Downtown Pleasanton

Parking Strategy & Implementation Plan

Prepared for:
City of Pleasanton

Prepared by
FEHR & PEERS

Walnut Creek, CA
925.930.7100

April 18, 2017

RESOLUTION NO. 17-925

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PLEASANTON ADOPTING THE DOWNTOWN PARKING STRATEGY AND IMPLEMENTATION PLAN, AS FILED UNDER CASE P17-0055

WHEREAS, the City Council accepted an update of the draft Downtown Parking Strategy and Implementation Plan (Parking Plan) and provided further direction at its meeting of July 19, 2016, City Council meeting, and the Parking Plan was subsequently the subject of discussion at multiple meetings with stakeholders and individuals; and

WHEREAS, the at its duly noticed public hearing of March 8, 2017, the Planning Commission provided a favorable recommendation of the Parking Plan to City Council; and

WHEREAS, at a public hearing on April 18, 2017, staff presented to the City Council the Parking Plan to identify strategies to more effectively manage and increase the parking supply in Downtown Pleasanton's core commercial area.

NOW, THEREFORE BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF PLEASANTON DOES RESOLVE, DECLARE, DETERMINE AND ORDER THE FOLLOWING:

SECTION 1. Council finds that the Parking Plan is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15262, Feasibility and Planning Studies, as it has been determined that specific plans for any subsequent improvements related to strategies in the Parking Plan will be evaluated to determine if additional environmental documentation is necessary at that, and the Parking Plan itself will not cause a significant negative effect on the environment.

SECTION 2. Council adopts the Parking Plan incorporated herein by reference and on file in the Community Development Department.

SECTION 3. This resolution shall become effective immediately upon its passage and adoption.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Pleasanton at a regular meeting held on April 18, 2017.

I, Karen Diaz, City Clerk of the City of Pleasanton, California, certify that the foregoing resolution was adopted by the City Council at a regular meeting held on the 18th day of April 2017, by the following vote:

Ayes: Councilmembers Brown, Narum, Olson, Vice Mayor Pentin
Noes: None
Absent: Mayor Thorne
Abstain: None

Karen Diaz, City Clerk

APPROVED AS TO FORM:

Daniel G. Sodergren, City Attorney

Downtown Pleasanton Parking Strategy and Implementation Plan

Prepared for:
City of Pleasanton

April 18, 2017

Adopted by City Council on April 18, 2017 by Resolution 17-925

WC14-3168

FEHR PEERS

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EXECUTIVE SUMMARY

PARKING CONDITIONS

The City of Pleasanton has experienced high levels of parking demand within the downtown area over the past few years. With limited on-street parking spaces available on Main Street, the majority of downtown parking is located in either public or private parking lots behind the Main Street corridor. With prospective changes in land use over the next five to twenty years there is a need to manage and strategically increase the parking supply to retain the existing customer base and attract future customers. The goal of this study is to describe the existing travel and parking behaviors within the downtown core and identify near- and long-term solutions to align parking supply and demand.

KEY OBSERVATIONS AND FINDINGS

Parking demand data from 2013 and 2015 were used to assess the levels at which different parking areas around downtown are utilized. The assessment revealed on-street parking supply is functionally at- or over-capacity on most blocks within the core downtown area, primarily along Main Street, exceeding 85 to 95 percent, with demand at 100 percent on numerous blocks. The demand for off-street public parking lots has increased between 2013 and 2015 with noon-time parking demand increasing by five percent and evening parking demand increasing by 30 percent. Some private lots also experienced high levels of demand during these times but many remained underutilized because they are primarily connected with daytime activities and are not available for public parking.

Public and private parking lots are dispersed throughout downtown but differ in size, access to Main Street, and visibility. It is often difficult for visitors to distinguish between public and private parking supplies due to inconsistent parking lot identification and wayfinding signage.

Barriers to non-motorized transportation to and around downtown include gaps in bicycle routes providing access to downtown, limited bicycle facilities within downtown, narrow sidewalks on some streets connecting from adjacent neighborhoods and off-street public lots to downtown, and circuitous pedestrian routes. These conditions result in some visitors who could bike or walk from surrounding neighborhoods choosing to drive, and underutilized public parking lots.

Transit access to the downtown is provided by Wheels bus service with connections to the Dublin/Pleasanton BART station and ACE commuter rail station. Trip origin data indicated the Hacienda area provides 15 percent of mid-day trips and 18 percent of peak evening trips. Many of these could shift to using transit or a shuttle service if route frequency and convenience were improved.

IMPLEMENTABLE STRATEGIES

Implementation of parking strategies relies on numerous resources, including staff time, monetary investments, and collaboration with Downtown businesses and residents. Strategies included in this plan highlight ways to manage and increase the parking supply within the downtown area. Key strategies include enhancing time restrictions, providing pedestrian-oriented and vehicle-oriented wayfinding signage, increasing visible long-term bicycle parking and completing the transportation corridor strategy to increase the parking supply. An update to the Downtown Specific Plan could identify additional opportunities for growth within the core downtown area and establish supportive parking policies.

Potential land use changes were reviewed to assess the potential for increased parking demand within Downtown Pleasanton. Depending on the level of growth and mix of land uses, additional parking may be needed. Strategies to leverage future growth for City uses such as a parking structure funded from in-lieu fees or incentivizing developers to provide a mix of both public and private parking spaces are identified.

The following top-ten strategies identified in this report are ready for implementation:

1a. Update and finalize the design of the Transportation Corridor (Strategy 1.5.10)
1b. Construct identified improvements on the Transportation Corridor (Strategy 1.5.10)
2. Enhanced Time Restrictions (Strategy 1.4.1)
3. Wayfinding (Strategy 1.4.2)
4. Designated Employee Lots or Permits (Strategy 1.3.1)
5. Bicycle Access and Trail Connectivity Improvements (Strategy 1.2.1)
6. Private Lot Utilization for Weekends and Evenings (Strategy 1.5.3)
7. Identify Opportunity Sites for Surface Parking (Strategy 1.5.11)
8. Establish Transportation Demand Management Association (Strategy 1.1.3)
9. Short Term Bicycle Parking (Strategy 1.2.2)
10. Loading Zone time of day restrictions (Strategy 1.5.5)

HOW TO USE THIS DOCUMENT

The Downtown Parking Strategy and Implementation Plan provides descriptions of strategies that could be implemented along with order of magnitude cost estimates and the general effectiveness of each strategy. Using these metrics the strategies are organized into three main categories: (1) managing the existing parking supply, (2) increasing parking supply, and (3) parking zoning/administration updates. Each category divides the strategies into implementation time periods that can be used as a guide to begin making changes to parking within Downtown Pleasanton.

1. INTRODUCTION

This chapter provides background information related to the Downtown Pleasanton Parking Strategy and Implementation Plan.

BACKGROUND INFORMATION

The City of Pleasanton adopted a Downtown Specific Plan in 2002, amended in 2014, that contains numerous guiding policies and action items related to parking in the downtown area. Some of the objectives within that plan have been completed, such as the acquisition of the Alameda County Transportation Corridor[1] to provide additional public off-street parking; other strategies such as the implementation of shared parking agreements among private parking lot owners have not come to fruition.

Recent and pending land use changes in Downtown Pleasanton have prompted discussions about how to best accommodate changing demand for parking in the downtown area, including the feasibility of structured parking. This document describes the existing transportation system in Downtown Pleasanton and identifies opportunities to better utilize existing parking supplies, and potentially increase parking supplies.

STUDY AREA

The focus area for this study, as shown on **Figure 1**, is defined as Bernal Avenue to the south, First Street to the east, the Arroyo del Valle and bridge to the north, and Peters Avenue to the west. A larger area influences parking in the downtown core, identified as the Downtown Specific Plan boundary area, including the Civic Center, also shown on Figure 1. Downtown Pleasanton consists of primarily commercial land uses along Main Street, with residential neighborhoods located immediately to the east and west. Downtown is also home to the City of Pleasanton's city hall, police department, and public library. The Altamont Corridor Express (ACE) station west of Main Street connects the Central Valley to San Jose via Downtown Pleasanton, and bus transit connections to the West Dublin/Pleasanton and Dublin/Pleasanton Bay Area Rapid Transit (BART) stations connect Downtown Pleasanton to the region.

[1] Referred to in this report as 'Transportation Corridor.'

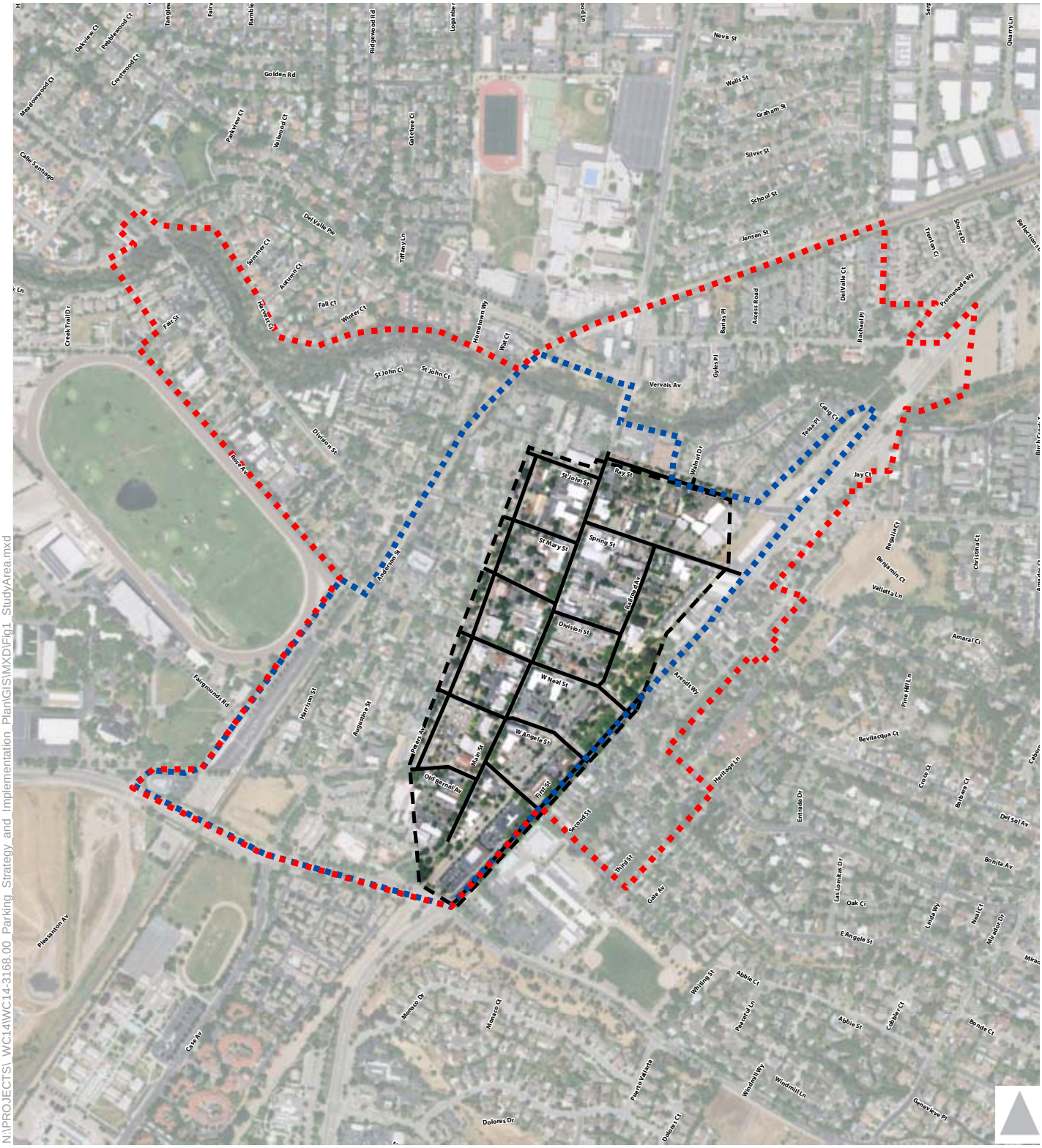


Figure 1

Pleasanton Parking and Implementation Plan Study Area

REPORT ORGANIZATION

This report is divided into six chapters as described below:

- ***Chapter 1 – Introduction*** discusses the purpose and organization of this report.
- ***Chapter 2 – Existing Parking Conditions*** describes parking supply, demand, and occupancy data for Downtown Pleasanton. Potential expansion opportunities for on- and off-street parking are also explored.
- ***Chapter 3 – Alternative Influences on Parking*** describes the transportation network serving Downtown Pleasanton, including existing wayfinding, and discusses the travel behavior of downtown visitors.
- ***Chapter 4 – Parking Management Strategies*** is focused on programmatic and policy-oriented solutions to parking demand management. Existing policies regarding parking are summarized with a menu of potential future strategies that may be adopted by a variety of downtown stakeholders. The feasibility of constructing parking structures on several sites is also explored in addition to enhanced wayfinding. Potential barriers to implementation are also discussed.
- ***Chapter 5 – Future Demand Scenarios*** presents estimates of future parking demand in Downtown Pleasanton for several potential growth scenarios.
- ***Chapter 6 – Implementation Plan*** distills the findings of the report into actionable items for the City and other downtown stakeholders. The top-ten strategies ready for immediate implementation are summarized.

2. EXISTING PARKING CONDITIONS

This section describes the existing parking condition in Downtown Pleasanton — parking supply, demand, and opportunities are discussed. On-street parking supply and demand data in this section are largely based on work conducted by Hexagon Transportation Consultants in 2013, refreshed to 2015 conditions. Off-street parking supply with on- and off-street parking expansion opportunities were documented by Fehr & Peers staff based on field visits conducted in Winter 2015/2016.

PARKING SUPPLY AND OPPORTUNITIES

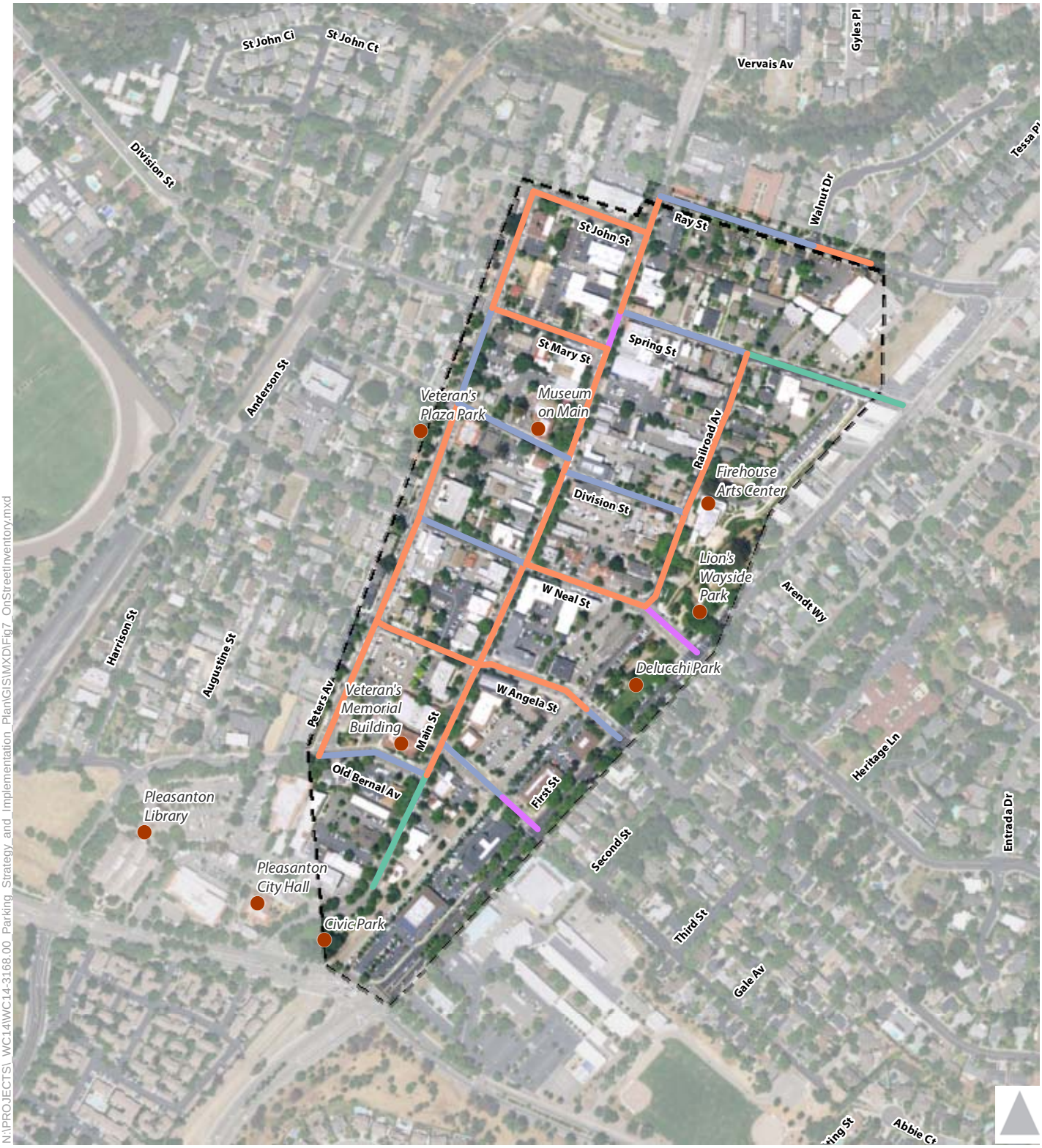
As documented in the Downtown Specific Plan, there are approximately 3,320 parking spaces in the commercial portion of downtown, including both on-street and off-street, and public and private parking supplies, not including parking spaces that were recently constructed on the Transportation Corridor site (approximately 90 paved spaces adjacent to the Firehouse Arts Center and additional unpaved spaces) or off-street parking associated with residential development. On-street spaces account for about 13 percent of all parking spaces (460 spaces) within Downtown Pleasanton. Based on the overall level of commercial development in downtown, there is approximately one parking space per each 250 square feet of development, which on an aggregate basis is sufficient to accommodate typical peak parking demand in Downtown Pleasanton. However, some parking is restricted to specific uses, and at times available parking supplies are difficult to find.

Fehr & Peers staff conducted a field visit to document the number of loading zones, short-term parking (20-minute time limit), and Americans with Disabilities Act (ADA)-accessible parking spaces and other parking characteristics. To confirm data provided by Hexagon, the supply of on-street parking stalls and their dimensions were spot-checked at various locations. Red curb lengths were also noted to analyze the potential for increasing the on-street parking supply. Barriers to accessing Main Street and opportunities to improve non-motorized circulation were identified.

The location and supply of private and public off-street parking in Downtown Pleasanton are displayed on **Figure 2**. As shown, most off-street parking supplies are not available for public parking. As shown on **Figure 3**, there are 460 on-street parking spaces within the downtown area, with most spaces designated for a three-hour maximum time limit between 9 AM and 6 PM on weekdays and Saturdays. Enforcement of time restrictions has historically been limited.

Figure 2

Off-Street Parking Inventory



DowntownRoads

On-Street Parking Supply

- 2 - 8
- 9 - 15
- 16 - 26
- 27 - 46

Parking Management Plan Focus Area

Figure 3

On-Street Parking Inventory

PARKING DEMAND AND OCCUPANCY ANALYSIS

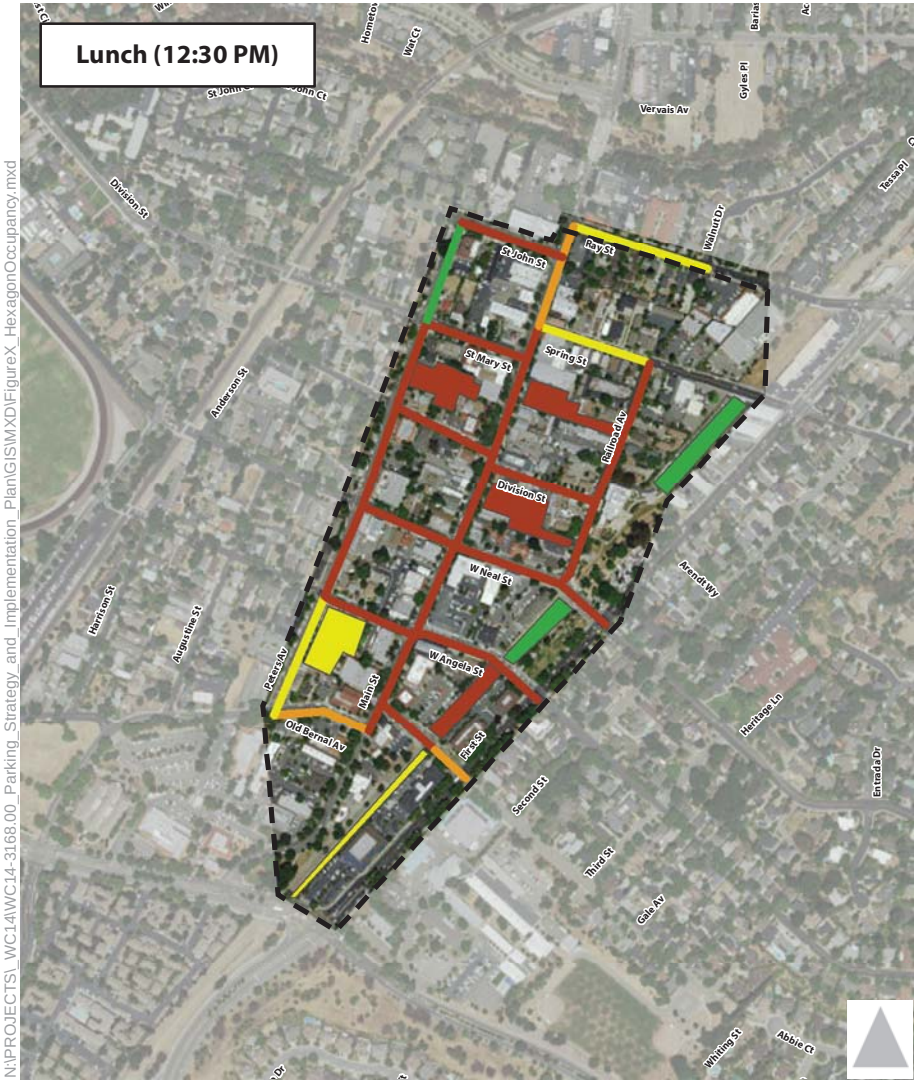
The City of Pleasanton retained Hexagon Transportation Consultants in 2013 to document the existing parking demand profiles in the downtown area for a subset of the total parking supply, which primarily includes public parking supplies, both on- and off-street, as well as three private lots for total of 975 surveyed spaces. The results of the 2013 data collection effort were refreshed in 2015.

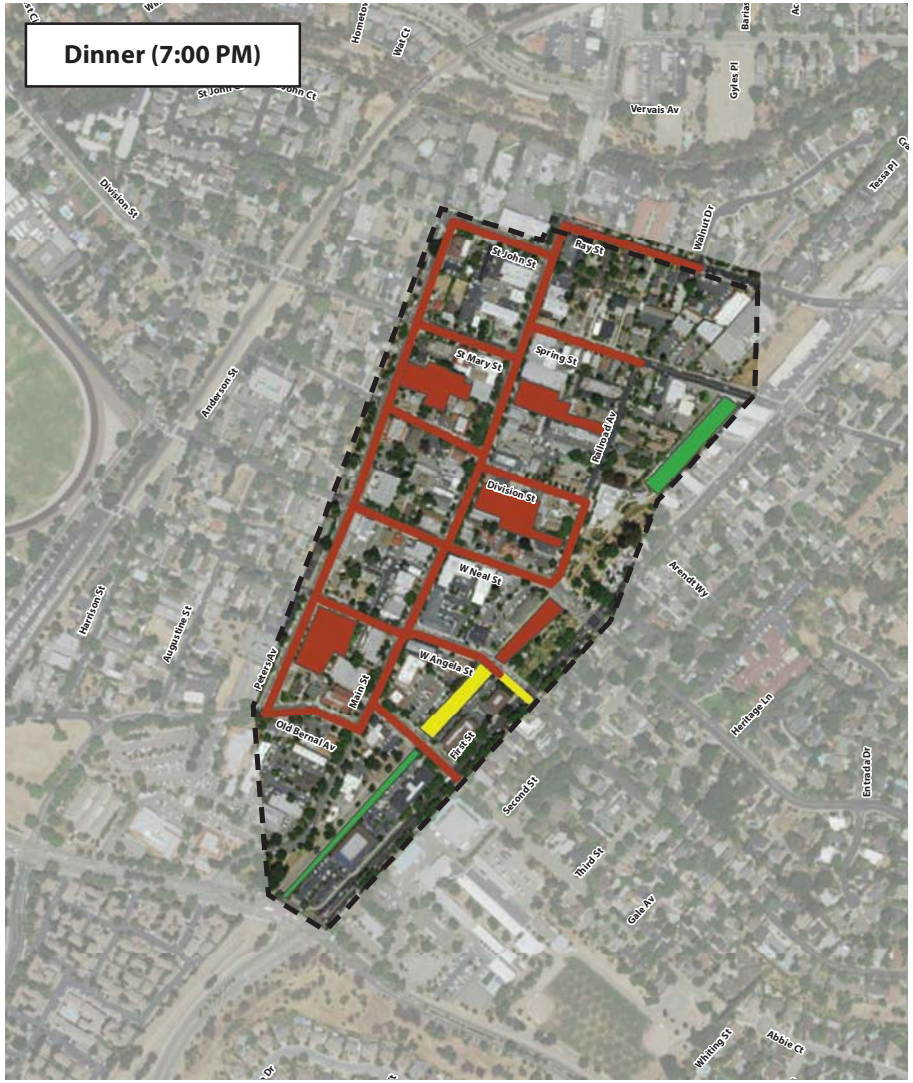
The parking studies documented parking occupancy at the following times:

- Thursday, September 12, 2013 at 12:30 PM and 7:00 PM
- Friday, September 13, 2013 at 12:30 PM and 7:00 PM
- Thursday, September 19, 2013 at 12:30 PM and 7:00 PM
- Friday, September 20, 2013 at 12:30 PM and 7:00 PM
- Saturday, September 21, 2013 at 12:00 PM
- Friday, October 23, 2015 at 12:30 and 7:30 PM

The data collection times were selected to reflect the weekday lunch period, evening dinner period, and Saturday afternoon with Farmers Market. Conclusions drawn from the parking demand assessment indicate on-street parking is functionally at- or over-capacity, with parking demand on most blocks in the core downtown area, such as Main Street, exceeding 85 to 90 percent, with demand at 100 percent on numerous block faces as shown on **Figure 4**. Efficient parking occupancy is recommended to be 85 to 90 percent occupancy to allow for turnover and to reduce circling of vehicles. Once demand approaches functional capacity it can lead to excessive circulation as drivers circle in search of limited parking supplies in proximity to their desired destination.

Although on-street parking in the downtown core was observed to be at-capacity (over 85 percent of spaces occupied), there was available on-street parking the periphery of the downtown area, as well as in several city-owned parking lots, including the Firehouse Arts Center lot. Of the total publically owned on-street and off-street parking spaces, average parking demand ranged between 70 and 80 percent during the various data collection periods in 2013, indicating that while there was some excess public parking supply in the downtown area, it may be difficult to locate available supplies. Results of the 2015 data collection effort indicated public parking supplies in Downtown Pleasanton were between 80 and 85 percent occupied during the two collection periods, with on-street parking demand at over 90 percent of supply. Comparing the 2015 and 2013 Friday parking occupancy surveys, noon-time parking demand increased by 5 percent, while evening parking demand increased by 30 percent.





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Parking Occupancy

- ≤55%
- 56% - 70%
- 71% - 85%
- ≥85%
- Parking Management Plan Focus Area

Figure 4

Parking Occupancy During Peak Lunch and Dinner Times

Source: Hexagon Transportation Consultants

SHORT-TERM AND ADA STALLS

On Main Street, there are approximately two 20-minute parking stalls per block for loading and unloading purposes, located near 855 Main Street and 730 Main Street. There are two on-street ADA-designated parking spaces on Division Street at Main Street, and on Old Bernal Avenue at Main Street. Additional ADA-designated spaces can be found in various public and private parking lots. The approximate location of on-street and off-street ADA stalls is shown on **Figure 5**.

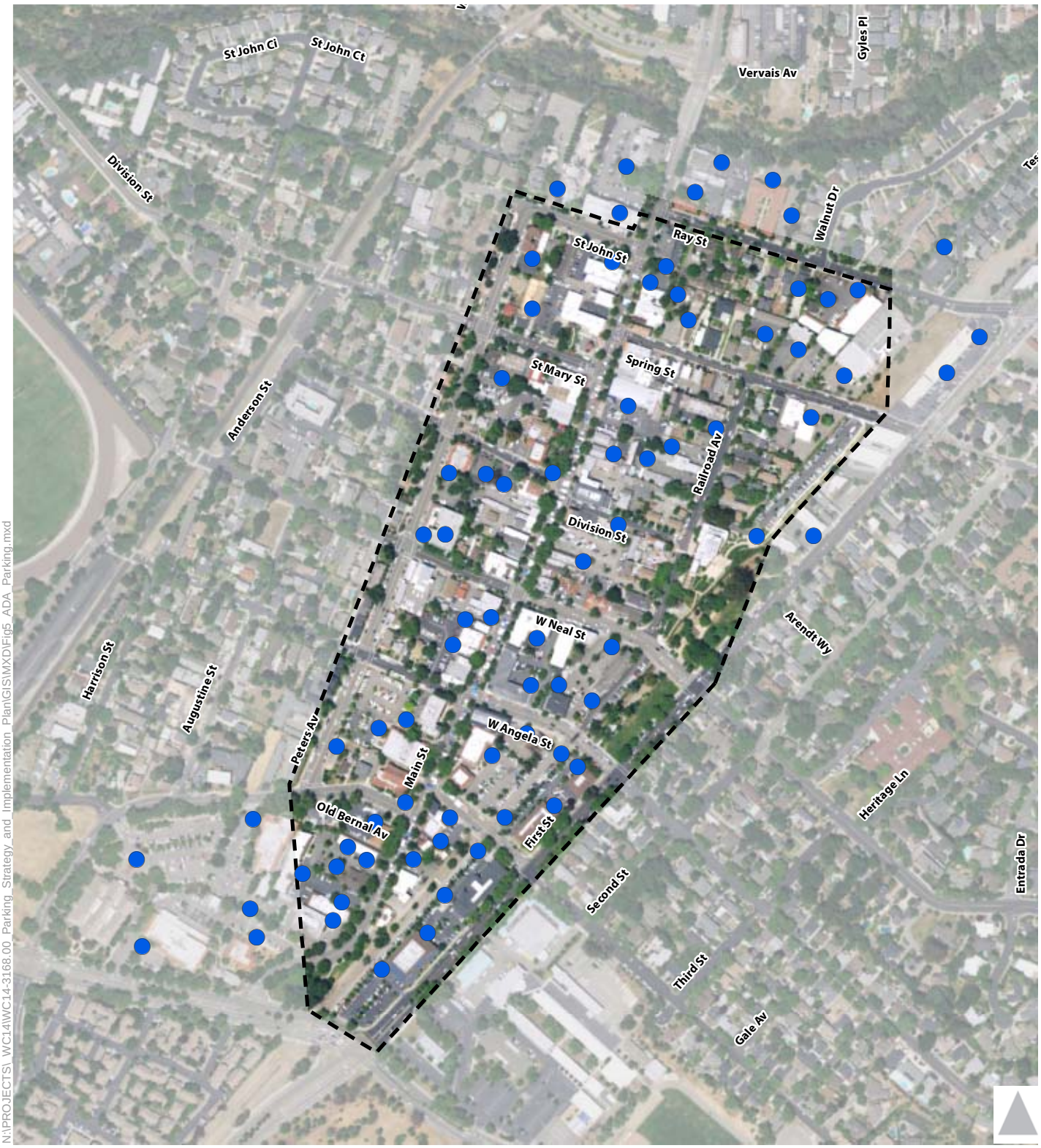
RED CURB AREAS

At driveway curb-cuts there are inconsistencies with the length of red curb, or red-tipping, at the driveway, which is typically provided to facilitate turning movements into and out of driveways, maintain sight-distance, and to avoid the provision of a sub-standard parking stall that could result in vehicles blocking access to a driveway. Where there is a need to provide red-tipping, a minimum length could be established and block faces assessed to determine if additional parking spaces could be marked. A typical red-tipping installation in a downtown setting is five feet of red curb on either side of a driveway.

At intersection approaches and departures, there are opportunities to adjust the length of red curb to increase the available curb for on-street parking. At an intersection approach, the recommended best practice is to prohibit parking at least 20-feet back from the crosswalk to maintain sight-distance for vehicles and pedestrians. Similarly, at the intersection departure the red curb should be at least 10-feet from the crosswalk to reduce the potential for vehicles navigating into and out of a parking space from backing into the pedestrian realm, and to maintain sight-distance. These are opportunity areas to explore providing additional bicycle parking or, potentially, motorcycle parking.

EFFICIENCY AND SPACING

Areas with higher concentrations of gaps between parking spaces and other non-parking uses of curb space are highlighted on **Figure 6** as opportunity areas to potentially increase on-street parking. Areas to increase off-street parking may include redeveloping surface parking lots for structured parking. As such, Figure 6 also notes the location of possible off-street parking facilities, as well as locations identified as possible parking garage sites. These sites are further discussed in Chapter 4.

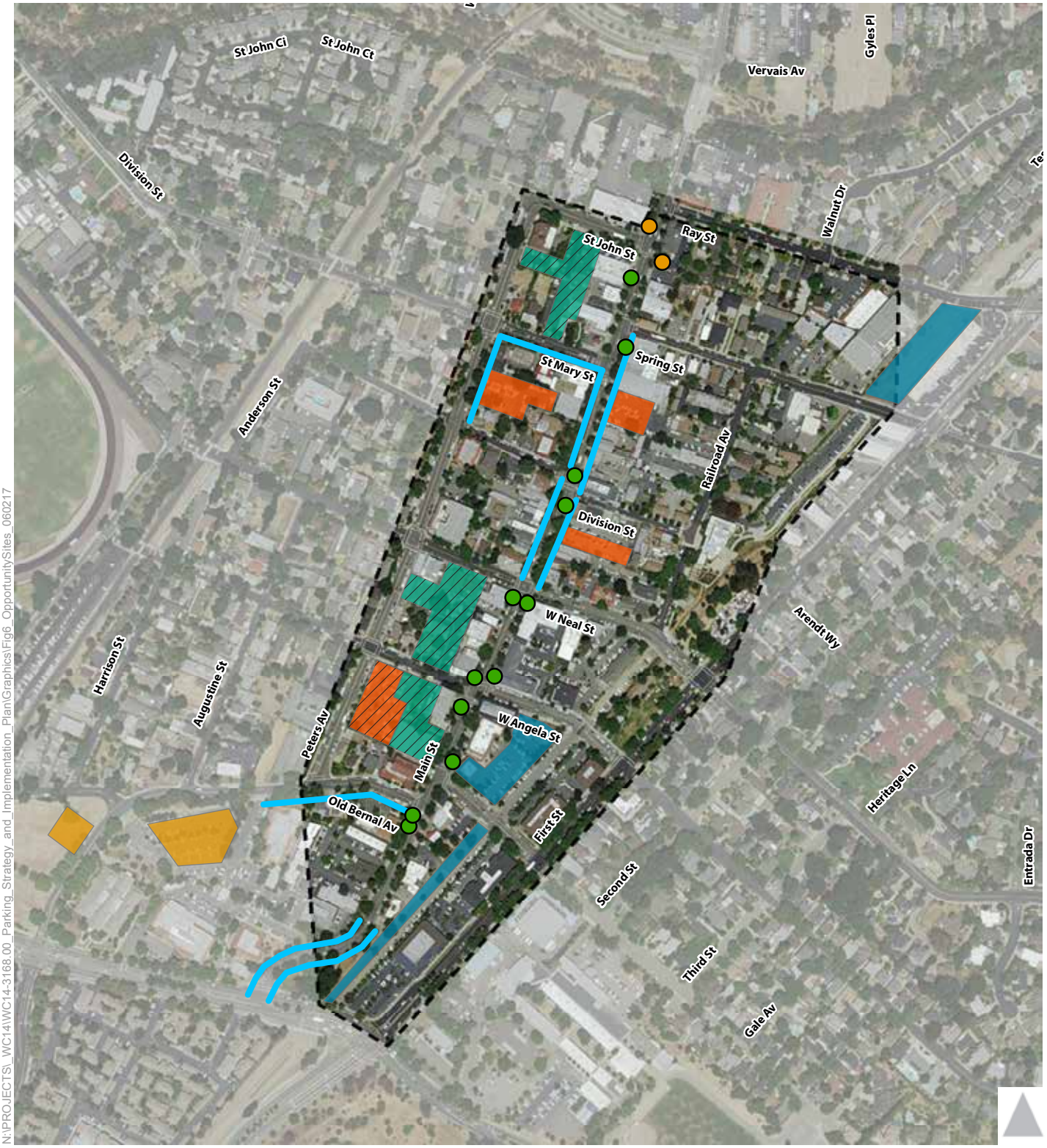


Legend

- ADA Parking Location
- Parking Management Plan Focus Area

Figure 5

Approximate On- and Off-Street ADA Parking Locations



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Off-Street Opportunities

- Opportunity Area
- Potential Parking Garage Site
- Potential Public Parking Lot Assessment District
- Parking Garage Evaluation Site

On-Street Opportunities

- 20 Min Parking
- Loading Zone
- On-Street Opportunity

Parking Management Plan Focus Area

Figure 6

Parking Opportunity Areas

In the commercial areas of downtown (Main Street and immediate side streets), on-street parking spaces are delineated by pavement markings. Typically, the preferred length of on-street parking stalls is 20 to 22 feet. This provides adequate maneuvering space for drivers of all skill levels to safely park. Field measurements indicate some marked stalls are less than the 20-foot recommended minimum length for parallel parking spaces, and during field observations, vehicles attempting to navigate into the smaller length stall took longer to complete the parking maneuver, blocking traffic for longer periods of time.

There were also varying gaps between parking stall pairs: some were 3-feet while others were 6-feet, which created inefficient use of the curb. Blocks with high concentrations of such gaps may present opportunities for increasing on-street parking supply through standardized stall length and spacing.

OFF-STREET PRIVATE LOTS

Although public parking supplies in the downtown area are operating close to capacity, there are many private lots serving specific land uses, as shown previously on Figure 2. Most of the private lots provide fewer than ten spaces as they are serving small businesses. At times, these lots also operate close to capacity, but are dependent on the use being served. These lots often lack connectivity to the public street network, although they typically provide direct access to their related use. In some portions of the downtown area, private parking lots are separated by a fence, impeding cross-flow between parking areas for both vehicles and pedestrians, and potentially limiting the effectiveness of shared parking agreements.

3. ALTERNATIVE INFLUENCES ON PARKING

Along with the balance of parking demand and supply in Downtown Pleasanton, parking occupancy rates are also dictated by the travel behavior of people; the aggregate of individuals' choices regarding transportation is referred to as "travel behavior." Small changes in the travel behavior of downtown visitors and employees could allow for more efficient use of existing parking supplies. This section describes the transportation network serving Downtown Pleasanton and then summarizes the travel behavior of downtown visitors.

Downtown Pleasanton consists of primarily commercial land uses along Main Street, with residential neighborhoods located immediately to the east and west. Downtown is also home to the City of Pleasanton's city hall, police department, and public library. Major roadway facilities include Interstate 680 (I-680), Interstate 580 (I-580), Bernal Avenue, Santa Rita Road, Hopyard Road, and Stanley Boulevard/First Street/Sunol Boulevard. The Altamont Corridor Express (ACE) station west of Main Street connects the Central Valley to San Jose via Downtown Pleasanton, and bus transit connections to the West Dublin/ Pleasanton and Dublin/Pleasanton Bay Area Rapid Transit (BART) stations connect Downtown Pleasanton to the region.

TRANSPORTATION NETWORK OVERVIEW

To supplement data provided by the City of Pleasanton and the Hexagon report, observations were conducted on Saturday, November 22, 2015 to document the existing transportation network in Downtown Pleasanton, including characteristics of the roadway network, transit, bicycle and pedestrian connections, and wayfinding.

Roadways

The following describes the major roadways in the downtown area. Main Street serves as the backbone of Downtown Pleasanton, with many intersecting east-west streets. North-south connections in downtown are more limited. Intersections in the downtown area may be exempt from city's level of service standard for vehicle operations if no reasonable improvements exist or if improvements are contrary to other City policies.

Main Street is a north-south oriented collector street extending from Bernal Avenue to Stanley Boulevard, where it continues as Santa Rita Road. Main Street provides one travel lane in each direction for vehicles with added turn lanes at some signalized intersections. On-street parallel parking and sidewalks are also provided. Crosswalks are provided at all intersections on Main Street. Block spacing from Old Bernal Road

to Ray Street is approximately 400 feet, which creates a walkable downtown area. Most intersections on Main Street are stop-controlled, although there are traffic signals at the intersections of Ray Street/St. John Street and Neal Street/Rose Avenue. Decorative, pedestrian scale lighting has been installed on Main Street throughout downtown. The City plans to install a traffic signal at the intersection of Main Street at Bernal Avenue. Land uses on Main Street are primarily commercial. Transit access is not provided along most of Main Street, with transit service through the downtown routed on Peters Avenue one block west of Main Street.

Ray Street is an east-west local roadway located at the northern end of downtown. It connects Main Street in the west to First Street in the east. One travel lane in each direction is provided with turn lanes at signalized intersections. On-street parking is prohibited on the north side of Ray Street. Parallel parking is provided on the south side. Land uses on Ray Street are a mixture of commercial and residential. Access to a vacant portion of the Transportation Corridor is provided from Ray Street. At Main Street, Ray Street is off-set approximately 100 feet from St. John Street. These intersections are both signalized and are operated as a single intersection, with pedestrian crossings across Main Street on the south side of St. John Street and on the north side of Ray Street. Decorative street lighting is not provided on Ray Street, although standard street lighting is provided.

St. John Street is an east-west collector on the northern end of downtown. It connects Main Street in the east to west of Peters Avenue, where it ends at the railroad. One travel lane in each direction is provided with parallel parking on both sides of the street. Curb extensions at Main Street protect the parking and reduce the pedestrian crossing distance. West of Peters Avenue, land uses are mostly residential. Between Peters Avenue and Main Street, land uses are a mixture of residential and commercial, including a hotel. Transit service is routed on St. John Street to Peters Avenue through the downtown area. Decorative street lighting is provided on St. John Street between Peters Street and Main Street.

Spring Street is an east-west local street connecting Main Street in the west to First Street in the east, where it continues as Kottinger Drive. One travel lane in each direction is provided, with on-street marked parallel parking permitted on the north side of the street for the entire length. On-street parking on the south side of the street is permitted for short segments east of Railroad Avenue. Access to a public parking lot on the Transportation Corridor is provided from Spring Street. Sidewalks are provided on both sides of the street, although the presence of utility poles and narrow sidewalks may deter walking trips between the public parking lot and Main Street. Decorative street lighting is not provided on Spring Street, although standard street lighting is provided.

St. Mary Street is an east-west residential collector roadway connecting Main Street to neighborhoods west of downtown over the railroad tracks. West of downtown, St. Mary Street continues as Division Street and

then Hopyard Road, an arterial roadway. In the downtown area, one travel lane per direction is provided, with on-street parking on both sides of the street and turn pockets at intersections. Sidewalks are also provided, with curb extensions at the intersection with Main Street. Adjacent land uses are a combination of commercial and residential. Decorative street lighting is provided on St. Mary Street, west of Main Street in the downtown area.

Division Street is an east-west residential collector street. Extending west from Main Street, one travel lane per direction is provided. Past Peters Avenue, it is discontinuous at the railroad tracks. Between Main Street and Peters Avenue, marked on-street parking is provided, serving primarily commercial uses. West of Peters Avenue, it serves primarily residential land uses with unmarked parking. Between Railroad Avenue and Main Street, Division Street is one-way westbound, with parking permitted on the north side of the street. Decorative street lighting is provided on Division Street, east of Peters Street in the downtown area.

Rose Avenue/Neal Street are east-west local roadways. Rose Avenue extends west from Main Street, while Neal Street extends east from Main Street. Both provide one travel lane per direction with on-street parking. Turn pockets are provided on both the Rose Avenue and Neal Street approaches to Main Street. Rose Avenue extends west into residential neighborhoods on the west side of the railroad tracks and primarily serves residential uses west of Peters Avenue. East of Peters Avenue, there are primarily commercial uses on Rose Avenue/Neal Street. Access to the ACE train station is provided from Rose Avenue, via Pleasanton Avenue.

On Neal Street, a two-way center left-turn lane is provided between Main Street and First Street. Decorative, pedestrian scale lighting is also provided on Neal Street from Main Street to First Street. Decorative street lighting is not provided on Rose Avenue, although standard street lighting is present. Transit stops are located on Neal Street, west of First Street. An unpaved public parking lot is located on the east end of Neal Street along the Transportation Corridor.

Angela Street is an east-west local street extending from east of First Street to Pleasanton Avenue. Vehicular access to the ACE station parking lot is provided from Angela Street. One travel lane in each direction is provided with marked and unmarked parallel parking. Land uses on Angela Street are primarily residential west of Peters Avenue, and primarily commercial between Peters Avenue and First Street. Sidewalks are provided on both sides of the street. Decorative, pedestrian scale lighting is also provided on Angela Street from Main Street to First Street. An unpaved public parking lot is located on the east end of Angela Street along the Transportation Corridor.

Abbie Street is an east-west local street connecting Main Street in the west to a residential neighborhood east of First Street, where it terminates at the playfields. One travel lane in each direction is provided with marked and unmarked parallel parking. At Main Street, separate left and right turn lanes are provided.

Decorative, pedestrian scale lighting is also provided on Abbie Street from Main Street to First Street. Sidewalks are provided on both sides of the street. One-way southbound access to public parking is provided from Abbie Street, with egress restricted to westbound Bernal Avenue.

Old Bernal Avenue is an east-west curvilinear residential collector street connecting Bernal Avenue to Main Street. It provides one travel lane in each direction with on-street parking allowed. A mixture of uses are served from Old Bernal Avenue, including civic, commercial and residential. Sidewalks are provided on both sides of the street, with on-street marked and unmarked parking. Decorative, pedestrian scale lighting is provided intermittently on Old Bernal Avenue.

First Street is a north-south oriented arterial roadway that forms the eastern boundary of the downtown area. First Street connects to Sunol Boulevard in the south and Stanley Boulevard in the north, both major commuter thoroughfares. First Street between Bernal Avenue and Ray Street provides one travel lane in each direction, a center two-way left-turn lane and on-street parking. Sidewalks are also provided. Land uses on First Street are a mixture of commercial and residential. Decorative, pedestrian scale lighting with fixtures differing from those provided on Main Street is provided on First Street.

Railroad Avenue is a north-south local street connecting Neal Street to Spring Street. One travel lane in each direction is provided, with on-street parking. Railroad Avenue serves a mixture of commercial and residential uses, and provides the primary access to the Firehouse Arts Center, and associated public parking area. Decorative, pedestrian scale lighting is provided on Railroad Avenue.

Peters Avenue is a north-south collector roadway connecting Old Bernal Avenue to St. John Street. One travel lane in each direction is provided, with on-street parking and sidewalks. It functions as the primary north-south transit route through Downtown Pleasanton. Decorative, pedestrian scale lighting is provided on Peters Avenue. Adjacent land uses include a mixture of commercial and residential.

Bernal Avenue is an east-west arterial roadway that forms the southern boundary of Downtown Pleasanton. It connects to I-680 in the west, and continues northeast past downtown, connecting to Stanley Boulevard. In the vicinity of downtown, two travel lanes are provided in each direction with sidewalks and some bicycle facilities.

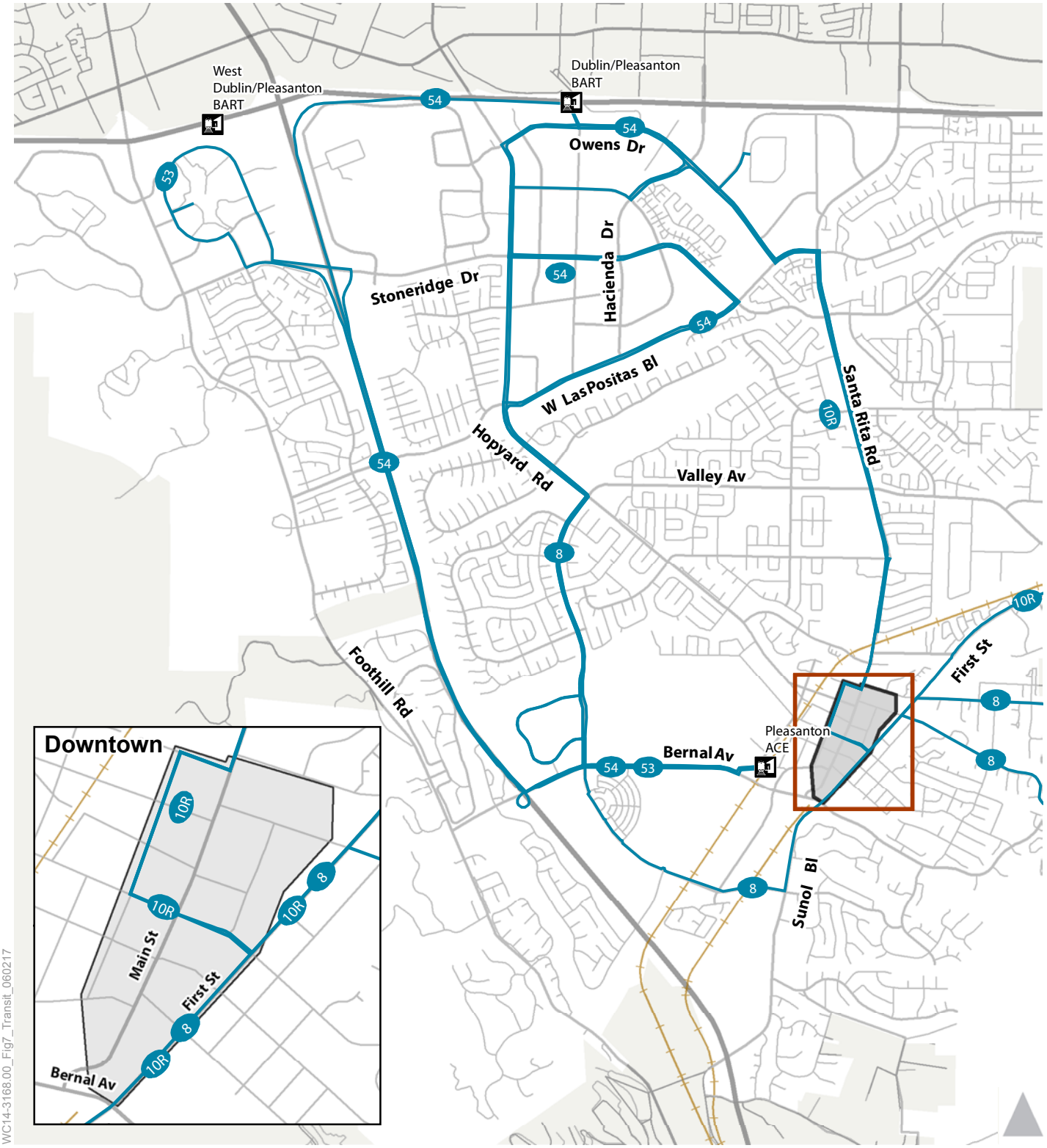
Transit

Local bus and paratransit service is provided by the Livermore Amador Valley Transit Authority (LAVTA, or Wheels) and commuter rail transit is provided by Altamont Corridor Express (ACE) and Bay Area Rapid Transit (BART). BART does not directly serve the downtown area, but local bus service provides connections between downtown and the ACE station to BART. Transit routes as of January 2017 that serve the downtown area are shown on **Figure 7** and described in **Table 1**.

TABLE 1
SUMMARY OF DOWNTOWN PLEASANTON TRANSIT SERVICES

Route and Service Provider	Description	Frequency	Downtown Stop Location(s)
Bus			
Route 10 Rapid (LAVTA)	Limited stop service between Pleasanton BART and Livermore Transit Center	Weekdays: 15 Minutes (4:30 AM to 1:30 AM) Weekend: 30 Minutes to 60 minutes (5:30 AM to 1:30 AM)	Main Street at Stanley Blvd. Peters Avenue at St. John Street Peters Avenue at Division Street Neal Street at Main Street 1st Street at Vineyard Avenue
Route 8 (LAVTA)	BART to Downtown Pleasanton	Weekdays: 30 minutes (6:00 AM to 8:45 PM) Saturday/Sunday: 60 minutes (8:00 AM to 8:45 PM)	First Street at Angela Street First Street at Neal Street First Street at Kottinger Street
Route 53 (LAVTA)	Downtown Pleasanton ACE Station to West Dublin/Pleasanton BART	Weekdays: 4 Buses in morning/4 in evening, timed to meet ACE Trains Weekends: None	Downtown Pleasanton ACE Station
Route 54 (LAVTA)	Downtown Pleasanton ACE Station to East Dublin/Pleasanton BART Station	Weekdays: 2 Buses in morning/3 in evening, timed to meet ACE Trains Weekends: None	Downtown Pleasanton ACE Station
Rail			
ACE Commuter Rail	Stockton to San Jose	Weekdays: Four westbound trains in the morning and four eastbound trains in the evening. Weekend: None	Pleasanton Avenue south of Rose Avenue
BART Dublin/Pleasanton Line	Pleasanton to Daly City, with connections to Richmond, Millbrae, Fremont, and Pittsburg/Bay Point	Weekdays: Approximately 15 Minutes Weekends: Approximately 20 Minutes.	N/A

Source: LAVTA routes effective January 14, 2017, ACE Rail and BART, January 2017.



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Note: Transit Routes as of January 2017.

Figure 7

Downtown Pleasanton Transit Service

Downtown Pleasanton and the Downtown ACE Station are served by a number of transit routes, primarily connecting the area to BART and business parks. Based on ridership data provided by LAVTA from 2016 prior to route changes that went into effect in September 2016 with further schedule changes expected January 14, 2017, approximately 75 round trip (150 total trips) transit trips have an origin/destination at the downtown ACE station. Other stops in the downtown area serve approximately 500 total daily transit trips.

The ACE rail station is located on Pleasanton Avenue, north of Bernal Avenue on the periphery of Downtown Pleasanton. On a typical day, there are approximately 2,200 passenger trips with an origin or destination at the Downtown Pleasanton station. Of the morning peak hour trips through the Pleasanton station there is a 60/40 spilt between boardings and alightings, indicating that for some ACE passengers, Pleasanton and the surrounding area, is the primary destination. In the evening peak, the boardings/alightings split is 30/70. Evening ACE activity is about 10 percent higher than morning activity. ACE plans to add two additional morning and evening trains.

Bicycle and Pedestrian Facilities

There are no designated bicycle facilities on streets in the downtown area and limited bicycle connections to other parts of the city from downtown. There are designated Class II (on-street bicycle lane) facilities adjacent to the study area on Vineyard Avenue east of First Street and on Bernal Avenue. The 2010 Pleasanton Bicycle and Pedestrian Master Plan identifies several planned bicycle facilities in the study area, as shown in **Figure 8**; including bike lanes on Main Street between Old Bernal Avenue and Bernal Avenue; on Abbie Street between Main Street and First Street; and St. Mary Street between Division Court and Main Street. Several Class III bicycle routes are also proposed, including Main Street between Old Bernal Avenue and Arroyo del Valle. Bicycle parking is provided throughout downtown, with the approximate location also shown on Figure 8. A Class I trail along the Transportation Corridor is also proposed, with a completed segment adjacent to the Firehouse Arts Center parking lot.

Pedestrian facilities generally consist of sidewalks, crosswalks, and paths. Streets throughout downtown have sidewalks and there are marked crosswalks at all intersections on Main Street. There are also several intersections with curb bulb-outs that reduce crossing distances for pedestrians. Although sidewalks are present in many places, some of them are narrow or obstructed by utility poles, driveway cross slopes interfere with the pedestrian realm, and non-pedestrian scale lighting can be a deterrent to walking in the downtown area, particularly from the public parking lots on the eastern edge of the study area to the core commercial area. These can create barriers to non-motorized access to public parking lots in Downtown Pleasanton. **Figure 9** displays the approximate pedestrian clear-way on sidewalks in the downtown area. The sidewalk width in some areas may be wider, but in other areas street furniture, utilities and landscaping reduce the effective width of the pedestrian realm.

As the focus area of Downtown Pleasanton is over a half-mile long and a quarter mile wide, five-minute walk buffers were identified from three key intersections: Main Street at Old Bernal Avenue, Main Street at Neal Street, and Main Street at Spring Street, as presented on **Figure 10.** The buffers represent the distance that most people could walk in a five-minute period. Most parking lots (both public and private) between First Street and Peters Avenue are accessible within a five-minute walk, while some parking lots beyond the aforementioned streets are not.

As shown on Figure 10, public parking supplies on the northeastern boundary of downtown area are not accessible within a five-minute walk to destinations on the southern end of Main Street, and the effective width of the sidewalk on some streets connecting to the public parking supplies is not conducive to two-way pedestrian travel. There are also other barriers, including steep grades adjacent to the Transportation Corridor, vacant lots, or fences that block pedestrian access. **Figure 11** and **Figure 12** show existing barriers and opportunities to improve access from three public parking lots that parallel First Street to the commercial core. The existing 2010 Bicycle and Pedestrian plan, and Master Plan for the Downtown Parks and Trails System identify the construction of a Class I shared-use path along these facilities to Arroyo del Valle in the north.

As part of the Pleasanton Bicycle and Pedestrian Master Plan update currently underway, an assessment of bicycle and pedestrian collisions was conducted, documenting reported incidents between 2010 and 2015. Preliminary findings indicate a higher frequency of pedestrian collisions in the downtown area compared with other parts of Pleasanton; however, this finding does not consider the level of pedestrian activity in downtown, which is higher than other areas of the city. Several bicycle collisions were also reported in the downtown area.

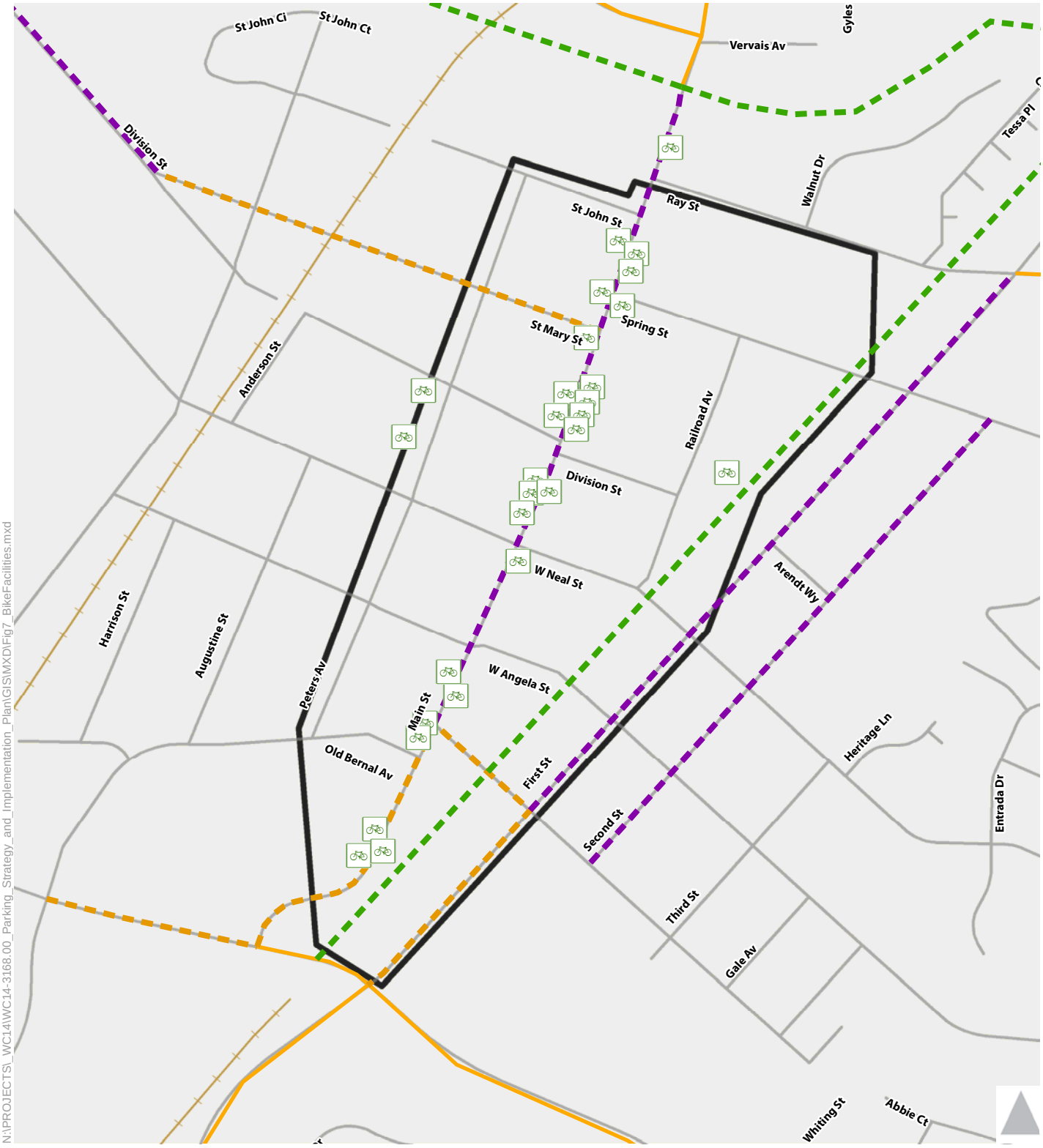


Figure 8

Existing and Proposed Bicycle Facilities

Effective Walkway Width

- 3.0 - 4.0 Feet
- 4.1 - 5.5 Feet
- 5.6 - 17.0 Feet

Parking Management Plan Focus Area

Points of Interest

Figure 9

Effective Width of Pedestrian Realm

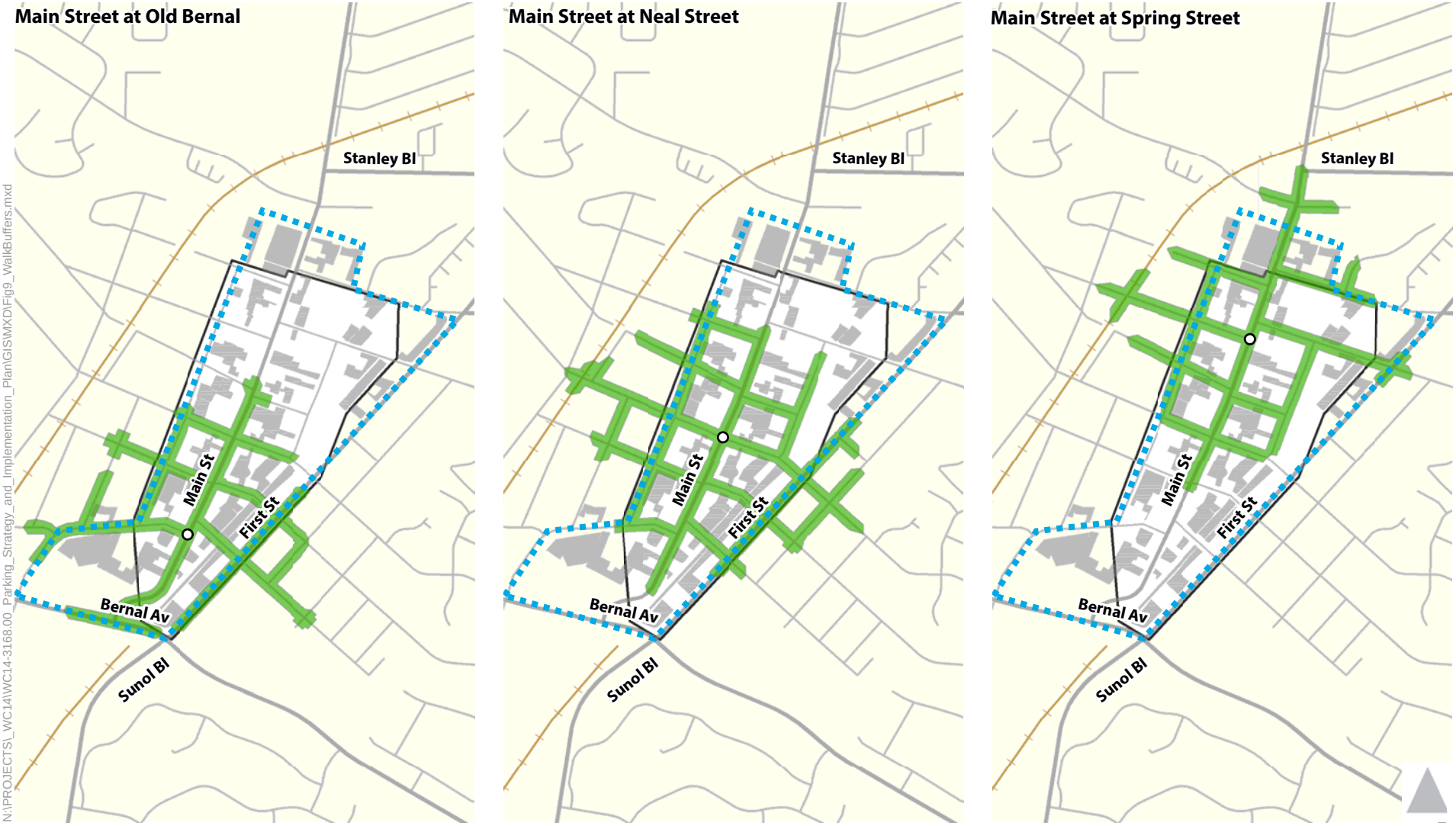


Figure 10

Five-Minute Pedestrian Walk Buffers

Railroad Ave.

Neal St.

Spring St.

Ray St.

1st St.

Stripe triple-four crosswalks if the Class I Multi-use path is extended. Also consider installing ped-actuated RRFBs at these midblock crossings .

Extend and re-align Multi-use path to meet corridor desire lines.

Create a formal connection to the park and First Street.

Connect future parking lot and pathway to local businesses.

Existing empty lot that can be converted to public or employee parking. Create a pathway connection.

LEGEND

- Potential Class I Multi-Use Path
- Existing Class I Multi-Use Path
- Enhanced Pedestrian Cut-throughs
- Existing Access Point
- Opportunity Access Point
- Stripe Triple-Four Crosswalks

Figure 11

Pedestrian Connectivity Barriers & Improvements (North)

Connect a ramp to the existing gazebo which has a connection to Main Street for ADA-accesibility.

Create a stairway connection to the publicparking lot to provide easy access to Main Street and businesses.

The existing staircase does not connect directly with the sidewalk to access Main Street. Stripe the walkway through the parking lot.

Create a new cut-through with designated walkway through the parking lot for enhanced pedestrian permeability.

Main St.

Abbie St.

W. Angela St.

Neal St.

Bernal Ave.

Some existing businesses provide paved cut-throughs.

1st St.

Stripe triple-four crosswalks if the Class I Multi-use path is extended. Also consider installing ped-actuated RRFBs at these midblock crossings .

Informal connection between adjacent parking lot.

Existing cut-through does not connect to Main Street. Create a pathway connection.

LEGEND

Potential Class I Multi-Use Path

Enhanced Pedestrian Cut-throughs

Existing Access Point

Opportunity Access Point

Stripe Triple-Four Crosswalks

Figure 12

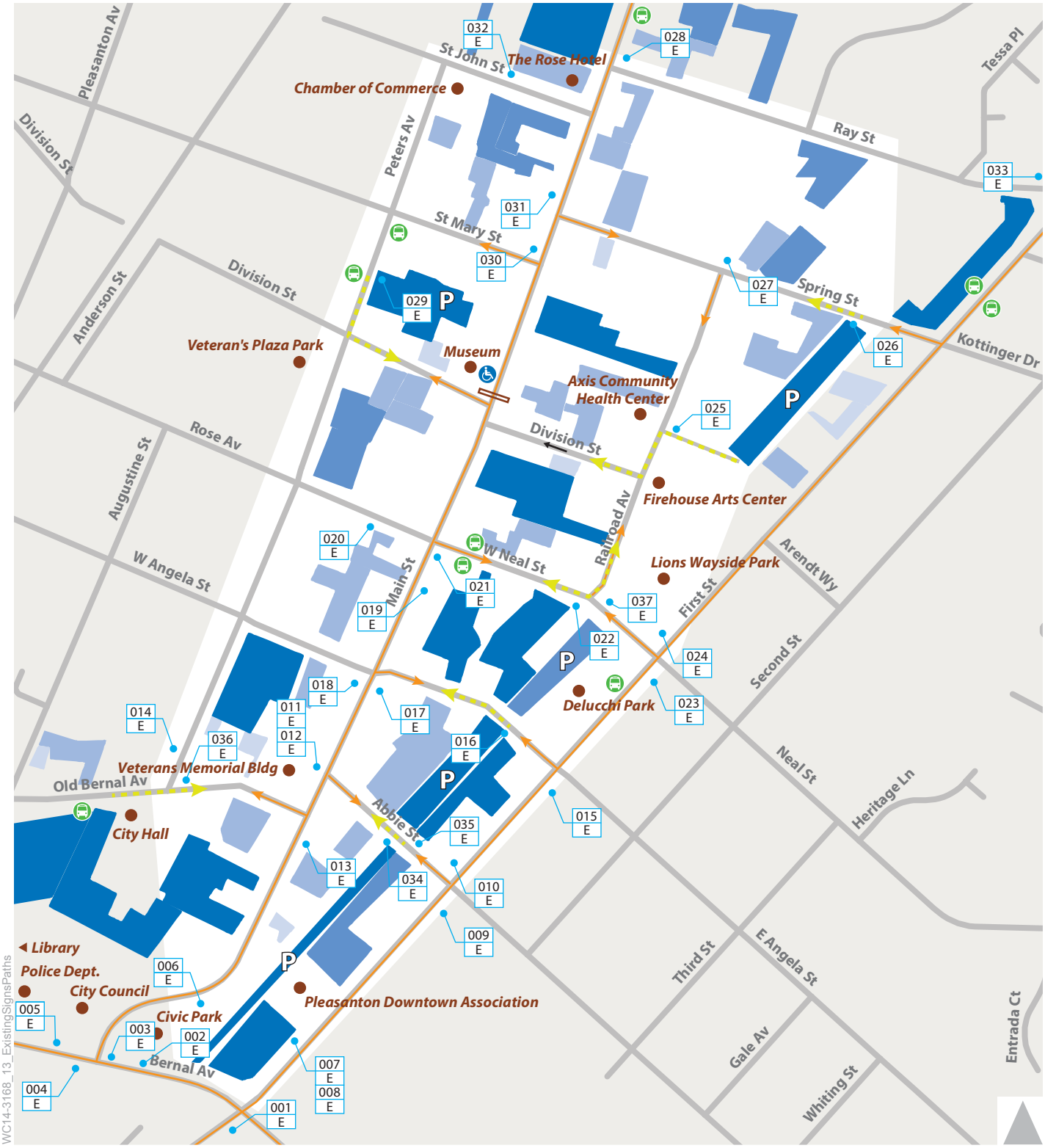
Pedestrian Connectivity Barriers & Improvements (South)

EXISTING WAYFINDING

There is existing wayfinding at multiple entry points to the City of Pleasanton directing visitors to the downtown area, including freeway signs, and signage on Sunol Boulevard, Bernal Avenue, and Santa Rita Road. Once in downtown, there are signs along Main Street indicating the direction of off-street parking supplies. The location of existing signage in the downtown area as of early 2016 is shown on **Figure 13.**

Although there are signs along the major travel ways (see photo on the right), some entrances to public parking lots may be confused with private parking lots. Access to some parking areas can be circuitous given the one-way westbound orientation of Division Street between Railroad Avenue and Main Street, and the one-way southbound travel through the parking lot between Abbie Street and Bernal Avenue. Downtown visitors parked in one of city owned lots encounter limited pedestrian-scale wayfinding to direct them to Main Street and other downtown destinations.

Existing Wayfinding Signage



Vehicular Path to Parking (and Destinations)

Pedestrian Path from Parking to Main Street (and Destinations)

Number of Striped Spaces

- <10
- 10–30
- 31–50
- >50
- Public Lot

200ft

Figure 13

Existing Downtown Pleasanton Wayfinding Signage

DOWNTOWN VISITOR TRAVEL PATTERNS

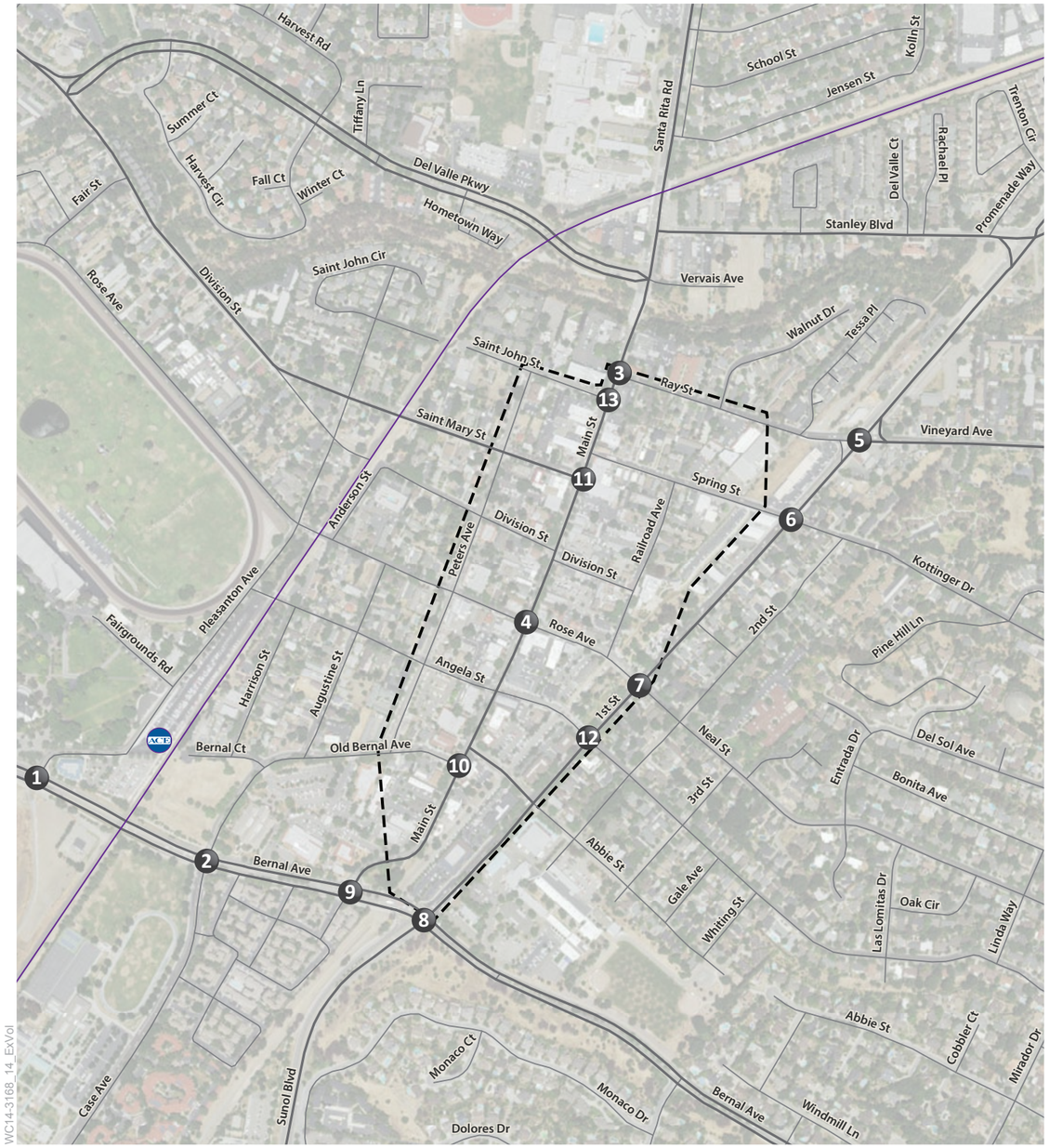
Fehr & Peers reviewed existing peak hour traffic volume at gateways to Downtown Pleasanton, shown on **Figure 14**, in combination with anonymized and aggregated location data from Global Positioning Systems (GPS) and mobile devices, referred to here as Big Data. Big Data represents a sample of visitors to the downtown area, as not every vehicle is equipped with GPS units and not every visitor to downtown has a smart phone; therefore, the travel metrics derived from Big Data are presented in terms of percentages, which are then applied to total counts of vehicles entering the downtown area to draw conclusions.

This information was used to identify travel characteristics of Downtown Pleasanton visitors, including trip origins at different times of day, such as lunch-trips originating from local business parks, and evening trips originating from local residents. The data was reviewed to identify the prevailing travel routes to the downtown area. The travel patterns and Big Data were used in combination to identify more effective locations for wayfinding signage as further described in Chapter 4.

Fehr & Peers worked with StreetLight Data[2] to review over 40,000 anonymous data samples representing trips with a destination within the study area boundary. Data is representative of typical weekday conditions (Monday through Thursday) and weekend conditions (Saturday and Sunday) and is based on data from 2015. For the purposes of this assessment, origin zones were separated into seven geographic areas within the Tri-Valley, plus four gateway locations, as presented on **Figure 15.** Gateways to the downtown area were also established to identify probable travel routes to the downtown area. For example, a trip with an origin on the northern I-680 corridor that also traveled on Bernal Avenue likely entered downtown from I-680 via the Bernal Avenue interchange, turning left to Old Bernal Road, Main Street or First Street. Trips with the same origin that travel on Santa Rita Road likely used I-580 and exited at Santa Rita Road, which then turns into Main Street.

The data was reviewed to establish travel metrics for the downtown area that would inform parking strategies, such as the potential to increase transit service, improve non-motorized transportation networks, provide enhanced wayfinding, and conduct targeted outreach.

[2] More information about StreetLight Data can be found on its website: http://www.streetlightdata.com/



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LEGEND

XX (YY) AM (PM) Peak Hour Traffic Volumes

Signalized Intersection

Stop Sign

Downtown Study Area

Study Intersection

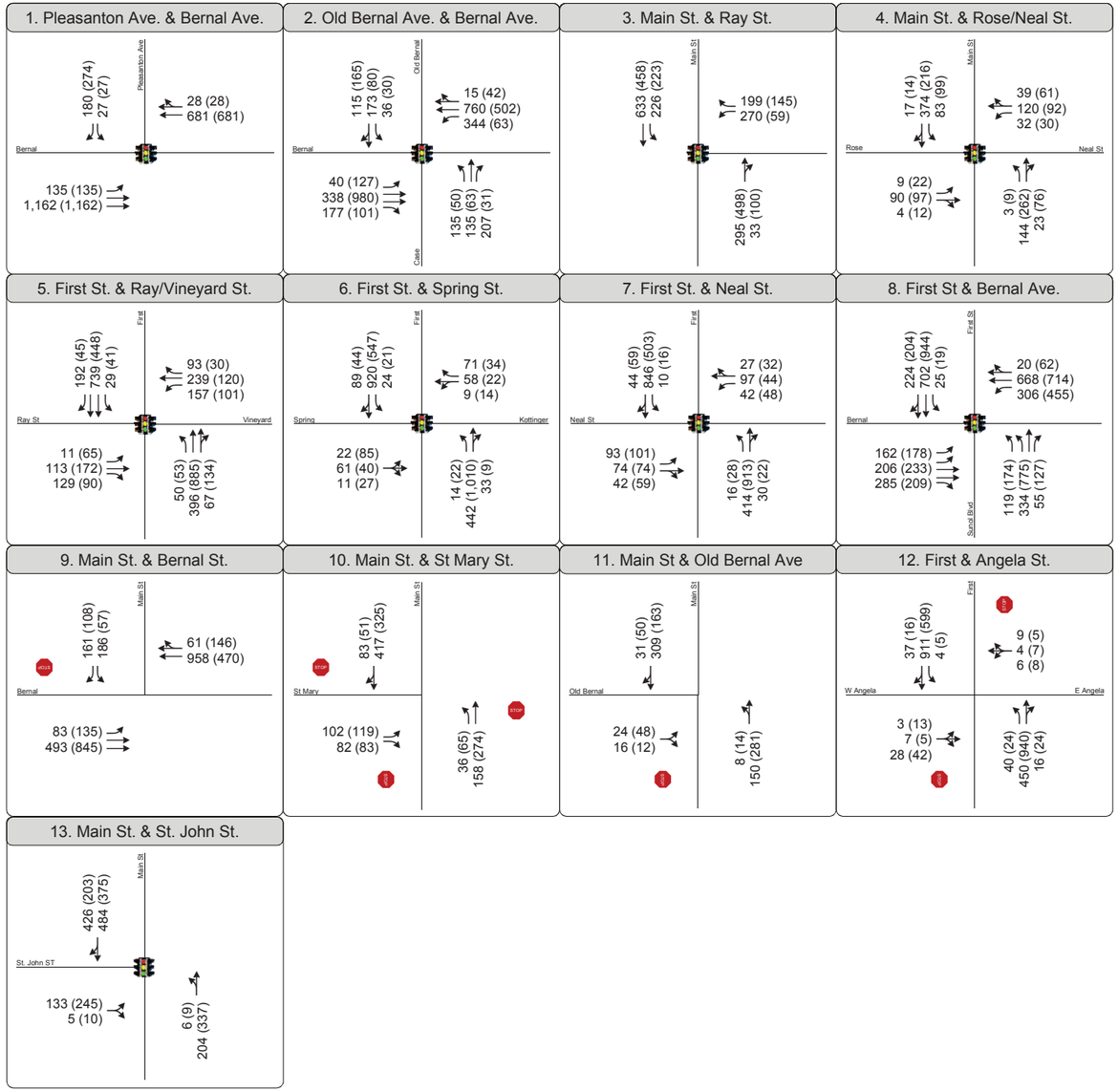
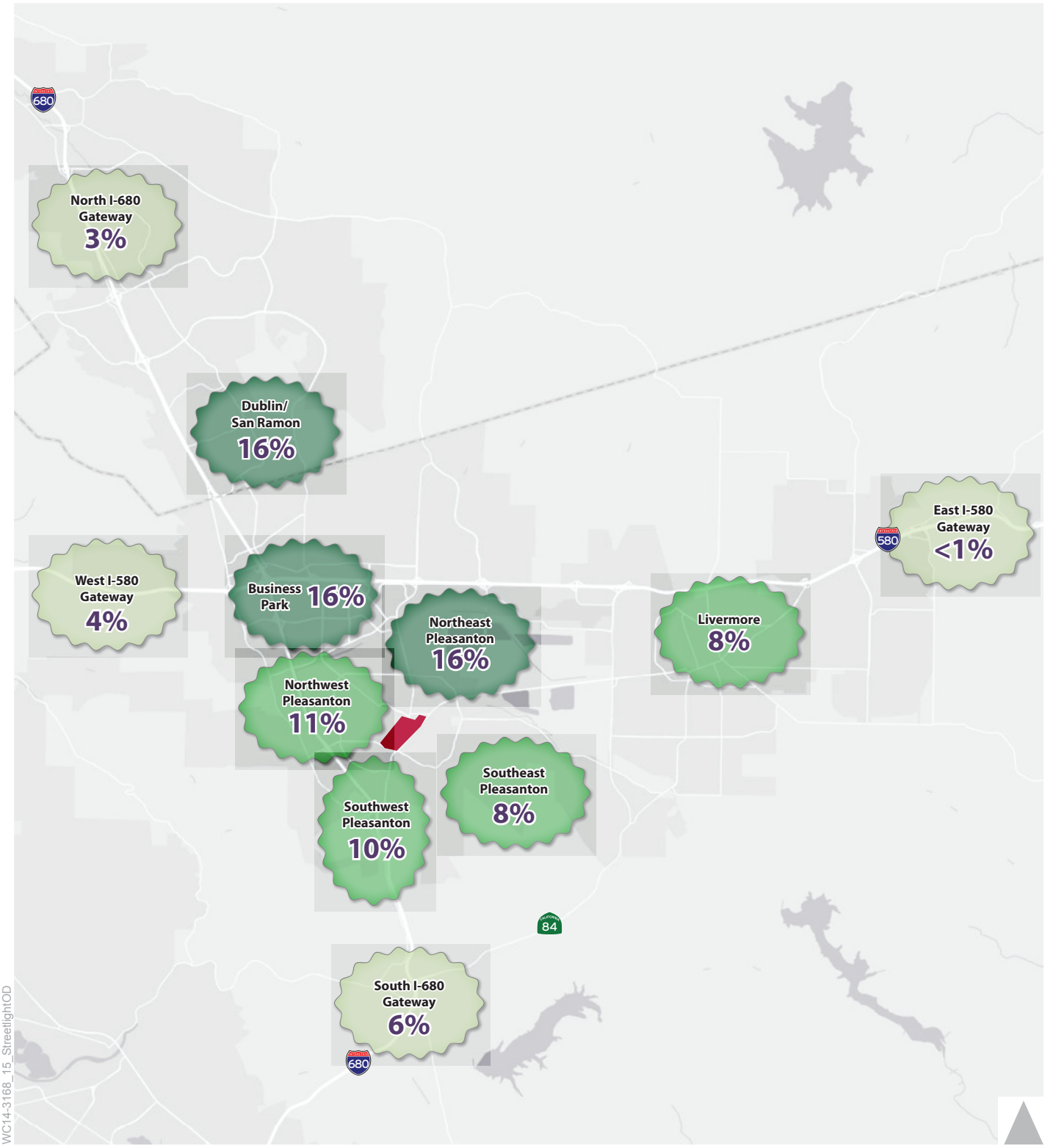


Figure 14

Existing Conditions (2015)
Peak Hour Traffic Volumes, Lane Configurations and Traffic Control



LEGEND

- Downtown Pleasanton
- XX% Percentage of Total Downtown Trips
- High Volumes of Trip Origins
- Medium Volumes of Trip Origins
- Low Volumes of Trips Origins

Figure 15

Percentage of Total Trips to Downtown by Origin Zone

Travel Characteristics

The primary origins of trips to Downtown Pleasanton are summarized in **Table 2**, including the average duration of the trip. Approximately 85 percent of total trips to the Downtown Pleasanton area have a trip origin in the Tri-Valley, which is defined as Dublin, San Ramon, Pleasanton or Livermore. A trip origin is defined as the location where a trip begins. It could be a home or work location, or it could represent an intermediate stop on a longer chain of trips.

TABLE 2
TRIP ORIGIN AND DURATION

Origin Area	Weekday	Weekend	Average Trip Duration (in Minutes)
Dublin/San Ramon	16%	**21%**	19
Northeast Pleasanton	16%	17%	14
Hacienda	**16%**	10%	14
Northwest Pleasanton	11%	10%	13
Southwest Pleasanton	10%	10%	11
Southeast Pleasanton	8%	8%	16
Livermore	8%	9%	22
South I-680	6%	5%	10
West I-580	4%	5%	14
North I-680	4%	4%	25
East I-580	1%	1%	25

Source: StreetLight Data reflecting 2015 conditions, as summarized by Fehr & Peers, 2017

Comparing weekday to weekend trip origins, most locations have similar weekend and weekday trip origins except for the Hacienda and Dublin/San Ramon areas, where trips originating from within the Hacienda area are lower on weekends as compared to weekdays. Trips originating from the Dublin/San Ramon area are higher on weekends as compared to weekdays. Average trip travel time to the downtown area is approximately 16 minutes.

The gateway trips used to access Downtown Pleasanton is summarized in **Table 3**, with the primary point of access to downtown from Bernal Avenue, with over 25 percent of trips traveling on Bernal Avenue from the west. Del Valle Parkway and Santa Rita Road are the primary points of entry from the north.

TABLE 3
DOWNTOWN ACCESS LOCATION

Gateway	Percent of Trips
Gateway 1 - Bernal Avenue	27%
Gateway 2 - Sunol Boulevard	10%
Gateway 3 - Bernal Avenue East	4%
Gateway 4 - St Mary Street	10%
Gateway 5 - Del Valle Parkway	19%
Gateway 6 - Santa Rita Road	19%
Gateway 7 -First Street	5%
Gateway 8 - Vineyard Avenue	6%

Source: StreetLight Data reflecting 2015 conditions, as summarized by Fehr & Peers, 2017

The distribution of trips by time of day was also reviewed, which indicates that activity is fairly consistent in the downtown from late morning to the evening, as presented in **Table 4**. This finding is consistent with the parking data collection.

TABLE 4
PERCENT OF TRIPS BY TIME OF DAY

Gateway	Percent of Trips
Early Morning (12 am-6 am)	1%
Peak Morning (6 am-10 am)	16%
Mid-Day (10 am-3 pm)	40%
Peak Evening (3 pm-7 pm)	33%
Late Evening (7 pm-12 am)	10%

Source: StreetLight Data reflecting 2015 conditions, as summarized by Fehr & Peers, 2017

The origin of trips by time of day is summarized in **Table 5**. Early morning trips are based on a limited data set, and most likely represent trips to the ACE station, and some work trips. Trips with an origin in Dublin/San Ramon consistently occur throughout the day; trip origins within the Hacienda area are concentrated around the lunch hours and evening hours. Trips from northeast and southeast Pleasanton have the highest concentration in the morning peak hour, as compared to other times of day, indicating these trips may be commute trips, or represent a stop in downtown as part of another trip. Trips with an

origin on I-680 south of Sunol Boulevard are highest in the evening and late evening, indicative of commute trips home to residences within the downtown area, or people stopping in downtown for dinner or shopping as an interim-stop.

TABLE 5
TRIP ORIGIN BY TIME OF DAY

Origin Area	Early Morning (12 am-6 am)	Peak Morning (6 am-10 am)	Mid-Day (10 am-3 pm)	Peak Evening (3 pm-7 pm)	Late Evening (7 pm-12 am)
Dublin/San Ramon	**23%**	20%	19%	17%	17%
Northeast Pleasanton	13%	**24%**	15%	16%	14%
Hacienda	4%	9%	**15%**	**18%**	12%
Northwest Pleasanton	0%	12%	12%	9%	11%
Southwest Pleasanton	7%	7%	10%	11%	11%
Southeast Pleasanton	7%	**13%**	7%	8%	7%
Livermore	16%	8%	9%	7%	6%
South I-680	3%	3%	4%	7%	**13%**
West I-580	3%	2%	4%	5%	4%
North I-680	19%	1%	4%	3%	4%
East I-580	4%	0%	1%	1%	1%

Source: StreetLight Data reflecting 2015 conditions, as summarized by Fehr & Peers, 2017

4. PARKING MANAGEMENT STRATEGIES

Relevant parking policies from the General Plan and the Downtown Specific Plan were reviewed to inform potential parking management strategies. These strategies are intended to be implemented by a variety of downtown stakeholders, including the City, the Pleasanton Downtown Association and/or individual businesses. This section also discusses potential barriers to implementation.

The following provides a summary of existing parking policies, followed by potential parking demand management strategies. Order of magnitude costs and levels of effectiveness are presented. The feasibility of constructing a parking structure on several sites is explored.

EXISTING CITY OF PLEASANTON PARKING POLICIES

The Downtown Pleasanton area is governed by two primary planning documents, *the City of Pleasanton General Plan, 2005-2025* (General Plan) and the *City of Pleasanton Downtown Specific Plan* (Downtown Specific Plan), 2014. These documents contain specific policies regarding parking-related issues that should be considered in this plan, as existing plans and policies are a reflection of community values. Additionally, the Zoning Code, *Downtown Design Guidelines*, May 2006 and *Master Plan for the Downtown Parks and Trails System*, March 2002, provide regulations related to code requirements and design guidance. Where potential parking management strategies conflict with existing policies, there is an opportunity to discuss trade-offs.

A detailed list of City goals, policies, and programs can be found in **Attachment C**, with a summary of key elements below.

City of Pleasanton General Plan 2005-2025

The City of Pleasanton General Plan was adopted by the City Council on July 21, 2009. The General Plan is an official document providing long-term guidance for future development within the City of Pleasanton. The bullets below summarize the key issues identified in the General Plan which provide guidance on parking-related issues within Downtown Pleasanton:

- The City should create a Civic Center Master Plan that incorporates public parking for downtown visitors to utilize. (The General Plan assumes the Civic Center will remain downtown; siting is to be determined.)
- Shared parking agreements should be encouraged in constrained parking areas.

- Multi-modal connections to Downtown Pleasanton should be designed and constructed to encourage visitors to walk, bicycle, carpool, or take transit to downtown.
- Adequate on- and off-street automobile parking should be provided along with convenient bicycle parking.

City of Pleasanton Downtown Specific Plan

The Downtown Specific Plan was adopted by the City Council on March 5, 2002 and amended January 21, 2014. The Specific Plan serves as the primary regulatory guide for preserving and enhancing the 308-acre downtown area. A Downtown Specific Plan Update process started in January 2017 and policies could be revised to reflect current best practices in transportation planning and engineering, and changes in community values.

The Downtown Specific Plan includes parking-related policies in the Land-use, Transportation, and Parking chapters. The bullets below summarize key policies from the Downtown Specific Plan which provide guidance on parking-related issues within Downtown Pleasanton:

- Improve parking lot aesthetics through landscaping and enhanced pedestrian areas in the downtown to enhance the use of properties for events, functions, and accessibility.
- Modify the Transportation Demand Management Ordinance to allow the PDA to act as a large employer capable of implementing TDM strategies.
- Encourage use of alternative modes of transportation to reduce parking demand in the downtown.
- Acquire the Transportation Corridor and install bicycle and pedestrian trails along with 300 parking spaces with high-quality design features (acquisition complete and some parking has been constructed).
- Encourage shared parking agreements and provide incentives for private property owners to allow periodic public use of their parking.
- Require developers to meet applicable on-site parking requirements.
- Analyze the need and location for a parking structure consistent with the scale and character of the downtown.
- Increase enforcement efforts and consider shorter parking time limits.
- Prohibit the use of parking meters in the downtown.

As part of an update to the Downtown Specific Plan, policies that may discourage the efficient use of existing resources, such as the prohibition of parking meters downtown, may be reconsidered.

City of Pleasanton Zoning Code

The Zoning Code (Municipal Code Title 18) prescribes how the goals and policies of the General Plan and subsequent Specific Plans should be implemented. Downtown parking-related implementation requirements generally cover the following topics:

- Prohibition of driveway access to uses on Main Street as well as prohibition of on-site parking within 50 feet of Main Street.
- Basic requirements for off-street parking supplies and exceptions.
- Downtown Parking Assessment District regulations.
- In-lieu parking fees or agreements and exceptions when public parking is provided on private sites.

Downtown Design Guidelines, Pleasanton, California, May 2006

The Downtown Design Guidelines provide guidance for the development of parking structures within downtown that complement the existing character of downtown. Key guidance include:

- Parking structures are encouraged at midblock or perimeter locations of the Downtown
- Consider undergrounding a portion of the parking structure
- Midblock structures should be no higher than adjacent buildings fronting Main Street
- Cars shall be screened from pedestrian view
- Structures fronting Main Street should have retail storefronts at street level; those fronting side or parallel streets should incorporate commercial storefronts to the greatest extent possible
- Driveway cuts or automobile access to parking structures are not allowed along Main Street

Master Plan for the Downtown Parks and Trails System, Pleasanton, California, March 2002

The Master Plan for the Downtown Parks and Trails System, adopted in March 2002, provides guidance for the construction of pedestrian and bicycle connections within the downtown area. Specific guidelines are provided for eight sites downtown, including the Firehouse Arts Center, which has been completed, and the Transportation Corridor. Plans for the Transportation Corridor include parking as well as separate pedestrian and bicycle facilities. Curb bulb-outs should be provided at all trail crossings, and path connections to Main Street are identified.

POTENTIAL PARKING DEMAND MANAGEMENT STRATEGIES

Based on best practices and a review of strategies that have been implemented in other similar jurisdictions, including Walnut Creek and Redwood City, potential strategies that could be implemented to better manage the existing supply, or areas for expanding the parking supply were identified, as summarized in **Table 6**. The strategies are presented by implementing parties (City or private businesses) and include strategies to encourage the use of other modes of transportation, strategies to manage the existing supply, enforcement strategies, and strategies to increase the parking supply. Some strategies are already in planning stages. In the following table, the costs and benefits of each strategy are evaluated at a high level in order to assist with prioritization in a short-, medium-, and long-term implementation timeline. Assumptions regarding the costs and benefits of each strategy are described below.

Costs

For the purposes of this plan, "Costs" include the fiscal requirements for a given strategy in combination with staff time, and/or other non-monetary requirements. Available cost data from the City of Pleasanton, other government agencies, local businesses, and advocacy groups were used to evaluate the monetary resources required for each strategy. Requirements for internal staff level-of-effort are considered on the basis of strategies being either administrative actions or policy changes — the latter of which may involve public outreach, consensus-building with local government bodies, as well as planning, review, and approval processes.

The "Cost" category in Table 6 (on the following pages) is broken into following groups:

- ***Low/Administrative*** – Typically, strategies within this category have a low monetary-cost and generally fall within the existing authority of a city department to implement. Thus, they do not require changes to relevant policy and can be undertaken without extensive review.
- ***Low*** – Strategies within this category generally require few resources to implement, but may require policy changes and some review and/or approval from another city body.
- ***Medium*** – Strategies within this category will require a moderate amount of resources either in terms of staff time or funds, and/or will require collaboration with or approval from other city bodies.
- ***High*** – Strategies within this category require extensive resources either in terms of staff time and/or funds. Extensive consensus-building with other city bodies and/or the public, as well as extensive planning and review processes may be required.

To further articulate possible costs, each group category is further divided into the following Tiers:

- ***Tier 1 (T1)*** – Requires more monetary resources.
- ***Tier 2 (T2)*** – Requires more staff resources.

Effectiveness

Fehr & Peers used its TDM+ Tool to calculate the relative effectiveness of the strategies presented. The TDM+ Tool utilizes guidance provided in the California Air Pollution Control Officers Association (CAPCOA) *Quantifying Greenhouse Gas Mitigation Measures*. While the CAPCOA document provides information on greenhouse gas reductions, it is assumed the effectiveness of each strategy in reducing greenhouse gases is a proxy and has similar effects on reducing the demand on parking. However, it should be noted there has been limited research on the reduction potential of many of the strategies listed and professional judgment was used to determine the effectiveness of some strategies. Fehr & Peers has provided estimates of parking demand reductions where research is available for illustrative purposes. The overall effectiveness of selected strategies is likely to be multiplicative and not additive. The effectiveness of each is reduced with the incorporation of other parking management strategies, similar to TDM strategies.

The "Effectiveness" category in Table 6 (on the following pages) is broken down into the groups listed below:

- ***Supporting Measure*** – Strategies within this category generally require additional strategies or the implementation of other supportive strategies to be successful.
- ***Low*** – Strategies within this category generally provide less than a one percent reduction in parking demand.
- ***Medium*** – Strategies within this category are expected to reduce parking demand by one to two percent.
- ***High*** – Strategies within this category generally are expected to result in a two percent or greater reduction in parking demand.

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.0 - City Strategies to Implement			
1.1 – Staff Coordination			
1.1.1 – City Staff Coordination	Work with businesses to reduce trip generation and minimize parking impacts. Enforce parking restrictions, monitor parking conditions, organize transportation fairs, market alternative mode use, facilitate valet parking agreements, etc.	Medium T1	Medium (Reduction Varies)
1.1.2 - Transportation Information Center	Create an information center, online and/or at City Hall, to consolidate information for businesses and the public regarding alternative transportation methods to access downtown or manage parking.	Medium T2	Medium (1-3% reduction in total demand)
1.1.3 - Transportation Management Association (TMA)	TMAs are often public-private partnerships run by members such as government institutions, chambers of commerce, or large employers which provide an institutional framework for implementing TDM Programs and services. TMAs allow small employers to provide similar benefits as large employers to employees in a more cost effective manner.	Low T2	Medium (Reduction Varies)
1.2 - Measures to Encourage Use of Other Modes			
1.2.1 - Bicycle Access and Trail Connectivity Improvements	Implementing low-stress bicycle network connections to the downtown can better connect residents within a few miles of downtown by bike. Additionally, connections from the BART station can encourage other visitors to use active transportation to visit the downtown.	High T1	Low (1-3% reduction in total demand)
1.2.2 - Short-term Bicycle Parking	Locate additional opportunities for short-term bicycle racks in areas that are visible from storefronts and restaurants, including identifying a location for and creating a bicycle corral. (see Strategy 1.2.5). 	Low - Administrative	Supportive Measure
1.2.3 - Long-Term Bicycle Parking	 Provide more secure, long-term bicycle parking solutions for employees and customers such as bicycle lockers in various locations throughout the downtown. Work with property owners to co-locate bicycle parking in existing parking lots nearest to Main Street.	Low - Administrative	Supportive Measure

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.2.4 - Bicycle Valets	Partner with local Bicycle Coalitions or other groups to provide valet bicycle parking at public or private events. This type of program can be free (subsidized by city or event applicant) or relatively low cost. This can be included as a condition of approval for large events.	Low - Administrative	Low
1.2.5 - Bicycle Corrals	Centrally located short-term bicycle racks which are often placed in an on-street vehicle parking space. These spaces can accommodate approximately 12-16 bicycles in the same space as one automobile. 	Medium T2	Supportive Measure
1.2.6 - Bicycle Repair Stations	 Install a bicycle repair station to encourage employees and visitors to ride their bicycles to downtown. Consider locating in parks, library, or Civic Center. *Image source: Selena N. B. H. - https://flic.kr/p/bMRXnV - CC BY 2.0*	Low T2	Supportive Measure
1.2.7 - Transit Stops and Connections to BART &ACE	Downtown Pleasanton is served by LAVTA buses which connect to BART, ACE, and the Hacienda area (Routes 8, 10, 53, and 54). Increased frequency at key travel times could boost ridership.	High T1	Low (1% reduction in employee demand)
1.2.8 - Free or Reduced Fare Shuttle/Circulator to Downtown	Work with LAVTA to provide a free or reduced fare shuttle connector or circulator bus between downtown and the Stoneridge and Hacienda areas. This strategy could be employed during lunch hours when travel to downtown is highest from these areas. This strategy could also include offering discounted trips to and from Downtown via taxis and other ridesharing services during periods of peak parking demand.	High T1	High (1-5% reduction in total demand)
1.2.9 - Rideshare Programs	Disseminate information about ridesharing (carpool) services for employers and employees within the downtown.	Low T2	Medium

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.2.10 - Carshare Pod	Encourage the siting of a carshare pod in the downtown area. Car share programs have been shown to reduce vehicle ownership and provide alternative means of travel for employees who may not drive for their commute but periodically need a vehicle for errands during the day. New development could receive a slightly reduce required parking amount if this strategy is included on-site. The City could also locate on-street in an existing parking space.	On-street: High T2 Off-street: Medium T2	Low (1-3% reduction in employee demand)
1.2.11 - Unbundling Parking	Allowing property owners to unbundle the costs of parking from the rent or sales price of a unit makes the cost of vehicle ownership more transparent and has been shown to lower automobile ownership rates. Should be implemented with other measures that make transit, bicycling and other modes of travel more appealing.	Low T2	Medium (1-3% reduction in employee demand)
1.2.12 – Streetscape Improvements	For all new parking areas, pedestrian network improvements should be incorporated, especially for parking areas off Main Street. Specifically, enhance the walking routes from the Transportation Corridor to Main Street, with an initial focus on Spring Street, Angela Street and Abbie Street (see Figure 11 and Figure 12 for initial concepts).	Medium T2	High (1-5% reduction in total demand)
1.2.13 – Curbside Management	Develop curbside management policies to identify designated drop-off/pick-up areas in the Downtown that increase ease of use for Transportation Network Company services (TNCs such as UBER or Lyft). Curbside management policies should also consider the future use of autonomous vehicles.	Low T2	Medium
1.3 - Strategies to Manage Parking Locations			
1.3.1 - Designated Employee Parking Lots and Permits	Consider designating parking lots specifically for downtown employee parking to increase availability of on-street spaces near business storefronts for customers. This strategy would encourage or require employees to use certain spaces located off of Main Street to leave spaces available visitors (see 1.5.9 for more details on potential locations). A small monthly or yearly fee could also be incorporated to encourage employees to consider other modes of transportation.	No increase in spaces: Low T2 New designated lot constructed: High T1	No increase in spaces: Low New designated lot constructed: Medium

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.3.2 - Parking Pricing	Parking meters and other payment methods can be incorporated in time restricted areas to encourage vehicle turnover. Pricing can be variable to achieve desired occupancy on key corridors, with free or lower priced parking on the periphery. This strategy would require amending the Downtown Specific Plan.	High T1 & T2 (but can be financed with parking revenue)	High (5-10% reduction in on-street demand)
1.3.3 - Real-time Parking Information System for City-owned Parking Lots	Install digital parking occupancy signs at gateways to the downtown that display the number of vacant spaces in coordination with parking specific wayfinding to direct visitors to available off-street lots.	High T1	Supportive Measure
1.3.4 – Enhanced Wayfinding	Install enhanced wayfinding to better guide motorists from major access points to downtown to off-street public parking lots. Enhanced wayfinding would be designed to make it easier for motorists to identify public lots that are not well-identified. Pedestrian scale wayfinding to/from Main Street would be incorporated. As part of the wayfinding, consider modifying the direction of travel on Division Street from westbound to eastbound to facilitate access to the Firehouse Arts Center parking lot.  Potential sign replacements are provided in **Appendix B** and recommended sign locations are shown on **Figure 13**.	Low T2	Supportive Measure
1.3.5 – ADA Parking Supply Review	Periodically review the number and location of on-street ADA designated parking stalls and designate additional on-street ADA parking stalls as needed.	Low T2	Supportive Measure

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.4 - Enforcement Strategies			
1.4.1 - Enhanced Time Restrictions and Increased Enforcement	Reduce parking time limits to maximize turnover along Main Street; longer time limits can be provided on side streets or off-street lots. Combine with License Plate Recognition (LPR) enforcement to reduce re-parking within the same core area for employees. Enforcement is assumed to be included as a part of this strategy.	Low T2	Medium
1.4.2 – Signage	Signage displaying time restrictions and monetary citations are provided throughout the downtown. Additional signage can help enforce time limits or other restrictions.	Low T2	Low
1.5 - Increasing Supply			
1.5.1 - Shared Parking Agreements between Businesses in Off-street Lots	Work with private lot owners to form shared parking agreements among adjacent business in underutilized lots to reduce on-street parking demand. If public parking meters are installed, there are also opportunities to install parking meters on private parking supplies for public use, similar to Lafayette and Walnut Creek.	Medium T1	Low
1.5.2 - Coordination with ACE	Work with Alameda County and ACE to identify overflow parking areas for ACE riders including the fairgrounds and the future Civic Center site; overflow parking areas could be supported by a shuttle system. Coordinate with ACE to allow downtown visitors or employees to utilize the ACE parking lots during weekends or other time periods when ACE parking demand is low. The Downtown Specific Plan identified a site on the east side of the ACE station, north of Bernal Avenue and west of the library as a potential public parking structure site.	Medium T1 *(no shuttle)* T2 *(with shuttle)*	Low – Unrestricted Usage Medium – Employee Parking Area
1.5.3 - Private Lot Utilization During Evenings and/or weekends	Identify businesses with private lots that are not utilized during evenings or weekends. Work with property owners to allow public use of lots during those times through indemnification and/or maintenance agreements.	Medium T2	Low
1.5.4 - Provide Accessible On-street Parking Spaces	Accessible parking in downtown environments is often difficult and many uses have limited or non-existent parking supplies. ADA-accessible on-street spaces should be provided to reduce travel distances for individuals with special needs. Additional ADA parking could be added to Main Street.	Low T2	Low

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.5.5 - Loading Zone Time of Day Restrictions	Designate loading zones near entrances to businesses with time of day restrictions to allow for general parking during the remainder of the day. Work with adjacent businesses when deciding on time restrictions in certain locations.	Low T2	Low
1.5.6 - Construct a Parking Structure	Identify a site near the core of downtown and construct a parking structure to encourage visitors to "park once and walk". Partner with private developers to construct some public parking spaces within private parking garages. See end of this chapter for additional details regarding potential parking structure locations within one block of Main Street. The Downtown Specific Plan contemplates additional parking in the vicinity of the ACE station and Civic Center.	High T1	High
1.5.7 - Parking Overflow Plan	Create a parking plan that deals with infrequent peak parking periods such as special events. The Plan should identify overflow lot locations, projected time periods and activities that necessitate additional parking, marketing plan for advertising overflow areas, and procedural guidelines for event applicants to utilize approved overflow areas. Work with local businesses to identify potential parking lots that could be used for different activities (temporary activity-based shared parking agreements).	Medium T2	Medium
1.5.8 - Establish Parking Benefit District or an Assessment District	Establish a parking benefit district which allows parking revenue generated through meters or fines to be returned to the area to increase parking supply, provide access improvements, public area improvements, such as landscaping and lighting, and maintenance.	Medium T2	Medium
1.5.9 – Construct Dedicated Employee Parking	Utilize the remaining portion of the Transportation Corridor to construct an employee-only parking lot. The design should include a trail feature similar to the trail adjacent to the Firehouse Arts Center. Adequate pedestrian-scale lighting should be included.	High T2	Medium
1.5.10 – Complete parking strategy for Transportation Corridor	A) Update and finalize the design of the transportation corridor. B) Construct improvements, which could include provided paved parking on the unpaved portions of the Transportation Corridor to formalize those areas a public parking supplies and modifying the parking area between Abbie Street and Bernal Avenue to provide for two-way travel and perpendicular parking[3].	Medium T1	High

[3] Expected cost per parking space along the Transportation Corridor is approximately $20,000 a space, including construction of multi-use trails, lighting, gathering areas and other amenities. This does not include land acquisition costs or technical studies.

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
1.5.11 – Identify surface parking opportunity sites	Identify opportunity sites that could be converted to surface parking, considering downtown design goals, pedestrian circulation, and community character.	Low T2	Supporting Measure
1.5.12 – In-Lieu Fees	The existing parking in-lieu program allows new development to avoid providing some or all of its required parking on site by paying a fee which would be used for construction of a parking facility within a defined "area of benefit". The fee is based on the value of the deficient number of parking spaces, including land and construction costs. In-lieu parking is subject to approval of an agreement between the property owner and City Council on a case-by-case basis; some of these agreements have permitted deferring payment of in-lieu fees until a parking facility is actually constructed, whereas others require payment at the time of building permit issuance. In-lieu fees should be periodically reviewed by the City Council and adjusted as necessary.	Medium T2	Medium
2.0 - Employer Strategies to Facilitate and Encourage			
2.1 - Measures to Encourage Use of Other Modes			
2.1.1 - Subsidized Transit Passes	Encourage businesses to provide employees with subsidized transit passes.[4] This can be included as a Condition of Approval with Use Permits. Information can also be provided to existing businesses.	Low T2	Medium (1-3% reduction in employee demand)
2.1.2 - Pre-tax Transit Incentives	Encourage employers to allow employees to deduct cost of transit passes from their paychecks before taxes.	Low T2	Medium (1-3% reduction in employee demand)
2.1.3 - Subsidized Bicycle Commuting Expenses	Encourage employers to reimburse employees who use their bicycle for commuting up to $20 a month.[5]	Low T2	Low

[4] In accordance with Internal Revenue Service Code 132(a)
[5] In accordance with Internal Revenue Service Code 132(a)

TABLE 6
POTENTIAL PARKING MANAGEMENT STRATEGIES

Measure	Description	Cost	Effectiveness
2.1.4 - Bicycle and/or Helmet Subsidies for downtown employees	Employers can directly provide bicycle equipment for employees.	Low T2	Supportive Measure
2.1.5 - Financial Incentives to employees to not drive	Employers can provide other financial incentives, such as gift cards, to employees who walk, ride a bike, use transit or rideshare.	Low T2	Low
2.1.6 - Changing Rooms and Lockers	Future expansion or reconstruction of downtown buildings could include changing room with lockers and showers for employees. This can be included as a Condition of Approval with Use Permits or other development agreements.	Medium T2	Supportive Measure
2.2 - Strategies to Manage Parking Locations			
2.2.2 - Valet Parking	With the large concentration of restaurants in downtown, valet parking can reduce visitor frustration by minimizing time spent circulating for parking. Valet operators may enter into agreements with businesses to use their privately owned lots when not utilized or could potentially use the Civic Center Lot. Valet parking can increase the capacity of a parking area by at least 20 percent as compared to self-parking.	Low T1	Low
2.2.3 - Preferential Parking for Carpools or Vanpools	Provide designated spaces in convenient locations for employees who carpool or vanpool to work.	Low T2	Low
2.3 - Increasing Supply			
2.3.1 - Shared Parking Agreements between Businesses in Off-street Lots	Businesses should work with private lot owners to form shared parking agreements among adjacent business in underutilized lots to reduce on-street parking demand. This can be geared toward employee parking as well.	Medium T1	Low
2.3.2 - Parking Lifts for Employees or residents	Reconfigure constrained parking lots to accommodate parking lift systems for employee or resident parking. Parking lift systems come in a variety of designs, are typically installed in parking garages where vertical clearances support lift operations, but can be installed outside, and can double (or more depending on the design) the available parking supply.	High T1	Low

Source: Fehr & Peers, 2017.

POLICY CONFLICTS WITH PARKING MANAGEMENT STRATEGIES

General Plan policies are generally supportive of the parking demand strategies listed in Table 6. Downtown Specific Plan policies are also generally supportive of the transportation demand management strategies listed above, with the exception of parking pricing (Policy 17 in the Parking chapter). This policy restricts the installation of parking meters in the downtown area. Parking pricing is often one of the most effective strategies in managing parking supplies as it can be used to distinguish between high-value spaces, such as those on Main Street and lower value spaces, such as those on side streets. Pricing encourages higher-turnover on high value streets, allowing more patrons to park closer to their destination for short trips, and incentivizing parking in low-value areas for longer stays in the downtown area. In areas where on-street parking is in high demand, charging for parking has the effect of shifting longer-term cost sensitive parking demand, such as from area employees, to long-term, lower cost parking areas. This frees-up higher demand curb space for less costs sensitive users and encourages higher-turnover, allowing more patrons to park adjacent to storefronts on a daily basis. Revenue from parking could also be reinvested in the downtown area to help fund other parking demand management strategies.

Table 7 highlights the policies that should be reviewed to allow for ease of implementation of parking strategies.

TABLE 7
POTENTIAL PARKING MANAGEMENT CONFLICTS TO RESOLVE

Document	Description
City of Pleasanton General Plan	Include parking management strategies and policy support for implementation of a Downtown Parking strategy.
Downtown Pleasanton Specific Plan	Update the Downtown Pleasanton Specific Plan to modify the policy expressly prohibiting parking charges. Eliminate references to provision of parking at the Valley Humane Society Site at 273 Spring Street as that opportunity is no longer available.
Zoning Code	Review zoning code to allow use of parking lifts and tandem parking supplies to satisfy parking requirements and/or meet parking demand. Update zoning code to allow the cost of parking to be unbundled from the rent or sales price of a housing unit in Downtown.

Source: Fehr & Peers, 2017.

PARKING STRUCTURE FEASIBILITY AND COST

Construction of a parking structure within the downtown core has been identified as a potential strategy to increase the overall parking supply. Four sites have been identified for further review, as shown previously on Figure 5, commonly known as:

- Workbench True Value Hardware – on Main Street, south of Spring Street, 53 spaces
- Bank of America – existing surface parking lot at southeast corner of Peters Avenue at Angela Street, 77 spaces
- Inklings Coffee and Tea – 530 Main Street, 75 spaces
- City Owned Peters Avenue Lot – Peters Avenue, 85 spaces

As part of this assessment, the amount of structured parking that could be constructed considering the Downtown Design Guidelines was estimated. As these areas currently provide surface parking, the net-new parking supplies were estimated. Order of magnitude construction costs were estimated based on available construction costs data for parking structures in the San Francisco Bay Area. The estimated cost does not include land acquisition, design or permitting. Conceptual design concepts are provided in **Appendix D** which were developed to provide an order of magnitude estimate of the number of parking spaces that could be constructed and identify potential constraints.

Workbench True Value Hardware, Main Street, South of Spring Street

The Workbench True Value Hardware site is located on the east side of Main Street, between Spring Street and Division Street. It is currently used as surface parking with approximately 53 spaces. Access is provided from Main Street with two curb cuts. The existing driveway also provides access to a loading dock area for the building on the north side of the site, as well as additional parking supplies on a driveway that connects to Railroad Avenue, which provides approximately 30 additional parking spaces in this area; these 83 existing parking spaces would need to be removed to accommodate the construction of a parking garage. Access to the existing loading dock to the adjacent parcel would need to be resolved.

Based on the Downtown Design Guidelines, access to a parking structure in this area would be provided from Railroad Avenue, and retail or some other active use would be constructed along the Main Street frontage. Pedestrian access from the parking structure to Main Street would need to be included as part of any parking structure design. A potential parking garage concept with vehicular access from Railroad Avenue including a basement level, two full levels of parking and a partial rooftop level was developed as detailed in **Appendix D**. In total, approximately 135 structured spaces could be provided, a net increase of approximately 52 spaces.

Bank of America, Southeast corner of Peters Avenue at West Angela Street

The Bank of America parking lot is located on the southeast corner of West Angela Street and Peters Avenue. Approximately 77 parking spaces are provided in this area, with 50 in the northern area and 27 in the southern area. Access is provided form two driveways on West Angela Street, one driveway on Peters Avenue and one driveway on Main Street. Several design options were considered, with varying heights and site extents.

On the low end, a parking structure on the southern portion of the lot could yield approximately 116 spaces, a net-increase of approximately 89 parking spaces from the current surface lot. A parking structure the northern portion of the lot could yield approximately 173 spaces, a net increase of approximately 123 spaces. With development of the entire lot and depending on the height of the parking structure, approximately 280 to 380 spaces could be constructed. Details regarding potential design concepts are provided in Appendix D.

Inklings Coffee and Tea, 530 Main Street

The Inklings Coffee and Tea site is located on Main Street, south of Division Street. It is currently being used as a surface parking lot, with access from Main Street, Division Street, and Railroad Avenue. Approximately 82 surface parking spaces are provided on the site. Similar to the Workbench True Value Hardware site, access would be provided from Railroad Avenue and/or Division Street, and retail or some other active use would be constructed along the Main Street frontage. Based on potential height restrictions, approximately 196 structured parking spaces could be provided, a net increase of approximately 114 spaces. Details regarding potential design concepts are provided in Appendix D.

City Owned Peters Avenue Lot

The Peters Avenue site is on the east side of Peters Avenue in the block bound by St. Mary Street to the north, Main Street to the east, and Division Street to the south. It is currently being used as a surface parking area with access from Peters Avenue and St. Mary Street. Based on potential height restrictions, approximately 181 structured parking spaces could be provided, a net increase of approximately 96 spaces. Details regarding potential design concepts are provided in Appendix D.

Parking Structure Construction Costs

Construction costs for subterranean parking in the San Francisco Bay area is approximately $39,000 per space, with structured parking costs approximately $23,000 per space. These costs are based on a typical design with 8’6” wide parking stalls, precast concrete construction, elevators, natural ventilation, basic parking control system, and energy efficient lighting. This does not include land acquisition, architectural and engineering fees, inspections, administrative or legal costs, or other soft costs. Designs with wider

parking spaces[6], decorative facades, storm water management systems, and other design elements would cost more on a per space basis. Based on generalized costs per parking space, order of magnitude construction costs for potential parking structures were calculated, as presented in **Table 8.** As potential parking structures on these sites would replace existing parking supplies, the cost per net-new parking space was also calculated.

The cost to construct additional parking supplies on the Workbench True Value Hardware site is the least cost effective in terms of the cost per net-new space. Given the site constraints in terms of required set-backs from Main Street, and high limitations, a parking structure on this site may only be feasible as part of a larger development project in the area. These are similar findings for the Inklings Coffee and Tea and City Owned Peters Avenue sites.

Costs per net-new parking space are estimated to be the lowest on the Bank of America site; however, the cost per net-new space is largely predicated on the maximum height of parking structure that would be permitted based on the design guidelines.

Constructing parking structures in downtown is an effective way to increase the overall parking supply. However, on a per net-new parking space basis, it can be a costly endeavor. Parcels that do not have frontage on Main Street are better parking structure candidates given the design guideline constraints regarding set-backs and driveways. Parking structure heights could also be maximized when constructed in conjunction with the redevelopment of adjacent land uses such that the heights of the active land uses can be maximized to screen the parking structure. Based on the cost per net-new parking space, construction of a public parking structure in Downtown Pleasanton may not be fiscally feasible until parking charges are implemented; partnering with planned development to incorporate public parking spaces within private parking lots could be considered.

[6] City of Pleasanton Municipal Code (Section 18.88.040) specifies a minimum parking stall with of 9 feet. However, up to 40 percent of spaces can be compact car spaces with a width of 8 feet with approval by the City. Actual width of parking stalls within potential parking structures will be based on a number of factors including site constraints and user groups projected to be served by the additional parking spaces.

TABLE 8
PARKING GARAGE CONSTRUCTION COST SUMMARY[1+2]

Site	Existing Spaces	Garage Spaces	Estimated Cost	Average Cost per Parking Space	Average Cost per Net New Parking Space
Workbench True Value Hardware (3 levels)[3] Figure 1 in Appendix D	83	135 (40 subterranean)	$3,800,000	$29,000	$74,000
Bank of America – Maximum (4 levels) Figure 2 Scenario A in Appendix D	77	388 (91 subterranean)	$10,400,000	$27,000	$34,000
Bank of America – Midrange (3 levels) Figure 2 Scenario A without 3rd level in Appendix D	77	289 (91 subterranean)	$8,100,000	$29,000	$39,000
Bank of America – Northern portion only (3 levels)[4] Figure 2 Scenario B in Appendix D	50	173 (59 subterranean)	$5,000,000	$29,000	$41,000
Bank of America – Southern portion only (3 levels)[5] Figure 2 Scenario C in Appendix D	27	116 (40 subterranean)	$3,300,000	$29,000	$38,000
Inklings Coffee and Tea[6] Figure 3 in Appendix D	82	196 (57 subterranean)	$5,500,000	$29,000	$49,000
City Owned Peters Avenue Figure 4 in Appendix D	85	181 (47 subterranean)	$4,900,000	$28,000	$52,000

Notes: 1. Based on $22,820 per above ground space and $39,140 per below ground space. Total cost rounded up to the nearest $100,000. Average cost per space and net-new space rounded up to nearest $1,000. Does not include land acquisition, architectural and engineering fees, inspections, administrative or legal costs, or other soft costs.

2. Cost of land is not included in the above calculations. The City currently owns the Peters Avenue site. To construct public parking on the other sites, land acquisition may be required. Land acquisition costs could range between $60 and $100 per square foot, depending on the site; if an existing use is on the site, acquisition costs could be significantly higher.

3. Lot is approximately 18,000 square feet; land acquisition costs could range from $1,080,000 to $1,800,000.

4. Lot is approximately 25,200 square feet; land acquisition costs could range from $1,512,000 to $2,520,000.

5. Lot is approximately 12,000 square feet; land acquisition costs could range from $720,000 to $1,200,000.

6. Lot is approximately 28,000 square feet; land acquisition costs could range from $1,680,000 to $2,800,000.

Source: Fehr & Peers, 2017. Construction Costs adapted from Carl Walker, "Industry Insights" Newsletter, April 2014, updated to 2015

5. FUTURE DEMAND SCENARIOS

Land use changes within Downtown Pleasanton have the potential to change the overall parking demand, and additional parking supplies may be necessary even with the implementation of parking management strategies. A shared parking model was developed for Downtown Pleasanton, calibrated to the existing parking demand, to evaluate future development scenarios. The concept of shared parking reflects that one parked vehicle could generate a patron to multiple locations in a mixed-use area such as Downtown Pleasanton; conversely some land uses have complementary demand profiles, such as a bank that is closed on Sundays and a restaurant with a popular Sunday brunch menu. Shared parking accounts for time of day, monthly, and seasonal fluctuations between land uses and considers the interaction between patrons and multiple land uses.

EXISTING CONDITIONS SHARED PARKING MODEL AND VALIDATION

For this study, land-use data from the City's travel demand model was used in conjunction with a Shared Parking Model based on the Urban Land Institute (ULI) publication *Shared Parking* to calibrate an existing conditions model and estimate future parking demand. **Table 9** summarizes the land-uses currently represented in the model within Downtown Pleasanton for the Downtown Commercial Core as defined in the Downtown Specific Plan, which is generally the Parking Management Plan focus area, plus some parcels north of Saint John Street and Ray Street on either side of Main Street, as correlated to general land use categories. Existing residential land uses were not included in this analysis as those parking supplies are not typically available for use by patrons of other uses. The purpose of this analysis is to identify potential parking demand ranges with different development scenarios to help inform future planning decisions and their effect on parking demand.

The land uses were input into a Shared Parking Model that was then validated to the occupancy data collected by Hexagon Transportation Consultants reflective of October conditions. Through the validation process, the typical daily and monthly parking utilization factors were adjusted such that the model replicated existing observed parking demand within 5 percent. The resulting weekday parking demand by month is presented in **Table 10.** Weekend parking demand is lower than weekday parking demand.

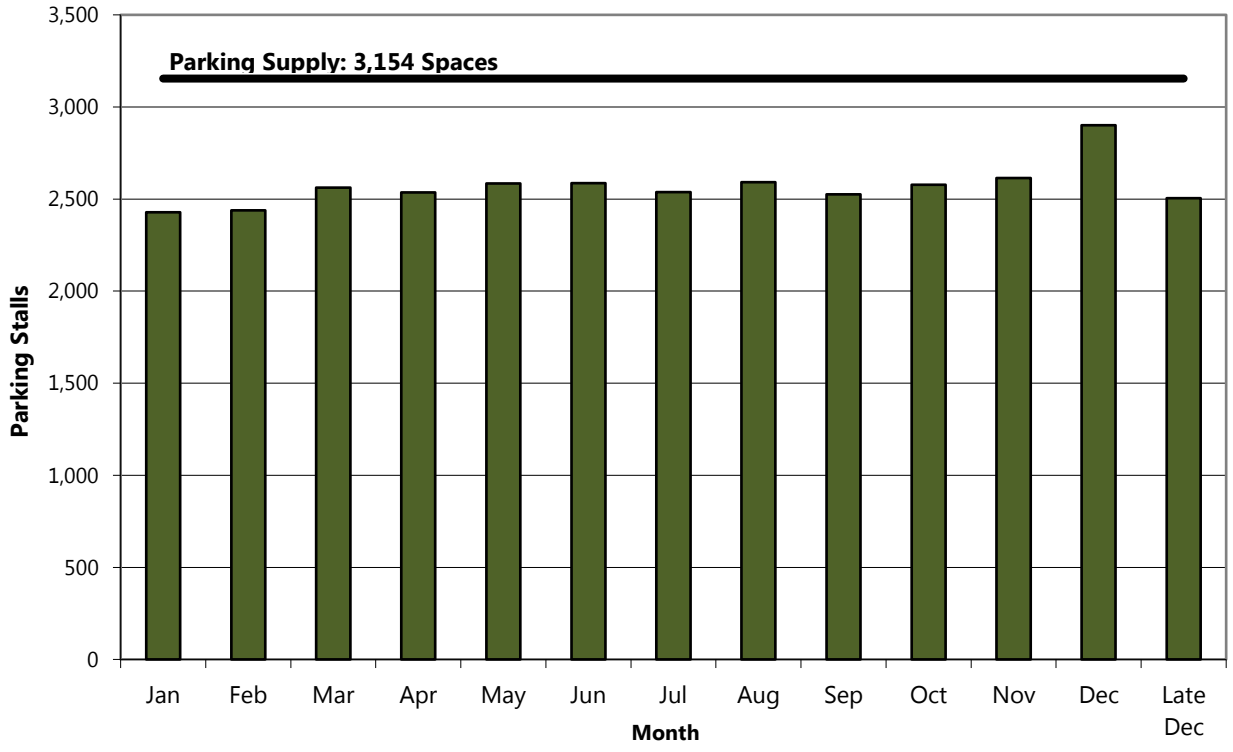
Existing residential units were not included in the existing conditions model as existing residential parking supplies are generally provided in private garages or driveways that cannot be shared for public parking. Analysis scenarios that include new residential units consider the potential to share some of the new parking, such as visitor parking or increase the amount of parking provided on-site that could be used for public/private parking.

TABLE 9
EXISTING LAND USE SUMMARY IN DOWNTOWN PLEASANTON

ULI Land Use	Quantity
Retail and Personal Services	291,065 s.f.
Fine/Casual Dining Restaurant	91,850 s.f.
Performing Arts Theater	221 seats
Hotel- Leisure	38 rooms
Office	349,119 s.f.
Bank (Branch)	37,210 s.f.

Source: City of Pleasanton Housing Element Travel Demand Model.

TABLE 10
ESTIMATED EXISTING PEAK WEEKDAY PARKING DEMAND BY MONTH



Source: Fehr & Peers, 2017, based on the ULI *Shared Parking.* publication

During most times of year, there are sufficient parking supplies overall to accommodate existing demand, considering a 15 percent circulations efficient factor. As discussed in Chapter 2, a maximum parking occupancy of 85 to 90 percent is desirable to reduce vehicle circulation in search of a few remaining spaces and to provide a buffer for periods of increased demand, such as December in the case of Downtown Pleasanton.

FUTURE DEMAND SCENARIOS AND PROJECTIONS

Using the shared parking model validated to existing, future scenarios were analyzed to estimate a range of potential future parking demand within downtown for typical months (January through November) and peak months (December); these ranges assume that existing parking supplies are better managed within the Downtown area. Under lower or minimal development scenarios, future parking demand could likely be accommodated within existing parking supplies, plus the provision of additional parking supplies on the Transportation Corridor, and implementation of parking demand management strategies which could encourage higher levels of shared parking than currently occurs. Higher levels of development would require those developments to provide structured parking which could include a public parking component.

An update to the Downtown Pleasanton Specific Plan is being conducted as mentioned in Chapter 4 and will align the vision of the downtown with the intent to provide guidance on parking supplies necessary to accommodate potential ranges of future growth. On-site parking requirements and off-site strategies could be used to accommodate the growth projections within each scenario listed below.

As the weekday parking demand is higher than weekend demand for all scenarios, the following presents only weekday information, with detailed information on each scenario provided in **Appendix E**.

Scenario 1: Commercial Growth Only

The primary land-uses within the Downtown Pleasanton Parking Plan focus area are commercial. Under this scenario, 5 to 15 percent growth in retail, dining, and office space was considered. **Table 11** summarizes the changes in land-use assumed for this exercise and **Table 12** summarizes the typical and maximum increase in parking demand for the Downtown Pleasanton Parking Plan focus area. Overall, an additional 60 to 330 spaces may be necessary to accommodate these scenarios over the existing supply based on typical peak parking conditions. These spaces could be provided through combination of implementing parking demand management strategies outlined in this document as well as constructing new off-street parking supplies. Development in the low to medium range could potentially occur with implementation of the near-term and long-term parking demand management strategies outlined on Chapter 6. Development beyond the mid-range of growth would likely need additional off-street parking supplies.

TABLE 11
COMMERCIAL GROWTH SCENARIOS LAND-USE SUMMARY

ULI Land Use	Existing Conditions Quantity	Low (5% Increase)	Medium (10% increase)	High (15% increase)
Retail and Personal Services	***291,065 s.f.***	***305,618 s.f.***	***320,172 s.f.***	***334,725 s.f.***
Fine/Casual Dining Restaurant	***91,850 s.f.***	***96,443 s.f.***	***101,035 s.f.***	***105,628 s.f.***
Performing Arts Theater	221 seats	221 seats	221 seats	221 seats
Hotel- Leisure	38 rooms	38 rooms	38 rooms	38 rooms
Office	***349,119 s.f.***	***366,575 s.f.***	***384,031 s.f.***	***401,487 s.f.***
Bank (Branch)	37,210 s.f.	37,210 s.f.	37,210 s.f.	37,210 s.f.

Source: Fehr & Peers, 2017.

TABLE 12
COMMERCIAL GROWTH SCENARIOS PARKING DEMAND PROJECTIONS

Development Scenario	Typical Weekday Demand (Spaces)	Maximum Weekday Demand (Spaces)	Parking Supply Increase Necessary to Maintain 85% occupancy over Existing Supply (Spaces)[1]
Existing Demand	2,614	2,900	-
Low (5% Increase)	2,727	3,028	Up to 60 spaces
Medium (10% increase)	2,841	3,155	Up to 190 spaces
High (15% increase)	2,960	3,284	Up to 330 spaces

Notes: 1. Estimated additional parking supply needed to accommodate typical peak parking demand; additional supplies or parking strategies may be needed to accommodate maximum demand conditions. Based on existing parking supply of 3,154 spaces for uses noted in Table 9. Not all parking supplies available for general use. Added parking supply could be a combination of on-site (public and/or private) and increased public parking supplies.

Source: Fehr & Peers, 2017.

Scenario 2: Residential Growth Only

Other local downtowns have been constructing residential units in their downtowns to encourage economic activities after the typical workday and on weekends. Residential developments generally accommodate their parking demand on-site but decreased parking requirements and in-lieu fees for guest parking spaces can be implemented to reduce building footprints, and associated construction costs. This scenario assumes commercial growth would be replaced only with residential investment in the Downtown Pleasanton Parking Plan focus area which could encourage more people to walk or bike to local uses.

Table 13 summarizes the changes in land-use with only residential growth assumed for this exercise and **Table 14** summarizes the typical and maximum increase in parking demand for the Downtown Pleasanton Parking Plan focus area. Overall, an additional 45 to 800 spaces may be necessary to accommodate these scenarios over the existing supply. The bulk of new parking supplies to support residential growth would likely be provided off-street and be restricted to resident only use, but there could be some opportunities to share residential guest parking with other land uses in the downtown, or to provide some public parking within new parking garages constructed to support residential development.

TABLE 13
RESIDENTIAL GROWTH SCENARIOS LAND-USE SUMMARY

ULI Land Use	Existing Conditions Quantity	Low (100 units)	Medium (200 units)	High (500 units)
Retail and Personal Services	291,065 s.f.	291,065 s.f.	291,065 s.f.	291,065 s.f.
Fine/Casual Dining Restaurant	91,850 s.f.	91,850 s.f.	91,850 s.f.	91,850 s.f.
Performing Arts Theater	221 seats	221 seats	221 seats	221 seats
Hotel- Leisure	38 rooms	38 rooms	38 rooms	38 rooms
Residential (Apartments)	***0 units***	***50 units***	***100 units***	***250 units***
Residential (Townhome)	***0 units***	***50 units***	***100 units***	***250 units***
Office	349,119 s.f.	349,119 s.f.	349,119 s.f.	349,119 s.f.
Bank (Branch)	37,210 s.f.	37,210 s.f.	37,210 s.f.	37,210 s.f.

Source: Fehr & Peers, 2017.

TABLE 14
RESIDENTIAL GROWTH SCENARIOS PARKING DEMAND PROJECTIONS

Development Scenario	Typical Weekday Demand (Spaces)	Maximum Weekday Demand (Spaces)	Parking Supply Increase Necessary to Maintain 85% occupancy over Existing Supply (Spaces)[1]
Existing Demand	2,614	2,900	-
Low (100 units)	2,716	2,833	Up to 45 spaces
Medium (200 units)	2,875	2,972	Up to 230 spaces
High (500 units)	3,360	3,457	Up to 800 spaces

Notes: 1. Estimated additional parking supply needed to accommodate typical peak parking demand; additional supplies or parking strategies may be needed to accommodate maximum demand conditions. Based on existing parking supply of 3,154 spaces for uses noted in Table 9. Not all parking supplies available for general use. Added parking supply could be a combination of on-site (public and/or private) and increased public parking supplies.
Source: Fehr & Peers, 2017.

Scenario 3: Mixed-use Infill Growth

While commercial and residential development can be undertaken separately, it is common for downtown areas to encourage both types of development within the same building. These types of developments have to accommodate both commercial and residential needs in terms of parking which can be accomplished in a variety of ways. Residential parking can be accommodated on-site and commercial spaces can be accommodated with in-lieu fees or on-site. This scenario assumes a 5 to 15 percent growth in commercial development with 100 to 500 additional units of residential development within downtown.

Table 15 summarizes the potential changes in land-use with mixed-use infill growth assumed for this exercise and **Table 16** summarizes the typical and maximum increase in parking demand the Downtown Pleasanton Parking Plan focus area. Overall, an additional 185 to 1,020 spaces may be necessary to accommodate these scenarios over the existing supply. Development in the low range could potentially occur with implementation of the near-term and long-term parking demand management strategies outlined on Chapter 6. Development beyond the low-range of growth would likely need additional off-street parking supplies.

TABLE 15
MIXED-USE GROWTH SCENARIOS LAND-USE SUMMARY

ULI Land Use	Existing Conditions Quantity	Low (5% increase + 100 units)	Medium (10% increase + 200 units)	High (15% increase + 500 units)
Retail and Personal Services	***291,065 s.f.***	***305,618 s.f.***	***320,172 s.f.***	***334,725 s.f.***
Fine/Casual Dining Restaurant	***91,850 s.f.***	***96,443 s.f.***	***101,035 s.f.***	***105,628 s.f.***
Performing Arts Theater	221 seats	221 seats	221 seats	221 seats
Hotel- Leisure	38 rooms	38 rooms	38 rooms	38 rooms
Residential (Apartments)	***0 units***	***50 units***	***100 units***	***250 units***
Residential (Townhome)	***0 units***	***50 units***	***100 units***	***250 units***
Office	***349,119 s.f.***	***366,575 s.f.***	***384,031 s.f.***	***401,487 s.f.***
Bank (Branch)	37,210 s.f.	37,210 s.f.	37,210 s.f.	37,210 s.f.

Source: Fehr & Peers, 2017.

TABLE 16
MIXED-USE GROWTH SCENARIOS PARKING DEMAND PROJECTIONS

Development Scenario	Typical Weekday Demand (Spaces)	Maximum Weekday Demand (Spaces)	Parking Supply Increase Necessary to Maintain 85% occupancy over Existing Supply (Spaces)[1]
Existing Demand	2,614	2,900	-
Low (5% increase + 100 units)	2,837	3,138	Up to 185 spaces
Medium (10% increase + 200 units)	3,074	3,388	Up to 465 spaces
High (15% increase + 500 units)	3,546	3,875	Up to 1,020 spaces

Notes: 1. Estimated additional parking supply needed to accommodate typical peak parking demand; additional supplies or parking strategies may be needed to accommodate maximum demand conditions. Based on existing parking supply of 3,154 spaces for uses noted in Table 9. Not all parking supplies available for general use. Added parking supply could be a combination of on-site (public and/or private) and increased public parking supplies.
Source: Fehr & Peers, 2017.

FUTURE PARKING SUPPLY CHALLENGES

As large parcels are consolidated and redeveloped, it may be feasible for those properties to provide code-required parking on-site. However, for smaller parcels, especially for those along Main Street, providing on-site parking may not be feasible or desirable. Opportunities for public/private parking lots could be explored.

UNCERTAIN FUTURE OF PARKING

Emerging trends in transportation, including the proliferation of ride-sharing companies (TNCs) as well as the potential for autonomous vehicle travel, create some uncertainly in longer-term transportation planning, including parking. Near-term strategies to effectively manage the potential for increased use of TNCs have been identified in this plan as their effects are better understood, and increased used of TNCs can be part of the solution to reduce parking demand in Downtown Pleasanton without reducing levels of activity. However, planning for autonomous vehicles can be more challenging as there are many unanswered questions.

Will car ownership decrease with people requesting on-demand rides in autonomous vehicles (could decrease parking demand as these vehicles would then pick-up other passengers), or will people own an autonomous vehicle that might park itself in close proximity (could increase parking demand as people who currently cannot drive could increase travel demands)? How quickly will autonomous vehicles come to market in sufficient quantities to appreciably change travel trends? Given this uncertainty, major public parking infrastructure investment in Downtown Pleasanton should consider the following:

- Flexible parking structure design such adaption to other uses in the future could occur should parking demand decline. Considerations include preserving corner views, providing light infiltration, and flat floor design. Siting of lobbies, staircases, elevator cores, plumbing, and mechanical chases in areas where office or apartments buildings would require them rather than parking structures. Ramps could be built on one-side of the structure and could be removed over time.
- Plan for technological shifts, such as provision of wireless charging capabilities for electric vehicle fleets.
- Reduced parking footprint through use of parking lifts or other automated puzzle systems to help to minimize the amount of space dedicated to parking which can help reduce costs over time. Autonomous vehicles require a smaller parking footprint as there may be a reduced need for the vehicle door to open for passenger loading/unloading when in a parking garage as the passenger would have been dropped-off at the front door of the destination.

6. IMPLEMENTATION PLAN

Existing parking conditions within Downtown Pleasanton indicate that the supply is reaching its functional capacity with observed demands approaching 85 percent occupancy of spaces available within the downtown (public and private). When parking conditions approach this level of occupancy, it can be considered to be at functional capacity. Negative impacts of constrained parking include increased congestion due to drivers searching (or "cruising") for a parking spot, the perception that parking is scarce, and diminished economic activity due to people who are dissuaded from traveling to downtown due to this perception. However, the construction of new parking facilities can be costly, and programmatic and policy-oriented solutions may provide low-cost solutions.

To successfully manage parking supply and demand within Downtown Pleasanton there are a number of strategies that can be implemented over time. To be most effective, strategies require coordination with a number of different stakeholders, including Police, other City departments, the Pleasanton Downtown Association and individual business owners, and residents and patrons of the downtown area. Strategies are provided in three main areas: managing the existing parking supply, increasing parking supply, and parking zoning/administration updates. Immediate, near-term and long-term strategies are identified with the top-ten strategies summarized below, and detailed in **Appendix F**. The range of strategies presented below and in Appendix F should be used in coordination with each other and are most effective when implemented in a coordinated and phased approach.

TOP-TEN STRATEGIES

The following top-ten strategies identified in this report are ready for implementation:

1a. Update and finalize the design of the Transportation Corridor (Strategy 1.5.10)
1b. Construct identified improvements on the Transportation Corridor (Strategy 1.5.10)
2. Enhanced Time Restrictions (Strategy 1.4.1)
3. Wayfinding (Strategy 1.4.2)
4. Designated Employee Lots or Permits (Strategy 1.3.1)
5. Bicycle Access and Trail Connectivity Improvements (Strategy 1.2.1)
6. Private Lot Utilization for Weekends and Evenings (Strategy 1.5.3)
7. Identify Opportunity Sites for Surface Parking (Strategy 1.5.11)
8. Establish Transportation Demand Management Association (Strategy 1.1.3)
9. Short Term Bicycle Parking (Strategy 1.2.2)
10. Loading Zone time of day restrictions (Strategy 1.5.5)

APPENDIX A: 2015 HEXAGON PARKING MEMORANDUM

HEXAGON TRANSPORTATION CONSULTANTS, INC.

October 26, 2015

Mr. Mike Tassano
City of Pleasanton, Community Development/Traffic
200 Old Bernal Avenue
P.O. Box 520
Pleasanton, CA 94566-0802

Subject: Parking Survey Results for Downtown Pleasanton

Dear Mr. Tassano:

Per your request, Hexagon has completed this survey of parking occupancy in downtown Pleasanton. The parking occupancy counts were conducted on Friday, October 23rd, 2015 at 12:30 PM and 7:00 PM. The dates and times were selected by City staff in consultation with Hexagon based on the peak periods of demand from previous surveys in 2013.

The parking counts were conducted on various street segments and parking lots in the downtown area. The locations of the counts are shown on Figure 1. Each street segment is designated with a number and each parking lot is designated with a letter. In areas where parking spaces are not striped, it was assumed that each parallel parking stall would require 20 feet of curb length and each 90 degree parking stall would require 9 feet of width. The parking supply and demand data are summarized by street segment and lot in Table 1 and in Figure 2. The parking supply and demand by zone are summarized in Table 2.

The overall parking supply at the surveyed locations was 975 spaces. The data showed that, at 12:30 PM on Friday, the overall midday parking demand was 802 vehicles (82% occupied). At 7:00 PM on Friday, the overall evening parking demand was 808 vehicles (83% occupied).

Thank you for the opportunity to conduct this analysis. If you have any questions, please do not hesitate to contact us.

Sincerely,

HEXAGON TRANSPORTATION CONSULTANTS, INC.

Brett Walinski T.E.
Vice President and Principal Associate

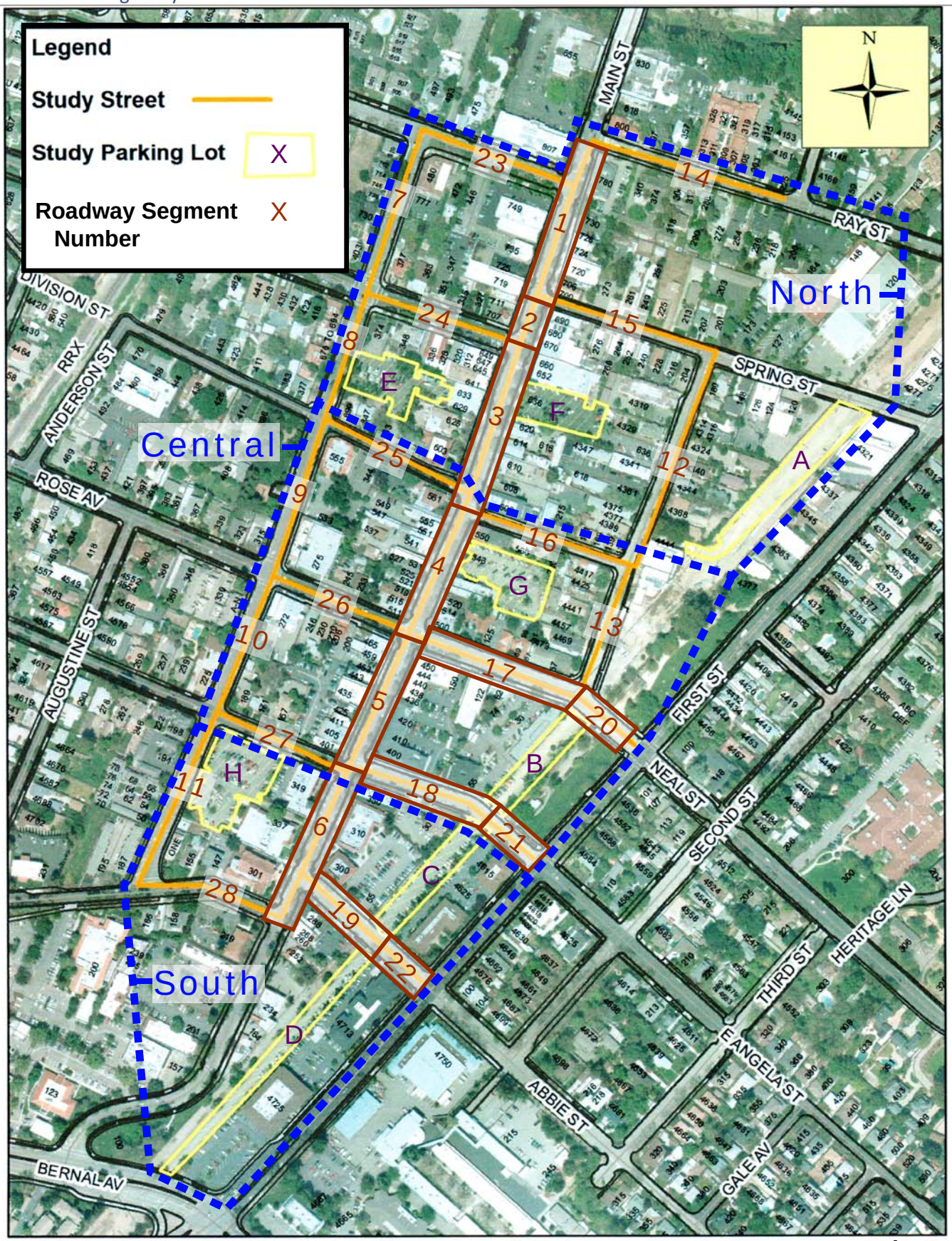


Figure 1
Parking Areas

Table 1

Pleasanton Downtown Parking Counts - Friday, Oct. 23rd 2015

Number	Segment/Lot	Parking Supply (veh)	Parking Demand (veh) 12:30 PM (veh)	Parking Demand (veh) 7:00 PM (veh)
1	Main St, Ray to Spring	18	15	18
2	Main St, Spring to St. Mary	7	7	7
3	Main St, St Mary to Division	21	21	21
4	Main St, Division to W Neal/Rose	20	20	20
5	Main St, W Neal/Rose to W Angela St.	24	23	22
6	Main St, W Angela to Old Bernal	23	22	22
7	Peters Av, St. John to St. Mary	19	10	18
8	Peters Av, St. Mary to Division	13	13	13
9	Peters Av, Division to Rose	18	17	18
10	Peters Av, Rose to W Angela St.	23	22	23
11	Peters Av, W Angela to Old Bernal	20	12	18
12	Railroad Av, Spring to Division	26	23	12
13	Railroad Av, Division to W Neal	19	17	19
14	Ray St, Walnut to Main	10	6	10
15	Spring St, Main to Railroad	12	8	12
16	Division St, Railroad to Main	12	12	12
17	Neal St, Main to Public Lot	20	19	20
18	W Angela St, Main to Public Lot	20	20	19
19	Abbie St, Main to Public Lot	14	12	14
20	Neal St, Public Lot to 1st	2	2	3
21	W Angela St, Public Lot to 1st	9	8	6
22	Abbie St, Public Lot to 1st	8	6	8
23	St. John, Main to Peters	21	18	20
24	St Mary, Main to Peters	24	24	24
25	Division St, Main to Peters	10	10	10
26	Rose Av, Main to Peters	15	14	15
27	W Angela St, Main to Peters	19	19	19
28	Old Bernal Av, Main to Peters	13	11	12
A	City Lot - Firehouse	91	31	15
B	City Lot - Neal to W Angela	33	18	32
C	City lot - W Angela to Abbie	60	59	35
D	City lot - Abbie to Bernal	54	38	26
E	City Lot - Peters	72	72	67
F	Private Lot - Deans Café	53	50	49
G	Private Lot - Round Table Pizza	75	74	75
H	Private Lot - B of A	77	49	74
	Totals	**975**	**802**	**808**

Figure 2
Parking Count Summary Chart - Friday

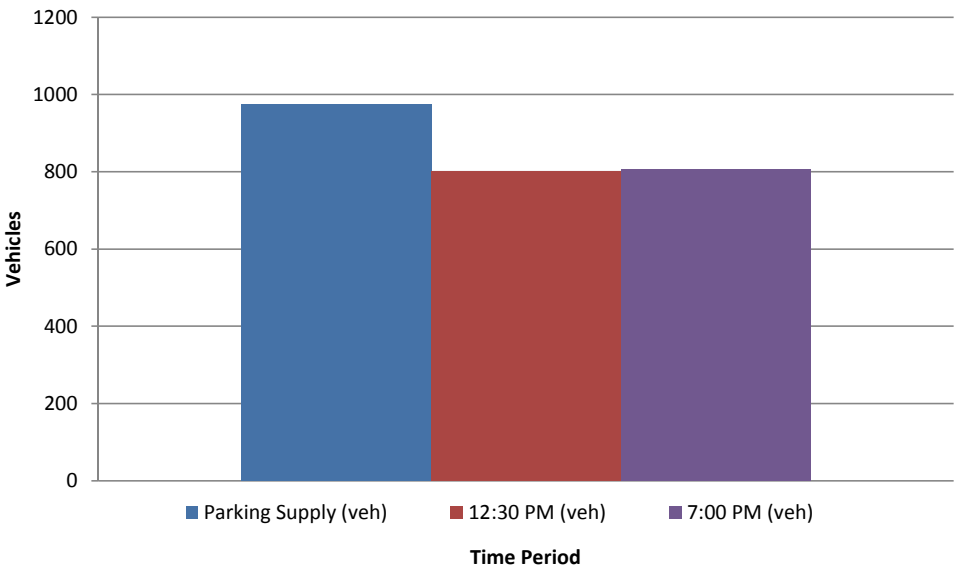


Table 2
Parking Demand by Zone

Highest Demand Day	Total	Zone		
		North	Central	South
Friday 12:30 PM	802	298	295	209
Friday 7:00 PM	808	286	313	209
Weekday Supply	**975**	**387**	**319**	**269**

APPENDIX B: ENHANCED WAYFINDING PROGRAM

Alternative Color Schemes

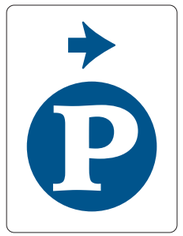
Green background – all

White background – all

Blue background – Parking

Gold background – all

Alternative Parking Layouts



Location #	Sign Type	Message A	Message B	Location	Notes
001	Downtown	DOWNTOWN MAIN STREET [<] [^]		Sunol Blvd NB before Bernal Ave	
002	Generic (green)	Main St [>] Chamber of Commerce 777 Peters Ave [>]		Bernal Ave WB before Main St	
003	Downtown	MAIN STREET [>]		Bernal Ave WB at Main St	
004	Downtown	MAIN STREET [<]		Bernal Ave EB before Main St	
005	Generic (white)	PARKING [>]		Bernal Ave EB after Main St	
006	City Header (green)	Welcome to Downtown		Main St NB at Civic Park	A similar sign is located on Main St SB near Del Valle Pkwy, outside the study
007	Generic (green)	POLICE STATION [>]		1st St SB before Bernal Ave. Same post as #008	
008	Generic (green)	CIVIC CENTER [>]		1st St SB before Bernal Ave. Same post as #007	
009	Downtown	DOWNTOWN PARKING [<]		Ist St NB before Abbie St	
010	Downtown	DOWNTOWN PARKING [>]		1st St SB before Abbie St	
011	Generic (green)	CIVIC CENTER [>]		Main St SB before Old Bernal Ave. Same post as #012	
012	Generic (white)	DOWNTOWN PARKING [<]		Main St SB before Old Bernal Ave. Same post as #011	
013	Generic (green)	CHAMBER OF COMMERCE [<] 777 PETERS AVE		Main St NB before Old Bernal Ave	
014	Generic (green)	CIVIC CENTER [>]		Peters Ave SB before Old Bernal Ave	
015	Downtown	DOWNTOWN PARKING [<]		1st St NB before Angela St	
016	Downtown	DOWNTOWN PARKING [>]	DOWNTOWN PARKING [<]	Angela St S side mid-block west of 1st St	
017	Generic (white)	DOWNTOWN PARKING [>]		Main St NB before Angela St	
018	Downtown wood hanger	More Shops [<]	More Shops [>]	Main St SB after Angela St	
019	Generic (green)	AXIS COMMUNITY HEALTH CENTER 4361 RAILROAD AVE		Main St NB before Neal St	

020	Generic (white)	PARKING [>]	[<] PARKING	Rose Ave S side btwn Main & Peters
021	Downtown wood hanger	More Shops [>]	More Shops [<]	Main St NB before Neal St
022	Downtown	DOWNTOWN PARKING [>]		Neal St EB before Railroad Ave
023	Downtown	DOWNTOWN PARKING [<]		1st St NB before Neal St
024	Downtown	DOWNTOWN PARKING [>]		1st St SB before Neal St
025	Downtown	FIREHOUSE PARKING [>]		Railroad Ave NB on wall at parking entrance
026	Downtown	DOWNTOWN PARKING [>]	DOWNTOWN PARKING [<]	Spring St S side mid-block west of 1st St
027	Downtown	FIREHOUSE DOWNTOWN PARKING [>]		Spring St N side opposite Railroad Ave.
028	Downtown wood hanger	More Shops [>]	More Shops [<]	Main St NB after Ray St
029	Downtown	DOWNTOWN PARKING [>]	DOWNTOWN PARKING [<]	Peters Ave NB mid-block before St Mary St
030	Downtown wood hanger	More Shops [>]	More Shops [<]	Main St SB before St Mary St
031	Generic (green)	AXIS COMMUNITY HEALTH CENTER [<] 4361 RAILROAD		Main St SB before Spring St
032	Generic (green)	CHAMBER OF COMMERCE [<] 777 PETERS AVE		St John St WB before Peters Ave
033	Downtown	DOWNTOWN MAIN STREET [^] [>]		1st St SB before Ray St (slightly off map)
034	Downtown	DOWNTOWN PARKING [<] [>]		Abbie St EB mid-block before 1st St
035	Downtown	DOWNTOWN PARKING [<] [>]		Abbie St WB mid-block before Main St
036				
037				
038				

039

040

APPENDIX C: EXISTING PARKING POLICIES MEMORANDUM

FEHR PEERS

DRAFT MEMORANDUM

Date: December 18, 2015

To: Gerry Beaudin and Mike Tassano, City of Pleasanton

From: Kathrin Tellez and Patrick Gilster

Subject: Downtown Pleasanton Parking – Existing Parking Policies and Potential Parking Management Strategies

WC14-3168

As part of the Downtown Pleasanton Parking Strategy and Implementation Plan (Downtown Parking Plan), Fehr & Peers has reviewed relevant parking policies from the General Plan and the Downtown Specific Plan to help inform potential parking management strategies. The information contained in this memorandum is intended for discussion purposes to identify parking management strategies that can be implemented in Downtown Pleasanton by either the City, the Pleasanton Downtown Association or individual businesses, potential barriers to implementation, and potential implementation timeframes.

The following provides a summary of existing parking policies, followed by potential parking demand management strategies.

EXISTING CITY OF PLEASANTON PARKING POLICIES

The Downtown Pleasanton study area is governed by two primary planning documents, the City of Pleasanton General Plan, 2005-2025 (General Plan) and the City of Pleasanton Downtown Specific Plan (Downtown Specific Plan). These documents contain specific policies regarding parking-related issues that need to be considered in the Downtown Parking Plan, as existing plans and policies are a reflection of community values. Where potential parking management strategies conflict with existing policies, there is an opportunity to discuss trade-offs.

A detailed list of City goals, policies, and programs can be found in **Attachment A**, with a summary of key elements below.

CITY OF PLEASANTON GENERAL PLAN 2005-2025

The City of Pleasanton General Plan was adopted by City Council on July 21, 2009. The General Plan is an official document that provides long-term guidance for future development within the City of Pleasanton. The bullets below summarize the key issues identified in the General Plan which provide guidance on parking-related issues within Downtown Pleasanton:

- The City should create a Civic Center Master Plan that incorporates public parking for downtown visitors to utilize.
- Shared parking agreements should be encouraged in constrained parking areas.
- Multi-modal connections to Downtown Pleasanton should be designed and constructed to encourage visitors to walk, bicycle, carpool, or take transit to Downtown.
- Adequate on- and off-street automobile parking should be provided along with convenient bicycle parking.

CITY OF PLEASANTON DOWNTOWN SPECIFIC PLAN

The Downtown Specific Plan was adopted by City Council on March 5, 2002. The Specific Plan serves as the primary regulatory guide for preserving and enhancing the 308-acre Downtown area. The Specific Plan includes guidance that the plan should be revised after ten years. Therefore, the Plan may be in need of updating or some policies should be revised to reflect current best practices in transportation planning and engineering and changes in community values.

The Downtown Specific Plan includes parking-related policies in the Land-use, Transportation, and Parking chapters. The bullets below summarize the key issues identified in the Downtown Specific Plan which provide guidance on parking-related issues within Downtown Pleasanton:

- Improve parking lot aesthetics in the Downtown to enhance the use of properties for events, functions, and accessibility.
- Modify the Transportation Demand Management Ordinance to allow the Downtown PDA to act as a large employer that can implement TDM strategies.
- Encourage use of alternative modes of transportation to reduce parking demand in the Downtown.
- Acquire the Alameda County Transportation Corridor and install bicycle and pedestrian trails along with 300 parking spaces with high quality design features.

- Encourage shared parking agreements and provide incentives for private property owners to allow periodic public use of their parking.
- Require developers to meet applicable on-site parking requirements.
- Analyze the need and location for a parking structure consistent with the scale and character of the Downtown.
- Increase enforcement efforts and consider shorter time limits.
- Prohibit the use of parking meters in the Downtown.

CITY OF PLEASANTON ZONING CODE

The Zoning Code (Municipal Code Title 18) prescribes how the goals and policies of the General Plan and subsequent Specific Plans should be implemented. Downtown parking-related implementation requirements generally cover the following topics:

- Prohibition of driveway access to uses on Main Street as well as prohibition of on-site parking within 50 feet of Main Street.
- Basic requirements for off-street parking supplies and exceptions.
- Downtown Parking Assessment District regulations.
- In-lieu parking fees or agreements and exceptions when public parking is provided on private sites.

PARKING DEMAND MANAGEMENT STRATEGIES

Fehr & Peers has developed a list of potential parking demand management strategies for consideration into the Downtown Parking Plan. The parking demand management strategies identified in **Table 1** are for discussion purposes and are separated by implementing parties (City or private businesses). Some strategies are already in plan but could be enhanced. Upon review and discussion with the project team, Fehr & Peers will provide a consolidated list of recommended strategies with designated responsible parties and implementation timelines. Additional information will be provided on each strategy, with supporting figures if necessary to illustrate the concept to a wider audience along with guidance on implementation next steps. Potential policy changes in other documents will be identified.

TABLE 1
SUMMARY OF PARKING MANAGEMENT STRATEGIES

Measure	Description
City Strategies to Implement	
Parking Manager or Management Lead	
Transportation Demand and Parking Manager (full- or part-time)	Work with businesses to reduce trips generation and minimize parking impacts. Enforce parking restrictions, monitor parking conditions, organize transportation fairs, market alternative mode use, facilitate valet parking agreements, etc.
Transportation Information Center	A designated Parking Program Manager or assigned City staff can create an information center, online and/or at City Hall, to consolidate information for businesses and the public regarding alternative transportation methods to access downtown or manage parking.
Transportation Demand Association (TMA)	TMAs are often public-private partnerships run by a members such as government institutions, chambers of commerce, or large employers which provide an institutional framework for implementing TDM Programs and services. TMAs allow small employers to provide similar benefits as large employers to employees in a more cost effective manner.
Measures to Encourage Use of Other Modes	
Bicycle Access and Trail Connectivity Improvements	Implementing low-stress bicycle network connections to the Downtown can better connect residents within a few miles of Downtown by bike. Additionally, connections from the BART station can encourage other visitors to use active transportation to visit the Downtown.
Short-term Bicycle Parking	Locate additional opportunities for short-term bicycle racks in areas that are visible from storefronts and restaurants. Short-term parking can include bicycle corrals in an on-street parking space to accommodate more visitors in one space.
Long-Term Bicycle Parking	Provide more secure, long-term bicycle parking solutions for employees and customers such as bicycle lockers in various locations throughout the Downtown. Work with property owners to collocate bicycle parking in existing parking lots nearest to Main Street.
Bicycle Valets	Partner with local Bicycle Coalitions or other groups to provide valet bicycle parking at public or private events. This type of program can be free (subsidized by the City or event applicant) or relatively low cost. This can be included as a conditional of approval for large events.
Bicycle Corrals	Centrally located short-term bicycle racks which are often placed in an on-street vehicle parking space. These spaces can accommodate approximately 12-16 bicycles in the same space as one automobile.

TABLE 1
SUMMARY OF PARKING MANAGEMENT STRATEGIES

Measure	Description
Bicycle Repair Stations	Install a bicycle repair station to encourage employees and visitors to ride their bicycles to Downtown. Consider locating in Lions Wayside Park or Civic Park.
Transit Stops and Connections to BART	Downtown Pleasanton is served by LAVTA buses which connect to BART and Hacienda Business Park (Routes 8, 10, and 606). Decreased headways at key travel times could boost ridership.
Free or Reduced Fare Shuttle/Circulator to Downtown	Consider working with LAVTA to provide a free or reduced fair shuttle connector or circulator bus between Downtown and the Stoneridge and Hacienda areas. This strategy could be employed during lunch hours when travel to Downtown is highest.
Ridershare Programs	The Parking Manager could disseminate information about ridesharing (carpool) services for employers and employees within the Downtown.
Carshare Pod	Encourage the siting of a carshare pod in the downtown area. Car share programs have been shown to reduce vehicle ownership and provide alternative means of travel for employees who may not drive for their commute but periodically need a vehicle for errands during the day.
Strategies to Manage Parking Locations	
Designated Employee Parking Lots or Permits	Consider designating parking lots specifically for Downtown employee parking to increase availability of on-street spaces near business storefronts for customers.
Parking Pricing	Parking meters and other payment methods can be incorporated in time restricted areas to encourage vehicles turnover. Pricing can be variable to achieve desired occupancy on key corridors, with free or lower priced parking on the periphery.
Real-time Parking Information System for City-owned Parking Lots	Installing digital parking occupancy signs at gateways to the Downtown that display the amount of vacant spaces in coordination with parking specific wayfinding to direct visitors to available off-street lots.
Enforcement Strategies	
Enhanced Time Restrictions	Reduce parking time limits to maximize turnover along Main Street; longer time limits can be provided on side streets or off-street lots. Consider combining with License Plate Recognition (LPR) enforcement.
Signage	Signage displaying time restrictions and monetary citations are provided throughout the Downtown.
Increased Enforcement	Enforce existing time limits to encourage turn-over along Main Street.

TABLE 1
SUMMARY OF PARKING MANAGEMENT STRATEGIES

Measure	Description
Increasing Supply	
Shared Parking Agreements between Businesses in Off-street Lots	Work with private lot owners to form shared parking agreements among adjacent business in underutilized lots to reduce on-street parking demand.
Private Lot Utilization During Evenings and/or weekends	Identify businesses with private lots are utilized during evenings or weekends. Work with property owners to allow public use of lots during those times through indemnification and/or maintenance agreements.
Provide Accessible On-street Parking Spaces	Accessible parking in downtown environments is often difficult and many uses have limited or non-existent parking supplies, ADA-accessible on-street spaces should be provided to reduce travel distances for individuals with special needs. Additional ADA parking could be added to Main Street.
Loading Zone Time of Day Restrictions	Designate loading zones near entrances to businesses with time of day restrictions to allow for general parking during the remainder of the day. Work with adjacent businesses when deciding on time restrictions in certain locations.
Construct a Parking Structure	Identify a site near the core of Downtown and construct a parking structure to encourage visitors to "park once and walk".
Parking Overflow Plan	Create a parking plan that deals with infrequent peak parking periods. The Plan should identify overflow lot locations, projected time periods and activities that necessitate additional parking, marketing plan for advertising overflow areas, and procedural guidelines for event applicants to utilize approved overflow areas. Work with local businesses to identify potential parking lots that could be used for different activities (temporary activity-based shared parking agreements).
Establish Parking Benefit District	Establish a parking benefit district which allows parking revenue generated through meters, fines, or in-lieu fees to be returned to the area to increase parking supply, provide access improvements, public area improvements, such as landscaping and lighting, and maintenance.
Employer Strategies to Facilitate and Encourage	
Measures to Encourage Use of Other Modes	
Subsidized Transit Passes	Encourage businesses to provide employees with subsidized transit passes.
Pre-tax Transit Incentives	Encourage employers to allow employees to deduct transit passes from their paychecks before taxes.

TABLE 1
SUMMARY OF PARKING MANAGEMENT STRATEGIES

Measure	Description
Subsidized Bicycle Commuting Expenses	Employers can reimburse employees who use their bicycle for commuting up to $20 a month.
Bicycle and/or Helmet Subsidies	Employers can directly provide bicycling equipment for employees.
Financial Incentives	Employers can provide gift cards, raffle prizes, etc. to employees who walk, ride a bike, use transit or rideshare.
Changing Rooms and Lockers	Future expansion or reconstruction of Downtown buildings could include changings room with lockers and showers for employees.
Strategies to Manage Parking Locations	
Employee Parking Lots and Permitting	If employee parking lots are identified, Employees would be able to register for parking permits to access off-street lots near the Downtown.
Valet Parking	With the large concentration of restaurants in Downtown, Valet parking can reduce visitor frustration by minimizing time spent circulating for parking. Valet operators may enter into agreements with businesses to use their privately owned lots when not utilized. Valet parking can also accommodate a 10 to 20% increase parking supplies than self-parking.
Preferential Parking for Carpools or Vanpools	Provide designated spaces in convenient locations for employees who carpool or vanpool to work.
Increasing Supply	
Shared Parking Agreements between Businesses in Off-street Lots	Businesses should work with private lot owners to form shared parking agreements among adjacent business in underutilized lots to reduce on-street parking demand. This can be geared toward only employee parking as well.
Parking Lifts for Employees	Reconfigure constrained parking lots to accommodate parking lift systems for employee parking.

Source: Fehr & Peers, 2015.

POLICY CONFLICTS WITH PARKING MANAGEMENT STRATEGIES

General Plan policies are generally supportive of parking demand strategies listed in Table 1, with the General Plan supportive of the construction of a parking structure and encouraging complementary active transportation infrastructure connections.

Downtown Specific Plan policies are also generally supportive of the transportation demand management strategies listed above, with the exception of parking pricing (Policy 17 in the Parking chapter). This policy restricts the installation of parking meters in the Downtown area. Parking pricing is often one of the most effective strategies in managing parking supply as it can be used to distinguish between high-value spaces, such as those on Main Street and lower value spaces, such as those on side streets. Pricing encourages higher-turnover on high value streets, allowing more patrons to park closer to their destination for short trips, and incentivizing parking in low-value areas for longer stays in the downtown area.

NEXT STEPS

Following project team review, Fehr & Peers will provide additional information related to strategies that should be further considered for inclusion in the Downtown Parking Plan. Once the final list of strategies has been developed, Fehr & Peers will also quantify the expected parking demand change that will help inform the demand assessment.

Please call Kathrin or Patrick with questions.

FEHR PEERS

Attachment A

Policies from City of Pleasanton Guiding Documents

CITY OF PLEASANTON GENERAL PLAN 2005-2025

Land Use Element

Program 12.2 Prepare a Civic Center Master Plan to determine the future location and footprint of an expanded library, consolidated City Hall, Police Station, public parking, and other uses. The Master Plan should consider transit-oriented development, include public open spaces and plazas, and add to Downtown vitality, while also maintaining the character and ambiance of Downtown.

Circulation Element

Program 3.5 Discourage additional on-street parking on arterials.

Program 8.5 Restrict parking near intersections to ensure visibility and traffic safety.

Policy 10 Require adequate on- and off-street parking.

Program 10.1 Enforce the parking provisions of the City's Zoning Ordinance. For Planned Unit Developments with the potential for shared parking or where located proximate to transit, consider modifications to Zoning Ordinance parking standards, when necessary and if appropriate.

Program 10.3 Develop the Downtown section of the Transportation Corridor with parking, a pedestrian and bicycle trail, and landscaping, consistent with the *2002 Master Plan for the Downtown Parks and Trails System* and with the *Downtown Specific Plan*.

Goal 3 Protect residential neighborhood quality-of-life and community character from cut-through traffic, speeding, and nonresidential parking.

Program 11.3 Discourage non-local and commercial traffic from using streets through residential areas.

Policy 12 Discourage encroachment of non-residential parking in existing neighborhoods.

Program 12.1 Implement the residential parking permit program where necessary.

Program 22.10 Develop the Downtown portion of the Transportation Corridor for pedestrian, bicyclists and parking, consistent with the 2002 Master Plan for the Downtown Parks and Trails System and with the Downtown Specific Plan.

Community Character Element

Program 15.3 Require developers to include the following features, as feasible, in the development of new and the redevelopment of existing commercial areas:

- Pedestrian amenities such as landscaping, benches, trellises, fountains, public art, and attractive lighting
- Pedestrian walkways and bikeway connections that create safe paths of travel through the shopping center and parking, and to transit, nearby sidewalks, and surrounding residential neighborhoods
- Attractive sign design and &her quality sign materials
- Outdoor seating, shade structures, and drinking fountains
- Decorative paving at driveway entrances and pedestrian areas
- Attractive colors, minimizing bright franchise colors
- Higher quality facade materials
- Orientation of buildings to transit facilities, where applicable
- Orientation of the businesses to adjacent creeks, where applicable
- Shared parking
- Attractive and convenient bicycle parking

CITY OF PLEASANTON DOWNTOWN SPECIFIC PLAN

Land Use Chapter

Policy 23 Encourage aesthetic improvements to the parking lot at 652 Main Street (Domus store site) to improve upon the aesthetic quality and to accommodate special events and functions. This might include a small venue at the front of the parking lot, with an open landscaped pergola to enhance the use of the property for events, trees planted within the parking lot to create shade, and a walkway from Main Street to Railroad Avenue that is aesthetically designed and provides weather protection.

Transportation Chapter

Policy 16 Work with the Pleasanton Downtown Association (PDA) and Wheels to promote and market public transportation options for the Downtown area and linkages between the Downtown and other transit systems such as BART and the ACE train.

Policy 17 Amend the Transportation Demand Management Ordinance to enable the PDA to function as a "large employer" and, therefore, to establish and promote a TDM program for the Downtown businesses and employees. Investigate and pursue funding options which will encourage and enable the PDA to actively promote such a program, using incentives to reduce vehicular commuting into the Downtown.

Policy 18 Work with the PDA to establish a shuttle/trolley system into the Downtown from Pleasanton business parks, Stoneridge Mall, and other areas where sufficient demand exists to bring customers into the Downtown without the additional vehicular traffic.

Policy 19 Work with the Pleasanton Downtown Association (PDA) and Wheels to promote and market public transportation options for the Downtown area and linkages between the Downtown and other transit systems such as BART and the ACE train.

Policy 21 Promote bicycle trail development to access the Downtown.

Policy 22 Designate the Alameda County Transportation Corridor as "Transportation Corridor," which would allow installation of bicycle and pedestrian trails and parking as shown on the Master Plan for the Downtown Parks and Trails System, as modified, and which would preserve future regional transportation opportunities within the Corridor.

Parking Chapter

Policy 1 Acquire the Alameda County Transportation Corridor between Bernal Avenue and Stanley Boulevard and provide a total of 300 public parking spaces within it, in addition to the uses which are shown on the Draft Master Plan for the Downtown Parks and Trails System. Landscaping provided within the Corridor should be of high quality design.

Policy 2 When the Valley Humane Society relocates from its current location on Spring Street, combine the site with the parking lot at 273 Spring Street and improve it with a 42-space public parking lot through a parking assessment district.

Policy 3 Include in the Civic Center Plan a parking structure to provide parking for the southern end of the Downtown and for special events, in addition to serving the Civic Center itself. Such parking structures shall follow adopted design criteria to ensure that they fit in with the Downtown's character.

Policy 4 Encourage the use of parking assessment districts to create common public parking lots.

Policy 5 Provide incentives which encourage property owners and developers to make a portion of their private parking facilities open to the public. Such incentives may include City maintenance of the parking lot, indemnification of the property owner from liability, and enforcement of short-term parking restrictions.

Policy 6 Encourage property owners to combine and consolidate existing private parking lots and to allow parking on them by the general public, using the Interim Parking Lot Plan as a guide.

Policy 7 Use the Long-Term Parking Lot Plan to establish public parking lots created through assessment districts, and as a planning tool to encourage parking lots provided with new development to be consolidated with existing parking lots.

Policy 8 Modify the portion of the Zoning Ordinance pertaining to in-lieu parking agreements to define the "area of benefit" as the entire commercial portion of the Downtown.

Policy 9 Modify the parking in-lieu ordinance to require that all parking in-lieu fees be paid at the time of building permit issuance and to prohibit deferring the payment of in-lieu fees to a later date. Update the parking in-lieu fee annually to reflect the actual costs of land acquisition and parking lot construction.

Policy 10 Require that a significant amount of parking be provided on site for any development where parking is required, as determined on a case-by-case basis. "Significant" would generally be a majority of required parking, but the amount of on-site parking would be based on such factors as lot size and shape, site location, building placement, availability of existing off-street parking, and building design.

Policy 11 Support the concept of parking structures in the Downtown as long as they are designed with great care to be consistent with the scale and character of the Downtown. Parking structures fronting on Main Street should incorporate retail storefronts along the entire street frontage on the ground floor, and those fronting side or parallel streets should incorporate commercial storefronts to the greatest extent possible.

Policy 12 Modify the parking ordinance to eliminate the parking credit for additions to the Downtown buildings that are less than 25 percent of the existing floor area.

Policy 13 After construction of public parking lots containing long-term parking spaces, mandate short-term parking on Main Street and the commercial side streets.

Policy 14 Encourage business owners, tenants, and employees to park in the outer areas of commercial Downtown.

Policy 15 Consider creating two-hour limits in portions of public parking lots, with the breakdown between long-term and short-term parking to be determined on a case-by-case basis.

Policy 16 Stagger the times of short-term parking vehicle enforcement checks.

Policy 17 Prohibit the use of parking meters on the Downtown streets.

Policy 18 Allow valet parking on public streets at designated passenger loading/unloading zones with a maximum of one such zone on each side of the street per block. Valet parking loading/unloading zones should be available to all businesses on the block. Businesses using valet parking should be prohibited from charging for this service if they park the vehicles in a public parking lot. Uniform policies should be adopted for valet parking throughout the Downtown.

Policy 19 Prohibit businesses which have not yet fulfilled their parking requirements, whether on site or through payment of in-lieu fees, from restricting use of their parking lots by the general public.

Policy 20 Discourage the reservation of parking spaces on private lots, and impose conditions of approval to new Downtown development projects prohibiting this practice.

Policy 21 Support diagonal parking on one side of commercial side streets having adequate street width. Parking on the opposite side of those streets should remain as parallel parking. Primary candidates for diagonal parking include Abbie Street between Main Street and First Street, West Angela Street between Main Street and First Street, St. John Street between Main Street and Peters Avenue, and St. Mary Street between Main Street and Peters Avenue.

Policy 22 Apply residential permit parking on a case-by-case basis as provided for under the Municipal Code for specific residential neighborhoods impacted by commercial or special event parking.

CITY OF PLEASANTON ZONING CODE (TITLE 18)

Chapter 18.74 Downtown Revitalization District

18.74.210 **Certain vehicular use along main street prohibited.** The following vehicle related uses of property and structures along Main Street within the district are not required to make reasonable use of such property or structures, are inconsistent with the architectural character and purpose of the district, and are prohibited:

A. Vehicle ingress onto and egress from property and structures;

B. Parking lots or structures;

C. On-site parking of vehicles closer than 50 feet to the Main Street property line. (Ord. 1225 § 1, 1985; prior code § 2-2.3421)

Chapter 18.88 Off-street Parking Facilities

18.88.020 **Basic Requirements.**

D. For property zoned C-C or O and located within the downtown revitalization district as shown in Chapter 18.74 of this title, the following requirements shall modify the basic requirements of subsection A of this section:

1. A change of use shall not constitute a “major alteration” or “enlargement” if the age of the building in which the use is located is greater than five years, according to city records.

2. When a certificate of appropriateness is approved for demolition of a commercial structure, or design review approval is given to a new commercial structure replacing one which was destroyed by fire, earthquake, act of God, the public enemy, or other calamity, the replacement structure shall receive a parking credit for the floor area of the original structure when one of the following is met, at the discretion of the approving body: (a) the approving body determines that the replacement structure would have the same architectural style as the original structure in terms of design, materials, massing, and detailing; or (b) the approving body determines that the replacement structure will be an architectural improvement compared to the existing structure and will preserve or enhance the overall character of the area. Additional floor area of the replacement structure which exceeds the floor area of the original structure shall be subject to the requirements of subsection A of this section, and parking shall be provided accordingly.

3. The following provisions shall apply to privately owned parking facilities held open to the public:

    a. The city council may waive the provision of additional off-street parking facilities and/or in lieu parking fees for building expansions which would increase the number of required parking spaces by 10 percent or more and/or for proposed new building construction if the property owner allows the existing parking on the property to be open to the public. Such waivers shall only be available to parking lot owners who participate in any program which may be established by the city council with the objective of encouraging employee parking in public parking lots or other parking areas designated by the city for employee parking, or who otherwise devise an employee parking plan with such an objective which is approved by the city council. Other consideration for waiver will include access, circulation, the number of resulting parking spaces serving the building, the effect on adjacent parking lots, and whether or not an unreinforced masonry building upgrade is involved.

    b. Uses for which a parking waiver under this section is not granted may provide parking at the reduced rate of one space for each 400 square feet of gross floor area, except for office uses on sites with frontage on Main Street, which shall meet the requirements of Section 18.88.030(F) of this chapter.

c. Under this subsection, new construction or building expansions shall not exceed a basic floor area ratio of 200 percent and shall not exceed two stories in height.

d. When any property owner receives such a parking waiver or parking reduction, if the property later reverts to private use, the owner would then become responsible to provide the required parking and/or in lieu fee in effect at the time of the reversion to private use, such that the parking rate of one space for each 300 square feet of gross building area is met.

E. Eligible parcels within the downtown revitalization district, as shown in Figure 18.88.020, can provide an on-site amenity open to the general public subject to the approval of the city council per Section 18.88.120(B) in lieu of providing required off-street parking when in furtherance of the Downtown Specific Plan.

F. For property with unreinforced masonry buildings, the following shall modify the basic requirements of subsections A and D of this section:

1. Unreinforced masonry buildings of primary or secondary significance which are located on property zoned C-C and within the downtown revitalization district boundaries as shown on the zoning maps on file with the city may be expanded up to a basic floor area ratio of 200 percent without providing any additional off-street parking facilities and/or in lieu parking fees if the building is reinforced to comply with the requirements of Chapter 20.52 of this code.

2. Property owners with building expansions exempt from the off-street parking requirement as stated in subsection (F)(1) of this section shall not significantly alter the existing façades of buildings of primary or secondary significance nor eliminate existing parking unless such elimination is necessary, as determined by the zoning administrator, to allow the retention of the façades of a building of primary or secondary significance. Building expansions shall not exceed two stories in height. (Ord. 2089 § 2, 2014; Ord. 1898 § 1, 2003; Ord. 1586 § 10, 1993; Ord. 1156 § 1, 1984; prior code § 2-9.15)

18.88.030 Schedule of off-street parking space requirements.

F. Property Zoned C-C or O and in the Downtown Revitalization District.

1. All uses, with the exception of office uses on the ground floor of new buildings on sites with frontage on Main Street, shall provide parking or pay equivalent in lieu parking fees at the rate of one space for each 300 square feet of gross floor area. However, uses which have lower parking requirements as stated elsewhere in this section may provide parking or pay equivalent in lieu fees according to that lower standard.

2. Office uses on the ground floor of new buildings with frontage on Main Street shall provide parking or pay equivalent in lieu parking fees at the rate of one space for each 250 square feet of gross floor area. Such office uses which are established anytime within the first five years of the building's occupancy, including tenant spaces which convert from nonoffice to office use within the first five years of building occupancy, shall provide the additional parking or pay the in lieu fee based on the additional parking required for office use. (Ord. 2061 § 2, 2013; Ord. 2017 § 2, 2011; Ord. 1898 § 1, 2003; Ord. 1812, 2000; Ord. 1767 § 1, 1998; Ord. 1726 § 1, 1997; Ord. 1665 § 5, 1995; Ord. 1656 § 1, 1995; Ord. 1636 § 7, 1994; Ord. 1494 § 4, 1990; prior code § 2-9.16)

18.88.100 Parking assessment district.

The following parking requirements listed in subsections A through C of this section shall apply to properties located within the parking assessment district located within the block bounded by Peters Avenue, St. Mary Street, Division Street, and Main Street:

A. Except for the uses listed in Section 18.88.030(A) of this chapter and restaurants, any parcel of real property which is located wholly or partially within the boundaries of a parking assessment district which provides public off-street parking facilities shall be permitted to construct a building the total square footage of which shall not exceed 80 percent of the buildable area of the lot not included within the public parking facility, without the need to provide additional parking. Any building erected or subsequent addition which exceeds 80 percent of the buildable area of the lot shall provide additional parking or pay a sum established pursuant to Section 18.88.120 of this chapter; additional parking shall be computed in accordance with Section 18.88.030 of this chapter, but shall not include that portion of the building which is exempt from parking requirements as indicated in this section and shall not include building additions which increase the number of required parking spaces by less than 10 percent.

B. Any parcel of real property located wholly or partially within the boundaries of a parking assessment district referred to in subsection A of this section which is used for restaurant purposes shall be permitted to construct a building, the total square footage of which will not exceed 56 percent of the buildable area of the lot without the need to provide additional parking. Any building in excess of the limitation imposed in this section shall be subject to the same requirements for additional parking as set forth in subsection A of this section.

C. Any building in existence at the time of the establishment of the parking assessment district within which it is located, which exceeds the buildable area provisions set forth in subsection A of this section shall be deemed nonconforming and shall not be subject to additional parking requirements in the following cases:

1. The building is altered, modified, or enlarged such that the number of required spaces increases by less than 10 percent.

2. Less than 50 percent of the building is destroyed by fire, earthquake, or other calamity, act of God, or by the public enemy, or, in cases where greater than 50 percent is destroyed, design review approval is given to a new commercial structure replacing the one which was destroyed, pursuant to the criteria stated in Section 18.88.020(D)(2) of this chapter.

D. For parking assessment districts other than those referred to in subsections A through C of this section, the building floor area credits for properties contributing to the district with either land, improved parking spaces, or cash shall be determined on a case by case basis depending on the circumstances for the particular parking assessment district. Such circumstances shall include, but shall not be limited to, the amount of parking spaces, land, or cash contributed; the total number of parking spaces created; the assessment formula for the district agreed to by the property owners within the district; and the location of the contributing property. The standard parking ratio for each parking lot at build out shall be one space for each 500 square feet of gross building area. Property owners contributing more parking or land than needed for their building may receive cash reimbursements or parking spaces credits which may be recognized and transferred as in lieu parking spaces if so approved at the time the parking assessment district is formed. (Ord. 1898 § 1, 2003; prior code § 2-9.20)

18.88.120 In lieu parking agreement for the downtown revitalization district.

A. The owner of a parcel or parcels within the downtown revitalization district who is unable to provide all of the off-street parking required by this code may apply to the city for an in lieu parking agreement.

1. The procedures to be followed for payment of in-lieu parking fees through an in lieu parking agreement shall be as follows:

    a. New construction which provides at least 85 percent of its required parking on-site and expansions to existing buildings which are less than or equal to 25 percent of the building's existing floor area may satisfy their parking deficits through in lieu parking agreements. Such agreements shall be approved ministerially by the community development director upon finding that the criteria of this section are met.

    b. New construction which provides less than 85 percent of its required parking on site and expansions to existing buildings which exceed 25 percent of the building's existing floor area may satisfy their deficit parking through in lieu parking agreements. Such agreements shall be subject to the approval of the city council. The request for such an agreement shall be in writing and shall be filed with the planning division. Subsequent to receipt of such a request, a hearing shall be scheduled for consideration of the matter by the city council. A public hearing shall be held on any such request with notice provided pursuant to Section 18.12.040 of this title. The in lieu parking agreement shall address the amount per deficient parking space to be paid by the owner, the duration of payment, and such other terms and conditions which are deemed appropriate. The city council may grant or deny the request.

2. Any sums received by the city pursuant to such a contract shall be deposited in a special fund and shall be used exclusively for acquiring, developing, and maintaining off-street parking facilities and located anywhere within the downtown revitalization district. The agreement shall be executed by the owner and the city manager, and all in lieu fees shall be paid prior to the issuance of a building permit.

3. The city shall determine a standard surface parking lot in lieu parking fee and a parking structure in lieu parking fee based on land and construction costs in the downtown revitalization district. Such fees shall be updated on a regular basis by the city and shall be made available to the public. On April 1st of any year in which the fees have not been recalculated, the fees shall be adjusted by the rate of increase in the ENR construction cost index for the prior year.

4. Any development for which an in lieu parking agreement is approved where the number of in lieu spaces is less than or equal to 30 percent of its parking requirement shall pay the standard surface parking lot in lieu fee for each deficient parking space.

5. Any development for which an in lieu parking agreement is approved where the number of in lieu parking spaces exceeds 30 percent of its parking requirement shall pay the parking structure in lieu parking fee for each deficient parking space.

6. In lieu parking agreements for which the requested number of in lieu parking spaces exceeds 50 percent of the required parking shall not be approved unless the city council finds that there are special circumstances related to: (a) constraints due to the size, configuration, or features of the site; or (b) constraints related to building placement or design; and (c) the availability of off-street parking.

7. In the event that a use for which an in lieu parking agreement has been executed is changed or facilities are altered to meet the parking standards prescribed in this chapter before the city has committed or expended any of the money received pursuant to said agreement in the area benefited, the amount received shall be refunded to the owner. Otherwise, there shall be no refunds of in lieu fees.

B. The owner of an eligible parcel or parcels, as shown in Figure 18.88.020, who is unable to provide all of the off-street parking required by this code may apply to the city to provide a specific on-site amenity open to the general public which equals, exceeds or is less than the value of the in-lieu parking fee that would otherwise be required for parking that cannot be provided on-site. The procedure and criteria to be followed for consideration of an on-site amenity open to the general public instead of providing parking shall be as follows:

1. Requests for provision of an on-site amenity open to the general public in place of providing off-street parking shall be made in writing as part of a development or pre-development application and shall be filed with the planning division. Such requests shall include a conceptual design for the amenity. Subsequent to receipt of such a request, and prior to project approval, a hearing shall be scheduled for consideration of the matter by the city council. A public hearing shall be held on any such request with notice provided pursuant to Section 18.12.040 of this title. The city council shall consider whether or not the proposed amenity would meet the objectives of the Downtown Specific Plan and whether or not to enter into an agreement with the applicant to reduce parking requirements in exchange for the development of an on-site amenity open to the general public on an eligible parcel, as shown in Figure 18.88.020.

2. The on-site amenity shall be open and accessible to the general public at all times, and no portion of the amenity shall be restricted to the exclusive use of on-site business customers only.

3. The on-site amenity should typically consist of a mini-plaza with seating, shade, landscaping, lighting, and other pedestrian facilities. Other forms of amenities may be considered by the city council if consistent with the objectives of the Downtown Specific Plan.

4. The value of the on-site amenity shall be equal to, exceed or be less than, if approved by council, the amount of in-lieu parking fees otherwise required by this chapter, and as set forth in the master fee schedule, for parking not otherwise provided on-site or off-site on private property. The value of the on-site amenity shall be based on opportunity costs. Opportunity costs shall be calculated by using a standard method approved by the community development director. Documentation of the calculation shall be provided to the planning division.

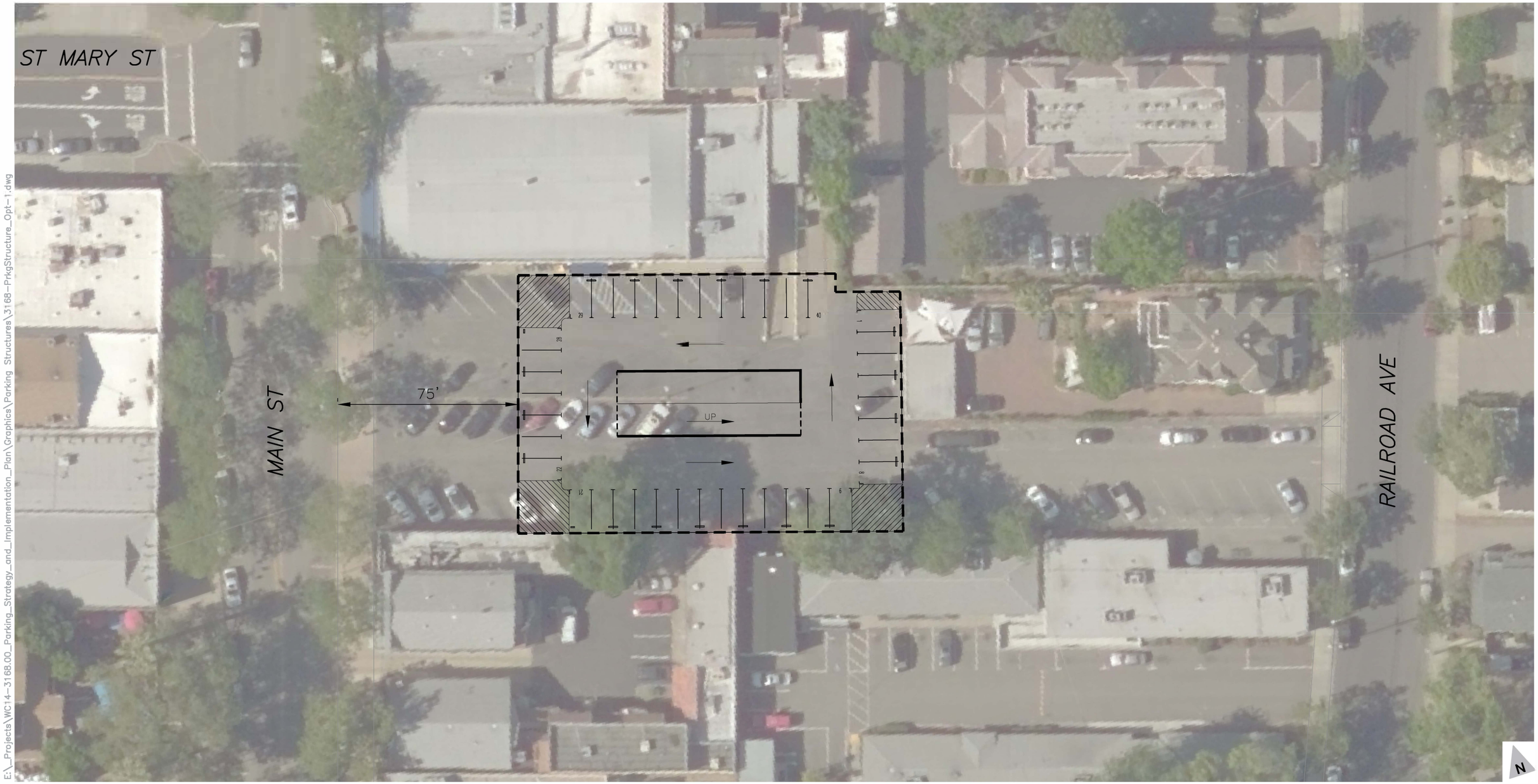
5. In the event the proposed on-site amenity is determined to be of lesser value than the amount of in lieu parking fees otherwise required by this chapter, the developer shall enter into an in lieu parking agreement that pays the difference between the provided amenity and the required fees into the in-lieu parking fund.

6. The on-site amenity shall be installed prior to the issuance of a certificate of occupancy by the chief building official.

7. The on-site amenity does not create any legal public easement or public property interest, and the owner of the property remains responsible for all maintenance and repair of the on-site amenity.

8. The on-site amenity, its requirement to be available to the general public as provided in subsection (B)(2), and the parking waived by provision of the on-site amenity shall be memorialized in a restrictive covenant recorded against the property. Such restrictive covenant shall include remedies for the city in the event the owner of the property, or any successor, fails to comply with its requirements. (Ord. 2089 § 2, 2014; Ord. 2000 § 1, 2009; Ord. 1898 § 1, 2003; prior code § 2-9.22)

APPENDIX D: PARKING GARAGE DESIGN CONCEPTS



LEGEND

Parking Structure Footprint

Figure 1a

Workbench True Value Hardware Parking Structure - Subterranean Level (40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

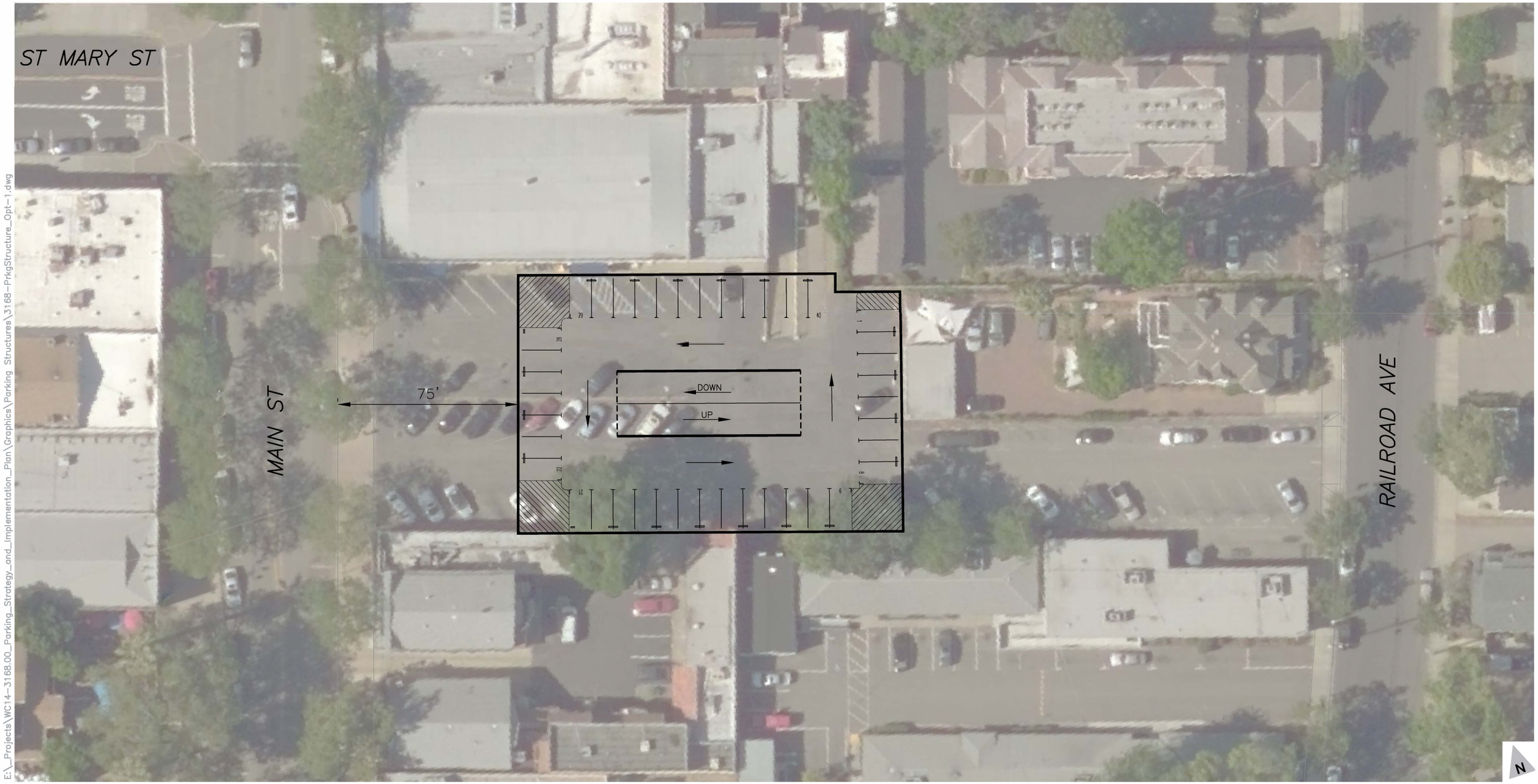
LEGEND

Parking Structure Footprint

Figure 1b

Workbench True Value Hardware Parking Structure - Ground Level (38 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.



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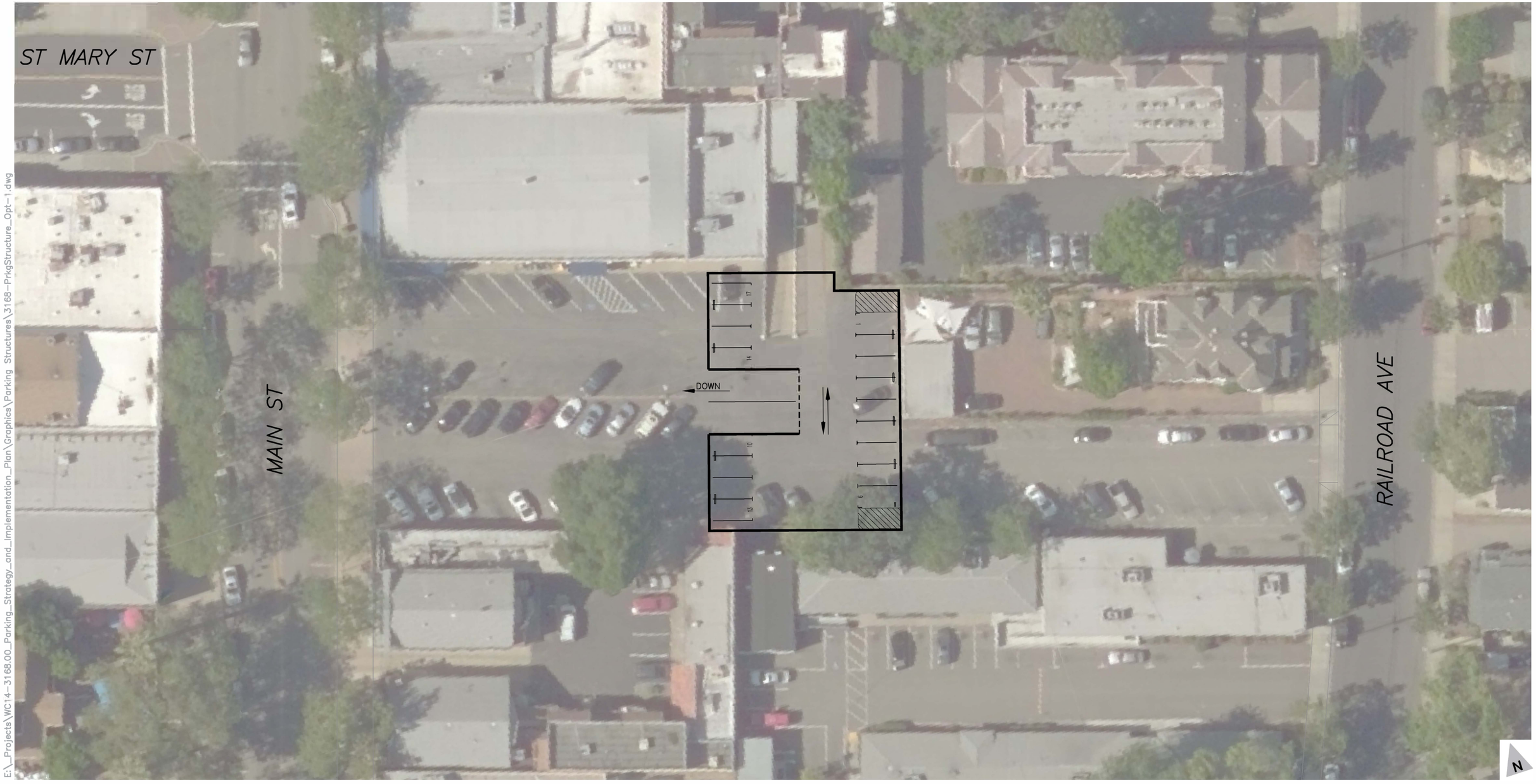
LEGEND

Parking Structure Footprint

Figure 1c

Workbench True Value Hardware Parking Structure - 2nd Level (40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.



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LEGEND

Parking Structure Footprint

Figure 1d

Workbench True Value Hardware Parking Structure - 3rd Level (17 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2a - Scenario A

Bank of America Lot Parking Structure - Subterranean Level (59/40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2b - Scenario A

Bank of America Lot Parking Structure - Ground Level (55/36 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2c - Scenario A

Bank of America Lot Parking Structure - 2nd Level (59/40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2d - Scenario A

Bank of America Lot Parking Structure - 3rd Level (59/40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2a - Scenario B

Bank of America Lot Parking Structure - Subterranean Level (59/40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2b - Scenario B

Bank of America Lot Parking Structure - Ground Level (59/36 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2c - Scenario B

Bank of America Lot Parking Structure - 2nd Level (59/40 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2a - Scenario C

Bank of America Lot Parking Structure - Subterranean Level (92 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2b - Scenario C

Bank of America Lot Parking Structure - Ground Level (81 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 2c - Scenario C

Bank of America Lot Parking Structure - 2nd Level (92 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

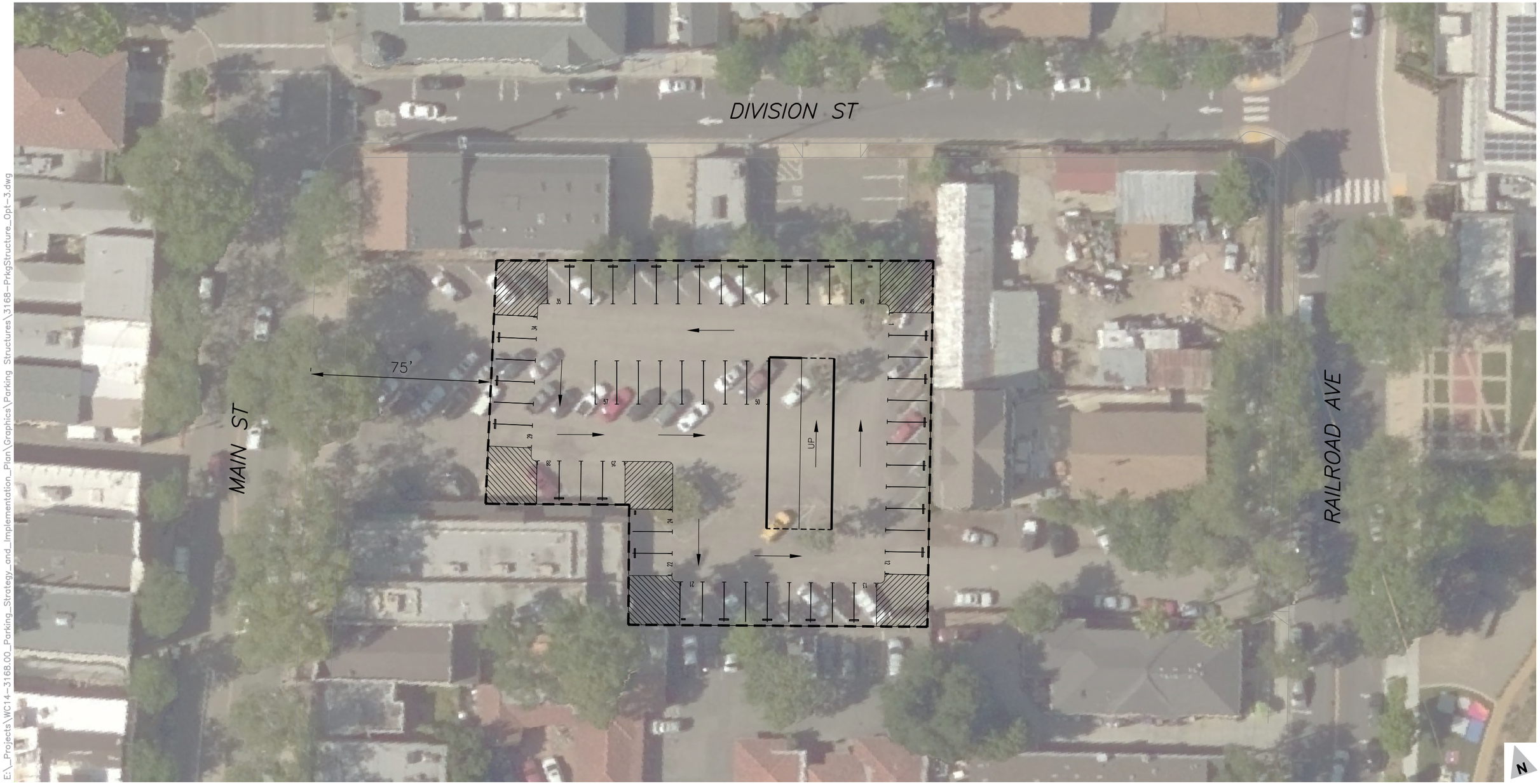
LEGEND

Parking Structure Footprint

Figure 2d - Scenario C

Bank of America Lot Parking Structure - 3rd Level (92 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.



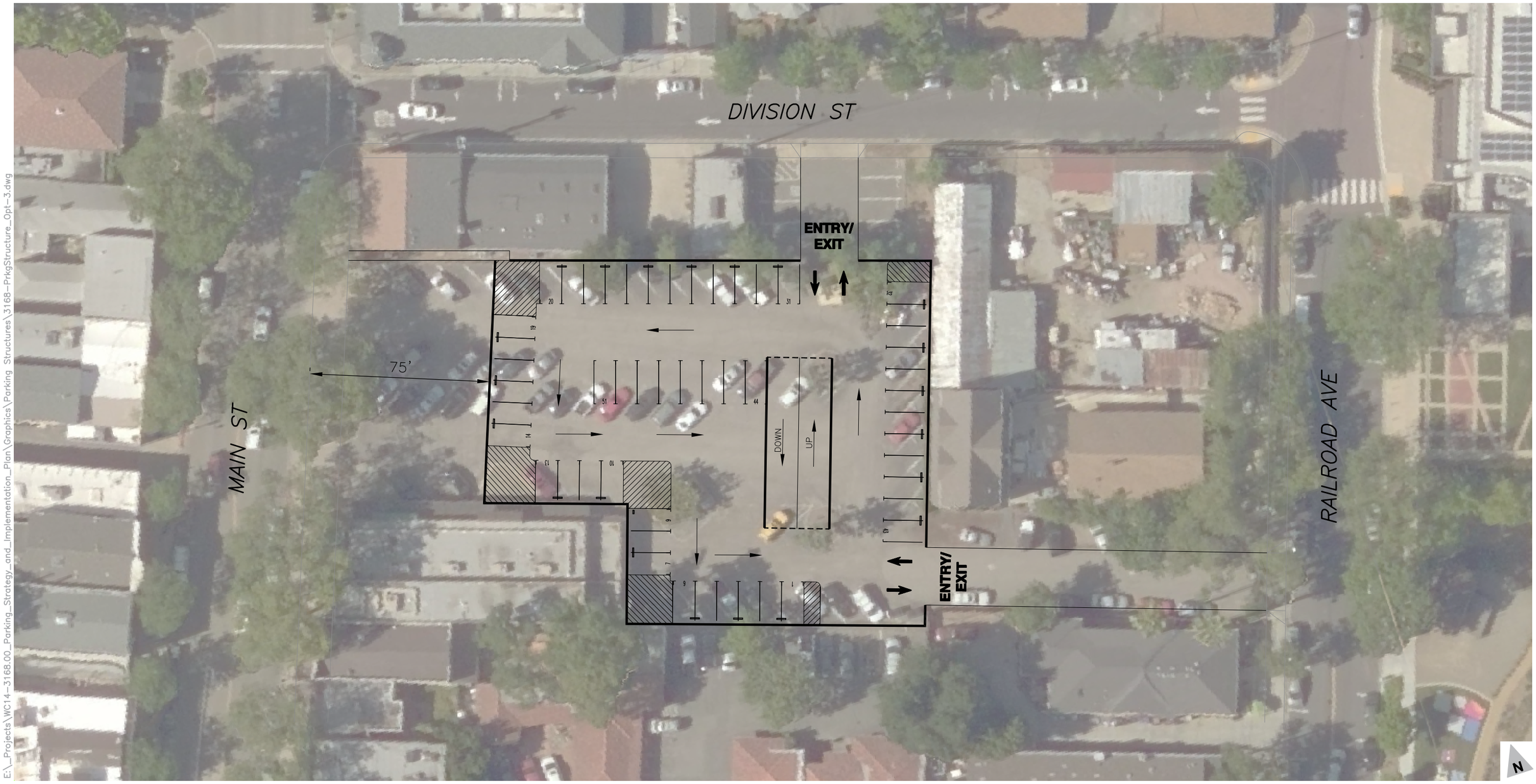
LEGEND

Parking Structure Footprint

Figure 3a

Inklings Coffee and Tea Parking Structure - Subterranean Level (57 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.



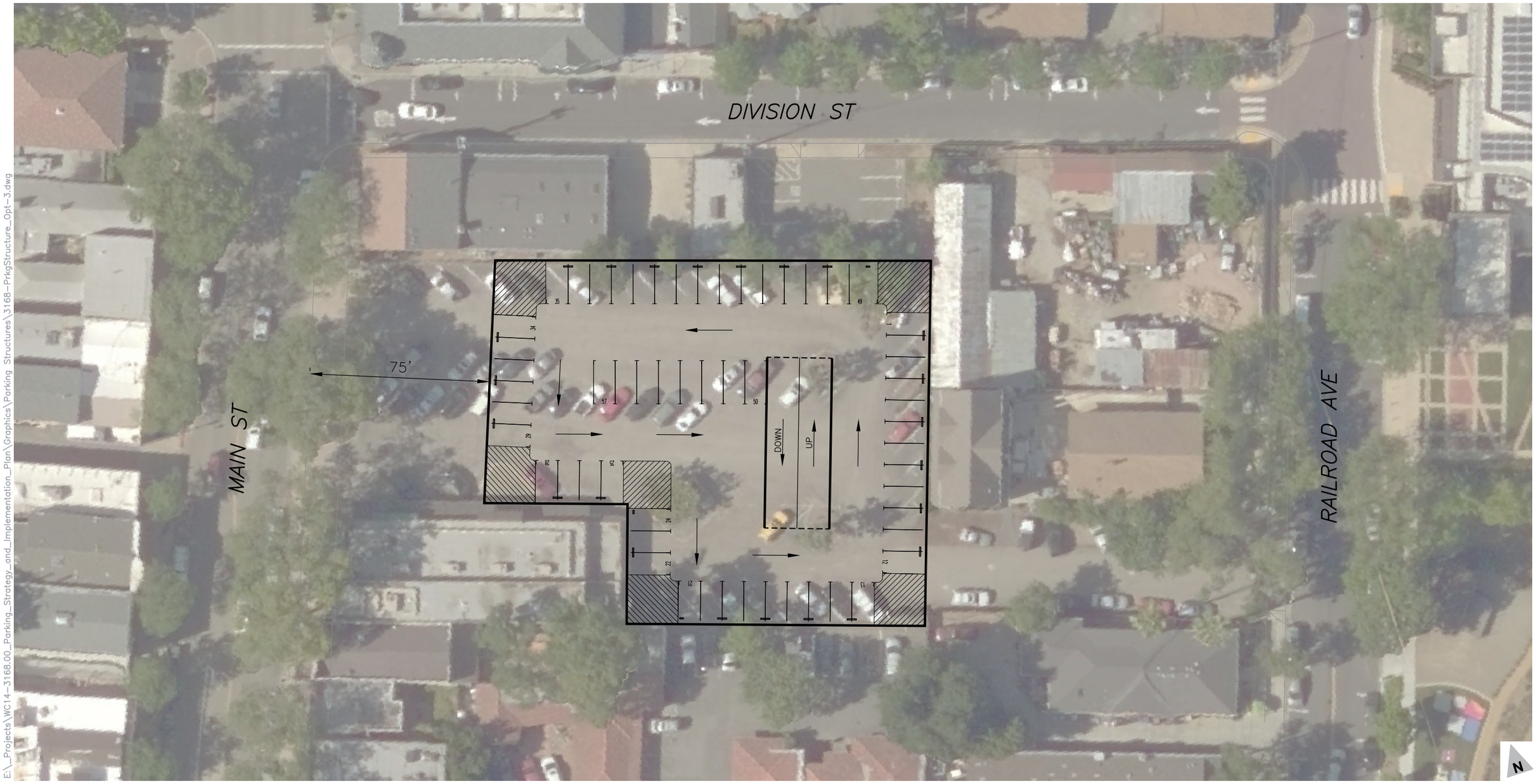
LEGEND

Parking Structure Footprint

Figure 3b

Inklings Coffee and Tea Parking Structure - Ground Level (51 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.



LEGEND

Parking Structure Footprint

Figure 3c

Inklings Coffee and Tea Parking Structure - 2nd Level (57 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 3d

Inklings Coffee and Tea Parking Structure - 3rd Level (31 Parking Spaces)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 4a

City Owned Peters Avenue Lot Parking Structure - Subterranean Level (47 Parking Spaces)

(Incorporation of existing trash enclosures could reduce net-increase in parking supply.)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 4b

City Owned Peters Avenue Lot Parking Structure - Ground Level (40 Parking Spaces)
(Incorporation of existing trash enclosures could reduce net-increase in parking supply.)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 4c

City Owned Peters Avenue Lot Parking Structure - 2nd Level (47 Parking Spaces)
(Incorporation of existing trash enclosures could reduce net-increase in parking supply.)

For conceptual purposes only to identify order of magnitude parking supply change.

LEGEND

Parking Structure Footprint

Figure 4d

City Owned Peters Avenue Lot Parking Structure - 3rd Level (47 Parking Spaces)
(Incorporation of existing trash enclosures could reduce net-increase in parking supply.)

For conceptual purposes only to identify order of magnitude parking supply change.

APPENDIX E: SHARED PARKING MODEL SUMMARY AND OUTPUTS

Appendix D - Land Use Scenarios and Growth Inputs for Shared Parking Model

	Existing Conditions (HE Model)		Scenario 1: Commercial Growth Only						Scenario 2: Residential Growth Only						Scenario 3: Mixed-use Infill Development					
			Low (5%)		Medium (10%)		High (15%)		Low (100 units)		Medium (200 units)		High (300 units)		Low (5% + 100 units)		Medium (10% + 200 units)		High (15%+500 units)	
Community Shopping Center (<400 ksf)	291,065	sf GLA	305,618	sf GLA	320,172	sf GLA	334,725	sf GLA	291,065	sf GLA	291,065	sf GLA	291,065	sf GLA	305,618	sf GLA	320,172	sf GLA	334,725	sf GLA
Employee																				
Fine/Casual Dining Restaurant	91,850	sf GLA	96,443	sf GLA	101,035	sf GLA	105,628	sf GLA	91,850	sf GLA	91,850	sf GLA	91,850	sf GLA	96,443	sf GLA	101,035	sf GLA	105,628	sf GLA
Employee																				
Performing Arts Theater	221	seats	221	seats	221	seats	221	seats	221	seats	221	seats	221	seats	221	seats	221	seats	221	seats
Employee																				
Hotel-Business		rooms		rooms		rooms		rooms		rooms		rooms		rooms		rooms		rooms		rooms
Hotel-Leisure	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms	39	rooms
Restaurant/Lounge		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA
Conference Ctr/Banquet (20 to 50 sq ft/guest room)		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA
Convention Space (>50 sq ft/guest room)		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA		sf GLA
Employee																				
Residential, Rental, Shared Spaces		units		units		units		units	50	units	100	units	250	units	50	units	100	units	250	units
Reserved	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit
Guest		units		units		units		units	50	units	100	units	250	units	50	units	100	units	250	units
Residential, Owned, Shared Spaces		units		units		units		units	50	units	100	units	250	units	50	units	100	units	250	units
Reserved	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit	1	sp/unit
Guest		units		units		units		units	50	units	100	units	250	units	50	units	100	units	250	units
Office 100 to 500 ksf	349,119	sf GLA	366,575	sf GLA	384,031	sf GLA	401,487	sf GLA	349,119	sf GLA	349,119	sf GLA	349,119	sf GLA	366,575	sf GLA	384,031	sf GLA	401,487	sf GLA
Employee																				
Bank (Branch) with Drive-In	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA	37,210	sf GLA
Employee																				

From MainStreet to Validate Models	AM	PM	AM		PM		AM		PM		AM		PM	
Internalization Percentage	9.1%	13.0%	9.1%		13.0%		14.5%		12.9%		9.4%		5.5%	
Non-Auto Percentage	8.5%	5.9%	8.5%		5.9%		7.3%		6.8%		7.9%		8.2%	
			Assume Commercial Scenario Stays the Same				Uses Medium Growth Scenario				Uses Medium Growth Scenario			

Scenario 1: Commercial Only Growth - Shared Parking Model Outputs

Total Downtown Supply	3154
Effective Capacity (85% of Supply)	2681

	Existing Demand				Projected Parking Demand						Project Demand to Maintain Effective Capactity						Project Number of Future Spaces Needed					
	Hexagon 2015 Data		Validated Model		Scenario 1: Low		Scenario 1: Medium		Scenario 1: High		Scenario 1: Low		Scenario 1: Medium		Scenario 1: High		Scenario 1: Low		Scenario 1: Medium		Scenario 1: High	
	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand	Weekday Demand	Weekend Demand
Time of Day	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)	(Spaces)
6:00 AM			66	51	68	52	71	55	72	56	80	61	84	65	85	66	-3074	-3093	-3070	-3089	-3069	-3088
7:00 AM			383	179	398	187	414	193	430	201	468	220	487	227	506	236	-2686	-2934	-2667	-2927	-2648	-2918
8:00 AM			1043	434	1085	450	1124	465	1166	480	1276	529	1322	547	1372	565	-1878	-2625	-1832	-2607	-1782	-2589
9:00 AM			1527	862	1586	896	1646	934	1704	968	1866	1054	1936	1099	2005	1139	-1288	-2100	-1218	-2055	-1149	-2015
10:00 AM			2005	1193	2087	1244	2169	1294	2252	1344	2455	1464	2552	1522	2649	1581	-699	-1690	-602	-1632	-505	-1573
11:00 AM			2367	1563	2469	1631	2573	1699	2677	1766	2905	1919	3027	1999	3149	2078	-249	-1235	-127	-1155	-5	-1076
12:00 PM	2684	2562	2780	2452	2904	2565	3031	2677	3155	2788	3416	3018	3566	3149	3712	3280	262	-136	412	-5	558	126
1:00 PM			2871	2469	3000	2589	3130	2710	3258	2828	3529	3046	3682	3188	3833	3327	375	-108	528	34	679	173
2:00 PM			2900	2305	3028	2415	3155	2527	3284	2635	3562	2841	3712	2973	3864	3100	408	-313	558	-181	710	-54
3:00 PM			2519	2284	2630	2392	2740	2504	2851	2611	3094	2814	3224	2946	3354	3072	-60	-340	70	-208	200	-82
4:00 PM			2637	2164	2754	2270	2871	2377	2986	2482	3240	2671	3378	2796	3513	2920	86	-483	224	-358	359	-234
5:00 PM			2576	2360	2690	2476	2809	2593	2922	2710	3165	2913	3305	3051	3438	3188	11	-241	151	-103	284	34
6:00 PM			2570	2707	2693	2839	2818	2974	2941	3108	3168	3340	3315	3499	3460	3656	14	186	161	345	306	502
7:00 PM	2782	2775	2690	2661	2817	2792	2947	2923	3075	3053	3314	3285	3467	3439	3618	3592	160	131	313	285	464	438
8:00 PM			2475	2615	2591	2740	2710	2866	2828	2991	3048	3224	3188	3372	3327	3519	-106	70	34	218	173	365
9:00 PM			2264	2459	2372	2578	2480	2695	2587	2813	2791	3033	2918	3171	3044	3309	-363	-121	-236	17	-110	155
10:00 PM			1874	2201	1966	2309	2058	2418	2150	2527	2313	2716	2421	2845	2529	2973	-841	-438	-733	-309	-625	-181
11:00 PM			1345	1911	1410	2005	1477	2099	1543	2193	1659	2359	1738	2469	1815	2580	-1495	-795	-1416	-685	-1339	-574
12:00 AM			442	1051	462	1103	483	1154	505	1206	544	1298	568	1358	594	1419	-2610	-1856	-2586	-1796	-2560	-1735

Validation (under 5% difference)		
12:00 PM	-3.5%	4.5%
7:00 PM	3.4%	4.3%

Scenario 2: Residential Only Growth - Shared Parking Model Outputs

Total Downtown Supply	3154
Effective Capacity (85% of Supply)	2681

	Existing Demand				**Projected Parking Demand**						**Project Demand to Maintain Effective Capactity**						**Project Number of Future Spaces Needed**					
	Hexagon 2015 Data		Validated Model		Scenario 2: Low		Scenario 2: Medium		Scenario 2: High		Scenario 2: Low		Scenario 2: Medium		Scenario 2: High		Scenario 2: Low		Scenario 2: Medium		Scenario 2: High	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
Time of Day	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)
6:00 AM			66	51	208	198	355	345	797	787	245	233	418	406	938	926	-2909	-2921	-2736	-2748	-2216	-2228
7:00 AM			383	179	493	321	634	466	1064	900	580	378	746	548	1252	1059	-2574	-2776	-2408	-2606	-1902	-2095
8:00 AM			1043	434	1097	572	1240	715	1665	1140	1291	673	1459	841	1959	1341	-1863	-2481	-1695	-2313	-1195	-1813
9:00 AM			1527	862	1542	991	1683	1132	2099	1548	1814	1166	1980	1332	2469	1821	-1340	-1988	-1174	-1822	-685	-1333
10:00 AM			2005	1193	1991	1312	2129	1450	2537	1858	2342	1544	2505	1706	2985	2186	-812	-1610	-649	-1448	-169	-968
11:00 AM			2367	1563	2329	1670	2463	1804	2864	2205	2740	1965	2898	2122	3369	2594	-414	-1189	-256	-1032	215	-560
12:00 PM	2684	2562	2780	2452	2721	2534	2853	2666	3245	3058	3201	2981	3356	3136	3818	3598	47	-173	202	-18	664	444
1:00 PM			2871	2469	2811	2551	2945	2685	3346	3086	3307	3001	3465	3159	3936	3631	153	-153	311	5	782	477
2:00 PM			2900	2305	2833	2392	2967	2526	3368	2927	3333	2814	3491	2972	3962	3444	179	-340	337	-182	808	290
3:00 PM			2519	2284	2471	2372	2605	2506	3006	2907	2907	2791	3065	2948	3536	3420	-247	-363	-89	-206	382	266
4:00 PM			2637	2164	2588	2255	2726	2393	3134	2801	3045	2653	3207	2815	3687	3295	-109	-501	53	-339	533	141
5:00 PM			2576	2360	2558	2456	2703	2601	3136	3034	3009	2889	3180	3060	3689	3569	-145	-265	26	-94	535	415
6:00 PM			2570	2707	2684	2813	2835	2964	3291	3420	3158	3309	3335	3487	3872	4024	4	155	181	333	718	870
7:00 PM	2782	2775	2690	2661	2813	2779	2972	2938	3457	3423	3309	3269	3496	3456	4067	4027	155	115	342	302	913	873
8:00 PM			2475	2615	2597	2734	2758	2895	3243	3380	3055	3216	3245	3406	3815	3976	-99	62	91	252	661	822
9:00 PM			2264	2459	2388	2581	2549	2742	3037	3230	2809	3036	2999	3226	3573	3800	-345	-118	-155	72	419	646
10:00 PM			1874	2201	2006	2327	2168	2489	2657	2978	2360	2738	2551	2928	3126	3504	-794	-416	-603	-226	-28	350
11:00 PM			1345	1911	1484	2039	1642	2197	2123	2678	1746	2399	1932	2585	2498	3151	-1408	-755	-1222	-569	-656	-3
12:00 AM			442	1051	593	1190	747	1344	1216	1813	698	1400	879	1581	1431	2133	-2456	-1754	-2275	-1573	-1723	-1021

Validation (under 5% difference)		
12:00 PM	-3.5%	4.5%
7:00 PM	3.4%	4.3%

Scenario 3: Mixed-Use Infill Growth - Shared Parking Model Outputs

Total Downtown Supply	3154
Effective Capacity (85% of Supply	2681

	Existing Demand				Projected Parking Demand						Project Demand to Maintain Effective Capactity						Project Number of Future Spaces Needed					
	Hexagon 2015 Data		Validated Model		Scenario 3: Low		Scenario 3: Medium		Scenario 3: High		Scenario 3: Low		Scenario 3: Medium		Scenario 3: High		Scenario 3: Low		Scenario 3: Medium		Scenario 3: High	
	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend	Weekday	Weekend
Time of Da	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)	Demand (Spaces)
6:00 AM			66	51	200	199	336	348	735	792	235	234	395	409	865	932	-2919	-2920	-2759	-2745	-2289	-2222
7:00 AM			383	179	527	330	671	481	1073	922	620	388	789	566	1262	1085	-2534	-2766	-2365	-2588	-1892	-2069
8:00 AM			1043	434	1210	588	1377	745	1801	1186	1424	692	1620	876	2119	1395	-1730	-2462	-1534	-2278	-1035	-1759
9:00 AM			1527	862	1705	1025	1891	1203	2324	1653	2006	1206	2225	1415	2734	1945	-1148	-1948	-929	-1739	-420	-1209
10:00 AM			2005	1193	2201	1360	2406	1548	2857	2005	2589	1600	2831	1821	3361	2359	-565	-1554	-323	-1333	207	-795
11:00 AM			2367	1563	2583	1763	2810	1936	3273	2404	3039	2074	3306	2278	3851	2828	-115	-1080	152	-876	697	-326
12:00 PM	2684	2562	2780	2452	3019	2644	3265	2886	3741	3387	3552	3111	3841	3395	4401	3985	398	-43	687	241	1247	831
1:00 PM			2871	2469	3114	2669	3367	2922	3854	3439	3664	3140	3961	3438	4534	4046	510	-14	807	284	1380	892
2:00 PM			2900	2305	3138	2501	3388	2743	3875	3251	3692	2942	3986	3227	4559	3825	538	-212	832	73	1405	671
3:00 PM			2519	2284	2744	2478	2977	2720	3447	3227	3228	2915	3502	3200	4055	3796	74	-239	348	46	901	642
4:00 PM			2637	2164	2875	2360	3114	2602	3598	3114	3382	2776	3664	3061	4233	3664	228	-378	510	-93	1079	510
5:00 PM			2576	2360	2821	2570	3068	2830	3572	3378	3319	3024	3609	3329	4202	3974	165	-130	455	175	1048	820
6:00 PM			2570	2707	2620	2891	2876	3168	3414	3745	3082	3401	3384	3727	4016	4406	-72	247	230	573	862	1252
7:00 PM	2782	2775	2690	2661	2746	2855	3014	3140	3584	3739	3231	3359	3546	3694	4216	4399	77	205	392	540	1062	1245
8:00 PM			2475	2615	2536	2804	2791	3084	3354	3681	2984	3299	3284	3628	3946	4331	-170	145	130	474	792	1177
9:00 PM			2264	2459	2331	2650	2580	2920	3134	3513	2742	3118	3035	3435	3687	4133	-412	-36	-119	281	533	979
10:00 PM			1874	2201	1955	2390	2190	2654	2729	3239	2300	2812	2576	3122	3211	3811	-854	-342	-578	-32	57	657
11:00 PM			1345	1911	1444	2092	1650	2338	2158	2899	1699	2461	1941	2751	2539	3411	-1455	-693	-1213	-403	-615	257
12:00 AM			442	1051	568	1219	731	1419	1185	1926	668	1434	860	1669	1394	2266	-2486	-1720	-2294	-1485	-1760	-888

Validation (under 5% difference)		
12:00 PM	-3.5%	4.5%
7:00 PM	3.4%	4.3%

APPENDIX F: PARKING STRATEGY IMPLEMENTATION

Strategies are provided in three main areas: managing the existing parking supply, increasing parking supply, and parking zoning/administration updates. Immediate, near-term and long-term strategies are identified. The range of strategies presented should be used in coordination with each other and are most effective when implemented in a phased approach.

Managing the Existing Parking Supply

As the construction of new parking facilities can be time- and capital-intensive, they may not be an effective immediate or near-term strategy to manage parking supplies. Strategies presented in **Table F-1** refer to detailed strategies in Table 6. Not all strategies presented in Table 6 are reflected in **Table F-1**.

TABLE F-1
MANAGING THE EXISTING PARKING SUPPLY

Strategy	Responsible Party	Resources
Immediate		
1.4.1 - Enhanced Time Restrictions**	▪ Community Development Department ▪ Police Department	▪ Policy change ▪ Staff time
1.4.2 – Wayfinding**	▪ Community Development Department	▪ Staff time ▪ Funding
1.4.3 - Increased Enforcement**	▪ Police Department	▪ Staff time ▪ Funding
Near-term		
1.3.1 - Designated Employee Parking Lots or Permits**	▪ Community Development Department ▪ Economic Development Department ▪ Police Department ▪ Businesses ▪ Pleasanton Downtown Association	▪ Staff time ▪ Policy change ▪ Establishment of new process
1.2.6 - Bicycle Repair Stations	▪ Community Development Department ▪ Community Services Department	▪ Staff time ▪ Funding
2.2.2 - Valet Parking	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information
2.1.1 - Subsidized Transit Passes**	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information

TABLE F-1
MANAGING THE EXISTING PARKING SUPPLY

Strategy	Responsible Party	Resources
2.1.2 - Pre-tax Transit Incentives**	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information
2.1.5 - Financial Incentives to employees to not drive**	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information
2.1.4 - Bicycle and/or Helmet Subsidies for downtown employees	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information
2.2.3 - Preferential Parking for Carpools or Vanpools	▪ Local Businesses ▪ Community Development Department ▪ Pleasanton Downtown Association	▪ Staff time to coordinate with business or supply information
1.3.5 – ADA Parking Supply Review	▪ Community Development Department ▪ Engineering Department	▪ Staff time
1.2.13 – Curbside Management	▪ Community Development Department	▪ Staff time ▪ Policy change
Long-term		
1.3.2 - Parking Pricing	▪ Community Development Department	▪ Staff time ▪ Policy change ▪ Funding
1.2.1 - Bicycle Access and Trail Connectivity Improvements	▪ Community Development Department	▪ Staff time ▪ Funding
1.2.8 - Free or Reduced Fare Shuttle/ Circulator to Downtown	▪ Community Development Department ▪ Partnership with LAVTA ▪ Partnership with TNCs	▪ Staff time ▪ Funding ▪ Proposed development
1.2.7 - Transit Stops and Connections to BART	▪ Community Development Department ▪ Partnership with LAVTA	▪ Staff time ▪ Funding ▪ Proposed development
2.1.6 - Changing Rooms and Lockers	▪ Local businesses	▪ Proposed development

TABLE F-1
MANAGING THE EXISTING PARKING SUPPLY

Strategy	Responsible Party	Resources
1.2.4 - Bicycle Valet	▪ Community Development Department ▪ Economic Development Department ▪ Community Services Department ▪ Pleasanton Downtown Association ▪ Partnership with Bicycle Coalitions	▪ Staff time ▪ Funding
1.3.3 - Real-time Parking Information System for City-owned Parking Lots	▪ Community Development Department	▪ Staff time
1.2.12 – Streetscape Improvements	▪ Community Development Department ▪ Engineering Department	▪ Staff time ▪ Funding

Notes: ** indicates strategies that would have immediate benefit with minimal staff time or resources required.
Fehr & Peers, 2017.

Increasing the Parking Supply

Strategies that can be phased in to increase the parking supply are summarized in **Table F-2** based on the information presented in Table 6. Not all strategies presented in Table 6 are reflected in **Table F-2.**

TABLE F-2
INCREASING PARKING SUPPLY

Strategy	Responsible Party	Resources
Immediate		
1.2.2 - Short-term Bicycle Parking	▪ Community Development Department	▪ Staff time ▪ Funding
1.2.3 - Long-Term Bicycle Parking	▪ Community Development Department	▪ Staff time ▪ Funding
1.5.5 - Loading Zone Time of Day Restrictions	▪ Community Development Department	▪ Staff time ▪ Minor funding for infrastructure updates
1.5.11 – Identify surface parking opportunity sites	▪ Community Development Department	▪ Staff time

TABLE F-2
INCREASING PARKING SUPPLY

Strategy	Responsible Party	Resources
1.5.12 – In-Lieu Fees	▪ Community Development Department	▪ Staff time for updating the program
Near-term		
1.5.10 – Complete parking strategy for Transportation Corrido, including final design and construction**	▪ Community Development Department ▪ Engineering Department	▪ Staff time ▪ Funding
1.5.8 Establish Parking Benefit District or Parking Assessment District	▪ Community Development Department	▪ Staff time ▪ Establishment of new program
1.5.1/2.3.1 - Shared Parking Agreements between Businesses with off-street Lots	▪ Community Development Department ▪ Economic Development Department ▪ City Manager's Office ▪ Local Businesses	▪ Staff time
1.5.7 - Parking Overflow Plan	▪ Community Development Department ▪ Local businesses ▪ Pleasanton Downtown Association	▪ Staff time
1.5.3 - Private Lot Utilization During Evenings and/or weekends	▪ Community Development Department ▪ Economic Development Department ▪ City Manager's Office ▪ Local Businesses	▪ Staff time
1.2.5 - Bicycle Corrals	▪ Community Development Department ▪ Engineering Department ▪ Pleasanton Downtown Association	▪ Staff time ▪ Funding ▪ Establishment of new policy, process, and standards
1.5.9 – Construct a Dedicated Employee Parking Lot	▪ Community Development Department ▪ Engineering Department	▪ Staff time ▪ Funding

TABLE F-2
INCREASING PARKING SUPPLY

Strategy	Responsible Party	Resources
Long-term		
1.2.1 - Bicycle Access and Trail Connectivity Improvements	▪ Community Development Department	▪ Staff time ▪ Funding
1.5.2 - Coordination with ACE	▪ Community Development Department	▪ Staff time ▪ Minor funding for infrastructure updates ▪ Policy change
1.5.6 - Construct a Parking Structure	▪ Community Development Department ▪ Engineering Department	▪ Staff time ▪ Funding ▪ Proposed development
2.3.2 - Parking Lifts for Employees	▪ Local Businesses	▪ Proposed development or redevelopment

Notes: ** indicates strategies that would have immediate benefit with minimal staff time or resources required.
Fehr & Peers, 2017.

Parking Zoning/Administration Updates

Modifications to existing policies that may be necessary to implement various parking strategies are presented in **Table F-3** based on the information presented in Table 6 and Table 7. Not all strategies presented in Table 6 are reflected in **Table F-3**.

TABLE F-3
PARKING ZONING/ADMINISTRATION UPDATES

Strategy	Responsible Party	Resources
Immediate		
4.3 – Update Zoning Code	▪ Community Development Department ▪ Economic Development Department	▪ Staff time ▪ Policy Change
Near-term		
1.1.1 - City Staff Coordination	▪ Community Development Department ▪ Economic Development Department	▪ Staff time

TABLE F-3
PARKING ZONING/ADMINISTRATION UPDATES

Strategy	Responsible Party	Resources
1.1.2 - Transportation Information Center	▪ Community Development Department ▪ Economic Development Department	▪ Staff time
1.1.3 - Transportation Demand Management Association (TMA)	▪ Community Development Department ▪ Economic Development Department ▪ Businesses ▪ Pleasanton Downtown Association	▪ Staff time
1.2.9 - Rideshare Programs	▪ Community Development Department ▪ Economic Development Department ▪ Businesses ▪ Pleasanton Downtown Association	▪ Staff time
4.2 – Update the Downtown Pleasanton Specific Plan	▪ Community Development Department	▪ Staff time ▪ Policy Change ▪ Funding
Long-term		
4.1 – Update the City of Pleasanton General Plan	▪ Community Development Department	▪ Staff time ▪ Policy Change ▪ Funding

Fehr & Peers, 2017.