

# MEMORANDUM

## Public Works Department

Date: November 20, 2019

To: Honorable Mayor and City Council Members

Through: Deanna Lorson, City Manager  
Jonathan Borrego, Deputy City Manager  
Kiel Koger, Public Works Director

From: Nathan Mertz, Public Works Division Manager

Subject: **Downtown Parking Action Plan**

A brief summary of the Downtown Parking Action Plan (DPAP) process and results including updated parking counts for the Downtown Study Area are described within this memo. Attached to this memo for your review is the Final Draft of the DPAP.

### DPAP Process and Results Summary

On April 5, 2017, the City Council approved rate increases for parking meters and beach pay lots. As part of that process staff met with Main Street Oceanside (MSO) several times regarding parking issues and the proposed rate increases in the downtown and beach areas. As a product of those meetings, MSO supported the rate increases at that time, and also requested a Downtown Parking Study to analyze current conditions as the previous study had been completed in 2008. Considerable development has occurred since 2008 with a great deal more coming in the future.

On August 8, 2018 City Council approved a professional services agreement with Dixon Resources Unlimited to conduct parking data collection, facilitate community outreach and prepare a DPAP for the Downtown Study Area. In coordination with MSO, City staff and Dixon staff hosted 4 community meetings between November 14, 2018 and March 6, 2019. During that time two online surveys were also released to the public to garner feedback about parking within the Downtown area. A total of 15 businesses and 223 residents responded to the online surveys.

As result of the surveys, input from the community meetings and current best management practices, the DPAP recommendations have been organized for implementation in a phased approach consisting of near-term (12 Months), mid-term (12 to 36 months) and long-term (3- 5 years). Significant recommendations include the continuance of pay-by-plate parking pay station upgrades, expansion of license plate recognition to increase officer efficiencies, updates to the City Code, establishment of mobile payment apps for City lots, virtual beach and residential parking permits, a

Downtown employee parking permit, a way finding program and continued community outreach (please reference pages 91 through 94 of the attached DPAP for more detailed descriptions).

### **Downtown Study Area Parking Count Summary**

As part of the DPAP, parking counts and occupancy rate data was collected within the Downtown Study Area during the peak and non-peak time periods of 2018. The data collection took place on key roadways, public lots and public garages within the Downtown Study Area. The following information is a current summary of parking counts.

#### **Current Off-Street Parking Inventory**

There are currently 2,696 off-street parking spaces in the public parking lots and parking structures (includes PS 23) within the Downtown Study Area (see Exhibit A). The off-street inventory is detailed in Exhibit B.

#### **Current On-Street Parking Inventory**

There are currently 2,401 on-street parking spaces on key roadways within the Downtown Study Area (see Exhibit A). The on-street inventory is detailed in Exhibit C.

#### **Future Parking Loss**

The future development of the CityMark properties (Block 5 and 20) will remove the remaining temporary parking lots. This parking inventory is currently in Public Parking Lots 24 and 24B. The future parking loss associated with the development of these parking lots is 209 spaces total. Currently CityMark's proposal for Block 5 is 53 parking spaces total. Block 20 is 134 parking spaces total. Commercial/Guest parking for Block 5 and Block 20 are 8 and 95 parking spaces respectively.

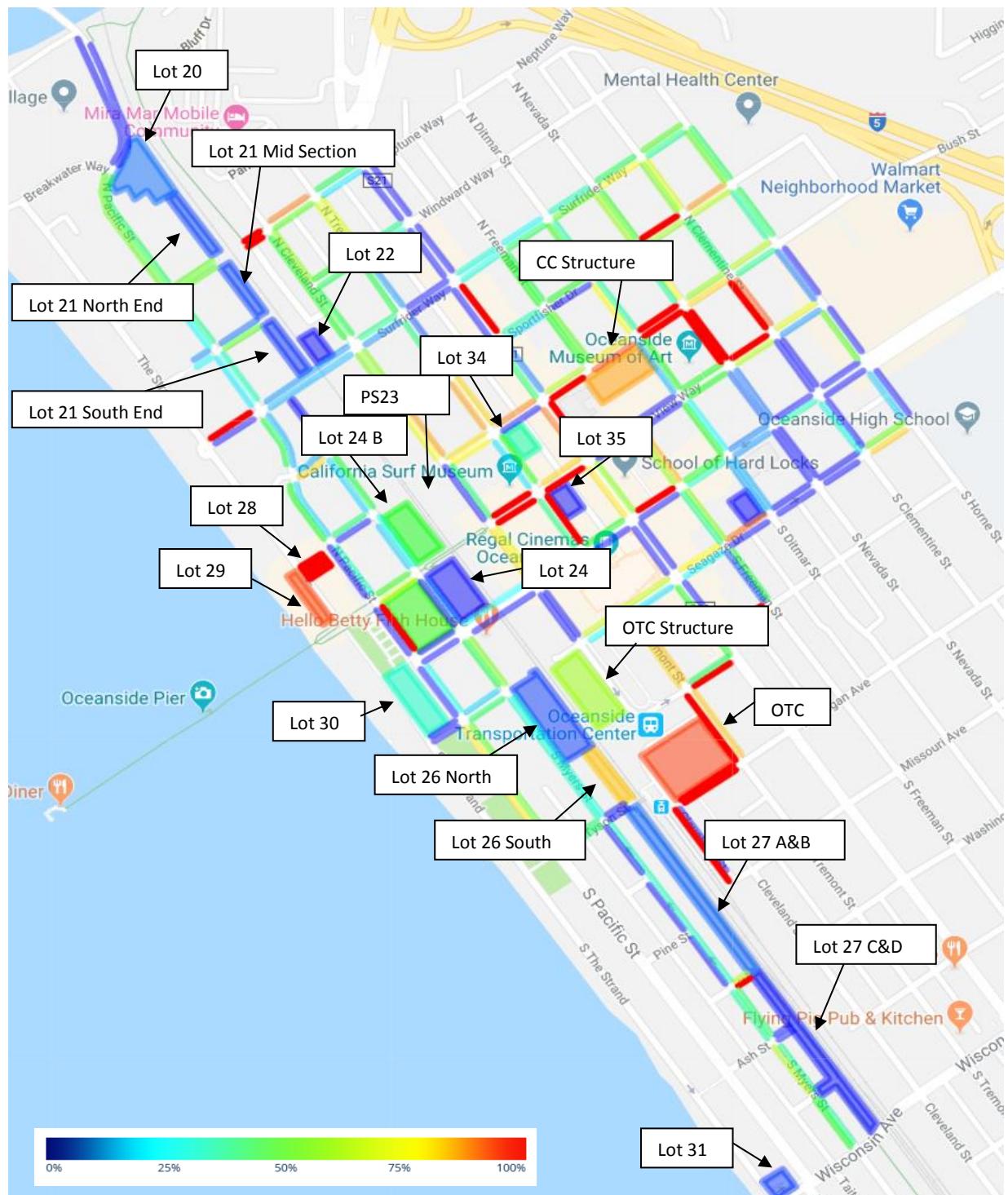
#### **Current/Future Parking Gain**

With the development of the Nine Block Master Plan and other private projects within the Downtown, 554 privately owned parking spaces are, or will be available for customer and guest parking. This inventory is detailed in Exhibit D.

Attachments:

1. Final Draft of the Downtown Parking Action Plan
2. Parking Summary Exhibits A, B, C, D

## **Exhibit A - Downtown Parking Study Area**



## Exhibit B – Public Off-Street Parking Inventory

Study Area	Space Inventory	Description
Lot 20	119	Surface Lot
Lot 21 North End	36	Surface Lot
Lot 21 Mid-Section	62	Surface Lot
Lot 21 South End	56	Surface Lot
Lot 22	25	Surface Lot
Parking Structure 23 (PS23)	353	Parking Garage
Lot 24 (Temporary)	101	Surface Lot
Lot 24 B (Temporary)	108	Surface Lot
Lot 26 North	193	Surface Lot
Lot 26 South	57	Surface Lot
Lot 27 A&B	133	Surface Lot
Lot 27 C&D	140	Surface Lot
Lot 28	18	Surface Lot
Lot 29	31	Surface Lot
Lot 30	115	Surface Lot
Lot 31	42	Surface Lot
Lot 34	43	Surface Lot
Lot 35	33	Surface Lot
Lot 36	39	Surface Lot
Oceanside Transit Center	262	Surface Lot
OTC Parking Structure	445	Parking Garage
Civic Center Parking Structure	285	Parking Garage
<b>TOTAL</b>	<b>2,696</b>	

### Exhibit C – Current On-Street Parking Inventory

Study Area	Space Inventory	Description
Ash Street	2	On-street parking between Myers Street and its eastern terminus
Civic Center Drive	128	On-street parking between Pacific Street and Horne Street
Clementine Street	110	On-street parking between Surfrider Way and Seagaze Drive
Cleveland Street	136	On-street parking between Neptune Way and Missouri Avenue
Coast Highway	88	On-street parking between Winward Way and Topeka Street
Ditmar Street	113	On-street parking between Surfrider Way and Seagaze Drive
Elm Street	5	On-street parking between Myers Street and its eastern terminus
Freeman Street	129	On-street parking between Surfrider Way and Topeka Street
Horne Street	89	On-street parking between Surfrider Way and Seagaze Drive
Michigan Avenue	6	On-street parking between Cleveland Street and Tremont Street
Mission Avenue	51	On-street parking between Myers Street and Clementine Street
Myers Street	278	On-street parking between Sportfisher Drive and Wisconsin Avenue
Neptune Way	55	On-street parking between its western terminus and Coast Highway
Nevada Street	124	On-street parking between Surfrider Way and Seagaze Drive
Pacific Street	184	On-street parking between Breakwater Way and Tyson Street

Study Area	Space Inventory	Description
Pier View Way	175	On-street parking between Pacific Street and Horne Street
Seagaze Drive	126	On-street parking between Pacific Street and Horne Street
Sportfisher Drive	119	On-street parking between Pacific Street and Myers Street
Surfrider Way	128	On-street parking between its western terminus and Horne Street
Topeka Street	26	On-street parking between Tremont Street and Freeman Street
Tremont Street	245	On-street parking between Neptune Way and Michigan Avenue
Tyson Street	23	On-street parking between Pacific Street and its eastern terminus
Windward Way	61	On-street parking between its western terminus and Coast Highway
<b>TOTAL</b>	<b>2,401</b>	

## Exhibit D – Current/Future Parking Gain

Development/Block	Space Inventory	Description
Pier Side North (Block 18)	57	Commercial/Guest
Pier Side South (Block 19)	88	Commercial/Guest
Spring Hill Suites	45	Restaurant
Oceanside Beach Resort	167	Commercial/Ballroom/Guest
Wyndham	47	Commercial/Guest
Oceanside Terraces	47	Commercial
CityMark (Block 5)	8	Commercial/Guest
CityMark (Block 20)	95	Commercial/guest
<b>TOTAL</b>	<b>554</b>	