

PUBLIC PARKING



WALKER
CONSULTANTS



City of Huntington Beach

Parking Requirements Review and Update
Downtown, Industrial Districts, and Citywide

June 6, 2023



Presentation Agenda

01 Study Purpose & Focus Areas

02 Citywide Findings

03 Industrial Area Findings

04 Downtown Area Findings



Huntington Beach

01

| Study Purpose and Focus Areas

STUDY PURPOSE

- Address areas where parking related opportunities and concerns have been raised
 - Industrial Areas
 - Downtown
 - General assessment of the appropriateness of Citywide parking requirements
- Are parking requirements reasonable for parking needs?
- Is parking a hindrance to the type of flexibility needed for business to grow and expand in the City and if so, how can that be addressed?



DATA COLLECTION

- Citywide
 - Focused counts at samples of businesses deemed of interest (restaurant, medi-spa, small retail centers)
 - Review of Citywide minimum off-street parking requirements compared to parking industry standards
- Industrial
 - Focused counts at select mixed-use (commercial/industrial) zoned locations
 - Opportunities to share parking for efficiency
 - Visual observation of industrial-zoned areas
- Downtown
 - Summertime parking occupancy data collection on a weekday and a Saturday (July 2022)



02 | Citywide



DETERMINING APPROPRIATE PARKING REQUIREMENTS

- Transportation Needs
- Economic Development Impacts
- Accuracy vs. Simplification
- Ease of Understanding and Administration
- Parking as Public Space
- Dedicated Parking vs. Shared Parking



CITYWIDE - OBSERVATIONS

- Walker made observations and collected parking occupancy data at select:
 - *Restaurants*
 - *Medi-spas*
 - *Retail shopping centers*
 - *Office buildings*
- Restaurants had a wide range of needs, depending on the specific restaurant and operating modus operandi.
- Medi-spas generated parking needs similar to medical offices.
- Retail centers and mixed-use/office developments had ample well-functioning parking supply.



CITYWIDE – MINIMUM PARKING REQUIREMENT RECOMMENDATIONS

Land Use	Code Requirement	ULI Base Ratio	Walker Recommendation
Health Club	1 per 200 sq. ft.	1 space per 150 sq. ft.	1 space per 150 sq. ft.
Class-Based Fitness Studios	Not in Code	N/A	1 space per 100 sq. ft.
Retail sales not listed under another use classification	1 space per 200 sq. ft.	1 space per 250 sq. ft.	1 space per 250 sq. ft.
Medical/Dental Offices	1 spaces per 175 square feet	1 space per 220 sq. ft.	1 space per 220 sq. ft.
Office	1 space per 250 square feet	Varies between 1 space per 263 and 357 sq. ft.	1 space per 250 sq. ft. for offices under 100,000 sq. ft. 1 space per 300 sq. ft. for office over 100,000 sq. ft.
Retail Shopping Center (Large)	Not in Code	1 space per 250 sq. ft.	1 space per 200 sq. ft., retail shopping center can include restaurants, Medi-spas, gyms, fitness studios, and personal services to occupy up to 40% of gross leasable area after which a parking study would be required to determine continued adequacy of the parking supply
Retail Shopping Center (Small)	Not in Code	1 space per 250 sq. ft.	1 space per 200 sq. ft., retail shopping center can include restaurants, Medi-spas, gyms, fitness studios, and personal services to occupy up to 40% of gross leasable area after which a parking study would be required to determine continued adequacy of the parking supply
Medi-Spas	Not in Code	1 space per 220 sq. ft.	1 space per 250 sq. ft.
Restaurants	1 space per 200 sq. ft. if less than 12 seats 1 space per 60 sq. ft. if more than 12 seats, but 1 space per 100 sq. ft. if on a site with 3 or more uses	1 space per 70 sq. ft.	7 spaces per 1,000 sq. ft.
Hospitals	1 space per 250 square feet	1.5 spaces per bed	As determined by Parking Study

03 | Industrial



INDUSTRIAL DISTRICT PARKING REQUIREMENT ISSUES

- Parking issue is the requirement not the adequacy
- City staff identified lack of clarity with the application of current requirements in the City's Industrial Districts.
 - New businesses not contemplated in the code including breweries and distilleries, which also offer tasting rooms.
 - Non-industrial uses which seek out large buildings and ample parking such as churches and activity centers for children.
 - Current restrictions on businesses in front or back of (mixed-use) Industrial centers.
 - Navigating lack of clarity takes staff time and creates unknowns and delays for businesses wanting to open, particularly land uses not included in the code
- Except for a few concentrated areas of full parking lots and block faces, there is an **abundance of available parking**.
- Mixed-industrial center parking **less than 50% full**, parking demand under 2.0 spaces per thousand square feet observed.



INDUSTRIAL - RECOMMENDATIONS

- **Add a catch-all blended requirement** that allows for non-industrial potential uses interspersed with traditional light industrial for land uses not already in the code
- **Allow submission of parking study** in lieu of adhering to parking requirements.
- **Eliminate additional parking requirements** for change of use in existing industrial areas.



PUBLIC PARKING

0 Speed Available 136

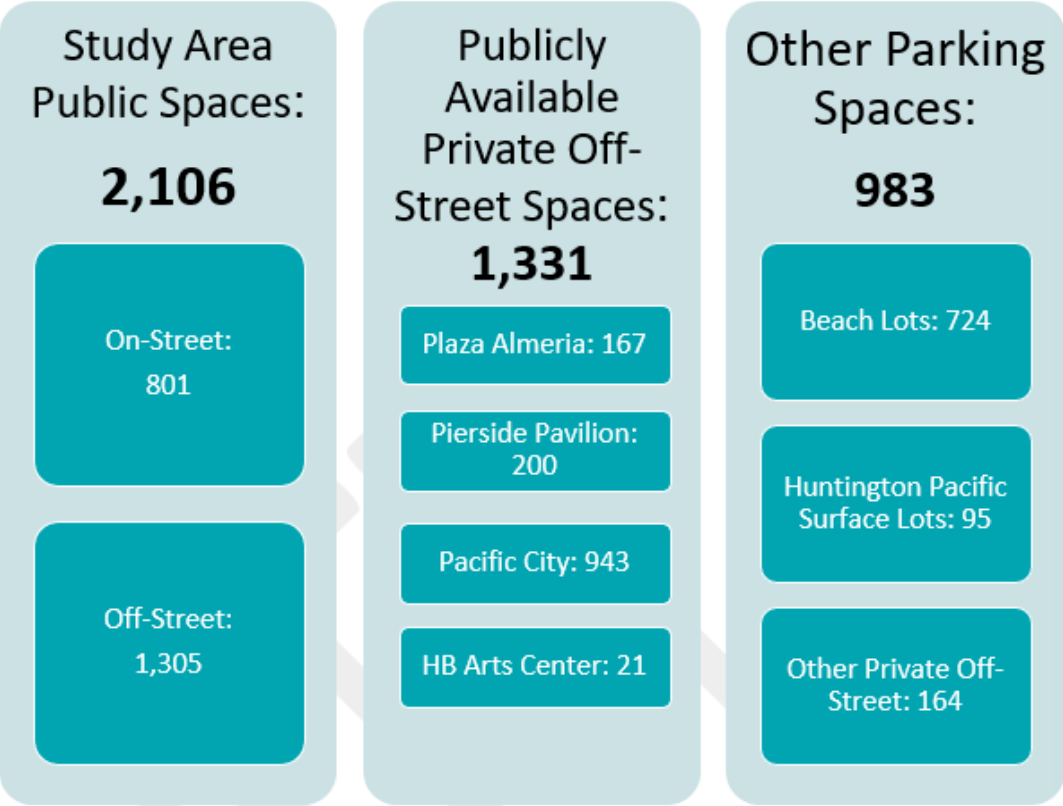
ENTRANCE
MAX 6'10" HANDICAPPED SECTION 8' 2"

04 | Downtown

TAKE TICKET TO ENTER
MAIN PROMENADE
PARKING FEES
1 HOUR \$1.00
2 HOUR \$2.00
DAY MAXIMUM \$8.00
NIGHT TICKET \$8.00
NO BILLS LARGER THAN \$20.00
ORANGE VALIDATION
REDUCES FINE 1 HOUR
2 VALIDATION MAXIMUM
PROHIBITED PARKING OF
TRAILERS, BUSES, OR
IN ANYWAY OTHER THAN
CALL 311 FOR ADDITIONAL INFO

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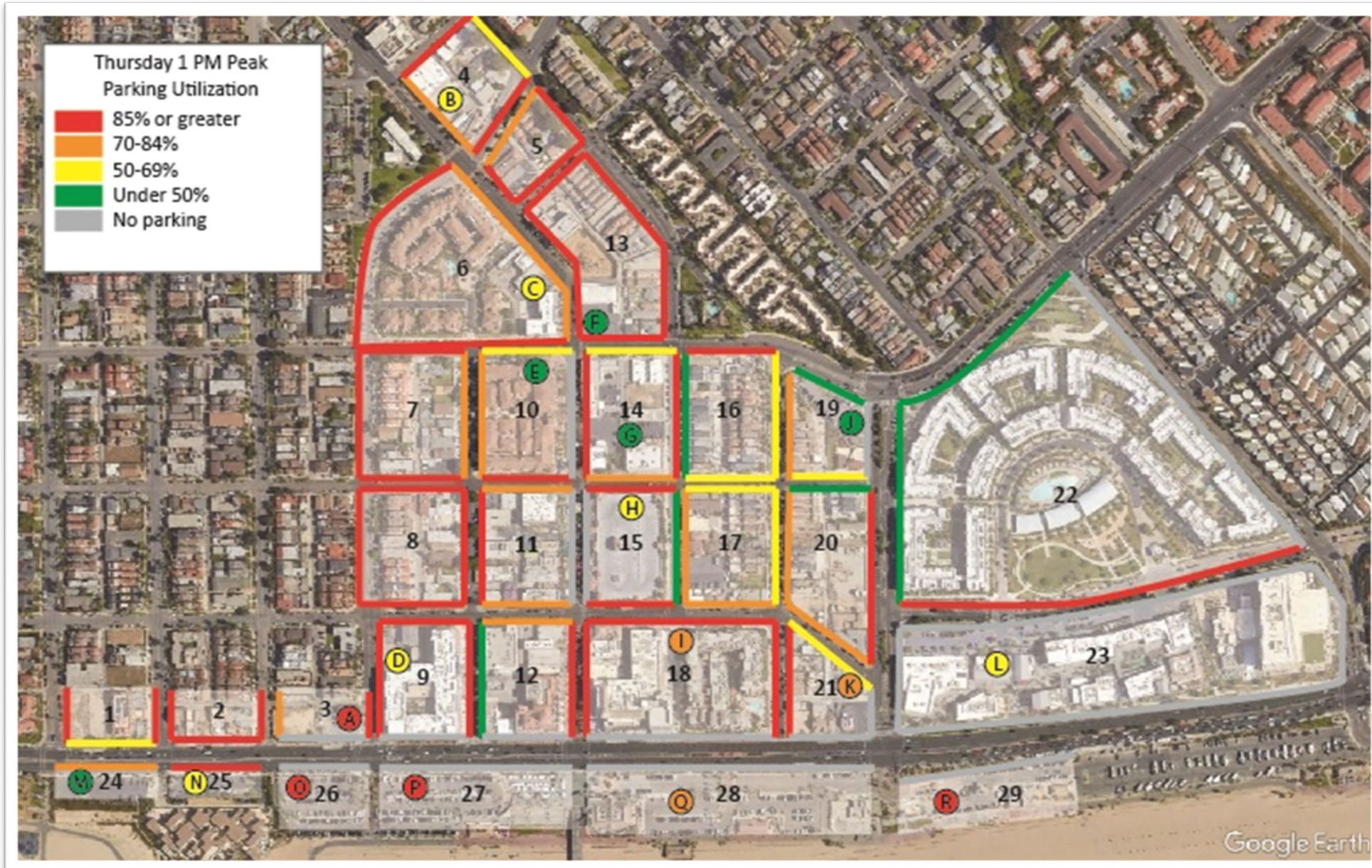
DOWNTOWN EXISTING PARKING SUPPLY (SPACES)



Off-Street parking inventory excludes resident parking except visible Huntington Pacific surface lots adjacent to PCH

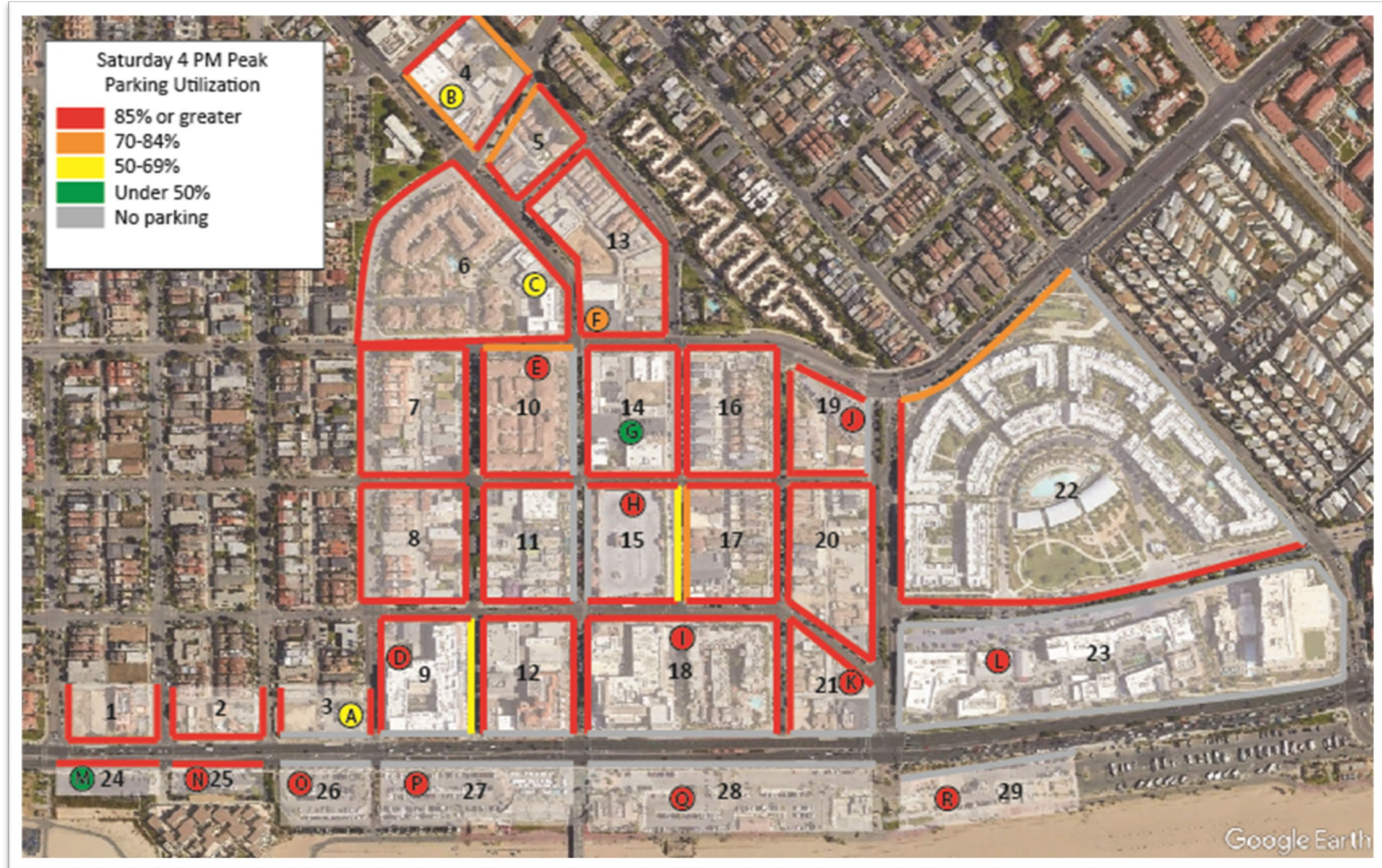
WEEKDAY PARKING OCCUPANCY

- **Peak demand:**
1:00 PM
- **Beach Lots Full**
- **‘Free’ and core on-street full**
- **On-Street – 81%**
- **Public O/S – 51%**
- **Public/Private O/S – 58%**
- **Private O/S – 38%**
- **Beach Lots – 88%**
- **Overall– 64%**

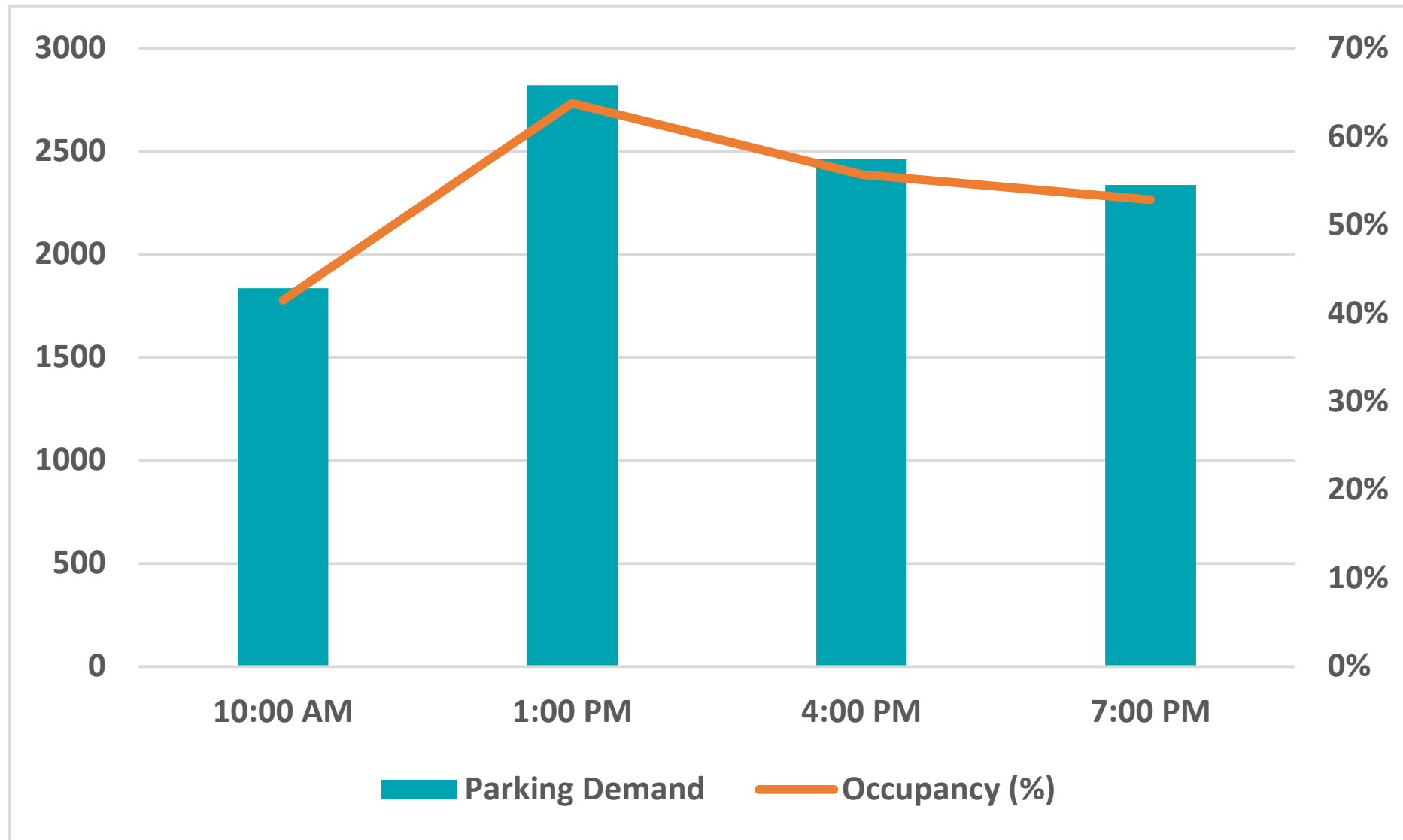


WEEKEND PARKING OCCUPANCY

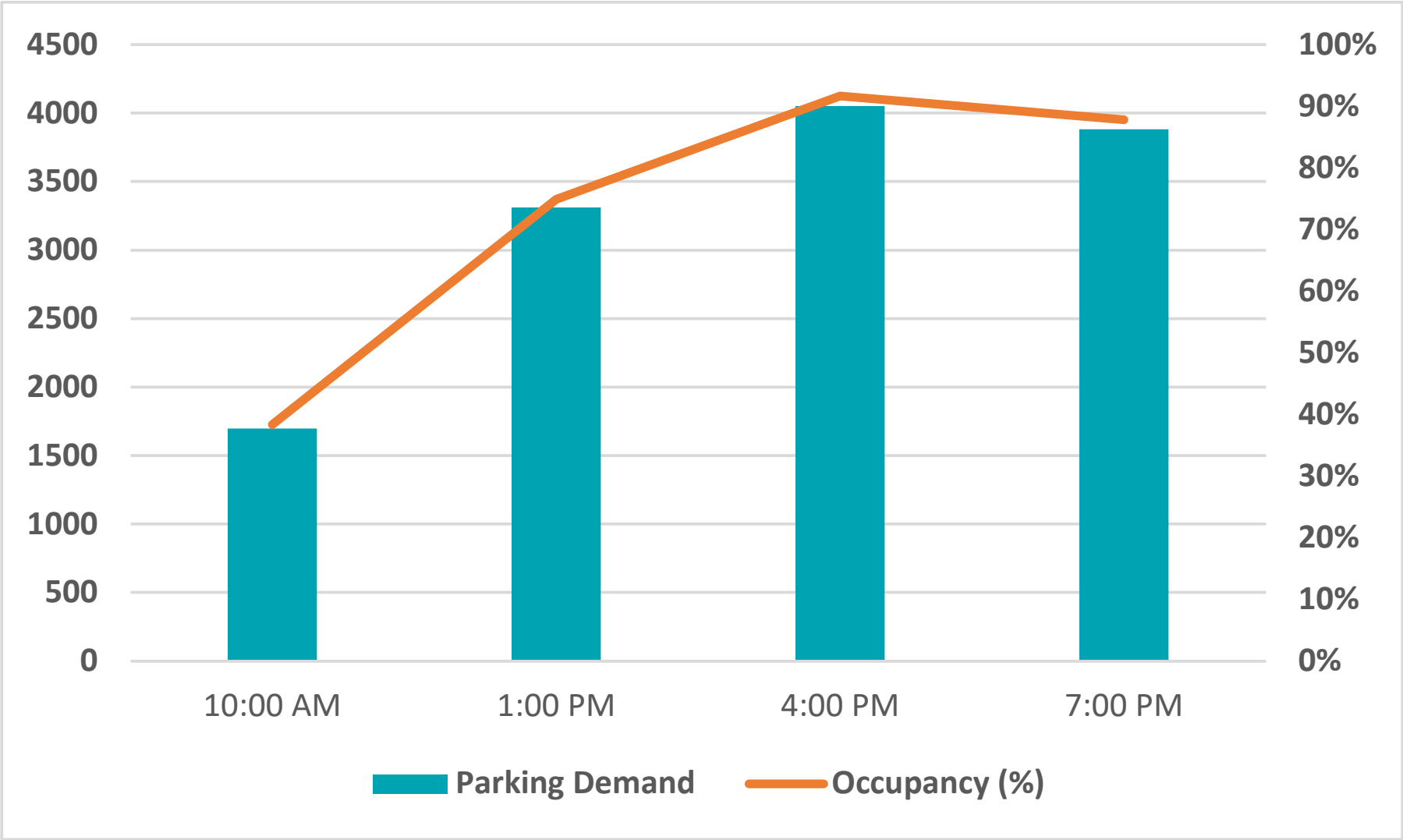
- **Peak demand:**
4:00 PM
- **Most parking full**
- **On-Street – 100%**
- **Public O/S – 92%**
- **Public/Private O/S – 92%**
- **Private O/S – 53%**
- **Beach Lots – 96%**
- **Overall – 92%**



DEMAND OVER TIME - WEEKDAY

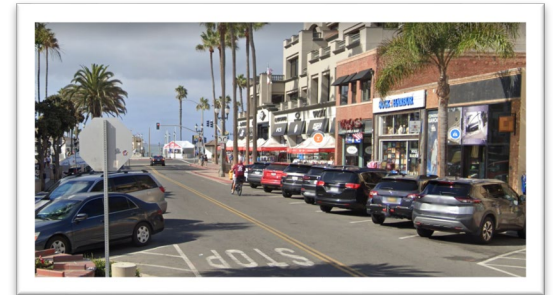
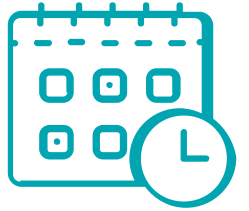


DEMAND OVER TIME - WEEKEND



DOWNTOWN - RECOMMENDATIONS

- Consider further ***fine-tuning the demand-based parking prices*** currently employed in the downtown by:
 - ***Increasing*** hourly parking prices further at parking meters on summer weekends, and weekends in general. Curb space is finite. Demand is high.
 - ***Increasing*** parking prices at Main Promenade Parking Structure on summer weekends.
 - ***Lowering*** parking prices in Main Promenade Parking Structure on weekdays in the offseason.
 - A **nexus** between demand and price is warranted and increases capacity. Do recent rate increases accomplish this?
- Utilize revenues generated from rate increases to ***fund parking management programs*** to increase the efficiency of the parking system on summer weekends.
- ***Downtown Valet Program.*** Work with applicable stakeholders/jurisdictions to ***right-size the valet parking area*** in the beach lot that does not appear to be fully utilized for restaurant valet. Walker recognizes this may be out of the City's jurisdiction entirely.
- ***Reconfigure In-Lieu Fee Program to increase Downtown access***



NEXT STEPS

- ***Finalize*** recommendations with Parking Consultant
- ***Outreach*** to interested stakeholders
- ***Prepare and present*** Zone Text and Local Coastal Program Amendment to PC for recommendation
- ***Return to City Council*** with action documents for Council review and approval





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