



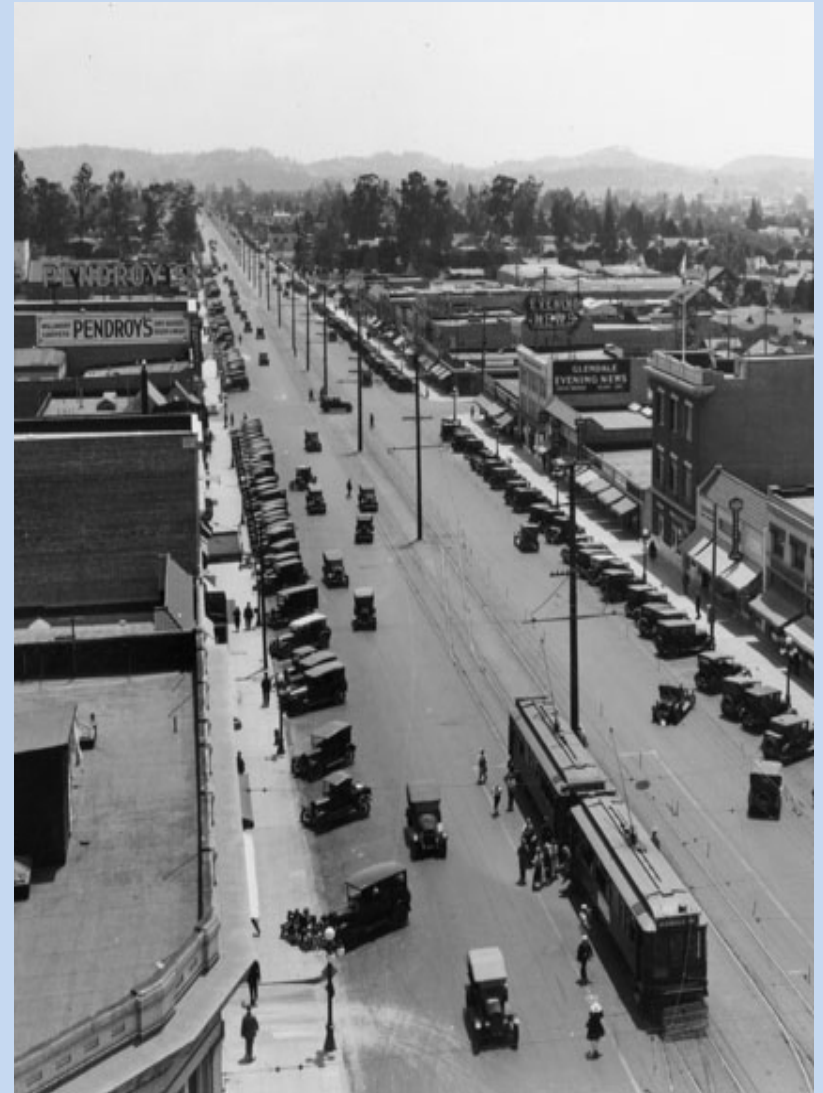
South Brand Boulevard Corridor Parking Study Presentation to Glendale City Council

February 8, 2011

Nelson | Nygaard
consulting associates

Project Overview

- Project Goals
 - Ensure economic vitality
 - Improve quality of life
 - Maximize valuable street space
 - Policies / programs that meet diverse needs of South Brand



Study Area Boundaries

North: Colorado Street

South: San Fernando Road

East: South Glendale Avenue

West: South Central Avenue



What have we done thus far?

- Study included:
 - Original on-street data collection
 - 161 block faces
 - Weekday and weekend count
 - Employer/employee survey
 - 237 businesses
 - 1,000 employees
 - Peer review and best practices research
 - Reviewed policies and experiences from over a dozen peer and “best practice” cities

PRIMARY RECOMMENDATIONS

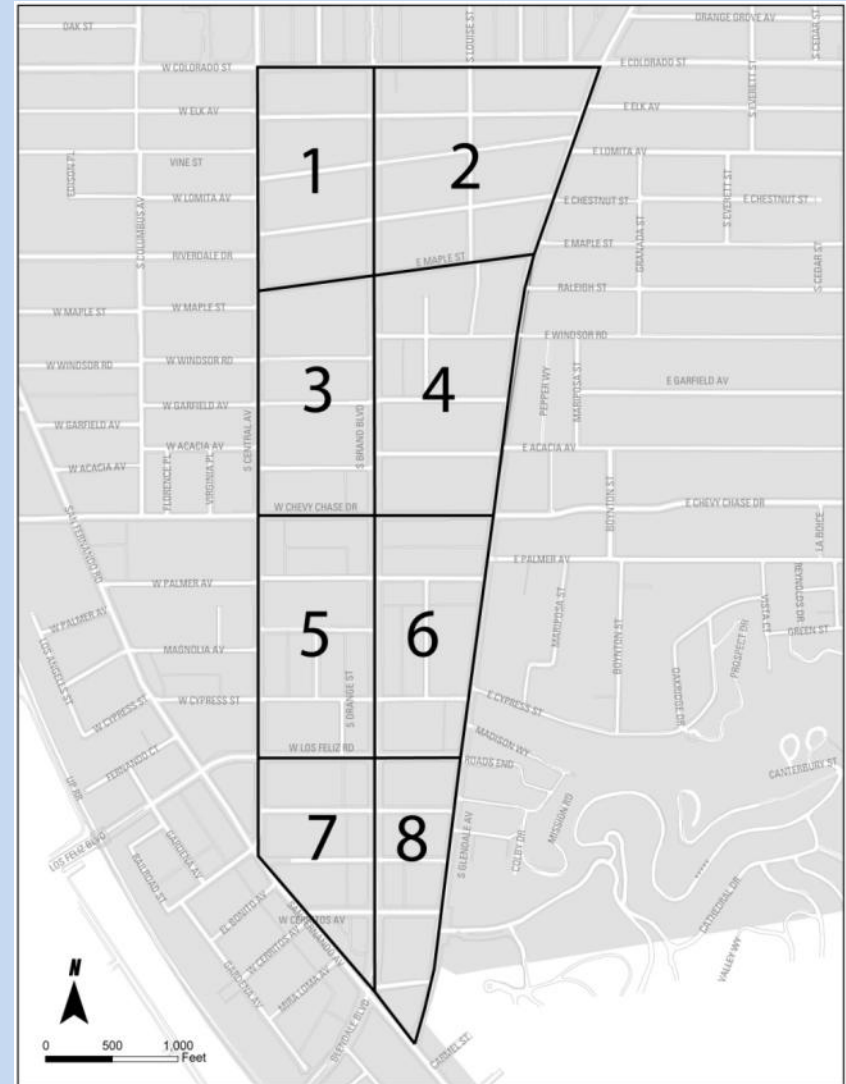
Primary Recommendations

- Transition to a “district-based” parking management system.
- Allow day-time parking permits for non-residents; unrestricted permits for residents.
- Eliminate the 3-hour restriction on South Brand and add meters if needed.
- Implement reforms as a “package,” NOT in isolation of each other.

District-Based Parking Management

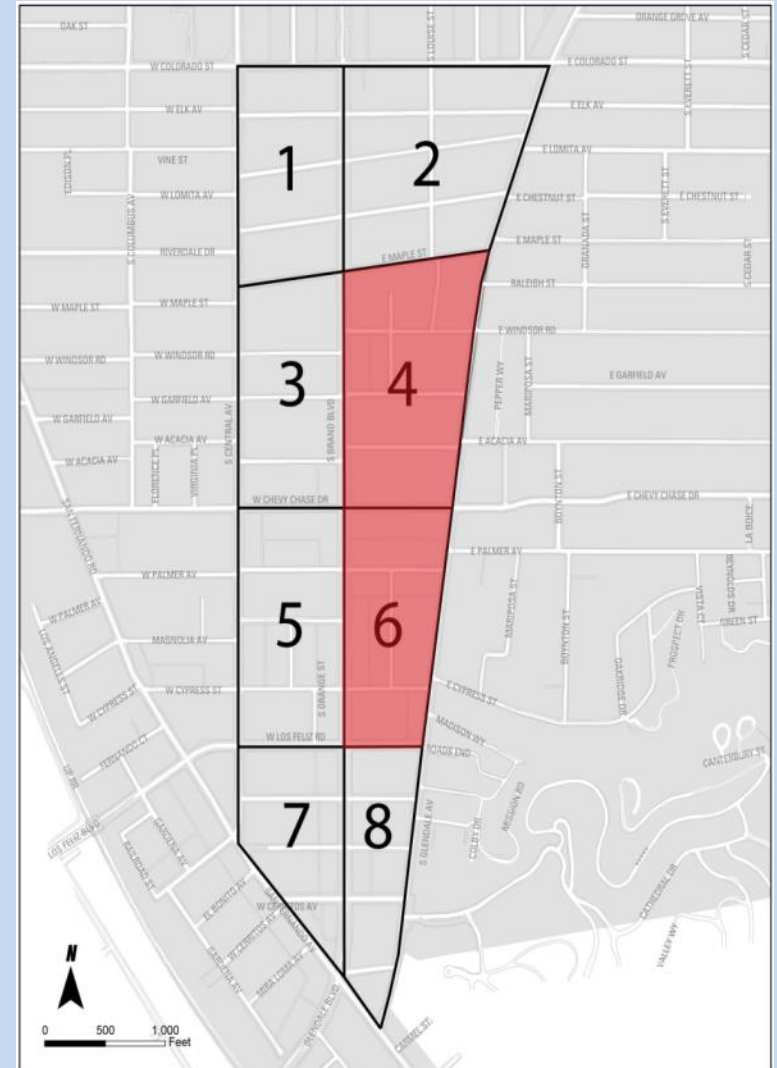
BENEFITS

- Efficient use of spaces at all times of the day
- Benefits for multiple users
- Eliminates “push” of parking demand
- Consistent and clear regulations
- Reduce and recover City administrative costs
- Reduce competition for on-street spaces amongst neighboring uses



Why Tiered Pricing?

- Price needs to be enough to move people off the street to other options
- Balance on- and off-street pricing structures to influence employee behavior
 - Americana at Brand: **\$32.50 per month** for employees
- Best Practices:
 - West Hollywood, CA (\$120 per quarter)
 - Hermosa Beach, CA (\$143)
 - Tucson, AZ (\$150-450)
- **\$125 per year = \$.50 per workday**



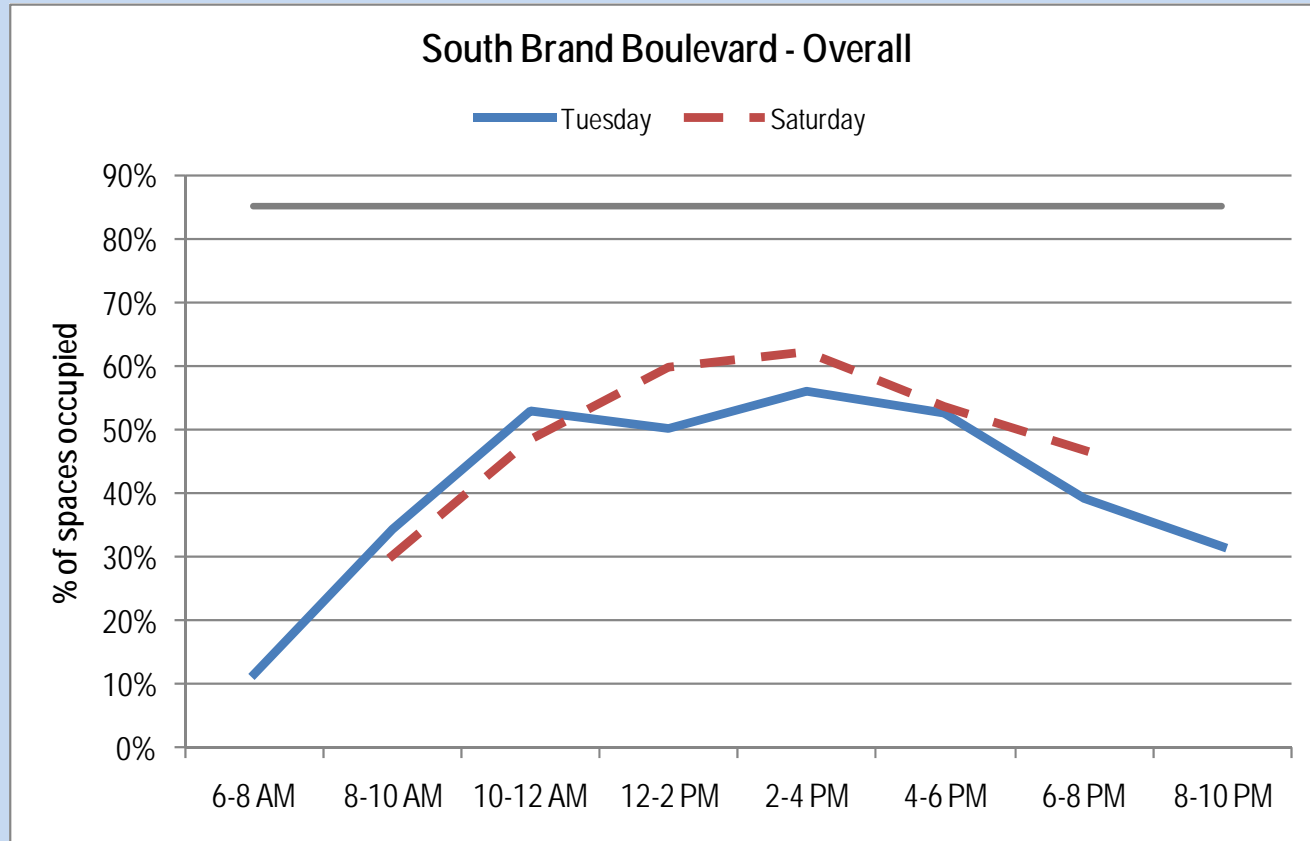
Remove 3-hour Regulation on South Brand

- Eliminate 3-hour “shuffle”
- Reduce spillover into neighborhoods
- **Add meters where needed** to maximize use of spaces during all times of the day (pilot near hospital)
- Park as long as you want...if you pay for it!
- Vary prices by segment of South Brand and by time of day (\$1 per hour maximum)



Can South Brand Absorb More Parking?

Yes! South Brand has excess capacity.



BUT...

Reforms Must be a “Package”



- **Removing the 3-hour restriction alone** will not solve the core problem: Localized “hot spots” and parking “deserts.”
- A **holistic** approach is needed:
 - No 3-hour restriction
 - District-based permitting
 - Add parking meters if needed
 - Variable pricing if needed

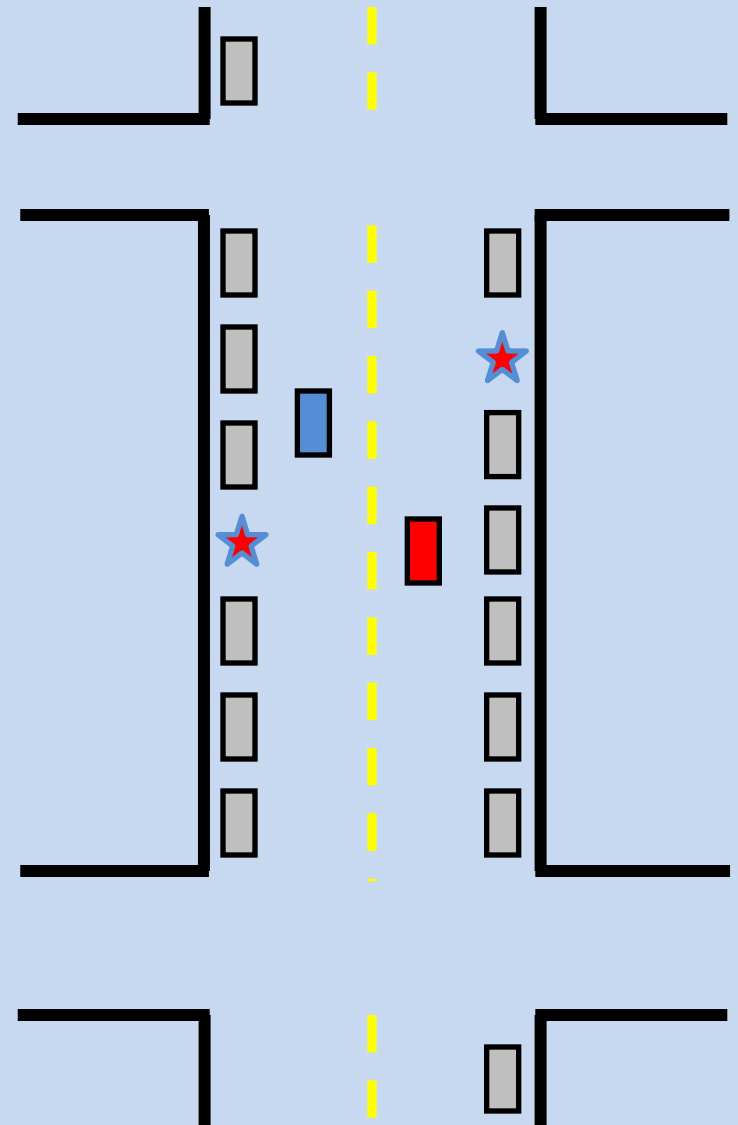
Summary of Recommendations

- Transition to a “district-based” parking management system.
- Allow day-time parking permits for non-residents; unrestricted permits for residents.
- Eliminate the 3-hour restriction on South Brand and add meters if needed.
- Implement reforms as a “package,” NOT in isolation of each other.

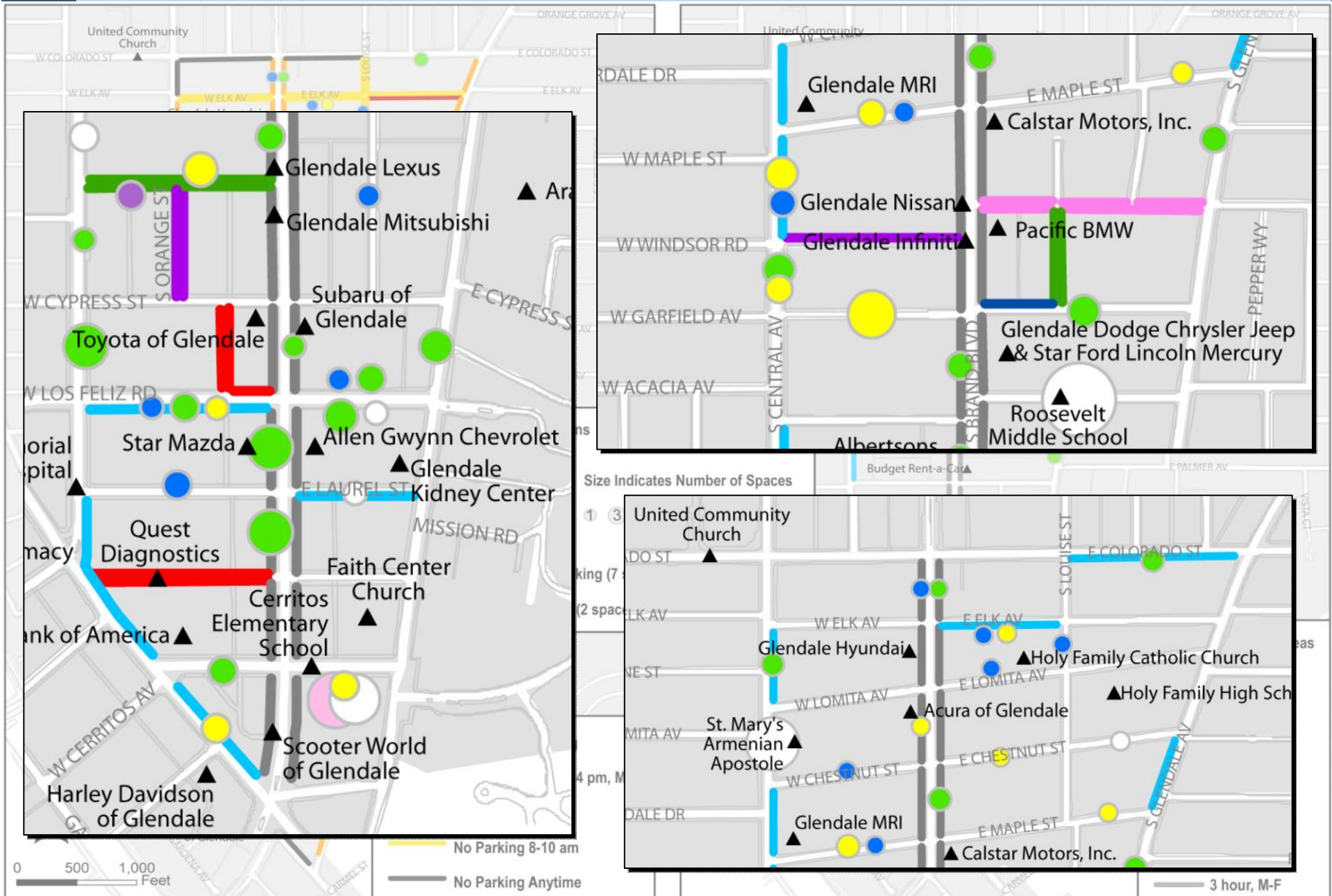
QUESTIONS...

Best Practice: 85% Target Occupancy

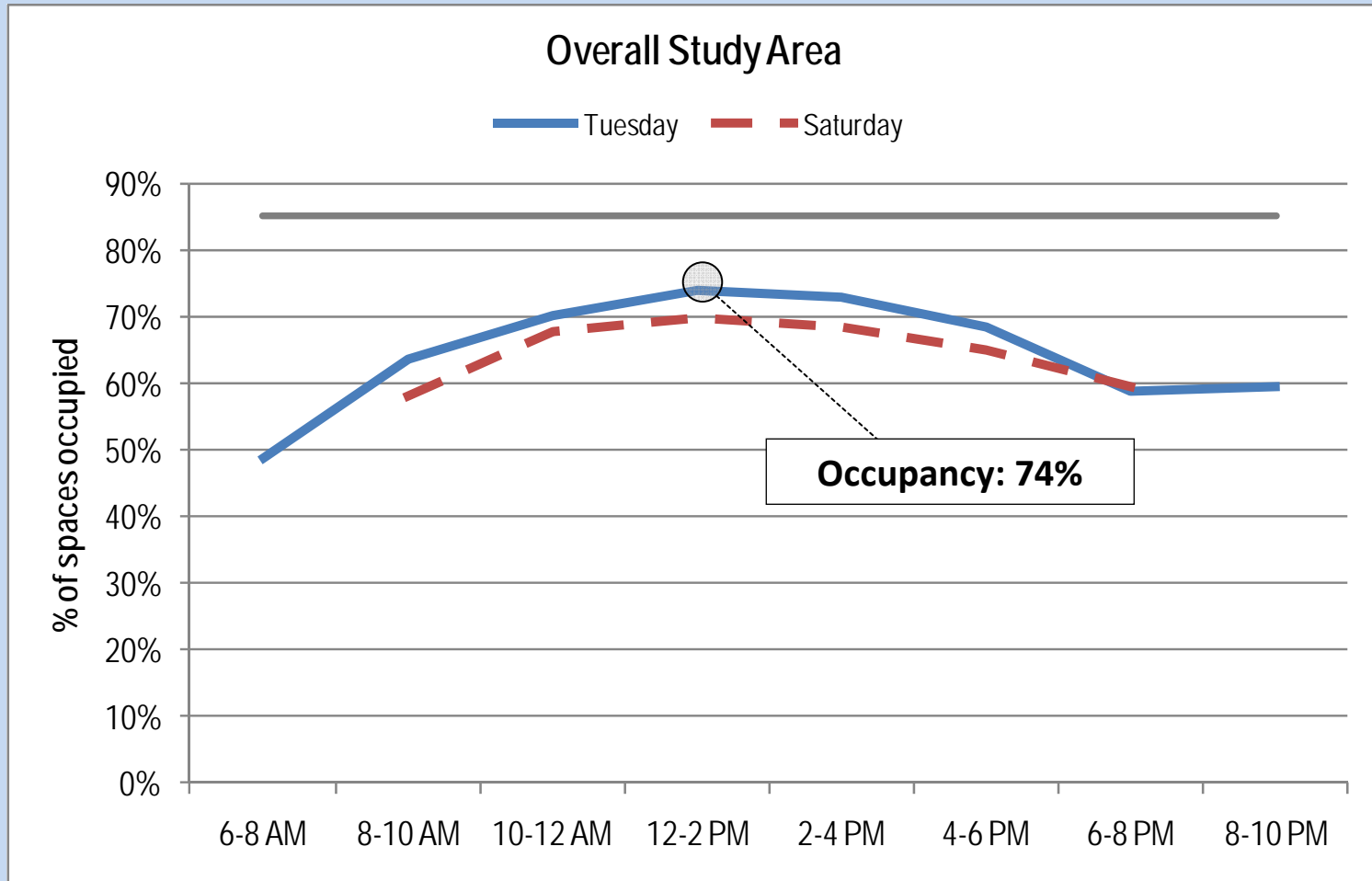
- Accepted baseline metric for assessing parking efficiency
- 15% vacancy = **always 1 available** parking space on a given block face
- Ensures parking availability
- Reduces “cruising,” and associated congestion and emissions



#1: Study Area is Highly Regulated

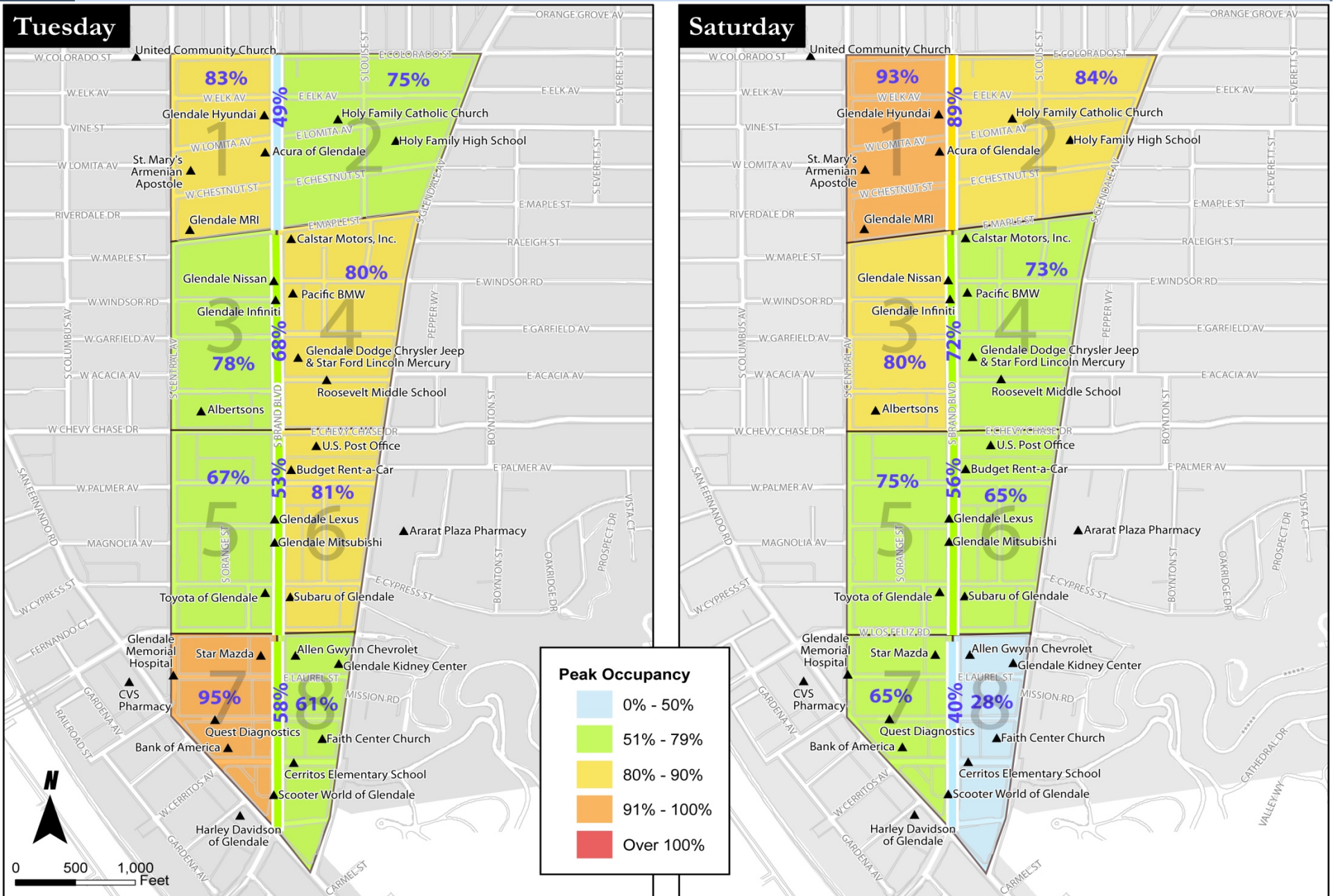


#2: Limited Demand Overall, BUT...



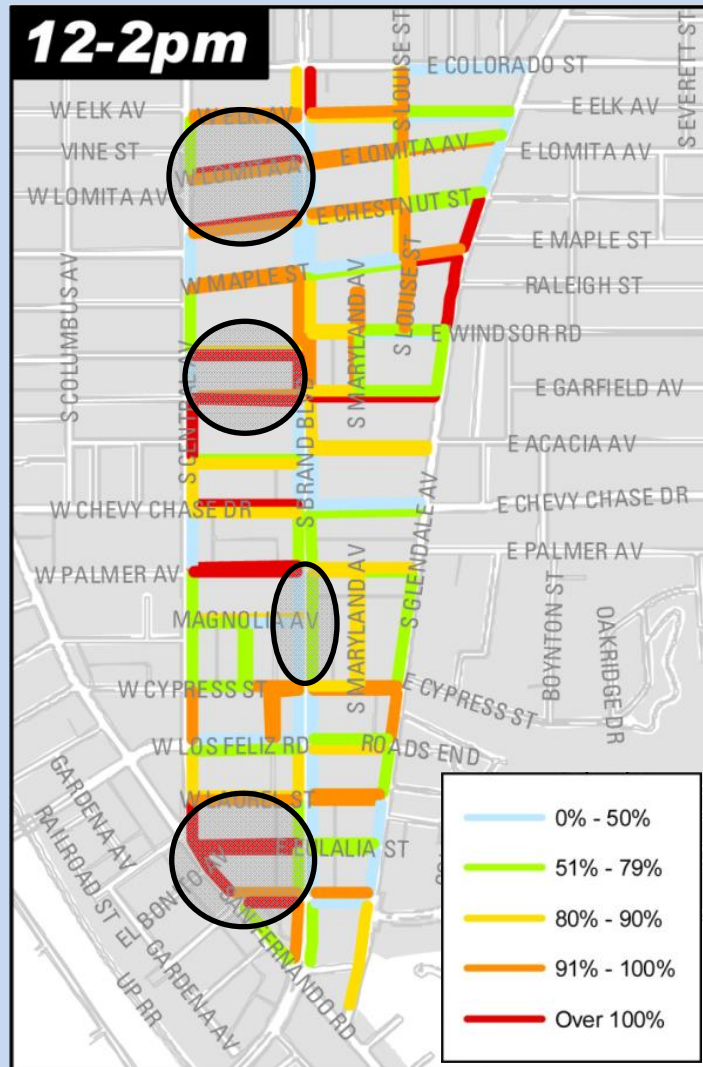
There are 8 “study areas,” not just 1.

#3: Demand Varies by Location and Land Use

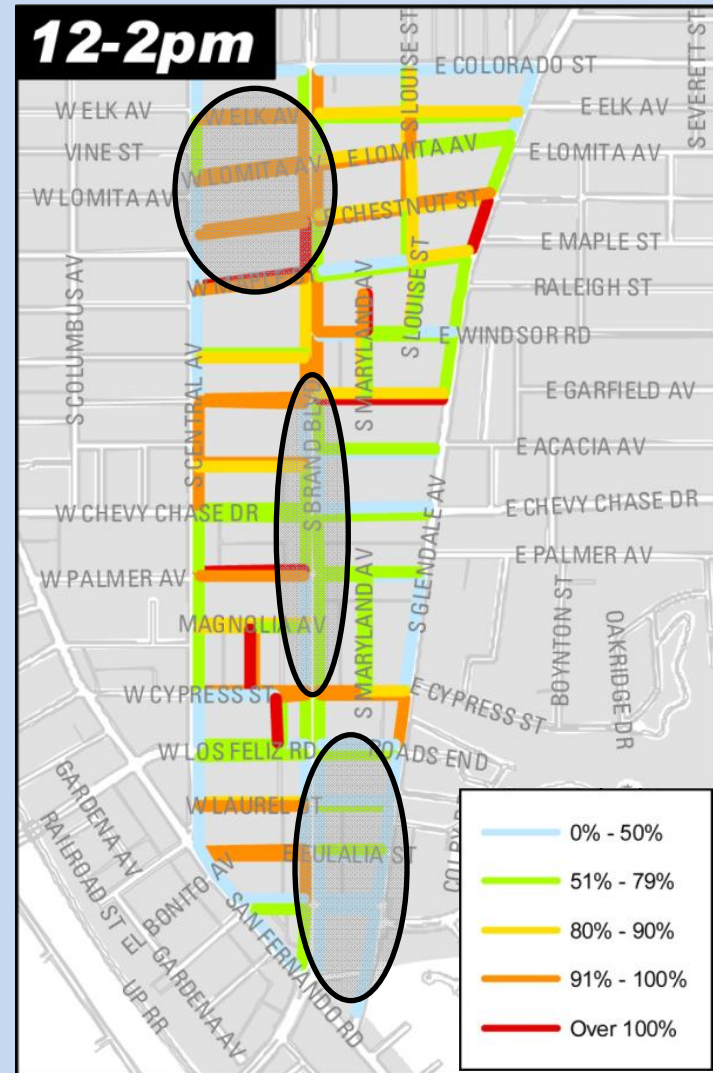


#4: Localized Inefficiencies

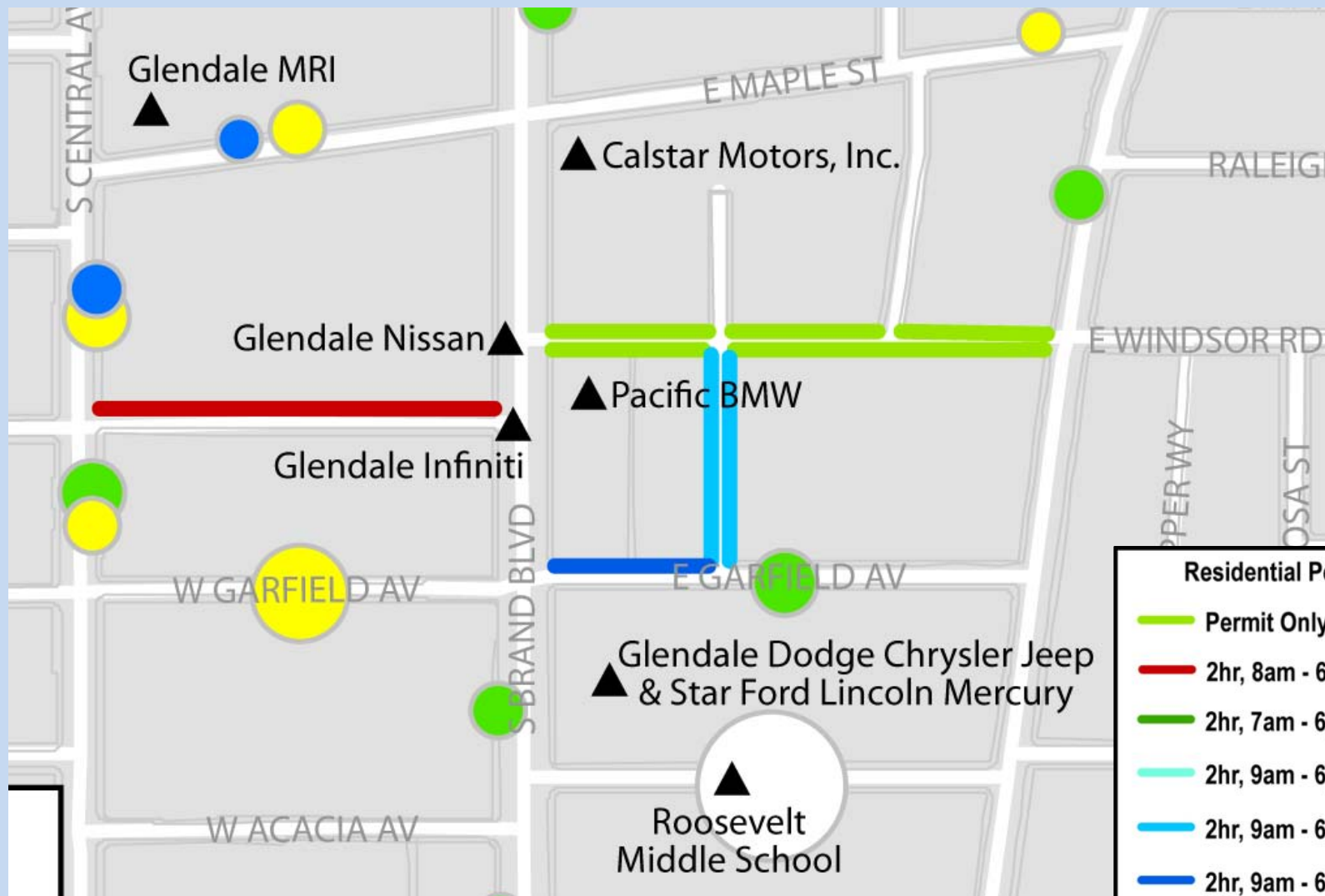
TUESDAY



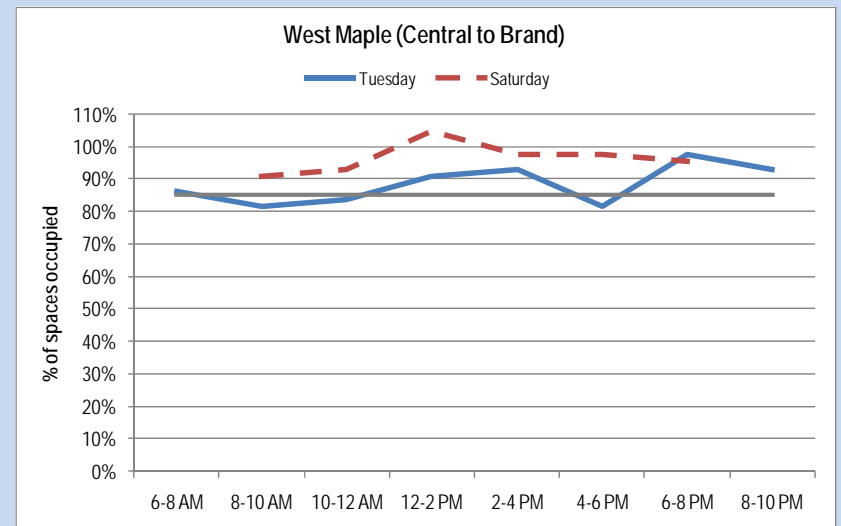
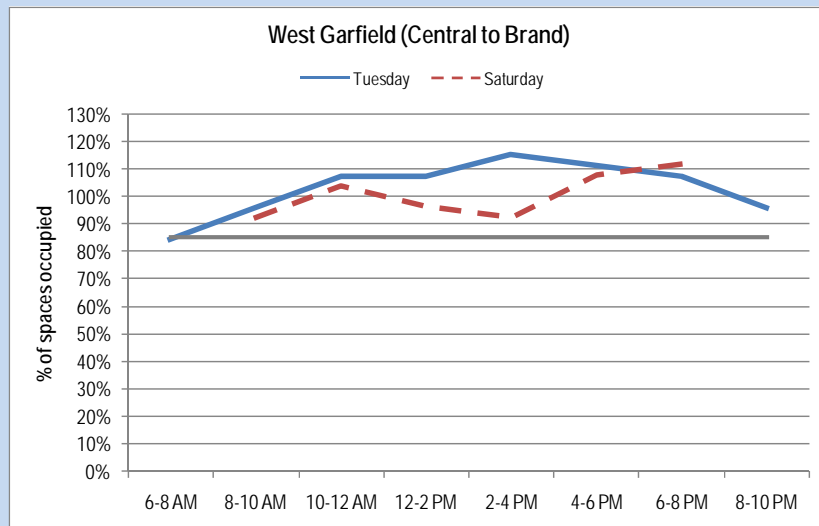
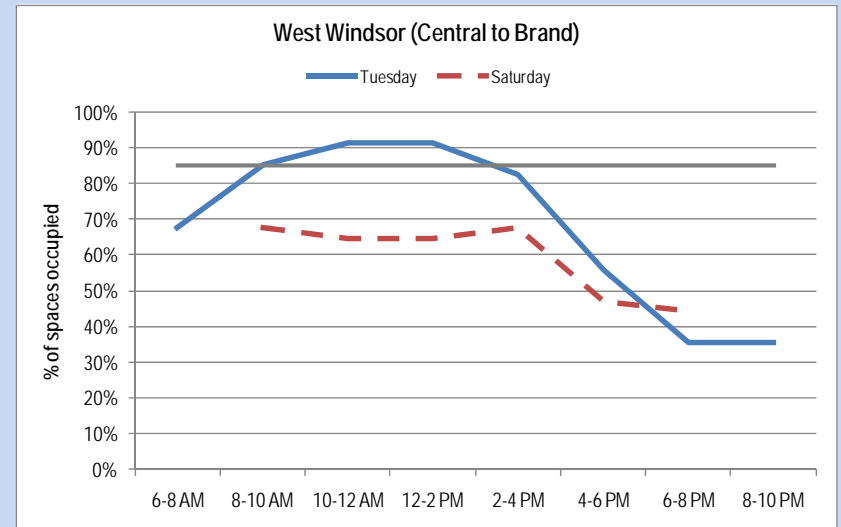
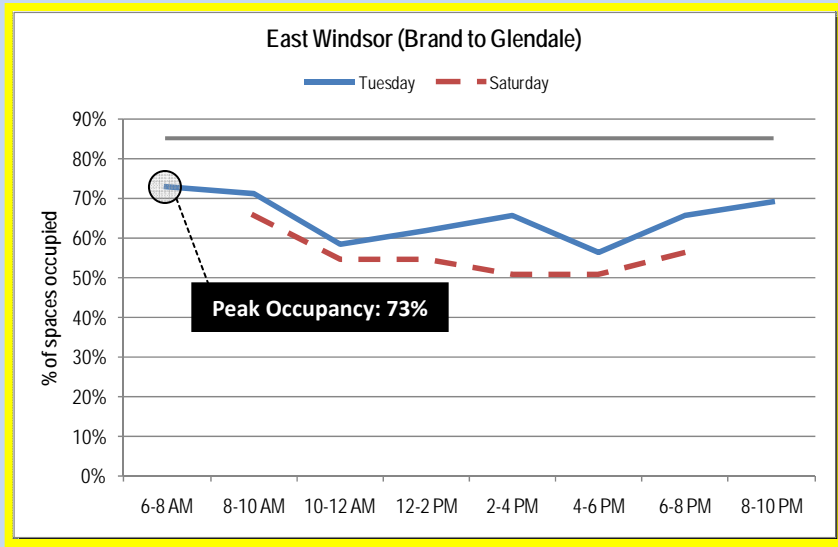
SATURDAY



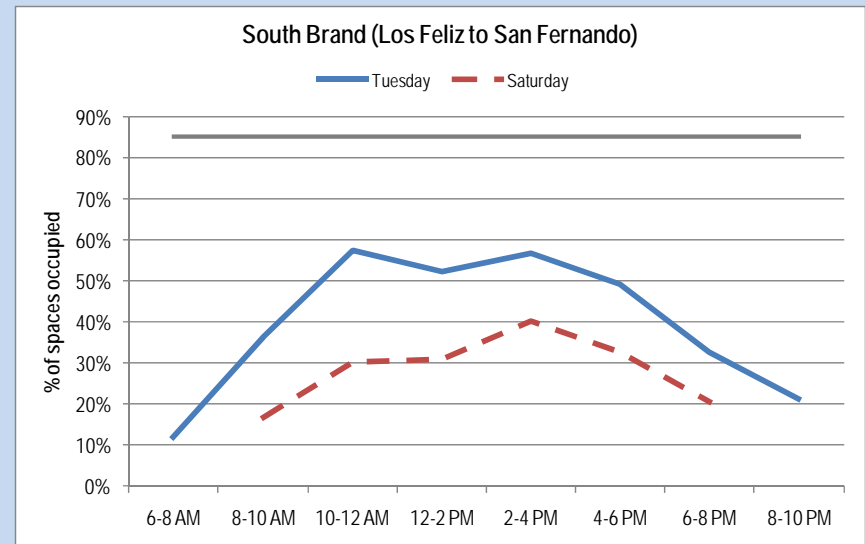
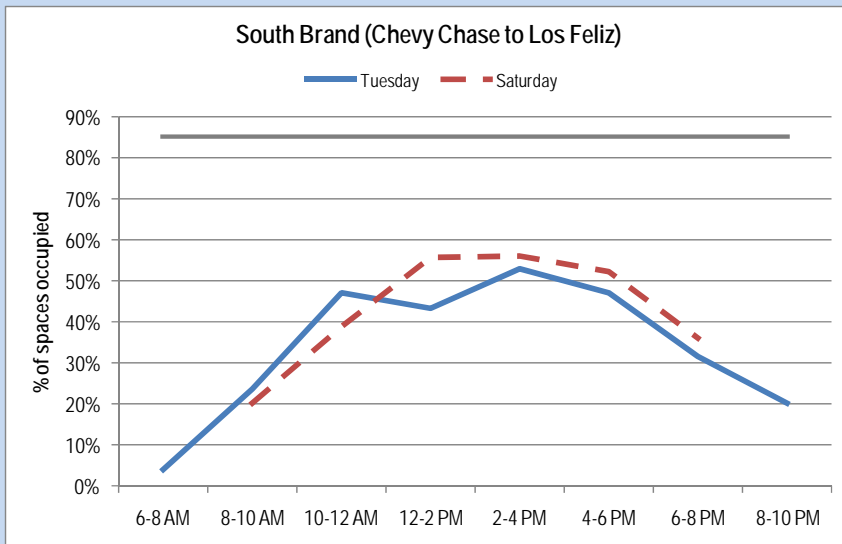
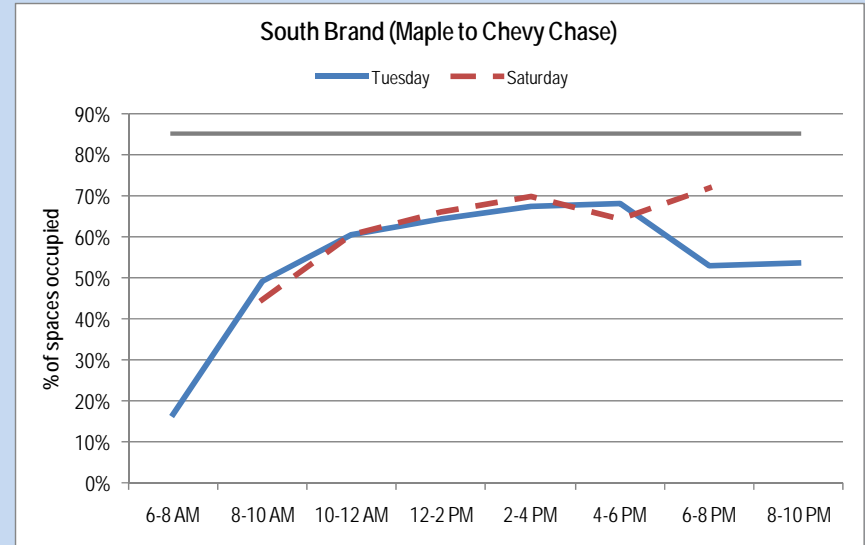
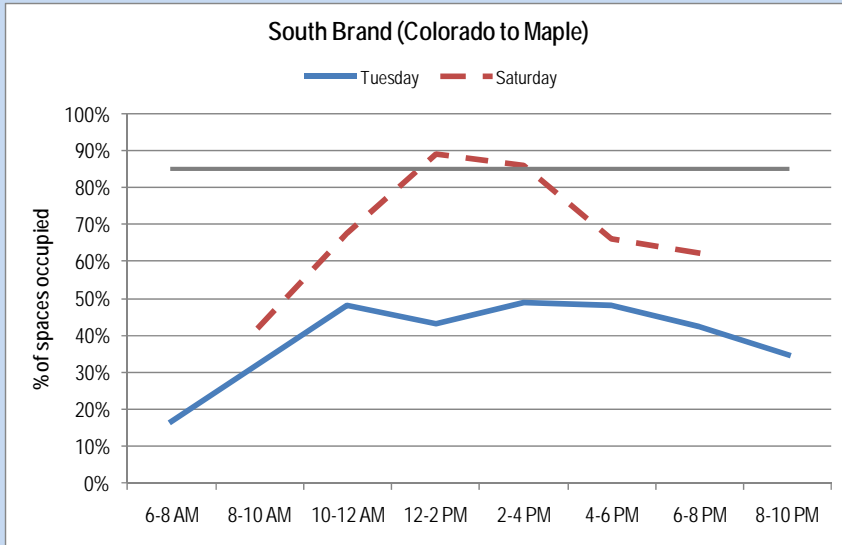
#5: Permit Districts “Push” Parking Demand



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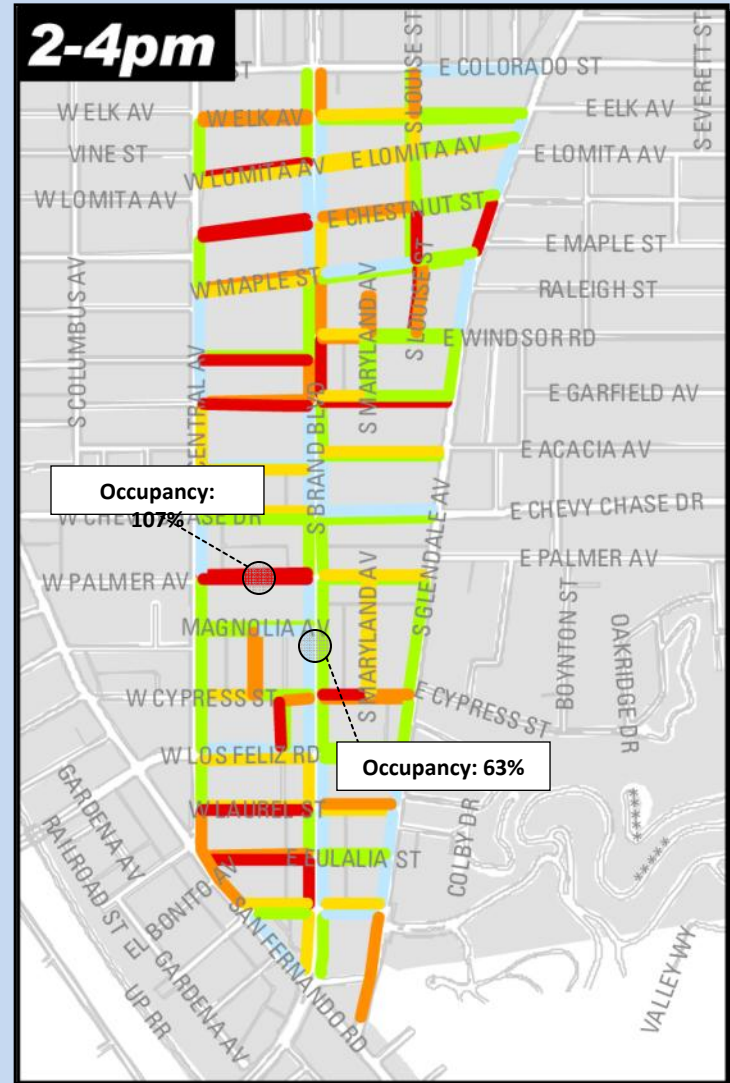
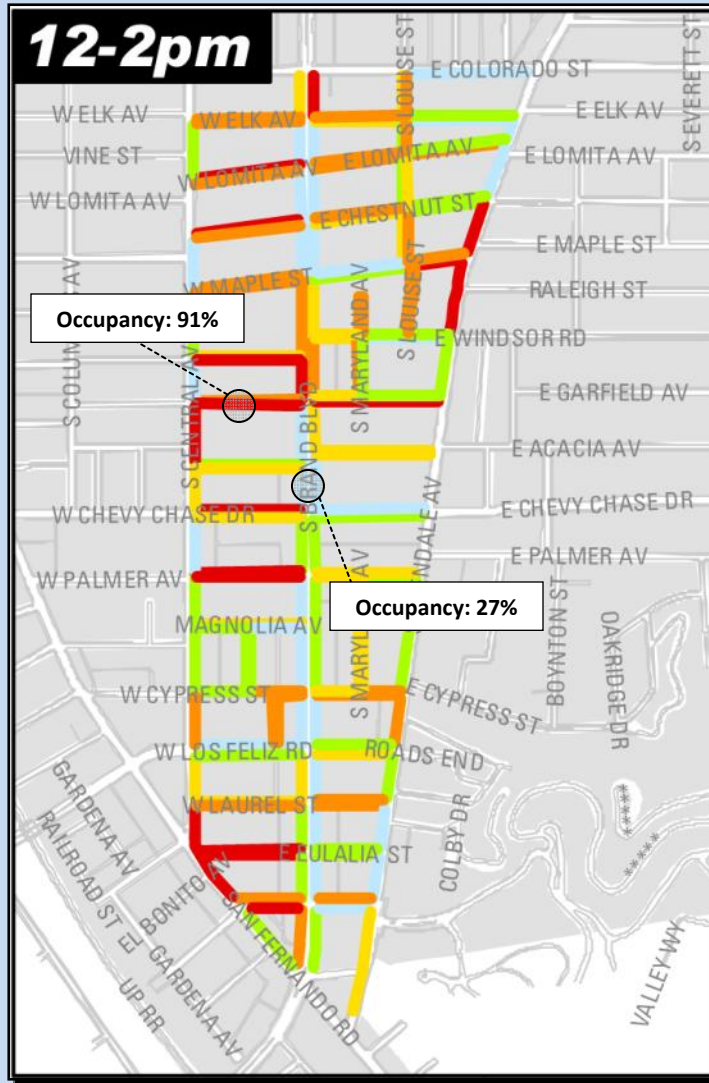


#6: Demand Varies Along South Brand



#7: 3-hour Restriction "Pushes" Demand

TUESDAY



#8: No Single “Cause” of Parking Inefficiencies

Employees

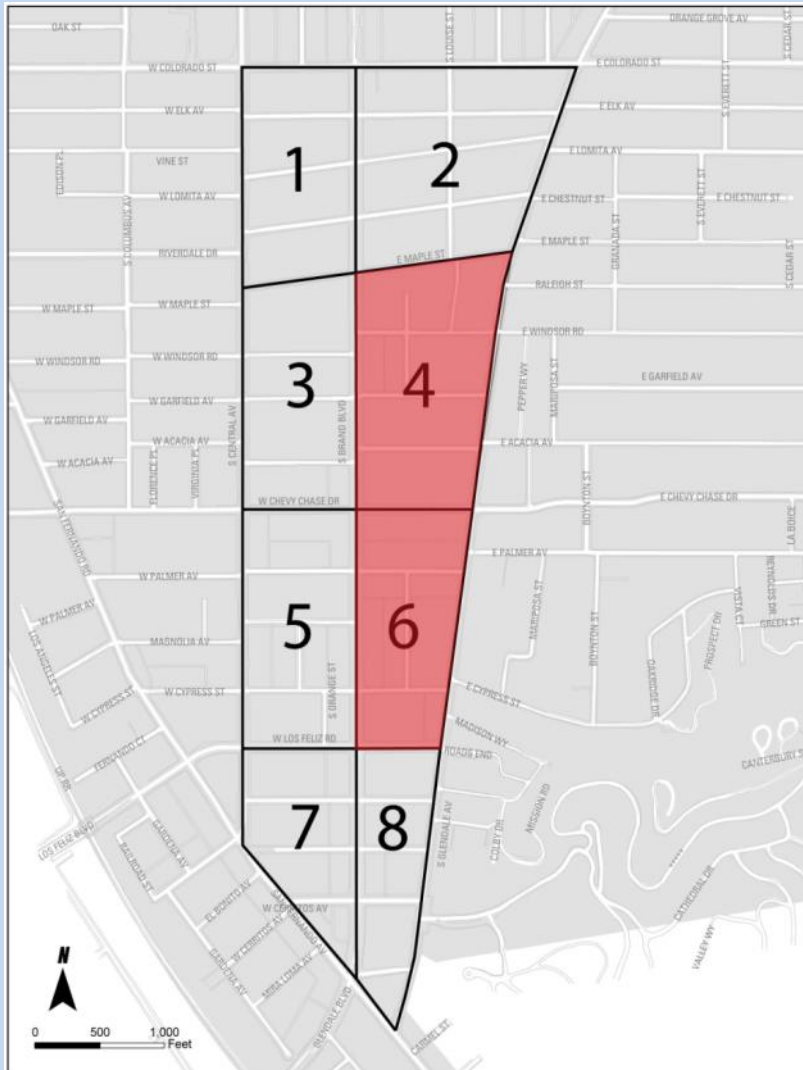
	Employee Responses	Employees Parking On-Street	% Parking On-Street
School Employees	75	2	3%
Hospital Employees	489	11	2%
Auto Dealer Employees	288	174	60%
All Other Employees	113	17	15%
All Employees	969	204	21%

Residents

- Existing off-street inventory for residential buildings (4+ units) indicates that there are about 2,300 off-street spaces less than what is required by current parking code.



Example District: Areas 4 + 6

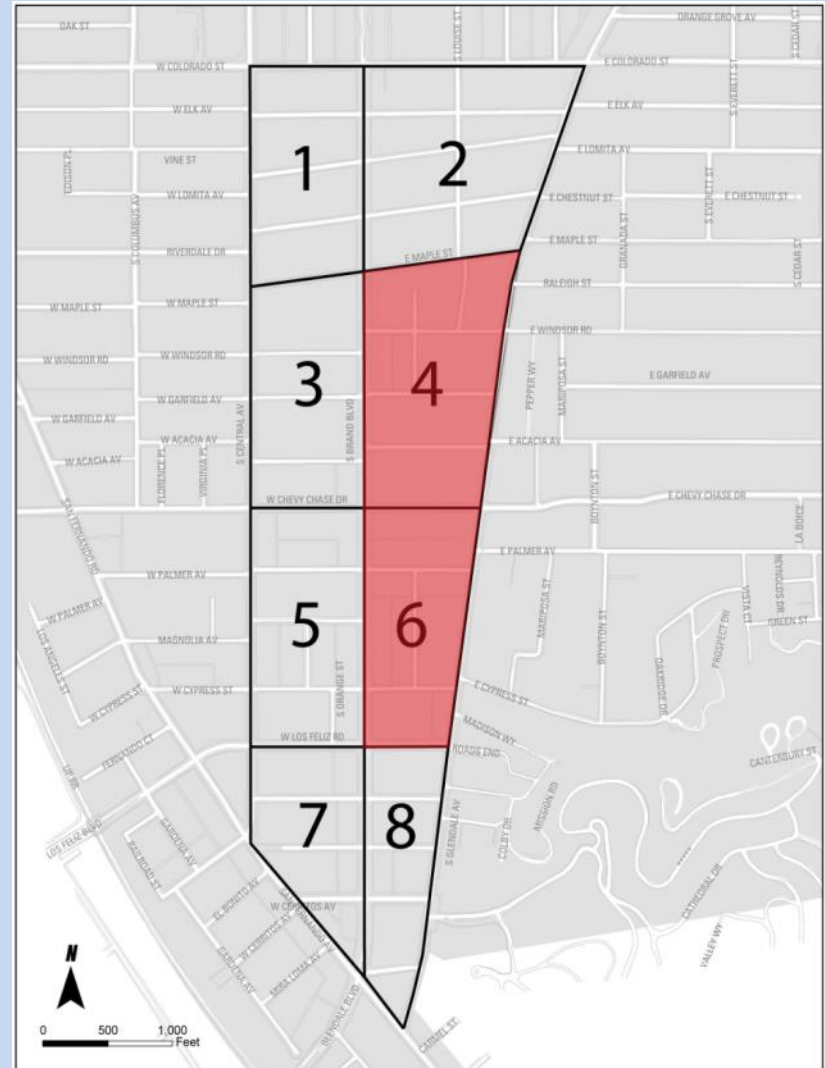


- 640 existing on-street spaces
- 752 existing residential units

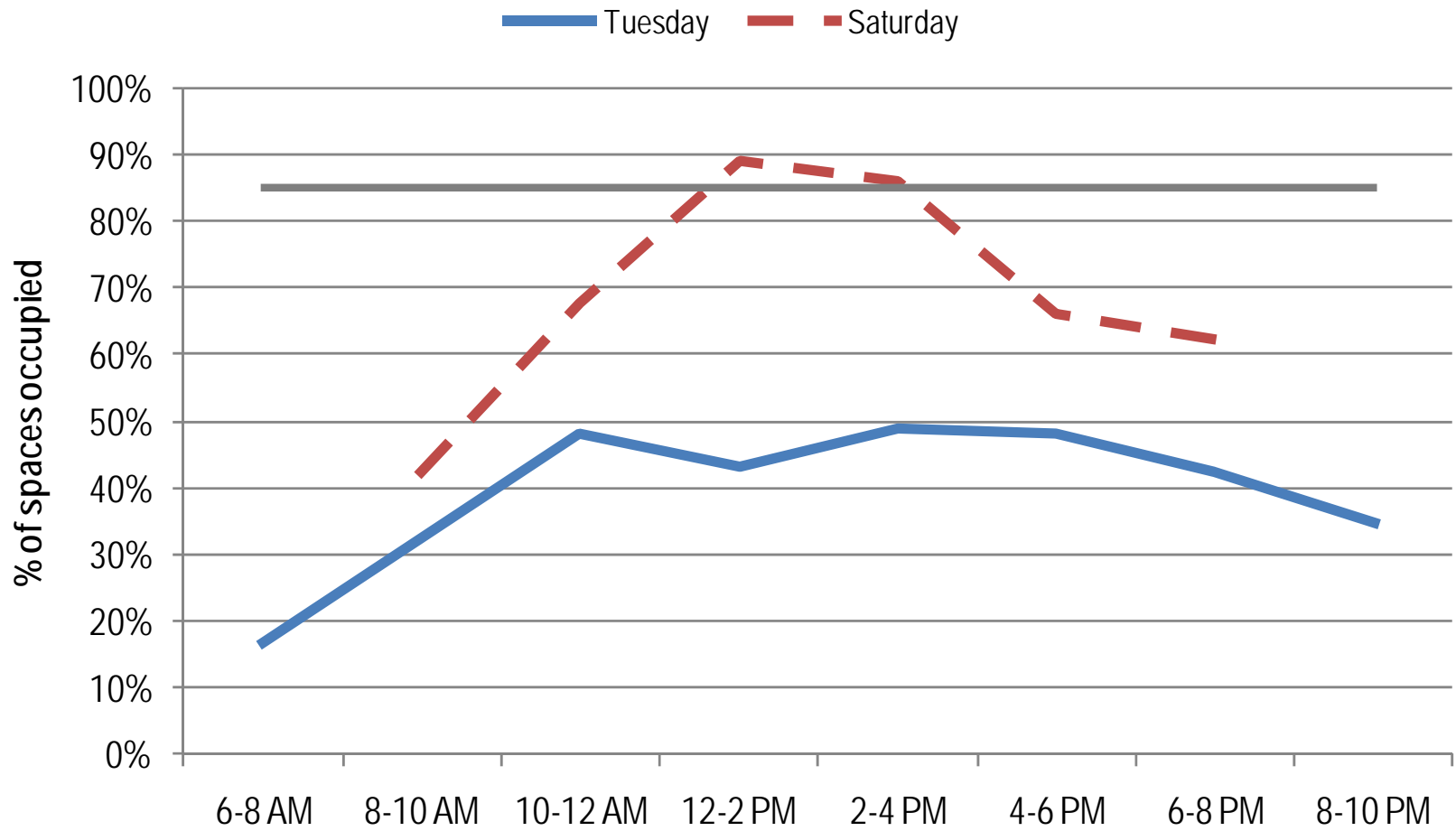
	150% Permit Cap	175% Permit Cap	200% Permit Cap
Number of Permits Allocated	960	1,120	1,280
Resident Allocation	768 (80%)	784 (70%)	768 (60%)
Non-resident Allocation	192 (20%)	336 (30%)	512 (40%)

200% of Inventory!?

- 150-200% of inventory will not overwhelm streets
- East Windsor permit area currently allocates permits **in excess of 300%** of on-street inventory, yet peak occupancy is **only 73%**
- Best practices:
 - Pasadena, CA
 - Toronto, ON

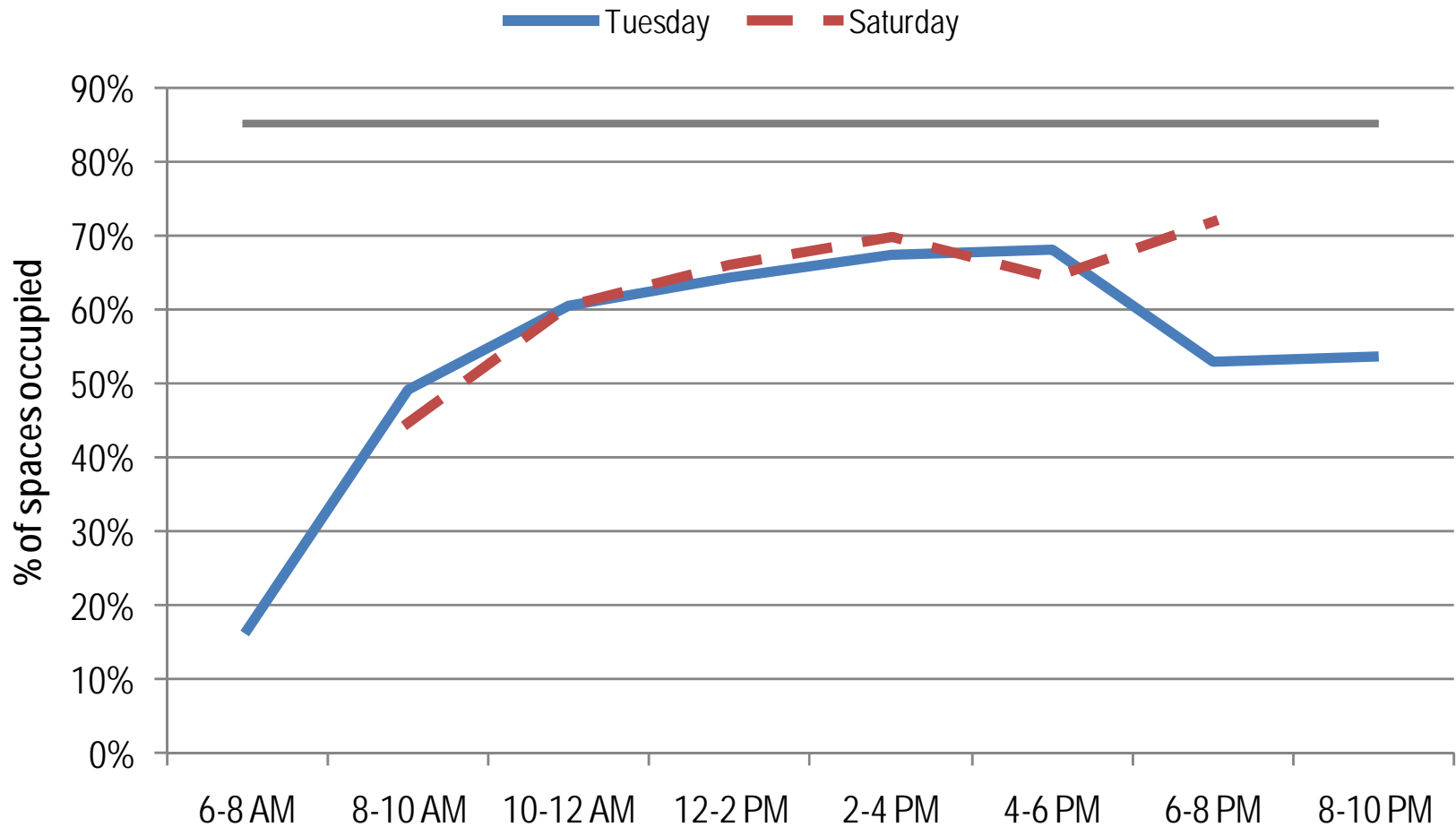


South Brand (Colorado to Maple)



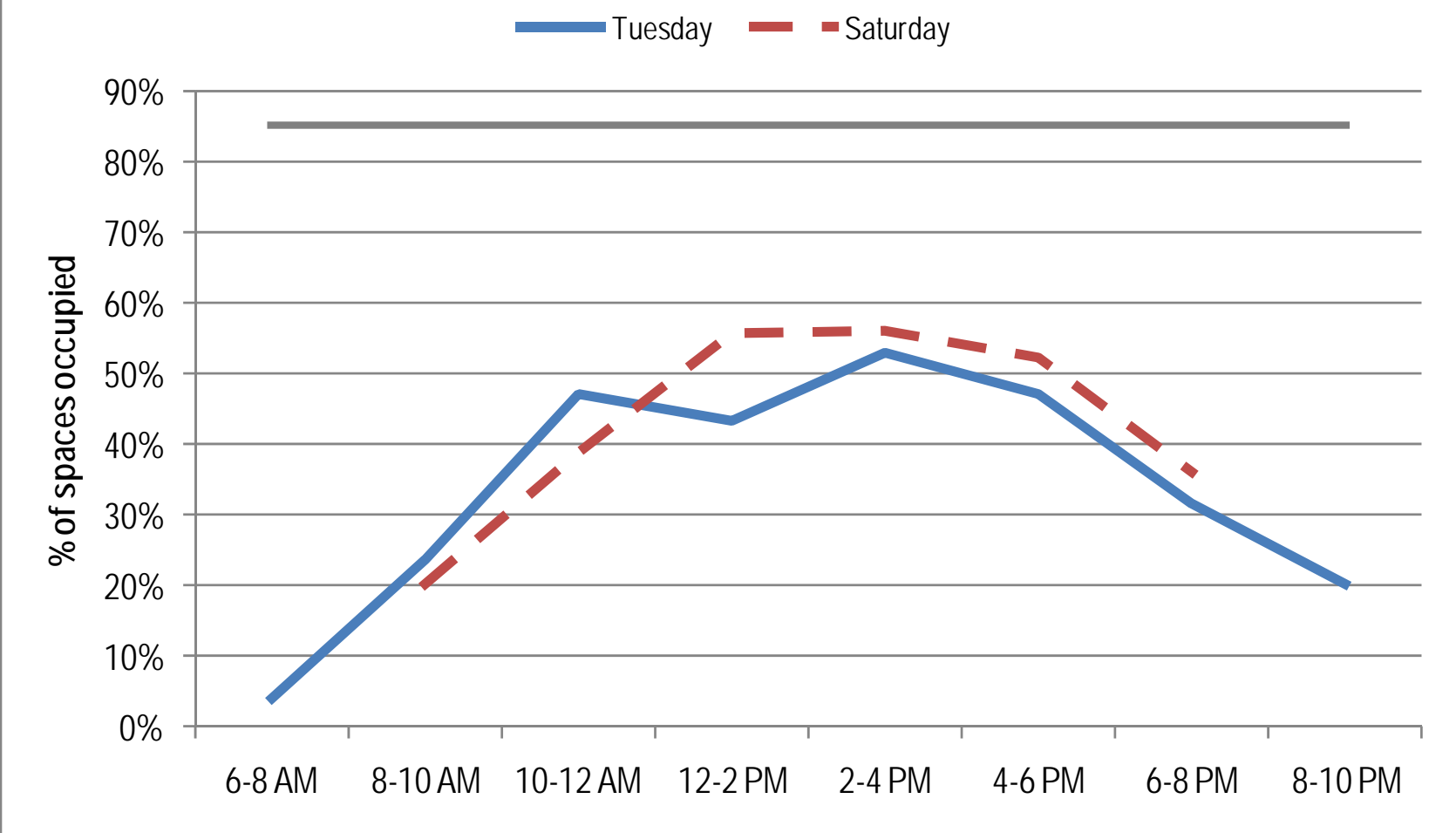
Dealers: Glendale Hyundai, Acura of Glendale

South Brand (Maple to Chevy Chase)



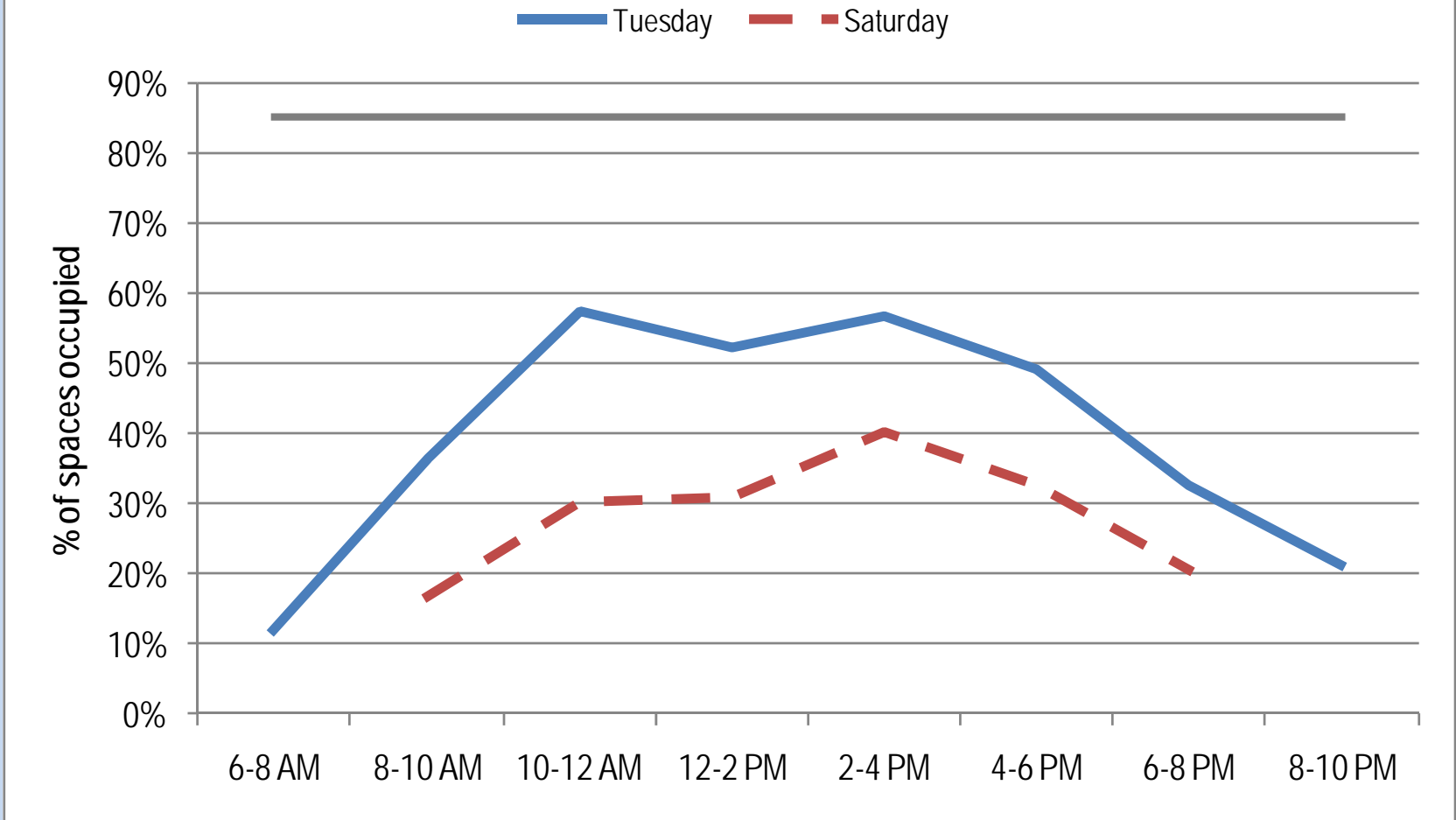
Dealers: Calstar Motors, Inc., Glendale Nissan, Pacific BMW, Glendale Infiniti, Glendale Dodge/Chrysler Jeep/Star Ford

South Brand (Chevy Chase to Los Feliz)



Dealers: Glendale Lexus, Glendale Mitsubishi, Toyota of Glendale, Subaru of Glendale

South Brand (Los Feliz to San Fernando)



Dealers: Star Mazda, Allen Gwynn Chevrolet, Scooter World of Glendale