



Citywide Parking Implementation Plan Acknowledgements

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INTRODUCTION

It is important for the City to plan for the future of parking and connectivity as Dana Point thrives. The purpose of this Citywide Parking Implementation Plan is to develop strategies to manage parking efficiently in Dana Point. These strategies must be monitored for effectiveness and adjusted as parking conditions evolve over time. Implementation of this plan requires coordinated involvement of City departments, residents, businesses, and stakeholder organizations.

Community Outreach

The City of Dana Point collects data and input from the community on specific parking issues that affect quality of life. Concerted effort has been made to involve residents, businesses, property owners, and various stakeholders throughout the process leading up to the development of this Implementation Plan. A dedicated Citywide Parking webpage is available and serves as a source for background reports, workshop video and materials, and online survey results. These resources can be found at <http://www.danapoint.org/residents/city-news/parking>.



Community members at the Joint City Council and Planning Commission parking workshop with interactive roundtable stations on May 15, 2017.

TIMELINE: COMMUNITY AND STAKEHOLDER INPUT

MARCH 2017	City Council directed staff to engage in community outreach on parking issues. Staff initiated a contract with Dr. Richard Willson, an urban planning professor at Cal Poly Pomona, to facilitate the public workshop on issues related to parking.
APRIL 2017	Preliminary Briefings The City Council, Planning Commission, and City staff met with the parking consultant to discuss parking issues relative to supply and management.

APRIL-MAY 2017	<p>Online Community Survey Community members were encouraged to participate in the online survey on citywide parking. The survey was an opportunity for the City to receive valuable input from the public, especially from those unable to attend the workshop. The City received 187 responses and the survey results are available and posted online.</p>
MAY 2017	<p>Citywide Parking Workshop A workshop was held on Monday, May 15, 2017 in the Dana Point Community Center Gymnasium. The community was encouraged to participate in an interactive roundtable setting to discuss parking-related issues on various topics, including Lantern District, Doheny Village, Residential Neighborhoods, and parking preferences. Photos, data, and feedback from the workshop and interactive stations are posted online. Approximately 80 people were in attendance.</p>
JUNE 2017	<p>Citywide Parking Report On June 16, 2017, Dr. Richard Willson drafted a Citywide Parking Report that provides a framework for parking policies and suggested implementation measures.</p>
JUNE 2017	<p>Report to Planning Commission on Community Outreach On June 26, 2017, the Planning Commission discussed the results of the online survey and public workshop, and recommended the Citywide Parking Report to City Council.</p>
AUGUST, SEPTEMBER, OCTOBER, NOVEMBER 2017	<p>Reports to City Council on Citywide Parking, Formation of Parking and Circulation Oversight Task Force The City Council discussed the results of the online survey and public workshop, Citywide Parking Report, and recommendations from Planning Commission.</p>
JANUARY 2018	<p>Appointments to the Parking and Circulation Oversight Task Force</p>

Parking and Circulation Oversight Task Force

In November 2017, the Dana Point City Council established the Parking and Circulation Oversight Task Force. The Task Force is defined as an advisory group that informs the City Council and offers recommendations to identify and address parking and circulation solutions in Dana Point.

The purpose of the Task Force is to develop this Citywide Parking Implementation Plan to present to City Council for consideration and implementation. In January 2018, the City Council

appointed the following Dana Point residents to the Task Force: Joe Muller, Mayor; Eric Nelson, Planning Commissioner; Luke Boughen, Traffic Improvement Subcommittee; Cindy Fleming, Resident At-Large; and Mike Powers, Business At-Large. In the past year, the Task Force held five meetings which have been open to the public.

TIMELINE: TASK FORCE MEETING AND TOPIC AREAS

MARCH 2018	Task Force establishes and reviews Citywide Parking Report prepared by Dr. Willson
APRIL 2018	Technical Advisory Committee formed by City staff
MAY 2018	Task Force discusses marketing strategies and reviewed Citywide Public Parking Count
AUGUST 2018	Lantern District/Town Center Parking Count and Occupancy Study conducted by LLG Engineers
SEPTEMBER 2018	Task Force reviewed existing parking programs and policies, including City’s General Plan Circulation Element
NOVEMBER 2018	Task Force receives summary presentation on draft Lantern District/Town Center Parking Count and Occupancy Study
JANUARY 2019	Task Force reviews draft Implementation Plan Matrix prepared by staff, considers parking enforcement “hot spot” issues referred by City Council
MARCH 2019	Task Force reviews draft Implementation Plan prepared by staff, finalizes recommendations to City Council
MARCH 2019	Task Force provides City Council with annual status report and recommends approval of Citywide Parking Implementation Plan

Technical Advisory Committee

Implementation of this plan and its parking programs requires collaborative involvement of City departments, local businesses, residents, and stakeholder organizations. In March 2017, a Technical Advisory Committee was formed to ensure regular coordination between City departments involved in parking. The Committee is comprised of City staff including representatives from Community Development, Economic Development, Public Works, and Dana Point Police Services. The Committee meets on a quarterly basis to discuss follow-up items from Task Force meetings.

PROGRAM IMPLEMENTATION PROGRAMS

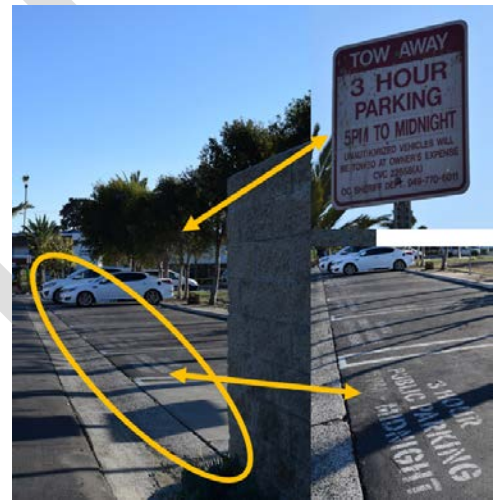
Based on various inputs received, this Implementation Plan recommends a wide range of strategies to be implemented on a short-term, mid-term, and long-term/ongoing basis. Each program is described in detail, following with a matrix of action items that could be achieved in the following timeline upon approval of the Implementation Plan by the City Council: Short-term (12-18 months); Mid-term (2-3 years); and Long-term (ongoing). Once this Implementation Plan is approved by City Council, the Technical Advisory Committee will take the lead role to initiate and complete these recommended action items. Any requests for additional funding will be brought to the City Council for review and approval.

SHORT-TERM GOALS AND ACTION ITEMS

1.1 Public Parking Marketing

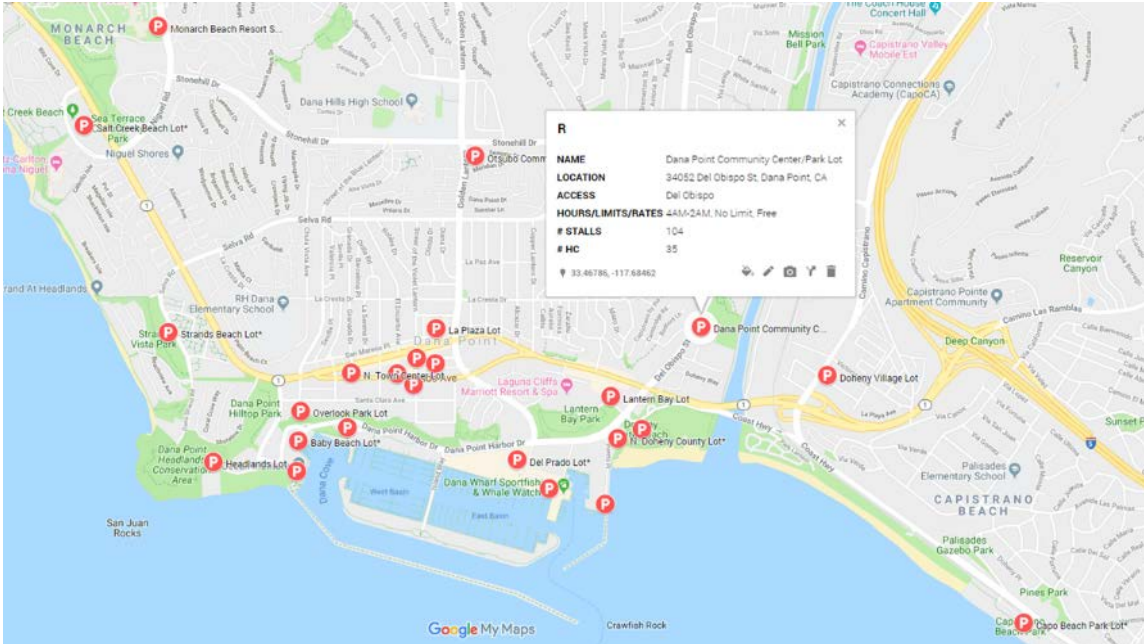
Planning Division staff created a comprehensive list of City, County, State, and privately-owned parking lots available for public use. Lots identified on the list do not include on-street parallel parking spaces. Many of these public parking lots are underutilized because users are unaware of location, time limits, and fees. In order to maximize use of these parking resources, staff has researched a variety of tools to inform residents and visitors of existing lots. Staff has been in contact with mobile application companies with various tools to assist with locating parking. Existing signage may be improved with larger text, directional graphics, and more information regarding time limits. A dedicated webpage specific to public parking will be made available on the City’s website and mobile app.

- Develop comprehensive list of all public parking and update list regularly
- Solicit bids for permanent and temporary parking wayfinding signage
- Enhance public parking lot signage and branding
- Publish interactive, online and app-based parking information
- Update graphics, maps, and resources
- Implement outreach and education program to incentivize alternative transportation



Existing public parking lot signage should be redesigned with clear information





Draft interactive map of public parking lots with information on number of stalls, hours of operation, time limits, and rates.

1.2 Garage Clean-Out

Existing residential properties built 45+ years ago under County of Orange jurisdiction were subject to less stringent parking requirements than today’s standards. Many properties were built with a one-car garage per unit, and some have a shallow driveway that cannot accommodate a full-sized car depth of 20 feet. When garages are used for storage instead of vehicular parking, residents rely on the availability of on-street parking. In order to encourage residents to park in garages, this strategy provides bulky-item pick up and large trash bins on select days and locations as an opportunity for residents to discard unnecessary items stored in garages. A benefit of the garage clean-out program is to use this as an education opportunity to encourage people to park vehicles in their garages.

- Promote a garage clean-out program to encourage utilization of residential garage parking spaces
- Develop pilot program for block level bulky item and trash bin/container events in collaboration with CR&R



Encourage residents to clean out and park cars in garages within residential areas with limited onsite and on-street parking supply

- Publicize events with educational outreach on garage and onsite parking

1.3 Parking Permit Update

In September 1999, a Preferential Parking District was formed around Dana Hills High School to prevent student parking on residential streets. The existing program does not require permits to be renewed once issued, therefore it is believed obsolete permits remain in circulation. To ensure current permit holders remain eligible for the program, new permits and a regular renewal process will be implemented. Staff has also researched third-party companies that could provide mobile technology to improve existing permit management and enforcement.

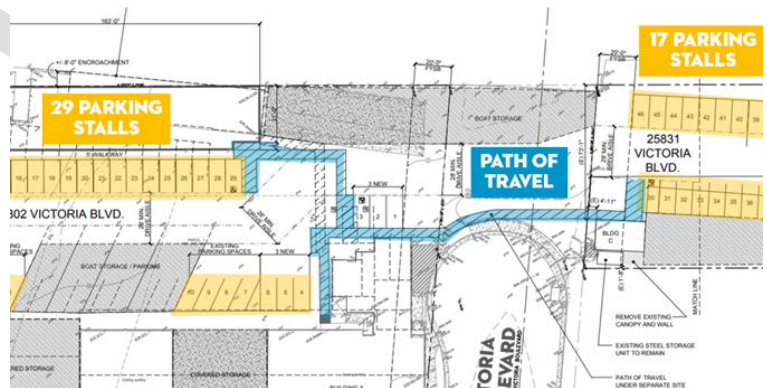
- Re-issue new display permits to assist with enforcement and require more frequent permit renewal requirement
- Evaluate permit fees to ensure they cover costs in order to administer the program
- Monitor enforcement of permits and consider new technology for permit management and enforcement



New renewal process and permits now available to residents in parking districts

1.4 Zoning Ordinance Update

Planning Division staff prepares Zoning Code amendments on an annual basis. In 2019, staff will focus on potential modifications to parking regulations to expand opportunities for joint use parking and provide alternative employee parking options.



Recent approval for Joint Use of Parking Facilities in Doheny Village

Joint Use of Parking Facilities is a parking strategy that allows two or more uses on different lots with different hours of operation to utilize the same stock of parking spaces to satisfy their respective parking requirements. Current regulations limit the boundary of the parking facilities to within 300 feet of the uses that they serve. Based on community input received at the workshop, most people support walking distances up to three blocks for visitors and

further for employees. Expansion of the radius would allow greater parking design flexibility, especially for small lot development. This strategy is in line with the “park once and walk” concept which was supported by the majority of online survey respondents.

Employee parking standards are not stipulated in the Zoning Code, but has been raised by the community as a recurring conflict. Generally, employee parking is factored into the overall parking ratio based on use. However, staff proposes to develop alternative design standards that would allow tandem configuration or shared loading zone and employee parking, and opportunities to utilize remote employee parking lots subject to Conditional Use Permit approval to provide more onsite parking and discourage employees from parking on public streets.

Among the feedback received, there were concerns with residents storing additional commercial vehicles associated with home-based businesses. Staff will look to update existing home occupation regulations to address commercial vehicle parking concerns.

- Expand radius eligible for Joint Use of Parking Facilities
- Develop standards for employee parking with potential alternatives subject to Conditional Use Permit approval for tandem configuration and loading zones
- Allow remote employee parking lots
- Look to update existing home occupation regulations to limit commercial vehicle parking

1.5 Trolley

Dana Point Trolley system serves as a vital connection between Laguna Beach, San Juan Capistrano, and San Clemente trolleys. The City received a Project V grant from OCTA, which will provide funding for trolley service until 2024. The trolley system provides a link between parking resources Citywide, which facilitates use of available parking supply outside of Town Center and Dana Point Harbor. The majority of existing public parking lots are located along the one-way trolley route and connects riders to the City’s major destinations such



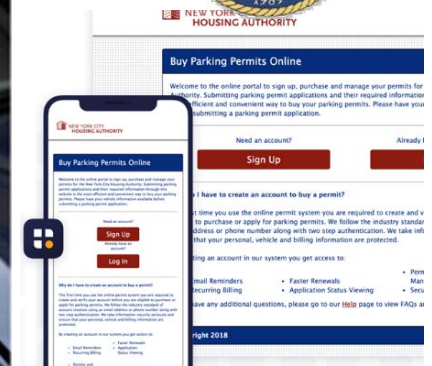
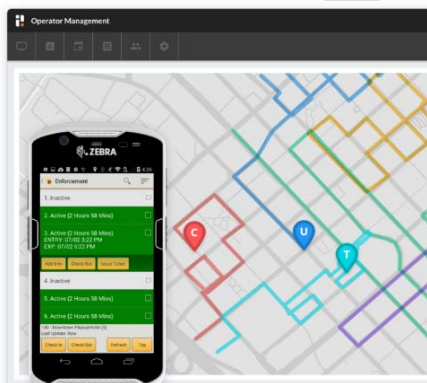
Several existing public parking lots are located conveniently near stops along the Dana Point Trolley summer route

as Lantern District/Town Center, Doheny Village, Capistrano Beach, Dana Hills High School, and Dana Point Harbor.

- Continue to develop opportunities to expand, promote, and fund the City’s trolley program
- Update trolley map with public parking lot information

1.6 Parking Enforcement

Community input, parking count data, and feedback referred from the City Council have identified residential areas with recurring parking issues, such as vehicles parking longer than 72 hours, inoperable vehicles, blocked sidewalks, and limited on-street parking supply. These “hot spot” areas would benefit from enhanced enforcement to promote frequent turnover of on-street spaces. Preliminary research suggests that there are new third-party technologies that can improve parking enforcement efficiency. For example, GPS and license plate reader technology can digitally “chalk” vehicles parked longer than 72 hours and alert enforcement officers when to issue citations.



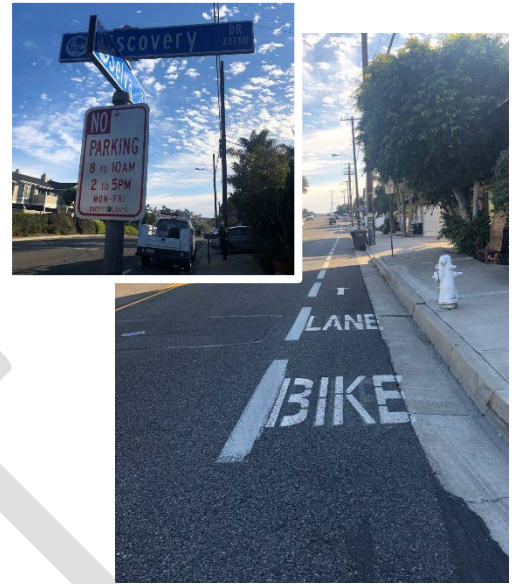
- Focus enforcement resources on residential hot spot issues including vehicles over 72 hours, inoperable vehicles, parking over sidewalks, parking on corners and blocking driveways, etc.
- Track and monitor citations issued
- Explore technologies to assist with enforcement such as automated license recognition
- OCSD to work with staff to discuss options
- Evaluate resident sentiment about potential increase in citations

Advanced parking technology using GPS, License Plate Recognition, mobile hardware, automated citations, and permit software

1.7 Restriping to Expand Parking

In areas where public parking supply is limited, there may be opportunities to redesign existing public facilities to accommodate for more parking. When roads are resurfaced or restriped as part of public improvement projects, City staff will evaluate potential modifications to gain additional parking stalls and/or review existing parking signage. As an example as part of the most recent street resurfacing project, staff was able to identify increasing on-street parking supply by restriping additional parallel stalls on Selva Road, which creates approximately 60 stalls. Existing “no parking” and time-restricted signage will be removed to allow longer term parking for adjacent properties with limited parking in Lantern District. Staff will continue to evaluate locations throughout the City to create on-street public parking.

- Evaluate creation of new parking spaces through the use of striping, curb painting, etc. when undertaking City road work projects
- Consider options to make sure that pedestrian, bike, loading, and other transportation alternatives are still considered in design, not just parking



Existing “no parking” signage and bike lane striped along Selva Road

1.8 Doheny Village Parking

The Doheny Village neighborhood is in the process of updating their zoning regulations, including land uses and development standards. In collaboration with area residents and the Doheny Village Merchants’ Association, City staff will be working to develop parking standards unique to this area. The Village is an eclectic area with industrial, mixed-use, commercial, and residential properties. Many long-standing businesses share private parking facilities on an ad-hoc basis. In 2019, the group will review minimum parking ratios, existing and potential public parking, and enforcement strategies.

- Develop and adopt “village” specific parking policies and regulations as part of the Doheny Village Update project

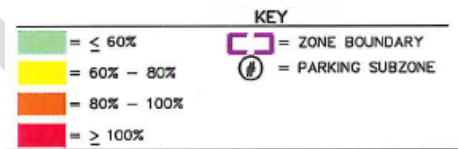


Doheny Village Merchants’ Association representatives meet monthly with City staff to work on zoning code updates

MID-TERM GOALS AND ACTION ITEMS

2.1 Lantern District/Town Center Parking Monitoring

The Public Works Department initiated a contract with LLG Engineers to conduct on-street and off-street parking counts and an occupancy study that took place during August 2018. This survey reflects a similar methodology to the 2008 Town Center Parking Analysis conducted by Fehr & Peers, with the exception of an expanded survey area into Lantern District residential neighborhoods for the most recent survey.



During summer 2018, weekend peak hour off-street occupancy was less than 60% in most Town Center areas.

In Town Center, between 2008 and 2018:

Off-street:

- Supply **decreased 100 stalls to 2,235**
- Weekday peak hour occupancy **decreased 4% to 50%**
- Weekend peak hour occupancy **increased 1% to 49%**

On-street:

- Supply **decreased 11 stalls to 585**
- Weekday peak hour occupancy **decreased 10% to 53%**
- Weekday peak hour occupancy **decreased 3% to 59%**

Best practices in the parking industry suggests that an area is constrained whenever an inventory of parking is operating for a sustained period of time in excess of 85% occupancy. The previous and most recent survey data indicates current peak hour occupancy is operating at acceptable standards. As new development is constructed, ongoing monitoring will be necessary to evaluate whether additional parking strategies or parking regulation changes are warranted.



Prado West is anticipated to be completed in 4th Quarter 2019: 109 apartment units and 32,500 SF retail with 357 subterranean parking stalls, of which 141 stalls will be made available as public parking.

- Conduct a follow-up parking count and occupancy study after the opening of Prado West to evaluate any changes in overall parking utilization in Lantern District Town Center
- Consider parking regulation changes (if warranted)
- Continue to conduct periodic parking occupancy studies in peak periods to determine and monitor the prevalence of shoppers and employers parking in residential neighborhoods

2.2 Develop Temporary Public Parking Lots

In 2018, the City Council modified the zoning code to allow alternative paving materials for parking lots. This tool would allow existing commercial vacant lots on private property to provide short-term or seasonal off-street parking supply if allowed to operate as temporary public parking lots. The California Coastal Commission is currently evaluating this tool as part of a more comprehensive zoning code update and may be implemented upon Coastal Commission certification.

- Look for opportunities to create temporary public and/or employee parking lots on currently vacant lots
- Consider the use of in-lieu fees collected to offset development costs to construct temporary public parking lots



Privately owned vacant commercial lots could be used for temporary public parking until property is developed in the future

LONG-TERM/ONGOING GOALS AND ACTION ITEMS

3.1 Lease Public Parking

The City has entered into lease agreements with private property owners to provide public parking lots at six locations: Taco Bell, Post Office, Meridian, Community House, Capo Beach Church, and Monarch Beach Resort. These short-term lease agreements provide shared public parking in private, off-street facilities. Staff will continue to seek opportunities to expand the existing program in other locations where appropriate.

- Evaluate opportunities to expand and adjust the City’s existing public parking lease program in private, off-street facilities
- Continue to conduct outreach to property owners and monitor occupancy



Public parking available at the Dana Point Post Office from 6 PM to midnight

3.2 Remote Parking

Peripheral parking locations can provide convenient alternatives for visitors, shoppers, and employees. Though most people prefer to park as close as possible to their destination, remote parking becomes feasible when there is high parking occupancy such as periods during special events. Remote parking lots become a more attractive alternative when supported by shuttle connections to minimize traffic congestion and have access to available parking in underutilized lots. Staff will evaluate opportunities to consider creation of remote parking lots for employees, long-term parking, and large scale special events.

- Consider options to establish remote parking lots for employees, long-term parking, and special events
- Coordinate with local business owners and chamber of commerce to promote use of remote lots
- Educate and outreach to area employees of remote lot availability

3.3 Public Private Partnerships

New development often creates opportunity to incorporate additional parking stalls during the planning and construction phase. Based on anticipated

development within the City, there will be opportunities for City staff to coordinate with developers to explore ways to include public parking in their projects.

- Explore and collaborate with developers to incorporate public parking into future private projects

3.4 Alternative Transportation

Providing various transportation options citywide reduces the need to use and park personal vehicles for every trip, and also serves those who cannot drive such as children, the elderly, and the disabled. Existing and future parking resources should be evaluated in relationship to transit and/or shuttle services that provide a link to parking. While the City maintains a trolley program that operates during the summer season, additional transit and/or shuttle services could be considered as a way to incentivize use of available parking facilities. Other forms of transportation should also be considered as well as their parking facilities, such as rideshare, shared ride service, microtransit, shuttles, and bicycles.

- Continue to explore and promote alternative means of transportation to reduce or modify parking demand
- Consider “last mile” parking tools and ways to connect to transportation options such as rideshare, shuttles, bicycles, etc.

3.5 Technological Opportunities

New “smart” parking technologies may improve user experience in locating available parking. Various technologies include wireless sensors, parking applications, dynamic signage, mobile payment, etc. As parking operation becomes driven by technology and automated processes, the City should continue to research these opportunities and apply pilot programs and update regulations where appropriate.

- Adjust policies and programs as advancements in technology develop. Anticipate changes in infrastructure and demand, i.e. charging stations, autonomous vehicles, smaller parking stall size



OCTA reveals OC Flex, a new microtransit pilot program available in Mission Viejo, Laguna Niguel, and Aliso Viejo



Example of dynamic signage to show number of public parking stalls available

3.6 Parking Districts

There are existing City regulations that allow establishment of parking districts. Due to stringent regulations of the Coastal Act, there are required findings that need to be made and establishment of new parking districts can be challenging. It is recommended that staff look at opportunities to update these regulations so that they become a more viable tool.

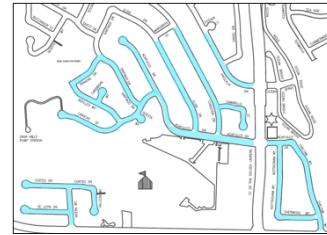
- Conduct ongoing review of existing preferential parking district and parking benefit district ordinances; review current definition and findings for parking districts
- Identify and evaluate neighborhoods that may benefit from parking permit districts

3.7 Parking In-Lieu Fee

Current zoning regulations allow developers to opt out of providing required parking by collecting a parking in-lieu fee. Fees collected through the in-lieu program can be used to offset costs for public private parking partnerships, development of temporary public parking lots, and leasing of public parking spaces.

- Continue to promote the use of the in-lieu parking fee option by private developers. The program may assist small sites in which parking construction costs are high because of inefficient parking layouts

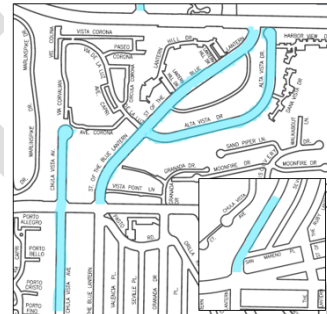
DANA HILLS



POSTED:
All Streets
No Parking
7AM-4PM
Mon-Fri
Except By Permit

Referencing Preferential Parking District Map

LANTERN VILLAGE



POSTED:
Blue Lantern & Alta Vista
No Parking
7AM-4PM
Mon-Fri
Except By Permit

Chula Vista
No Parking
Any Time
Except By Permit

South of 34142 Blue Lantern to PCH
No Parking
Any Time
Except By Permit

Existing Preferential Parking Districts around Dana Hills and Lantern Village

PROGRAM TIMELINE AND PERFORMANCE MEASURES

Program	Responsible Entity	Performance Measures
SHORT-TERM GOALS AND ACTION ITEMS (12-18 MONTHS)		
1.1 Public Parking Marketing	Community Development Economic Development Public Works Business Community	<ul style="list-style-type: none"> - Solicit bids for wayfinding and public parking signage - Update City’s website and mobile app - Implement outreach program with business community
1.2 Garage Clean-Out	Public Works Resident Community	<ul style="list-style-type: none"> - Develop outreach materials and coordinate with CR&R - Initiate pilot program in select residential blocks
1.3 Parking Permit Update	Public Works Parking District Residents	<ul style="list-style-type: none"> - Re-issue new parking permits and require more frequent permit renewals
1.4 Zoning Ordinance Update	Community Development	<ul style="list-style-type: none"> - Include parking-related revisions to 2019 Zoning Code Update
1.5 Trolley	Public Works	<ul style="list-style-type: none"> - Promote and monitor Summer 2019 trolley ridership, include parking lots on trolley route map
1.6 Parking Enforcement	Dana Point Police Services Community Development	<ul style="list-style-type: none"> - Develop proposals for enforcement technology - Track and monitor citations in residential hot spots
1.7 Restriping to Expand Parking	Public Works	<ul style="list-style-type: none"> - Complete Selva Road project to provide 60 additional on-street parallel stalls - Look for opportunities to expand parking supply through future public improvement projects
1.8 Doheny Village Parking	Community Development	<ul style="list-style-type: none"> - Develop and adopt “village” specific parking standards
MID-TERM GOALS AND ACTION ITEMS (2-3 YEARS)		
2.1 Lantern District/Town Center Parking Study	Community Development Public Works	<ul style="list-style-type: none"> - Conduct a follow-up parking count and occupancy study after the opening of Prado West project

2.2 Develop Temporary Public Parking Lots	Community Development Public Works	- Pursue temporary public and/or employee parking on vacant lots
LONG-TERM (AND ONGOING) GOALS AND ACTION ITEMS (ONGOING, 3+ YEARS)		
3.1 Lease Public Parking	Community Development Economic Development Public Works	- Expand and adjust City's existing public parking lease program - Conduct outreach to property owners and monitor occupancy
3.2 Remote Parking	Public Works	- Consider options to establish remote parking lots for employees, long-term parking, and special events
3.3 Public Private Partnerships	Community Development Economic Development Business Community	- Collaborate with developers to construct public parking into future private projects - Consider options for a shared public facility supported by in-lieu fees
3.4 Alternative Transportation	Community Development Public Works	- Continue to promote alternative means of transportation - Consider "last mile" parking tools as alternatives, such as rideshare, shuttles, bicycles
3.5 Technologic Opportunities	Community Development Public Works	- Adjust policies and programs as technology advances - Anticipate changes in infrastructure and demand, i.e. charging stations, autonomous vehicles, etc.
3.6 Parking Districts	Public Works Resident Community	- Review and implement existing parking district ordinance and evaluate opportunities to adopt parking district programs where appropriate
3.7 In-Lieu Parking	Community Development Business Community	- Continue to promote the use of in-lieu parking fee option by private developers