



**STAFF REPORT**  
**10/5/2022**

**TO:** Planning Commission Chair and Commissioners

**FROM:** Eva Lara, Planning Technician and Gabriel Perez, Development Services Director

**SUBJECT:** Pueblo Viejo Downtown Parking Survey and Consideration of Parking Time Limits

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Growing the Pueblo Viejo Downtown District as a hub for small business and a destination for residents and visitors are City priorities. The 2019 Pueblo Viejo Revitalization Plan (Plan) included a parking analysis and identified recommendations for managing parking demand as Pueblo Viejo develops. The Owner of Sixth Street Coffee (1500 6<sup>th</sup> Street), Steve Garcia, requested parking time limits on 6<sup>th</sup> Street between Orchard and Vine Streets to accommodate customers who frequent 6<sup>th</sup> Street small businesses for short visits. Staff conducted a parking survey informed by the parking analysis conducted in the Plan to identify if parking demand in the area warrants parking time limits. The Plan organized parking in Downtown by numbered blocks (Attachment 1). The survey monitored parking demand on Monday, September 5, 2022 for on-street and off-street parking occupancy between the hours of 7 a.m. to 5 p.m. on these blocks and the 6<sup>th</sup> Street segment between Vine and Orchard Streets. This report is intended to update the Planning Commission of the survey results and identify parking management options.

On Sixth Street, between Orchard and Vine Streets, there are a total of 19 parallel on-street parking spaces. Adjacent uses include the Coachella Library, Sixth Street Coffee, Todec, True Awakening Studio, Las Tres Conchitas, on the South side and Alianza, COFEM, and the soon to open Firehouse Bar and Grill. The peak parking occupancy occurred at 9 a.m. at 77% and generally observed above 50% occupancy after 9 a.m. The lowest parking occupancy was observed at 7 a.m. at 33%.

On Block 6 “Library Block”, there are a total of 45 parking spaces available, of which 9 are on-street on 6<sup>th</sup> Street in front of Library/Sixth Street Coffee, 13 on Orchard, 8 on Vine and 15 on 7<sup>th</sup> Street. The peak occupancy was around 11 a.m. at 73%. Parking was observed above 50% occupancy between 9 a.m. to 1 p.m. The lowest occupancy occurred at 7 a.m. at 16%.

At Veterans Park, Block 5, there are a total of 124 parking spaces, of which 35 are on-street on Orchard Street, 26 on 4<sup>th</sup> Street, 36 on Vine Street, and 17 off-street in a gated parking lot. The peak occupancy occurred at 11 a.m. at 35%. The lowest occupancy occurred at 7 a.m. at 15%

The parking survey demonstrated that parking is abundant throughout the Downtown District. The parking occupancy is observed highest on the 6<sup>th</sup> Street segment at 77%. Parking is considered full when occupancy is above 80% and would be a reason to identify aggressive parking management strategies.

Staff recommends the Planning Commission consider the following options to manage parking on the 6<sup>th</sup> Street segment from 8 a.m.-5 p.m. Monday-Friday (15 minute, 20 minute, 1 hour or 2 hour limitations):

- A. All on-street parking between Vine and Orchard Street be time restricted
- B. Two time restricted parking spaces in front of the library and 6<sup>th</sup> Street Coffee and two time restricted parking spaces in front of the bakery and boutique.
- C. All on-street parking spaces on south side of 6<sup>th</sup> Street between Vine and Orchard Streets be time restricted.

Staff believes a moderate approach of option B should be considered for managing parking that includes time limits for 4 parking spaces on 6<sup>th</sup> Street, where 2 spaces would be time restricted in front of the Library/Sixth Street Coffee and 2 spaces would be time restricted in front of the Tres Conchitas/True Awakening Studio. The businesses and nonprofit organizations on 6<sup>th</sup> Street expressed support for the moderate approach. Regular long-term parking for employees or visitors for longer stays could still find available parking along plentiful parking along Vine and Orchard Streets where parking occupancies remain low to moderate. A more aggressive approach would be recommended to the Planning Commission when future parking surveys identify parking occupancies exceeding 80%. Any approved parking limitations would need to be made apparent to the public with signage (Attachment 3) and may also include painting the curb green.

Attachments:

1. Excerpts from Pueblo Viejo Parking Analysis (Maps)  
-Full Pueblo Viejo Revitalization Plan Parking Analysis  
<https://www.coachella.org/home/showpublisheddocument/7801/637068252957170000>
2. Pueblo Viejo Parking Survey Results by Block
3. Example of parking limit signage