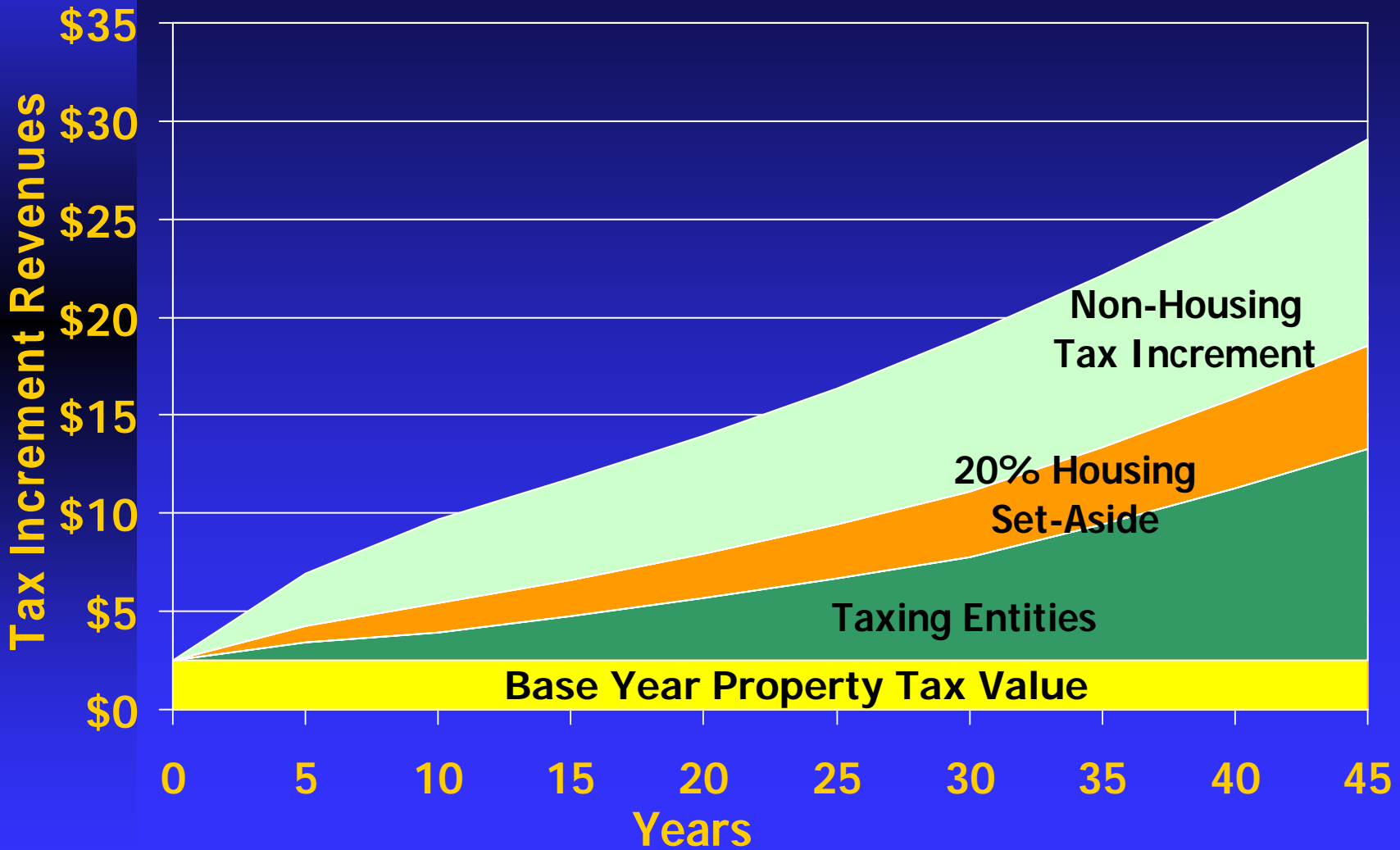
- Transit Planning or Operations
- Authorize changes to on-street parking
- Control location/installation/removal of parking meters
- Set pricing of meters
- Maintain or operate any facility

# Projected Assessed Valuation Growth (in Millions)



# Tax Increment Projections

(in Millions)



# 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
- Restaurateurs
- 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

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

Source: Costar Property Information (Information Research Service). November 2000.



# 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 to \$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

A photograph of the San Diego skyline across a body of water under a blue sky with white clouds. The skyline includes several prominent skyscrapers, including the San Diego-Coronado Center and the San Diego-Coronado Center.

# **SDAPA – WTS Parking Symposium**

**CENTRE CITY DEVELOPMENT  
CORPORATION**

**July 14, 2006**