

# Parking Strategy Case Study

*The Economics of Land Use*



*presented to*

City of Santa Cruz Corridor  
Committee

*presented by*

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# Background & Purpose

- The parking strategy model produced by EPS is an effort to estimate the changes in parking demand and supply that would accompany higher-density development along the identified corridor segments
- The model should be regarded as a planning practice based on approved City planning documents and not on any specific development proposals
- Parking data collected and analyzed by Kimley Horn and parcel data collected and analyzed by Dyett & Bhatia made up the basis of this modeling practice

# Key Findings

- Development intensification along the Corridors will require a comprehensive parking strategy
- A transition of the corridors to more intensive mixed-use land use, as envisioned in the General Plan, is likely to occur in the next couple decades
- Approximately 4 acres of new public surface parking lots will be necessary to meet future parking demand along the study corridor
- Parking will be arrayed along the corridor in small public lots
- The implementation of a parking strategy can be physically and financially feasible

# Method

- Step 1: Define case study area (Segment of Soquel between May and Morrissey)
- Step 2: Evaluate each parcel in study area with development potential (High, Medium, Low)
- Step 3: Apply adopted City densities for future development in Corridors
- Step 4: Use Kimley Horn parking supply data to inform model on existing and future parking supply
- Step 4: Estimate resulting change in public parking needs based on city regulations
- Step 5: Provide guidance to the City as to parking strategies in relation to new Mixed-Use development

# Results: Soquel Corridor Case Study

Item	Unit/Description	Corridor Segment				Total
		A	B	C	D	
<b>Land Area</b>	Square Feet	400,782	276,814	227,646	615,780	1,521,022
	Acres	9.2	6.4	5.2	14.1	34.9
<b>Future Commercial</b>	Square Feet	265,460	159,842	145,025	402,676	973,002
<b>Future Residential</b>	Square Feet	361,421	115,312	163,807	497,625	1,138,165
<b>Existing Parking Demand</b>	Spaces	301	208	171	462	1,141
<b>Existing Parking Supply</b>	On-Soquel	54	27	23	10	114
	Off-Soquel	16	11	20	18	65
	Private lot	378	299	225	292	1,194
	Public lot	0	0	54	0	54
	Total	448	337	322	320	1,427
<b>Existing Surplus/(Deficit)</b>		147	129	151	(142)	286
<b>Future Parking Demand</b>	Residential Spaces	516	165	234	711	1626
	Commercial Spaces	496	272	264	746	1778
	Total	1012	437	498	1457	3404
<b>Future Parking Supply</b> (spaces)	On-Soquel	0	0	0	0	0
	Off-Soquel	16	11	20	18	65
	Private lot	232	74	105	320	732
	Public lot	0	0	54	0	54
	Total	248	85	179	338	851
<b>Additional Public Parking</b> (net of existing lots)	Spaces	216	63	31	302	613
	Acres	1.49	0.43	0.22	2.08	4.22

# Assumptions

Item	Value	Notes
<b>FAR</b>		
Rating Likelihood Developed		
1 75%	2.00	New Infill
2 50%	2.00	New Infill
3 0%	0.25	Existing
<b>Use Mix (Future)</b>		
Residential	70%	
Commercial	30%	
<b>Use Mix (Existing)</b>		
Residential	0%	
Commercial	100%	
<b>Average Residential Demand Unit (SqFt)</b>	700	For New Development
<b>Average Commercial Demand Unit (SqFt)</b>	1000	For New Development
<b>Parking Spaces/Unit (Res)</b>	1.00	
On-site Share	100%	
Off-site Share	0%	
<b>Parking Spaces/Unit (Comm)</b>	3.00	
On-site Share	50%	
Off-Site Share	50%	
<b>Approx. Length of Corridor Segment (Ft)</b>		
A	1050	
B	530	
C	1050	
D	1050	
<b>Neighboring On-street</b>		
Change In Spaces	0%	(-100%) assumes all "leakage" is stopped and there is no longer public available parking on side streets. 0% assumes all neighborhood on-street parking remains.
<b>Soquel On-Street</b>		
Change In Spaces	-100%	If entered as -100 then all existing on-street parking spaces (Soquel) would be removed. Opportunity to estimate addition of diagonal parking by entering the number of spaces diagonal parking would add, as compared to on-street (Ex. 300% if 1 on-street = 3 diagonal)
<b>Shared Spaces (Residential)</b>		
	30%	Percentage of Residential on-site parking that would be "shared" with commercial and therefore reduced from commercial on-site need.
<b>Space per Parking Space (SqFt)</b>	425	

# Consistency with General Plan & Zoning

- Chapter 5: General Plan 2030
  - Goal M1.2: “Complete Streets”
  - Goal M1.5.5: Shared Parking
- Zoning Ordinance: 24.12.290 allows for shared and cooperative parking facilities upon approval.
- General Plan Land Use Map:
  - Designates case study corridor as “Mixed Use High-Density” with maximum FAR of 2.75