

PUBLIC PARKING



**WALKER**  
CONSULTANTS



# City of Huntington Beach

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

June 6, 2023



An aerial photograph of a coastal city, likely San Francisco, showing a dense urban grid, a large body of water (the bay) on the left, and a prominent bridge (the Golden Gate Bridge) crossing the water. The right side of the image is overlaid with a semi-transparent teal rectangle containing a list of presentation topics.

# 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**

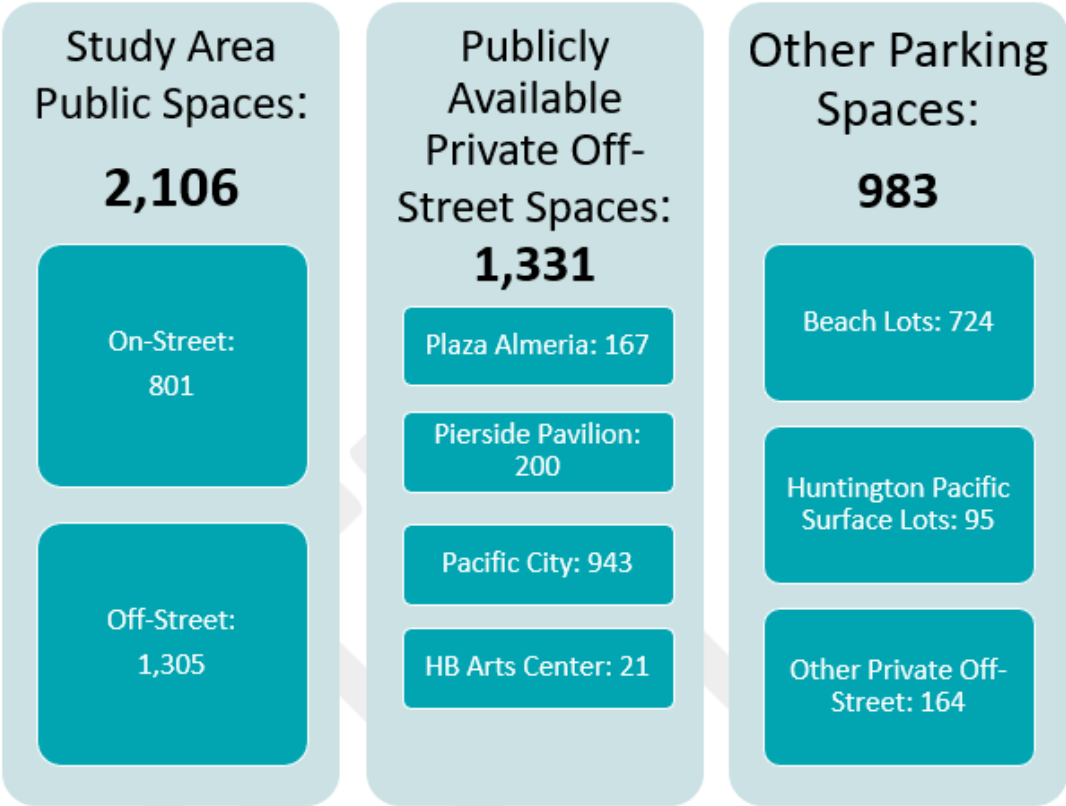
A close-up photograph of a black digital clock. The clock has a small circular logo on the left and the text "Sound by" above "Analog" on the right. The red LED display shows the time "13:36".

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

## 04 Downtown



# DOWNTOWN EXISTING PARKING SUPPLY (SPACES)

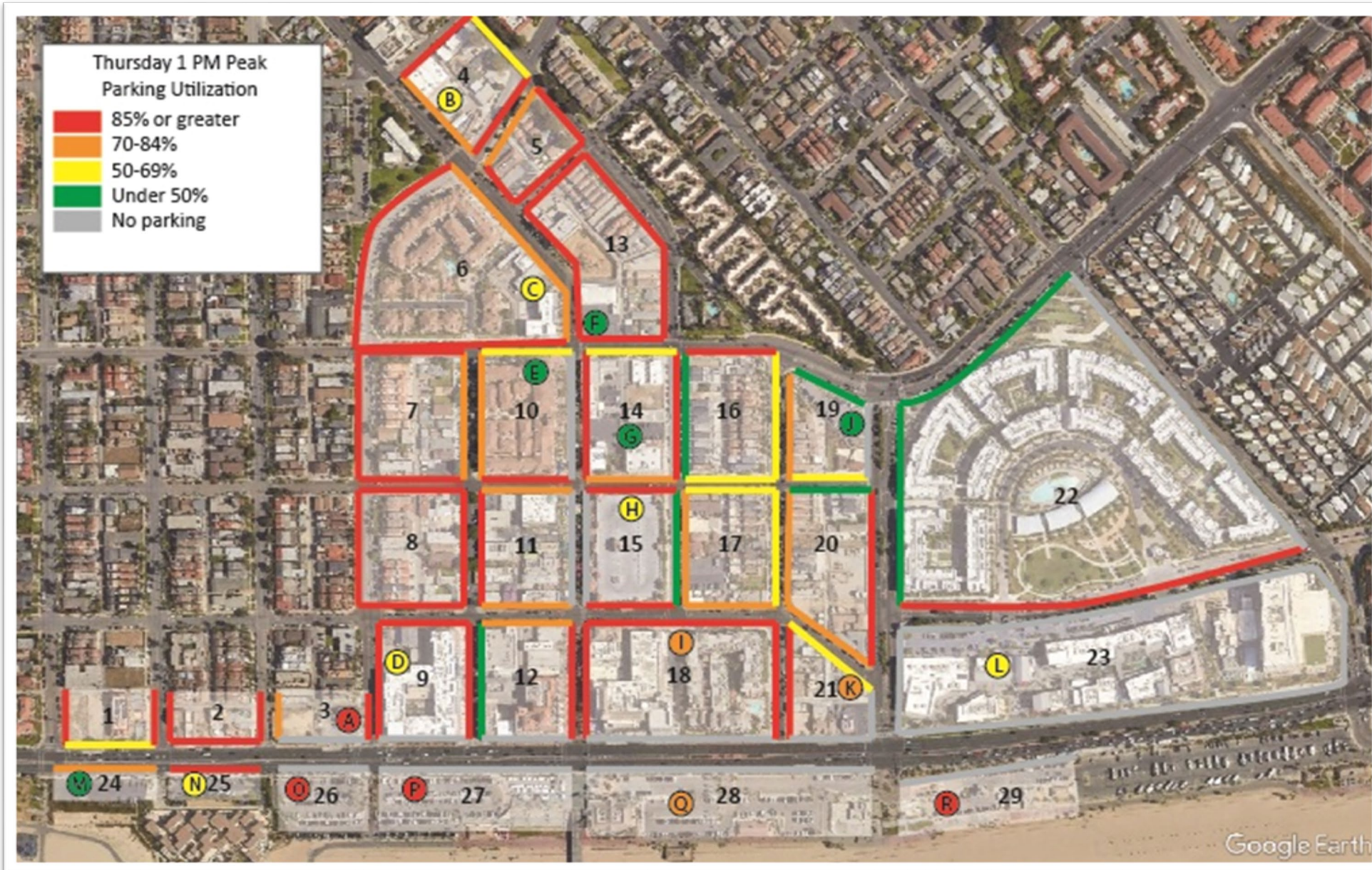


Off-Street parking inventory excludes resident parking except visible Huntington Pacific surface lots adjacent to PCH



# WEEKDAY PARKING OCCUPANCY

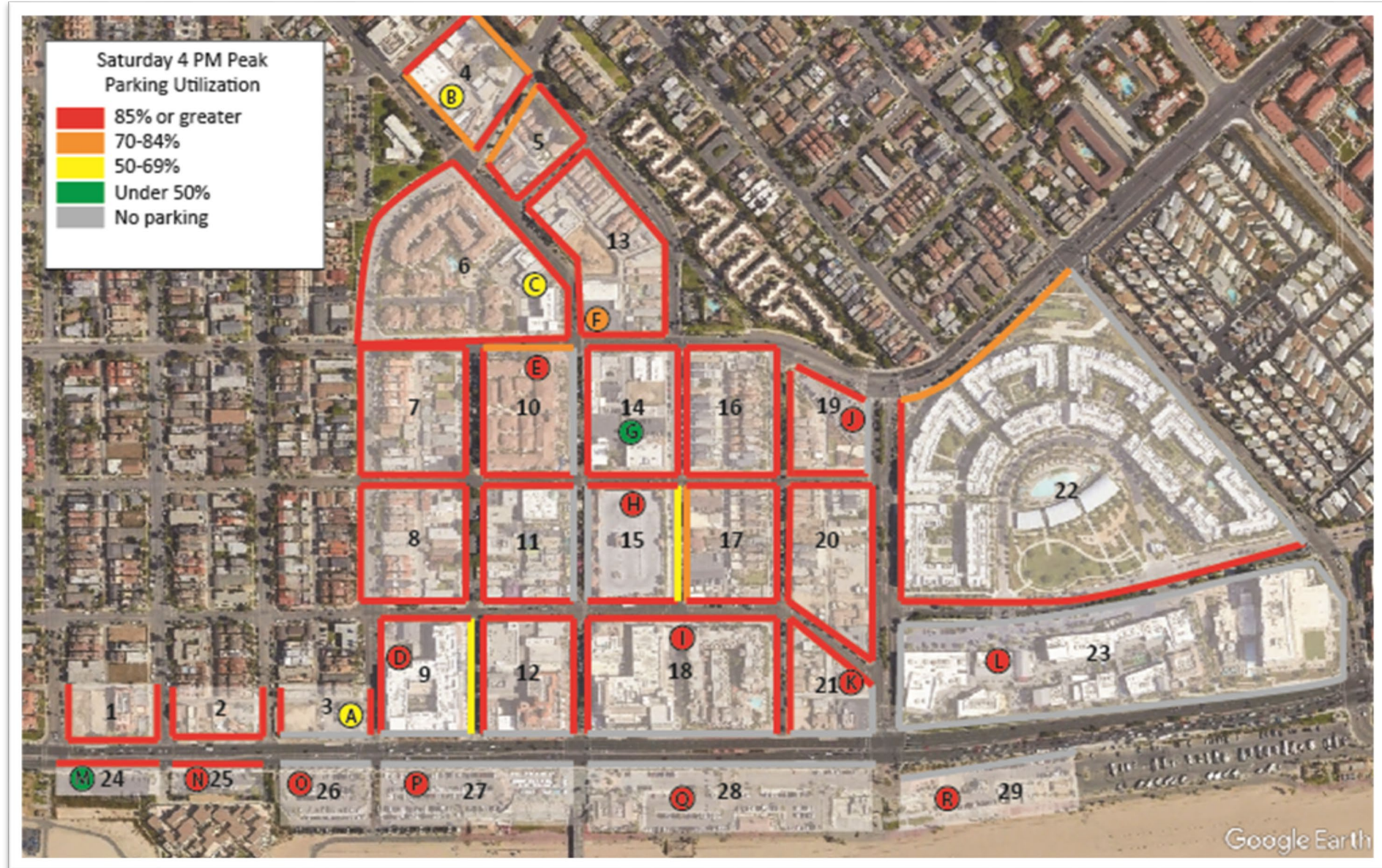
- **Peak demand:**  
1:00 PM
- **Beach Lots Full**
- **‘Free’ and core on-street full**
- **On-Street – 81%**
- **Public O/S – 51%**
- **Public/Private O/S – 58%**
- **Private O/S – 38%**
- **Beach Lots – 88%**
- **Overall– 64%**



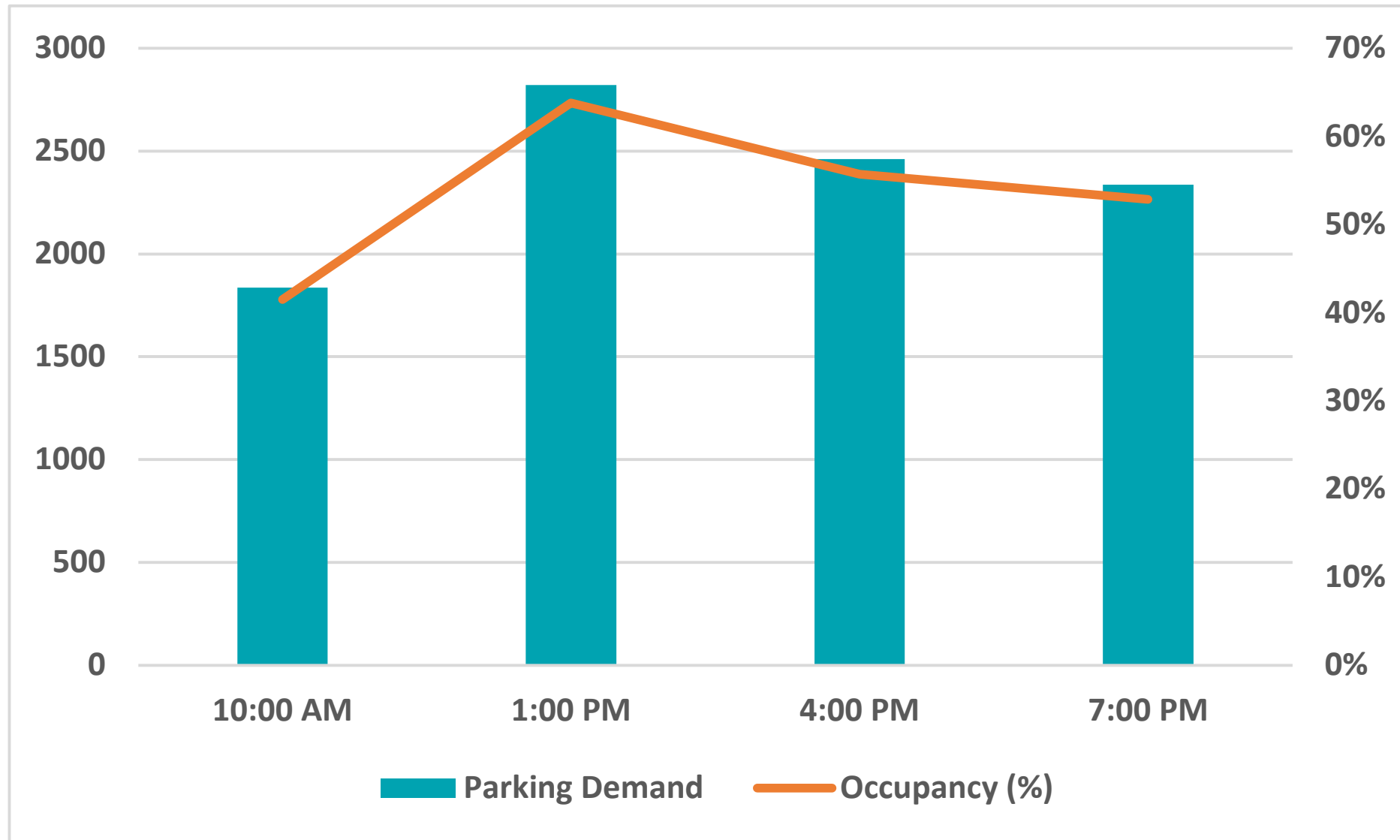


# WEEKEND PARKING OCCUPANCY

- **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%**

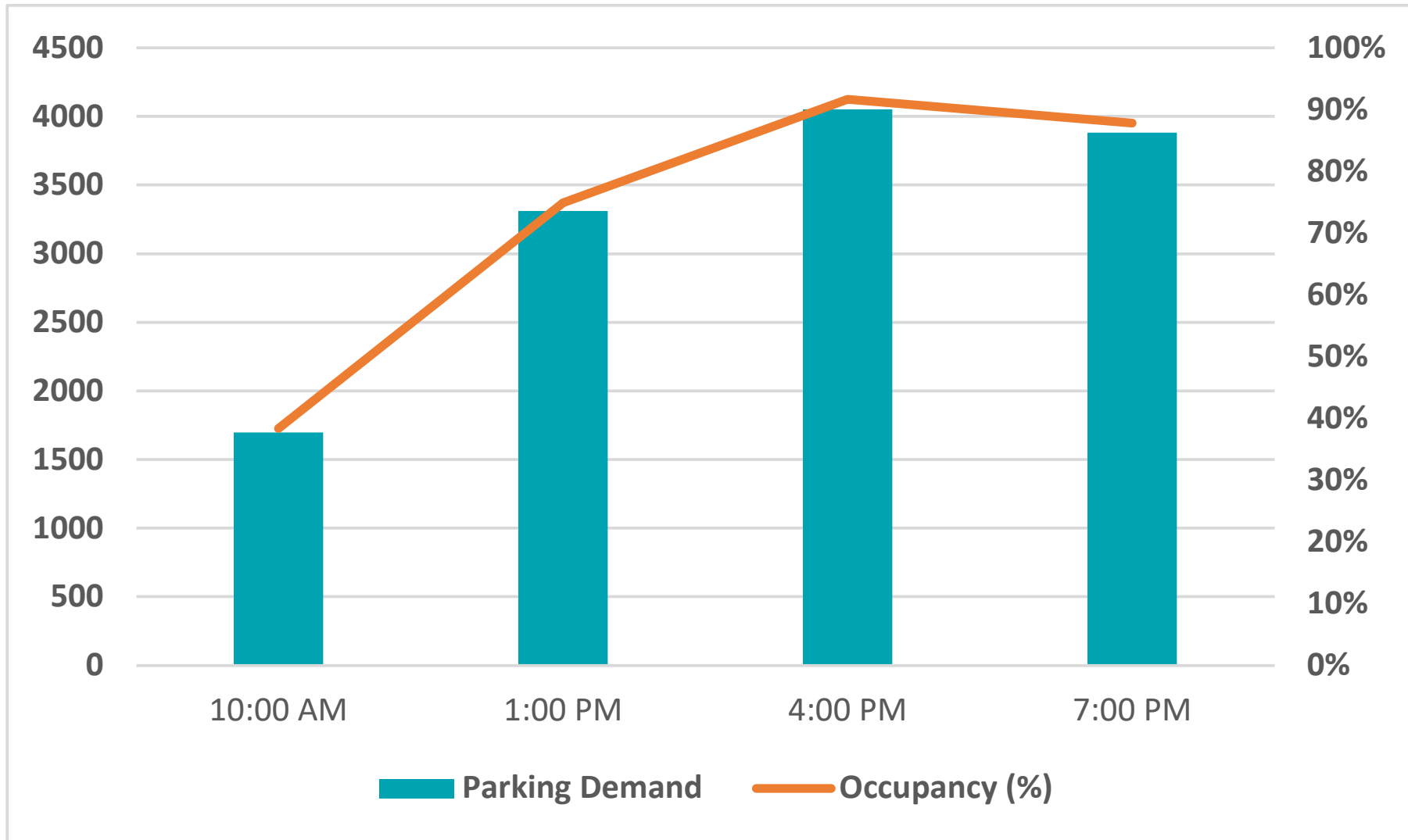


# DEMAND OVER TIME - WEEKDAY



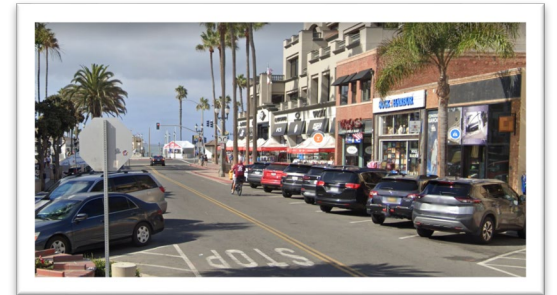
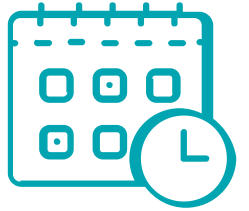


# DEMAND OVER TIME - WEEKEND



# 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





**WALKER**  
CONSULTANTS

