

Historic District Parking Solutions Implementation Matrix (Updated August 17, 2021)

Timeframe	Priority	Objective	Status
Short-Term	High	Establish designated loading zones for ridesharing and Smart RT	Rideshare signs posted on 800 and 900 blocks of Sutter. Truck loading zones marked at Sutter/Decatur and on Wool next to Chamber building. Reaching out to rideshare companies about other opportunities in high volume areas.
		Establish in-lieu fee for parking	Pursue funding opportunities for consultant services to prepare a parking in-lieu fee for City Council consideration.
		Improve and expand wayfinding signage to encourage use of parking garage	Approved FY21-22 budget for security enhancement in garage, expanded parking capacity signage, wayfinding and circulation improvements.
		Create special fund for parking improvements	Create special fund to ensure that revenue collected in the area goes toward parking improvements. When we have a revenue stream identified, this will be set up/established.
		Design, implement and enforce residential permit parking program	Discussing potential pilot permit parking program Historic District residents.
		Enhance pedestrian safety to and from parking structure	Camera systems were installed as planned and connected and to and monitored by Police dispatch (3 cameras in Plaza Area and 2 near RT area with 15 total views). Consider funding private party for nighttime safe chaperone to parking structures and lots.
		Increase frequency and scope of parking enforcement	On-street parking enforcement in the Historic District continues to be monitored in pandemic perspective in coordination with FHDA.
	Low	Provide shuttle options to parking garage and light rail	Consider micro-mobility options, especially as things open up (e.g., Via, RT last mile). Private shuttle services resumed. City is considering options to expand funding golf carts.
		Educate HD employees about parking options	City is preparing an information toolkit that can be shared with employees. City recommends FHDA create incentive program for employees to incentivize positive parking behavior.
Ongoing	n/a	Continue to improve bicycle and ped access to HD	Conceptual design completed for Riley Street sidewalk from Sutter to East Bidwell. Waiting to hear on grant for final design and construction.
		Promote ways to get in and around the HD	Restriping of Trader's Lane access and parking lot in near term (late 2021) with signs and sensors for available space following in 2022. Conceptual design stage now. Staff preferred option will be presented to City Council as part of regular update on parking solutions.

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		Work with special event organizers to manage parking demand	Worked closely with FHDA to implement parklets and road closures. Per FHDA, continuing closure of 700 block of Sutter Street on weekends through the calendar year.
		Address parking standards for HD through Zoning Code update	Draft Zoning Code to incorporate these recommendations with workshops and adoption hearings in Fall 2021. HCD workshop Nov 30th directed: 1) End use of Variance for granting parking reductions in Sutter Street Entertainment District and instead replace with Admin Permit Process including required findings before HDC will award permit. 2) Allow payment of in-lieu fees for parking reductions. Only in-lieu fee, shared parkign , off-ste parking nearby or availability of parking in garage warrant parking reduction. 3) If outdoor seating is more than 25% of indoor seating area, parking required for outdoor seating at same ratio for indoor.
		Adaptively manage HD parking	Consider as a long term strategy for holistic approach as improvements and solutions are implemented over time. City will continue implementing parking solutions and pilot programs to address short term needs. Effective longer term Parking Management Plans traditionally rely on paid parking programs and there's not currently consensus on paid parking.
Long-Term	High	Offer incentives to reward beneficial parking behavior	Evaluatate potential incentives to consider in the moving forward plan (public and private).
		Build second parking structure	Estimated cost of second parking structure is \$50M and is likely contingent on paid parking or other consistent revenue stream.
	Low	Establish valet parking at key locations	Staff is exploring the potential to set aside seed money for coordinated-shared valet parking.
		Improve overall circulation design for access to HD	Longer term infrastructure analysis for potential to re-route vehicles for improved circulation when there are more significant changes in the district moving forward.
		Consider use of small undeveloped lots for infill parking	Consider potential to use or purchase lot at Gold Lake and Leidesdorff lot.