



STAFF REPORT 12/18/2024

TO: Planning Commission Chair and Commissioners
FROM: Vanessa Sanchez-Meza, Planning Intern
SUBJECT: Pueblo Viejo Downtown Parking Survey Update 2024

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission review and discuss the data collected from the Pueblo Viejo Downtown Parking Study Survey Update conducted on Wednesday November 20, 2024 and Saturday November 23, 2024.

BACKGROUND:

The 2019 Pueblo Viejo Revitalization Plan included a parking analysis and identified recommendations for managing parking demand as Pueblo Viejo develops. The Plan organized Downtown District parking in 24 numbered blocks between 1st Street and 9th Street and between Cesar Chavez Street and Grapefruit Boulevard (Attachment 1). Staff has conducted parking studies in September 2022, March 2023, April 2023, and November 2024, in order to analyze the changes in parking demand and identify opportunities to better manage the existing parking supply before recommending costlier parking implementation alternatives.



DISCUSSION/ANALYSIS:

Figure 1 - Downtown District

Growing the Pueblo Viejo Downtown District as a hub for small business and a destination for residents and visitors are City priorities. Staff's intent is to update the Planning Commission regarding parking occupancy as the Pueblo Viejo Downtown District continues to grow.

The survey monitored parking demand on Wednesday, November 20, 2024 (Observation Day 1) and Saturday, November 23, 2024 (Observation Day 2) for on-street and off-street parking occupancy between the hours of 7 a.m. to 5 p.m. on 24 blocks. These days were chosen to observe

parking occupancy during a typical winter weekday and weekend. Staff chose the month of November to conduct the parking study to see if the increase in seasonal visitors in the Coachella Valley region impact parking in the Downtown District region. Staff also analyzed the 6th Street segment between Vine and Orchard Streets where parking occupancy is anticipated to be highest. Below are staff's findings for parking in the Downtown District region.

6th Street (between Orchard and Vine Street)

On Sixth Street, between Orchard and Vine Streets, there are a total of 19 parallel on-street parking spaces that experience highest occupancies due to adjacent uses that include the Coachella Library, Sixth Street Coffee, Todec, Las Tres Conchitas, on the South side and Alianza, COFEM, and Firehouse Bar and Grill.



Day	Time	Occupancy
Wednesday, November 20 – Peak	11 a.m.	95%
Wednesday, Nov. 20 – Lowest	5 p.m.	42%
Saturday, Nov. 23 – Peak	11 a.m.	74%
Saturday, Nov 23 – Lowest	7 a.m. and 5 p.m.	18%
Overall Occupancy	7 a.m. - 5 p.m.	59%

6th Street (between Cesar Chavez and Grapefruit Boulevard)

On Sixth Street, between Cesar Chavez and Grapefruit, there are a total of 106 on-street parking spaces.

Day	Time	Occupancy
Wednesday, November 20 – Peak	11 a.m.	48%
Wednesday, Nov. 20 – Lowest	5 p.m.	27%
Saturday, Nov. 23 – Peak	9 a.m.	42%
Saturday, Nov. 23 – Lowest	7 a.m.	19%.



Block 6 “Library Block”

On Block 6, the “Library Block”, there are a total of 50 parking spaces available, of which 9 are on-street on 6th Street in front of Library/Sixth Street Coffee, 13 on Orchard, 13 on Vine and 15 on 7th Street.

Day	Time	Occupancy
Wednesday – Peak	11 a.m.	80%
Wednesday – Lowest	5 p.m.	26%
Saturday – Peak	11 a.m.	46%
Saturday– Lowest	5 p.m.	18%



Block 5 Veterans Park

There are a total of 124 parking spaces, of which 35 are on-street on Orchard Street, 26 on 4th Street, 36 on Vine Street, and 17 off-street in a gated parking lot.

Day	Time	Occupancy
Wednesday – Peak	3 p.m.	52%
Wednesday – Lowest	7 a.m.	26%
Saturday – Peak	11 a.m.	55%
Saturday– Lowest	7 a.m.	22%



Blocks 21-22 Northern half of Downtown

The Northern half of Downtown has a total of 65 parking spaces.

Day	Location	Time	Occupancy
Wednesday – Peak	Block 22	7 a.m.	58%
Wednesday – Lowest	Block 21	1 p.m.	6%
Saturday – Peak	Block 22	1 p.m.	48%
Saturday– Lowest	Block 22	7 a.m.	13%



Blocks 18, 19 and 24 - 4th Street

On 4th street, the total amount of parking spaces is 108.

Day	Location	Time	Occupancy
Wednesday – Peak	Block 18	1 p.m.	48%
Wednesday – Lowest	Block 19	5 p.m.	10%
Saturday – Peak	Block 18	11 a.m.	45%
Saturday– Lowest	Block 19	3 p.m.	17%



Blocks 4, 7, 11 and 23 - Southern half of Downtown

At the Southern half of Downtown (blocks 4, 7, 11 and 23) the total amount of parking spaces is 364.



Day	Location	Time	Occupancy
Wednesday – Peak	Block 11 – Palm View Elementary	9 a.m.	61%
Wednesday – Lowest	Block 11 – Palm View Elementary School	5 p.m.	10%
	Block 23	11 a.m. and 1 p.m.	10%
Saturday – Peak	Block 4	3 p.m.	49%
Saturday – Lowest	Block 11 – Palm View Elementary	11 a.m.	1%

Entire Downtown District (Blocks 1 – 24)

For the entire downtown district, the total amount of parking spaces is 1,537.

Day	Time	Occupancy
Wednesday – Peak	9 a.m.	47%
Wednesday – Lowest	5 p.m.	24%
Saturday – Peak	11 a.m.	30%
Saturday – Lowest	7 a.m.	23%

Day	Time	Occupancy
Wednesday – Average	7a.m. – 5p.m.	36%
Saturday – Average	7a.m. – 5p.m.	27%



Downtown Parking Study Yearly Comparison

Entire Downtown District	Time	Occupancy
March 2023	7a.m. – 5p.m.	34%
April 2023	7a.m. – 5p.m.	33%
November 2024	7a.m. – 5p.m.	36%

FINDINGS FOR PARKING IN ENTIRE DOWNTOWN AREA

The Pueblo Viejo Revitalization Plan considers the downtown occupancy full when occupancy is above 80% and would be a reason to identify assertive parking management strategies. In November 2024, the peak average parking occupancy for the entire downtown from 7 a.m. – 5 p.m. was 36%, a 2% increase from last year's study. The highest peak times observed during the study on Wednesday was 9 a.m. at 47% and on Saturday at 11 a.m. at 45%. This parking survey demonstrates that parking is abundant throughout the entire Downtown District area.

FINDINGS FOR PARKING ON 6TH STREET (BETWEEN ORCHARD AND VINE STREET)

Staff did observe that parking occupancy did exceed the 80% threshold on 6th Street between Vine and Orchard Street during the Wednesday observation between the hours of 9 a.m. – 11 a.m., parking exceeded the 80% threshold. In March 2023, parking occupancy on 6th Street between Vine and Orchard Street was at 67% throughout the day from 7 a.m. – 5 p.m. On November 20, 2024, parking occupancy was at 70% throughout the day from 7 a.m. – 5 p.m., a 3% increase. The 15-minute time restricted parking for two parallel parking spaces in front of the Coachella Library and Sixth Street Coffee has been successful in ensuring faster parking turnover to allow visitors on short visits to frequent 6th Street businesses. This parking survey demonstrates additional parking management strategies could be considered and recommended by the Planning Commission to manage parking on 6th Street between Orchard and Vine Street.

CONCLUSION

There is sufficient parking throughout the downtown area for regular long-term parking for employees or visitors for longer stays, where parking occupancies remain low to moderate. Although no other business have reported any need for additional parking restrictions, the Planning Commission could consider recommending the following:

- An additional time restricted parking space on 6th Street
- Cooperative parking management
- Signage and user information

Staff requests that the Planning Commission review and discuss the data collected from the Pueblo Viejo Downtown Parking Study Survey Update conducted on Wednesday November 20, 2024 and Saturday November 23, 2024.

Attachments:

1. Parking Map Block Excerpt
2. Pueblo Viejo On-Street Parking Excerpt
3. Pueblo Viejo Off-Street Parking Excerpt
4. Pueblo Viejo Parking Occupancy Report, November 20, 2024
5. Pueblo Viejo Parking Occupancy Report, November 23, 2024
6. Coachella Parking Limit Signs
7. Full Pueblo Viejo Revitalization Plan Parking Analysis

<https://www.coachella.org/home/showpublisheddocument/7801/637068252957170000>