

Historic District Parking Implementation Plan Update

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Prepared for:

City of Folsom, California

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EXECUTIVE SUMMARY

The City of Folsom desires to develop a thorough understanding of the dynamics of development and parking in its Historic District, and how it will evolve over time, while ensuring that the City anticipates, and keeps current with, changing demands. The City took an initial step towards this understanding in July 2002, with the preparation of the *Historic District Parking Improvement Implementation Plan* (Gordon H. Chong & Partners/Walker Parking Consultants). This study's objective was to "determine the best way to add parking inventory and thus support the development of commercial activity in the Historic District." While the 2002 *Plan* established recommendations for the future, the dynamics in the Historic District have certainly changed over the past six years. In addition, the City recently prepared the *Parking Management 5-Year Plan* which updates parking conditions and near-term parking management strategies.

The purpose of this *Implementation Plan Update* is to refresh the 2002 *Plan* to more accurately quantify the effect of recent District development and a better defined future build-out scenario on parking supply and demand. More specifically, this report documents both existing and future parking supply and demand, evaluates potential sites for additional parking structures, considers parking and funding strategies, and assesses special events and parking interaction with other concurrent District studies.

Existing Parking Supply and Demand

Based on the data collection and analysis of existing supply and peak demand, there is sufficient parking within the study area to accommodate current typical weekday and weekend peak demands, particularly since the Rail Block parking structure was completed. While some zones experience relatively high demands, overall, there is ample available parking within the entire District. However, recent field observations show spillover parking into adjacent residential neighborhoods, particularly in the vicinity of the intersection of Wool Street and Figueroa Street.

Future Parking Supply and Demand

A single future development scenario was developed which is constrained by the amount of future parking supply that can be achieved by the addition of one new parking structure. This new structure is assumed to be constructed on the Trader Lane lot, and incorporates ground floor retail. Based on a preliminary schematic and feasibility evaluation, 442 spaces can be accommodated in this structure. The net available parking spaces within the District, after accounting for existing and planned/approved parking demand and practical capacity¹, is up to 425 spaces. This level of parking supply (425 spaces) was determined to accommodate approximately 55,000 square feet of retail, 27,000 square feet of restaurant, and 20,000 square feet of office uses in addition to the planned/approved projects, as well as the proposed retail on the ground floor of Trader Lane parking structure. The future retail and restaurant square footages were estimated using the existing proportion of retail and restaurant square footages within the District. The total future development that could be accommodated is 121,850 square feet, including 19,850 square feet of ground floor retail within the proposed parking structure.

Accounting for assumed construction timelines and logical, sequential implementation of District development, the anticipated parking supply and demand were plotted to graphically depict parking conditions in the District over time. This information is provided in Figure ES-1.

As demonstrated in Figure ES-1, the City should begin construction of a Trader Lane parking structure in July 2011, at which point the District-wide parking occupancy is anticipated to be approximately 80 percent. An assumed 12-month construction timeline will allow the parking structure to be completed, and operational ahead of the completion of the final phase of the Historic Folsom Station project in July 2012.

¹ The practical capacity for parking is defined at 85-90 percent utilization of parking spaces.

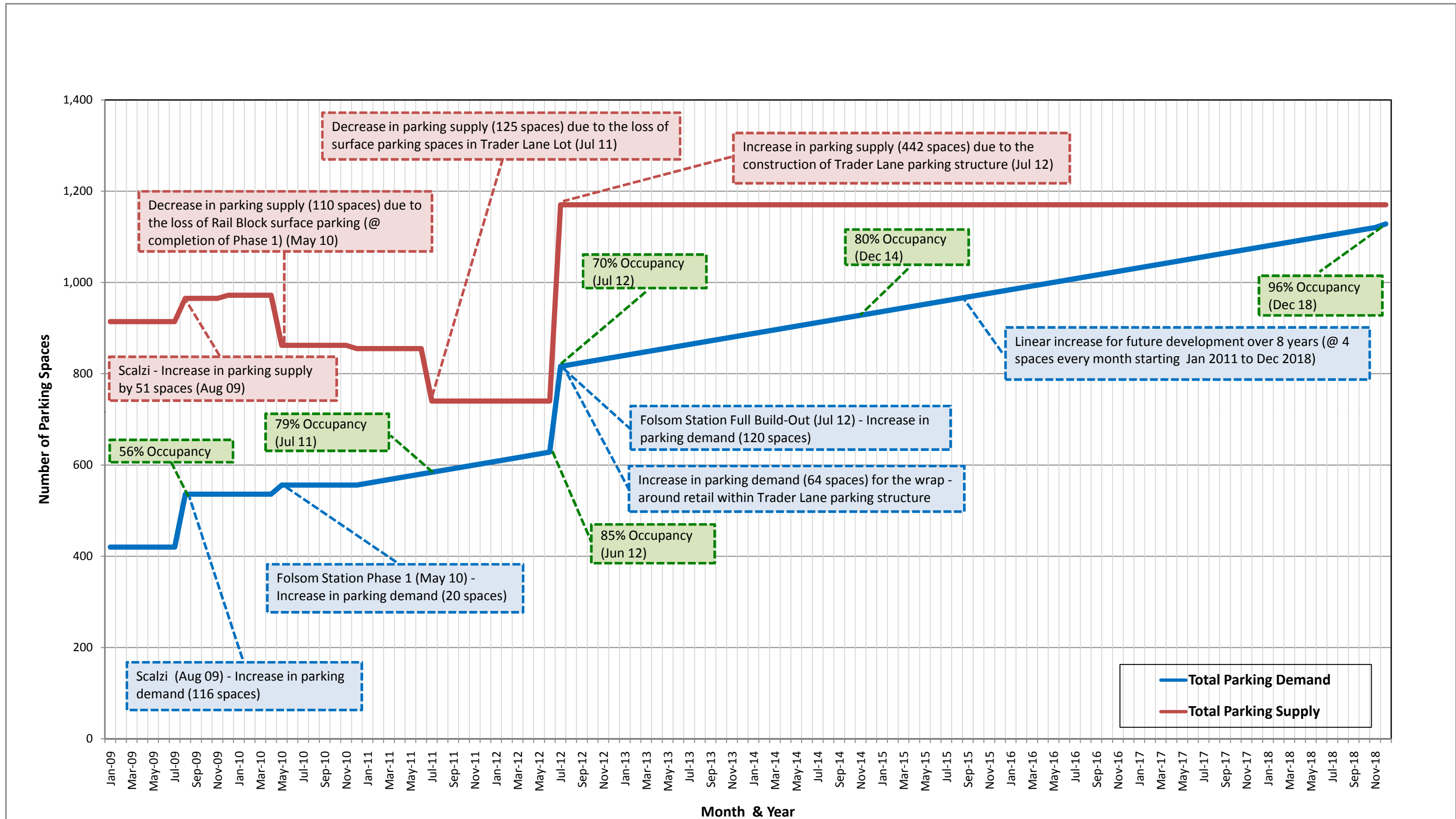


Figure ES-1 - Parking Supply and Demand Timeline

Adequacy of City's Current Historic District Parking Supply Strategy

Currently, the City of Folsom requires a flat parking ratio of 1 space per 350 square feet for all land use types (retail, offices, restaurants, museums, etc.) within the Historic District. The detailed parking analysis in this study indicates that this requirement is not sufficient to address the future parking needs of the District. The District proposes to add approximately 121,850 square feet (SF) of commercial use, in addition to existing land uses and planned/approved projects. Utilizing the City's existing requirement of 1 space per 350 SF, the additional proposed development (121,850 SF) would require approximately 350 parking spaces, yet the parking demand analysis identifies a need for 425 spaces. In order to meet the existing and future parking demand, the City should either increase its current parking ratio from 1 space per 350 SF, to 1 space per 305 SF, or adopt separate parking ratios for retail (1 space per 350 SF), restaurants (1 space per 170 SF for fine dining, and 1 space per 210 SF for casual dining), and office (1 space per 460 SF) uses. Revising the City's parking ratio is applicable for private development that would provide some, or all, of its required parking on-site. It would also be applicable should the City select to permit new development to meet its parking requirements in municipal parking structures by paying an in-lieu fee (see funding strategies).

Assessment of Potential Parking Structure Sites

Six potential sites were initially identified by the City for the construction of additional Historic District parking supply. Through preliminary discussions with City staff, this initial list of six sites was subsequently reduced to five with the elimination of one site determined to be generally infeasible, and the least desirable location of all potential sites. Two sites were determined to best meet site evaluation criterion. Subsequent discussions with the City determined that one of these sites, the Trader Lane lot, should be the single location considered for the development of a new parking structure.

Parking Implementation Strategies

The implementation of parking management strategies is intended to ultimately result in more efficient use of limited parking resources. Thirteen parking management strategies, including both near- and long-term components, are identified which could be implemented within the Historic District to address the existing and the projected future parking conditions. These strategies are summarized as follows:

Near-Term Strategies

- a. Increase the current parking ratio from 1 space per 350 SF to 1 space per 305 SF.
- b. Monitor neighborhoods, especially the neighborhood adjacent to the intersection of Wool Street and Figueroa Street, for spillover parking as development intensifies within the District.
- c. Monitor the implementation of planned/approved projects to determine when 80 percent of the parking demand occurs within the District.
- d. Add provision to the City's Municipal Code requiring large developments to provide on-site loading and unloading zones.
- e. Identify existing on-street parking spaces which could be used for loading and unloading during off-peak hours.
- f. Enforce parking restrictions by issuing warning parking tickets during an acclimation period.
- g. Identify time restricted, on-street valet parking spaces to be used by restaurants during the mid-day (noon to 2:00 p.m.) for lunch, and during the evening (6:00 p.m. to 8:00 p.m.) for dinner.
- h. Add on-street parking spaces as suggested by City's *5-Year Parking Management Plan* (January 2008).
- i. Encourage subsidized transit fares and continue operating the Valet/Pedicab program. Also, identify additional bike storage facilities within the District.
- j. Implement City recommended parking management strategy within the Rail Block parking structure.

Long-Term Strategies

- a. Adopt separate parking ratios for retail (1 space per 350 SF), restaurants (1 space per 170 SF for fine dining, and 1 space per 210 SF for casual dining), and for office (1 space per 460 SF) uses.

- b. Establish and implement in-lieu parking fees. The timing of the in-lieu parking fees could coincide with the City's decision (if implemented) of adopting separate parking ratios for retail, restaurants, and office uses with the District.
- c. Gradually implement a Residential Permit Parking Program (RPPP) in neighborhoods experiencing spillover parking impacts.
- d. Start construction of a 422 space parking structure on the Trader Lane Lot when the district-wide parking demand reaches approximately 85 percent of the available parking supply at the time, or when approximately 80 percent of the planned/approved projects' parking demand occurs within the District.
- e. Identify heavily utilized off-peak loading and unloading zones and designate them as permanent loading and unloading zones without time restrictions.
- f. Restrict all on-street parking within the District to 2 hours and enforce parking restrictions by issuing parking tickets.
- g. Remove the 3-hour parking limit from all off-street parking lots, and institute parking charges based on the number of hours parked. Also, during the construction of the Trader Lane parking structure, the City should identify off-street parking lots within the vicinity of the District to be used as overflow in case the parking spaces within the District are fully utilized. Identify permanent off-street valet parking spaces for existing and future restaurant uses throughout the District.
- h. Conduct a detailed study to identify streets within the District where angled, on-street parking could be implemented.
- i. Gradually implement parking meters for on-street parking spaces on streets serving retail/restaurant uses.
- j. Continue to explore the feasibility of a full-time parking enforcement position, or volunteer help.
- k. Encourage Pool Vehicles/Guaranteed Rides Home program.
- l. Work with Regional Transit to fully and appropriately address the Light Rail Transit parking situation within the District.

Funding Strategies

The City of Folsom currently provides free parking for users in the Historic District. The City currently pays for parking through a combination of bonds issued by the Redevelopment Agency, which paid for the construction of the new Rail Block parking garage, and from City Department budgets, which pays for maintenance of the garage. The maintenance budget is shared equally among all of the City departments, although the funding is not allocated specifically for parking during the budgeting process.

The funding strategies discussed in this report are available to the City should the current financing mechanisms no longer meet the City's needs. It is understood that user fees are not being considered for the Historic District parking. If that policy decision continues, the City may want to consider charging for event parking in the existing parking structure, perhaps on "Thursday Night Market" nights, as a way to raise at least some revenue to be used for operations and maintenance.

Other Considerations

Special Events Assessment

The Historic District has several routine "special" events which result in parking and circulation restrictions different from normal conditions. These "special events" all incorporate closure of a portion(s) of Sutter Street, and alter vehicular access and circulation. Through consultation with the City, it was determined that the Thursday Night Market is the most representative of the conditions experienced during abnormal events within the District, and should be used as the basis of this assessment.

Based on assessment of existing conditions and consultation with the Merchant's Association representatives, two primary special event management strategies were developed: overall improved utilization of Historic District parking facilities, and concentrated vendor access, parking, and circulation.

Assessment of City's 5-Year Parking Management Plan

In January 2008, the City prepared a *Historic District 5-Year Parking Management Plan* which addresses existing parking conditions, as well as the anticipated changes that will occur over the next four to six years. The *Plan* concludes with seven recommendations for addressing the established objects. This report provides a discussion and evaluation of the *Plan's* conclusions.

Historic District Streetscape Project

The City's concurrent Historic District Streetscape Project is intended to enhance the human scale of the District by widening sidewalks, narrowing vehicle travel ways, and providing uniform aesthetic components to unify the entire District. The conceptual improvements to Sutter Street also include the addition of on-street parking between Riley Street and Wool Street, the only segment of Sutter Street within the District that does not currently have on-street parking. This block of Sutter Street between Riley Street and Wool Street experiences the greatest parking supply deficit for both existing and build-out conditions. Considering its central location, this block serves as the core, attracting dense development and associated vehicle and pedestrian activity.

The additional parking supply proposed to be provided along this block of Sutter Street is anticipated to serve as premium parking for the businesses located along this segment, and should be designed, implemented, and enforced as such.

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INTRODUCTION

Project Overview

The City of Folsom's Historic District (the "District") is a vibrant cultural and economic center. The eight block District spans from Folsom Boulevard to Scott Street, and from Lake Natoma to just south of Sutter Street. As a result of the varying uses within the District, there are varying degrees of parking demand. The western portion of the District currently serves primarily park-and-ride commuters using light rail during weekdays, with those same parking facilities experiencing under-utilization during the evening peak periods. Conversely, the area generally bounded by Riley Street, Leidesdorff Street, Wool Street, and Sutter Street (the "700 Block") experiences consistent demand throughout both day and night peaks. It is this high demand for parking within this core area of the District that is believed to contribute to over-flow parking into the residential areas located immediately south of Sutter Street. Further complicating the future parking supply and demand discussion is the fact that some areas that are currently used for public parking are anticipated to be redeveloped, which will lead to a decrease in parking supply accompanied by an increase in parking demand. Furthermore, special events add an additional layer of complexity to the District's parking environment, but also provide an opportunity to maximize the efficiency of the City's parking system. Routine events, primarily during the Spring-Fall months, result in changes in traffic patterns, the need for parking and access restrictions, and parking overflow into the adjacent residential areas.

The City of Folsom recognizes that parking is the foundation for the Historic District's economic vitality and the quality of life enjoyed by the City's citizens. The total amount of parking available, its location, and how it is managed play important roles in promoting Historic District businesses, attracting visitors, and accommodating commuters and residents. With these important factors in mind, the City of Folsom desires to develop a thorough understanding of its Historic District parking dynamics, and how it will evolve over time, while ensuring that the City anticipates, and keeps current with, changing demands. The City took an initial step towards this understanding in July 2002, with the preparation of the *Historic District Parking Improvement Implementation Plan* (Gordon H. Chong & Partners/Walker Parking Consultants). This study's objective was to "determine the best way to add parking inventory and thus support the development of commercial activity in the Historic District." While the 2002 *Plan* established recommendations for the future, the dynamics in the Historic District have certainly changed over the past six years. Furthermore, the City's recent *Parking Management 5-Year Plan* updates parking conditions, although its scope is limited to relatively near-term (5-year) recommendations.

The purpose of this *Implementation Plan Update* is to refresh the 2002 *Plan* to more accurately quantify the effect of recent District development and a better defined future full build-out scenario on parking supply and demand. More specifically, this report documents both existing and future parking supply and demand, evaluates potential sites for additional parking structures, considers parking and funding strategies, as well as assesses special events and parking interaction with other concurrent District studies. The following sections address each of these study components.

PARKING SUPPLY AND DEMAND

The primary objective of this effort is to project future parking demand and supply, and to determine whether there will be a surplus or shortfall of parking. A second objective is to assess the current City requirement for new development to provide 1 space per 350 square feet for all land use types within the Historic District. This assessment is to determine if the current requirement adequately meets future needs, or whether the requirement should be modified. Modification to the requirement considers changing the single parking ratio globally for all uses or deriving separate parking requirements for each land use type.

Definitions

Study Area

The City of Folsom's eight block Historic District spans from Folsom Boulevard to Scott Street, and from Lake Natoma to just south of Sutter Street. For the purposes of this evaluation, the Historic District is divided into three zones (Zone I, Zone II, and Zone III) which are illustrated in Figure 1. The study area does not include the Light Rail Transit station parking lots.

Zone I

The area bounded by Riley Street to the North and West, Figueroa Street to the South, and Scott Street and private land uses to the East.

Zone II

The area bounded by Leidesdorff Street to the North, Wool Street to the West, Figueroa Street to the South, and Riley Street to the East. This zone also includes the dirt embankment located north of Leidesdorff Street generally between Wool Street and Riley Street.

Zone III

The area bounded by Leidesdorff Street to the North, Reading Street and Folsom Boulevard to the West, Figueroa Street to the South, and Wool Street to the East. Zone I also includes Gold Lake Drive, from Leidesdorff Street to the street bend on the north end. This zone also includes the off-street public parking lot (Baker Lot) located on the northwest corner of the intersection of Gold Lake Drive and Leidesdorff Street.

Parking Demand

The number of parked vehicles expected of a specific type and amount of land use during the peak period of a typical weekday or weekend. Parking demand is estimated using "rates" indicating the number of parked vehicles per independent variable of land use such as thousands of square feet (similar to trip generation). Parking demand is independent of parking supply.

Parking Supply

The number of parking spaces provided on a development block, on-street, or in common facilities. Parking supply in new development is governed by the parking standards in the City's Municipal Code.

Parking Occupancy

The number of actual vehicles parked during the peak period of a typical weekday or weekend. Parking occupancy is summarized in terms of the percentage of parking spaces that are occupied at any given time of day. Generally, there is a single peak period on a typical weekday or weekend that contains the highest number of accumulated parked vehicles.

Parking Turnover

The average number of vehicles using a given parking space over a specified period of time. The rate equals the total number of parked vehicles divided by the number of parking spaces. Turnover is a measure of parking duration and indicates whether a parking spaces is predominantly used by long-term parking (more than 4 hours) or short-term parkers (less than 4 hours).

Parking Ratios/Standards

Parking ratios (or standards) are the regulations that determine parking supply for each individual building and type of land use. It is described as the number of required parking spaces per unit of development (e.g., per dwelling unit or per 1,000 square feet of commercial building space). The City's Municipal Code is the guiding document for these standards. The current parking standard in the Folsom Historic District is 1 space per 350 square feet of building regardless of the type of land use.

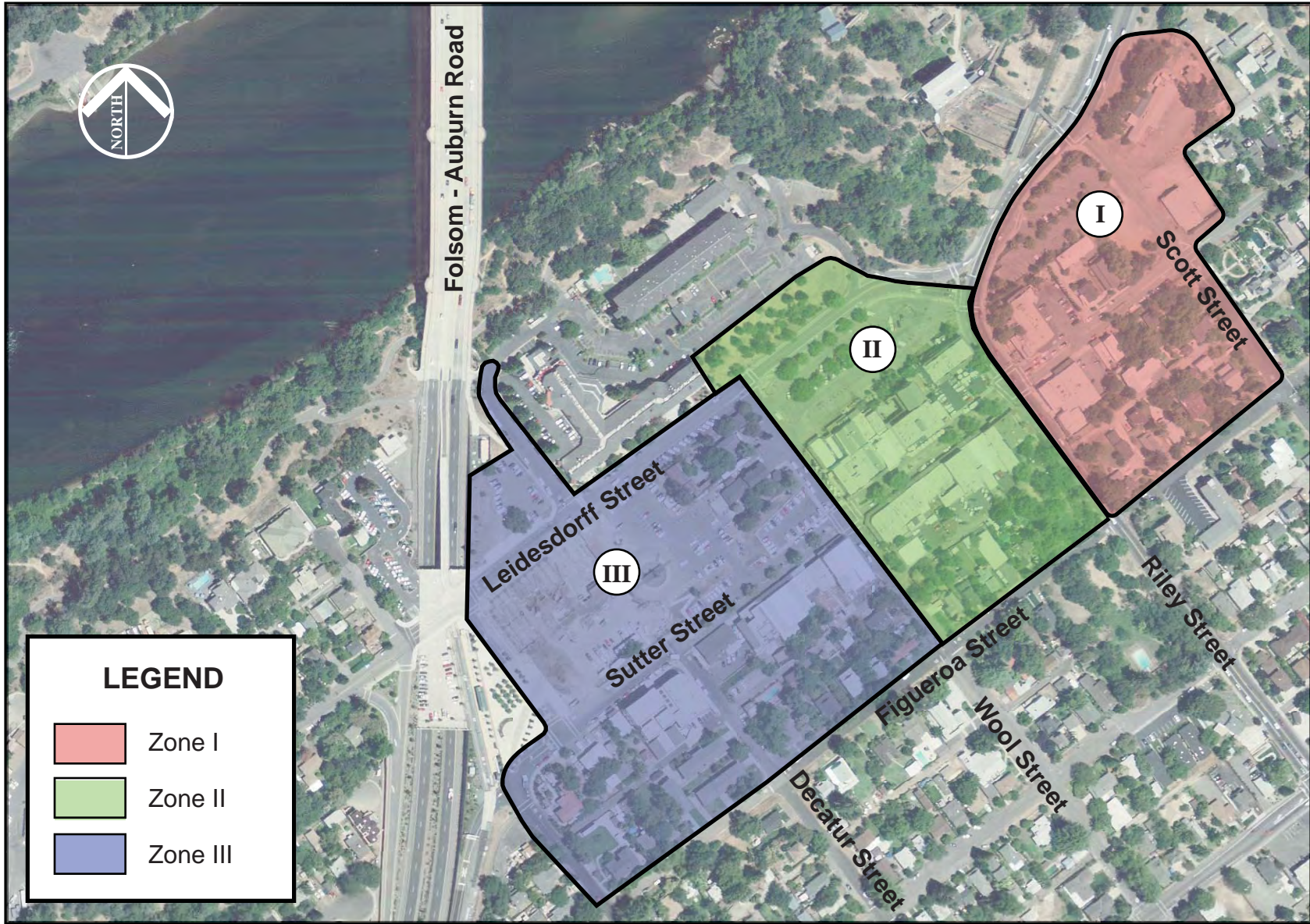


Figure 1
Folsom Historic District Parking
Parking Zones

Shared Parking

The concept of using a parking space to serve two or more land uses without conflict. Conventional regulations require that each development, or land use type, provide enough parking to serve its own peak demand, leaving unused parking spaces during the off-peak periods. Shared parking allows multiple complementary land uses, whose peak parking demands do not coincide, to share the same pool of parking spaces, resulting in a more efficient use of those spaces.

Practical Capacity

The practical capacity for parking is defined at 85 percent to 90 percent utilization of parking spaces. Keeping about 10 percent to 15 percent of the spaces vacant provides a cushion in excess of necessary parking spaces to allow for the dynamics of parking (i.e., people circulating in search of a space, and moving in and out of parking space). When occupancy exceeds the practical capacity, drivers will experience delays and frustration while searching for a parking space, as well as contribute to area traffic congestion while circling the block looking for parking.

Data Collection

Parking data for most of the study area was provided by the City of Folsom for weekday and weekend periods. Kimley-Horn and Associates, Inc. augmented the City-collected data with surveys at selected locations in June 2008. Parking data used in this study included the following:

- An inventory of on-street and off-street parking spaces by street and by individual parking lot (collected by the City in January 2008);
- Weekday parking occupancy survey data conducted every hour from 6:00 AM to 8:00 PM (collected during October and November 2007);
- Weekend parking occupancy survey data conducted every hour from 6:00 PM to 9:00 PM (collected during October and November 2007); and
- Parking turnover surveys (collected in January 2008).

It is important to note that weekday parking occupancy data for 7:00 AM was missing most of the off-street and on-street parking locations. Because this time period was determined to not be a critical time period within the District, it was not included in this analysis.

Existing Parking Supply

On-Street Parking Supply

Most streets within the study area have on-street parking spaces. Along Leidesdorff Street, Wool Street, and Sutter Street, angled on-street parking is provided. Some of the on-street spaces are delineated with pavement markings, but most streets have no parking space delineation.

Table 1 summarizes the number of parking spaces along each street and the total parking spaces for each zone. The study area contains a total of 232 on-street parking spaces.

Off-Street Parking Supply

Within the study area there are a total of six (6) off-street public parking lots. Off-street private parking lots which allow parking only for the patrons of private businesses and not for general public, were not included in the analysis. All of the public lots with the study area are paved and have marked spaces.

Table 1 summarizes the number of off-street parking spaces in each zone. There are a total of 675 off-street public parking spaces in the study area. Note the off-street parking supply includes the recently completed 330-space parking structure located within the Rail Block.

Table 1 – Summary of Existing On-Street and Off-Street Parking Supply by Zone

Zone	Off-Street Public Parking Supply	On-Street Parking Supply		Total Existing Supply		
I	Riley St. / Scott St. (Powerhouse) Lot	82	Riley St. – Sutter St. to Figueroa St.	7		
			Sutter St. – Riley St. – Scott St.	20		
			Scott St. – Leidesdorff St. to Sutter St.	3		
			Scott St. – Sutter St. to Figueroa St.	12		
	Subtotals	82		42		124
II	Trader Lane Lot	125	Riley St. – Sutter St. to Figueroa St.	7		
			Wool St. – Leidesdorff to Sutter St.	11		
			Wool St. – Sutter St. to Figueroa St.	9		
			Leidesdorff St. – Wool St. to Riley St.	11		
			Sutter St. – Wool St. to Riley St.	0		
	Subtotals	125		38		163
III	Baker Lot	28	Reading St. – North of Leidesdorff St.	10		
			Reading St. – Leidesdorff St. to Sutter St.	0		
			Reading St. – Sutter St. to Figueroa St.	10		
	Parking Structure	330	Gold Lake Circle	24		
			Decatur St. – Sutter St. to Figueroa St.	18		
			Wool St. – Leidesdorff St. to Sutter St.	11		
			Wool St. – Sutter St. to Figueroa St.	8		
	Rail Block	110	Leidesdorff St. – Decatur St. to Wool St.	23		
			Sutter St. – Reading St. to Decatur St.	25		
			Sutter St. – Decatur St. to Wool St.	23		
Subtotals	468		152	620		
Total Off-Street Spaces		675	Total On-Street Spaces		232	907
Total Off-Street Spaces (Prior to Completion of New Structure)		323	Total On-Street Spaces (Prior to Completion of New Structure)		232	555
Notes: The 330 space structure in Zone III was not open to the public at the time occupancy data was collected. Existing off-street parking facilities equaled 323 spaces at the time of data collection.						

Total Parking Supply

Table 1 summarizes the total number of parking spaces (on-street and off-street) by zone and in total. There are a total of 907 on- and off-street parking spaces within the study area.

The number of off-street and on-street parking locations, as well as the number of spaces available are shown in Figure 2 and Figure 3.



Figure 2
Folsom Historic District Parking
Off-Street Parking Lots

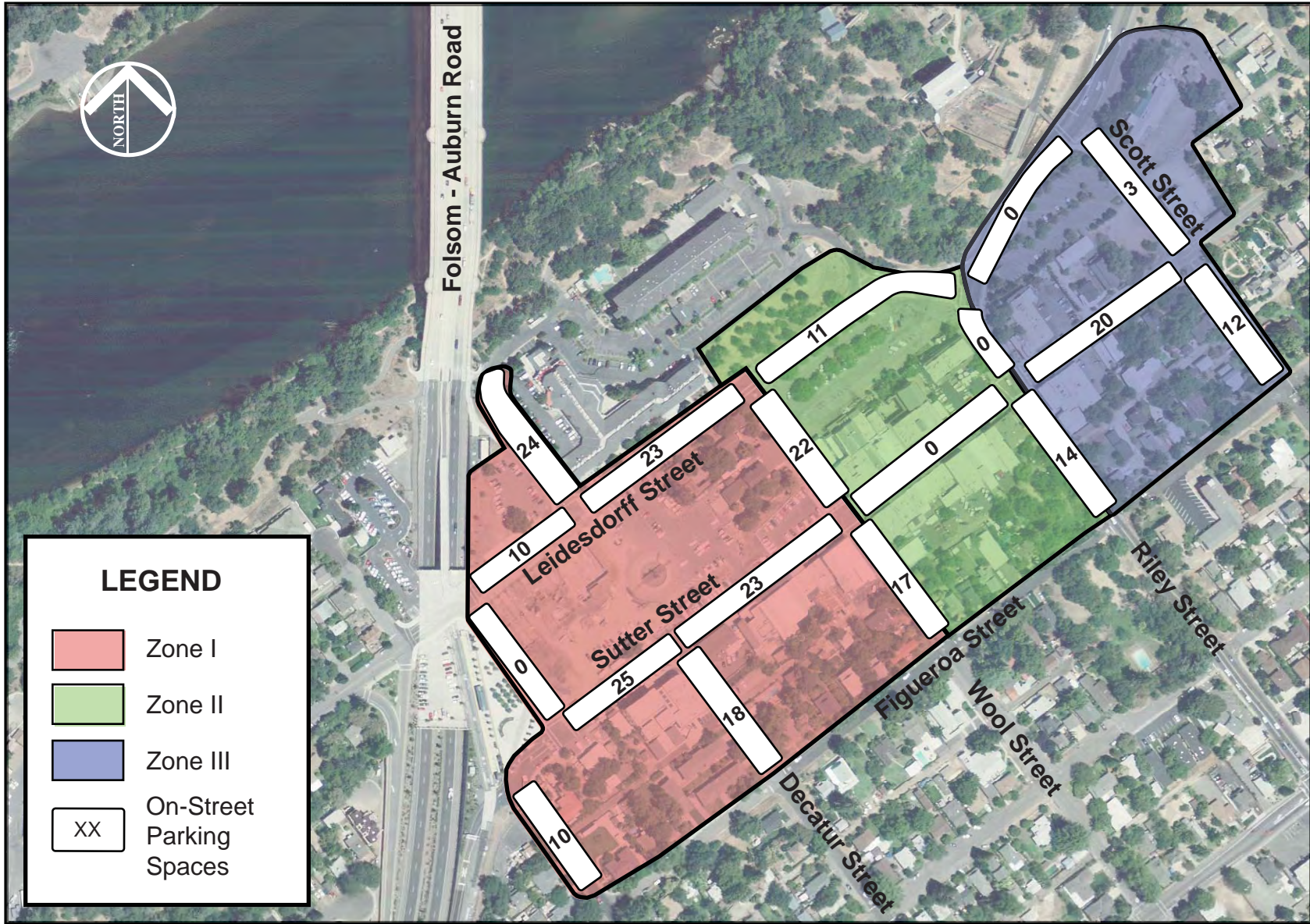


Figure 3
Folsom Historic District Parking
On-Street Parking Spaces

Existing Parking Demand

Existing parking demand was estimated using the parking occupancy data collected by the City of Folsom in October and November, 2007, and supplemented by occupancy surveys conducted by KHA in June 2008. The demand analysis presented in the sections below represents data collection prior to the opening of the new 330-space parking structure in the Rail Block. Therefore, conclusions related to existing parking supply and demand are drawn based on pre-structure conditions.

Weekday (Monday through Thursday)

On-Street Parking Occupancy

Parking occupancy is summarized in terms of the percentage of parking spaces that are occupied at any given time of day. Generally, there is a single peak period on a typical weekday that contains the highest number of accumulated parked vehicles. Table 2 summarizes the on-street parking occupancy between 6:00 a.m. and 8:00 p.m. on a typical weekday for the entire study area² and Figure 4 shows the on-street parking occupancy by time-of-day. As shown in Figure 4, between 75 percent and 83 percent of on-street parking spaces are occupied between 10:00 a.m. and 1:00 p.m., after which occupancy drops to approximately 60 percent between 2:00 p.m. and 4:00 p.m. Between 5:00 p.m. and 7:00 p.m. the occupancy is between 40 percent and 60 percent and drops dramatically to 27 percent at 8:00 p.m. The peak on-street parking demand (83 percent) occurs at about 11:00 a.m. and again at 1:00 p.m.

Table 2 – Summary of On-Street Parking Occupancies (Weekday)

Time	Total Number of On-Street Spaces Surveyed	Total Number of On-Street Spaces Occupied	% Occupancy
6:00 AM	162	9	6%
8:00 AM	162	94	58%
9:00 AM	162	96	59%
10:00 AM	162	121	75%
11:00 AM	162	134	83%
12:00 PM	162	124	77%
1:00 PM	162	134	83%
2:00 PM	162	101	62%
3:00 PM	162	98	60%
4:00 PM	162	99	61%
5:00 PM	162	67	41%
6:00 PM	162	79	49%
7:00 PM	162	95	59%
8:00 PM	162	43	27%

Off-Street Parking Occupancy

Off-street public parking lots within the study area have slightly lower occupancies than on-street parking when averaged over the entire study area. Table 3 summarizes the off-street parking occupancies between 6:00 a.m. and 8:00 p.m. Figure 5 shows that off-street parking lots sustain an occupancy averaging 58 percent between 11:00 a.m. and 3:00 p.m. (with 71 percent occupancy at 12:00 noon), then drops to 43 percent and 52 percent between 4:00 p.m. and 5:00 p.m. Between 6:00 p.m. and 7:00 p.m. the parking occupancy increases to 70 percent and 78 percent before dropping dramatically to 21 percent at 8:00 p.m. The increase in the early evening coincides with the peak dining period. The peak off-street parking demand occurs at 7:00 p.m. with 78 percent occupancy.

² Weekday parking occupancy data for 7:00 a.m. was missing much of the off-street and on-street parking locations within the study area. Because this time period was determined to not be a critical time period within the District, it was not included in this analysis.

Figure 4 – Study Area On-Street Parking Occupancy (Weekday)

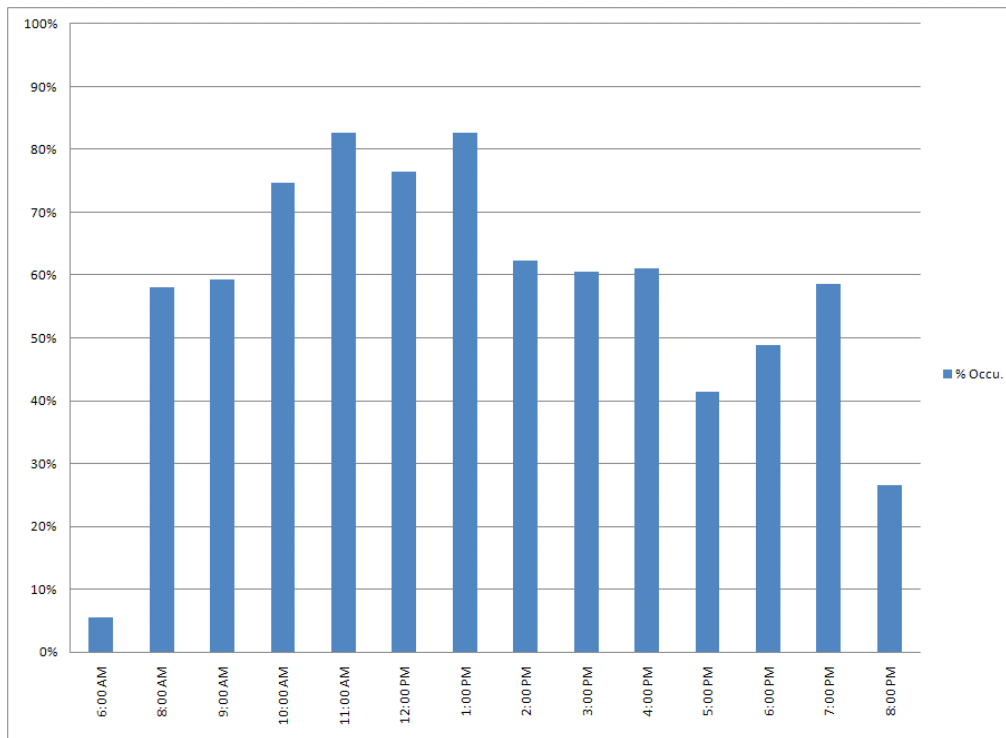


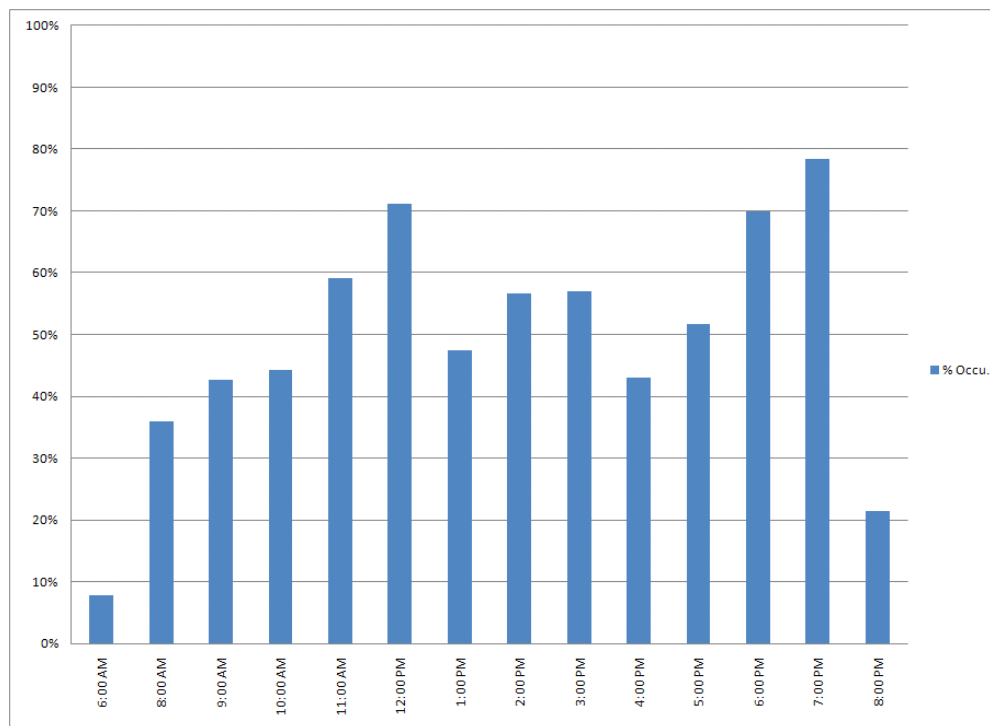
Table 3 – Summary of Off-Street Parking Occupancies (Weekday)

Time	Total Number of Off-Street Spaces Surveyed	Total Number of Off-Street Spaces Occupied	% Occupancy
6:00 AM	323	25	8%
8:00 AM	323	116	36%
9:00 AM	323	138	43%
10:00 AM	323	143	44%
11:00 AM	323	191	59%
12:00 PM	323	230	71%
1:00 PM	323	153	47%
2:00 PM	323	183	57%
3:00 PM	323	184	57%
4:00 PM	323	139	43%
5:00 PM	323	167	52%
6:00 PM	323	226	70%
7:00 PM	323	253	78%
8:00 PM	323	69	21%

At the district level, parking lots in individual zones have a wide range of occupancies between 6:00 a.m. and 8:00 p.m. Average occupancy ranges from a low of about 27 percent (Zone 1) to a high of about 58 percent (Zone II). Appendix A contains detailed graphs and tables for individual zones showing the average number of vehicles parked in each parking lot throughout the day³.

³ Since the on-street parking occupancy survey data does not distinguish occupancies by specific street segments, on-street parking occupancy data was not documented by zone.

Figure 5 – Study Area Off-Street Parking Occupancy (Weekday)



Total Parking Occupancy and Accumulation

Daily Parking Accumulation (On plus Off-Street) in Study Area:

Table 4 summarizes the on-street and off-street peak parking demand within the study area. Figure 6 shows the daily accumulation of parked vehicles (both on and off-street) within the study area. Parking spaces in the morning hours are occupied around 53 percent, climbing to a peak of about 73 percent at noon, gradually decreasing to 56 percent between 1:00 and 6:00 p.m., then climbing to 72 percent at 7:00 p.m., before dropping to 23 percent at 8:00 p.m. This daily profile is indicative of both short-term retail and office uses which peak during the midday and restaurant land uses peak in the early evening.

Peak Occupancy in Study Area:

On weekdays, the study area reaches its peak parking demand at noon as shown in Table 4 and in Figure 6. The study area also peaks at 7:00 p.m., but the occupancy percentage drops significantly at 8:00 p.m. Overall, the parking supply⁴ in Folsom Historic District is almost 73 percent utilized during the weekday peak period. Parking demand in many downtown’s peak around noon to 1:00 p.m. because this is the time that retail/restaurant uses peak during weekday and the time when many short-term visitors come to the downtown for lunch. Folsom Historic District weekday peak is indicative of a predominantly retail/restaurant-based commercial mix.

Conclusions

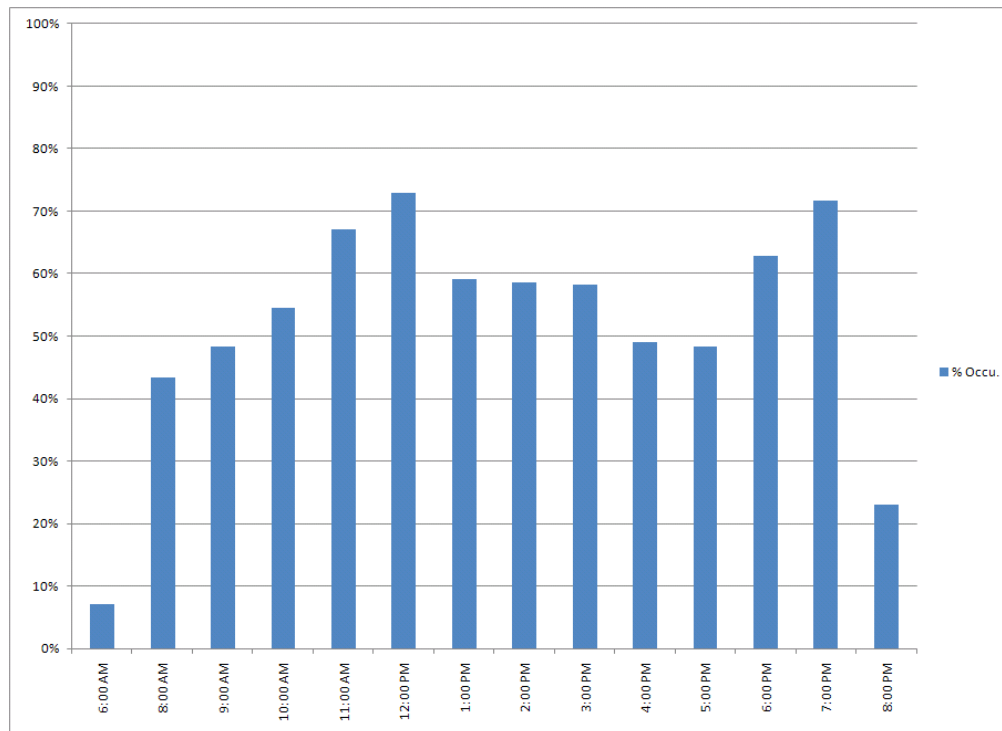
Based on the data collection and analysis of existing supply and weekday peak demand, there is sufficient parking within the study area to accommodate current typical weekday demands. While some zones experience relatively high demands, overall, there is ample available parking within the entire study area.

⁴ Since the parking occupancy surveys were not conducted at all on-street and off-site parking locations, peak occupancy for weekday is compared to the actual number of parking spaces surveyed (485 spaces).

Table 4 – Summary of On-Street and Off-Street Parking Occupancies (Weekday)

Time	Total Number of (On & Off-Street) Spaces Surveyed	Total Number of (On & Off-Street) Spaces Occupied	% Occupancy
6:00 AM	485	34	7%
8:00 AM	485	210	43%
9:00 AM	485	234	48%
10:00 AM	485	264	54%
11:00 AM	485	325	67%
12:00 PM	485	354	73%
1:00 PM	485	287	59%
2:00 PM	485	284	59%
3:00 PM	485	282	58%
4:00 PM	485	238	49%
5:00 PM	485	234	48%
6:00 PM	485	305	63%
7:00 PM	485	348	72%
8:00 PM	485	112	23%

Figure 6 – Total Parking (On-Street and Off-Street) Accumulation in Study Area (Weekday)



Parking occupancy analysis indicates that there is sufficient parking supply available to meet the existing parking demand within the study area. However, recent field observations show spillover parking into adjacent residential neighborhoods, particularly in the vicinity of the intersection of Wool Street and Figueroa Street. This spillover parking could be because customers/visitors are not fully utilizing the public parking lots available within the District and would like to park close to their destinations. Existing spillover parking is not discussed in detail in this study as occupancy survey data was not available for residential streets.

Weekend (Friday Evening)

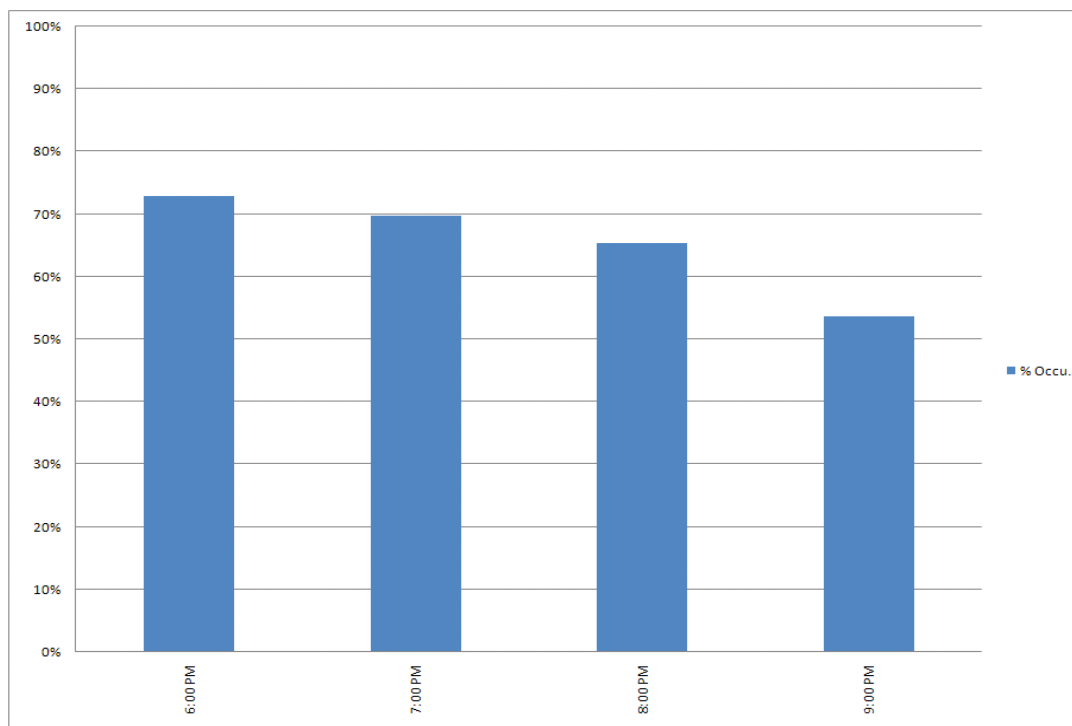
On-Street Parking Occupancy

Table 5 summarizes the average on-street parking occupancy between 6:00 p.m. and 9:00 p.m. on a typical weekend (Friday) for the entire study area, and Figure 7 shows the on-street parking occupancies⁵. As shown in Figure 7, between 65 percent and 73 percent of on-street parking spaces are occupied between 6:00 p.m. and 8:00 p.m. This percentage drops to 54 percent at 9:00 p.m. The peak on-street parking demand (73 percent) occurs at about 6:00 p.m., although the on-street parking demand is at 7:00 p.m. (70 percent) is close to the peak.

Table 5 – Summary of On-Street Parking Occupancies (Weekend)

Time	Total Number of On-Street Spaces Surveyed	Total Number of On-Street Spaces Occupied	% Occupancy
6:00 PM	162	118	73%
7:00 PM	162	113	70%
8:00 PM	162	106	65%
9:00 PM	162	87	54%

Figure 7 – Study Area On-Street Parking Occupancy (Weekend)



Off-Street Parking Occupancy

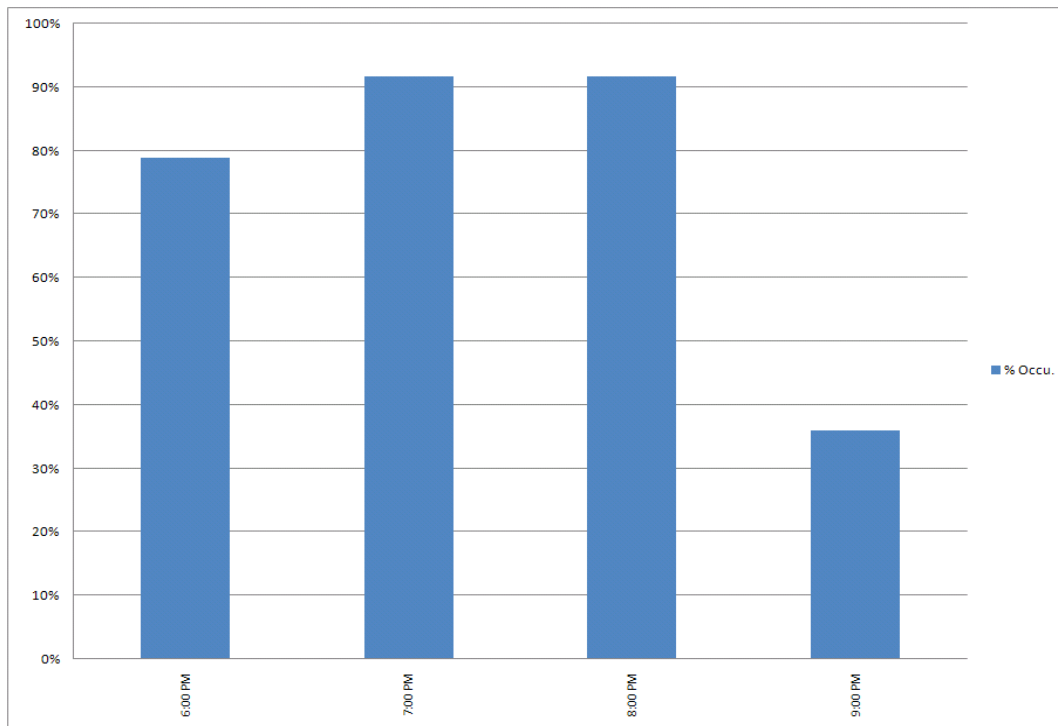
Off-street parking lots within the study area have slightly higher occupancies than on-street parking when averaged over the entire study area for the weekend peak period. Table 6 summarizes the off-street parking occupancies between 6:00 p.m. and 9:00 p.m. Figure 8 shows that off-street parking lots sustain an occupancy averaging 92 percent between 7:00 p.m. and 8:00 p.m., then drop dramatically to about 36 percent around 9:00 p.m. The peak off-street parking demand occurred at 7:00 p.m. and at 8:00 p.m. with 92 percent occupancy.

⁵ Historical parking data indicate that Friday evenings represent the highest period of demand for weekends when compared to Saturday afternoons and evenings, and Sundays. This determination excludes special events such as Farmers Market.

Table 6 – Summary of Off-Street Parking Occupancies (Weekend)

Time	Total Number of Off-Street Spaces Surveyed	Total Number of Off-Street Spaces Occupied	% Occupancy
6:00 PM	323	255	79%
7:00 PM	323	296	92%
8:00 PM	323	296	92%
9:00 PM	323	116	36%

Figure 8 – Study Area Off-Street Parking Occupancy (Weekend)



The observations might indicate that most of the off-street parking spaces are being used by restaurant users which peak around dinner time within the study area.

At the district level, occupancy in the parking lots in all individual zones stay relatively high with an average occupancy of approximately 72 percent for Zone 1, 78 percent for Zone 2, and 73 percent for Zone 3. Appendix B contains detailed graphs and tables for individual zones showing the average number of vehicles parked in each parking lot between 6:00 p.m. and 9:00 p.m.

Total Parking Occupancy and Accumulation

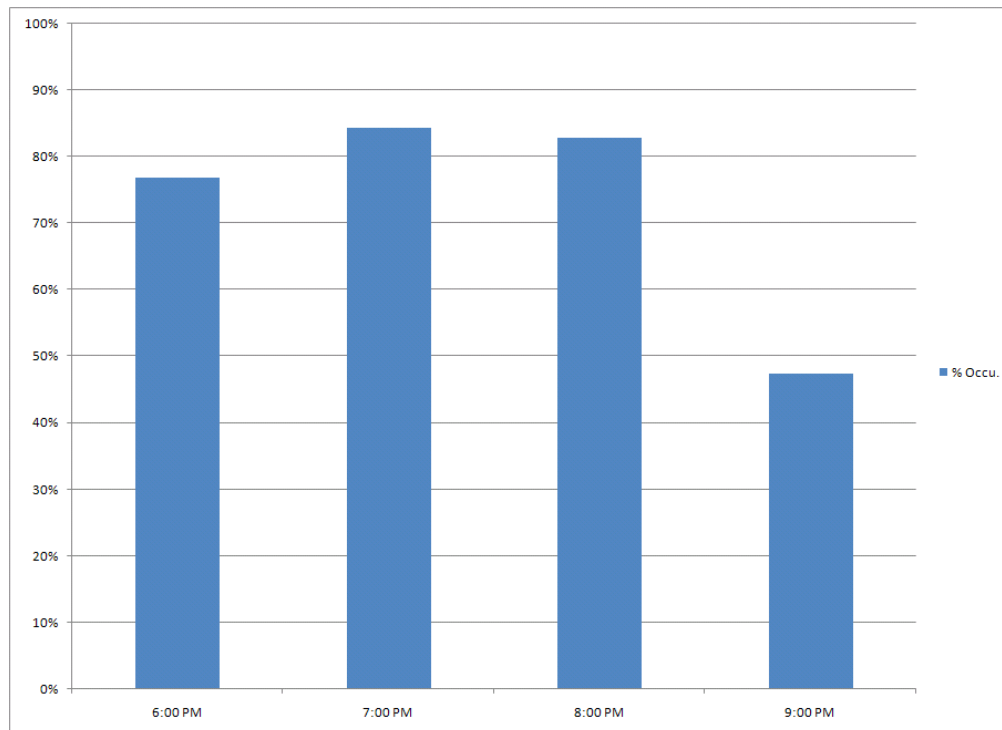
Daily Parking Accumulation (On plus Off-Street) in Study Area:

Table 7 summarizes the weekend on-street and off-street peak parking demand for the study area. Figure 9 shows the daily accumulation of parked vehicles (both on and off-street) within the study area. Parking spaces at 6:00 p.m. are occupied at 77 percent, climbing to a peak of 84 percent at 7:00 p.m. and 83 percent at 8:00 p.m., and significantly decreasing to 47 percent at 9:00 p.m. This weekend evening profile is indicative of short-term restaurant parking demand where the profile shows high occupancy during the evening dining period.

Table 7 – Summary of On-Street and Off-Street Parking Occupancies (Weekend)

Time	Total Number of (On & Off-Street) Spaces Surveyed	Total Number of (On & Off-Street) Spaces Occupied	% Occupancy
6:00 PM	485	373	77%
7:00 PM	485	409	84%
8:00 PM	485	402	83%
9:00 PM	485	230	47%

Figure 9 – Total Parking (On-Street and Off-Street) Accumulation in Study Area (Weekend)



Peak Occupancy in Study Area:

The study area reaches its peak parking demand at 7:00 p.m. (84 percent), although the parking demand at 8:00 p.m. (83 percent) is very close to the peak parking demand indicating a long peak. The peak on-street and off-street occupancy in the study area is shown in Table 7 and in Figure 9. Overall, the parking supply⁶ in Folsom Historic District is more than half utilized during the weekend peak period. Typical downtown areas peak around 7:00 p.m. and 8:00 p.m. because this is the time that restaurant uses peak with many short-term visitors coming to the downtown for dinner on weekends. Folsom Historic District weekend peak is indicative of a predominantly restaurant-based commercial mix.

Conclusions

Based on the data collection and analysis of existing supply and weekend peak demand, there is sufficient parking within the study area to accommodate current weekend demands. While some zones experience relatively high demands, overall, there is available parking within the entire study area. However, based on data collected prior to the completion of the new 330-space parking structure, the District’s overall weekend occupancy is nearing “practical capacity” of 85 percent occupancy. This finding, although moot with the completion of the new structure, indicates the need for providing additional public parking.

⁶ Since the parking occupancy surveys were not conducted at all on-street and off-site parking locations, peak occupancy for weekday is compared to the actual number of parking spaces surveyed (485 spaces).

Parking occupancy analysis indicates that there is sufficient parking supply available to meet the existing weekend peak parking demand within the study area. However, recent field observations show spillover parking into adjacent residential neighborhoods during weekend evening, particularly in the vicinity of the intersection of Wool Street and Figueroa Street. This spillover parking could be because customers/visitors are not fully utilizing the public parking lots available within the District and would like to park close to their destinations. Existing spillover parking is not discussed in detail in this study as occupancy survey data was not available for residential streets.

Parking Model Development

The first step towards determining the future parking demand is to develop and validate a parking model that accurately predicts/mimics existing conditions. The steps involved in developing and validating the existing parking model include:

1. Identify existing land uses which rely on publicly available parking within the study area. The model excludes existing land uses which provide private parking exclusively for their patrons.
2. Use Institute of Transportation Engineers' (ITE) Parking Generation, 3rd Edition, 2004 and Urban Land Institute (ULI) Shared Parking, 2nd Edition, parking generation rates to establish un-calibrated parking generation rates.
3. Adjust base parking generation rates to reflect specific conditions in Downtown Folsom (detailed text about adjustments is discussed later in this document).
4. Adjust time-of-day profiles to reflect local conditions.
5. Adjust rates to reflect amount of transit, bicycle, walk, and captive trips within the study area. Captive trips reflect people who park once within the study area and visit multiple land uses.
6. Use the model to predict existing peak parking demand using the adjusted rates and the existing land uses.
7. Compare the model-predicted peak parking demand and time-of-day hourly parking profile with the peak parking demand and time-of-day hourly profile observed in the occupancy surveys. Adjust (calibrate) parking generation rates, time-of-day profiles, and/or other factors as necessary, and repeat in an iterative manner.

The parking model is validated if the difference in model-predicted peak parking demand and the observed peak parking demand is within ± 10 percent. Also, validation is achieved when the model-predicted time-of-day hourly profile closely matches observed profiles. Once validated for existing conditions, the parking model is used to project future parking demand.

Existing Land Uses

The existing land use information for the study area was provided by the City of Folsom. Land use types were grouped by general category because of similarities (e.g., retail). Table 8 below shows the land use categories used to aggregate existing land uses along with the square footages by zone.

As mentioned earlier, existing private land uses which provide parking exclusively for their patrons are excluded from the parking model.

Table 8 – Existing Land use Types and Square Footages

Land Use Type	Existing Square Footage			
	Zone 1	Zone 2	Zone 3	All Zones
Retail	13,843	48,241	8,880	70,964
Restaurant	0	8,000	5,500	13,500
Office	6,922	7,525	24,117	38,564
Club/Bar/Tasting Rooms	4,690	3,750	0	8,440
Theater (Seats)	0	115	0	115
Museum / Exhibit Space	0	0	15,703	15,703
Total	25,455	67,516 115 Theater Seats	54,200	147,171 115 Theater Seats

Parking Generation Demand Rates

Parking demand is estimated based on parking generation rates published by the Institute of Transportation Engineers’ (ITE) *Parking Generation, 3rd Edition, 2004* and the Urban Land Institute’s (ULI) *Shared Parking, 2nd Edition*. Because the ITE and ULI rates are developed from isolated suburban land uses poorly served by transit, they do not represent the true parking demand generated by uses located in walkable, mixed-use districts such as downtown Folsom. Therefore, the rates have been adjusted to reflect 1) the unique parking generation characteristics of Folsom, 2) linked trips whereas people park once in a public parking space and walk to multiple locations, 3) internal non-auto trips whereas people who reside in or near downtown walk to commercial establishments, 4) a reasonable level of transit use, and 5) the interaction of uses at sites with multiple land use types (mixed use internal capture).

The adjusted parking demand generation rates for a typical weekday and weekend are summarized in Table 9. The rates summarized in Table 9 include additional adjustment factors including:

- Two (2) percent reduction for transit trips
- Two (2) percent reduction for bicycle trips
- Three (3) percent reduction for walk trips,
- Fifteen (15) percent reduction for captive trips

Table 9 – Adjusted Parking Demand Generation Rates for Weekday and Weekend

Land Use	Weekday (12:00 to 1:00 p.m.)	Weekend (7:00 to 8:00 p.m.)	Units
Retail	4.00	3.00	Spaces per 1,000 sq.ft. (Gross Floor Area)
Restaurant			
Fine Dining	8.50	15.00	Spaces per 1,000 sq.ft. (Gross Floor Area)
Casual Dining	6.50	12.00	Spaces per 1,000 sq.ft. (Gross Floor Area)
Office	3.15	0.04	Spaces per 1,000 sq.ft. (Gross Floor Area)
Club/Bar/Tasting Rooms	0.43	15.00	Spaces per 1,000 sq.ft. (Gross Floor Area)
Theater	0.07	0.32	Spaces per seat

Parking Model Validation – Weekday

Following the calibration process described above, the parking model was used to predict existing weekday conditions. The results were compared to the observed weekday parking occupancy for existing land uses (Observed parking occupancy is summarized in Section II). The results of the comparison are summarized in Table 10 below:

Table 10 – Comparison of Parking Model Calibration Results with Observed Parking Occupancy – Weekday

No.	Item	Model Prediction of Demand	Observed Demand	Percent Difference
1	Existing Peak Weekday Parking Demand	420 spaces	354 spaces	19%
2	Existing Peak Hour	12:00 Noon	12:00 Noon	N/A
3	Existing Peak Demand Periods	11:00 a.m. to 2:00 p.m. 6:00 p.m. and 7:00 p.m.	11:00 a.m. to 2:00 p.m. 6:00 p.m. and 7:00 p.m.	N/A

As per the parking model, the weekday peak parking demand is 420 spaces and the peak parking demand observed using occupancy survey is 354 spaces, a difference of 66 spaces, or a 19 percent difference. However, the occupancy surveys performed by the City did not cover the entire study area, certain on-street segments and certain portions of the off-street parking lots were not included. Therefore, these parking spaces need to be included in the comparison. As shown in Table 1, the total existing parking supply (excluding the parking garage in Zone 3⁷) within the study area is 555 spaces. The parking occupancy surveys covered a total of 485 spaces, a difference of 70 spaces.

Using a conservative assumption that 50 percent of the spaces that were not surveyed during the parking occupancy surveys would be occupied during the weekday peak hour would add approximately 35 spaces (70 x 0.50) to the existing observed peak parking demand of 354 spaces, resulting in a combined total of 389 spaces. With the inclusion of the un-surveyed parking spaces, the difference in the weekday peak parking demand estimate from parking model is within 10 percent of the observed weekday peak parking demand (420 vs. 389). Hence the parking model is considered validated for existing weekday conditions. Detailed calculation sheets and graphs related to the calibration and validation of the parking model for weekday are shown in Appendix C.

Parking Model Validation - Weekend

Utilizing the calibration process described above, the parking model was used to predict existing weekend conditions. The results were compared to the observed weekend parking occupancy for existing land uses. The results of the comparison are summarized in Table 11 below. It is important to note that parking occupancy surveys were conducted only between 6:00 p.m. and 9:00 p.m. on a weekend (Friday Night).

The model predicted weekend peak parking demand is 422 spaces and the observed peak parking demand is 409 spaces, a difference of 12 spaces, or 3 percent. Based on this finding, the parking model could be concluded as validated. However, as the occupancy surveys did not cover the entire study area, certain on-street segments and certain portions of the off-street parking lots were not included. Therefore, these parking spaces need to be included in the comparison. As shown in Table 1, the total existing parking supply (excluding the parking garage in Zone 3⁷) within the study area is 555 spaces. The parking occupancy surveys covered on a total of 485 spaces, a difference of 70 spaces.

⁷ The parking garage was not open to public and was still under construction at the time of occupancy surveys.

Table 11 – Comparison of Parking Model Calibration Results with Observed Parking Occupancy – Weekend

No.	Item	Model Prediction of Demand	Observed Demand	Percent Difference
1	Existing Peak Weekend Parking Demand	422 spaces	409 spaces	3%
2	Existing Peak Hour	8:00 p.m.	7:00 p.m.	N/A
3	Existing Peak Demand Periods	1:00 p.m. to 3:00 p.m. 7:00 p.m. to 9:00 p.m.	7:00 p.m. and 8:00 p.m.	N/A

Using a conservative assumption that 50 percent of the spaces that were not surveyed during the parking occupancy surveys would be occupied during the weekday peak hour would add approximately 35 spaces (70 x 0.50) to the existing observed peak parking demand of 409 spaces giving us a combined total of 444 spaces. Even with the inclusion of the un-surveyed parking spaces, the difference in the weekend peak parking demand estimate from parking model is within 10 percent of the observed weekday peak parking demand (422 vs. 444). Hence the parking model is considered validated for existing weekend conditions. Detailed calculation sheets and graphs related to the calibration of the parking model for weekend are shown in Appendix D.

Future Parking Supply and Demand Analysis

This section of the report discusses future planned development, and provides a future parking supply and demand analysis within the study area. As directed by the City, the future development scenario is constrained by the amount of future parking supply achieved by the addition of one (1) new parking structure. This new structure is assumed to be constructed on the Trader Lane lot. Initial analysis efforts considered multiple structures and locations throughout the District. The full, District-wide future parking supply assessment is provided in Appendix E. A detailed parcel-by-parcel list of District parcels and their assumed development status is provided in Appendix F.

The purpose of this analysis is to estimate the amount of future available parking supply, and the corresponding amount of future development, which can be accommodated by the addition of a single new parking structure on the Trader Lane lot. Consistent with current Historic District design guidelines⁸, this single structure would have a 50-foot height limitation. The amount of future available parking supply correlates into an amount of supported future development. The future parking supply is approximated as the sum of excess existing parking supply after accounting for parking demand generated by existing and planned/approved development, and the parking supply that could be accommodated in a new Trader Lane structure.

The methodology utilized to estimate the amount of allowable future development for the Historic District is as follows:

1. Determine the total number of parking spaces that could be accommodated in a Trader Lane structure, consistent with the 50-foot height limitation. Ground floor retail is assumed to be accommodated in this structure.
2. Using the parking demand rates calibrated for existing conditions, estimate the parking demand for planned/approved projects. Parking demand for the parking structure’s ground floor retail is included in this estimate.

⁸ *Historic District Design and Development Guidelines*, City of Folsom, October 1, 1998.

3. Estimate total future parking demand by adding the parking demand for planned/approved projects, including the structure's ground floor retail, to existing parking demand.
4. Subtract the total future parking demand from the total future parking supply within the District to obtain the total excess or (deficit) of parking spaces. The future parking supply does not include the existing 125 surface parking spaces on the Trader Lane lot that would be lost with construction of the new parking structure.
5. Add the total excess or (deficit) parking spaces to the parking spaces estimated for the proposed Trader Lane structure (from Step 1) to obtain total available parking spaces for future development.
6. The total available parking spaces are reduced by 10 percent to account for practical capacity, resulting in net total available parking spaces for future development.
7. Estimate the amount of future development that can be accommodated by the net total available parking spaces (from Step 6).

It is important to note that the "planned/approved projects" include only the Scalzi development located in the northwest corner of Sutter/Scott intersection, as well as the Historic Folsom Station (Rail Block). Furthermore, because existing land uses (excluding the specialty uses such as Club/Bar/Tasting Rooms, Theater, Museum/Exhibit Space) within the Historic District are classified primarily as retail, restaurants, or offices uses, future development was also similarly allocated across these three land use types.

Future Parking Supply

Future On-Street Parking Supply

The future on-street parking supply incorporates Sutter Street, Wool Street, and Scott Street modifications associated with the Historic District Streetscape Project, as well as seven (7) additional on-street parking spaces are added on Leidesdorff Street between Gold Lake Drive and Reading Street. The number of future on-street parking locations, as well as the number of spaces provided are shown in Figure 10. Table 12 summarizes the future number of parking spaces along each street and total parking spaces for each zone. The study area contains a total of 237 future on-street parking spaces.

Future Off-Street Parking Supply

The future off-street parking supply is comprised of existing off-street parking facilities, the new 330-space parking structure in the Rail Block, and planned public spaces as part of known new development. Loss of parking spaces from new development includes 110 spaces with development of the Rail Block, and 125 spaces with the development of a parking structure on the Trader Lane lot. An additional 51 public spaces are added in Zone 1 with the development of the Scalzi site.

The number of future off-street parking locations, as well as the number of spaces provided are shown in Figure 11. Table 12 summarizes the future number of off-street parking spaces in each zone. There are a total of 491 future off-street public parking spaces in the study area.

Total Future On- and Off-Street Parking Supply

Table 12 summarizes the total future number of parking spaces by zone and in total. There are 728 total future on-street and off-street parking spaces within the study area.

The future on- and off-street parking supply of 728 spaces is 173 spaces more than the existing parking supply prior to the completion of the new parking structure, and 179 spaces less than the existing parking supply after completion of the structure.

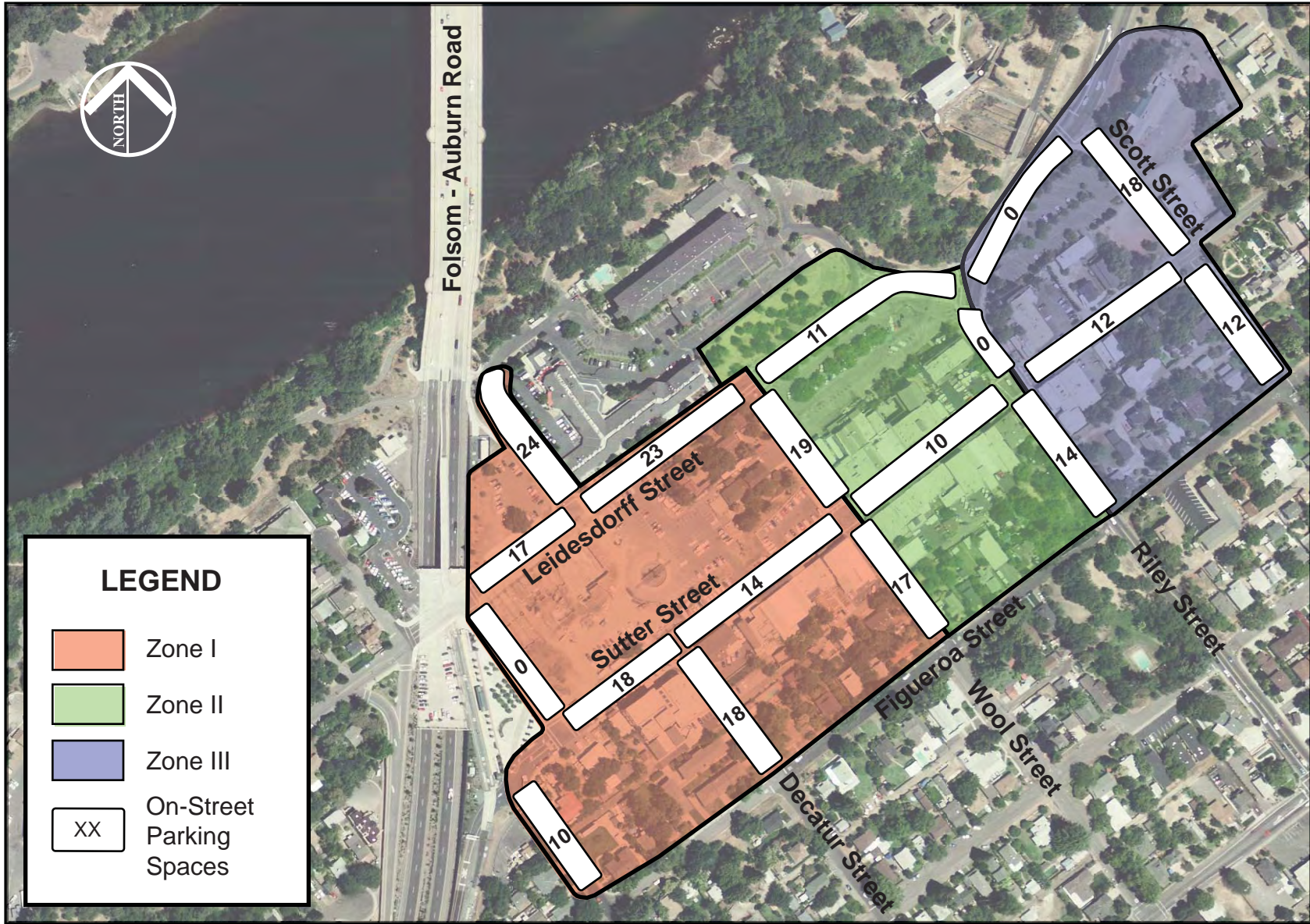


Figure 10
Folsom Historic District Parking
Future On-Street Parking Supply

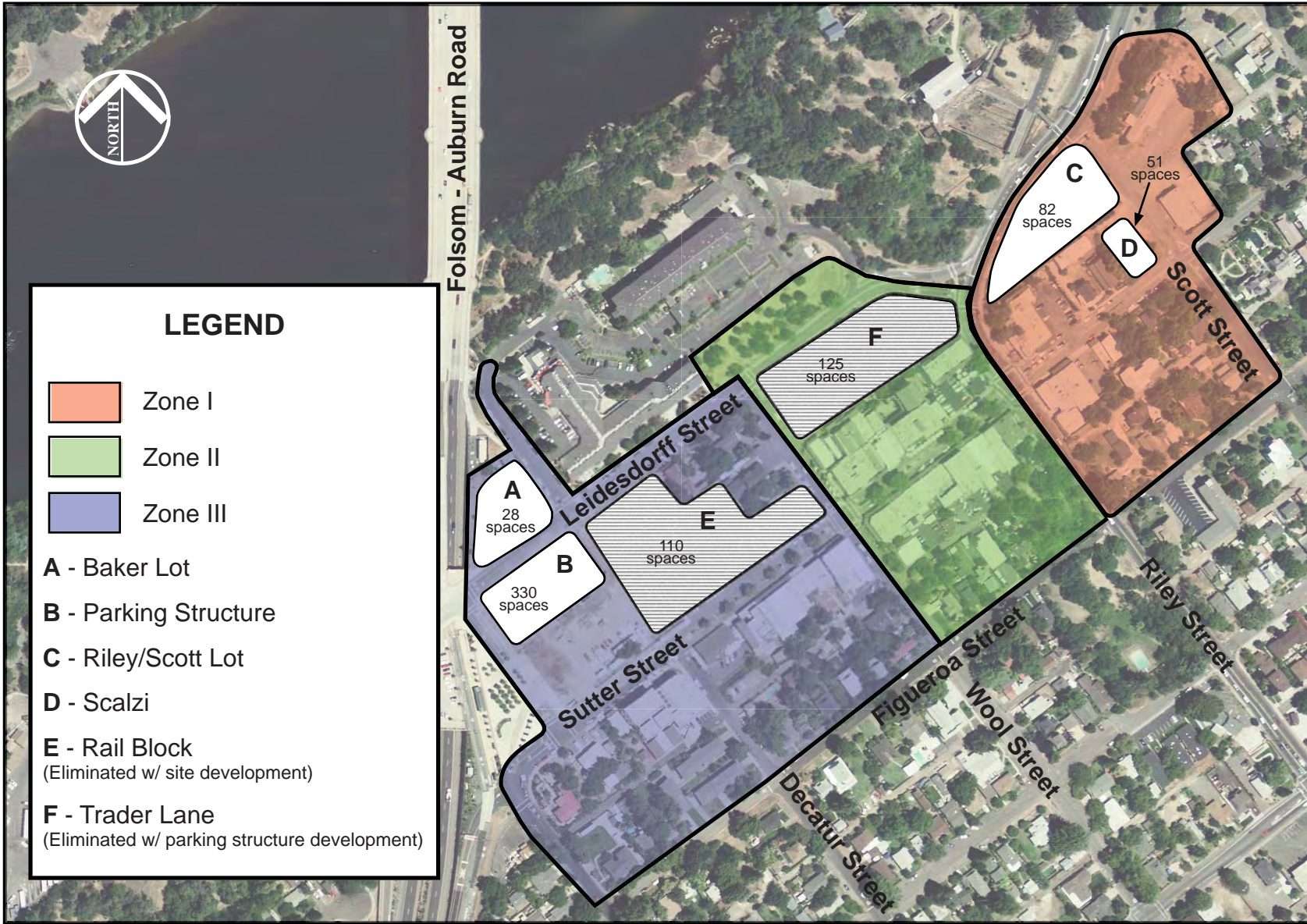


Figure 11
Folsom Historic District Parking
Future Off-Street Parking Supply

Table 12 – Summary of Future On-Street and Off-Street Parking Supply by Zone

Zone	Off-Street Public Parking Supply		On-Street Parking Supply		Total Existing Supply
I	Riley St. / Scott St. (Powerhouse) Lot	82	Riley St. – Sutter St. to Figueroa St.	7	
			Sutter St. – Riley St. – Scott St.	12	
	Scalzi	51	Scott St. – Leidesdorff St. to Sutter St.	18	
			Scott St. – Sutter St. to Figueroa St.	12	
	Subtotal	133	Subtotal	49	
II			Riley St. – Sutter St. to Figueroa St.	7	
			Wool St. – Leidesdorff to Sutter St.	10	
			Wool St. – Sutter St. to Figueroa St.	9	
			Leidesdorff St. – Wool St. to Riley St.	11	
			Sutter St. – Wool St. to Riley St.	10	
	Subtotal		47	47	
III	Baker Lot	28	Reading St. – North of Leidesdorff St.	10	
			Reading St. – Leidesdorff St. to Sutter St.	0	
			Reading St. – Sutter St. to Figueroa St.	10	
	Parking Structure	330	Gold Lake Circle	24	
			Decatur St. – Sutter St. to Figueroa St.	18	
			Wool St. – Leidesdorff St. to Sutter St.	9	
			Wool St. – Sutter St. to Figueroa St.	8	
			Leidesdorff St. – Decatur St. to Wool St.	23	
			Sutter St. – Reading St. to Decatur St.	18	
			Sutter St. – Decatur St. to Wool St.	14	
			Leidesdorff St. – Gold Lake Circle to Reading St.	7	
Subtotal	358	Subtotal	141	499	
Total Off-Street Spaces	491	Total On-Street Spaces	237	728	
Note: Excludes off-street parking supply gained in proposed Trader lane parking structure.					

Existing plus Future Parking Demand

In context of this study, future parking demand is defined as a demand for parking that cannot be accommodated by individual on-site, private supply. Therefore, this demand must be accommodated by the municipal parking supply, either on-street or off-street. Because the data collection and analysis of existing supply and demand indicated a supply surplus, it can be assumed that, although frequently observed, the study area does not experience spillover parking into surrounding neighborhoods resulting from a parking supply deficit during typical weekdays and weekends. Therefore, the future parking demand analysis focuses on the study area, and does not include the surrounding neighborhoods. The purpose of this analysis is to:

1. Estimate existing plus future parking demand and determine whether the existing and planned public parking supply (including the proposed Trader Lane parking structure) is sufficient; and
2. If existing plus future demand exceeds supply, determine if there is the potential for spillover parking into adjacent residential neighborhoods.

For this study, the demand generated by future District residential uses is assumed to be accommodated on-site. Residential visitors, and employees and patrons of the commercial uses, are assumed to park off-site and rely on the public parking supply. Based on these assumptions, the future parking demand is estimated.

Future Land Uses

As previously stated, the future development scenario is constrained by the amount of future parking supply achieved by the addition of one (1) new parking structure. This new structure is assumed to be constructed on the Trader Lane lot, and incorporate ground floor retail. Based on a preliminary schematic and feasibility evaluation (Figure 12), 442 spaces can be accommodated in this structure. The net available parking spaces within the District, after accounting for existing and planned/approved parking demand and practical capacity, is up to 425 spaces. This level of parking supply (425 spaces) was determined to accommodate approximately 55,000 square feet of retail, 27,000 square feet of restaurant, and 20,000 square feet of office uses in addition to the planned/approved projects and ground floor retail within the Trader Lane parking structure.

The future retail and restaurant square footages were estimated using the existing proportion of retail and restaurant square footages within the District. The total future development that could be accommodated is 121,850 square feet, including 19,850 square feet of ground floor retail within the proposed parking structure.

Table 13 shows the land use categories and square footages representing future land uses.

Table 13 – Future Land Use Types and Square Footages

Land Use Type	Future Square Footage or Dwelling Units			
	Planned / Approved Projects	Trader Lane Structure Ground Floor Retail	Additional Development Accommodated by 442 Space Trader Lane Structure	Total Future Development
Retail	32,908	19,850	55,000	107,758
Restaurant	11,700	-	27,000	38,700
Office	31,301	-	20,000	51,301
Club/Bar/Tasting Rooms	-	-	-	-
Theater (Seats)	-	-	-	-
Museum / Exhibit Space	-	-	-	-
Residential (Dwelling Units – D.U.)	60	-	-	60
Total	75,909 60 D.U.	19,850	102,000	197,759 60 D.U.

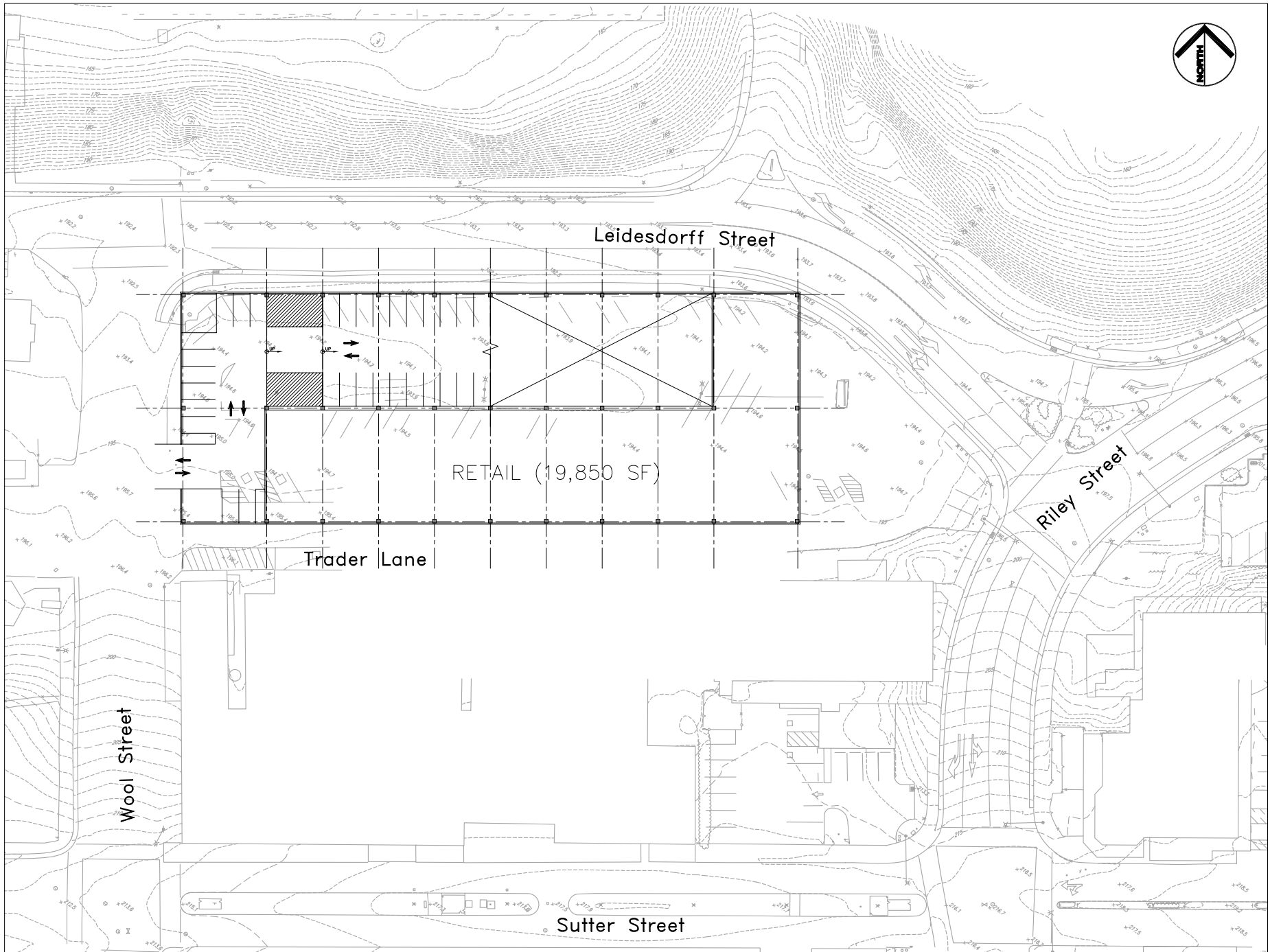


Figure 12
Trader Lane Parking Structure Details

Existing plus Future Parking Supply and Demand

Using the adjusted parking generation demand rates and the trip reduction percentages for transit, bike, walk, and captive trips, the parking model predicts existing plus future weekday and weekend parking demand. Table 14 presents the results of the determination of the amount of future development which can be accommodated by the available District parking supply with the addition of a Trader Lane parking structure.

Table 14 – Permissible Future Development Based on Future Parking Supply

Step #	Steps	Weekday	Weekend	
1	Estimated Parking Spaces in Trader Lane structure	442 spaces	442 spaces	
2	Parking Demand for Planned/Approved Projects	256 spaces	215 spaces	
	Existing Parking Demand	420 spaces	422 spaces	
3	Total Parking Demand	676 spaces	637 spaces	
4	Future Parking Supply (excludes the existing surface and proposed structure parking spaces in Trader Lane Lot) ¹	728 spaces	728 spaces	
	Excess (Deficit) Parking Spaces	52 spaces	91 spaces	
5	Available Parking Supply for Future Development (step 1 + step 4)	494 spaces	533 spaces	
	Parking Demand for Wrap-Around Retail	64 spaces	64 spaces	
	Total Available Parking Supply for Future Development	430 spaces	469 spaces	
6	Practical Capacity Reduction	10%	10%	
	Net Total Available Parking Supply for Future (90% of step 5)	390 spaces	425 spaces	
	Future Land Uses	Quantity	Peak Weekday Demand	Peak Weekend Demand
7	Retail	55,000 SF	176 spaces	132 spaces
	Restaurant	27,000 SF	162 spaces	292 spaces
	Office	20,000 SF	50 spaces	1 space
	Total	102,000 SF	388 spaces	425 spaces
¹ The future parking supply includes 239 on-street spaces and 491 off-street spaces for a total of 730 spaces. The off-street parking spaces includes the following: - Powerhouse Lot = 82 spaces - Baker Lot = 28 spaces - Rail Block Parking Structure = 330 spaces - Scalzi = 51 spaces				

As shown in Table 14, based on the future parking supply limitations (390 weekday and 425 weekend), an assumed future development scenario of 55,000 square feet of retail, 27,000 square feet of restaurant, and 20,000 square feet of office uses should be assumed and utilized in future planning efforts for the District.

Accounting for assumed construction timelines and logical, sequential implementation of District development, the anticipated parking supply and demand were plotted to graphically depict parking conditions in the District over time. This information is provided in Figure 13.

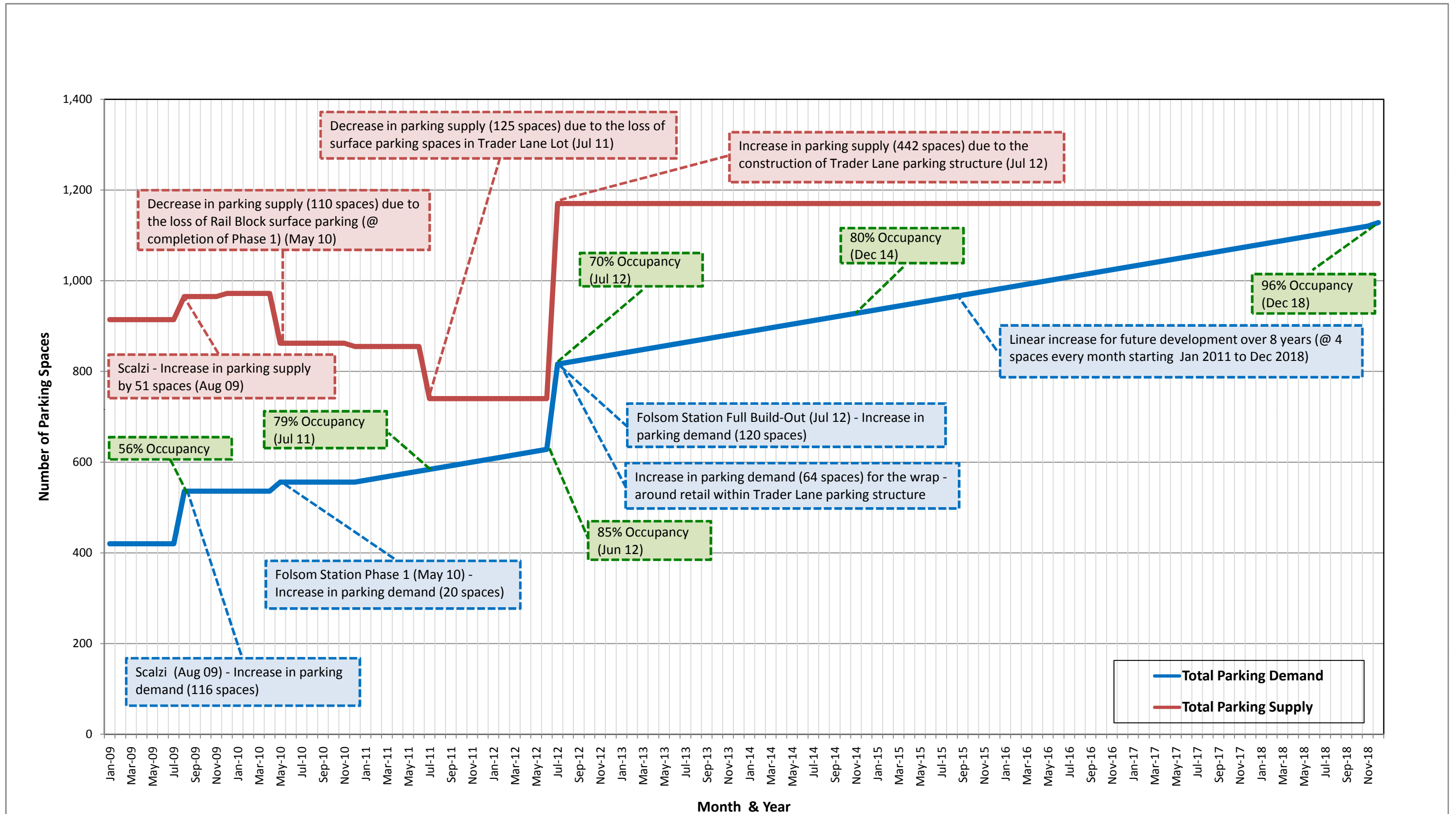


Figure 13 - Parking Supply and Demand Timeline

Adequacy of City’s Current Parking Strategy

Currently, the City of Folsom requires a flat parking ratio of 1 space per 350 square feet for all land use types within the Historic District. Assuming that all new development will provide parking in one form or another (i.e., either build parking on-site or contribute to the cost of public parking equivalent to their on-site requirement), Table 15 estimates the total future parking supply needed by new development using the City’s existing parking ratio. As shown in Table 15, new development would result in 348 spaces.

Table 15 – Estimate of Future Parking Supply Based on Current Parking Ratio

	Future Land Use (Square Footage)	City’s Existing Parking Ratio	Total Estimated Future Supply (spaces) Needed
Entire District	121,850	1 space per 350 sq. ft.	348
Note: The estimates above do not include requirements for residential visitor parking that might be located off-site.			

This analysis indicates that using the City’s current parking ratio (1 space per 350 square feet) would result in a number of spaces that would be less than the maximum deficit of 400 spaces (see below) calculated using the calibrated parking demand rates developed in this report. The City’s current ratio would under-provide parking by approximately 50 spaces.

Revised Average Flat Parking Rate to Accommodate Parking Deficit

The peak parking demand, with a factor to reflect practical capacity, is 1,128 spaces. The amount of future parking supply is 728 spaces, which is 400 spaces less than required.

For these 400 spaces to be provided through development requirements, the City could revise the existing parking ratio of 1 space per 350 square feet to 1 space per 305 square feet (see calculations below).

- Peak weekday parking demand for existing plus future conditions = 1,128 spaces
 (676 + 64 + 388 = 1,128 per Table 14)
- Future parking supply (existing plus proposed) = 728 spaces
- The peak weekday parking demand for existing plus future conditions exceeds the future parking supply by a total of 398 spaces (1,128 - 728 = 400)
- City’s revised parking ratio = 121,850 sq. ft. of new development at 1 space per 305 square feet will be equal to approximately 400 spaces.

Individual Parking Ratio by Land Use Types

If the City chose to apply individual parking ratios by land use types, then individual parking ratios for each future land use type is estimated using the future land use square footages, adjusted peak weekday parking demand, and the number of parking spaces required. The future land uses were divided into retail, restaurant (fine dining and casual dining), and office uses. Table 16 shows the calculations of individual parking rate by land use types, assuming 400 spaces (one parking structure) are required to meet the deficit.

Table 16 – Individual Parking Ratio by Land Use Types (Based on Need for 398 Spaces)

Land Use	Future Land Use Square Footages (A)	Adjusted Weekday Peak Demand Rates ¹ (B)	Estimated Demand ² (C)=(A)x(B) x80%	% Percent (D)	No. of Pkg. Spaces Needed (E)	Spaces Required by Land Use Type (F)=(D)x(E)	Approximate Individual Parking Ratio (G) = (A) / (F)
Retail	74,850	4.00	240	53%	398	211	1 Space per 350 sq. ft.
Restaurant							
Fine Dining	13,500	8.50	92	20%	398	80	1 Space per 170 sq. ft.
Casual Dining	13,500	6.50	70	16%	398	64	1 Space per 210 sq. ft.
Office	20,000	3.15	50	11%	398	43	1 Space per 460 sq. ft.
Total	121,850	-	452	100%	398	398	1 Space per 305 sq. ft.

¹ Adjusted weekday peak demand rates from Table 9.
² Estimated demand includes adjustment for transit, walk, bike, and captive trips (a total of 20%).

Conclusions

The overall conclusions of this analysis result in the following:

- The City should begin construction of a Trader Lane parking structure in July 2011, at which point the District-wide parking occupancy is anticipated to be approximately 80 percent. An assumed 12-month construction timeline will allow the parking structure to be completed, and operational ahead of the completion of the final phase of the Historic Folsom Station project in July 2012.
- The current ratio of 1 space per 350 square feet would result in about 348 spaces and would fail to accommodate the projected maximum deficit of 400.
- A revised ratio of 1 space per 305 square feet would result in about 400 spaces and would adequately accommodate the maximum deficit of 400 spaces.
- Individual ratios by land use type ranging from 1 space per 170 square feet to 1 space per 460 square feet would result in about 400 spaces, which would accommodate the maximum deficit.

ASSESSMENT OF PARKING STRUCTURE SITES

Identification of Potential Sites

As part of the Request for Proposals for this project, as well as a carry-over from the 2002 *Plan*, the City identified six (6) potential sites for the construction of additional Historic District parking supply. Through preliminary discussions with City staff, this initial list of six sites was subsequently reduced to five (5) with the elimination of one site determined to be generally infeasible, and the least desirable location of all potential sites. As such, the assessment of parking structure sites focused on the following five locations:

1. Folsom Hotel
 This site is generally described as the vacant ravine behind the Folsom Hotel, adjacent to Riley Street. Access would likely be provided from Figueroa Street and/or the alley between Sutter Street and Figueroa Street.
2. Gold Lake Center
 This site is generally described as the vacant, earthen embankment adjacent to the Gold Lake Center commercial development, along the north side Leidesdorff Street in the vicinity of Wool

Street. Access to this site would likely be provided from Leidesdorff Street and from the existing surface parking lot within the Gold Lake Center property.

3. Moose/Eagles Lodges

This site is generally described as the parcels currently occupied by the Moose and Eagles Lodges located east of Scott Street, between Riley Street and Sutter Street. Access would likely be provided from Sutter Street and/or Scott Street.

4. Riley/Scott

This site would replace the existing surface parking lot located south of Riley Street between Leidesdorff Street and Scott Street. Access would be provided from Scott Street.

5. Trader Lane

This site would replace the existing Trader Lane surface parking lot. Ground level access would be provided from Wool Street and/or Leidesdorff Street.

These five potential parking structure sites are depicted in Figure 14.

Evaluation Criteria and Matrix

In order to evaluate and provide a meaningful relative comparison of the five potential parking structure sites, five evaluation criterion were identified:

- a. Capacity: Does the site contribute toward lessening future parking deficit?
- b. Implementation: Does the site minimize implementation effects on existing parking supply, businesses, and circulation?
- c. Site Accessibility: Is the site located near District generators and localized parking deficits, and is visible?
- d. Community Considerations: Does the site provide for mixed-use opportunities and incorporate urban design characteristics?
- e. Cost Considerations: Does the site incur reasonable construction costs?

The evaluation matrix provided in Table 17 provides a summary of the evaluation of the five potential parking structure sites. More detailed concepts for each of the sites are provided in Appendix G.

Table 17 – Parking Structure Site Evaluation Matrix

Site Alternative Assessment Evaluation Criterion		Parking Structure Alternative Location				
		Folsom Hotel	Gold Lake Center	Moose / Eagles	Riley / Scott	Trader Lane
a	<i>Contributes toward lessening future parking deficit?</i>					
b	<i>Minimizes implementation effects on existing supply, businesses, and circulation?</i>					
c	<i>Is located near District generators and localized parking deficits, and is visible?</i>					
d	<i>Provides for mixed-use opportunities and incorporates urban design characteristics?</i>					
e	<i>Incurs reasonable construction cost?</i>					
Identified as viable site for potential parking structure development?						
Poorly Addresses Criterion Moderately Addresses Criterion Addresses Criterion Effectively Addresses Criterion						



As demonstrated in Table 17, the Trader Lane and Moose/Eagles sites were determined to most effectively address the site evaluation criterion. Conversely, the Folsom Hotel and Gold Lake Center sites were determined to most poorly address the criterion. As previously discussed, subsequent discussions with the City determined that the Trader Lane lot should be the preferred location considered for the development of a new parking structure. The evaluation conducted as part of this effort supports the direction offered by the City.

Conclusions

Based on the aforementioned evaluation of the five potential parking structure sites, the Trader Lane and Moose/Eagles sites were determined to best satisfy the established criterion for the addition of Historic District parking supply. Therefore, these two sites are recommended for design implementation according to the outcomes of this study. The City's subsequent direction to consider only a single structure on the Trader Lane lot is consistent with the outcome of this effort.

PARKING IMPLEMENTATION STRATEGIES

Because the City of Folsom's Historic District is anticipated to realize a parking deficit of approximately 400 spaces at build-out, it is necessary for the City to consider various strategies on how best to address this anticipated shortfall. This section provides a menu of potential general parking strategies, and presents a series of specific recommended near-term and long-term strategies for the Historic District.

Objectives

According to the *Historic District Design and Development Guidelines*⁹, "Because historic downtown lot sizes and development patterns were established prior to the advent of the automobile, however, the opportunities for individual sites in the Sutter Street Subarea to provide on-site parking are severely constrained. In order to preserve the historic structures and ambiance of this area, the City has assumed a share of the responsibility for providing adequate parking for the entire Subarea."

Furthermore, the *Guidelines* specify that "All uses must provide parking spaces conforming to City standards as established by this document, the Folsom Municipal Code, and any other adopted City ordinances, policies and requirements. The parking requirement may be met by providing spaces on-site (if found appropriate through the design review process) or on nearby property controlled for that purpose for the life of the use. The typical means of providing required parking in this Subarea is property-owner and/or business-owner financial participation in community-planned-and-operated parking facilities, established under the aegis of the City of Folsom or its Redevelopment Agency and subject to the design review process."

As such, the overall objective of parking strategies for the City of Folsom's Historic District revolve around the *Guideline*'s principles in which the City is a stakeholder in the development of adequate parking supply for the District. This adequate parking is acknowledged to be comprised of both structured and other off-street surface parking facilities.

Historic District Users and Needs

Parking strategies, in general, need to accommodate the multiple users of the Historic District. The mixed-use nature of the District dictates that the users include residents, residential visitors, light-rail transit (LRT) users and commuters, customers (non-residential visitors, shoppers, diners), employees, delivery and public services (police, fire, refuse, etc.), special event visitors, and residents of the surrounding neighborhoods.

⁹ *The City of Folsom, Historic District Design and Development Guidelines*, City of Folsom, October 1, 1998.

Each of these user groups have their own specific needs, most significantly distinguished by the duration of their parking demand.

The parking strategies described herein specify the particular users that are anticipated to benefit from the various parking strategies. The ultimately selected parking strategies, in cumulative, should address each of the multiple District users' needs.

Historic District Parking Principles

A vibrant, economically viable and successful Historic District (i.e., “downtown”) combines both public and private parking opportunities to create an environment in which visitors park once, and walk to multiple destinations. As specified in the District’s *Guidelines*, private development is essentially expected to rely on the public parking supply to accommodate nonresidential parking demand. As a result, where public parking supply is shared by uses with varying and complementary peak periods of demand, the concept of “shared parking” is introduced. For example, office uses in the District generate their peak parking demand in the mid-morning and early afternoon timeframes, whereas restaurants generate their peak demand midday and in the evenings. These two land uses can effectively share a lower number of parking spaces than if each use was required to accommodate its own peak demand. This “sharing” of parking supply is in contrast to typical suburban parking requirements where each building is required to provide parking on-site for its own users, but rarely fully utilizes its own supply. According to the Urban Land Institute’s *Shared Parking (Second Edition)* “...shared parking has been a fundamental principle of downtown planning from the earliest days of the automobile.”

The following figures (Figure 15 and Figure 16) illustrate the concept of shared parking. Figure 15 is an example of the amount of parking provided based on minimum parking requirements or standards. This approach is based on providing each land use a minimum number of parking spaces as if it were an isolated use. Figure 16 illustrates the actual utilization of the parking spaces for each land use by time of day. Since different land uses have peak parking demands at different times, the land use can effectively “share” a common pool of parking spaces, as long as the highest demand of the day can be accommodated. The result of shared parking is a lower total number of parking spaces than if each individual use is required to provide for its own peak period.

Figure 15 – Minimum Required Parking Example

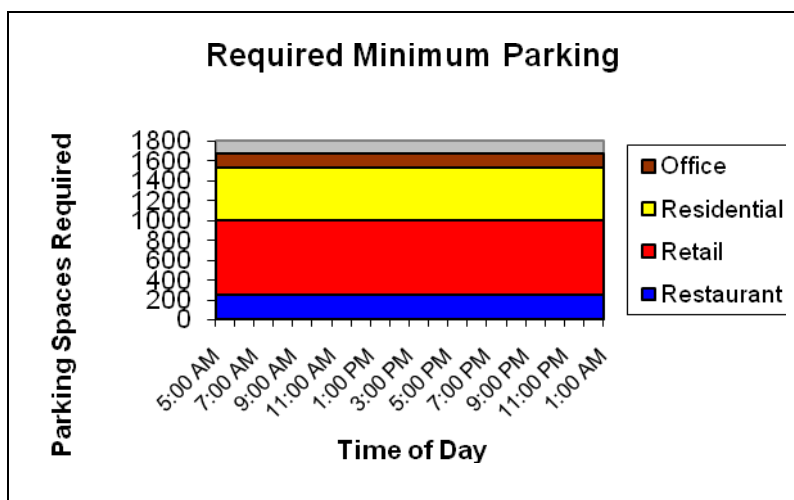
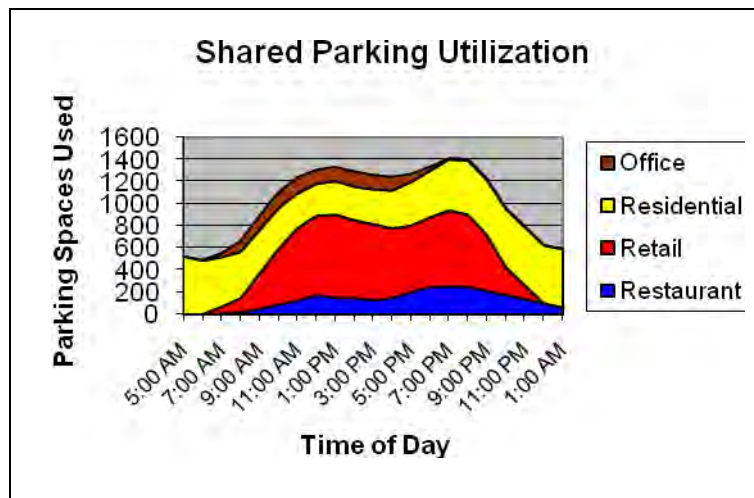


Figure 16 – Minimum Shared Parking Example



In addition to increasing the efficiency of a limited parking supply, the concept of shared parking reduces the overall cost of providing parking. In downtown areas where development intensity and floor area ratios are high, blocks and individual parcels are small, and land uses are predominantly small businesses, it can be prohibitively expensive to provide parking which satisfies typical zoning code requirements, particularly if structured or underground parking is required. Typical downtown areas have the advantage of being able to combine resources to fund and maintain a common pool of parking for all users. In addition to the principle of shared parking, there are several general principles that should guide decisions regarding parking in a downtown core. These principles include:

1. Provide adequate, but not excessive public parking supply.
2. Provide a simple, easily understood parking environment with adequate way-finding.
3. Maximize the provision of on-street parking as a primary source of short-term customer parking, and enforce time restrictions.
4. Strategically locate municipal lots to provide short-term and long-term parking. Identify at least one location for the eventual construction of a parking structure within the core when needed.
5. Gradually implement pricing as a parking management strategy to reduce long term parking in the downtown core, to balance the level of utilization between on- and off-street parking, and to recover the costs of operating and maintaining parking facilities.
6. Provide options for long-term parking including long-term parking within the core controlled by pricing and free or low-cost long-term in the periphery of the core.
7. Improve the walkability of the downtown to encourage employees to park farther from the downtown core.
8. Ensure high-quality pedestrian connections.
9. Protect neighborhoods from spillover parking.

The strategies identified below are consistent with the principles described above.

Parking Management and Implementation Strategies

The implementation of parking management strategies is intended to ultimately result in more efficient use of limited parking resources. A number of parking management strategies could be implemented within the Historic District to address the existing and the projected, future parking conditions. Potential parking management strategies include:

1. Update Private Parking Requirements
2. Establish and Implement In-Lieu Parking Fees
3. Improve Management of Rail Block Parking Structure
4. Implement Residential Permit Parking or Alternative Neighborhood Protection
5. Establish Public Parking Phasing Threshold
6. Establish Loading and Delivery Strategies
7. Implement On-Street Parking Management Strategies
8. Implement Off-Street Public Parking Management Strategies
9. Establish and Implement Valet Parking
10. Implement Additional On-Street Parking
11. Establish Pricing Strategies
12. Establish Parking Demand Reduction Strategies
13. Address LRT Commuter Parking in the District

The following is a discussion of each of these strategies and associated near- and long-term implementation recommendations:

1. *Update Private Parking Requirements*

Currently, the City of Folsom requires a flat parking ratio of 1 space per 350 square feet for all land use types (retail, offices, restaurants, museums, etc.) within the Historic District. The previously documented detailed parking analysis indicated that this requirement is not sufficient to address the future parking needs of the District. As per the parking analysis, the District proposes to add approximately 121,850 square feet (SF) of commercial use, in addition to existing land uses and known planned/approved projects. Utilizing the City's existing requirement of 1 space per 350 SF, the additional proposed development (121,850 SF) will require approximately 350 parking spaces. The parking analysis also indicated that using the City's current parking ratio (1 space per 350 SF) for future parking demand would under-provide parking by approximately 50 spaces.

Recommendation #1: Update the private parking requirements in the Municipal Code to accommodate existing and future parking demand.

The parking analysis evaluated the adequacy of the existing flat parking ratio to meet future parking demand. As per the parking analysis, in order to meet the future weekday parking demand, the City should either increase its current parking ratio from 1 space per 350 SF, to 1 space per 305 SF, or adopt separate parking ratios for retail (1 space per 350 SF), restaurants (1 space per 170 SF for fine dining, and 1 space per 210 SF for casual dining), and office (1 space per 460 SF) uses. By adjusting the parking ratio, the District would be able to accommodate the future parking demand.

In the near-term, the City should consider increasing the flat parking rate from 1 space per 350 SF to 1 space per 305 SF to meet the future parking needs. In the long-term, the City should consider adopting separate parking ratios for retail (1 space per 350 SF), restaurants (1 space per 170 SF for fine dining, and 1 space per 210 SF for casual dining), and for office (1 space per 460 SF) uses. Adopting separate ratios for different uses will allow the City to more accurately identify future parking needs.

2. *Establish and Implement In-Lieu Parking Fees*

Under this strategy, developers are allowed to pay a fee in-lieu of providing on-site parking spaces traditionally required by the Municipal Code. The revenue collected by this fee is used to finance public parking spaces. This strategy gives developers an option to either provide the parking required or pay a fee if it is infeasible to construct parking on-site. Alternatively, a development may provide some parking on-site and provide the balance required through payment of the in-lieu fee. This

approach is highly applicable in downtown areas where development opportunity sites are small, and providing on-site parking is difficult and often expensive. Since the City uses Redevelopment Funds to finance public parking spaces in the District, the revenue collected could alternatively be used to pay for a Parking Enforcement Office position.

Recommendation #2: Establish and implement in-lieu parking fees to provide options for developers within the District.

A number of development opportunities exist within the District. However, the size of the development for most of these opportunity sites is small because of existing uses, and it would be difficult for developers to provide the on-site parking spaces required by the Municipal Code. An in-lieu parking fee provides the developer an option of paying a one-time fee for each parking space not provided on-site, thus encouraging development within the District. Cities are often faced with a dilemma where they would like developers to invest in their City, but do not provide developers with an option where they can rely on public parking facilities to meet their parking demand by paying an in-lieu parking fee. Parking for development sites where providing on-site parking is difficult or expensive typically relies upon on-street parking. Increased on-street parking demand has the tendency to discourage customers from visiting.

As a long-term parking strategy, the City could establish and implement in-lieu parking fees. The timing of the in-lieu parking fee could coincide with the City's decision (if implemented) of adopting separate parking ratios for retail, restaurants, and office uses with the District.

3. *Improve Management of Rail Block Parking Structure*

The recently constructed Rail Block public parking structure is currently used by Historic District employees, customers, and Light Rail Transit (LRT) commuters. Improved management of the different users will result in more effective utilization of public parking resources.

Generally speaking, it is recommended that the City institute a simple, straight forward management strategy that is easily understood by all users of the parking structure. The most effective parking management strategy will simplify structure enforcement, and will meet the expectations of current and future Historic District users. With that said, it is also recommended that the City continue to preserve the ultimate intended use of the structure, with minimal, strategic, short-term deviations to most effectively address current economic, development, and user conditions.

This topic is discussed in detail, and implementation recommendations are provided later in this document within the "Assessment of City's 5-Year Parking Management Plan" portion of the "Other Considerations" section on Page 53.

4. *Implement Residential Permit Parking or Alternative Neighborhood Protection*

This strategy has multiple objectives, primarily to protect residential neighborhoods surrounding the District from spillover parking. This strategy would allow residents of the District to obtain permits to park on streets in the surrounding neighborhoods, provided that there is sufficient on-street parking capacity to accommodate the needs of the neighborhood. The revenue generated by this strategy may be used to administer, and enforce, the residential permit parking program, or may be used to fund improvements specific to the neighborhood in which the permit was sold (e.g., traffic calming, landscaping, streetscapes, etc.).

Recommendation #4: As development intensifies in the District, it is recommended to periodically monitor parking conditions to determine if residents are parking on-street, or within surrounding neighborhoods. If so determined, develop and implement a program to administer and enforce a Residential Permit Parking Program (RPPP).

Criteria for triggering the need to implement permit parking also need to be established. There are two purposes for these criteria: a) for Historic District residents to park in public spaces within the District area, and b) to minimize impacts of spillover parking in surrounding neighborhoods (District visitors parking in the adjacent neighborhoods).

Criteria for a) includes: More than 10 percent of the public parking spaces are being utilized by Historic District residents (e.g., overnight parking) on a regular basis. Criteria for b) includes: A neighborhood association registered with the City's Planning Department circulates a petition, and obtains signatures for 60 percent or more of the households in the area. It is also critical that the City has conducted a parking study to demonstrate that spillover parking is occurring.

The City of Folsom has an ongoing neighborhood Permit Parking ordinance which will enable neighborhoods to establish permit parking zones. Also, recent field observations indicate spillover parking into adjacent neighborhoods, particularly in the vicinity of the intersection of Wool Street and Figueroa Street. This spillover parking could be because customers/visitors are not fully utilizing the public parking lots available within the District, and would like to park closer to their destinations.

In the near-term, the City does not need to implement an RPPP for neighborhoods adjacent to the intersection of Wool Street and Figueroa Street. However, the City should continue to monitor this, and other neighborhoods for spillover parking as growth intensifies within the District. A RPPP is an inconvenience for residents, and should be avoided as long as practical.

The long-term strategy is to establish an RPPP, if found to be needed. A RPPP should be implemented gradually, and applied only to neighborhoods that are experiencing spillover impacts. If implementation of RPPP in one neighborhood is determined to push the impact to an adjacent neighborhood, the RPPP should be expanded to that adjacent neighborhood.

5. *Establish Public Parking Phasing Threshold*

As per the parking analysis, the future parking supply (on-street and off-street) within the District is 730 spaces. The estimated existing parking demand for a weekday is 420 spaces which is approximately 50 percent of the future parking supply. The parking demand for planned/approved projects within the District is estimated to be 256 spaces. With the construction of all planned/approved projects, the parking demand of 676 spaces (existing + planned/approved projects) would be approximately 79 percent of the future parking supply within the District.

The parking analysis indicated an additional 121,850 SF of commercial development is feasible within the District without exceeding the parking capacity of a future parking structure. A 422 space parking structure is proposed at the existing Trader Lane Lot, which will in turn eliminate 125 off-street parking spaces. With the elimination of the Trader Lane Lot, the parking demand of 676 spaces (existing + planned/approved projects) would be approximately 93 percent of the future parking supply within the District. Typically, the construction of any new parking facility begins when the parking demand reaches 85 percent of the parking supply. This approach ensures that enough parking spaces are available during the period of construction. Accordingly, the construction of the proposed parking structure at the Trader Lane Lot should begin when the parking demand of planned/approved projects reaches 80 percent (205 spaces).

Recommendation #5: The City should start construction of the parking structure at the Trader Lane lot when the district-wide parking demand reaches approximately 85 percent of the available parking supply at the time, or when approximately 80 percent of the planned/approved projects' parking demand occurs within the District.

In the near-term, the implementation of planned/approved projects should be closely monitored to determine when 80 percent of the development's parking demand is reached. Any additional loss of parking spaces within the District should also be closely monitored.

In the long-term, the construction of a 422 space parking structure should begin when the parking demand within the District reaches 85 percent of the available parking supply.

6. *Establish Loading and Delivery Strategies*

Loading areas for the delivery of goods, merchandise, and supplies is essential for the economic health of the District. Deliveries should be accommodated through a combination of on-site loading docks, on-street loading zones restricted to certain hours, and permanent on-street loading areas. Larger development projects should provide on-site loading.

Smaller, or otherwise constrained sites may be served by on-street loading zones that are restricted to loading in the early morning hours and afterward revert to public parking. These loading areas are project-specific, but should be selected to serve several properties. These restricted loading areas should be as convenient as possible to the service entrances of the buildings they serve, but if not feasible, loading zones should be on side streets or in the rear of the buildings.

The District should provide several permanent on-street loading zones distributed in all three zones to permit deliveries throughout the day. The City's Municipal Code requires commercial uses where large amounts of goods are received and shipped to provide adequate loading and unloading space to handle the volume and frequency of the truck traffic (Section 17.57.060). The City requires the loading zones be a minimum of 10-feet wide, 35-feet long, and 14-feet high.

Recommendation #6a: For large developments, the City should recommend on-site loading and unloading zones.

Currently, the City's Municipal Code does not require large developments to provide on-site loading and unloading zones, which puts the burden upon on-street parking spaces to serve as loading and unloading zones. For these large developments, additional on-street parking spaces are required (as per Municipal Code Section 17.57.060) which are likely to reduce the general availability of on-street parking spaces for customers/visitors within the District. Therefore, it is recommended that in the near-term the City add a provision within their Code which requires large developments to provide on-site loading and unloading zones.

Recommendation #6b: Based on the location of existing and anticipated commercial businesses, identify and implement restricted and permanent loading zones on curbs with parallel parking.

With the amount of development proposed within the District, sufficient on-street loading and unloading spaces should be provided to accommodate the needs of the future developments. The following locations are recommended for on-street loading and unloading zones (Note: the exact location of existing loading and unloading zones are not known and the recommendations are made based on anticipated future demand from proposed developments):

- Trader Lane between Wool Street and Riley Street
- Sutter Street between Reading Street and Decatur Street
- Sutter Street between Decatur Street and Wool Street
- Sutter Street between Wool Street and Riley Street
- Sutter Street between Riley Street and Scott Street
- Leidesdorff Street between Gold Lake Drive and Wool Street
- Scott Street between Riley Street and Sutter Street

The City should maintain flexibility to change the location of loading zones in response to changes in development. In the near-term, some on-street parking spaces along the recommended sections should be designated as loading and unloading zones during the off-peak hours.

In the long-term, some of these off-peak loading and unloading zones, which are heavily utilized, should be designated as permanent loading and unloading zones without time restrictions. This approach should only be done if the loss of on-street parking spaces does not significantly affect the parking supply, and additional on-street parking spaces exist within the surroundings. The timing for permanent loading and unloading zones could also be coordinated with the construction of the Trader Lane parking structure, as the parking supply within the District will be increased and the loss of on-street parking spaces is compensated.

7. Implement On-Street Parking Management Strategies

Most streets within the District have on-street parking. Along Leidesdorff Street, Wool Street, and Sutter Street, angled on-street parking is provided. Some of the on-street spaces are delineated with pavement markings, but most streets have no parking space delineation. Under future conditions there are a total of 239 on-street parking spaces. Table 12 of this report details the on-street parking locations within the District.

On-street parking is used by employees, customers, and visitors of the District. To some extent, existing on-street parking is used by LRT commuters as parking enforcement is not strictly provided. Proper on-street parking management will increase its efficiency by making sure that adequate parking is available within the District to accommodate short-term peak parking demand. Shoppers, diners, and commercial visitors will comprise the majority of peak period parking demands in future Folsom. This group of users has short-term parking needs (3 hours or less). Therefore, the time restriction and potential pricing strategies discussed below are intended to serve this group of users.

Time Restrictions

Time Restrictions are intended to maximize parking turnover of the most convenient and therefore, the most valuable, spaces in the District. The objective of this strategy is to reserve on-street parking spaces in proximity of retail land uses within the District for customers, while providing unrestricted parking in the periphery for employees or residents.

Existing on-street parking occupancy results indicate peak weekday demand of approximately 80 percent to 85 percent and the peak to be between 11:00 a.m. and 2:00 p.m. During the weekend (Friday evening), the peak on-street parking demand is approximately 75 percent with the peak time between 6:00 p.m. and 8:00 p.m. Parking demand in many downtowns peaks around noon to 1:00 p.m. as this is the time that retail/restaurant uses peak during weekdays. The District weekday peak is indicative of a predominantly retail/restaurant-based commercial mix. For the weekend, the observations suggest on-street parking spaces are being used by restaurant users, which peak around dinner time within the study area.

Approximately 75 percent of the District's on-street parking should be restricted to short-term parking. While time restrictions can vary depending on the needs of the adjacent land uses, the basic time limit should encourage the desired turnover (typically 1 ½ to 2 hours). Longer term parking should be provided within the immediate periphery, or near outer ends of the District (e.g. Sutter Street east of Scott Street, Canal Street, Reading Street, and Bridge Street). These streets should be restricted to 10-hours, or left unrestricted in the near-term. The City may provide shorter time restrictions for street segments at the request of property owners.

The following streets within the District currently have time restrictions:

- Wool Street: Between Sutter Street and Figueroa Street (2-hour limit)
- Wool Street: Between Sutter Street and Leidesdorff Street (3-hour limit)
- Sutter Street: Between Wool Street and Reading Street (3-hour limit)
- Gold Lake Drive (3-hour limit)
- Decatur Street: Between Sutter Street and Figueroa Street (3-hour limit)
- Leidesdorff Street: Between Wool Street and Gold Lake Drive (3-hour limit)

However, these time restrictions are not enforced, and do not cover all streets within the District. Recent parking turnover surveys conducted in January 2008 show vehicles parked throughout the day at some of these on-street parking spaces.

Criteria/Guidelines for Time Restrictions

- Maintain consistent time restrictions within the District. Avoid piecemeal time restrictions unless there are compelling reasons to change.
- Time restriction serving the commercial core should be 2 hours (the average time parking in downtown's nationally is 90 minutes).
- Property owners may petition for time restrictions less than 2 hours on the streets which their property is located, but the change should be applied to the entire street. The majority of property owners fronting the street (at least 51 percent) must agree to the change in restriction. The City may require a parking turnover survey to support changes to the time restriction.
- 30-minute time restrictions may be used for streets serving very high intensity retail activity where rapid turnover is required (e.g., post office, banks, ATMs, dry cleaners, etc.).
- Long-term parking (no time restriction except standard 72 hour limit) should not be signed. Designation of unrestricted parking should be based on whether or not:
 - The parking area is conducive to employee and resident parking outside of the District;
 - There is adequate on-street parking capacity (85 percent or less occupied); and
 - The current adjacent uses on either side of the street do not require high turnover parking.
- Unrestricted long term parking should be provided adjacent to residential development (not mixed use) and in the periphery of the Historic District based on the above criteria.

Recommendation #7a: Change the existing 3-hour parking restrictions to a 2-hour parking restriction within the District. Install revised parking restriction signs on these streets. Consistent enforcement of the time restriction is necessary to maintain adherence.

Recommendation #7b: Adopt the time-restriction recommendations described above. Identify 30-minute parking zones on streets serving high intensity retail or service activity. Also identify long-term parking within the immediate periphery or near outer ends of the District (e.g. Sutter Street east of Scott Street, Canal Street, Reading Street, and Bridge Street).

In the near term, no change to 3-hour parking restriction is needed. However, enforcement of time restriction is recommended to maintain adherence and to acclimate downtown parkers that enforcement is being consistently applied. Parking tickets, which only give a warning to vehicles parked longer than the time allowed, may be issued during the acclimation period.

In the long-term, as the development intensifies within the District, it is recommended that all on-street parking within the commercial core be limited to 2 hours and parking tickets (appropriate amount should be decided by the City) be issued to vehicles violating the time limits. Parking enforcement could also be coordinated with the construction of Trader Lane parking structure as more parking will be available for long-term parkers.

8. *Implement Off-Street Public Parking Management Strategies*

Within the District, off-street parking lots were observed to have occupancy averaging 58 percent between 11:00 a.m. and 3:00 p.m. (with 71 percent occupancy at 12:00 noon), then a drop to 43 percent and 52 percent between 4:00 p.m. and 5:00 p.m. Between 6:00 p.m. and 7:00 p.m., the parking occupancy increases to 70 percent and 78 percent before dropping dramatically to 21 percent at 8:00 p.m. The increase in the early evening coincides with the peak dining period. The peak off-street parking demand occurs at 7:00 p.m. with 78 percent occupancy.

Nearly all existing off-street parking lots within the District have a 3-hour time limit on parking. However, these time limit parking restrictions are not enforced, and the recent parking turnover survey conducted in January 2008 showed vehicles parked in off-street public parking lots throughout the day.

Recommendation #8a: Restripe existing off-street parking lots to enhance the delineation of the parking spaces.

Recommendation #8b: Remove existing 3-hour time limit from all off-street parking lots and charge a parking fee based on number of hours parked.

Removing the existing 3-hour time limit and charging a parking fee based on the number of hours parked will provide options for employees, commuters, and visitors who need to park for a longer duration. The parking fee charged will provide revenue which can be used for the operation and maintenance of the off-street parking facilities.

In the near-term, the City does not need to make any changes and should continue with the 3-hour time limit for all off-street parking lots within the District. As the development within the District intensifies, the City should start parking enforcement by issuing warning tickets.

In the long-term, the City should remove the 3-hour parking limit from all off-street parking lots and institute parking charges based on the number of hours parked. Also, during the construction of the Trader Lane parking structure, the City should identify off-street parking lots within the vicinity of the District to be used as over-flow in case the parking spaces within the District are fully utilized. The City should encourage employees to utilize off-street parking during the construction of Trader Lane structure.

Recommendation #8c: Identify off-street parking lots within the vicinity of the District, and encourage employees to use these parking lots during the construction of the Traders Lane parking structure.

9. *Establish and Implement Valet Parking*

A total of approximately 39,000 SF of future restaurant use is either planned or estimated within the District. Identifying on-street and off-street valet parking locations within the District will provide much needed convenience for the restaurant patrons. Restaurants peak during the mid-day (noon to 2:00 p.m.) for lunch, and during the evening (6:00 p.m. to 8:00 p.m.) for dinner.

Recommendation #9: Almost exclusively used for restaurants, this strategy increases parking capacity as well as convenience for restaurant patrons. The City should permit restaurants, or other commercial businesses, to institute valet parking through a conditional use permit, including permission to reserve one to two parking spaces in front of the businesses to conduct valet operations. Valet parking can utilize private parking facilities through agreements with the facilities' owners.

In the near and long term, the City may consider valet parking operations to be used by restaurants during the evening (6:00 p.m. to 8:00 p.m.). This requires establishing conditional use permits, reserving portions of off-street public facilities for valet parking, and allowing reservation of curb space for valet operations.

10. Implement Additional On-Street Parking

One approach to increasing the public parking supply is to implement angled parking spaces on appropriate existing streets. The minimum street width to accommodate angled parking on one side of the street and parallel parking on the other side is 53-feet for 60-degree angled parking, and 50-feet for 45-degree angled parking. These street widths allow for a wider lane adjacent to the angled parking so that vehicles backing out of the parking spaces do not encroach into the opposing travel lane. A minimum curb to curb width of 50-feet is needed for streets to have angled parking. Currently, angled parking exists on Leidesdorff Street, west of Wool Street, and on Wool Street, north of Sutter Street. Streets with sufficient widths to accommodate angled parking should be identified within the District to increase on-street parking supply.

Recommendation #10a: Identify streets within the District with sufficient widths to accommodate angled parking.

In the near-term, additional on-street parking spaces as suggested by the City's *5-Year Parking Management Plan* (January 2008) should be implemented. Additional on-street parking spaces which involve the Trader Lane Lot should be coordinated with the construction of the Trader Lane Lot parking structure.

In the long-term, the City should conduct a detailed study to identify streets within the District where angled parking could be implemented.

11. Establish Pricing Strategies

Currently within the District, parking is provided free of charge. There is minimal parking enforcement and, therefore, no source of revenue for the City. As per the City's *5-Year Parking Management Plan* (January 2008), the installation of parking meters within the District is not recommended, citing the installation and maintenance costs, as well as the potential of diverting funds away from other more beneficial improvements. It is also speculated that the implementation of parking meters could drive customers away to nearby shopping districts without parking fees.

While the perception of deterring patrons away from the District may be true for the near-term, it may play less of a role for future conditions. The District can accommodate future commercial development of approximately 121,850 SF in addition to the already planned/approved projects. The future development of the District is likely to attract more customers, and lack of available on-street parking due to time limit violations, and no parking enforcement would also discourage them from visiting. Parking meters are typically found in most downtowns within California.

In the long-term, the City should install parking meters for on-street parking spaces on streets where the recommended two-hour parking restriction is implemented. As suggested in the City's *5-Year Plan*, the City should continue to explore the feasibility of creating either a full-time parking enforcement position, or using help from volunteer agencies to perform parking enforcement. The revenue generated from the parking meters could be used to fund the parking enforcement officer.

Recommendation #11a: In the long-term, the City should install parking meters for on-street parking on streets where the recommended two-hour parking restriction is implemented.

Recommendation #11b: Create a full-time parking enforcement officer position. Installation of parking meters should be gradual and should start with streets serving retail/restaurant uses which require short-term parking. Also, strict parking enforcement should be performed for effective utilization of on-street parking spaces. As development intensifies within the District, parking meters could be installed on additional streets.

Instead of parking meters, the City should consider installing newer parking machines which can accommodate various payment methods (coins, bills, credit and debit cards, and by cellular telephone or Internet), charge only for time parked, incorporate multiple rates, and have the flexibility to vary rates by time of the day. One parking machine could be installed on each street for all on-street parking spaces on that street. The customer using the on-street parking space on that street buys a parking permit from the machine for the time parked and displays this parking permit on the dashboard of the vehicle for verification by the parking enforcement officer. These newer parking machines also produce receipts and record data for auditing, thus preventing fraud, and also record parking utilization data for planning purposes.

Unbundled Cost of Parking

The cost of parking is typically included in the sales price, or rent of housing. While not a common practice today, the City should provide developers flexibility to separate the cost of parking from the cost or rent of the units, as long as the maximum parking requirements for the development, as a whole, are met. This approach provides a financial incentive for, and attracts, those households with low or zero auto ownership. The developer may be able to separate the cost of parking from all the units, a portion of the units, or offer additional spaces for monthly lease. It would be important that buyers and renters are made aware that they are not paying more for parking, but that the cost of parking is simply being separated out from the other costs of purchasing or renting a unit.

Recommendation #11c: Explore allowing developers to unbundle the cost of parking from dwelling unit sales price or rent. Let developers decide whether there is a market for implementing this innovative parking technique.

12. Establish Parking Demand Reduction Strategies

This strategy is aimed at reducing the parking demand within the District. This approach could be accomplished by encouraging alternate modes of travel (transit, bicycle, and walk), by providing shuttle services which connects remote parking, and by guaranteeing rides home. The City's *5-Year Parking Management Plan* (January 2008) identified a number of parking demand reduction methods that could be accomplished within the District to reduce the dependence on parking. The methods discussed in the *Plan* included:

Transit Incentives: "Encourage use of Light Rail and bus transit by subsidizing transit fares and allowing flexible work schedules."

Remote Parking with Shuttle: "Introducing an off-site location for employee parking and providing a safe and convenient shuttle system can displace long-term parked vehicles out of the District and open up more space for visitors. This can be done on a regular basis or during special events, but may require employee incentives to encourage its use."

Pool Vehicles / Guaranteed Rides Home: "Employers can create incentives by guaranteeing the employee that they will have a ride to their car or home at any time necessary. Some districts will also purchase a small number of fuel efficient, low-cost vehicles that will be available to any employee that needs to use one to run an errand or for overnight use."

Valet/Pedicab Services: “The Chamber of Commerce created valet parking and volunteer pedicab programs last year, which were successful methods of improving the use of less desirable parking spaces”. The City should continue the successful implementation of the Valet/Pedicab program last year and expand if possible.

Improving Walk and Bicycle Access: “A consistent network of safe bicycle and pedestrian trails, coupled with storage and shower facilities can promote non-motorized transportation use, freeing up additional parking for customers”. The Plan identified the current Streetscape effort and bike storage facility in the Rail Block public parking structure as near-term parking strategies.

Recommendation #12: Implement the parking demand reduction strategies suggested by the City’s *5-Year Parking Management Plan* (January 2008).

In the near-term, the City should encourage employers to subsidize transit fares, continue the Valet/Pedicab program, and provide bike storage facilities within the District. In the long-term, the City should identify remote parking areas outside the District and encourage employee parking within these parking areas with convenient shuttle service (financed through a Business Improvement District or service provided by RT).

13. Address LRT Commuter Parking in District

The presence of Light Rail Transit (LRT) introduces a layer of complexity in the evaluation and assessment of parking management strategies in the Historic District. A recent strategy to address the inevitable presence of LRT users within the new Rail Block parking structure was developed in which 100 LRT parking permits would be provided, for a fee, with an established expiration date. Furthermore, District-wide, various time limit parking restrictions have been implemented to further combat the effect of these daily, long-term parking users.

Recommendation #13: It is recommended that the City institute simple, straight forward parking management strategies that are easily understood by all users of the District’s parking supply, including the new Rail Block parking structure. The most effective parking management strategy will simplify enforcement, and will meet the expectations of current and future Historic District users. With that said, it is also recommended that the City continue to preserve the ultimate intended use of the Rail Block parking structure, with minimal, strategic, short-term deviations to most effectively address current economic, development, and user conditions.

As discussed later in this document, the near-term conditions of the Rail Block parking structure are recommended to be considered as follows:

- Level 4 (roof) is the least desirable parking, as it is uncovered and requires the most circuitous route to access. This level should be utilized by the longest term parkers including light rail and employees.
- Level 1 (ground level) is the most desirable parking, as it offers the most convenient access to light rail, adjacent existing commercial uses, and the future Rail Block development. This level should be utilized by the shortest term parkers including primarily Historic District visitors.
- Levels 2 and 3 are essentially overflow parking for Level 4 (roof) and Level 1.

The City’s contemplated 6-hour maximum time limit within the structure may be a viable temporary option, but it is viewed as a fatal flaw in the long-term management of the parking structure. Parking structures are typically intended for long-term parkers (6+ hours), especially employees, with the shorter-term parkers using on-street and other off-street parking supply.

Light rail and employee passes could be considered as an alternative to the 6-hour maximum time limit, although it does not address long-term customers (customers who park longer than six hours are rare). As such, it may be advantageous to designate floors 1 and 2 with a 3-4 hour limit for customers (must be enforced), and a floors 3 and 4 with light rail permits and employee permits (also must be enforced).

Also as discussed later in this document, in the long-term, the light rail parking issue needs to be addressed because, ideally, over-management of the garage parking is not recommended, as a simple enforcement system is ultimately desirable. Considering the increase in light rail ridership, the City and Regional Transit should address the long-term parking demands (i.e., remote parking, new RT structure, etc.).

Furthermore, it is acknowledged that the actual parking demand at the Historic Folsom light rail station may be limited more by the capacity of the Regional Transit Gold Line, as opposed to the supply of parking. This theory should be considered in the ultimate parking supply decisions that are made within the Historic District.

Summary of Recommended Strategies

Near-Term Strategies

The near-term parking strategies identified in the Parking Management and Implementation Strategies section above include the following:

- a. Increase the current parking ratio from 1 space per 350 SF to 1 space per 305 SF.
- b. Monitor neighborhoods, especially the neighborhood adjacent to the intersection of Wool Street and Figueroa Street, for spillover parking as development intensifies within the District.
- c. Monitor the implementation of planned/approved projects to determine when 80 percent of the parking demand occurs within the District.
- d. Add provision to the City's Municipal Code requiring large developments to provide on-site loading and unloading zones.
- e. Identify existing on-street parking spaces which could be used for loading and unloading during off-peak hours.
- f. Enforce parking restrictions by issuing warning parking tickets during an acclimation period.
- g. Identify time restricted, on-street valet parking spaces to be used by restaurants during the mid-day (noon to 2:00 p.m.) for lunch, and during the evening (6:00 p.m. to 8:00 p.m.) for dinner.
- h. Add on-street parking spaces as suggested by City's *5-Year Parking Management Plan* (January 2008).
- i. Encourage subsidized transit fares and continue operating the Valet/Pedicab program. Also, identify additional bike storage facilities within the District.
- j. Implement City recommended parking management strategy within the Rail Block parking structure.

Long-Term Strategies

The long-term parking strategies identified in the Parking Management and Implementation Strategies section above include the following:

- a. Adopt separate parking ratios for retail (1 space per 350 SF), restaurants (1 space per 170 SF for fine dining, and 1 space per 210 SF for casual dining), and for office (1 space per 460 SF) uses.
- b. Establish and implement in-lieu parking fees. The timing of the in-lieu parking fees could coincide with the City's decision (if implemented) of adopting separate parking ratios for retail, restaurants, and office uses with the District.
- c. Gradually implement a Residential Permit Parking Program (RPPP) in neighborhoods experiencing spillover parking impacts.

- d. Start construction of a 422 space parking structure on the Trader Lane Lot when the district-wide parking demand reaches approximately 85 percent of the available parking supply at the time, or when approximately 80 percent of the planned/approved projects' parking demand occurs within the District.
- e. Identify heavily utilized off-peak loading and unloading zones and designate them as permanent loading and unloading zones without time restrictions.
- f. Restrict all on-street parking within the District to 2 hours and enforce parking restrictions by issuing parking tickets.
- g. Remove the 3-hour parking limit from all off-street parking lots, and institute parking charges based on the number of hours parked. Also, during the construction of the Trader Lane parking structure, the City should identify off-street parking lots within the vicinity of the District to be used as overflow in case the parking spaces within the District are fully utilized. Identify permanent off-street valet parking spaces for existing and future restaurant uses throughout the District.
- h. Conduct a detailed study to identify streets within the District where angled, on-street parking could be implemented.
- i. Gradually implement parking meters for on-street parking spaces on streets serving retail/restaurant uses.
- j. Continue to explore the feasibility of a full-time parking enforcement position, or volunteer help.
- k. Encourage Pool Vehicles/Guaranteed Rides Home program.
- l. Work with Regional Transit to fully and appropriately address the Light Rail Transit parking situation within the District.

FUNDING STRATEGIES

This section provides information about the different types of parking costs and different financing options and strategies. The information focuses on structured, free parking, as the City of Folsom plans to construct a new structured parking garage without implementing development funding mechanisms. Based upon the City's stated objectives and findings from other sections of this report, general information that applies to most cities is provided in this report, as well as specific ideas and recommendations for the City of Folsom.

The City of Folsom is not unique in its objectives to provide efficient parking without yet knowing how all of the costs will be paid. And like many cities, parking structures are seen as a catalyst to development and redevelopment activities. Most structured parking facilities are not self-supporting and, even when there are operating revenues, they are often insufficient to cover operating expenses and debt service. Because of this reality, it is often not possible for an owner to obtain 100 percent financing on their parking project without subsidies of some kind. Furthermore, many municipalities are in the process of eliminating parking from their budgets and intend to remain to be involved in managing the parking without being the sole provider of funding and financing for parking.

While there are many cities similar to Folsom that intend to become or remain responsible for the costs of parking, they should be aware that there are a number of strategies that have been successfully used to finance parking facility capital projects. Common financing methods include federal grants, tax-increment financing, taxes from business improvement districts or parking tax districts, and net revenues from other facilities. These and other options are described in this report. To determine the most appropriate means of financing for Folsom, a market and financial analysis study may need to be completed. These financing decisions typically are approved by city councils. Market and financial studies are often completed by an economist with a parking professional providing existing and forecast demand data. When user fees (paid parking revenues) are a part of the financing equation, the projected demand and revenues of a proposed parking facility project are quantified, and so is the extent to which the user fees will cover the operating expenses and debt service. If during the course of such a study it is determined that operating revenues are projected to

adequately cover operating costs and debt service, then there is no need to identify additional funding sources. However, for those projects that do not “pencil out”, a subsidy is required. This subsidy may be defined and quantified through this study process. Since parking is intended to remain free in the Historic District, the City would be seeking subsidy or total financing.

Parking Costs

Parking costs are divided into two categories – capital costs for construction of parking infrastructure, and operations and maintenance costs which are typically combined. Both kinds of cost need to be considered for funding, and each may require separate funding sources because of the timing for when the financing is needed. Capital costs are infrequent, but may be large sums. Operations and maintenance costs are regular (typically budgeted for annually), smaller costs. Capital (or development) costs and operating/maintenance costs vary widely. Land acquisition costs, construction costs, soft costs, and operating expenses are types of costs that should be considered during the planning phase of a parking project.

Estimating the cost of constructing a new parking structure is dependent upon several variables, including the number of spaces needed, the number of parking structure levels, the size/dimensions of the site, the architectural features for the structure, and whether the garage will have ground floor uses. Other variables that affect parking structure costs include the type of flow system (one-way or two-way drive aisles), the number of access points, the amount of underground levels, and the size and shape of the site. Certain site dimensions and topography can make one site more efficient and less costly than other sites. In the event that the City chooses to build parking structures on multiple sites, the cost per space may vary depending on site characteristics and structure sizes. These factors need to be considered in the site selection process.

Land Acquisition Costs

Although not a factor in the District’s proposed use of the Trader Lane site, land costs are often not included during the preparation of a parking project’s economic analysis. In many cases, the institution that is planning a parking facility, an airport, hospital, municipality, university, etc., already owns the land that serves as the site for the proposed parking facility. However, in those cases where land costs do need to be recouped, land acquisition costs become a significant part of the equation. There is not rule of thumb for typical land acquisition costs. These costs vary significantly from one location to another and depend upon a multitude of issues including access, density of development, surrounding land uses, income potential, etc. Land acquisition costs can often add from \$15 to \$100 or more per square foot of land area to the overall project cost.

Construction Costs

The most significant variable impacting construction or “hard” costs is the type of parking improvement. Surface parking lots can be constructed for as little as \$1,000 per space or less for a basic paving and striping project, and as much as \$3,000 or more per space for a grander project featuring an elaborate drainage systems, premium light fixtures, signage and graphics, and landscaping.

Structured parking costs represent comparatively higher costs per space than surface parking, and typically range anywhere from \$8,000 to \$30,000 or more per space, depending on the project particulars. The low end of this range will likely buy a simple concrete parking structure with limited aesthetical appeal. More unique architectural features can drive the cost upward significantly.

Soft Costs

To derive a total project cost, other costs must be added to the construction and land costs. These additional costs are referred to as “soft” costs, and may include items such as a construction contingency, architectural/engineering fees, soils and materials testing, debt service reserve funds, legal fees, and financing costs. Soft costs can vary significantly but typically fall within 15 to 35 percent of construction costs.

Operating Expenses

Operating expenses of parking facilities also vary dramatically. Variations are due to geographical location, size of facility staffing patterns, method of operation, and local legal requirements. These expenses include enforcement, the cost of utilities, supplies, daily maintenance, lighting, cashiering, management and accounting services, on-site security, structural maintenance, landscaping and insurance. Multi-story structures may require additional costs for fire control equipment and elevators, and underground parking may require mechanical ventilation. Public parking facilities typically do not pay taxes.

Annual O&M costs for a parking structure are dependent upon several variables, including whether or not the garage is free or for pay (which would require personnel), whether or not there are restrooms, and how large the structure is or how many levels of parking it provides. Annual costs per space range from about \$200 for basic maintenance, up to \$800 for a facility with attendants.

Types of insurance coverage include comprehensive liability, the garage operator's legal liability, fire and extended coverage, workers' compensation, equipment coverage, money and security coverage (theft occurring on the premises), blanket honest coverage (employee theft), and rent and business interruption coverage, (structural damage resulting from natural phenomena). Annual operating expenses for structured parking facilities typically range from \$200 to more than \$800 per space. These figures exclude parking, property, and sales taxes.

Financing Strategies

The financing mechanisms discussed in this section are typical strategies used by cities similar in size to Folsom. A menu of options is provided for the City to use to finance future parking costs. The decision-making process for the parking facility financing should begin with a general agreement regarding basic principles and end with a more detailed approach for resolving funding, management, and cost allocation issues. Kimley-Horn has identified a number of guiding principles that can guide future actions and decisions regarding the sources and use of funds for parking facilities. A consensus among key stakeholders on general principles will help guide and resolve financing-related issues as they arise throughout the implementation process.

Guiding Principals

The City's financing strategy should be guided by the following principles:

- The improvement program that is ultimately adopted must be financially feasible, i.e., funding sources must be identified, and quantified that match programmed expenditures. In addition, maintenance, operations and depreciation must be considered prior to project development. Given the significant cost associated with construction of parking facilities, it will be important to develop a strategic approach to project financing and prioritization of investments. As a general principal, the investment in new parking facilities should occur only after adequate funding sources have been identified and committed for both one-time and ongoing costs. Consequently, the actual project schedule and phasing will need to be adapted to funding realities. In addition, since the construction of parking facilities generally leads to Operations and Maintenance (O&M) costs, capital investment must be matched with increased operation revenues.
- Innovative ways of covering project costs should be pursued based on a concerted public-private partnership and leveraging the diverse spectrum of potential sources available. The large cost of meeting the parking needs suggests that existing sources and standard techniques will need to be leveraged and expanded in a number of ways. Private funding through fees and assessments will also be required, and the support of local stakeholders and the Folsom community will be critical for success. Under some proposed financing scenarios, voter approved funding mechanisms may be necessary. In addition, funding mechanisms and programs should be established early on so as to build up reserve accounts that grow over time. In general, it is anticipated that the financing program will be based on a concerted public-private partnership.

- The costs associated with parking facilities should be allocated in a proportional and equitable manner and, to the extent possible, across a range of potential beneficiaries and user groups associated with the facilities. No single financing mechanism is expected to cover the full cost of construction and operating a parking structure. Rather, a combination of sources will be required in order to provide adequate funding and allocate costs among different groups. The section below outlines several financing scenarios developed to illustrate the range of financial responsibilities that could be assigned to various entities, and provides further detail on the nature and potential applicability of various funding mechanisms.

Alternative Financing Strategies

The following is an overview of the most commonly used strategies for financing parking facilities, most of which fall short of generating operating revenues that are sufficient to cover operating expenses and debt service:

Federal Grants

At least two potential funding sources are available at the federal level. Location, intended use of the facility, and availability of grant money are the variables that typically govern whether a project receives federal grant money. The U.S. Department of Transportation offers two types of grants that may be applicable to a parking project: Federal Transit Capital Investment Grants and Federal Transit Formula Grants. The capital grant can be applied to virtually any infrastructure improvement pertaining to the establishment or improvement of mass transit systems. Qualified applicants include: public agencies, states, municipalities, public corporations, boards and commissions, and private agencies through contractual agreements with a public agency grantee. Qualifying parties must submit an application with detailed requirements and approval of the project by the Federal Transit Administration (FTA) and Federal Highway Administration (FHWA).

Tax Increment Financing

Implementation of a tax increment finance (“TIF”) district is a common financing mechanism employed by municipalities. Tax increment financing is a way to use tax revenue growth produced by an increase in the tax base of a specified area to fund improvements. A TIF is an increasingly viable solution to funding the development of needed infrastructure, including structured parking. Projects are taxed through an anticipated increase in the area’s property tax revenues. TIF districts do not generate tax revenues by increasing tax rates. Rather, the TIF district generates revenues by permitting the municipality to temporarily capture the tax revenues generated by the enhanced valuation of properties resulting from various redevelopment projects.

Parking Tax Districts

A parking tax district typically addresses a narrow selection of issues directly related to parking. In cases where the municipality is the sole provider of parking, the collection of parking taxes tends to be applied in a uniform manner on an assessed value basis or as a fee per space based on zoning parking standards or requirements, and typically with a partial exemption for parking spaces provided above a threshold percentage. Typically, no commercial property is 100 percent exempt unless its owner provides 100 percent of the parking requirements mandated through the zoning ordinance within the district. Single-family residential property is usually exempt, but multi-family apartments usually are not exempt. Examples of some California cities with this strategy are provide below.

Covina, California has a vehicle Parking District Tax. This tax is assessed only on the difference between the number of spaces provided and the number required by the zoning ordinance. There are no exceptions to this tax for owners who provide parking.

Alhambra, California includes parking within a Business Assessment District Tax. This tax is assessed uniformly on all commercial property based on the gross receipts of the business. Because this tax supports functions other than parking, such as beautification, cleaning signage, etc., there are no exceptions for parking provided.

Fullerton, California owns almost all of the off-street parking within the city, and all businesses within the parking district were assessed a parking district tax to retire bonds for the construction of parking. No exemptions were offered as almost no properties supplied their own parking needs. Because the bond debt was retired several years ago, the parking tax district was also retired.

General Obligation Bonds

General obligation bonds obtain the lowest possible interest rate of cost of borrowing for any given municipality. Because the full faith and credit of the municipality is pledged to such bonds, the rate of interest will reflect the best that the community has to offer. The primary way for a municipality to improve on its own full faith and credit pledge to a bond issue is to purchase municipal bond insurance.

The general obligation bonds of local governments are most commonly paid from ad valorem property taxes and other general revenues. These bonds are considered the most secure of all municipal debt and are limited in California by Proposition 13 to debt authorized by a vote of two thirds of voters in the case of local governments.

Revenue Bonds

When revenue bonds are issued to finance a parking project, the bond issuer pledges to the bond holders the revenue generated by the parking project. Revenue bonds are payable only from specifically identified sources of revenue, including pledged revenues derived from the operation of the financed parking facility, grants, and excise or other taxes. Parking revenue bonds secured solely by the revenues from a single, stand-alone, municipality-owned parking facility are acceptable at a reasonable tax-exempt rate only when irrefutable evidence is presented.

In-Lieu Fees

In-lieu fees are charged to development "in-lieu" of parking that developers would otherwise be required to construct on site. Such fees are generally optional, apply only to new development, and are typically collected when building permits are issued. Because different land uses generate different levels of parking demand, cities typically establish a schedule of specific in-lieu fees for retail, office/light industrial, and lodging uses that reflect variations in demand. This approach assumes that residential development typically constructs its own on-site parking.

Parking District / Special Assessments

Special assessments are charges to real property based upon a benefit conferred by a public improvement, in this instance, parking. In order to collect special assessments from Historic District property owners, the City would need to establish a Parking District. A special assessment would require the support of the owners of a majority of the proposed district. Alternatively, the City could generate similar revenues through an increase in the business license tax without voter approval. It is assumed that in either case residential development would be excluded from this fee.

Business license taxes can be assessed based on the land use of the business. For example, an annual assessment of \$0.62 per square foot of retail restaurants, \$0.42 per square foot of office/light industrial, and \$0.31 per square foot of lodging could be charged to the businesses. These fees would be based on future land use projections and would be charged as the land develops. If parking facilities are built before all projected development occurs, the City may experience a funding gap period during which General Fund loans or alternative short-term funding mechanisms would be required to pay for capital costs and operations.

Certificates of Participation

A Certificate of Participation (COP) allows the public to purchase a share of the lease revenues paid by a municipal entity for the acquisition or construction of specific equipment, land, or facilities. COP proceeds are then used to fund the project or acquisition. The technique provides long-term financing that does not constitute indebtedness under the state constitutional debt limit and does not require voter approval.

Repayment of COPs can come from a variety of sources, including general fund revenues or earmarked funds in the general fund such as special tax proceeds or fees. Potential revenues from tax increases and parking meter fees are discussed below. These sources could also be used to cover operations and maintenance costs.

Conventional Debt Financing

Conventional loans are loans that are not insured or guaranteed by a government agency. This method of obtaining funds for a capital improvement project involves a lending process that is often rigorous, and may result in higher financing costs incurred by the borrower. Banks want to lend to parties that have a clear record of profitable operations, that generate a cash flow sufficient to repay the load, and that have enough collateral or assets to secure the load. Conventional financing requirements include a clean credit record and no bankruptcies or foreclosures.

Sales Tax Increase

A voter-approved, City-wide sales tax increase could provide a revenue stream to make lease payments on parking structure capital construction. If intended to provide dedicated funding for parking-related projects, this type of sales tax measure would require a two-thirds majority vote of residents and would depend on significant public support. A general tax increase, in contrast, would require only a simple majority but would not be earmarked specifically for parking-related projects and might be subject to changing budget priorities.

Transient Occupancy Tax Increase

A transient occupancy tax (TOT) is similar to a sales tax increase as it requires two-thirds voter approval if it is to be dedicated to a specific purpose, or simple majority approval if it is to be a general tax. A TOT increase could provide a revenue stream to secure COP financing or other form of debt financing.

Meters, Fees, and Enforcement Fines

Many jurisdictions have been able to partially finance construction of parking structures using bonds funded through parking meter revenues and fines. And some jurisdictions utilize meters as a parking management tool to encourage turnover and control employee parking. Ultimately, the ability to generate net revenues from meters (after accounting for enforcement and capital costs) depends upon local parking demand and supply dynamics as well as public policy objectives. For example, larger cities with high parking demand are generally capable of charging higher meter rates and spreading enforcement cost over a larger area. Meter revenues could also provide funding for a portion of ongoing O&M costs.

Redevelopment Agency

The Historic District falls within the City's redevelopment area. As new redevelopment occurs in the District, tax increments will accrue to the Redevelopment Agency. While a substantial portion of Redevelopment funds are already committed to existing projects, some share of tax increment funding may be available for parking structure financing. In addition, RDA-owned land could be sold to generate revenues for parking structure construction and operations.

Private Funding

In rare cases, private developers may build parking facilities. This generally occurs in dense urban areas, where parking is at a premium and operators are able to charge extremely high parking fees. Given Folsom's size and relative low level of parking demand, it is unlikely that private developers would pursue construction of a parking structure in the City entirely on their own.

Potentially, City-owned land could be provided to a developer with the requirement that development of the property include a parking facility. However, this option could limit the City's control and flexibility. Selling City-owned land and using the revenues to cover a portion of parking structure costs would produce similar results while allowing the City greater involvement in project implementation.

Conclusions

There is no such thing as “free parking.” Even if parking is provided free of charge to users, someone pays for the land, construction, and maintenance of parking facilities and spaces. Folsom currently provides free parking for users in the Historic District. The City currently pays for parking through a combination of bonds issued by the Redevelopment Agency, which paid for the construction of the new Rail Block parking garage, and from City Department budgets, which pays for maintenance of the garage. The maintenance budget is shared equally among all of the City departments, although the funding is not allocated specifically for parking during the budgeting process.

The funding strategies discussed in this report are available to the City should the current financing mechanisms no longer meet the City’s needs. Based on our discussions with the City, we understand that user fees are not being considered for the Historic District parking. If that policy decision continues, the City may want to consider charging for event parking in the City garage, perhaps on “Thursday Night Market” nights, as a way to raise additional funds during peak periods.

OTHER CONSIDERATIONS

Special Events Assessment

The Historic District of the City of Folsom has several routine “special” events which result in parking and circulation restrictions different from normal conditions. These “special events” all incorporate closure of a portion(s) of Sutter Street, and alter vehicular access and circulation. Through consultation with the City, it was determined that the Thursday Night Market is the most representative of the conditions experienced during abnormal events within the District, and should be used as the basis of this assessment.

Existing Conditions

The Thursday Night Market is a special event that takes place every Thursday night from early June through late August. These approximately 12 weekly events require routine parking and access restrictions, as well as deviations from normal traffic patterns. To obtain firsthand knowledge of the current “special event” parking and traffic management strategies, Kimley-Horn visited the August 7, 2008, Folsom Historic District’s Thursday Night Market. At this event, representatives from the Folsom Merchant’s Association were consulted to further complete the assessment of existing conditions.

Based on our site visit and discussions with the Merchant’s Association representatives, the conditions resulting from the Thursday Night Market include the following, and are generally depicted in Figure 17:

- Restriction of all vehicular access to Sutter Street from Reading Street to Scott Street. To accomplish this level of access control, barricades are utilized along the Decatur Street, Wool Street (both north and south of Sutter Street), and Scott Street approaches. Sutter Street cross traffic is further restricted at Riley Street.
- Three of the seven barricaded street closures are staffed during the entire duration of each event. These staff members were observed to provide direction to patrons, allow vehicle admittance for vendors and residence, and to provide general guidance at these three key locations.
- Pedestrian access is retained and permitted throughout the District.
- Patrons were observed to utilize adjacent residential streets for parking to access the event. Two general areas were observed to receive a majority of this “overflow” parking: Figueroa Street in the vicinity of Wool Street, and Sutter Street between Scott Street and Coloma Street.

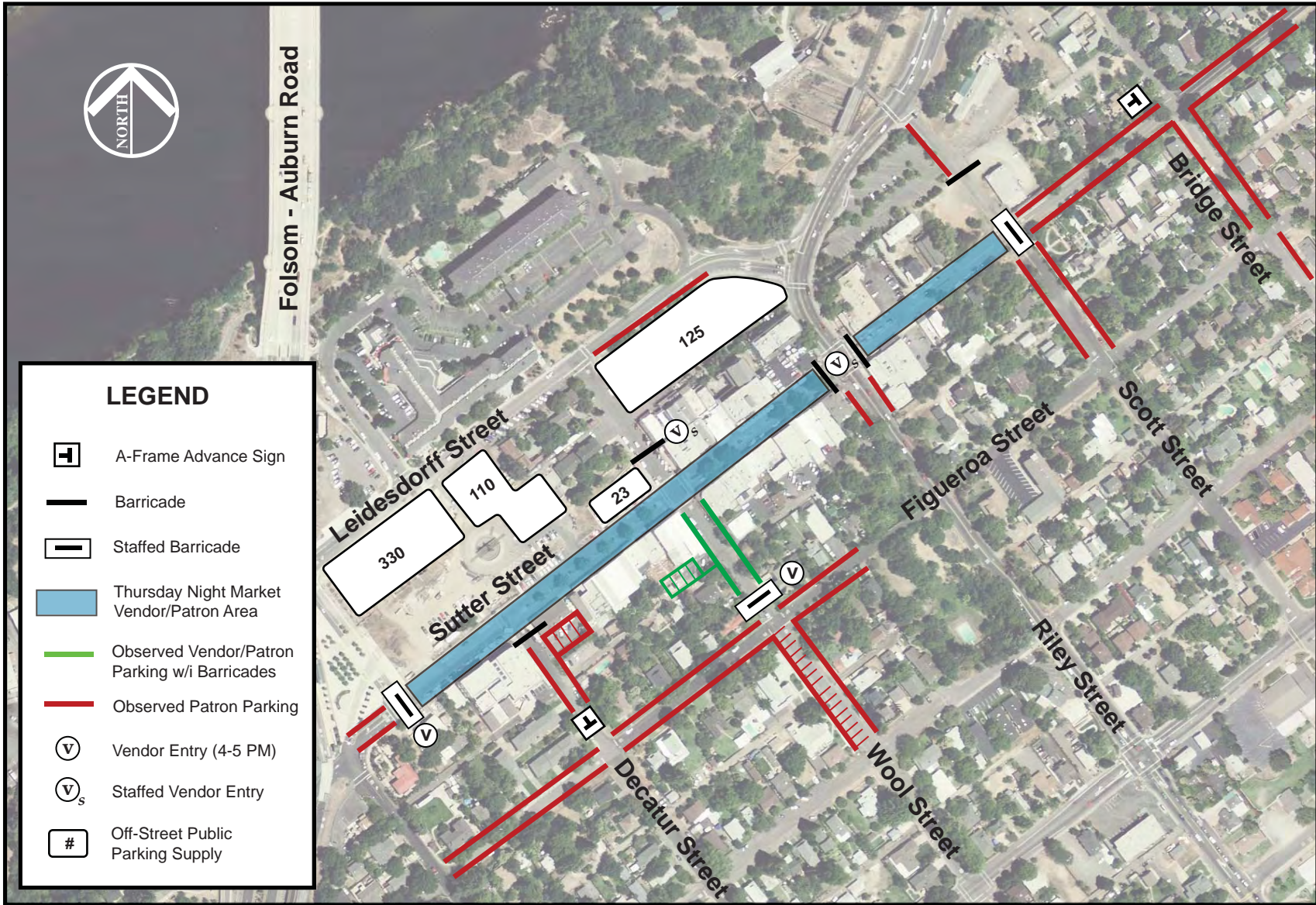


Figure 17
Folsom Historic District Parking
Existing Thursday Night Market Traffic & Circulation Restrictions

- The recently completed parking structure was observed to be underutilized with ample parking available.
- The majority of the vendor booths, patrons, and activity were observed to be located in the 700 block of Sutter Street, between Wool Street and Riley Street.
- The starting time of the event (approximately 6:00 p.m.) coincides with the typical commute peak period experienced along Riley Street and Folsom Boulevard. Vendors arrive between 4:00 and 5:00 p.m. which further contributes to congested peak-hour traffic conditions.

Furthermore, the following issues were identified by the Merchant's Association representatives as being critical to the consideration of revised management strategies:

- *Parking Structure Management*
Because entering vehicles receive no indication of the structure's occupancy status, during peak conditions, vehicles entering are required to circulate to the roof to make the reverse trip back down to exit. The representatives suggested that the addition of electronic technology or other means by which to convey occupancy conditions would improve this condition.
- *Improved Supply and Demand Management*
Because there is limited parking supply within the District, special events routinely result in overflow patron parking into the adjacent residential neighborhoods, as well as the Lake Natoma Inn. The representatives suggested that improved public information directing patrons to the new parking structure, as well as other supply maximizing techniques could minimize the special event effect on adjacent areas.
- *Vendor Access and Parking*
Market vendors currently arrive between 4:00 and 5:00 p.m. to unload at their respective booths in order to be in position for the opening of the event around 6:00 p.m. Due to the advance notification and enforcement of on-street parking restrictions associated with the event, vendors are typically required to enter the restricted area to unload and then must leave to find convenient, available adjacent parking. The process is reversed at the conclusion of the event when similar convenience is preferred during the loading process. The representatives suggested that designated vendor parking could improve the attractiveness of the event. Furthermore, they indicated that improved access for loading/un-loading could also contribute to a better event.
- *Streetscape Project and Short-Term On-Street Parking*
The representatives indicated that, as part of the on-going Historic District Streetscape Project, consideration should be given to providing short term (10-15 minute) parking to promote patronage of the numerous District businesses.

Recommended Management Strategies

Based on our assessment of existing conditions (Figure 17) and consultation with the Merchant's Association representatives, the following special event management strategies are recommended:

Improved District Parking Utilization and Minimized Overflow

Overall improved utilization of Historic District parking facilities will contribute significantly toward minimizing the effect of District special events on the adjacent residential areas, as well as the Lake Natoma Inn.

Because special event conditions confirmed the general existing parking trends of underutilization of existing supply in the western portions of the District, this management strategy is aimed at improving the occupancy and utilization of the new parking structure and other available off-street public parking in this area. As such, the following specific strategy components are recommended:

- Improved Advertisement and Communication of Existing Parking Structure
 - Flyers could be distributed at the beginning of the year by placing on patron vehicles, handing to patrons, and through the media. The flyers would provide a simple District map with clear indication of the magnitude of the supply in the parking structure and the close proximity to Sutter Street.
 - Incentives (coupons) could be provided from Market vendors to encourage patrons to park in the structure.
 - Additional vendors could be aligned to provide a cohesive connection to the structure from the other Sutter Street vendors.
 - The use of Market staff to control/monitor the structure occupancy and maximize operations could further improve the utilization of the structure. An additional consideration is to modify structure access to entrance only from Reading Street and exit only to Leidesdorff Street.
- Improved Way-Finding to New Parking Structure
 - Way-finding signage could be added to Riley Street and Natoma Street to direct Historic District traffic west toward the new parking structure. This strategy would apply to both northbound and southbound approaching traffic.
 - In particular, enhanced signage could be provided to traffic entering the District from Folsom Boulevard due to their close proximity to the parking structure.
- Standardized Appearance and Application of Devices
 - A more consistent application of uniform restriction barriers could assist in better defining the District and restricted areas. The uniformity and consistency with other District signing could further enhance the overall District way-finding effectiveness.
- Residential Parking Permits
 - The development of Parking Districts would allow for the application of residential parking permits. Residential parking permits would likely be the most effective means by which to eliminate the District's overflow parking and dramatically improve the utilization of currently underutilized supply.
- Remote Parking
 - Promotion of off-site, remote parking could contribute to minimizing the District's overflow parking into adjacent residential areas. Effective remote parking should include ample public communication and frequent, reliable transportation between locations.

Vendor Access and Circulation

Because Thursday Night Market vendors arrive early, it is presumed that they, in-turn occupy the most convenient parking supply. This strategy includes concentrating vendor access, parking, and circulation in an effort to preserve the prime parking supply for Market patrons and create a predictable, uniform management environment.

- Weekly Vendor Passes/Display Cards
 - Considering that vendors are required to reserve their Market booth on a weekly basis, the opportunity exists to provide a vendor "pass" at that time to denote each week's participants. Once the vendors are identified, numerous additional strategies become available including the use of dedicated parking areas, exclusion from parking restrictions, etc.
- Dedicated Parking Designation
 - Vendor parking could be designated in a portion of the parking structure, the Baker lot, a portion of the Trader Lane lot, or within the public lot in the corner of Riley Street/Scott Street. Designation of these areas should not conflict with existing time of day restrictions. This strategy would provide predictable, appropriate parking supply for the vendors.

Assessment of City's 5-Year Parking Management Plan

In January 2008, the City prepared a *Historic District 5-Year Parking Management Plan* which addresses existing parking conditions, as well as the anticipated changes that will occur over the next four to six years. The primary objectives of the *Plan* are to:

- Determine existing parking supply and utilization in the commercial portion of the Historic District under normal conditions
- Recommend strategies to maximize use of existing and planned parking while minimizing impacts to the surrounding residential areas, until such time as additional parking facilities can be constructed
- Identify opportunities for providing additional, cost-effective parking

The *Plan* concludes with seven recommendations for addressing the established objects. The following is a discussion and evaluation of the *Plan's* conclusions.

Rail Block Parking Structure

This recommendation proposes to post the bottom three levels with 2-hour time limit parking, retaining the roof level as untimed parking. It was indicated that if excessive light rail parking use develops, the roof could be posted for no parking between midnight and 7:00 a.m.

It should be noted that the current management of the parking structure deviated slightly from the original recommendation above. At the time of this study, floors 1 through 3 were signed for 3-hour time limit parking, Monday through Friday from 5:00 a.m. to 5:00 p.m. The roof level was untimed Monday through Friday from 7:00 a.m. to 3:00 a.m., with no parking from 3:00 a.m. to 7:00 a.m.

Assessment

Subsequent to the release of the *Plan*, a revised parking management strategy was proposed by the Historic District Merchant's for consideration by the City. The revised strategy consisted of the following components:

- a. All Floors = 6-hour time limit (visitors/customers allowed on all 4 floors)
- b. Floors 2, 3, and 4 = light rail and employee permits permitted
- c. Provide up to 100 light rail permits for a fee with an established expiration date
- d. Provide an unspecified number of employee permits without a fee

Generally speaking, it is recommended that the City institute a simple, straight forward management strategy that is easily understood by all users of the parking structure. The most effective parking management strategy will simplify structure enforcement, and will meet the expectations of current and future Historic District users. With that said, it is also recommended that the City continue to preserve the ultimate intended use of the structure, with minimal, strategic, short-term deviations to most effectively address current economic, development, and user conditions.

The addition of permit parking, almost regardless of its complexity, will require City staff effort to develop, advertise, implement, and maintain the program. Such costs should be considered when evaluating the effectiveness of a new parking management strategy.

The near-term conditions of the new parking structure are recommended to be considered as follows:

- Level 4 (roof) is the least desirable parking, as it is uncovered and requires the most circuitous route to access. This level should be utilized by the longest term parkers including light rail and employees.
- Level 1 (ground level) is the most desirable parking, as it offers the most convenient access to light rail, adjacent existing commercial uses, and the future Rail Block development. This level should be utilized by the shortest term parkers including primarily Historic District visitors.
- Levels 2 and 3 are essentially overflow parking for Level 4 (roof) and Level 1.

The proposed 6-hour maximum time limit may be a viable temporary option, but it is viewed as a fatal flaw in the long-term management of the parking structure. Parking structures are typically intended for long-term parkers (6+ hours), especially employees, with the shorter-term parkers using on-street and other off-street parking supply.

The proposed light rail and employee passes could be considered as an alternative to the 6-hour maximum time limit, although it does not address long-term customers (customers who park longer than six hours are rare). As such, it may be advantageous to designate floors 1 and 2 with a 3-4 hour limit for customers (must be enforced), and floors 3 and 4 with light rail permits and employee permits (also must be enforced).

In the long-term, the light rail parking issue needs to be addressed because, ideally, over-management of the garage parking is not recommended, as a simple enforcement system is ultimately desirable. Considering the increase in light rail ridership, the City and Regional Transit should address the long-term parking demands (i.e., remote parking, new RT structure, etc.).

Furthermore, it is acknowledged that the actual parking demand at the Historic Folsom light rail station may be limited more by the capacity of the Regional Transit Gold Line, as opposed to the supply of parking. This theory should be considered in the ultimate parking supply decisions that are made within the Historic District.

Rail Block Surface Parking

This recommendation proposes to maintain the existing time-limited surface parking while fencing off the current construction staging area. It is also proposed to open the staging area parking only for special events only until construction of the Rail Block development begins.

Assessment

It is recommended that all viable surface parking be made available until a time at which Rail Block development construction necessitates the closure of these areas. Considering the current overflow parking into adjacent residential areas, as well as the Lake Natoma Inn site, the near term benefit of additional off-street public parking will likely be significant. Applicable time-limits should be uniformly applied to these spaces as well.

Time Limit Parking

This recommendation proposes to convert additional Trader Lane lot parking to time-limit with subsequent turnover studies to evaluate the time-limit durations. A residential permit program is also considered as part of the strategy.

Assessment

Previously documented parking occupancy and turn-over studies confirmed the desirable nature of the Trader Lane parking lot. This lot is located within the previously defined Zone II of the District which is documented to currently, and in the future, experience the greatest parking deficit in the District. The application of additional time-limit restrictions to preserve this premium parking supply is strongly supported.

Additional On-Street Parking

This recommendation proposes to maximize the efficiency of existing on-street pavement to provide additional on-street parking supply.

Assessment

A more efficient use of existing on-street pavement is supported as a means by which to increase the parking supply within the District.

Alternative Modes

This recommendation proposes to continue the use of valet and pedicab services, as well as establishing consistent shuttle bus services for all special events to and from the adjacent Glenn Light Rail Transit station. The feasibility of extending light rail transit hours to encourage employees to utilize light rail parking lots as remote evening/special event parking is also recommended.

Assessment

The use of remote parking lots with viable, predictable shuttle/transportation services is an effective approach to preserving the limited Historic District public parking supply for patrons and special event attendees. Considering the close proximity of light rail and the adjacent Glenn station, use of this connection to the District should be considered as a primary strategy in remote parking management.

Parking Enforcement

This recommendation proposes to create a parking enforcement officer position and conduct consistent, regular parking enforcement City-wide.

Assessment

The effectiveness of timed parking restrictions is most significantly influenced by the public's perception of the enforcement of said restrictions. It is anticipated that the intended turnover of the various parking supply can be achieved by consistent, regular parking enforcement.

Parking Management/Outreach

This recommendation proposes to form an ad-hoc Parking Advisory Committee to meet quarterly to review parking issues and consider other strategies. In addition, a parking website and printable parking maps for new visitors is recommended. Furthermore, way finding signs at major public parking lots, consistent with guide sign design standards, and noting the associated time limits is also recommended.

Assessment

The formation of a committee and improved public outreach are considered to be two highly effective means by which to maximize the operation of the District's limited parking supply. Additional consideration should be given to extending the signing concept to special events to further emphasize the uniformity of the District.

Historic District Streetscape Project

The City's concurrent Historic District Streetscape Project is intended to enhance the human scale of the District by widening sidewalks, narrowing vehicle travel ways, and providing uniform aesthetic components to unify the entire District. According to material presented at a May 1, 2008, Streetscape Design Committee Meeting, the conceptual improvements to Sutter Street also include the addition of on-street parking along Sutter Street, between Riley Street and Wool Street, the only segment of Sutter Street within the District that does not currently have on-street parking.

As previously documented, this block of Sutter Street between Riley Street and Wool Street, experiences the greatest parking supply deficit for both existing and build-out conditions. Considering its central location, the block serves as the core, attracting dense development and the associated vehicle and pedestrian activity.

The additional parking supply is proposed to be provided along this block of Sutter Street is anticipated to serve as premium parking for the businesses located along this segment. Considering the location and limited new supply of these spaces, the streetscape plan should, at a minimum, incorporate the following strategies:

- Diagonal on-street parking is preferred due to the relative ease of use when compared to the parallel parking currently proposed. Nonetheless, parallel parking stalls should be designed appropriately to promote high-turnover, ease of access and departure.
- A short-term time-restriction (10-20 minutes) for the proposed Sutter Street on-street parking spaces is recommended to encourage high turnover of this premium parking supply.
- Strict enforcement of on-street time restrictions.
- On-going promotion (e.g. way finding and advertisement) of the District-wide parking supply to further maximize utilization of documented parking surplus elsewhere in the District.