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February 28, 2021

Christina Taylor
Community Development Director
City of Beaumont
550 E. 6th Street
Beaumont, CA 92223

Re: City of Beaumont Parking Management Master Plan
Description
37-009046.00

Dear Ms. Taylor:

We are pleased to submit the attached Parking Management Master Plan for the City of Beaumont. The City, in conjunction with the Southern California Association of Governments (SCAG), engaged Walker Consultants to prepare the following report that supports the vision of the City of Beaumont as it finalizes a master planning effort to reinvigorate its downtown area.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

Steffen Turoff, AICP
Principal in Charge

Daniel Garcia
Consultant

City of Beaumont Parking Management Master Plan

(Beaumont, CA)

February 28, 2021 (Final)

WALKER CONSULTANTS

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Disclaimer

This is a project for the City of Beaumont with funding provided by the Southern California Association of Governments' (SCAG) Sustainability Program. SCAG's Sustainability Program assists Southern California cities and other organizations in evaluating planning options and stimulating development consistent with the region's goals. Sustainability Program tools support visioning efforts, infill analyses, economic and policy analyses, and marketing and communication programs.

The preparation of this report has been financed in part through grant(s) from the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) through the U.S. Department of Transportation (DOT) in accordance with the provisions under the Metropolitan Planning Program as set forth in Section 104(f) of Title 23 of the U.S. Code.

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Executive Summary

Executive Summary

The Parking Management Master Plan (PMMP) is an effort by the City of Beaumont to guide the development of downtown such that it achieves the vision as set out in the Downtown Area Plan, a balanced and integrated mixed-use downtown area that functions as a place to work, live, shop, and gather. This development of the PMMP is based on the findings of the individual and collective tasks performed for this effort and outlined in the Scope of Services for this engagement:

- Stakeholder Outreach and Engagement
- Parking Facilities Utilization Study
- Downtown District Parking Requirements
- Parking Meter Pricing

Throughout this parking study engagement, we have learned much about the City of Beaumont's current parking challenges, developed strategies for addressing those challenges, and ultimately crafted a set of recommendations to align with the City's vision for the Downtown Area.

Parking Facilities Utilization Study Summary

Walker undertook the existing conditions task to inform the City of Beaumont Parking Management Master Plan effort. Information regarding parking supply, demand and usage patterns around the City, the public's experiences with parking through a significant effort to engage stakeholders, and information regarding local transit service were collected for this effort. Parking in Beaumont's traditional and older downtown was studied, as well as parking in some of the City's newer commercial centers.

Briefly, the study area was found to have a parking surplus in every subarea under study.

- The **Beaumont Avenue District** had a parking surplus of nearly **900 spaces**.
- The **Downtown District** had a parking surplus of slightly more than **1,500 spaces**.
- The **Marketplace Beaumont** had a surplus of slightly over **2,500 spaces**.
- The **Periphery** had a parking surplus of nearly **1,500 spaces**.

Walker's rough projection is that these spaces represent roughly forty (40) acres of unused parking spaces where we surveyed. While some of these spaces were on street, most were in off street parking lots.

The overall findings were clear. Ample parking generally exists throughout the City, with a few localized exceptions. Parking data was collected during reasonably busy days in mid-August 2020 although some, though not major, impacts of COVID-19 could be expected. However, even accounting for COVID-19 issues, the number of available parking spaces was significantly large as to suggest that in most cases current parking requirements are generous to motorists.

Two exceptions may be identified to the findings regarding parking availability. First, in the Downtown District, despite a large number of available parking spaces, some parcels may have inadequate parking on their sites for the current uses or to change to a use that is in greater demand by the market, this despite an overall surplus of more than 1,500 spaces found, the equivalent of approximately six or more acres of empty parking spaces.

Other locations where areas of concentrated parking demand were found was near some multifamily housing development, which is often typical, given more households and their vehicles located more closely together. In many cities in Southern California, higher densities of people, and by extension drivers, have been found in residential units due to increased costs, leading to more cars per unit.

Although parking surpluses were not uniform across study areas, overall, the abundance of parking availability suggested an opportunity to share parking between businesses, particularly in the Downtown District, where some parcels or properties may have a surplus of parking while for others parking is insufficient.

Downtown District Parking Requirements Summary

Walker developed parking requirement recommendations for the Downtown Area based upon its understanding of three interrelated components. The components are the Downtown Area Plan, guidance received from the City, and Walker's study of current conditions and analysis of community engagement performed in 2020.

Among these three components, the most significant considerations were:

- The Downtown Area Plan's concept for an "urban village" characterized by a robust Downtown Area achieved by the development of robust retail corridors and diverse housing types through an infill strategy focusing on vacant and underutilized properties.
- The City's prioritization of addressing present day challenges faced by developers and owners to satisfy the current parking requirements in the Downtown Area.
- The overall low utilization of existing parking spaces in the Downtown Area.

Methodology and Assumptions

From these three components, Walker generated four broad assumptions that guided the development of the parking requirement recommendations for the Downtown Area. Those assumptions are:

1. **Design Day**
   The recommended parking requirements are to establish parking supply recommendations that will allow land uses within the Downtown Area to accommodate the parking demand of a typically busy day.

2. **Implementation of the Parking Management Master Plan (PMMP)**
   The PMMP, will enable the City to right size the parking supply in the Downtown Area, and provide tools to manage that supply.

3. **Alternative Means of Transportation to the Downtown Area**
   In the short and intermediate terms, there will not be an expansion of transit service significant enough to provide area employees and patrons a viable alternative to driving to the Downtown Area.

4. **Parking as a Service**
   The City of Beaumont will continue to demonstrate a lean forward approach to parking. This approach reflects an understanding that parking is a service that enables land uses to meet development goals in the Downtown Area.

Recommended Parking Requirements for the Downtown Area

From its understanding and assumptions, Walker developed the following recommendations for the Downtown Area's parking requirements. Walker recommends minor adjustments to the city's parking requirements in the Downtown Area but recommends a program of in lieu parking fees and a pool of publicly available parking to make it easier for businesses to satisfy their parking requirements and open for businesses.

Parking Requirements for Land Uses

Walker recommended changes to the base parking requirements for land uses in the Downtown Area. The recommended changes include:

- A slight reduction in the parking requirements for multi- and multiple-family residences
- The standardization of parking requirements for assembly areas and churches and other religious institutions.
- Discontinuing the practice of counting compact spaces to the fulfillment of parking requirements
- Eliminating the parking requirement for truck and loading spaces in favor of a case-by-case consideration of the proposed spaces for each.

In Lieu Parking Fee and Shared Parking Recommendations

Walker recommends that the City establish a parking in lieu fee program and a pool of shared parking spaces for the purpose of providing businesses with both a feasible and flexible way for older buildings and new businesses to satisfy their parking requirements while the City may ensure that adequate parking exists in the downtown area. We recommend that property owners and businesses have the option to satisfy minimum parking requirements using one or a combination of the three measures:

1. Satisfying parking requirements by providing parking spaces on the same parcel as the land use, in compliance with Off Street Parking Requirements in Chapter 17.05 of the Code of Ordinances, with minor adjustments to some requirements as recommended.

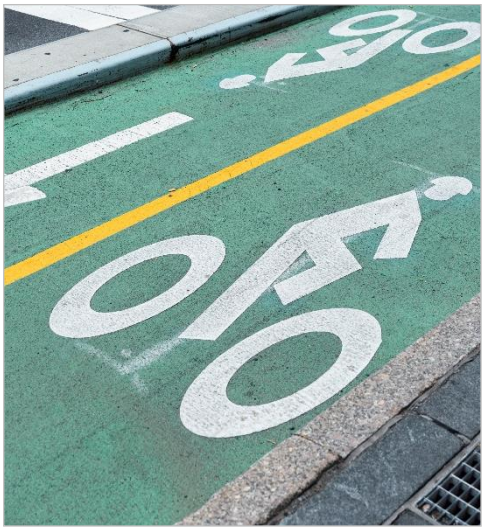
2. Sharing parking using a pool of available public or publicly available private parking spaces. The sharing of parking may be established either through an agreement with the owners of private parking located in close proximity to the parcel or, with the business or property owner responsible for establishing and maintaining the agreement with the private parking owner (as described in 17.05.080 with the minor adjustments recommended) or through the payment of a parking in lieu fee as outlined.

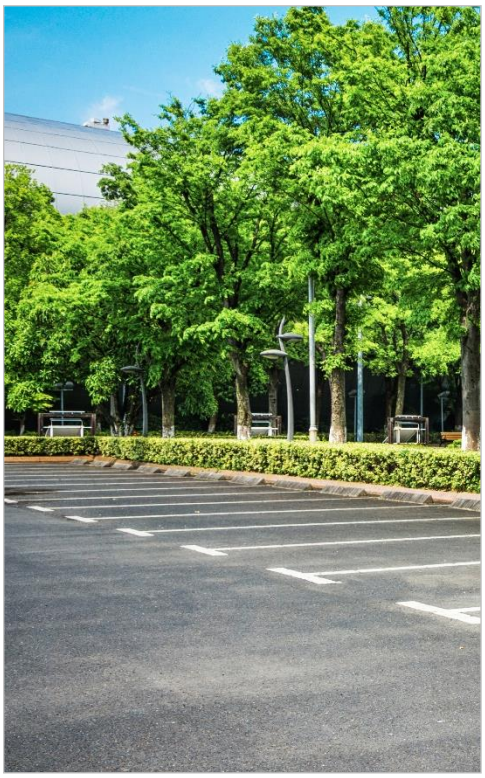
3. Payment of an annual parking in lieu fee payment per required parking space.

In Lieu Parking Fee

A parking in-lieu fee provides developers with flexibility in parking requirements, emphasizes shared rather than reserved parking, and gives cities one-time or potentially on-going funding to increase parking and or access to commercial areas. A parking in-lieu fee provides developers with an alternative to the traditional method of satisfying minimum parking requirements.

Walker recommends that the City modify Chapter 17.05 of its Code of Ordinances by adding language that enables the City to establish an in-lieu parking fee program for the Downtown Area.





Walker also recommends that the City concurrently begin developing criteria for calculating an appropriate in lieu parking fee, keeping in mind a key tenet based on our experience. An in-lieu fee that is ostensibly set to cover the cost of building new parking may be too expensive for developers to want to participate. An in-lieu fee that is low enough to attract developers' participation, may generate a relatively small amount of funds for the City to make improvements.

There is also practicality and precedent for parking in lieu fees to incentivize access through means other than building new parking facilities, including facilitating the use of existing parking and improving multimodal access overall, which would be in line with the City's efforts to improve the downtown commercial area.

Examples of parking projects other than the development of additional parking facilities include an optional program that uses existing private parking spaces for public use, sidewalk improvements to improve parking connections to businesses, and the enforcement of time limits for both on and off-street parking spaces. This option effectively increases the amount of parking available in the Downtown Area. Regular, ongoing enforcement encourages short-term parking by customers in the most convenient spaces, turning them over more rapidly, rather than having long term parkers remain parked in these spaces for extended periods of time.

A specific calculation of the appropriate parking in lieu fee amount is not included in Walker's Scope of Services for this engagement. However, as part of our recommendation that the City implement such a fee we suggest that a range of $600 to $900 per required space annually, or an upfront, one-time fee of $6,000 to $9,000. These fees can be seen as reasonable in terms of the cost to lease existing parking spaces or construct and maintain surface parking spaces. Further, as a policy tool and economic development measure, the lower amount could be applied to parking requirements triggered by a change of use of existing buildings while the higher amount could be used for new parking requirements triggered by new construction.

Parking Meter Pricing Summary

One of the key considerations in implementing paid parking is whether the conditions are there to support a viable paid parking system. The analysis conducted in the current conditions task (i.e., Parking Facilities Utilization Study) indicates that downtown Beaumont is not at a point today where paid parking is viable or desirable. Nonetheless, the City can pursue several productive strategies prior to implementing paid parking. The following recommendations offer strategies that the City can implement that would facilitate parking management throughout the downtown area.

Strategy 1: On Street Parking Stall Striping

The City can advance the formation of a formal public parking supply, especially in the downtown and in the near term, by striping on-street parking stalls in the downtown. Through this action, the City can create a formal inventory of on-street spaces. The advantage of identifying the inventory of on-street spaces in the downtown is that the City can better track the number of parking spaces that are available in the downtown, where they are available, and how they are being used, which in turn can facilitate monitoring the on-street parking supply. This clear quantification of spaces also identifies a pool of parking that may be used to satisfy parking requirements for new businesses, as discussed in the recommendations for parking requirements. Furthermore, should the City reach a point where it is ready for paid parking, the spaces and inventory will already be in place.

Strategy 2: Optimize use of Existing Off-Street Parking in the Downtown

Leasing underutilized private off-street parking lots to increase the pool of public parking in the downtown is significantly less expensive than the costly effort to build new parking. Further, rather than a centralized supply of parking located a significant walking distance from many or most businesses, smaller private lots can be strategically dispersed throughout the downtown so as to provide access to locations throughout the Downtown Area.

The City should also begin monitoring the pool of publicly available parking supply to ensure that it meets the needs of the downtown businesses, residents, visitors, and to determine whether changes are needed to improve the parking's effectiveness in serving the area, whether by increasing the number of spaces or operationally, through parking management strategies. Regular monitoring of the parking supply creates a more intentional, structured, and methodical approach to monitoring parking utilization, both on and off street. The data then, in an ongoing fashion, informs appropriate management strategies, decisions and opportunities for new businesses and development.

Strategy 3: Actively and Consistently Enforce Parking Regulations

A review of parking enforcement is not part of this effort however based on our observations during the study we recommend that once parking occupancy in the downtown reaches consistently high levels, the regular enforcement of parking regulations should be staffed to cover the downtown area parking supply with regularity.

Strategy 4: Turnover of On-Street Spaces

In a downtown setting, maintaining the most convenient parking spaces for customers is the key to maximizing parking capacity. Today, the City of Beaumont regulates on-street parking in the downtown with time limits. Limits on parking duration can ensure that the parking spaces that are closest to businesses and the easiest to find are available, so that more cars (and more customers) can use the finite number of parking spaces. However, time limits are only effective when enforcement is effective.

Walker recommends that, through parking enforcement measures, the City prioritize turnover of short-term on-street spaces to ensure that they remain available for patrons and visitors to local downtown establishments. This is particularly important when the availability of on-street parking spaces becomes scarce.

Strategy 5: Implementation of Paid Parking in the Downtown Area

Once levels of parking demand and occupancy are at high levels, consistently above 85% occupancy along block faces during busy periods, Walker recommends that the City pursue the implementation of paid parking on those impacted blocks in order to manage the public parking supply. By putting a price on the time spent at a parking space, the City can control the turnover of parking spaces, and thus enhance the availability of parking, much more effectively than with time limits. Parking for a short time affordable to customers but the long-term price keeps the spaces available for customers.

Prior to implementation, the City must consider the costs to implement a paid parking system which could include costs to acquire parking meters, monthly management fees, and transaction fees among other costs. Typically, if the demand for parking management warrants the installation of paid parking, it should cover the cost to install and operate paid parking technology. That said, with the advent of pay-by-cell using cell phone technology, the costs to implement paid parking appear to be coming down.

Strategy 6: Parking Benefit District

The primary goal and benefit of paid parking is not revenue, but rather the improved management of the parking system by facilitating parking availability for customers in convenient spaces. However, revenue can be a positive by product of paid parking.

Parking benefit districts (PBDs) are geographically defined areas, typically in commercial areas in which the parking supply and revenue it may generate are focused on managing parking supply and demand to ensure that the parking serves the district as effectively as possible. It is returned to the district to pay for neighborhood improvements that are prioritized by local stakeholders.

A parking benefit district facilitates the implementation and operation of paid parking by providing those whose businesses and properties are in the district some control over the policies and revenue generated by paid parking. This not only allows those businesses and property owners to weigh the costs and benefits of paid parking policies, but also allows for revenue generated in the district to remain in the district to fund operational and capital improvements. In this way it also addresses political concerns that can arise from the implementation of paid parking. While certainly a valid concern, paid parking can be introduced as a Parking Benefit District system to make charging for parking more palatable to stakeholders.

Strategy 7: Adjust Parking Prices Higher or Lower to Manage Demand

Pricing adjustments are an effective way of managing parking in a downtown system. There are always some parking spaces in higher demand than others, creating imbalances between locations where parking is not available and others where parking available is ample.

Drivers tend to prefer to park on the street than in a parking lot or garage because on-street spaces are often more convenient. As a result, these spaces tend to be occupied first. A best practice of parking management is to price the street higher than the off-street, or wherever parking demand is highest and availability low. By doing so, drivers are nudged to park in off-street areas, and are given the choice to pay for the convenience of on-street parking should they prefer to do so.

In addition to placing a higher price on the street than on off-street parking, the City can employ a demand-based pricing strategy. In parking, demand-based pricing is used to shift the demand from parking on one block to another less utilized block. The shift occurs by lowering the price or restriction of the lesser utilized block, which in turn draws demand from drivers wanting to pay a lower price.

Demand-based pricing not only helps to alleviate pressure from blocks that experience the highest demand, but it also helps to shift demand to underutilized areas, thereby creating a more efficient system in which existing parking supplies are utilized to the highest extent possible.

Strategy 8: Residential Parking Permit Program

A potential consequence of implementing paid parking is spillover into the residential streets that surround the commercial areas. To protect residential neighborhoods from parking spillover originating from commercial or surrounding non-residential uses, a solution is a residential parking permit program (RPPs).

A parking permit program is typically a geographically defined area where parking is actively managed via permits to allow for on-street parking use by designated parkers, such as residents, their guests, and others. Parking permits are then required to park in designated areas on the streets within the RPP. It is customary to charge a fee and require that the vehicle be registered to an address within the RPP.

Strategy 9: Downtown Streetscape and Pedestrian Infrastructure

An important goal of the "park once" philosophy that the Downtown Area Plan strives to achieve is an inviting and comfortable pedestrian network. A well-connected pedestrian network provides safe and pleasant passage of pedestrians throughout the downtown, between businesses and parking spaces, and is generally advantageous to downtown businesses.

Effective pedestrian connectivity can also lead to more efficient use of the existing parking supply, allowing for more businesses without large new surface parking lots. If walking to different destinations in the downtown is convenient and pleasant, visitors, customers, employees, and any other downtown stakeholder are less likely to object to parking a distance away from their destination and not insist on driving to multiple destinations within the downtown. When robust demand for parking exists, paid parking and an improved parking district will facilitate this.

One of the strategies of the General Plan (LUCD 11) prioritizes pursuing funding for pedestrian network improvements. Should the City implement an in-lieu parking fee and paid parking, funds generated from these measures can help support enhancements to pedestrian infrastructure.

Parking Management Master Plan Recommendations

It is important to note that the implementation of the following recommendations need not occur at the exact timeframes indicated. The time frames are meant to suggest a reasonable time frame or progression for the plan.

Short-Term Recommendations (1-2 years)	
1	Identify and stripe on-street parking stalls in the downtown area to create a formal supply of parking
2	Assemble a pool of publicly available parking, on and off-street
3	Lower parking requirements for the downtown area
4	Implement an in-lieu parking fee program
5	Monitor the use of the public parking supply
6	Create a Downtown Parking and Transportation Fund (DPTF) to fund operational and capital improvements to increase the availability of parking and transportation options for business, workers, customers, and others visiting downtown Beaumont.
7	Free up underused private parking for partial or full public use
8	Adjust the City' shared parking policy to allow for more flexibility in meeting parking requirements but structure the policy toward keeping with the City's vision for the downtown area

Mid-Term Recommendations (1-2 years)	
9	Implement streetscape and pedestrian network improvements in the downtown to support the "park once" philosophy that the City highlighted in the Downtown Area Plan
10	Implement a signage and wayfinding plan for the downtown area as part of the management of the downtown parking supply
11	Increase parking enforcement in support of parking management efforts by ensuring turnover of short-term spaces
Long-Term Recommendations (5+ years)	
12	If, when and/or where levels of parking demand and occupancy are at consistently high levels in the Downtown Area, Walker recommends the City explore implementing paid parking to manage the public parking supply
13	Implement a parking benefit district. A parking benefit district facilitates the implementation and operation of paid parking by providing those whose businesses and properties are in the district some control over the policies and revenue generated by paid parking. This not only allows those businesses and property owners to weigh the costs and benefits of paid parking policies, but also allows for revenue generated in the district to remain in the district to fund operational and capital improvements
14	If/when the need arises, implement a residential parking permit program
15	Pursue a demand-based pricing strategy to manage parking demand in the downtown area. Demand-based pricing not only helps to alleviate pressure from blocks that experience the highest demand, but it also helps to shift demand to underutilized areas, thereby creating a more efficient system in which existing parking supplies are utilized to the highest extent possible

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Parking Facilities Utilization Study and Stakeholder Outreach and Engagement

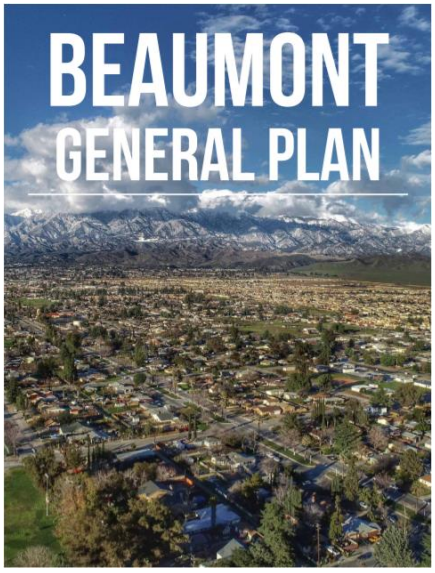
Introduction

The City of Beaumont, California has engaged Walker Consultants to support the development of the Beaumont Citywide Parking Management Master Plan (PMMP). The main goal of the plan is to support economic development in the city generally by enabling the City, developers, and stakeholders to make informed decisions on how to:

- address existing parking issues,
- provide adequate parking for future development, and
- protect the core values of the City's neighborhoods.

The objectives of the PMMP are:

- To 'right-size' parking requirements such that they result in sufficient parking for businesses to thrive, but not so much parking that land is wasted and downtown has too much underutilized land.
- To align parking requirements with the vision for the downtown area as described in the City of Beaumont's General Plan – Downtown Area Plan Chapter, which says:



"Downtown Beaumont will be the heart of the City, providing an exciting diversity of economic, residential, and cultural opportunities. It will be a vibrant and dynamic place to work, live, shop, and gather for special events. It will also be a pedestrian-friendly environment with comfortable sidewalks and an inviting streetscape. The Downtown Area Plan will create a balanced and integrated mix of residential, office, retail and civic land uses that generate daily activity in the daytime and evenings and create a lively and dynamic environment. This Plan encourages opportunities for public gathering spaces and parks for civic and cultural events that are supported by a street network which meets the needs of pedestrians, bicyclists, and motor vehicles."

To develop a parking strategy that allows for more equitable multi-modal system in the downtown area, not only serving motorists.

While the focus of this study is on the downtown area, as part of this analysis Walker looked at different commercial developments around the city to determine current and localized levels of parking utilization for different land uses. These will help inform the parking requirements recommendations.

Current Conditions

Walker conducted fieldwork in August 2020 to understand local, parking conditions in the City of Beaumont. Understanding local conditions is an important first step towards understanding the efficacy of existing parking requirements to address the city's needs and the basis for understanding how parking requirements could be refined.

The study of local conditions helps to address questions including: How many parking spaces are in the study area and where are they located? What is the peak level of occupancy during a typical week? Do some land uses have parking spaces to spare? Unused parking represents an underutilized asset and an opportunity.

For this study, the current conditions include the supply of and demand for parking spaces in the study area, a determination of peak occupancy, and the identification of areas that have significant surplus parking.

- The location and quantity of existing on-street parking spaces within the study area;
- The location and quantity of existing City-owned off-street parking spaces within the study area;
- The location and quantity of existing off-street, publicly accessible parking spaces that are not tied to a particular land use the study area;
- The location and quantity of existing off-street parking facilities that are tied to a particular building or land use, and a description of the subject building or land use using Riverside County Tax Assessor use code.
- Analysis of the rate of utilization of all parking spaces within a one-week period to be determined by the City, SCAG , and the Consultant, highlighting utilization patterns during one weekday during daytime hours, one weekday during evening hours, one weekend during daytime hours and one weekend during evening hours.
- Analysis of where individual parking facilities, as categorized above, are maximized (90% and higher), where their use is moderate (75% to 89%) and where their use is low (74% and below)

Existing Parking Supply/Demand

Walker performed fieldwork for this engagement recognizing that parking demand would be impacted by the ongoing COVID-19 pandemic and the related economic issues caused by the pandemic. Additionally, Walker recognized that the Apple Fire in Banning Canyon might impact parking demand in the study area.

These crises may have had some impact on parking demand patterns in the study area due to COVID-19 related restrictions on hours and method of operation for businesses and restaurants resulted in a decrease in parking demand after 5:00 PM on August 13 and after 6:00 PM on August 15, 2020.

Study Area

The study area for this project was determined through conversations between the City of Beaumont (the City) and Walker Consultants. While this engagement calls for the development of a citywide parking management master plan (PMMP) for all of Beaumont, the City is particularly interested in parking conditions in two subareas of the City's Downtown Area Plan – the Beaumont Avenue Subarea and the Downtown Core Subarea, which were the focus.

The study area is comprised of four subareas:

- The first two are subareas of the City's Downtown Area Plan.
- The third area consists of an array of land uses throughout the City of Beaumont.
- The fourth area is comprised of the commercial centers on 2nd Street including Marketplace Beaumont and San Gorgonio Village.

The first area generally corresponded to the Beaumont Avenue Subarea of the City of Beaumont Downtown Area Plan. This area was bordered by 13th Street to the north and 8th Street to the south. The western boundary was the west and east side of Euclid Avenue between 13th Street and 8th Street. The eastern boundary was Magnolia Avenue extended between 13th Street and 12th Street, and both sides of Magnolia Avenue between 12th and 8th Street. This area consisted of ten (10) blocks.

The second area consisted of the Downtown Core Subarea of the City of Beaumont Downtown Area Plan. The north boundary was 8th Street, the southern boundary was the I-10 freeway. The western boundary between 8th Street and 7th Street was California Avenue and Egan Avenue between 7th Street and the I-10 freeway. The eastern boundary was Palm Avenue. This area consisted of 23 blocks.

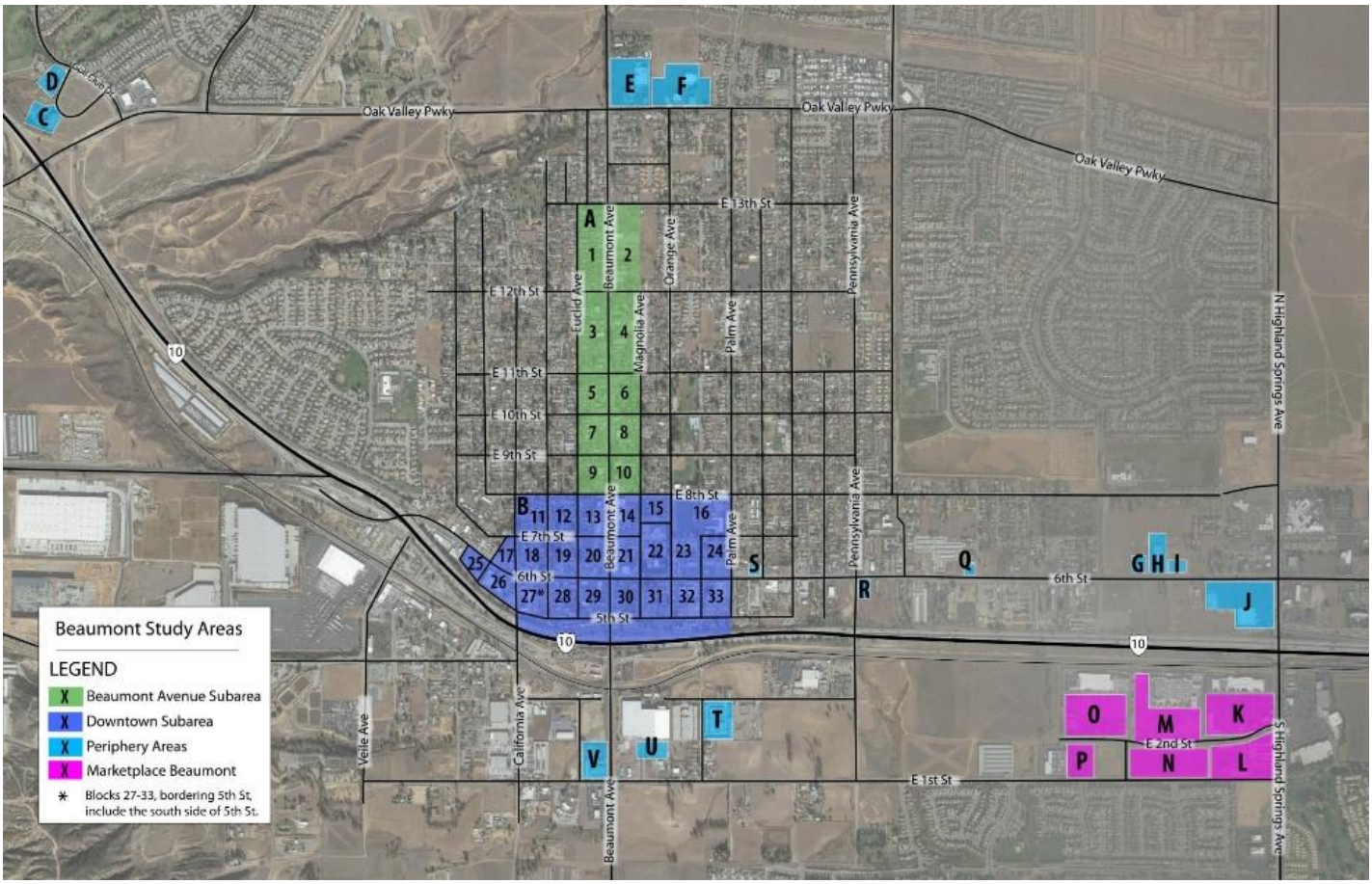
The third area consisted of 14 areas located in an arc that swept clockwise from the I-10 Freeway and Oak Valley Parkway to Beaumont Avenue and 1st Street.

The fourth area included the Marketplace Beaumont commercial center and San Gorgonio Village shopping center.

Study Area Map

The following map illustrates the four areas where Walker performed fieldwork.

Figure 1: City of Beaumont Study Area



Source: Walker Consultants, 2020

In the Downtown Core Subarea, the southern boundaries of blocks 27 to 33 were the I-10 Freeway.

Methodology

Walker conducted fieldwork on August 11, 13, and 15, 2020. An inventory of on- and off-street parking spaces in the three areas took place on August 11. In Marketplace Beaumont, the land uses on Block N (San Gorgonio Village) were not fully built out and occupied. Nonetheless, the inventory data were added to the area totals.

A total of four occupancy counts took place – two on Thursday, August 13, and two on Saturday, August 15. The counts on each day were centered around the early afternoon (between 1:00 PM and 3:00 PM) and early evening (between 5:00 PM and 7:00 PM), typical peak.

The timing of the occupancy counts reflected Walker's experience in data collection in Southern California communities similar to Beaumont--these two intervals are generally when peak demand occurs.

Parking Supply

The following table summarizes Walker's inventory of the study area.

Table 1: Summary of Parking Inventory by Area and Space Type, August 2020

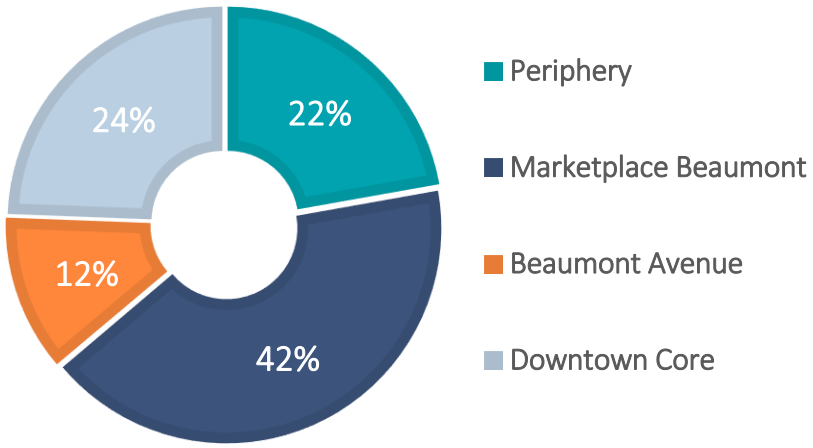
LOCATION	INVENTORY		
Area Description	On Street	Off Street	Total
Periphery	0	2,331	2,331
Marketplace Beaumont	0	4,369	4,369
Subtotal	**0**	**6,700**	**6,700**
Beaumont Avenue Subarea	687	550	1,237
Downtown Core Subarea	1,092	1,470	2,562
Subtotal	**1,779**	**2,020**	**3,799**
Area Totals	**1,779**	**8,720**	**10,499**

TOTAL PARKING SPACE ALLOCATION BY PERCENTAGE

The study area had a total of **10,499±** spaces.

Of this total, **1, 779±** were on street spaces and **2,020±** off street spaces in the Beaumont Avenue and Downtown Core Subareas. Overall, the two Downtown subareas had **36±%** of the total inventory in the study area.

Marketplace Beaumont's **4,369±** off street spaces were **42%±** of the study area total.



The following table summarizes the parking supply of the periphery by location and space type.

Table 2: Peripheral Area Parking Inventory by Space Type, August 2020

LOCATION	INVENTORY		
Map Location	On Street	Off Street	Total
C	0	102	102
D	0	176	176
E	0	379	379
F	0	442	442
G	0	43	43
H	0	109	109
I	0	37	37
J	0	654	654
Q	0	20	20
R	0	26	26
S	0	27	27
T	0	109	109
U	0	113	113
V	0	94	94
Area Totals	**0**	**2,331**	**2,331**

The peripheral areas are served by **2,331±** off street parking spaces.

The following table summarizes the parking supply of Marketplace Beaumont by location and space type.

Table 3: Marketplace Beaumont Parking Inventory by Space Type, August 2020

LOCATION	INVENTORY		
Map Location	On Street	Off Street	Total
K	0	916	916
L	0	383	383
M	0	1,150	1,150
N	0	529	529
O	0	938	938
P	0	453	453
Area Totals	**0**	**4,369**	**4,369**

Note:
*Area N spaces not fully in service.

Area N (San Gorgonio Village) was not fully built out and occupied when the fieldwork was performed. The inventory was included because Walker determined that the inclusion did not materially impact its analysis of parking demand patterns.

The following table summarizes the Beaumont Avenue Subarea parking inventory by space type.

Table 4: Beaumont Avenue Subarea Parking Inventory by Space Type, August 2020

LOCATION	INVENTORY		
Map Location	On Street	Off Street	Total
1	101	0	101
2	58	213	271
3	92	83	175
4	92	146	238
5	58	2	60
6	53	40	93
7	63	28	91
8	59	26	85
9	57	12	69
10	54	0	54
Area Totals	**687**	**550**	**1,237**

More than half of the Beaumont Avenue Subarea's **1,237** spaces are on street.

The following table summarizes the Downtown Core Subarea parking inventory by space type.

Table 5: Downtown Core Subarea Parking Inventory by Space Type, August 2020

LOCATION	INVENTORY		
Map Location	On Street	Off Street	Total
11	57	55	112
12	68	0	68
13	58	125	183
14	57	116	173
15	40	0	40
16	64	0	64
17	33	15	48
18	52	23	75
19	56	39	95
20	39	112	151
21	45	81	126
22	47	31	78
23	27	142	169
24	34	76	110
25	31	51	82
26	44	15	59
27	49	59	108
28	67	22	89
29	38	177	215
30	34	139	173

31	46	29	75
32	60	104	164
33	46	59	105
Area Totals	**1,092**	**1,470**	**2,562**

The on-street spaces were **42%** of the Downtown Core Subarea's parking supply.

The following table summarizes the off-street parking supply by area and land use.

Table 6: Summary of Parking Inventory by Land Use and Area

LAND USE	Beaumont Subarea	Downtown Subarea	Periphery	Market Place Beaumont	Total
Retail - General	68	581	47	853	1,549
Department Store		3		1,112	1,115
Neighborhood Shopping Center		40	76	916	1,032
Place of Worship	273	23	442		738
Not Specified		114		505	619
Grocery/Produce Store, Retail - General			541		541
Commercial				503	503
Full Service Restaurant	13	116	195	38	362
Grocery/Produce Store, Neighborhood Shopping Center			303		303
Retail-General, Fast Food Restaurant, Automotive Repair				231	231
CT - Hotel		117	102		219
CT-Golf Course			176		176
Light Industrial		47	109		156
Bank		73	37	41	151
Vacant Commercial			113		113
Hardware			109		109
Full Service Restaurant, Bank				87	87
Vacant Residential Lot*		86			86
Office - Medical	28	9	43		80
Office - General	33	47			80
Mortuary/Funeral Home	72				72
Vacant Commercial Land		67			67
Grocery/Produce Store	30	7	26		63
Government Property	25			28	53
Retail with Living Unit		47			47
Car Wash				29	29
Homesite <1 Acre		29			29

Undefined (EV Charging)				26	26
Service Station w/Convenience Store		14	12		26
Residential Use Zoned Commercial	8	15			23
Club/Lodge Hall		17			17
Automotive Repair		15			15
Single Family Dwelling		3			3
Total Spaces	**550**	**1,470**	**2,331**	**4,369**	**8,720**
Total Land Use Categories	**9**	**21**	**15**	**12**	**33**

Source: Walker Consultants, 2020

Chapter 17.05.040 of the City of Beaumont Code of Ordinances sets out parking requirements for 22 land uses. In comparison, the online portal for Riverside County Assessor-County Clerk-Recorder provides 33 definitions for land uses in the study area.

Peak Parking Occupancy

Walker conducted four occupancy counts. Two on a weekday, Thursday, August 13, 2020, and two on a weekend, Saturday, August 15, 2020.

The weekday counts were centered around 2:00 PM and 6:00 PM. The weekend counts were centered around 2:00 PM and 6:00 PM. In Walker's experience, both before and during the COVID-19 pandemic, the interval of peak parking demand during weekdays and weekend days in study areas similar to Beaumont occur at or about 2:00 PM. During the evening, Walker has observed that the COVID-19 pandemic has seen a shift in peak parking demand from an interval centered around 7:00 PM to one centered around 6:00 PM.

Table 7: Summary of Peak Parking Occupancy by Area and Space Type, August 13, 2020

LOCATION	INVENTORY			PEAK OCCUPANCY			
Area Description	On Street	Off Street	Total	On Street	Off Street	Total	Percentage
Periphery	0	2,331	2,331	0	519	519	22%
Marketplace Beaumont	0	4,369	4,369	0	1,206	1,206	28%
Subtotal	**0**	**6,700**	**6,700**	**0**	**1,728**	**1,728**	**26%**
Beaumont Avenue Subarea	687	550	1,237	111	56	167	14%
Downtown Core Subarea	1,092	1,470	2,562	227	423	650	25%
Subtotal	**1,779**	**2,020**	**3,799**	**338**	**479**	**817**	**22%**
Area Totals	**1,779**	**8,720**	**10,499**	**338**	**2,204**	**2,542**	**24%**

Source: Walker Consultants, 2020

During the interval of peak parking demand, the total study area was less than 25% occupied. Overall, Marketplace Beaumont saw the highest level of occupancy at 28%.

The following tables summarizes the peak parking occupancy for the Periphery area, Marketplace Beaumont, the Beaumont Avenue Subarea, and the Downtown Core Subarea.

Table 8: Peripheral Area Peak Parking Occupancy, Thursday, August 13, 2020

LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
C	0	15	15	15%
D	0	44	44	25%
E	0	94	94	25%
F	0	0	0	0%
G	0	20	20	47%
H	0	35	35	32%
I	0	8	8	22%
J	0	219	219	33%
Q	0	0	0	0%
R	0	11	11	42%
S	0	13	13	48%
T	0	11	11	10%
U	0	30	30	27%
V	0	19	19	20%
Area Totals	**0**	**519**	**519**	**22%**

Source: Walker Consultants, 2020

Area J contains the Beaumont Center Shopping Mall, which features two grocery stores and numerous restaurants.

Table 9: Marketplace Beaumont Peak Parking Occupancy, Thursday, August 13, 2020

LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
K	0	355	355	39%
L	0	103	103	27%
M	0	418	418	36%
N	0	0	0	0%
O	0	283	283	30%
P	0	47	47	10%
Area Totals	**0**	**1,206**	**1,206**	**28%**

Note:
Area N spaces not in service. Were the spaces removed from the inventory, the occupancy percentage would be 31%. (1,206/3,840)

Source: Walker Consultants, 2020

Table 10: Beaumont Avenue Subarea Peak Parking Occupancy, Thursday, August 13, 2020

LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
1	9	0	9	9%
2	3	2	5	2%
3	16	7	23	13%
4	15	7	22	9%
5	6	0	6	10%
6	10	13	23	25%
7	16	8	24	26%
8	19	19	38	45%
9	6	0	6	9%
10	11	0	11	20%
Area Totals	**111**	**56**	**167**	**14%**

Source: Walker Consultants, 2020

Table 11: Downtown Core Subarea Peak Parking Occupancy, Thursday 13, 2020

LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
11	12	11	23	21%
12	13	0	13	19%
13	4	46	50	27%
14	4	21	25	14%
15	9	0	9	23%
16	11	0	11	17%
17	6	1	7	15%
18	8	4	12	16%
19	20	1	21	22%
20	14	24	38	25%
21	17	36	53	42%
22	11	9	20	26%
23	3	28	31	18%
24	2	18	20	18%
25	23	20	43	52%
26	2	2	4	7%
27	6	25	31	29%
28	19	5	24	27%
29	14	55	69	32%
30	2	51	53	31%
31	13	14	27	36%
32	12	36	48	29%
33	2	16	18	17%
Area Totals	**227**	**423**	**650**	**25%**

Source: Walker Consultants, 2020

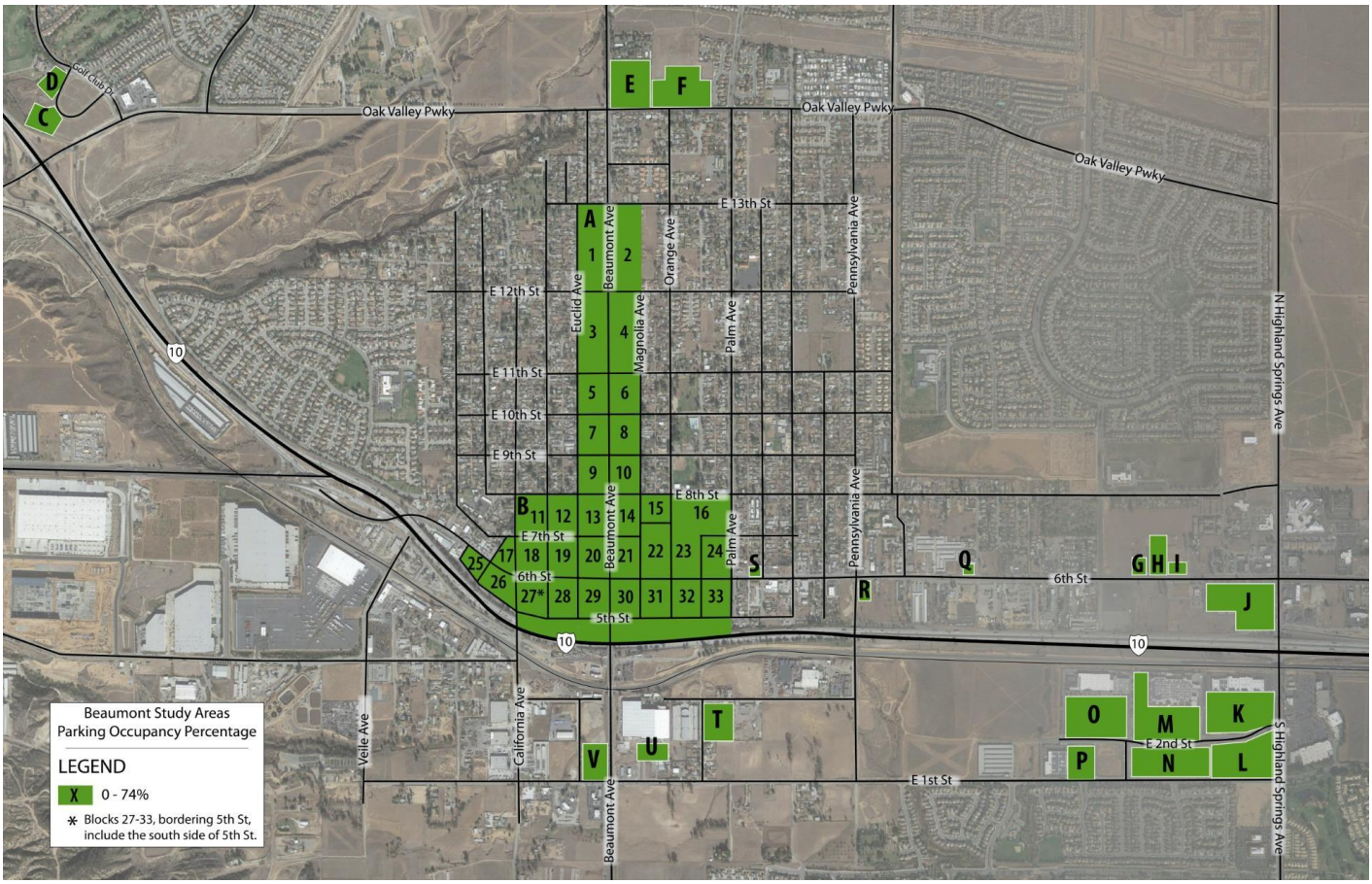
Heat Map

A heat map is a visual representation of parking occupancy. For this study, Walker produced heat maps using three colors to represent levels of occupancy.

- Green Represents areas that had a peak occupancy that was low, below, or equal to 74%
- Yellow Represents areas that had a peak occupancy that was moderate, or between 75% and 89%
- Red Represents areas that had a peak occupancy that was high, or 90% or greater.

Figure 2, on the following page is a heat map of the study area during the interval of peak weekday occupancy. It should be noted that a heat map of the interval of peak weekend occupancy would look the same.

Figure 2: City of Beaumont Study Areas, Peak Occupancy, August 13, 2020



Source: Walker Consultants, 2020

Effective Parking Supply

To project the performance of a parking system on a typically busy day, Walker applies an effective supply factor (ESF) to the parking inventory. The effective supply factor represents the number of spaces that may be temporarily unavailable at a given moment due to vehicular and pedestrian traffic in drive aisles, to parked cars occupying more than one space, to spaces being out of service for maintenance, and other factors.

The effective supply factor is selected based upon three criteria: the land use which a parking facility serves, the user groups parking in the facility, and the parking facility's functional design. Generally, a parking structure that provides employee parking for nearby offices will have a higher ESF because motorists who regularly use a facility become adept at parking in it. Conversely, a parking facility that serves retail and restaurant land uses will have a lower ESF because shoppers, diners, and patrons may not be as familiar with the facility.

For this study, Walker applied an ESF of 0.85 to all parking areas.

A parking surplus occurs when the effective parking supply is greater than the parking demand.

The following table summarizes Walker's analysis of the peak parking demand for off street spaces against the total inventory of off-street parking spaces for each subarea as well as the effective supply of off-street parking for each subarea.

Table 12: Available Spaces and Parking Surplus, Off-Street

LOCATION Area Description	Inventory Off Street (A)	Effective Supply (B)	Peak Occupancy (C)	Available Spaces* (A-C)	Parking Surplus** (B-C)
Periphery	2,331	1,984	519	1,812	1,465
Marketplace Beaumont	4,369	3,714	1,206	3,163	2,508
Beaumont Avenue Subarea	550	467	56	494	411
Downtown Core Subarea	1,470	1,251	423	1,047	828
Subtotal	**2,020**	**3,799**	**479**	**1,541**	**1,239**
Area Totals	**8,720**	**10,499**	**2,204**	**6,516**	**5,212**

Notes:

* Values are area totals for inventory less parking occupancy.
** Assumes effective supply factor of 0.85, applied to parking supply of each land minus parking occupancy of each land use at peak.

Source: Walker Consultants, 2020

Overall, the study area had a surplus of off-street parking spaces totaling **5,212±**.

The following tables summarize Walker's analysis of the peak parking demand for on street spaces in each subarea against the total inventory of on street parking spaces and the effective supply of on street parking spaces.

Table 13: Available Spaces and Parking Surplus, On-Street

LOCATION Area Description	Inventory On Street (A)	Effective Supply (B)	Peak Occupancy (C)	Available Spaces* (A-C)	Parking Surplus** (B-C)
Periphery	0	0	0	0	0
Marketplace Beaumont	0	0	0	0	0
Beaumont Avenue Subarea	687	593	111	576	482
Downtown Core Subarea	1,092	933	227	865	706
Subtotal	**1,779**	**1,526**	**338**	**1,441**	**1,188**
Area Totals	**1,779**	**1,526**	**338**	**1,441**	**1,188**

Notes:

* Values are area totals for inventory less parking occupancy.
** Assumes effective supply factor of 0.85, applied to parking supply of each land minus parking occupancy of each land use at peak.

The Beaumont Avenue Subarea had a surplus of **482±** on street parking spaces and the Downtown Core Subarea had a surplus of **706±** on street parking spaces.

The following table summarizes Walker's analysis of the peak parking demand for all spaces against the total parking supply for each subarea and the effective parking supply for each subarea.

Table 14: Available Spaces and Parking Surplus, All Spaces

LOCATION Area Description	Inventory All Street (A)	Effective Supply (B)	Peak Occupancy (C)	Available Spaces* (A-C)	Parking Surplus** (B-C)
Periphery	2,331	1,984	519	1,812	1,465
Marketplace Beaumont	4,369	3,714	1,206	3,163	2,508
Beaumont Avenue Subarea	1,237	1,060	167	1,070	893
Downtown Core Subarea	2,562	2,184	650	1,912	1,534
Subtotal	**3,799**	**3,244**	**817**	**2,982**	**2,427**
Area Totals	**10,499**	**8,942**	**2,542**	**7,957**	**6,400**

Notes:

* Values are area totals for inventory less parking occupancy.
** Assumes effective supply factor of 0.85, applied to parking supply of each land minus parking occupancy of each land use at peak.

The study area had a surplus of **6,400±** parking spaces during the interval of peak demand.

Findings

The study area had a parking surplus in every subarea.

- The Periphery had a parking surplus of nearly 1,500 spaces.
- The Marketplace Beaumont had a surplus of slightly over 2,500 spaces.
- The Beaumont Avenue Subarea had a parking surplus of nearly 900 spaces.
- The Downtown Core Subarea had a parking surplus of slightly more than 1,500 spaces.

Observations

While conducting the inventory and occupancy counts, Walker made the following observations.

Marketplace Beaumont

- Numerous motorists were observed sitting in parked vehicles with idling engines for extended periods of time.
- The abundance of empty parking spaces coupled with inattention to signage and wayfinding appeared at times to encourage undesirable and/or unsafe driver behavior of cutting across drive aisles and not following the direction of signage.
- The abundance of empty parking spaces in many of the large commercial centers, coupled with drivers' inattention to signage and wayfinding appeared at times to encourage undesirable and/or unsafe driver behavior of cutting across drive aisles and not following the direction of signage. During its fieldwork, Walker observed opportunities for improved functional design, traffic calming, and signage that could better enable motorists and pedestrians to navigate off-street lots.

Beaumont Avenue Subarea

- Extensive stretches of available on street parking in both commercial and residential areas
- Most off street lots served a single land use.

Downtown Core Subarea

- Clusters of parking in front of multi-family housing may make on street parking appear more congested at the following locations.
    - Edgar Avenue, south of 7th Street
    - Palm Avenue, south of 7th Street
    - East 5th Street, between Maple and Palm
    - East 7th Street, between Magnolia Avenue and Orange Avenue
- Beaumont Avenue might benefit from clearer and more consistent signage, specifically, four way stop signs.
- The angled on-street parking along 6th Street might present challenges to visitors backing out of spaces.
    - The challenge of identifying and navigating these angled spaces may motivate motorists to park in nearby residential areas instead if speeds on 6th Street create a perception of challenging ingress and egress conditions into spaces.
- The majority of on street parking during business hours on 5th Street west of Beaumont appeared likely caused by auto body shops moving stored vehicles, rather than customer or employee personal vehicles.
- The marked on-street parking spaces on the west side of Orange Avenue between 6th Street and 7th Street may be subject to flooding at some times.

Transit Routes, Stops, and Parking

Even if most people traveling to, from and within Beaumont drive, transit service provides travel choices to people who cannot or prefer not to drive. It also can provide benefits in terms of less traffic, improved air quality and the need for fewer parking spaces. In keeping with the vision of the downtown area as provided in the General Plan of moving toward a more multi-modal system, a summary of the key transit stops in the City as well as potential parking associated with those stops is included. It must be noted that this is a brief overview of transit services available in the City of Beaumont. The City is currently undertaking a comprehensive operations analysis of its transit program under a separate effort[1].

There are currently five (5) fixed-transit routes operated by Beaumont Transit, the City's transit service. These include:

- Route 3 – a weekday route with service to Walmart, Sundance, Beaumont High, both middle schools, Chatigny Rec Center, and portions of Cherry Valley.
- Route 4 – a weekday route with service to Walmart, Chatigny Rec Center, Beaumont Library, mid-town Beaumont, and both middle schools. Route 4 offers an alternate route upon request to the industrial area of Beaumont including Amazon and Wolverine as well as to Three Rings Ranch Park.
- Commuter Link 120 – a weekday service that connects Beaumont to the San Bernardino Transit Center.
- Commuter link 125 – a weekday service that connects Beaumont to Redlands and Loma Linda VA Hospital.
- Casino Express – a weekday service that connects Beaumont to the Cabazon Outlets and Morongo Resort and Casino.

Weekend service is available via combo Route 3/4 which operates from Cherry Valley to Beaumont via Pennsylvania Avenue and includes the Beaumont Library, Walmart, and 6th Street.

There are also several routes that are operated by other agencies which provide service to Beaumont. Those service providers include SunLine Transit, Pass Transit (Banning), and RTA, among others.

In looking at the transit stops that are available within the study area, the key stops include the Civic Center and Marketplace Beaumont, near the Walmart. These two stops have potential parking opportunities adjacent to them in addition to their current connections to other transit services.

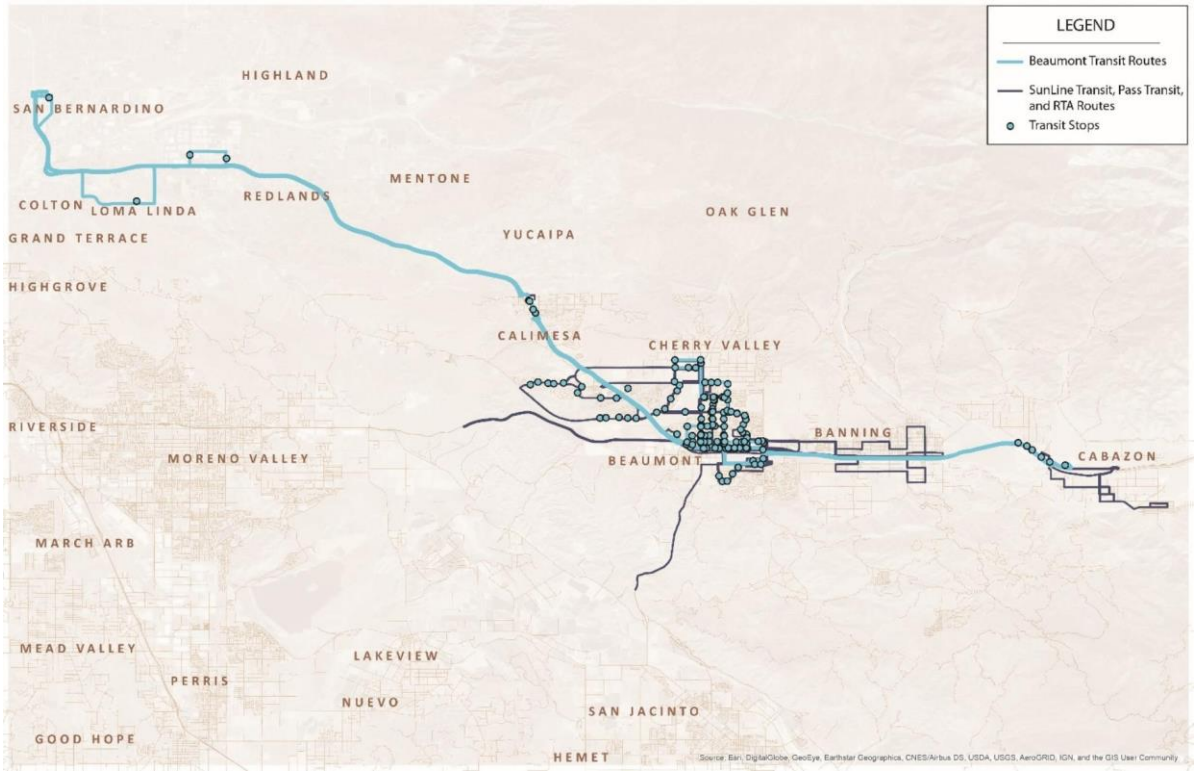
Figure 3 shows the Beaumont Transit route alignments as well as the alignments of the other service provider.

In looking at the transit stops that are available within the study area, the key stops include the Civic Center and Marketplace Beaumont, near the Walmart. These two stops have potential parking opportunities adjacent to them in addition to their current connections to other transit services.

Figure 4 shows the locations of the two key stops.

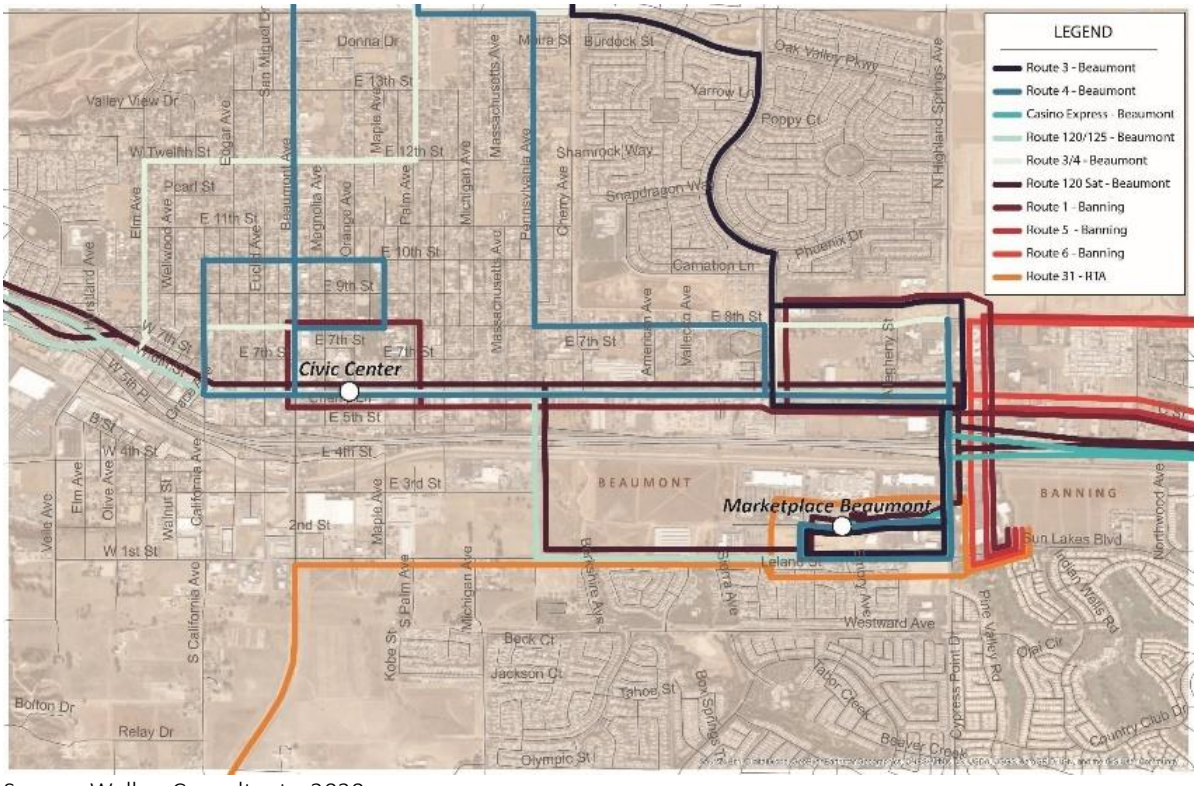
[1] https://beaumontcoa.wordpress.com/

Figure 3: Transit Routes and Stops



Source: Walker Consultants, 2020

Figure 4: Key Stops



Source: Walker Consultants, 2020

As shown in Figure 4, the Civic Center stop connects to Routes 4, 120, 125, and 3/4 (weekend). The Marketplace Beaumont stop (adjacent to the Walmart parking lot) connects to Routes 3, 4, Casino Express, 120, 125, 3/4, 1 (Banning), 5 (Banning), 6 (Banning), 5/6 (Banning), and 31 (RTA).

The Civic Center parking lot, which is the only public parking lot owned by the City of Beaumont was observed to be below a 25 percent occupancy during all occupancy counts.

- Weekday Daytime = 23% occupancy (24 occupied spaces out of 104)
- Weekday Evening = 14% occupancy (15 occupied spaces out of 104)
- Weekend Daytime = 12% occupancy (12 occupied spaces out of 104)
- Weekend Evening = 11% occupancy (12 occupied spaces out of 104)

Similarly, the Marketplace Beaumont commercial area was observed to have low levels of parking occupancy. Specifically, the parking lot adjacent to the Beaumont Transit stop (near Walmart) had at most a 37% occupancy.

- Weekday Daytime = 36% occupancy (404 occupied spaces out of 1,112)
- Weekday Evening = 34% occupancy (378 occupied spaces out of 1,112)
- Weekend Daytime = 37% occupancy (416 occupied spaces out of 1,112)
- Weekend Evening = 30% occupancy (334 occupied spaces out of 1,112)

Given that these key stops offer connections to the region, the availability of the parking lots adjacent to them provides an opportunity for transit parking. Because the City owns the lot adjacent to the Civic Center, it would be a matter of managing the lot and monitoring those spaces to allow transit users to park there and still reserve some supply for visitors to the Civic Center and/or downtown in general.

Although we have seen informal arrangements in place in other cities, leasing spaces from the privately held Marketplace Beaumont lots near the transit stop would typically require a formal agreement between the property owner and the City. However, such an agreement may be beneficial to both parties. For the City, it would have additional parking supply that may encourage the use of its transit service. For the property owner and its tenants, it could prove to be a new source of revenue as they could lease out underutilized parking spaces that are clearly in abundance.

Moreover, transit parking tends to peak at a different time than big box commercial centers. Transit parking generally peaks during daytime hours on weekdays, with virtually no demand on weekends when the commercial center generally peaks. And, by having transit parking near businesses, upon the transit rider's daily return they may patronize those businesses as they are conveniently located adjacent to the transit stop.

Ultimately, the levels of occupancy observed in both the Civic Center lot and the Marketplace Beaumont lots adjacent to the transit indicate that there is opportunity for parking that serves transit ridership.

Stakeholder Outreach and Engagement

While data communicates an important and objective portion of the story of existing parking conditions in Beaumont, it cannot always convey people's actual experiences. Further, often perceptions are reality for parking system users. This section documents the qualitative information collected to complement the quantitative information discussed previously.

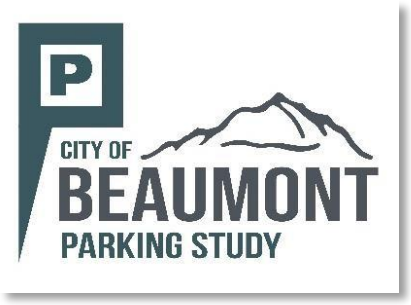
Methodology

Public Outreach Plan

To garner public input into the parking study effort, a structured approach was developed and outlined via a Public Outreach Plan (POP). The POP consisted of identifying, gathering, and maintaining a list of community stakeholders, developing an approach to engage with different stakeholder groups, and holding community meetings to relay project information and progress.

Branding

A brand, consisting of a logo and color palette, was developed to help stakeholders more easily identify and distinguish the study from other City efforts. The logo and branding elements were used on all collateral materials to create a clean and consistent look in all study elements.



Source: Arellano Associates, 2020

Public Notification

To promote and bring exposure to the study and public meetings, a public notification process was developed to give stakeholders an opportunity to engage and comment on the study. This notification process also directed individuals to digitally provide comments via a Typeform page, in the event they were not able to attend the public meetings.

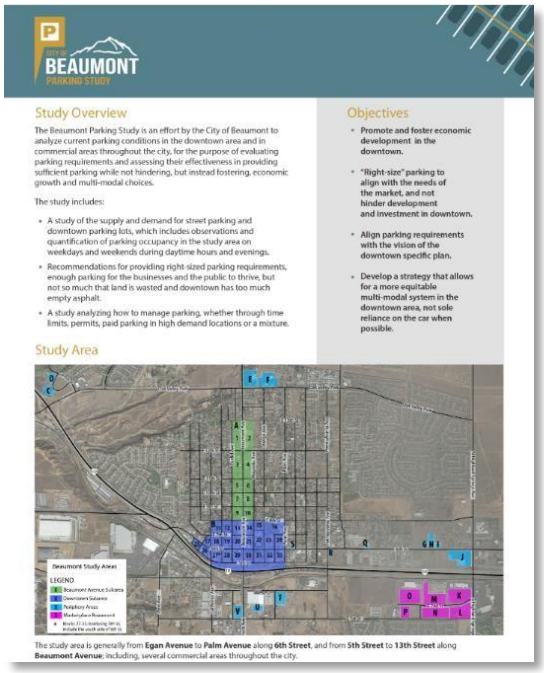
Online Comments/Digital Communication

An online forum to receive comments and feedback was created using Typeform. Typeform is a platform that allows for the creation of forms and surveys that can be easily shared with stakeholders. This form allows stakeholders to provide comments that will be indexed into categories in the final stakeholder outreach document.

In addition to the Typeform platform, a study email account was deployed during all digital communications for the study. The study email, ParkBeaumont@arellanoassociates.com, was used to deploy community meeting notices to the stakeholder database. The study email is being used as the contact for members of the public to submit questions to throughout the study process.

Meeting Flyers

A meeting notification flyer was designed and distributed to 150 businesses within the City limits prior to the first public meeting. Flyers included the study background, virtual meeting link, time, email contact for questions and an option for submitting comments virtually via Typeform.



Source: Arellano Associates, 2020

Press Release

A press release was created to publicize the first community meeting set for October 28, 2020. The press release included a background of the study and updates in addition to meeting information and how to virtually submit comments via Typeform and questions to the study's email address, ParkBeaumont@arellanoassociates.com. The City of Beaumont deployed the press release in accordance with the City's Public Relations standards.

Social Media

The project team also created a total of eight (8) social media posts for the City of Beaumont's social media pages. Four (4) posts were created for Facebook and four (4) for Twitter. Prior to the October 28, 2020 community meeting, two (2) posts on each platform were deployed.

Source: City of Beaumont Facebook, 2020

These posts utilized the study branding and will provided virtual meeting information. Individuals were given information to where they can submit comments digitally via Typeform, if they were not available to attend the virtual public meetings.

E-blast Notification

The project team also created two (2) meeting e-blasts that were deployed to the stakeholder database provided by the City of Beaumont prior to the October 28 community meeting. Local businesses and residences within the study area were targeted for e-blast receipt. This e-blast acted as an invitation to the public meeting and included the study background and directions for how to submit comments/feedback via Typeform. These emails were deployed through the contact platform from the study email account ParkBeaumont@arellanoassociates.com.

Community Meetings

A virtual community meeting was held on Wednesday, October 28. Two sessions were reserved, the first was held at 5:30 PM, and the second at 6:15 PM. Each session consisted of a presentation providing background information on the study, update on its progress, and a discussion of next steps, followed by a question/comment and answer session. Options for attending were either by joining online or by phone. In attendance were, the City's Community Development Director, a Senior Planner form the City's Planning Department, members of the Walker team, and the general public.

Stakeholder Briefings

The purpose of these stakeholder briefings is to have a focused conversation with stakeholders to share the study goals and gather feedback without the formality of a public meeting setting. The project team determined key individuals or smaller groups that have a special interest or investment with the parking study to exchange deeper, intensive conversation on the study areas, impacts and recommendations during the stakeholder briefings. Potential attendees for stakeholder briefings identified throughout the study process are listed below:

- Elected Officials
- Chambers of Commerce
- Local Business Owners
- Local Developers
- Neighborhood Council Representatives
- Homeowners Association Board Members

On November 11, 2020, at or about 12:00 PM, Walker Consultants, had a conference call with a local business owner, the co-owner of a restaurant located along 6th Street west of Beaumont Avenue.

On January 13, 2021, at 4:00 PM, Walker Consultants attended a virtual meeting with the City of Beaumont's Economic Development Committee.

Summary of Key Findings from Stakeholder Outreach

A key comment that was submitted by the public in regard to the availability of parking that was observed in the study area, is that while parking spaces are available throughout downtown, there are localized parking availability issues at the individual parcel level that business owners often encounter. One of the issues that spurred the effort for the City to analyze parking in the downtown in the first place, is the fact that many parcels in the downtown do not have the adequate size to meet existing parking requirements.

One such example, is that of the owner of a restaurant located near 6th Street and Euclid Avenue. In a conference call with Walker, the owner of this establishment made the following points that are immediately relevant to Walker's current engagement for the City of Beaumont.

The owner of the restaurant noted that in the process of securing the lease for the property, his understanding was that the parking lot nearest to his restaurant would be available for use by his employees and customers as part of his lease, but this was not correct and soon it was up to him to identify and lease parking spaces for use by his employees and customers.

The main issue that the business owner has encountered is the availability and ownership of parking adequate to serve businesses was unclear.

- The confusion came despite language in the City of Beaumont Municipal Code 17.05.080 - Shared and remote parking, that requires the city to play an active role in preparing a covenant for shared parking.
- To mitigate the resulting confusion and lack of adequate parking, the business owner has accelerated plans to buy additional property so that he may provide enough parking for his business.

When asked if he sees a solution to the issue that he encountered, the business owner noted that parking availability and issues facing businesses in the downtown are sufficiently complex as to require greater guidance from the City, particularly at the time when businesses seek to identify locations, begin getting permits and start operating. In reviewing the parking requirements for downtown, Walker will take into account instances where businesses do not or cannot meet parking requirements on site and provide recommendations that both meet the needs of the businesses and fit the vision that the City has detailed in the General Plan for the downtown area.

Lastly, in developing parking requirements that fit the vision of a multimodal approach to downtown, the owner of the restaurant noted that one of the main issues along 6th Street is the speed at which vehicles currently travel, and that there are few crosswalks around to support pedestrians.

Better pedestrian connections increase the effective supply of parking serving nearly every business because parking availability is a function of walking distances. In this regard, to create a more pedestrian friendly environment, one that could help local businesses, the business owner commented that improving pedestrian connections and slowing vehicles speeds down may help support the vision for downtown of fostering economic development and creating a more vibrant and dynamic downtown.

02

Downtown District Parking Requirements

Introduction

A supporting task of the development of the PMMP is the development of parking requirements for the Downtown Area. The objectives of the Downtown District Parking Requirements task are:

To align parking requirements with the vision for the downtown area as described in the General Plan which says:

"Downtown is a vital anchor of the community, housing many civic and historical buildings and a diverse mix of uses. The City understands the importance of coordinating investments and land use planning decisions to support the redevelopment of Downtown. The City will implement strategies to reduce existing vacancies and promote a mix of active uses and a variety of retail and housing. Downtown development will encourage human scale design that supports pedestrian activity, including an improved pedestrian experience, multi-modal streets, and adequate density to create a sense of place."

To support a parking strategy that allows for the strategic focus of development in the Downtown centered around the infill of

"vacant and underutilized lots to foster compact development patterns, create walkable communities, and preserve the natural environment and critical environmental areas." more equitable multi-modal system in the downtown area, not only serving motorists.

Task Understanding and Assumptions

Walker's recommendations for parking requirements for the Downtown Area are informed by its understanding of three interrelated components. The components are:

1. The Downtown Area Plan as presented in City of Beaumont, Public Draft Beaumont General Plan, August 21, 2020
2. Guidance received from the City of Beaumont; and
3. The current conditions and community engagement findings of the Task 3 Report

After summarizing Walker's understanding of these three components, this introductory section summarizes the assumptions Walker used in developing its parking requirement recommendations for the City.

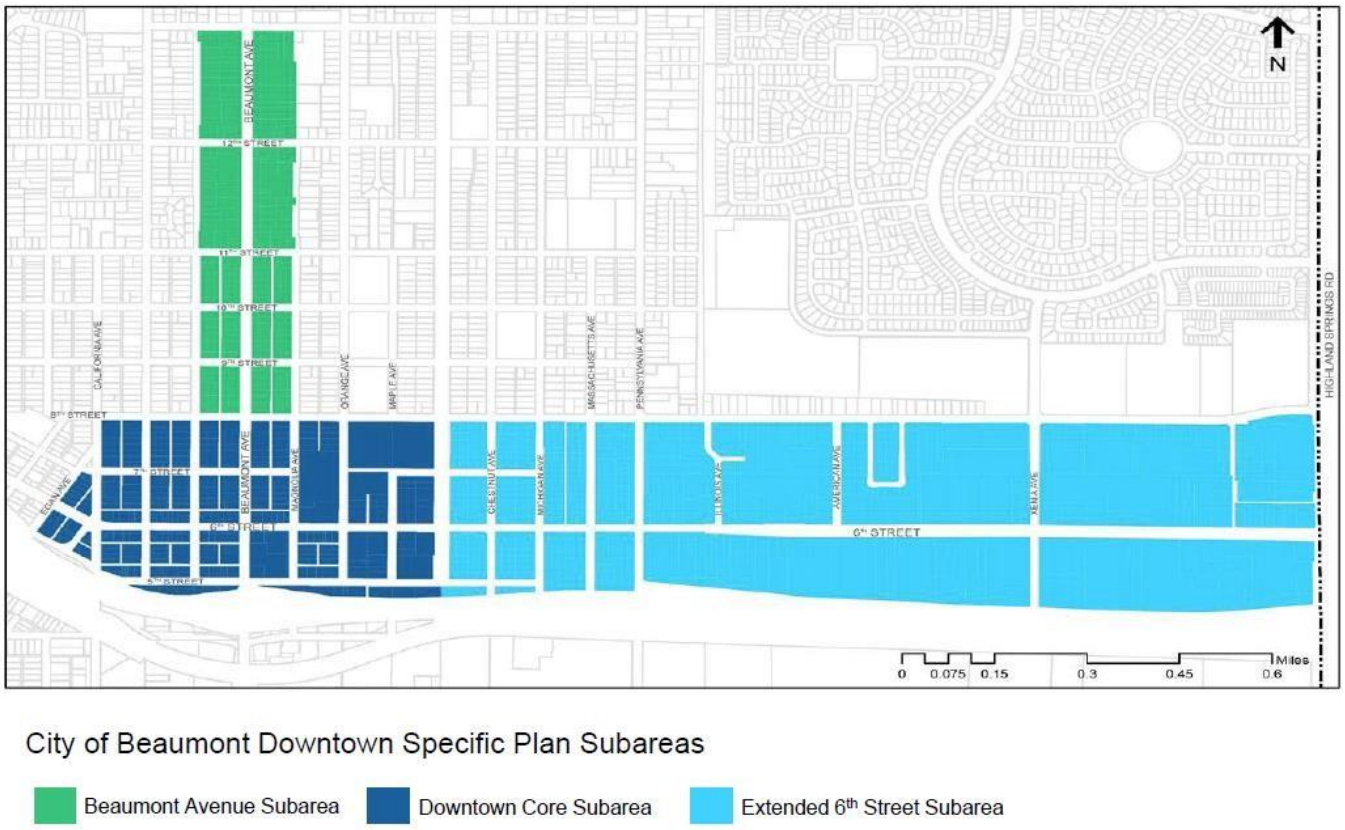
Downtown Area Plan

The Downtown Area Plan is presented as Chapter 11 of the City of Beaumont Public Draft General Plan. The Downtown Area Plan serves as a "stand-alone chapter of the General Plan" that is meant to be consistent with the General Plan.

The Downtown Area Plan defines the Downtown Area as an approximately 48-blocks. The Downtown Area has three districts: the Beaumont Avenue District, the Downtown District, and the Extended Sixth Street District

Figure 5, below, illustrates the Downtown Area and its three districts.

Figure 5: City of Beaumont Downtown Specific Plan Areas



Source: City of Beaumont, 2020

Downtown Specific Plan Areas and Land Uses

The Downtown Area has seven categories of land uses, three of which are residential, two are commercial, one is mixed use and residential, and one public. The following table summarizes the seven land uses in the Downtown Area by district.

Table 15: Downtown Area Land Uses District

LAND USE	BEAUMONT AVENUE DISTRICT	DOWNTOWN DISTRICT	EXTENDED SIXTH STREET DISTRICT
Downtown Residential Single Family	✓		✓
Downtown Mixed Residential		✓	✓
Downtown Residential Multifamily			✓
Mixed Use*	✓	✓	✓
Mixed Use Residential			✓
Local Commercial			✓
Public Facilities		✓	✓

* Active ground uses required in Downtown District
Source: City of Beaumont, 2020

Figure 6, on the following page, illustrates the seven land uses by district.

Parking and the Downtown Area Plan

The Downtown Area Plan visualizes an urban village concept as the overarching concept for the Downtown Area. This concept is at the heart of three guiding principles that the Downtown Plan prioritizes. Those three principles are:

- Creating a robust Downtown Area that is the anchor of the City of Beaumont as a community. The Downtown Area will provide a "sense of place" that reflects the City's history and values.
- Improving retail corridors that will provide attractive opportunities for the redevelopment and development of retail establishments in the Downtown Area as well as the development of a diverse range of housing types.
- Pursing an infill strategy that focuses on properties that are vacant or underutilized so that those properties may be developing in a way that supports the Downtown Plan's vision of an urban village.

This concept is reflected in the plan's mandate for a "Complete Streets" circulation system that emphasizes pedestrian mobility. This mandate, coupled with zoning elements that limit the heights of structures, present challenges for parking as the City's plan unfolds.

Presently, parking in the Downtown Area is generally provided by privately owned surface lots, one public lot located at 600 East 6th Street, that is adjacent to the Civic Center. The Downtown Area is also served by on street parking spaces fronting residences and businesses. While on street parking adjacent to businesses is regulated, the parking in front of residences is not.

To avoid conditions that lead to too much vehicular traffic and either too much or not enough parking, the Downtown Plan lays out seven concepts for "right sizing" the parking in the Downtown Area over time. Those concepts include:

Park Once – The development of "centralized parking areas" will allow patrons of the Downtown Area to enjoy their visits as pedestrians and/or users of alternate means of mobility.

Shared Parking – The development of parking spaces and facilities that can accommodate more than one land use will allow for the more efficient use of parking and potentially reduce the need to develop additional facilities.

In-Lieu Parking Fees – A program that would allow developers to pay fees that would support "the development of a common parking facility" that would serve multiple land uses and support the park once concept.

Parking Management Strategies – A combination of policies that would work in concert to manage parking demand in the Downtown Area. The policies could potentially include time restrictions and demand-based paid parking. The City considers this concept an alternative that might be explored as the Downtown Area is built out.

Public-Private Partnerships – The City would collaborate with business owners and developers to develop parking facilities that would provide public parking. The facilities would be privately finance, developed, and operated. The City considers this concept an alternative that might be explored as the Downtown Area is built out.

Reduced Parking Requirements – This concept would reduce the number of required parking spaces in the Downtown Area as it is better served by mass transit. Improved transit service would allow employers to provide incentives for employees to not drive single occupancy vehicles (SOVs) to work.

Biking Equals Business Programs – Businesses would provide resources including bicycle parking, corrals, and lockers to encourage patrons and employees to cycle to the Downtown Area rather than drive. Participating businesses may qualify for a reduced parking requirement.

Figure 6: City of Beaumont Downtown Districts Land Use

Source: City of Beaumont, 2020

Guidance Received from the City of Beaumont

The City of Beaumont has communicated to Walker that developers and businesses must currently overcome complex challenges in fulfilling parking requirements in the Downtown Area. Properties that are being redeveloped for either the same land use or a change of land use do not always have sufficient existing parking spaces to meet the parking requirement. While the City's current Code of Ordinances does allow for shared parking, the City would like to know how changes to the ordinance would allow for increased opportunities for shared parking. The City believes that such changes would make its infill strategy more effective immediately, in the midterm, and in the long term.

The City has consistently communicated that enhanced opportunities for shared parking in the near term is a priority.

Current Conditions and Community Engagement

In December 2020. Walker submitted the draft report of its findings for the current parking conditions and community engagement tasks of this project.

Summary of Current Conditions

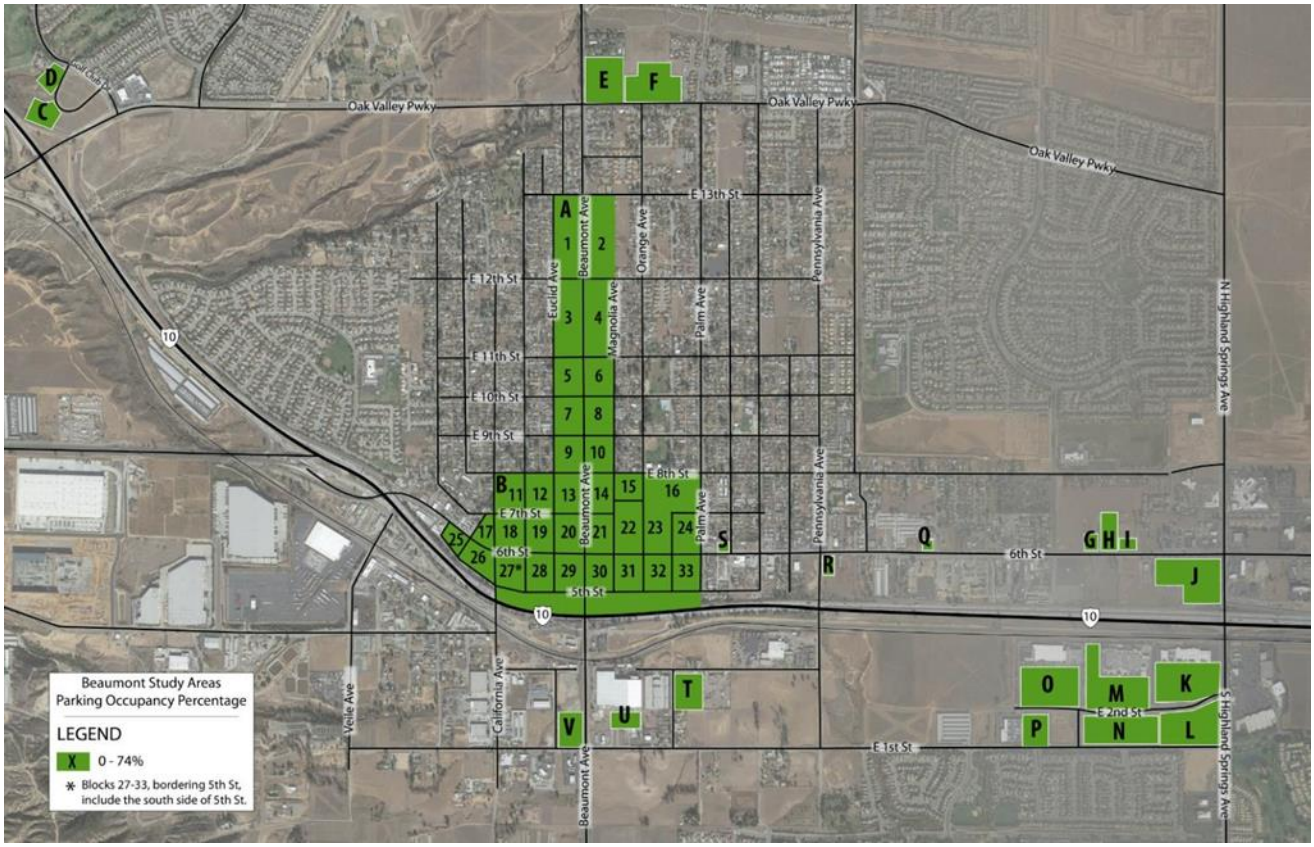
Briefly, two of the three Downtown Districts we study area were found to have a parking surplus in every subarea under study.

- The Beaumont Avenue District had a parking surplus of nearly **900 spaces**.
- The Downtown District had a parking surplus of slightly more than **1,500 spaces**.

Walker's rough projection is that these spaces represent roughly forty (40) acres of unused parking spaces where we surveyed. While some of these spaces were on street, most were in off street parking lots.

The overall findings were clear. Ample parking generally exists throughout the City, with a few localized exceptions. Parking data was collected during reasonably busy days in mid-August 2020 although some, though not major, impacts of COVID-19 could be expected. However, even accounting for COVID-19 issues, the number of available parking spaces was significantly large as to suggest that in most cases current parking requirements are generous.

Figure 7: Peak Parking Demand, City of Beaumont California, 2020



Source: Walker Consultants, 2020

In the Downtown District, despite a large number of available parking spaces, some individual parcels may have inadequate parking on their sites for their current use, or to change to a use that could generate greater parking demand.

Although parking surpluses were not uniform across study areas, overall, the abundance of parking availability suggested an opportunity to share parking between businesses, particularly in the Downtown District, where some parcels or properties may have a surplus of parking while for others parking is insufficient.

Summary of Community Engagement Key Findings

Walker's engagement with members of the Beaumont community revealed that while parking spaces are available throughout downtown, there are localized parking availability issues at the individual parcel level that business owners often encounter. One of the issues that spurred the effort for the City to analyze parking in the downtown in the first place, is the fact that many parcels in the downtown do not have the adequate size to meet existing parking requirements.

A restaurant owner's experiences provided information that was consistent with the City's guidance. Despite language in the City of Beaumont Code of Ordinances 17.05.080 which suggested an active city role in preparing shared parking agreements, it was the complexities and lack of clarity regarding private ownership arrangements of parking in the area which led to the restaurant owner to cobble together an appropriate parking arrangement. Parking spaces had to be leased from nearby properties but those spaces were not fully delineated. Other nearby spaces that customers and employees could theoretically use were in fact challenging to access the street in a stretch of 6th Street without traffic lights, stop signs or painted crosswalks.

As a consequence, the owner has initiated the process of buying property to accommodate a possible expansion of the business and to ensure access to adequate parking. This is the kind of onerous and/or costly effort that could hinder economic development for other businesses and property owners.

Conclusion

Based upon its analysis of the current conditions and information received from community engagement, it is Walker's conclusion that generally the existing parking requirements are not conducive to the vision for the Downtown Area and that the mechanism for using shared parking to provide adequate parking merits refinement.

Assumptions

Walker's recommendations for the Downtown Area's parking requirements are based upon the following assumptions.

Design Day

The purpose of the parking requirements is to establish supply recommendations that will allow land uses within the Downtown Area to accommodate the parking demand of a typically busy day and to ameliorate the possibility of parking spilling over to other land uses.

Walker assumes that on Special Event days, when the City may experience higher than typical parking demand, that the City will activate a Special Events Parking Management Plan. Higher than typical parking demand days will likely include national holidays such as the Fourth of July, and local civic events including the annual Cherry Festival and the Christmas Parade. Providing physical parking spaces to accommodate demand on these few days is not desirable, practical nor recommended.

Implementation of the Parking Management Master Plan

Walker's recommended parking requirements for the Downtown Area are designed to facilitate the goals of the Parking Management Master Plan (PMMP). The application of the parking requirements will enable the City of Beaumont to right size the parking supply in the Downtown Area.

In turn, the PMMP will enable the City to manage that supply efficiently. Providing parking adequate for business to thrive and to achieve civic goals is not just about a quantified number of physical parking spaces. Proper management and enforcement of those spaces is equally important to provide the public with access.

The following elements will be especially necessary for the parking supply to support the planning goals for the Downtown Area.

- A strategic effort to maximize the pool of public parking that is available for sharing. This pool should include on-street parking spaces as well as publicly and privately owned off-street spaces. This effort should include:
    - Developing and enforcing time limits for on street and publicly owned parking spaces that, at a minimum, will facilitate the use of on street spaces and conveniently positioned off street spaces by visitors, patrons, clients, and customers of businesses, retail establishments, and restaurants in the Downtown Area.
- A regularly scheduled quantification of the City's publicly available parking supply (number of spaces and occupancy) to determine the number of parking spaces in the supply and the number of spaces that are available during typically busy times.
- A mechanism by which at least a portion of the existing supply of private or reserved parking spaces can and will be made available for broader use by the public, where and when public parking in those locations is identified as being inadequate.
    - Private owners who make their parking spaces available to the broader parking public should be compensated by the City, in recognition of the value of those spaces and the cost effectiveness of not needing to construct new parking spaces. This can be a "win-win" arrangement for all involved.
- A requirement for a significant portion of new, privately-owned parking within the study area to be made available for use as part of the public supply, when constructed, if determined beneficial.
    - As part of this requirement, new parking, when constructed may provide signage.
    - Signage must be consistent with requirements of the City to communicate the availability of parking available to some or all portions of the public.
- An occupancy threshold for each parking location which, when exceeded, will trigger consideration of implementation of greater regulations and parking management, potentially including paid parking if or when parking demand reaches levels to necessitate paid parking.
- The full implementation of the following policies outlined in the Downtown Area Plan.
    - 11.1.6 Discourage or prohibit uses that are not appropriate for the pedestrian orientation or the vibrancy and liveliness of the downtown.
    - 11.3.1 Create a street environment that is comfortable and inviting for pedestrians including wide sidewalks, landscaping, street furniture, streetlights, etc.
    - 11.3.3 Improve existing streets with a diversity of street furnishings including benches, directional signage, bollards, bicycle parking, and trash receptacles.

- 11.4.4 Develop appropriate signage standards that complement a pedestrian oriented environment.
- 11.4.6 Create an incentive program to remove and replace legal non-conforming signs.
- 11.8.1 Protect the existing grid street system and implement Downtown Street designs.
- 11.8.2 Adopt traffic calming measures to improve the pedestrian environment.
- 11.8.3 Implement the concepts of Complete Streets, balancing the needs of automobiles, cyclist, pedestrians, and transit as appropriate.
- 11.8.4 Implement road diet on Sixth Street to reduce traffic speeds and thus create a safer, more pedestrian oriented streetscape.
- 11.8.5 Install bulb-outs to “choke” down street widths at key intersections and street segments to slow traffic and enhance pedestrian safety.
- 11.8.6 Ensure sidewalks are provided on both sides of all streets, with wider sidewalks in retail areas, and replace and repair missing sidewalks.
- 11.8.7 Provide better and more frequent pedestrian crosswalks, with special priority treatments such as bulb-outs, elevated crosswalks, in-pavement markers or texture, or high-visibility crosswalks in areas with high levels of pedestrian activity.
- 11.8.8 Enhance and protect the utility of the alley network in Downtown, especially in the Downtown Core district.
- 11.8.9 Maximize the use of alleys and rear building entries to provide access and reduce congestion on the street system.
- 11.8.10 Create pedestrian linkages throughout the Downtown Core district (e.g., alleys, sidewalks, and paseos).
- 11.8.11 Implement a safe, complete, and well-connected bicycle network.
- 11.8.12 Ensure an adequate supply of parking in the Downtown Core district without compromising the vision for a walkable downtown.
- 11.8.13 Implement median parking on Sixth Street between Beaumont Avenue and Palm Avenue.
- 11.8.14 Establish standards for bicycle parking for all development.

Alternative Means of Transportation to Downtown Area

The recommended parking requirements for the Downtown Area assume that mass transit lines serving the City of Beaumont will not experience sufficient growth in fleet size so that existing lines of service will have headway times of under 15 minutes during intervals of peak service on weekdays and weekends.

Parking as a Service

During this engagement, the City has consistently demonstrated a lean forward approach to parking that treats parking as a service that enables land uses to meet larger goals for the ongoing development of local businesses and housing.

Parking Requirement Recommendations

This section of the report details Walker's parking requirement recommendations for the Downtown Area. The recommendations fall into three areas.

A. Parking requirements for land uses Recommended revisions to Table 17.05-1 Off Street Parking Requirements in Chapter 17.05 of the Code of Ordinances.

B. Shared parking A discussion of how the City's existing ordinance on shared and remote parking might be revised so that shared parking becomes a key means of fulfilling parking requirements in the Downtown Area. This discussion emphasizes how shared parking may help development in the near term.

C. In lieu parking A discussion of how an in-lieu parking program may benefit the Downtown Area in the intermediate and long term.

It is Walker's view that the shared parking recommendations combined with a parking in lieu fee option offer the City an opportunity to address contemporaneous concerns over the impact of parking requirements on development in the Downtown Area.

It is important to note that without minimum parking requirements, a parking in lieu fee policy cannot be implemented; parking in lieu fees must be based quantitatively both on a land use and the amount of that land use. There is an argument from an economic development standpoint to reduce significantly or eliminate minimum parking requirements. In recent years, some cities have begun to explore such a policy measure. A few have executed such a reduction or elimination.

However, in this section we recommend that all three of the policies above be used together. We argue that minimum parking requirements combined with a parking in lieu fee provides developers with needed flexibility in the face of minimum parking requirements while it provides the city the ability to fund and manage its parking and transportation policies. Finally, shared parking allows the city to use a pool of publicly available parking as efficiently as possible for the benefit of downtown businesses and city residents.

Parking Requirements for Land Uses

Review of Existing Parking Requirements

To develop Walker's recommendations for parking requirements for the Downtown Area, Walker performed a review of the existing requirements. Those requirements are set forth in Chapter 17.05.040 of the City's Code of Ordinances.[2] Each requirement was analyzed within the context of Walker's understanding of the Downtown Area Plan, guidance received from the City of Beaumont, the current parking conditions as observed in August 2020, and the information received during Walker's community engagement activities.

Additionally, the analysis of the existing parking requirements for the City was informed by recent and ongoing public and private sector projects in other municipalities in Southern California and across the country. Broadly, while the parking demand patterns may vary greatly, and while the projects address different sets of issues, an increasingly common theme linking a growing number of projects is that minimum parking requirements often lead to the construction of more parking than is needed or than is beneficial, and the economic impact on development and construction that occurs when excess parking spaces are required.

Concurrently, the City's parking requirements were compared to the base parking ratios of the current version of the Shared Parking Model (SPM) that was jointly developed by the Urban Land Institute, the International Council of Shopping Centers, and the National Parking Association. The SPM is the standard tool used by planning, development, and parking professionals to develop recommendations for parking for over 43 land uses.

Moreover, evaluation of existing provisions that allow the use of compact spaces to fulfill a land use's parking requirement reflect Walker's experience that the wide use of compact spaces can undermine the operational effectiveness of a parking facility.

2 https://library.municode.com/ca/beaumont/codes/code_of_ordinances?nodeId=TIT17ZO_CH17.05OREPALOST_17.05.040PARELAUS, accessed December 31, 2020

Findings

Walker's review of the City's existing parking requirements revealed the following. Currently, the City's parking requirements are divided among twenty-two (22) land uses in three categories.

- Residential (five land uses),
  - Single family residential units, including accessory dwelling units (ADUs)
  - Attached single family units and duplex units
  - Multi-Family
  - Multiple-Family
  - Motels/Boarding houses
- Commercial (thirteen land uses),
  - Assembly uses
  - Banks and financial Institutions
  - Bars and nightclubs
  - Churches and other religious institutions
  - Cinemas
  - Day care and day care centers
  - Gasoline service centers
  - Retail uses
  - Professional offices other than medical
  - Medical and dental offices
  - Restaurants, Fast Food
  - Restaurants, Sit-Down
  - Trade or business school
- Manufacturing (four land uses)
  - General manufacturing
  - Office, accessory to manufacturing use
  - Trucking and truck terminals
  - Warehousing.

Residential Land Uses

Three of the five types of residential land uses require at least one covered space. The two that do not require covered parking are multi-family (efficiency/1-bedroom units) and motels/boarding houses.

Cohabitation and guest parking for multi-family and multiple family appears to be "baked in" to the parking requirement as each bedroom has a requirement greater than one for each bedroom. However, no specific provision is made for guest parking.

Compact spaces may not be used to meet the parking requirement for any residence.

Commercial Land Uses

Religious institutions and cinemas have a higher parking requirement than assemblies. However, churches and assemblies have the same parking requirement based upon square footage if seats are not permanent.

Day care and day care centers have a parking requirement based upon total enrollment of children. The requirement does not account for other types of day care facilities (such as seniors) nor alternating schedules among groups of children. While the current requirement may help to address intervals of high parking demand during drop off and pick up, the requirement overall assumes a continuous presence of all students.

Fast Food and Sit-Down restaurants have the same base parking requirement. However, the former has a lower threshold for using compact spaces to satisfy the parking requirement.

Compact spaces may not be used to fulfill any part of the parking requirement for day care/day care centers and trade or business schools. For other land uses, compact spaces may be used for a percentage of the total requirement if more than twenty regular/standard spaces are provided.

Recommendations

The following table summarizes Walker's recommendations for the Downtown Area's parking requirements.

Table 16: Recommended Minimum Parking Requirements for the Downtown Area

Land Use	Current Requirement*	Note	Walker Recommendations*	Note
Residential				
Single-Family Residential Units	2 enclosed spaces per unit	†	No change	
Attached Single Family and Duplex Units	2 enclosed spaces per unit		No change	
Multi-Family (efficiency/1-bedroom units)	1.25 spaces per unit	††	1.1 spaces per unit	
Multiple-Family (2 or more bedrooms/unit)	2.5 spaces per unit.	‡	2 spaces per unit	
Motels/Boarding Houses	1 space for each sleeping unit. 1 space per guest room or unit; plus other spaces as required for auxiliary uses such as banquet facilities, bars, and restaurants		1.15 spaces/key + 7.67/ksf restaurant and banquet space	
Commercial				
Assembly Use	1 space per 4 permanent seats. Where temporary seats are used, 1 space per 20 sf of assembly area.	a	0.75 to 0.90 spaces per 3 seats	b
Banks/Financial Institutions	1 space per 200 sf	a		b
Bars and Nightclubs	1 space per 75 sf; plus 1 space per 2 employees on the largest shift	a		b
Churches and Other Religious Institutions	1 space per 3 fixed seats. Where no fixed seats are provided, 1 per 20 square feet of assembly area.	a	1 space per 4 fixed seats	b

Cinema	1 space per 3 seats.	a	0.75 to 0.90 spaces per 3 seats	b
Day Care • Day care center	1 space for every 7 children	b	3.75 spaces per ksf	b
Gasoline Service Stations	1 space per 200 sf; plus 1 space per service, bay; plus any additional spaces, required for accessory uses such as retail or food service	b, c	0.75 spaces per 200 sf plus 1 space per bay	b
Retail Uses	1 space per 200 sf	b,d	0.75 spaces per 200 sf	
Professional Offices, other than medical	1 space per 200 sf	b, c	No change	
Medical and Dental Offices	1 space per 250 sf	a	0.9 spaces per 250 sf	
Restaurants, Fast Food	1 space per 100 sf, 10 spaces minimum. Plus, minimum space to stack 8 cars if drive through offered.	a		
Restaurants, Sit-Down	1 space per 100 sf, 10 spaces minimum.	e		
Trade or business school	1 space per 50 sf of gross classroom area			
Manufacturing				
General Manufacturing	1 space per 500 sf	b, c	No change	
Office, accessory to manufacturing use	1 space per 250 sf of office space.	a	No change	b
Trucking and Truck Terminals	1 space per 1,000 sf within any building.	f	No change	
Warehousing	1 space per 1,000 sf	b, c	No change	

Notes:

* All square footage are for gross floor area (GFA)

† Accessory units that are rentals must provide 2 spaces, of which one shall be enclosed.

†† Spaces may be uncovered.

‡ At least 1 space must be covered.

a. Compact spaces allowed — up to 10% if more than 20 spaces provided.

b. Compact spaces allowed — none.

c. Truck spaces — 1 space required for each vehicle operating from site.

d. Truck spaces — per requirements for delivery and service.

e. Compact spaces allowed — up to 25% if more than 20 spaces provided.

f. Truck spaces — loading requirements.

Source: Walker Consultants, 2020

Compact Spaces

Walker recommends that compact spaces not be allowed to fulfill parking requirements in the Downtown Area. In Walker's experience, compact spaces can undermine the operational effectiveness of a parking facility. For example, a motorist mis parking in a compact space could lead to a domino effect that sees subsequently parked vehicles occupying more than one space.

Parking in Lieu Fee Program

Proceeds from a parking in lieu fee program will be deposited into a designated parking and transportation fund, which may directed to enhance parking or other transportation access to the area/district through measures including but not limited to the following:

A. The leasing of privately owned parking spaces for use by employees and the general public;

B. Free transit passes for downtown employees;

C. Signage, striping and enforcement of on-street parking spaces around downtown in general and the locations of the intensification of land uses and new development in particular;

D. The construction of (most likely) surface parking spaces for use by the public and business employees;

E. Pedestrian enhancements including:

i. crosswalks to make downtown more accessible for pedestrians and to effectively increase the number of parking spaces accessible to businesses;

ii. Sidewalk improvements such as landscaping, signage or widening;

iii. Traffic calming measures.

F. Bicycle improvements such as high-quality bicycle parking apparatus;

Shared Parking Recommendations

The parking requirements discussed above are intended to compliment Walker's key recommendation for the Downtown Area's parking requirements – the use of shared parking as a preferred means for fulfilling a land use's parking requirement.

The following section addresses the core questions: What is shared parking? And how shared parking will support the development of the Downtown Area in the near, intermediate, and long term?

Shared parking is the use of a supply of parking spaces to serve two or more land uses without conflict or encroachment. Shared parking is desirable and efficient because different land uses can experience complementary ebbs and flows of parking demand. Take for example a surface lot that primarily serves an office building and financial institutions during the week when those land uses are busiest. The lot can also serve adjacent restaurants and retail establishments during the evening and weekends, when such land uses are typically busier. Or consider a multi-residential development that shares parking with a retail establishment. During the day, the development may have guest parking spaces to spare during the day that the store's customers can use. At night, those parking spaces can be used by residents' guests.

Typically, the mechanism for formally sharing parking is an agreement among the parties that own the parking spaces being shared and the establishments that will use them and the approving governmental authority.

Shared parking can take the form of many types of agreements, including:

- Public parking for use by private entities
- Private lease/sale to public entities
- Private lease/sale to other private entities
- Joint development of parking facilities for use by multiple land uses
- Private entity funds public parking
- Single spaces permitted for multiple uses

Benefits of Shared Parking

In many disciplines including planning, economic development, and transportation, the significant benefits of shared parking have increasingly been identified as a powerful and effective tool to serve the collective public good. The benefits of shared parking include:

- More efficient use of a parking supply so that a commercial district has more businesses and destinations, and less asphalt, devoted solely to vehicle storage rather than more productive uses.
- Facilitation of thriving business districts based on the quality and number of businesses first, not based on an overabundance of parking spaces. No area seeking to be a destination of place with a sense of place seeks to center its identity around parking lots.
- Facilitation of redevelopment of existing properties.
- Reduced construction costs for the development of new businesses.
- Development and new businesses through reduced development costs
- Where there is a fee for parking, sharing parking makes each parking space more efficient (sitting empty fewer hours of the day) and potentially generating more revenue

Shared Parking and the Downtown Area Plan

Because shared parking enables more efficient use of land and flexibility in fulfilling parking requirements, Walker recommends the expanded use of shared parking to fulfill parking requirements in the Downtown Area, which will support the guiding principles of the Downtown Area Plan.

Specifically, because shared parking will facilitate landowners', businesses', and developers' opportunities to fulfill parking requirements without necessarily building parking spaces, Walker's proposed expanded use of shared parking directly supports the Downtown Area Plan's goal to "right size" parking as part of an urban village that encourages alternate means of mobility such as walking and bicycling.

Shared Parking Recommendation

Parking is a major contributor to the cost of developing a parcel and opening a business. It is expensive to build and drives up construction and land costs, which in various forms can be passed on to businesses. The number of parking spaces located within downtown Beaumont is, based on surveys and discussions with public officials, materially greater than the number of cars that currently park in the area each day. An oversupply of parking is a problem in that it increases distances between businesses and destinations in Downtown Beaumont, disincentivizing the use of modes of transportation such as transit, walking, and biking, and incentivizing people to drive more, increasing the need for even more parking, and space for fewer businesses.

To address these issues Walker recommends the creation of the following:

1. Designation of a Pool of Publicly Available Parking. The City will identify and establish an appropriate Pool of Publicly Available Parking, anticipated to consist of:

   A. On-street parking

   B. Private parking, to the extent that owners agree to make their parking available to the city for public and/or employee parking for compensation. A sample shared parking agreement is attached as an example.

   C. Additional public parking, which can be added to the Pool of Publicly Available Parking by City Council Ordinance.

2. Private parking spaces to be made available to the Public Parking Pool. To the extent that the need for additional parking spaces available to the public beyond the available public supply is identified to serve the downtown area for businesses or otherwise, owners of private parking spaces serving commercial uses may make those spaces in available in privately owned parking facilities for general public or district employee parking during off-peak hours for the parking facility and primary land use that it is serving. Use of these parking spaces by the public shall not be considered a lack of compliance with city regulations regarding minimum parking requirements.

   A. For peak times for the land use, reasonable efforts shall be made by the owner and the city to ensure available parking spaces can be accessed by the public, including facilitating parking space usage through signage.

   B. Responsibility for the cost of operating and maintaining the lot and signage to communicate the availability of parking spaces to the public will be determined through an agreement between the City and the parking owner. Said signage shall be reasonably consistent with the parking program and policies of the city's public parking operation serving downtown Beaumont.

3. Monitoring of the Pool of Publicly Available Parking. Biannually the City or its designee shall conduct parking occupancy counts of the parking spaces contained in the Pool of Publicly Available Parking as defined in Section 2, every two hours, from 10:00 am to 8:00 pm on one typically busy weekday and one typically busy Saturday, or a time as designated appropriate by City staff, to quantify typically busy parking availability conditions within the Pool.

4. Managing parking demand within the Parking Pool. If designated parking facilities and locations[3] for parking within the public parking pool are found to exceed 85% occupancy for at least three intervals during the two days of parking occupancy counts defined above, an additional set of occupancy counts at the locations exceeding 85% will be undertaken. If the locations are again found to experience in excess of 85% occupancy the City shall actively explore the need and viability of paid parking for the spaces at the identified location (parking facility or block face) for parking management purposes, to allocate parking demand more evenly throughout parking locations and achieving a level at which approximately 10% - 20% of spaces will be available in busy locations during typically busy periods for public parking.

5. The Downtown Parking and Transportation Fund (DPTF). A DPTF may be created as a special fund of the City. All interest earned on moneys in the Fund shall be deposited into the Fund. All fees generated from parking in lieu fees, citations, public paid parking, if implemented in downtown Beaumont shall be deposited into a Parking and Transportation Fund, which shall be created and designated to fund operational and capital improvements to increase the availability of parking and transportation options for business, workers, customers, and others visiting downtown Beaumont.

6. Fee in lieu of providing a code-required parking space. In lieu of providing on-site parking spaces, the city will establish a fee equivalent to the cost of parking and similar access improvements. These fees shall be used as noted in the Parking In Lieu Fee section of this document.

7. Payment of the Parking In Lieu Fee shall entitle the payer to utilize parking spaces in the designated Pool of Publicly available parking to satisfy its parking requirements. Spaces shall not be reserved in a way that precludes parking availability to the general public but rather to ensure reasonable access for land uses in the downtown, as necessary. Parking shall be managed by the city using enforcement measures including time restrictions, citations for parking infractions and, should parking demand warrant, paid parking in high-parking demand locations, as necessary to ensure adequate parking availability within the Pool of Publicly Available Parking.

8. This in lieu fee shall be paid on an annual basis to the Downtown Parking and Transportation Fund. Money deposited into the Fund shall be used to cover expenses incurred by the City for the provision of parking and other forms of access, anticipated to include:

   A. The City's reasonable cost to lease private parking spaces and make parking available as part of the pool of public parking to businesses and others in need of parking in the District;

   B. The costs to provide signage for parking and pedestrians;

[3] The identified locations may be an individual parking facility (surface lot) or on-street parking (one block face)

C. Costs to construct, maintain and operate surface parking spaces for the public, including reserves to maintain the parking asset and parking technology in good condition for public use.

D. Costs of parking alternatives and enhancements including sidewalk and pedestrian improvements, bicycle parking, first-mile/last-mile services, and related mobility infrastructure, which effectively improve the public's access to the Downtown District.

9. The amount of the Fee shall be set based on a formula (Formula) that reflects the approximate annual costs and shall be adjusted on the first day of each calendar year for inflation according to the Consumer Price Index (CPI). The Formula shall be reviewed annually to ensure that all appropriate costs are considered in its determination and calculation.

10. Land uses that have a change of use resulting in a reduction to their parking requirement shall have a corresponding reduction in the amount they pay for their annual Parking Credit, beginning in the next full calendar year of their businesses operation.

11. For the purpose of cost effectively increasing the Pool of Available Public Parking, develop and implement a Downtown Parking (Lease) Program, as described in Appendix A of this document.

12. Mixed use development occurring on one parcel may take a reduction in its parking requirement per the current ordinance (17.08.100 – Reduction of required spaces). Walker's understanding is that the opportunity to take a reduction for shared parking is by right, but the amount of the reduction in shared parking is based on a CUP. We recommend that the City utilize consultants from an Expert Parking Bench to analyze and peer review the extent of reductions requested by businesses and developers.

In addition to the establishment of a pool of shared, publicly available parking Walker recommends that the City maintain its current code language facilitating shared parking on a site between two or more uses (17.05.080 - Shared and remote parking), but with the recognition that a parking study is different than the requirements of a traffic study (added in the underlined portion of this paragraph:

Special Study Required for Shared Parking. *Two or more uses may share parking facilities, subject to the approval of the Planning Director and the provisions of this section. A parking demand analysis for the uses proposed to share parking facilities shall be prepared. The parking demand analysis shall be prepared by a registered traffic engineer or other professional with expertise in the field. When such analysis demonstrates, to the satisfaction of the Director, that the uses have different peak parking requirements, then the parking space requirement may be reduced by the Director. In no event, however, shall the parking requirement be reduced below the highest peak parking requirement of the use demanding the most parking.*

In Lieu Parking Fee

A parking in-lieu fee typically provides developers with flexibility in parking requirements, emphasizes shared rather than reserved parking, and give cities on-going funding to help build and maintain public parking. A parking in-lieu fee provides developers with an alternative to the traditional method of satisfying minimum parking requirements. Developers have the option to pay an in-lieu fee on a per space basis to fully satisfy parking requirements. For example, if a site is required to provide 20 parking spaces, a developer can pay a per space fee to satisfy all or some of the requirement. The payment of a fee in-lieu of providing required parking spaces can be more cost effective from a construction and land cost perspective.

Some cities collect an in-lieu fee amount that is sufficient to build new parking. Others charge enough to operate or maintain existing parking spaces. Some cities base their fee on the cost and benefit of investing in infrastructure that reduces the need for parking, such as transit, pedestrian, and cycling improvements.

Parking in-lieu fees have two defining traits: one is the establishment of the amount of the fee, and the other is an outlined geographical area where the fee can be applied.

A parking in-lieu fee has the potential to address many policy objectives. These objectives include:

- Funding and construction of parking spaces to accommodate the parking and access required of new development, whether these spaces are new structured spaces or leased, private existing spaces. Typically, the assumption is that parking in-lieu fees can and should fully fund new structured spaces. The down cost of net new structured parking spaces, easily ranging from $25,000 to $30,000 per space excluding land costs, as well as a critical mass of development to generate sufficient funding to build an entire parking structure may at times present challenges to municipal governments;

- Flexibility for developers and business to satisfy parking requirements, flexibility provided by a fee in-lieu of providing a physical parking space can encourage economic development; and

- An emphasis on shared rather than reserved parking, which can result in fewer parking spaces in a commercial district serving more uses and, by extension, more destinations in the downtown.

Benefits of In Lieu Parking Programs

The benefits of a parking in lieu fee policy include the following:

- Fees may be used to fund the creation and availability of public parking spaces, and potentially other modes and transportation-related improvements ranging from bicycles, transit or pedestrian improvements that can increase the effective supply of parking or equivalent means of access to serve the area.
- Fees can improve the management of existing spaces to accommodate more people or to lease private parking spaces for use by the public if such a policy is found to be necessary or cost effective.
- Fees can serve as fair funding source for parking that has a clear nexus between the development that will generate new parking demand in the district and pay for the parking to accommodate the additional demand.
- Fees provide flexibility for developers in how to provide (and pay for) parking spaces.
- Fees provide flexibility with regard to a change of use (particularly for historic buildings). For example, if a retail space is changed to a restaurant use, additional in-lieu fees can be assessed for the increase in parking demand generated by the new use.
- Fees can promote shared parking, which should make parking spaces more efficient, thus lowering costs and the amount of land needed for vehicle storage.
- Fees can promote a “park once,” district in which customers can park one time to visit several destinations as opposed to having to move their cars between private parking lots after visiting one establishment.
- Fees can promote historic preservation - buildings that might otherwise face challenges or be unusable or unusable due to an inability to meet parking requirements may find it easier to find tenants.

In Lieu Parking Fees and the Downtown Area Plan

The Downtown Area Plan provides parking recommendations that include in-lieu parking fees that allow "developers to contribute fees toward the development of a common parking facility in lieu of providing on-site parking is an important tool to creating shared, park once locations. This strategy is recommended in Downtown (possibly near the City Hall). This can be an incentive for investment in Downtown."[4]

The Downtown Area Plan's "park one" concept could be substantially supported by an in-lieu parking fee program.

Challenges

- Significant unpredictability may arise due to
  - the time between the payment of in-lieu fees by a developer and the construction of parking,
  - the variations in the rate at which fees will accumulate, and
  - the availability of new public parking spaces or other methods of access.
- High in-lieu fees may discourage development or simply result in developers not selecting an in-lieu fee option.
  - Developers may balk at paying in-lieu parking fees if they perceive them as too high, defeating the purpose of a parking in-lieu program if developers choose to simply provide parking on site.
- Low in-lieu fees may not be sufficient to cover the capital and maintenance costs of new or existing parking spaces.
  - Additional sources of revenue may be needed to finance the parking system.
- Fewer on-site parking spaces may be less desirable to many developers than providing parking for their patrons or employees on site.
- The public parking spaces constructed by in-lieu fees are not reserved or guaranteed for specific uses.
  - When a business provides its own private parking, it may be easier to ensure that customers have spaces.

Recommendations

Currently, the City's Code of Ordinances does not have a provision for a parking in lieu fee program as a means to fulfill parking requirements in the City. Walker recommends that the City modify Chapter 17.05 of its Code of Ordinances by adding language that enables the City to establish an in lieu parking program in the Downtown Area.

[4] City of Beaumont, Public Draft Beaumont General Plan, August 21, 2020 page 283.

If the City envisions funds being used for projects related to the parking system other than the development of parking facilities, it may be necessary to work with the City Attorney to ensure that the appropriate terminology is used when revising the Code of Ordinances.

Examples of parking related projects in the Downtown Area that could be funded include:

- The construction of additional crosswalks, traffic calming and other pedestrian improvements
- The installation of additional street lights
- The installation of regulatory signage
    - The signage package would include speed limits, stop signs, and parking time limit signs
- The development and deployment of wayfinding signage that directs motorists to parking facilities
    - This option could include the installation of an Automated Parking Guidance System (APGS) that provides motorists guidance to the nearest parking facility with available spaces.
- Enforcement of time limits for both on and off-street parking spaces.
    - This option would effectively increase the amount of parking available in the Downtown Area S Regular, ongoing enforcement would encourage motorists to turn spaces over rather than to remain parked for extended periods of time.
    - The enforcement duties would be handled by a qualified private parking operations firm that has experience in the Southern California area.

Determining the Amount of the Parking In Lieu Fee

Parking in lieu fees for municipalities in California range from less than $5,000 to more than $70,000 per space, depending on a variety of policy considerations and methodologies for determination. Walker does not provide legal advice; the City's legal counsel should review and approve any language and amount of a parking in lieu fee. A parking in lieu fee is not a requirement but an alternative to building the required, physical parking space. For this reason, a "reasonable relationship" between the parking in lieu fee amount and what the city intends to provide in return for that fee is what is expected when establishing the fee.

One challenge when determining a parking in lieu fee is that if it is set too high, it becomes infeasible for developers or businesses to pay, and becomes an ineffective policy tool. If it is set too low, the fees cannot provide material funding. However, in the case of Downtown Beaumont, because the parking in lieu fee program is meant to provide developers and businesses with flexibility to open businesses, a lower parking in lieu fee is likely more beneficial to achieving policy goals than one set so high that few participate in the program. Further, it should be noted that without a critical mass of development capable of generating a requirement for perhaps hundreds of parking spaces, it is challenging for in lieu fees to fund significant capital projects. Should a large capital project in need of a significant city investment to fund a parking capital project, it is reasonable to expect that such an effort would occur through a development agreement or similar, and not through an existing program.

A specific calculation for the amount of a parking in lieu fee is not included in Walker's Scope of Services for this engagement. However, as part of our recommendation that the city implement such a fee we suggest that a range of $600 to $900 per required space annually or an upfront, one-time fee of $6,000 to $9,000. These fees can be seen as reasonable in terms of the cost to lease existing parking spaces or construct and maintain surface parking spaces. Further, as a policy tool and economic development measure, the lower amount could be applied to parking requirements triggered by a change of use of existing buildings while the higher amount could be used for new parking requirements triggered by new construction.

03

Parking Meter Pricing

Introduction

As the City of Beaumont plans for the future, important consideration must be given to parking management strategies that can help the City achieve its vision of creating a balanced and integrated mixed-use downtown area that functions as a place to work, live, shop, and gather. With a shift toward a more mixed-use district, downtown is likely to attract different users competing for the same on-street parking spaces. As such, the management of the parking supply in the downtown, both on- and off-street is critical.

Paid parking is an effective means of managing parking behavior to encourage turnover and maximize the parking supply. Parking management best practice dictates that in a commercial district like downtown, prime parking spaces should be regulated through short-term time limits so that these spaces are available for patrons of local businesses. Paid parking can work in tandem with time limits to ensure that the most convenient spaces are not occupied by long-term parkers, and thus that they remain available to customers and visitors of downtown businesses.

A secondary benefit of paid parking is revenue. While the purpose of parking meters should not be to generate revenue for revenue's sake, it is a byproduct of charging for parking. As such, revenue generated from meters can be used to fund additional parking assets and operations and/or pay for local improvements in the downtown, most effectively through a parking benefit district.

The following report analyzes potential parking meter pricing in Downtown Beaumont, strategies for improving utilization of off-street parking facilities, and opportunities for improved parking management.

Paid Parking in Downtown Beaumont Today

Currently, there is no paid parking in Downtown Beaumont. The city operates under a free parking system with time limits regulating the use of on-street spaces on certain blocks, mainly along 6th Street and Beaumont Avenue. Given the results of the current conditions analysis of this engagement, which saw ample parking availability throughout the downtown area, it is Walker's view that paid on-street parking in Downtown Beaumont is neither viable nor desirable at this time. A trait of successful parking meter districts is consistently high levels of parking demand resulting in a low available of parking spaces for the public; parking occupancy rates are high.

However, throughout the entire study area, the levels of observed parking occupancy were consistently low. For example, along the Beaumont Avenue Subarea, the highest observed occupancy on any given block was 45 percent (shown in Table 1). The second highest parking occupancy was 26 percent. Several blocks experienced peak occupancy of less than 10 percent. Similarly, in the Downtown Core Subarea peak observed occupancy on any given block was 52 percent (shown in Table 2). Most blocks in the Downtown Core Subarea experienced parking occupancy between 10 percent and 30 percent.

Table 17: Beaumont Avenue Subarea Peak Parking Occupancy by Block

LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
1	9	0	9	9%
2	3	2	5	2%
3	16	7	23	13%
4	15	7	22	9%
5	6	0	6	10%
6	10	13	23	25%
7	16	8	24	26%
8	19	19	38	45%
9	6	0	6	9%
10	11	0	11	20%
Area Totals	**111**	**56**	**167**	**14%**

Source: Walker Consultants, 2020

Table 18: Downtown Core Peak Parking Occupancy by Block

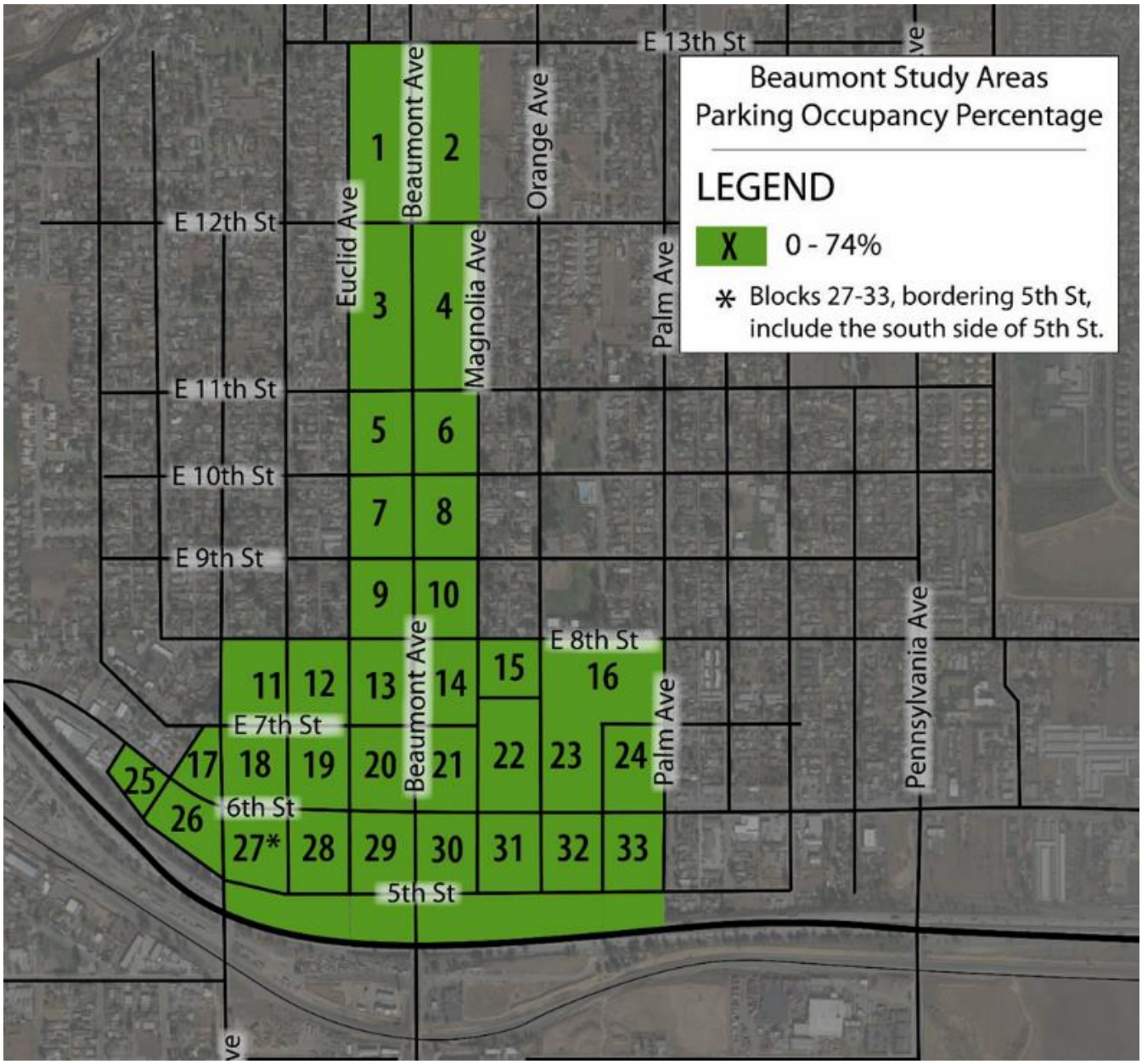
LOCATION	Occupancy			
Map Location	On Street	Off Street	Total	Percentage
11	12	11	23	21%
12	13	0	13	19%
13	4	46	50	27%
14	4	21	25	14%
15	9	0	9	23%
16	11	0	11	17%
17	6	1	7	15%
18	8	4	12	16%
19	20	1	21	22%
20	14	24	38	25%
21	17	36	53	42%
22	11	9	20	26%
23	3	28	31	18%
24	2	18	20	18%
25	23	20	43	52%
26	2	2	4	7%
27	6	25	31	29%
28	19	5	24	27%
29	14	55	69	32%

30	2	51	53	31%
31	13	14	27	36%
32	12	36	48	29%
33	2	16	18	17%
Area Totals	227	423	650	25%

Source: Walker Consultants, 2020

As shown in Figure 8, during the peak period all downtown showed much parking availability.

Figure 8: Downtown Peak Occupancy by Block



Source: Walker Consultants, 2020

Even in looking at the Civic Center parking lot, which is the only public parking lot owned by the City of Beaumont, the observed occupancy was below 25 percent during all occupancy counts.

- Weekday Daytime = 23% occupancy **(24 occupied spaces out of 104)**
- Weekday Evening = 14% occupancy **(15 occupied spaces out of 104)**
- Weekend Daytime = 12% occupancy **(12 occupied spaces out of 104)**
- Weekend Evening = 11% occupancy **(12 occupied spaces out of 104)**

Paid parking allocates a scarce resource. Because parking in Downtown Beaumont is not scarce, Walker does not advise implementing paid parking at this time; the low levels of parking occupancy do not demonstrate a need for paid parking, nor would the parking system cover the cost to implement, and thus would require funding from other sources to account for any gaps in recurring operating costs. Implemented under the appropriate conditions, paid parking improves customer access to businesses. However, under current parking demand conditions paid parking could result in customers being discouraged from frequenting businesses in the Area.

Though parking occupancy numbers do not quite warrant paid parking in Downtown Beaumont at this time, they could in the future as development in downtown ramps up. Prior to the implementation parking, there are more appropriate and effective strategies the City can employ as development comes online and the City aims to achieve its vision for downtown. These parking management and pricing strategies are presented in the following section.

Parking Management and Pricing Strategies for Downtown Beaumont

While the observed levels of occupancy are not sufficient to warrant a viable paid parking system at this time, as the demand in the Area gets busier there are steps that the City can take to move toward the vision of downtown as laid out in the Downtown Area Plan. The following strategies represent best practice parking management systems in downtown settings.

Strategy 1: On Street Parking Stall Striping

One of the steps the City can take immediately is to advance the formation of a formal public parking supply, especially in the downtown, by striping on-street parking stalls. The City has already begun creating a formal inventory of on-street spaces. Doing so allows for better tracking of the number of parking spaces that are available in the downtown, where they are available, and how they are being used. This information is important especially if the City considers moving toward the development a pool of publicly available parking in the downtown area.

Expansion of the number of parking stalls that are striped can help formalize the parking inventory that the City has in downtown Beaumont today. Along 6th Street there are already stall markings that establish a number of spaces on those blocks and in turn indicate to the general public where they may park (see Figure 9).

Figure 9: Striped On-Street Parking Stalls

Source: Google Earth Pro, 2021

Expanding stall striping to Beaumont Avenue will not only help drivers know where to park, but will get the public accustomed to parking within assigned spaces and recognizing the downtown parking supply, thus advancing the idea of a comprehensive and managed parking system.

Further, if the City reaches a point where it is viable to implement paid parking, the striped spaces will be in place to facilitate implementation.

Strategy 2: Optimize Use of Existing Off-Street Parking in the Downtown

Assemble a Pool of Public Parking

The City currently owns one public parking lot, located in the downtown area adjacent to the civic center. The highest rate of occupancy observed in the lot was 23 percent during the weekday day-time peak. This equates to 24 spaces occupied out of 104. While low levels of occupancy were observed throughout the downtown, the low levels of occupancy in the public lot provide an opportunity for the City to include the available spaces in this lot in a formal pool of public parking. This pool could serve to enable development in the downtown per the vision of the Downtown Area Plan.

Given the underutilization of the lot, as development around the civic center and throughout the downtown occurs, the City may consider allowing new businesses to satisfy their parking requirements by paying a fee in-lieu of providing new parking spaces. As discussed in the Task 4 report of the study (Downtown Parking Recommendations), a parking -in-lieu fee is recommended for the City as it moves towards its vision of downtown. Off-street parking spaces available to the public and on-street parking within downtown could be considered as part of the pool of public parking and made available to businesses to satisfy their parking requirements.

Monitor Use of the Parking Supply

With the implementation of a parking in-lieu fee, the City should also begin monitoring the pool of public parking supply to measure the adequacy of the public parking supply to meet the needs of downtown businesses, residents, visitors, and determine whether changes in parking are needed, whether by increased capacity or parking management strategies, to accommodate business. The City may not need to expand the supply of parking in the downtown, or require businesses to do so materially, until levels of parking demand warrant expansion and/or paid parking.

Regular monitoring of the parking supply would entail a more structured and methodical approach to monitoring parking utilization, both on and off street, which would then inform appropriate management strategies, decisions and opportunities for new businesses and development.

Identify and Implement Sufficient Public Parking Inventory for Downtown

In addition to the civic center lot, the City may consider options for leasing underutilized private off-street parking lots to increase the pool of public parking. These can be strategically dispersed throughout the downtown to provide access to different areas.

Walker has identified ample, existing off-street parking, with three quarters of the off-street parking spaces (1,541±) in the downtown area sitting empty during the busiest period surveyed. Even if just 20% of these spaces could be shared, they represent a supply of 308 spaces in the downtown area that could support thousands of square feet in new development and intensified land uses.

As new development comes online in the downtown, it is reasonable to expect that some new private parking supply will accompany it. Depending on the type of land uses for which the new parking supply is constructed, there may be opportunity for the sharing of the new private parking supply for broader use in the downtown. For example, if a new office building is developed with onsite parking, the City may be able to negotiate with the property owner to lease some of its parking in the evening or on weekends for public use when office demand is at its lowest and commercial retail, restaurant, and similar downtown uses are at their peak.

This type of collaboration and flexibility is a powerful tool for downtown placemaking, as less land and resources are spent on parking and more land can be dedicated to businesses and an attractive and cohesive downtown district.

Signage and Wayfinding of Public Parking

Along with the striping of on-street spaces, an enhanced signage and wayfinding plan would also facilitate the ability of existing parking spaces to serve the public and businesses. As development in the downtown ramps up, and parking occupancy levels rise concomitantly, signage and wayfinding can direct user groups to where they can and cannot park. Placing signs at key decision points where drivers can easily see them and follow them can be advantageous for the downtown area.

Having signage that has a consistent look across off-street public parking lots helps make parking areas easier to identify and locate. Wayfinding signage can also play a role in getting drivers from parking lots to key locations around the downtown. In turn, this strategy also works to support the “park once” philosophy the City seeks to achieve for the downtown district.

At the present time, static signage may suffice in helping downtown visitors and customers locate and identify public parking. Once downtown sees a steadier influx of visitors that require more guidance or changing conditions, an electronic signage package could be explored, including real time parking space availability displays if parking occupancy conditions become so busy that such an effort would benefit the driving public.

Strategy 3: Actively and Consistently Enforce Parking Regulations

Observed levels of parking demand have not reached a critical point in downtown Beaumont. With less than 52 percent occupancies observed at peak on any given block, parking is available within a reasonable walking distance of most destinations. While a review of parking enforcement is not part of this effort, the levels of occupancy indicate that time limit enforcement may not be a pressing issue at this time; if parking is always available, there is little need for enforcement. However, as development begins to occur and parking occupancy levels rise, the need for enforcement may become more important to monitor and manage the parking supply.

Adequate Number of Staff to Enforce Downtown Parking

Currently, parking enforcement is the responsibility of the Beaumont Police Department. It is recommended that once parking occupancy in the downtown reaches consistently high levels, that enforcement be sufficiently staffed to cover the downtown area parking supply with regularity. The goal of parking enforcement should not be to write as many tickets as possible, as that may frustrate visitors and patrons of downtown businesses. Rather the goal should be to encourage turnover of on-street parking spaces, or rather that (short-term) customers rather than (long-term) staff are the ones to park in the convenient street spaces.

Enforcement Technology

Under the current system, in which parking spaces in the downtown are time limited, parking enforcement requires time-intensive effort, especially if chalking and manual ticket writing practices are in place. Again, once parking demand conditions are such that frequent enforcement of public parking is required, the City should consider technological solutions that will help enforcement staff be more efficient if not already in place.

One efficiency measure is to upgrade parking enforcement staff with a license plate recognition (LPR) system, especially if free on-street parking and time limits are expected for some time.

Mobile license plate recognition technology has made the enforcement of time limits far more efficient and cost effective than manually “chalking” tires and revisiting parked cars every two hours. Mobile LPR utilizes vehicle-mounted cameras that read and record license plates as an enforcement vehicle is driven on roadways, surface lots, garages, etc. The LPR cameras use a series of algorithms to convert the photographic images of license plates into text data. System software then compares the plate numbers with previous enforcement session(s) and/or databases of paid or permitted license plates, to determine if the vehicle has overstayed the time limit in that location at that time.

Strategy 4: Turnover of On-Street Spaces

A best practice of parking management in the downtown is to have the most convenient on-street spaces serve short-term user groups. On-street parking along 6th Street and Beaumont Avenue in the downtown is currently regulated by time limits. Along 6th Street, there is a two-hour time limit from Magnolia Avenue to California Avenue. Along Beaumont Avenue, the time limit is also two hours, except on certain stretches where it is one hour. Limits on parking duration can increase parking turnover, so that more cars (and more customers) can use the same number of parking spaces, but they are only effective when enforcement is effective.

A challenge of regulating via time limits only is that employees of local businesses may simply move their cars every two hours from time limited blocks, thereby still occupying spaces that are meant for customers and visitors of downtown. This “two-hour dance” or “employee shuffle” is common in many business districts. Because the levels of parking occupancy that were observed throughout the downtown are not consistently high enough to make paid on-street parking a reasonable or viable option at this time, the City will need to optimize enforcement if issues of turnover become problematic.

By placing time limits on the most convenient on-street spaces the City is already prioritizing the short-term use of on-street spaces. Once demand for on-street parking reaches consistently high levels of utilization, the City may consider implementing paid parking as it is one of the most effective tools for managing demand.

Strategy 5: Implementation of Paid Parking in the Downtown Area

With a possible reduction of parking requirements for future development in the downtown, on-street parking will play an important role in supporting the local businesses operating in the downtown. Proper management of the public parking supply including on and off-street parking is important in ensuring that the future of Beaumont can achieve the vision for downtown as set forth in the Downtown Area Plan.

When the demand for parking is high enough to warrant the measure, the City can manage the turnover of parking spaces by putting a price on the time spent at a parking space, , and thus influence the availability of parking.

The key performance indicator as to when to implement paid parking is a lack of parking availability. A parking system typically implements paid parking when the time and frustration required to find an available parking space is greater than the one dollar or so per hour that may be charged to park in that space. Parking demand that is consistently high to the point where parking spaces are regularly unavailable and parking spillover is occurring, is an indication that the price for parking (or lack thereof) is too low, and thus the conditions for paid parking, in terms of demand, may be present. Of course, other factors will include whether parking availability issues are experienced broadly across downtown or in a single area, thus allowing the City to determine where and when to implement paid parking.

It is likely that the high demand for parking may first occur on the street (i.e., the most convenient spaces), thus the implementation of paid parking should occur on the busiest on-street parking spaces first, ensuring that the most convenient spaces turnover at a reasonable rate for customers and visitors. However, wherever parking occupancies are consistently high, meaning at or above 85 to 90 percent, paid parking is typically an effective solution for managing parking.

How much to charge for paid parking is informed by the levels of occupancy observed and the targets the City sets for acceptable occupancy, and most importantly what the market will bear. Setting the right price for parking starts with an occupancy target. The conventional target for on-street parking is an occupancy of 85 to 90 percent on any block face. This ensures that there are always one to two spaces open for arriving motorists when things are busy. Hence, the price is dictated by the occupancy target and what people are willing to pay.

Cost Considerations of Paid Parking

The capital and operational costs associated with implementing and operating paid parking are part of the decision related to the feasibility of the measure. For the system to be financially viable, revenues generated should at the very least cover the cost of acquiring and operating the system.

Among the cost considerations are:

- Cost of purchasing paid parking technology, typically single or multi-space meters, which can vary depending on type, features, and quantity:
  - Approximately $1,000 per single-space meter
  - Approximately $10,000 per multi-space meter
  - Pay by cell (phone) technology is in its relative infancy but appears to be an option to reduce the cost of implementation to municipalities.
- Spare parts
  - Varies, but a cost of $20,000 is a reasonable assumption.
- Monthly management fees, typically includes management software that allows for tracking system payments, occupancy, diagnostics reporting, etc.
  - Approximately $8 per single-space meter
  - Approximately $60 per multi-space meter
- Signage costs
  - Not applicable to single-space meters
  - Approximately $150 per multi-space meter
- Startup marketing costs
  - Can vary but $30,000 is a reasonable assumption
- Ticket Roll Costs
  - Not applicable to single-space meters
  - Approximately $45 per multi-space meter per roll, may require several rolls per year
- Credit card processing fees
  - Approximately $0.13 per transaction
- Convenience fees, if integrating to mobile payment application
  - Varies, but have seen $0.35 per transaction

In addition to the costs of acquiring the equipment and operating the system, other factors include:

- The number of hours the parking meters will be in operation.
- The average paid parking occupancy during hours of operation/enforcement.

Starting Parking Rates

Ultimately, the price of parking should be determined by a district's parking occupancy targets; we set the price to reach the desired level of occupancy. Too many unoccupied parking spaces at peak indicate too high a price. Too few available spaces indicate too low a price.

For on-street parking spaces, the conventional target is an 85 to 90 percent occupancy on any given block face. For off-street parking, a 90 percent occupancy target is more acceptable. However, the initial rollout price may be informed by what other municipalities charge in similar settings. The price, therefore, can and should be adjusted to meet the occupancy target that the City sets.

The following rates are examples of per hour parking charges that some Southern California municipalities charge to park on the street in their downtowns:

- City of Riverside
  - $1.50 per hour
- City of San Fernando
  - $1.25 per hour
- City of Inglewood
  - $1.00 per hour + convenience fees
- City of Pasadena, Old Pasadena
  - $1.25 per hour

While parking rates are important for determining the financial feasibility of a parking system, as shown in the current conditions analysis, occupancy levels throughout Downtown Beaumont currently do not indicate a shortage of parking availability. Walker determined that the observed occupancy levels demonstrate plentiful parking availability throughout the downtown even under a free parking system.

In fact, rather than a problem due to a lack of parking availability, the high levels of parking availability demonstrate an underutilized public asset that can and should be put in service to the public to the extent possible.

For these reasons, Walker currently does not recommend the implementation of paid parking in the Downtown Area. However, if consistent levels of high parking demand are experienced in the downtown, paid parking may serve as a useful tool to manage demand.

Strategy 6: Parking Benefit District

The primary goal and benefit of paid parking is not revenue, but rather the improved management of the parking system by facilitating parking availability for customers in convenient spaces. However, revenue can be a positive by product of paid parking.

Parking benefit districts (PBDs) are geographically defined areas, typically in commercial areas in which the parking supply and revenue it may generate are focused on managing parking supply and demand to ensure that the parking serves the district as effectively as possible. It is returned to the district to pay for neighborhood improvements that are prioritized by local stakeholders.

A parking benefit district facilitates the implementation and operation of paid parking by providing those whose businesses and properties are in the district some control over the policies and revenue generated by paid parking. This not only allows those businesses and property owners to weigh the costs and benefits of paid parking policies, but also allows for revenue generated in the district to remain in the district to fund operational and capital improvements. In this way it also addresses political concerns that can arise from the implementation of paid parking. While certainly a valid concern, paid parking can be introduced as a Parking Benefit District system to make charging for parking more palatable to stakeholders.

Once the conditions for paid parking implementation are met, the City may still face resistance from business owners and residents to charge for parking, as there may be a fear that paid parking will drive customers away.

While certainly a valid concern, paid parking can be introduced as a Parking Benefit District system to make charging for parking more palatable to stakeholders.

A focus of PBDs is therefore to return revenues to the local community such that it can maintain an attractive and thriving commercial district, the broader goal of an effective parking system. As a result, business owners and residents of the nearby district may be more supportive of paid parking as well, when they see the possibilities of local benefits.

Among the key components of a PBD are:

- Developing a mission statement/vision,
- Establishing a set of objectives to meet the vision,
- Identifying or creating a commission of local stakeholders and City staff to make decisions on revenue expenditures and priorities,
- Drafting enabling code language that allows for the creation of such a district,
- Supportive and engaged constituents,
- Strong financial condition and fiscal responsibility, and
- Political support among others.

Strategy 7: Adjust Parking Prices to Manage Demand

Once paid parking is in place, there are additional strategies that the City can implement to manage supply and demand in the downtown. One of those strategies is to adjust prices, sometimes known as demand-based pricing. Demand-based pricing does not mean that prices for parking change frequently or in real time. Rather, the price of parking in different locations should reflect the relative demand for parking. In nearly every commercial district where we have studied parking, a parking issue is not a shortage, but instead a high demand for parking (and resulting shortages) in one location while there is a high availability of parking spaces in another location. Because there will always be more popular and less popular locations in which to park, often the solution to this issue is to price high demand locations slightly higher and leave lower demand locations with inexpensive, free, or unrestricted parking.

Price On-Street Parking Higher than Off-Street Parking

Pricing adjustments are an effective way of managing parking in a downtown system. In Walker's experience, many drivers prefer to park on the street than in a parking lot or garage because on-street spaces are often more convenient. As a result, these spaces tend to be occupied first. A best practice of parking management is to price the street higher than the off-street. By doing so, drivers are nudged to park in off-street areas, and are given the choice to pay for the convenience of on-street parking should they prefer to do so.

Progressive Parking Prices – Demand-Based Pricing

In addition to placing a higher price on the street than on off-street parking, the City can employ a demand-based pricing strategy as described above. In parking, demand-based pricing is used to shift the demand from parking in one block to another less utilized block. The shift occurs by lowering the price of the lesser utilized block, which in turn draws demand from drivers wanting to pay a lower price, typically those parking for a longer period, such as employees.

Strategy 8: Residential Parking Permit Program

A potential consequence of implementing paid parking is spillover of parked vehicles on to the residential streets that surround the commercial areas. To protect residential neighborhoods from parking spillover originating from commercial or surrounding non-residential uses, one solution is a residential parking permit program (RPPs). In this instance we discuss RPPs in the context of the possibility of managing and protecting the on-street residential parking supply around the Downtown Beaumont Area in case commercial parking demand may spill over on to residential streets.

A parking permit program is typically a geographically defined area where parking is actively managed via permits to allow for on-street parking use by residents, businesses, and transient/short term parkers. Parking permits are required to park in designated areas on the streets within the RPP. It is customary to charge a fee and require that the vehicle be registered to an address within the RPP. There are several ways to design residential parking permit programs, and therefore there is no one size fits all solution. However, the important considerations in implementing residential parking permit programs are as follows:

- Is there a considerable amount of parking spillover into residential neighborhoods from non-residential land uses that are negatively impacting the quality of life of Beaumont residents?
- Are residents fully utilizing their own parking supply within garages, driveways, carports, etc.?
- Is there an appetite for residents to have parking districts, in which they would pay for a permit to park on the street?

If the City determines that there is a need to implement a residential parking permit program, there are several program details that should be considered, these include:

- Hours of enforcement for the program, overnight versus daytime, or both.
- The number of permits that any household can obtain.
- The process by which a permit is obtained, online versus at city counter.
- The type of credential to be used, hangtag, decal, license plate, or other.
- The fee charged per permit. Will it be a fixed fee, or will it have an escalating pricing structure, meaning that every subsequent permit costs more than the previous one?
- The process by which to establish new or expand program boundaries.

In any case, the City should also consider the impact that implementing RPPs might have on businesses. Striking a balance between resident parking needs and business parking needs can be challenging, but one way that some municipalities have addressed this is through time limits on residential streets.

If the City opts for implementing RPPs in the residential neighborhoods surrounding the metered commercial streets, time restrictions on residential streets can limit the amount of time that non-residents would be allowed to park there, but it would not ban them entirely. This flexibility may provide a better result than completely keeping non-residents out, as it allows for more efficient use of existing parking resources and may delay the need to build new public parking supply, which can be costly and is not always the highest and best use.

Strategy 9: Downtown Streetscape and Pedestrian Infrastructure

A critical function of the "park once" philosophy that the Downtown Area Plan strives to achieve is an inviting and comfortable pedestrian network. Not only can a well-connected pedestrian network provide space for the safe passage of pedestrians throughout the downtown, but the access that a robust network can provide can effectively increasing the supply of parking. Parking supply is always a function of length and quality of walking distances.

For example, a motorist can park in a public lot or on-street parking space within the downtown, not directly at the destination that they intend to visit. If there is an inviting and easily navigable pedestrian network, they may spend more time in the downtown district walking to and patronizing more destinations than driving to them.

Quality pedestrian connectivity can also lead to more efficient use of the existing parking supply. Again, if walking to different destinations in the downtown is easy and inviting, visitors, customers, employees, and any other downtown stakeholders may not mind parking a distance away from their destination as it becomes easy and pleasant to walk rather than drive to multiple destinations within the downtown.

One of the strategies of the General Plan (LUCD 11) prioritizes pursuing funding for pedestrian network improvements. Should the City implement an in-lieu parking fee and parking meters, funds generated may help support enhancements to pedestrian infrastructure.

04

Parking Management Master Plan

Introduction

Among the challenges that the City faces today is a mismatch between the amount of parking that is required of developers and new businesses, by the City, and the inability of those businesses and developers to provide parking on site within the downtown. Many of the parcels in the downtown area are small in dimension, making the provision of land-intensive onsite parking a challenge. Thus, when new businesses occupy older buildings in the downtown, they often encounter challenges with meeting the parking requirements, potentially preventing them from opening.

The municipal code offers limited flexibility for developers and businesses seeking to meet the parking requirements. The options that developers/businesses have in addressing the requirements are via a variance or shared parking agreement with a property in the immediate vicinity. A variance allows a developer/business some relief in the strict provision of parking when it is found that because of special circumstances such as shape, size, topography, location, or surroundings, the subject property is deprived of the privileges enjoyed by other properties in the vicinity and under an identical zoning classification.

The problem with the variance approval is that it requires a high-level of scrutiny and in turn can result in a lengthy process inclusive of a public hearing, approval from the Planning Director, and review and approval by the Planning Commission. The variance process is time-consuming and not conducive to fostering economic development and realizing the vision of downtown as set forth in the Downtown Area Plan.

The other option that developers/businesses have when they cannot meet parking requirements onsite is shared parking. However, the City has struggled with facilitating the sharing of parking in the downtown area seeks ways to amend the code such that shared parking is a more feasible option for developers/businesses. The intention is to leverage the efficiencies gained when two or more land uses share parking, resulting in less land devoted to parking more land opportunity for businesses, housing, or a mix of other productive land uses.

Another dynamic of the mismatch of parking in downtown Beaumont is the amount of existing parking supply that is available due to the observed low levels of utilization. Hence, at the same time that developers/businesses struggle to provide onsite parking, there is much parking availability around the downtown area that goes unused.

Creating a process by which new developers/businesses can utilize existing parking supply is one way the City can support local economic development, as it would facilitate the process by which developers/businesses open downtown.

Additionally, it is Walker's understanding that outside of the downtown, in several instances newer developments have not built the full amount of parking as required in the municipal code. Instead, these developments have utilized variances and shared parking agreements, or both, indicating that the minimum parking requirements are too prescriptive and resulting in more parking than is necessary.

As the City looks toward a parking as a service model, flexibility in parking requirements will be a key factor in facilitating the process by which businesses can move into the downtown area. As such the following PMMP recommendations are aimed at providing flexibility to facilitate local economic prosperity, but also at managing the supply of parking such that it does not negatively impact businesses and the surrounding neighborhoods, and that it supports the realization of the vision that the City has for the downtown area.

Parking Management Master Plan

It is important to note that the implementation of the following recommendations need not occur at the exact timeframes indicated. The time frames are meant to suggest a reasonable time frame or progression for the plan.

Short-Term Recommendations (1-2 years)

1 On-Street Parking Stall Striping

Walker recommends that the City advance the formation of a formal public parking supply, in the Downtown Area, beginning with the striping of on-street parking stalls throughout the area. The advantage of identifying the inventory of on-street spaces in the downtown is for the City to track more intentionally the number of parking spaces that are exist and are available in the downtown, where they are available, and how they are being used. This effort can in turn can facilitate monitoring the on-street parking supply so that it may be used efficiently to support businesses.

2 Assemble a Pool of Publicly Available Parking

In addition to the on-street parking spaces that are located along the commercial streets in the downtown, we recommend that the city include the civic center lot as part of the pool of public parking. The civic center lot is currently the only public off-street parking lot available in the downtown.

Walker observed peak levels of occupancy in the lot to be below 25 percent occupancy. Should the opportunity present itself, the City may consider the civic center supply to count toward the parking requirements of prospective developments/businesses near the vicinity of the civic center.

3 Lower Parking Requirements for Downtown

Reductions in the number of required parking spaces will help developments/businesses meet their onsite parking requirements. The City has had challenges with businesses in the downtown being unable to provide parking onsite because parcels in the downtown are often too small. Lower requirements will help businesses move into the downtown by requiring that they provide less parking. When combined with an in-lieu parking fee, the flexibility provides more options for new developments/businesses to meet their parking requirements.

While there is a growing trend among cities to eliminate parking requirements, Walker proposes that the City maintain a parking requirement, as it is a necessary component of an in-lieu fee program. Therefore, in this case the elimination of parking requirements in downtown Beaumont would essentially nullify the in-lieu fee policy and result in the loss of associated revenues, which we view as beneficial.

4 In-Lieu Parking Fee Program

Walker recommends the development of an in-lieu fee parking program to provide developers with flexibility in parking requirements, emphasize shared rather than reserved parking, and give cities on-going funding to help build and maintain public parking. A parking in-lieu fee provides developers with an alternative to the traditional method of satisfying minimum parking requirements. Developers have the option to pay an in-lieu fee on a per space basis to fully satisfy parking requirements. Given the challenge that many developers/businesses have in providing onsite parking in the downtown area, an in-lieu fee program is an additional tool that allows developers/businesses to meet their parking requirements.

Currently, the City's Code of Ordinances does not have a provision for a parking in lieu fee program to fulfill parking requirements in the City. Walker recommends that the City modify Chapter 17.05 of its Code of Ordinances by adding language that enables the City to establish an in-lieu parking program in the Downtown Area.

If the City envisions funds being used for projects related to the parking system other than the development of parking facilities, it may be necessary to work with the City Attorney to ensure that the appropriate terminology is used when revising the Code of Ordinances.

Examples of parking related projects in the Downtown Area that could be funded include:

- The construction of additional crosswalks, traffic calming and other pedestrian improvements
- The installation of additional streetlights
- The installation of regulatory signage for parking and traffic
    - The signage package would include speed limits, stop signs, and parking time limit signs
- The development and deployment of wayfinding signage that directs motorists to parking facilities
    - This option could include the installation of an Automated Parking Guidance System (APGS) that provides motorists guidance to the nearest parking facility with available spaces.
- Enforcement of time limits for both on and off street parking spaces.
    - This option would effectively increase the amount of parking available in the Downtown Area S Regular, ongoing enforcement would encourage motorists to turn spaces over rather than to remain parked for extended periods of time.
    - The enforcement duties would be handled by a qualified private parking operations firm that has experience in the Southern California area.

Determining the Amount of the Parking In Lieu Fee

Parking in lieu fees for municipalities in California range from less than $5,000 to more than $70,000 per space, depending on a variety of policy considerations and methodologies for determination. Walker does not provide legal advice; the City's legal counsel should review and approve any language and amount of a parking in lieu fee.

A parking in lieu fee is not a requirement but an alternative to building the required, physical parking space. For this reason, a "reasonable relationship" between the parking in lieu fee amount and what the city intends to provide in return for that fee is what is expected when establishing the fee.

One challenge when determining a parking in lieu fee is that if it is set too high, it becomes infeasible for developers or businesses to pay, and becomes an ineffective policy tool. If it is set too low, the fees cannot provide material funding. However, in the case of Downtown Beaumont, because the parking in lieu fee program is meant to provide developers and businesses with flexibility to open businesses, a lower parking in lieu fee is likely more beneficial to achieving policy goals than one set so high that few participate in the program.

Further, it should be noted that without a critical mass of development capable of generating a requirement for perhaps hundred of parking spaces, it is challenging for in lieu fees to fund significant capital projects. Should a large capital project in need of a significant city investment to fund a parking capital project, it is reasonable to expect that such an effort would occur through a development agreement or similar, and not through an existing program.

A specific calculation of the amount of a parking in lieu fee is not included in Walker's Scope of Services for this engagement. However, as part of our recommendation that the city implement such a fee we suggest that a range of $600 to $900 per required space annually or an upfront, one-time fee of $6,000 to $9,000. These fees can be seen as reasonable in terms of the cost to lease existing parking spaces or construct and maintain surface parking spaces. Further, as a policy tool and economic development measure, the lower amount could be applied to parking requirements triggered by a change of use of existing buildings while the higher amount could be used for new parking requirements triggered by new construction.

5 Monitor Public Parking Supply

With the implementation of an in-lieu parking fee, the City should also begin monitoring the pool of public parking supply to ensure that it meets the needs of the downtown businesses, residents, visitors, and to determine whether changes are needed, whether by expansion or parking management strategies. The City may not need to expand the supply of parking in the downtown until levels of parking demand warrant expansion and/or paid parking.

Walker recommends regular monitoring of the occupancy rate of the public parking supply. The City may be well- served by a structured and scheduled approach to monitoring parking utilization to then inform appropriate management strategies, decisions and opportunities for new businesses and development.

6 Downtown Parking and Transportation Fund (DPTF)

A DPTF may be created as a special fund of the City. All interest earned on moneys in the Fund shall be deposited into the Fund. All fees generated from parking in lieu fees, citations, public paid parking, if implemented in downtown Beaumont shall be deposited into a Parking and Transportation Fund, which shall be created and designated to fund operational and capital improvements to increase the availability of parking and transportation options for business, workers, customers, and others visiting downtown Beaumont.

7 Free up Underused Private Parking for Partial or Full Public Use

Walker recommends that expansion of the parking supply also occur via the 'unlocking' of existing private parking supply. The City may consider options for leasing underutilized private off-street parking lots to increase the pool of public parking in the downtown. These can be strategically dispersed throughout the downtown so as to provide access to different areas. The advantage of leasing parking versus constructing new parking, is the tremendous cost savings, as the City would avoid the sunk costs that come with building, maintaining, and operating new parking.

This type of collaboration and flexibility is a powerful tool for downtown placemaking, as less land and resources are spent on parking, and more land can be dedicated to an attractive and cohesive downtown district.

8 Adjustments to Shared Parking Policy

Walker recommends that the City modify Code of Ordinances Chapter 17.05.080 to expand the use of shared parking agreements to fulfill the Downtown Area's parking requirements. Walker recommends that the modified ordinance accompany revisions to existing planning policies and practices so that developers are encouraged, if not required, to share parking for efficiencies sake, especially for developments in the near term.

Parking is a major contributor to the cost of developing a parcel and opening a business. It is expensive to build and drives up construction and land costs, which in various forms can be passed on to businesses. The number of parking spaces located within downtown Beaumont is, based on surveys and discussions with public officials, materially greater than the number of cars that currently park in the area each day. An oversupply of parking is a problem in that it increases distances between businesses and destinations in Downtown Beaumont, disincentivizing the use of modes of transportation such as transit, walking, and biking, and incentivizing people to drive more, increasing the need for even more parking, and space for fewer businesses.

To address these issues Walker recommends the creation of the following:

3.1 Designation of a Pool of Publicly Available Parking. The City will identify and establish an appropriate Pool of Publicly Available Parking, anticipated to consist of:

A. On-street parking

B. Private parking, to the extent that owners agree to make their parking available to the city for public and/or employee parking for compensation.

C. Additional public parking, which can be added to the Pool of Publicly Available Parking by City Council Ordinance.

3.2 Private parking spaces to be made available to the Public Parking Pool. To the extent that the need for additional parking spaces available to the public beyond the available public supply is identified to serve the downtown area for businesses or otherwise, owners of private parking spaces serving commercial uses may make those spaces in available in privately owned parking facilities for general public or district employee parking during off-peak hours for the parking facility and primary land use that it is serving. Use of these parking spaces by the public shall not be considered a lack of compliance with city regulations regarding minimum parking requirements.

A. For peak times for the land use, reasonable efforts shall be made by the owner and the city to ensure available parking spaces can be accessed by the public, including facilitating parking space usage through signage.

B. Responsibility for the cost of operating and maintaining the lot and signage to communicate the availability of parking spaces to the public will be determined through an agreement between the City and the parking owner. Said signage shall be reasonably consistent with the parking program and policies of the city's public parking operation serving downtown Beaumont.

3.3 Monitoring of the Pool of Publicly Available Parking. Biannually the City or its designee shall conduct parking occupancy counts of the parking spaces contained in the Pool of Publicly Available Parking as defined in Section 2, every two hours, from 10:00 am to 8:00 pm on one typically busy weekday and one typically busy Saturday, or a time as designated appropriate by City staff, to quantify typically busy parking availability conditions within the Pool.

3.4 Managing parking demand within the Parking Pool. If designated parking facilities and locations[5] for parking within the public parking pool are found to exceed 85% occupancy for at least three intervals during the two days of parking occupancy counts defined above, an additional set of occupancy counts at the locations exceeding 85% will be undertaken. If the locations are again found to experience in excess of 85% occupancy the City shall actively explore the need and viability of paid parking for the spaces at the identified location (parking facility or block face) for parking management purposes, to allocate parking demand more evenly throughout parking locations and achieving a level at which approximately 10% - 20% of spaces will be available in busy locations during typically busy periods for public parking.

3.5 The Downtown Parking and Transportation Fund (DPTF). A DPTF may be created as a special fund of the City. All interest earned on moneys in the Fund shall be deposited into the Fund. All fees generated from parking in lieu fees, citations, public paid parking, if implemented in downtown Beaumont shall be deposited into a Parking and Transportation Fund, which shall be created and designated to fund operational and capital improvements to increase the availability of parking and transportation options for business, workers, customers, and others visiting downtown Beaumont.

3.6 Fee in lieu of providing a code-required parking space. In lieu of providing on-site parking spaces, the city will establish a fee equivalent to the cost of parking and similar access improvements. These fees shall be used as noted in the Parking In Lieu Fee section of this document.

3.7 Payment of the Parking In Lieu Fee shall entitle the payer to utilize parking spaces in the designated Pool of Publicly available parking to satisfy its parking requirements. Spaces shall not be reserved in a way that precludes parking availability to the general public but rather to ensure reasonable access for land uses in the downtown, as necessary. Parking shall be managed by the city using enforcement measures including time restrictions, citations for parking infractions and, should parking demand warrant, paid parking in high-parking demand locations, as necessary to ensure adequate parking availability within the Pool of Publicly Available Parking.

3.8 This in lieu fee shall be paid on an annual basis to the Downtown Parking and Transportation Fund. Money deposited into the Fund shall be used to cover expenses incurred by the City for the provision of parking and other forms of access, anticipated to include:

i. The City's reasonable cost to lease private parking spaces and make parking available as part of the pool of public parking to businesses and others in need of parking in the District;

ii. The costs to provide signage for parking and pedestrians;

[5] The identified locations may be an individual parking facility (surface lot) or on-street parking (one block face)

iii. Costs to construct, maintain and operate surface parking spaces for the public, including reserves to maintain the parking asset and parking technology in good condition for public use.

iv. Costs of parking alternatives and enhancements including sidewalk and pedestrian improvements, bicycle parking, first-mile/last-mile services, and related mobility infrastructure, which effectively improve the public's access to the Downtown District.

3.9 The amount of the Fee shall be set based on a formula (Formula) that reflects the approximate annual costs and shall be adjusted on the first day of each calendar year for inflation according to the Consumer Price Index (CPI). The Formula shall be reviewed annually to ensure that all appropriate costs are considered in its determination and calculation.

3.10 Land uses that have a change of use resulting in a reduction to their parking requirement shall have a corresponding reduction in the amount they pay for their annual Parking Credit, beginning in the next full calendar year of their businesses operation.

3.11 For the purpose of cost effectively increasing the Pool of Available Public Parking, develop and implement a Downtown Parking (Lease) Program, as described in Appendix A of this document.

3.12 Mixed use development occurring on one parcel may take a reduction in its parking requirement per the current ordinance (17.08.100 – Reduction of required spaces). Walker's understanding is that the opportunity to take a reduction for shared parking is by right, but the amount of the reduction in shared parking is based on a CUP. We recommend that the City utilize consultants from an Expert Parking Bench to analyze and peer review the extent of reductions requested by businesses and developers.

In addition to the establishment of a pool of shared, publicly available parking Walker recommends that the City maintain its current code language facilitating shared parking on a site between two or more uses (17.05.080 - Shared and remote parking), but with the recognition that a parking study is different than the requirements of a traffic study (added in the underlined portion of this paragraph:

Special Study Required for Shared Parking. *Two or more uses may share parking facilities, subject to the approval of the Planning Director and the provisions of this section. A parking demand analysis for the uses proposed to share parking facilities shall be prepared. The parking demand analysis shall be prepared by a registered traffic engineer or other professional with expertise in the field. When such analysis demonstrates, to the satisfaction of the Director, that the uses have different peak parking requirements, then the parking space requirement may be reduced by the Director. In no event, however, shall the parking requirement be reduced below the highest peak parking requirement of the use demanding the most parking.*

Mid-Term Recommendations (2-5 years)

9 Streetscape and Pedestrian Network Improvements

Walker recommends that the City invest in improving the downtown pedestrian network. With the creation of an in-lieu parking fee program, and downtown parking and transportation fund (DTFP), the City will have a funding source for improvements. Today, the streetscape and pedestrian network is not conducive to the vision that the City has developed for the downtown. A challenge that the City faces today is a lack of crosswalks along 6th Street and high vehicle speeds, both of which hinder pedestrian movement throughout the downtown.

A critical function of the "park once" philosophy that the Downtown Area Plan strives to achieve, is an inviting and comfortable pedestrian network. Not only can a well-connected pedestrian network provide space for the safe passage of pedestrians throughout the downtown, but the access that a robust network can provide can be advantageous to downtown businesses as well.

For example, a motorist can park in a public lot or on-street parking space within the downtown, not directly at the destination that they intend to visit. If there is an inviting and easily navigable pedestrian network, they may spend more time in the downtown district walking to more destinations than driving to them.

10 Signage and Wayfinding

Along with the pedestrian network improvement, Walker recommends that the City pursue a signage and wayfinding plan. As development in the downtown ramps us, and parking occupancy levels begin to rise with more customers, visitors, and employees in the downtown, signage and wayfinding can direct user groups to where they can and cannot park. Placing signs at key decision points where drivers can easily see them and follow them, can be advantageous for the downtown area.

Having signage that has a consistent look across off-street public parking lots is helpful in that parking areas become easier to identify and locate. Wayfinding signage can also play a role in getting drivers from parking lots to key locations around the downtown. In turn, this strategy also works to support the "park once" philosophy that the City seeks to achieve in terms of parking in the downtown.

At present time, static signage may suffice in helping downtown visitors and customers locate and identify public parking. Once downtown sees a steadier influx of visitors that require more guidance, an electronic signage package should be explored.

11 Increase Parking Enforcement

While a review of parking enforcement efforts is not part of this effort, it is recommended that once parking occupancy in the downtown reaches consistently high levels, enforcement be sufficiently staffed and performed to cover the downtown area parking supply regularly. To ensure turnover for the purpose of ensuring the availability of convenient parking for customers, enforcement of time limited spaces in particular needs to be effective.

Long-Term Recommendations (5+ years)

12 Paid Parking in the Downtown

Parking in a busy commercial district is a scarce resource, as it tends to compete for space with other land uses, which themselves generate a need for parking spaces. An effective way to manage parking in a busy downtown is paid parking. If, when and/or where levels of parking demand and occupancy are at consistently high levels in the Downtown Area, Walker recommends the City explore implementing paid parking to manage the public parking supply. By putting a price on the time spent at a parking space, the City can ensure the turnover of parking spaces, and thus influence the availability of parking, particularly in spaces that are in high demand by patrons of downtown businesses.

13 Parking Benefit District

Once the conditions for paid parking implementation are met, the City may still face resistance from business owners and residents to charge for parking, as there may be a fear that paid parking will drive customers away. While certainly a valid concern, paid parking can be introduced as a Parking Benefit District system to make charging for parking more palatable to stakeholders.

The primary goal and benefit of paid parking is not revenue, but rather the improved management of the parking system by facilitating parking availability for customers in convenient spaces. However, revenue can be a positive byproduct of paid parking.

Parking benefit districts (PBDs) are geographically defined areas, typically in commercial areas, in which the parking supply and revenue it may generate are focused on managing parking supply and demand to ensure that the parking serves the district as effectively as possible. Revenue is returned to the district to pay for neighborhood improvements that are prioritized by local stakeholders.

A parking benefit district facilitates the implementation and operation of paid parking by providing those whose businesses and properties are in the district some control over the policies and revenue generated by paid parking. This not only allows those businesses and property owners to weigh the costs and benefits of paid parking policies, but also allows for revenue generated in the district to remain in the district to fund operational and capital improvements. In this way it also addresses political concerns that can arise from the implementation of paid parking. While certainly a valid concern, paid parking can be introduced as a Parking Benefit District system to make charging for parking more palatable to stakeholders.

Walker recommends that any implementation of paid parking by the city be accompanied by the creation of a Parking Benefit District so that a portion or all parking revenues be used to improve the area where they were generated.

14 Residential Parking Permit Program

A potential effect of high commercial parking demand and any accompanying regulation of on-street parking is the spillover of vehicles on to the residential streets that surround the commercial areas. To protect residential neighborhoods from parking spillover originating from commercial or surrounding non-residential uses, a residential parking permit program (RPPs) is a solution.

A parking permit program is typically a geographically defined area where parking is actively managed via permits to allow for on-street parking use by residents, businesses, and transient/short term parkers. Parking permits are required to park in designated areas on the streets within the RPP. It is customary to charge a fee and require that the vehicle be registered to an address within the RPP.

Should issues with parking spillover be a significant concern, Walker recommends that the City explore drafting enabling language that would allow for the formation of an RPP.

15 Demand-Based Pricing

Adjusting the price of parking based on the level of parking demand a downtown system is a parking management measure. This is why paid parking is not necessary or desirable currently in Downtown Beaumont.

In Walker's experience, many drivers prefer to park on the street than in a parking lot or garage because on-street spaces are often more convenient, more visible, quicker in and out, and at times directly in front of the business they wish to patronize As a result, these spaces tend to be occupied first. A best practice of parking management is to price the street higher than the off-street. By doing so, drivers are nudged to park in off-street areas, and are given the choice to pay for the convenience of on-street parking should they prefer to do so.

In addition to placing a higher price on the street than on off-street parking, the City can employ a demand-based pricing strategy. In parking, demand-based pricing is used to shift the demand from parking in one block to another less utilized block. The shift occurs by lowering the price of the lesser utilized block, which in turn draws demand from drivers wanting to pay a lower price.

Demand-based pricing not only helps to alleviate pressure from blocks that experience the highest demand, but it also helps to shift demand to underutilized areas, thereby creating a more efficient system in which existing parking supplies are utilized to the highest extent possible.

This recommendation would be the culmination of an actively managed public parking system, obviously at least several years in the future. If the City implements paid parking in the downtown area, Walker recommends the inclusion of a demand-based pricing strategy to help manage parking.

Appendix

Appendix A - San Clemente Private Parking Lot Lease Program[6]

Downtown San Clemente is a popular destination frequented by both residents and visitors. The core of San Clemente's downtown experiences parking shortages at peak times. When the City studied the parking supply it was found that although the public parking lots were at or near capacity there was a surplus of 400 spaces in the private parking lots. Rather than constructing new parking resources, which is expensive, San Clemente has developed the Parking Lot Lease Program ("the program"). The cost is equivalent to maintaining a parking structure without the capital costs for the purchase of land and improvements. Put simply, the program opens the surplus parking in private lots by converting underutilized private parking lots to public lots, thereby increasing their usage and available parking downtown.

The program came about as a result of complaints by downtown merchants that there was not an adequate supply of parking in the downtown area. To understand parking dynamics in the downtown, San Clemente hired Walker Parking Consultants in 2002 to develop a parking study and survey that analyzed parking supply and demand. The survey was conducted during the mid-summer, the peak parking demand period for this beachside community. The analysis concluded that the public parking spaces were heavily utilized while the private parking spaces, although in convenient locations, were not heavily utilized. The private parking lots were averaging 50% capacity utilization during peak demand periods. At the same time, the public parking resources (public lots and public street parking) were nearly 100% utilized.

Walker and the City realized that the perceived deficiency of parking in downtown was actually a lack of available and convenient public parking, rather than a critical shortage of parking overall. Walker recommended that the City increase its effective supply of parking, and the perception of available parking, by making the underutilized private parking lots open to the public. It was understood that 100% conversion of private lots was not necessary. Rather, the conversion of several key private lots to public close to the downtown core was the goal.

The challenge in leasing the private lots was to persuade property owners of the benefits of leasing their private parking lots. The City was able to identify several strong incentives that property owners wanted. Executed leases often included the following terms (refer to attachment 5 for sample lease):

- Rental rate of approximately $350.00/month/10 spaces; and
- City funded parking lot improvements including slurry seal and restriping; and
- City maintenance of parking lots; and
- City parking enforcement (which owners are reluctant to do because they do not want to offend their customers); and
- City hold harmless and indemnify private property owners from liability resulting from public use; and
- Wayfinding signage identifying the private lots as public lots; and

[6] The information contained in this Appendix is a summary of the City of San Clemente's private parking lot lease program, as submitted in 2012 by the City as a nomination for an American Planning Association, Orange County section, Award for Outstanding Planning Implementation. The program was the recipient of the award.

- Lease term of 1-year with automatic 30-day renewal thereafter (short term leases are more appealing to property owners who are considering future development of their property).

The terms of the lease proved to be enticing to private parking lot owners. Since the adoption of the program in 2003, nine property owners have participated in the program for an increase of 120 public spaces to the previously pool of 803 public parking spaces in the downtown, resulting in a 15% increase in the effective supply of public parking. Walker studies (2006, 2008 and 2010), confirmed that the privately-owned lots that have been converted to public lots are now more effectively utilized (averaging 80% utilization).

This program demonstrates how downtowns can increase their effective supply of public parking without a large commitment of public dollars. This program is unique because rather than increasing the overall parking supply by way of physical construction, better management of parking resources is employed by making better use of private parking supply by converting private lots to public use. The program can be successfully implemented in other communities that have an underutilized private parking supply. All it takes is some City initiative in opening private parking lots for public use and then trusting in the ability of smart entrepreneurial property owners to see the benefits of the program.

WALKER
CONSULTANTS