

# DOWNTOWN PARKING DISTRICT: SUPPLY DEMAND UPDATE

Downtown Commission  
September 22, 2022

# Today:

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- Background
- Current Projections
- Upcoming Actions

# Downtown Parking District

- DT Parking District-1956
- Enterprise fund- user supported
- Downtown Commission advisory
- Reduced Parking Requirements
- Concentrated Supply
- “Shared” Supply
- **City supplied**



# *Downtown Basics: Shared Parking*



- The District is based on a shared parking concept. Because of this, the parking requirements in the District are different than elsewhere in the City.
  - Different business hours
  - Mix of uses
  - Multiple trip purposes
- Parking Ratios for Downtown are different than for outside the District

# History

- **City Council Housing Blueprint Subcommittee** directed staff to focus on key areas related to parking in the Downtown Parking District that can facilitate housing production.

The extensive engagement process from June through November 2017 reached more than a thousand community members and yielded the Santa Cruz Voices on Housing: Fall 2017 Community Engagement Report, which included 99 recommendations on actions the City could take to address the City's housing crisis, either in a lead, partner or supporting role.

# History

- **City Council Housing Blueprint Subcommittee** directed staff to
- 1. Allowing a downtown project's parking requirement to be located off-site. (DONE)
- 2. Updating Downtown in-lieu parking fee program in an effort to improve cost recovery and incentivize use by future development. (DONE)
- 3. Tiering of in-lieu parking fee rates such that affordable housing units pay a lower rate than market rate housing would, in an effort to encourage affordable housing development. (DONE)
- 4. Implementing an off-peak residential parking permit program to better utilize existing parking supply. (Stay Tuned!)

# History:

**June 19, 2018 Downtown Commission** meeting, the Commission recommended that City Council approve:

- amending downtown fees and rates
- increase parking permit rates
- increase hourly parking rates for lots, meters and parking structures
- sunset of parking deficiency fee
- annual TDM funding
- construction of a new parking structure.

# History

**September 11, 2018 City Council** meeting, Council approved moving forward with the next step in creation of a new parking supply project on Lot 4.

Council directed staff to work with the Downtown Commission to revise the Downtown Parking Resolution:

- Increase permit, garage, lot and meter user fees
- Sunset deficiency fee 20%/year
- Fund TDM
- Construct a new parking supply project



# Facilitating Housing Downtown

- Updated Parking Resolution to:
  - ▣ Allow for 100% offsite parking
  - ▣ No finding of sufficient supply for housing
  - ▣ Tiered In-Lieu Fee to encourage affordable housing

**GOAL: INCREASE HOUSING PRODUCTION  
DOWNTOWN**

# Supply- How Much Parking Do We Have?

Cedar Church – 250 spaces - 1972

River Front – 440 spaces – 1971, (3rd deck -1985)

Cedar Locust – 400 spaces - 1993

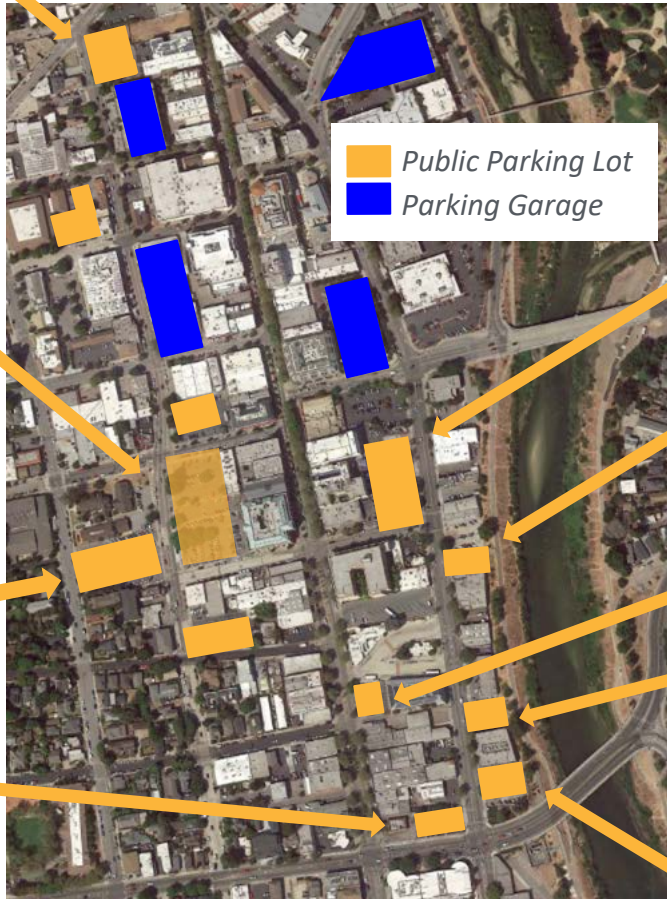
Soquel Front - 390 spaces - 2000

**Total number **Public** Downtown spaces: 2,950**

- Public Off-Street: 2135
- Public On-Street: 815

# Loss of Parking Supply Over Time

## Replacement / Lost Parking



Lot 2  
-26 spaces  
2018

Lot 16  
-38 spaces  
2026

Lot 14  
-22 spaces  
2026

Potential  
Library  
Mixed Use  
Project =  
-134 spaces  
2024

Calvary  
Church  
-108 spaces  
2022

Lot 23  
-24 spaces  
2021

Potential  
Farmers'  
Market Lot=  
-40  
2023

Lot 22  
-25 spaces  
2022

Lot 12  
-15 spaces  
2022

Lot 11  
-24 spaces  
2025

Lot 27  
-32 spaces  
2022

|                     |                     |
|---------------------|---------------------|
| Lot 2<br>26 Spaces  | Lot 23<br>24 Spaces |
| Lot 12<br>15 Spaces | Lot 5<br>108 Spaces |
| Lot 27<br>32 Spaces | Lot 22<br>25 Spaces |
| Lot 4<br>134 Spaces | Lot 11<br>24 Spaces |
| Lot 16<br>38 Spaces | Lot 14<br>22 Spaces |

**= 316 Spaces by 2026  
without Lot 4**

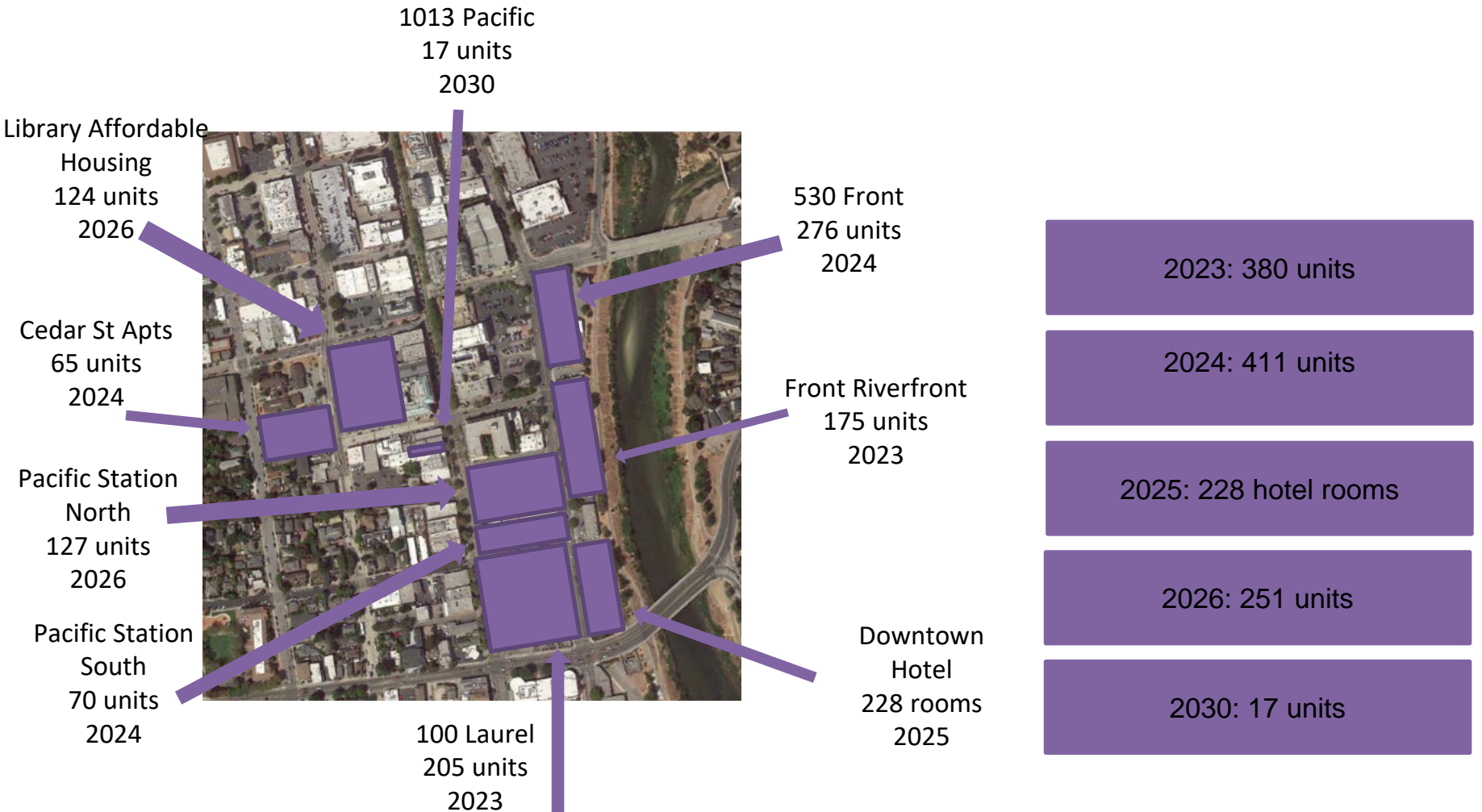
**= 450 Spaces by 2026 with  
Lot 4**

# Loss of Public Parking: Summary

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- Total Off-Street: 316-450
- Total On-Street: 50-60 (parklets)
  
- Total Loss

# Parking & Future Development



# Development Pipeline: Summary

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- Total Units: 1,059
- Total Affordable Units: 445 (42%)
- Total Parking Demand Off-site: 563

# Why We are Here

- We got here on purpose
- Downtown Plan- increase development potential
- Housing Blueprint Subcommittee- increase units, amend parking code to do so
- Council Actions- in-lieu, off site, rate strategy
- Council/State Actions- inclusionary, density bonus, affordable housing parking waivers

# What Comes Next

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- Supply Demand Model
- Financial Model
- Rate Strategy modifications, restore pre-COVID rates



# Questions?



Claire Gallogly, AICP

[cgallogly@cityofsantacruz.com](mailto:cgallogly@cityofsantacruz.com)

831-420-5107

THANK YOU!

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