



# PARKING MANAGEMENT MASTER PLAN

City of Beaumont, California

February 27, 2021

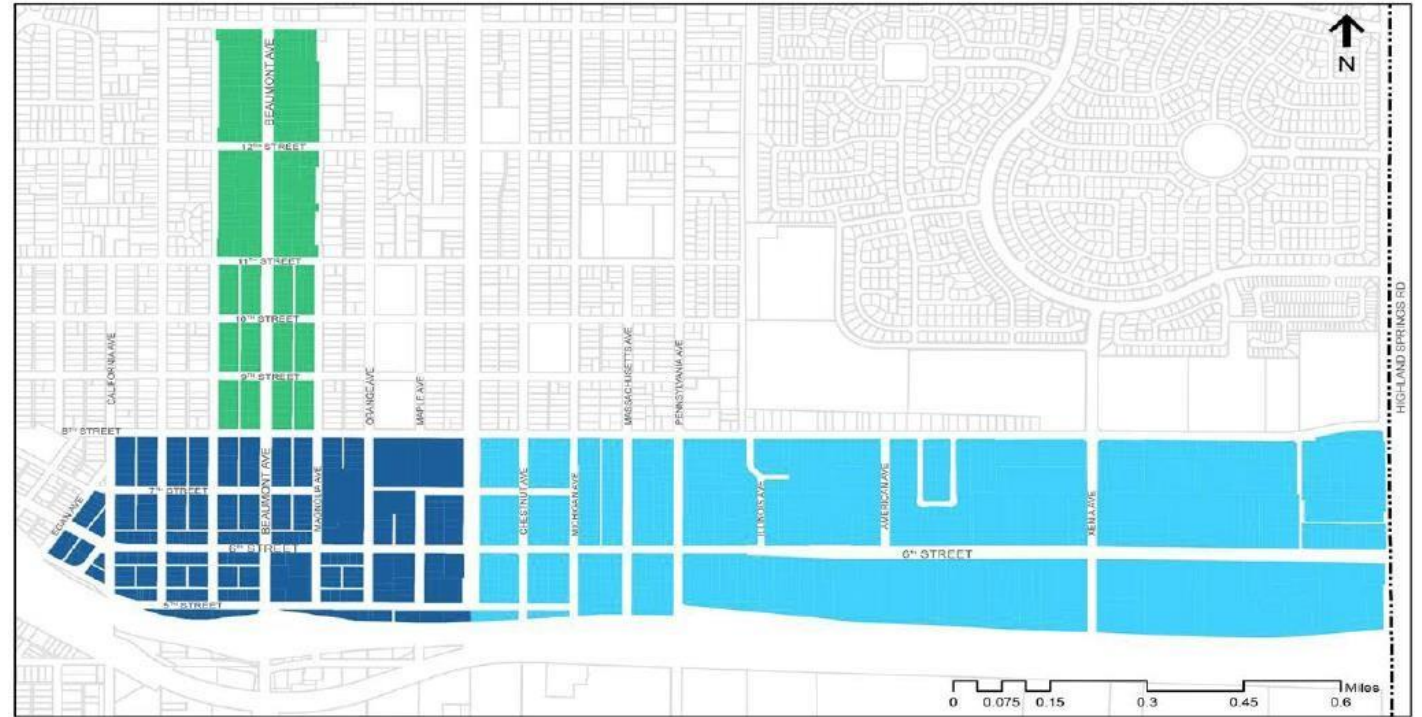


*Study funded by the Southern California Association of Governments (SCAG)*



# PROJECT BACKGROUND

- In recent years Downtown Beaumont has experienced growth in employment, restaurants, culture, and entertainment activities. The City has also become a desirable location for housing.
- This growth has led the City to take a more proactive look at parking to ensure adequate parking is supplied, and not oversupplied.
- Parking policies should align with the vision set out in the Downtown Area Plan.



City of Beaumont Downtown Specific Plan Subareas

Beaumont Avenue Subarea    Downtown Core Subarea    Extended 6<sup>th</sup> Street Subarea

Source: City of Beaumont General Plan

# DOWNTOWN AREA VISION

- “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.”

Chapter 4 *Mobility* of the General Plan calls for the promotion of “right-sizing” parking requirements by applying techniques such as:

- *Park Once*
- *Shared Parking*
- *In-Lieu Parking*
- *Parking Management Strategies*
- *Public-Private Partnerships*
- *Reduced Parking Standards*
- *Biking/Transit Equals Business Programs.*



Source: City of Beaumont General Plan

# STUDY TASKS





**01 Parking Facilities Utilization**

**02 Stakeholder Outreach and Engagement**

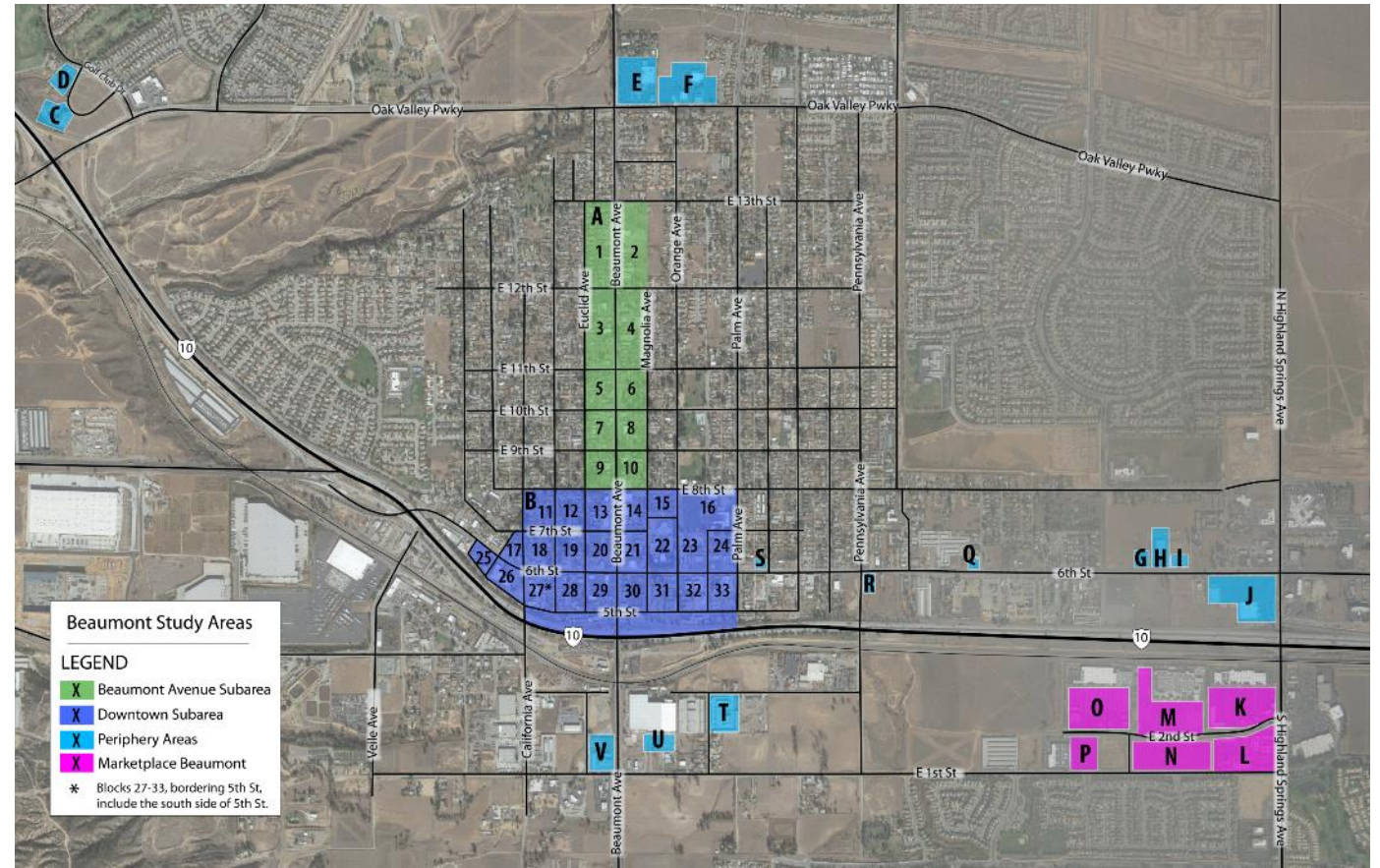
**03 Downtown Area Parking Requirements**

**04 Parking Meter Pricing**

**05 Parking Management Master Plan**

# STUDY AREA

- The study area was comprised of four sub-areas:
  - **Periphery Areas** – around the City (shown in light blue)
  - **Marketplace Beaumont** including Home Depot/Walmart and San Gorgonio Village (shown in pink)
  - **Beaumont Ave Subarea** (shown in green)
  - **The Downtown Subarea** (shown in dark blue)

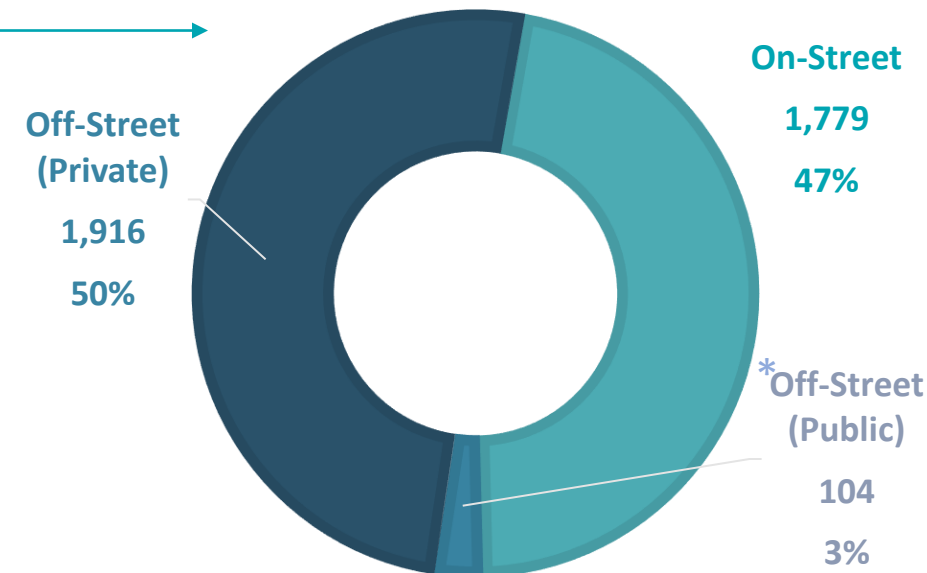


\*While the focus of this study was on the downtown area, as part of this analysis Walker looked at different commercial developments (**Periphery Areas**) around the city to determine current and localized levels of parking utilization for different land uses.

# PARKING SUPPLY

- The study area had a total of 10,499± spaces:
  - Periphery Areas**
    - 2,331± (22% of total)
  - Marketplace Beaumont**
    - 4,369± (42% of total)
  - Beaumont Ave Subarea**
    - 1,237± (12% of total)
  - The Downtown Subarea**
    - 2,562± (24% of total)

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



\*Currently there is only one public off-street parking lot in the downtown, the Civic Center Lot located adjacent to the Beaumont Police Station. The lot contains 104± parking spaces.

# PARKING SUPPLY BY LAND USE AND SUBAREA

- The study area parking supply was distributed across 33 different land uses.
- The largest supply of parking spaces was found within the *Retail-General* land use category with 1,549 spaces across all four sub-areas, and Marketplace Beaumont accounting for 853.
- The most diverse area in terms of land uses is the Downtown Core Subarea with 21 different land uses in the study area parking supply.

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
<b>Total Spaces</b>	<b>550</b>	<b>1,470</b>	<b>2,331</b>	<b>4,369</b>	<b>8,720</b>
<b>Total Land Use Categories</b>	<b>9</b>	<b>21</b>	<b>15</b>	<b>12</b>	<b>33</b>

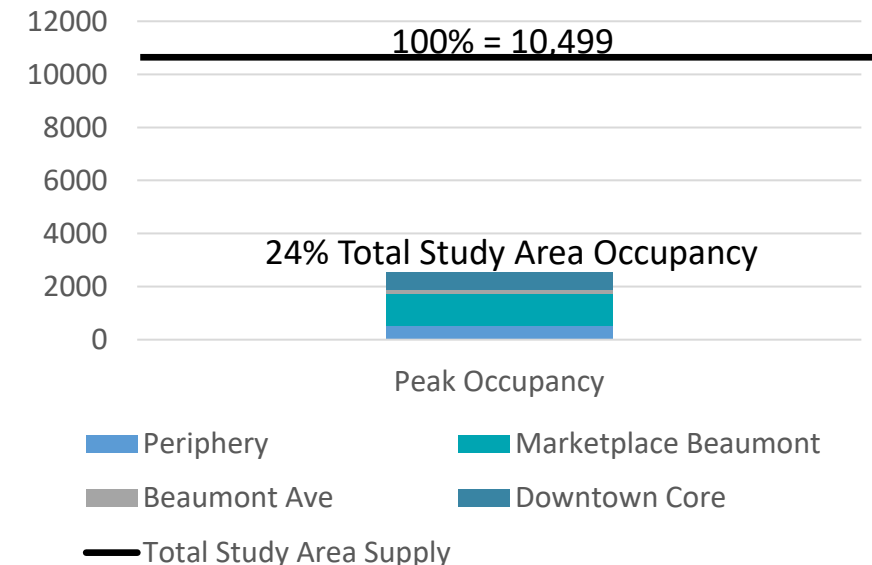


# PEAK PARKING OCCUPANCY

- Peak parking occupancy for the entire study area was observed on a weekday during the early afternoon, 2:00 PM\*.
  - **Periphery Areas**
    - 22% of spaces occupied
  - **Marketplace Beaumont**
    - 28% of spaces occupied
  - **Beaumont Ave Subarea**
    - 14% of spaces occupied
  - **The Downtown Subarea**
    - 25% of spaces occupied

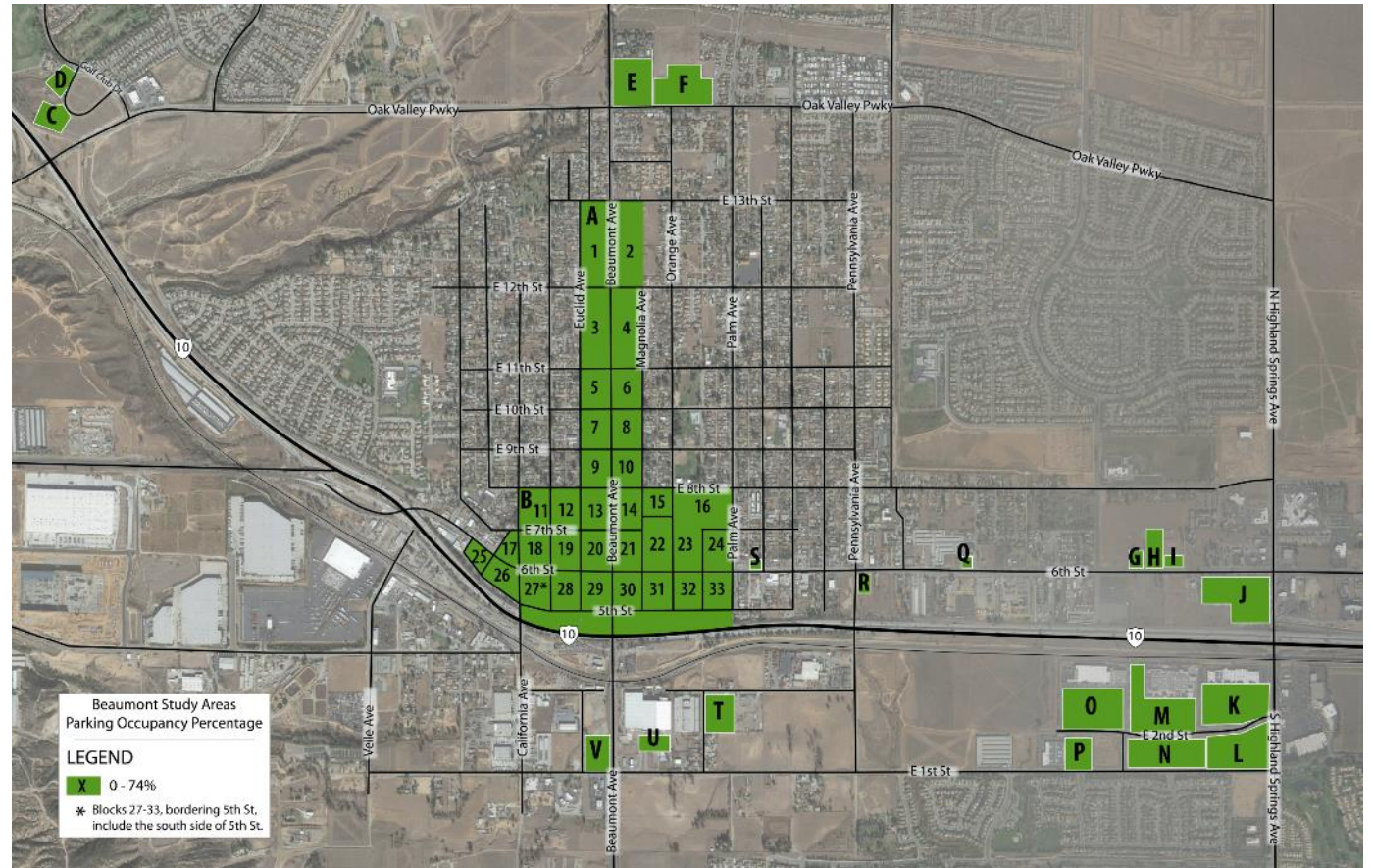
LOCATION	INVENTORY			PEAK OCCUPANCY			
	On Street	Off Street	Total	On Street	Off Street	Total	Percentage
Periphery	0	2,331	2,331	0	519	519	22%
Marketplace Beaumont	0	4,369	4,369	0	1,206	1,206	28%
<b>Beaumont Avenue Subarea</b>							
Beaumont Avenue Subarea	687	550	1,237	111	56	167	14%
Downtown Core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

\*Parking data were collected during reasonably busy days in mid-August 2020. However, even accounting for COVID-19 issues, the number of available parking spaces was large enough to suggest that in most cases current parking requirements are greater than needed. There is a surplus of parking.



# HEAT MAP

- At peak all the subareas were less than 74% full as shown in the map. In fact, they were all less than 43% full.
- The overall findings were clear. Ample parking generally exists throughout the City, with a few localized exceptions.
- In the downtown (Beaumont Ave and Core Subareas), 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.



Despite the abundance of available parking, one of the major challenges that the downtown area faces is that older parcels are often too small to meet the current minimum parking requirements, and therefore they merit revision. Additionally, the abundance of parking availability suggests an opportunity to share parking between businesses.



**01** Parking Facilities Utilization

**02** Stakeholder Outreach and Engagement

**03** Downtown Area Parking Requirements

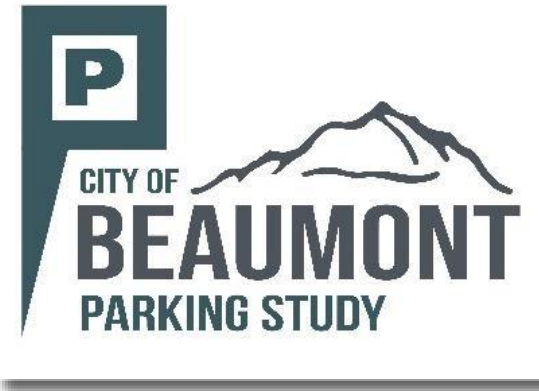
**04** Parking Meter Pricing

**05** Parking Management Master Plan

# 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:
    - Community and Stakeholder Meetings
    - Branding
    - Online Comments/Digital Communication
    - Meeting Flyers
    - Press Releases
    - Social Media Posts
    - E-Blast Notifications

## Branding/Study Logo



## Meeting Flyer

**Study Overview**

The Beaumont Parking Study is an effort by the City of Beaumont to analyze current parking conditions in the downtown area and in commercial areas throughout the city, for the purpose of evaluating parking requirements and assessing their effectiveness in providing sufficient parking while not hindering, but instead fostering, economic growth and multi-modal choices.

The study includes:

- A study of the supply and demand for street parking and downtown parking lots, which includes observations and quantification of parking occupancy in the study area on weekdays and weekends during daytime hours and evenings.
- Recommendations for providing right sized parking requirements, enough parking for the businesses and the public to thrive, but not so much that land is wasted and downtown has too much empty asphalt.
- A study analyzing how to manage parking, whether through time limits, permits, paid parking in high demand locations or a mixture.

**Objectives**

- Promote and foster economic development in the downtown.
- "Right size" parking to align with the needs of the market, and not hinder development and investment in downtown.
- Align parking requirements with the vision of the downtown specific plan.
- Develop a strategy that allows for a more equitable multi-modal system in the downtown area, not sole reliance on the car when possible.

**Study Area**

The study area is generally from Egan Avenue to Palm Avenue along 6th Street, and from 5th Street to 13th Street along Beaumont Avenue, including several commercial areas throughout the city.

## Social Media Post

City of Beaumont, CA - City Hall  
October 22 · 🌐

SAVE THE DATE 📅 and join us online for a City of Beaumont parking study community meeting on Wednesday, October 28th. There will be a brief presentation at 5:30 p.m. which will be repeated at 6:30 p.m. Both presentations will be followed by Q&A. This parking study aims to help the city look at parking as a service that is responsive to the needs of each affected neighborhood and corridor which is why your input is important! You may join via zoom (link to <https://bit.ly/3n...> See More

Join us for a community meeting on  
**Wednesday, October 28, 2020**

Like Comment Share

# KEY FINDINGS FROM STAKEHOLDER OUTREACH AND ENGAGEMENT

- A key comment that was submitted by the public regarding 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.
- In the Downtown District, some parcels or properties may have a surplus of parking while for others parking is insufficient, this warrants a review of parking requirements and their flexibility, such that business owners and developers can meet their parking requirements and still achieve the vision that the city has developed for Downtown Beaumont.





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# PARKING REQUIREMENTS REVIEW

- Requirements were 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.
- 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.

# PARKING REQUIREMENTS FINDINGS



## 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

- 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.
- 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.



# PARKING REQUIREMENT RECOMMENDATIONS FOR DOWNTOWN

Land Use	Current Requirement*	Note	Walker Recommendations*	Note
<b>Residential</b>				
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	
<b>Commercial</b>				
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

Land Use	Current Requirement*	Note	Walker Recommendations*	Note
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 of , 10 spaces minimum.	e		
Trade or business school	1 space per 50 sf of gross classroom area			
<b>Manufacturing</b>				
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.

# PARKING IN LIEU FEE RECOMMENDATION

## Parking In Lieu Fee Program

- 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.

## *Benefits*

- 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.

# SHARED PARKING RECOMMENDATIONS

## Shared Parking

- *Benefits of shared parking*
  - 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 RECOMMENDATIONS

1. Designate a Pool of Publicly Available Parking
2. Private parking spaces to be made available to the Public Parking Pool per policy recommendations
3. Monitor the Pool of Publicly Available Parking
4. Manage parking demand within the Parking Pool
5. Create a Downtown Parking and Transportation Fund (DPTF)
6. Fee in lieu of providing a code-required parking space
7. Payment of the In Lieu Fee shall entitle the payer to utilize parking in the designated Pool of Publicly available parking to satisfy its parking requirements
8. This in lieu fee shall be paid on an annual basis to the Downtown Parking and Transportation Fund
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)
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. Develop and implement a Downtown Parking (Lease) Program
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)



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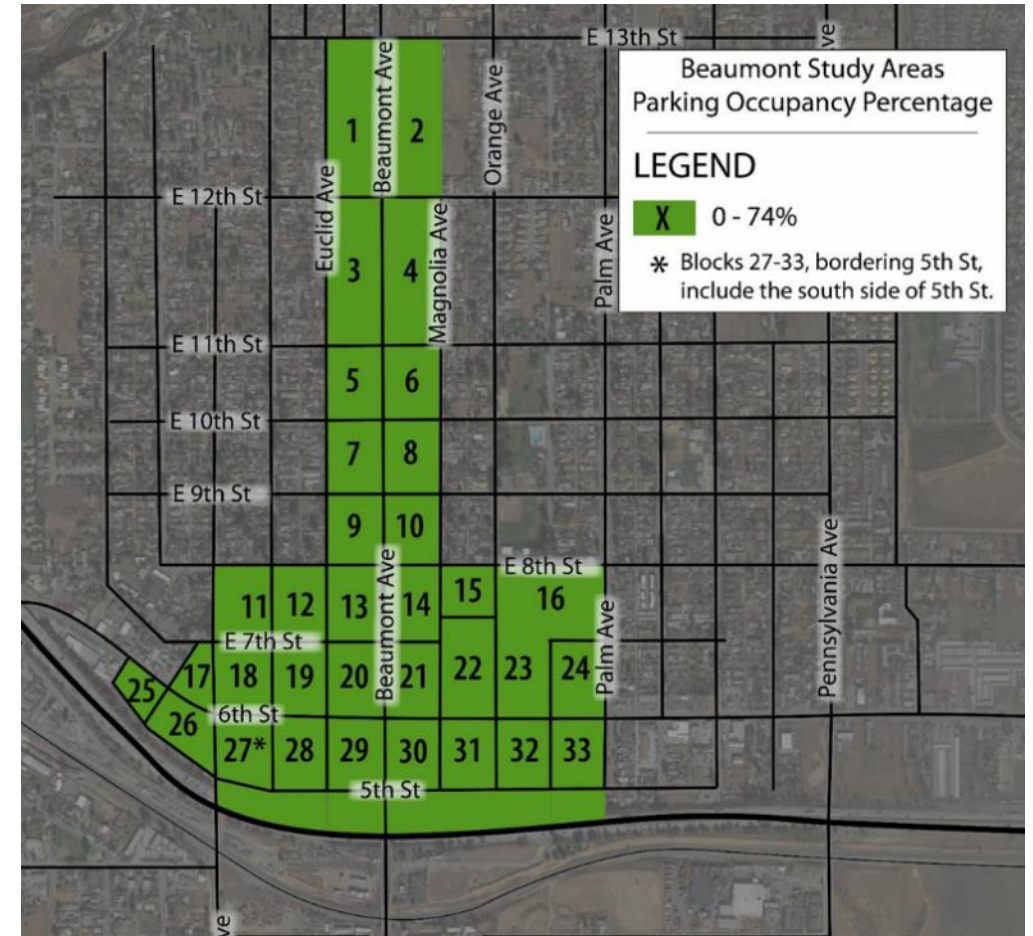
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# PARKING METER PRICING

- 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.



# PARKING MANAGEMENT AND PRICING STRATEGIES

While the observed levels of occupancy are not sufficient to warrant a viable paid parking system at this time, as the demand in the downtown 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



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



**Strategy 3:** Actively and Consistently Enforce Parking Regulations



**Strategy 4:** Turnover of On-Street Spaces



**Strategy 5:** Implementation of Paid Parking in the Downtown Area



**Strategy 6:** Parking Benefit District



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



**Strategy 8:** Residential Parking Permit Program



**Strategy 9:** Downtown Streetscape and Pedestrian Infrastructure



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# PARKING MANAGEMENT MASTER PLAN RECOMMENDATIONS

The Beaumont Parking Management Master Plan (PMMP) comprises the following 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

# PARKING MANAGEMENT MASTER PLAN RECOMMENDATIONS

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