



**STAFF REPORT**  
**5/10/2023**

**TO:** Honorable Mayor and City Council Members

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

**SUBJECT:** Pueblo Viejo Downtown Parking Survey Update

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**Background:**

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 included a parking analysis and identified recommendations for managing parking demand as Pueblo Viejo develops. Our intent is to update the City Council Members regarding parking occupancy as the Pueblo Viejo Downtown District continues to grow.

The Plan organized Downtown parking by numbered blocks (Attachment 1). The survey monitored parking demand on Tuesday, March 28, 2023 (Observation Day 1) and Friday, April 21, 2023 (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. Staff also analyzed the 6th Street segment between Vine and Orchard Streets where parking occupancy is anticipated to be highest. Observation Day 2 was chosen to evaluate any impacts to parking from the Coachella Festival (Weekend 2).

**Discussion/Analysis:**

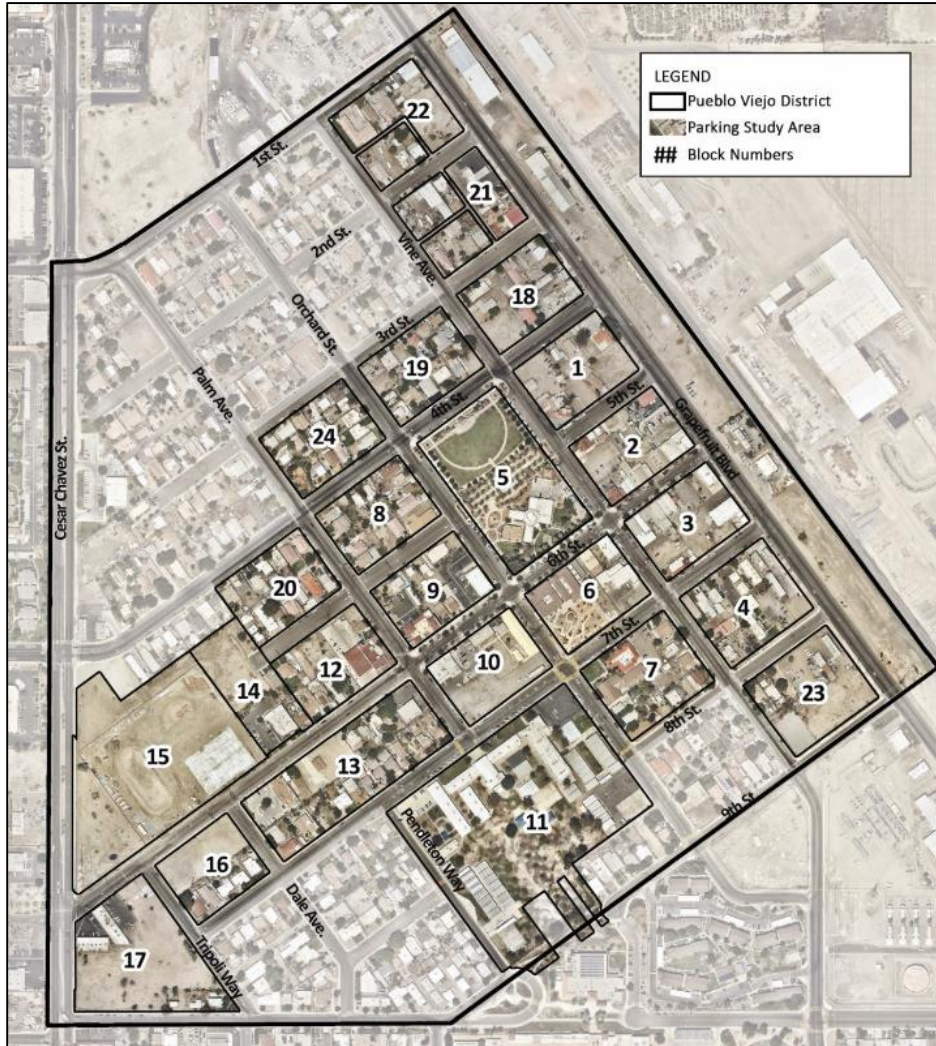
This report is intended to update the City Council Members and Planning Commission of the survey results and identify parking management options.

On Sixth Street, between Orchard and Vine Streets, there are a total of 19 parallel on-street parking spaces that experience highest occupancies due to adjacent uses that include the Coachella Library, Sixth Street Coffee, Todec, True Awakening Studio, Las Tres Conchitas, on the South side and Alianza, COFEM, and Firehouse Bar and Grill. On Observation Day 1, the peak parking occupancy occurred at 3 p.m. at 89% and generally observed above 58% occupancy between 9 a.m. to 3 p.m. The lowest parking occupancy was observed at 7 a.m. and 5 p.m. at 47%. On Observation Day 2, the peak parking occupancy occurred at 9 a.m. at 84% and generally observed above 53% occupancy between 11 a.m. to 3 p.m. The lowest parking occupancy was observed at 5 p.m. at 16%.

On Sixth Street, between Cesar Chavez and Grapefruit, there are a total of 106 on-street supply of parking spaces. On Observation Day 1, the peak occupancy was observed at 11 a.m. at 48% and

the lowest peak was observed at 7 a.m. at 27%. On Observation Day 2, the peak occupancy was observed at 9 a.m. to 11 a.m. at 46% and the lowest peak was observed at 5 p.m. at 21%.

Figure 1: Downtown Parking Study Area Block Numbering



On Block 6 “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. On Observation Day 1, the peak occupancy was around 11 a.m. to 3 p.m. at 66%. Parking was observed below 50% occupancy between 7 a.m., 9 a.m. and 5 p.m. The lowest occupancy occurred at 7 a.m. at 20%. On Observation Day 2, the peak occupancy was around 9 a.m. at 82%. Parking was observed below 50% occupancy between 7 a.m., and 1 p.m. to 5 p.m. The lowest occupancy occurred at 5 p.m. at 8%.

At Veterans Park, Block 5, 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. On Observation Day 1, the peak occupancy occurred at 1 p.m. at 56%. The lowest occupancy occurred at 7 a.m. at 14%. On Observation Day 2, the peak occupancy occurred at 1 p.m. at 42%. The lowest occupancy occurred at 7 a.m. at 19%.

At the Southern half of Downtown, Blocks 4, 7, 11 and 23, the total amount of parking spaces are 364. On Observation Day 1, the peak occupancy occurred on Block 11 “Palm View Elementary School”, around 9 a.m. to 11 a.m. at 61%. The lowest occupancy also occurred on Block 11 “Palm View Elementary School”, around 7 a.m. at 7%. On Observation Day 2, the peak occupancy occurred on Block 7, around 11 a.m. at 64%. The lowest occupancy also occurred on Block 11 “Palm View Elementary School”, around 7 a.m. at 7%.

The parking survey demonstrates that parking is abundant throughout the Downtown District. The peak occupancy occurs at 11AM at 42% for the entire Downtown District. The parking occupancy is observed highest on the 6th Street segment (between Orchard Street and Vine Street) at 89%. The March survey showed that an average of 34% parking spaces were occupied during the day, while the April survey showed 33%. Neither the Mexican Consulate nor Coachella Festival Weekend 2 made an impact on the total parking occupancy. Parking is considered full when occupancy is above 80% and would be a reason to identify assertive parking management strategies.

Higher parking occupancy on 6th Street between Vine and Orchard Street may require closer observation to implement solutions for future occupancy issues. 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. Survey data shows an increase of occupancy from the September 2022 survey with an increase of 12%, from 77% to 89% during weekdays. The latter increase surpasses the 80% occupancy threshold and additional parking management strategies should be considered.

The Members of City Council could consider recommending options to manage parking on the 6th Street segment from 8 a.m.-5 p.m. Monday-Friday (15-minute, 20-minute, 1-hour or 2-hour limitations). No other businesses since the time restricted parking signs were installed have reported any need for additional parking restrictions. Another option that does not restrict parking would be to utilize wayfinding signs that directs employees or visitors for longer stays to plentiful parking along Vine and Orchard Streets where parking occupancies remain low to moderate.

### **Staff Recommendation:**

Staff recommends that the City Council receive and file the parking survey report. Since this is the first downtown parking survey presented to City Council, Staff recommends the Council discuss the survey results and provide feedback.

### **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, March 2023
5. Pueblo Viejo Parking Occupancy Report, April 2023
6. Coachella Parking Limit Signs
7. Full Pueblo Viejo Revitalization Plan Parking Analysis  
<https://www.coachella.org/home/showpublisheddocument/7801/637068252957170000>