

**PISMO BEACH PARKING DISTRICT STUDY
WORKING PAPER NUMBER TWO
"OPPORTUNITIES AND CONSTRAINTS"**

Prepared For:

**The City of Pismo Beach
Pismo Beach, California**

Prepared By:

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"OPPORTUNITIES AND CONSTRAINTS"

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OVERVIEW

P&D Technologies utilized the "Shared Parking Computer Program" developed by the Urban Land Institute (ULI) to compare the existing/available parking spaces provided in each proposed district to the required number of parking spaces as a function of the various land use designations within each parking district.

Utilizing this approach we were able to identify specific deficiencies and peaking periods (yearly and monthly) for the parking demands within the downtown commercial areas. The seasonal periods in which the parking districts achieve their highest demand were split between three winter months (November, December and January) and three summer months (July, August and September), with the month of July being the highest peak parking demand month of the year.

We were also able to extract from this process the existing versus required parking spaces for the month of July for each of the individual parking districts. The combination of this data resulted in the peak month of July deficiency of approximately 102 parking spaces. From this information the identified parking districts that are currently deficient in providing sufficient parking facilities are; districts 8, 10, 12, 13, 15, 18, 19 and 20.

Additional information provided through the evaluation of existing land uses for each districts relative to the comparison of weekday parking demands versus weekend parking demands identifies the weekday parking demands to be consistently higher within each district, than the weekend parking demand, even with seasonal adjustments applied to each land use type within the districts.

The identified parking districts that appear to be deficient are not contiguous to one another throughout the downtown commercial area. This creates an alternating block by block parking congestion problem, which then translates into a congested vehicular travel pattern throughout the districts.

Compounding these congested vehicular travel patterns are traffic circulation characteristics within the downtown commercial area relative to safety, origin and destination accessibility and advanced route signage that further complicates the situation.

This is evident through observing the traffic flow characteristics along Price Street and Dolliver Street (Highway 1). Price Street, a four lane, undivided arterial actually carries less daily traffic than Dolliver Street which is a two

lane, undivided collector roadway. The congestion begins to occur along Dolliver Street near the intersections of Main Street, Pomeroy Avenue and Ocean View Avenue. These intersections are located within the downtown commercial area adjacent to the proposed parking districts, that by evaluation have been identified to be deficient in supplying adequate parking facilities.

P&D Technologies has identified five specific locations that would provide potential parking facility opportunities within the downtown commercial areas. Three of these locations Main Street, Main Street parking and Dolliver Street and the area adjacent to the pier; are locations whereby additional parking facilities could substantially reduce the existing parking deficiencies previously identified within the parking districts for this portion of the downtown area.

This information has been presented in an effort to provide assistance to the City of Pismo Beach regarding the existing parking and circulation conditions for their downtown commercial areas.

There are many more opportunities to explore that will be included in future efforts regarding the ultimate master planning elements for the City of Pismo Beach.

Some of the future opportunities to be reviewed and included in this study are:

1. The proposed North Main Waterfront Plaza Development.
2. Future land uses as master planned for downtown Pismo Beach.
3. Parking Forecast requirements for ultimate conditions.
4. Alternate parking schemes - central versus satellite lots.
5. Financial assistance through privatization of shuttle services provided by assessment districts and/or private resorts.

SECTION I

REVIEW OF EXISTING PARKING CONDITIONS

Concentrating on the need to identify the boundaries within the downtown area that could serve as potential parking districts, P&D Technologies elected to utilize the existing Commercial District boundaries as a point of reference. These district boundaries are identified in Figure I-1.

The source of information used to identify the available "off-street" parking within these districts is the "Commercial District Land Use Survey" (1988), developed by the City staff. This document identified information such as; land uses, size of commercial and residential facilities, and the available "off-street" parking. Additional information also provided by City staff reflected the available "on-street" parking for the Pismo Beach downtown area on a block-by-block basis.

Collectively the aforementioned information was utilized to develop a series of land use and parking conditions that could be used to evaluate the current parking status through the downtown area.

P&D Technologies has developed a series of graphical representations derived from the aforementioned data that reflect the parking conditions for the downtown Pismo Beach Commercial District area. For the downtown area we have created three specific sets of data, each addressing different criteria.

The first set of data represented in Figure I-2 identifies the total number of parking spaces (off-street and on-street) that are existing and compares them to the total number of parking spaces required according to the actual land uses in the downtown area. There are a total of 2,438 available parking spaces throughout the 14 parking district areas in the downtown Pismo Beach area.

According to the land use peak demand there are 2,540 parking spaces required. When viewing this information from the "total amount of parking" for the downtown area, there would appear to be a minor difference that should not create any major parking problems. What appears to be taking place is an isolated block-by-block parking condition whereby, congestion and parking demands overflow into adjacent parking districts with adequate parking facilities.

Figure I-3 represents a look at the Seasonal Peak characteristics. This data represents the six highest monthly peak parking demands throughout the year. There are three specific parking characteristics that we can observe from this graph. First, we recognize that the winter monthly peaks and the summer monthly peaks do not vary significantly in terms of the actual demands. Secondly, the six monthly peak demands all approach the maximum number of parking spaces available within the downtown

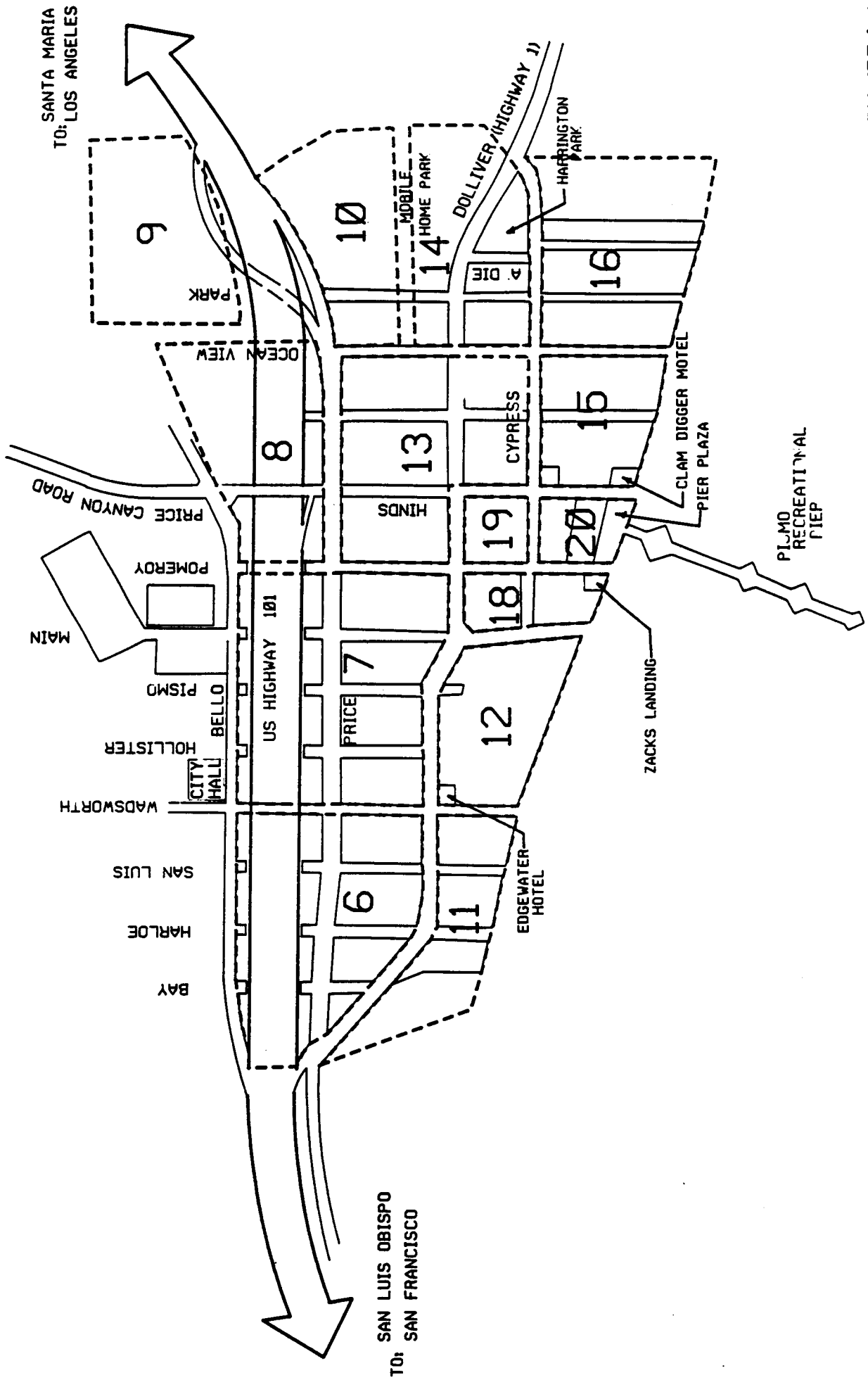
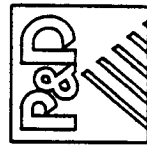


FIGURE I-1



DOWNTOWN PISMO BEACH PARKING DISTRICTS

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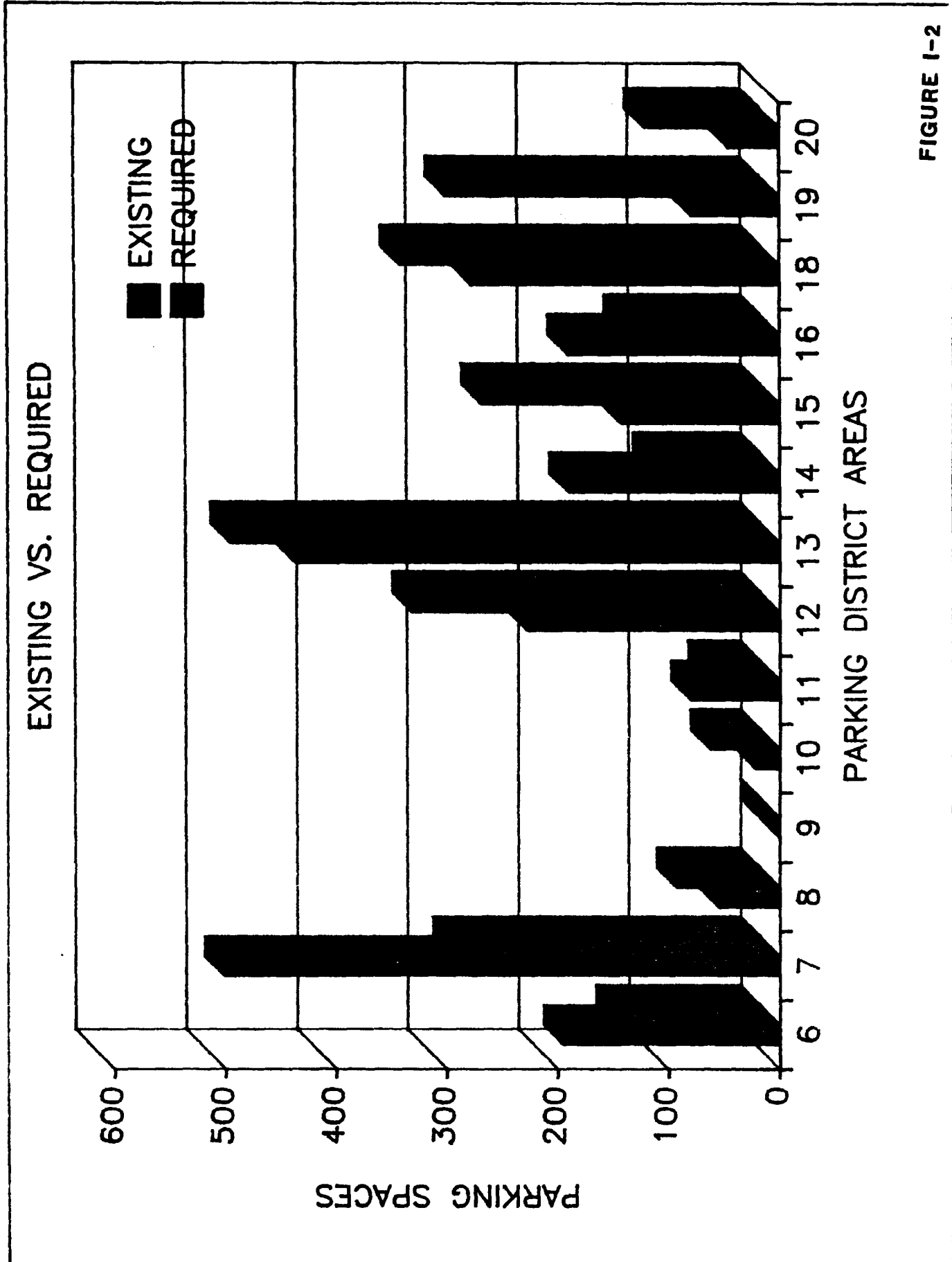


FIGURE I-2

SEASONAL PEAK TOTALS

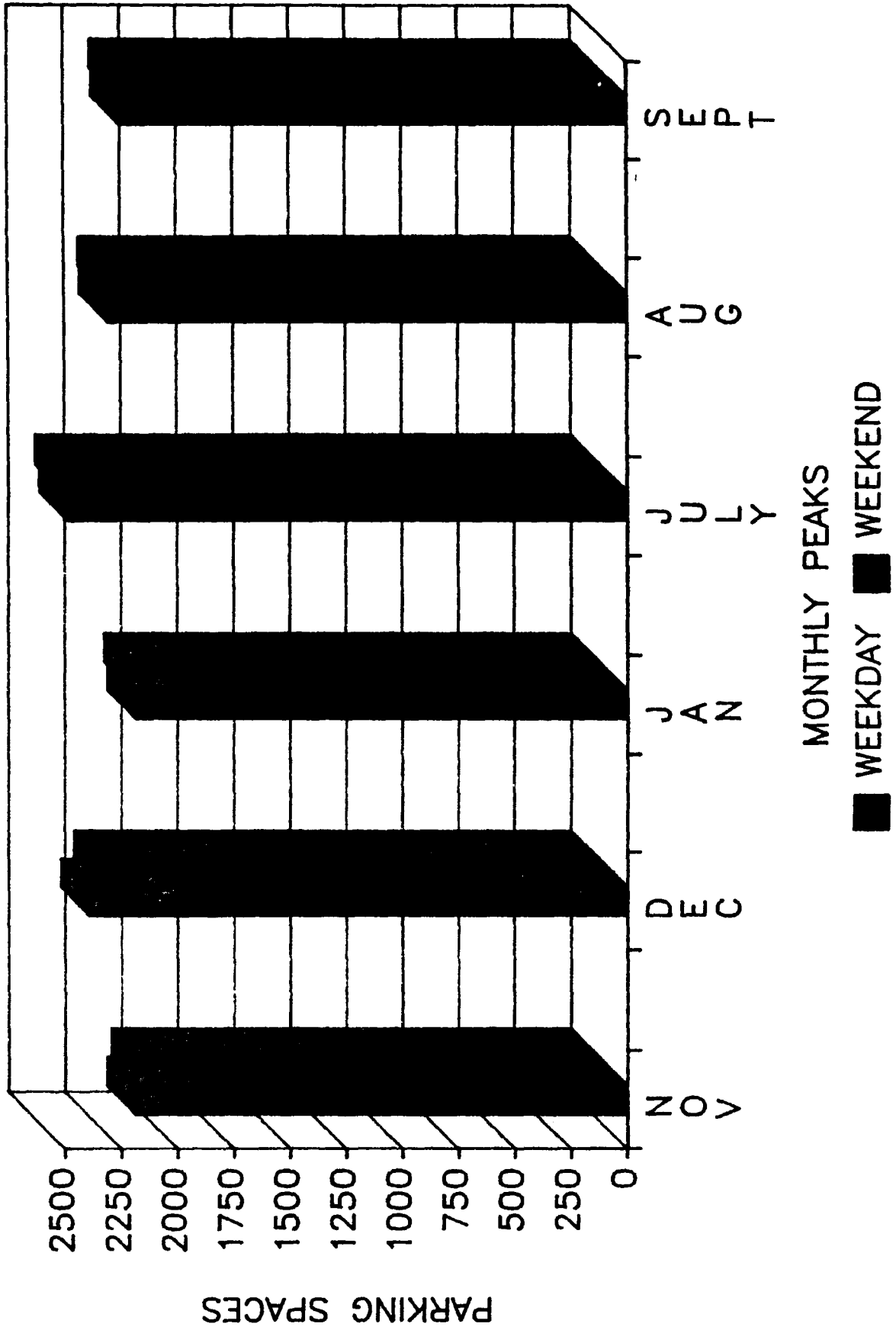


FIGURE I-3

commercial districts. Lastly, each of these monthly peak demands represent the collective total of all the individual districts, which by land use identify the weekday parking demands to be higher than the weekend parking demands.

The last set of graphical data, Figures I-4 through 9, represent the individual peak month parking spaces required for each of the 14 individual parking district areas. This data compares the required weekday peak parking demands to the required weekend peak parking demands for each individual parking district based on existing land use data for each parking district.

It is at this level of detail whereby the actual parking condition in the downtown areas become subject to discussion relative to congestion and the potential need to increase the available parking spaces.

The results of our evaluations indicate that when you view the entire downtown area as a whole, there does not appear to be a major parking deficiency problem from a mere demand versus availability standpoint.

What perhaps occurs is a sharing of parking spaces from adjacent parking districts that then creates two specific problems. First, the parking districts that have an excess of available parking spaces are filled when adjacent districts begin to peak. This creates a deficiency within the parking district that appears to have adequate parking facilities. Second, the result of this intra-direct maneuvering by the vehicles seeking parking spaces creates additional travel patterns in and out of the districts thus generating additional potential conflicts with pedestrians that were required to park outside of their business district and walk back to their points of destinations.

NOVEMBER



FIGURE I-4

DECEMBER

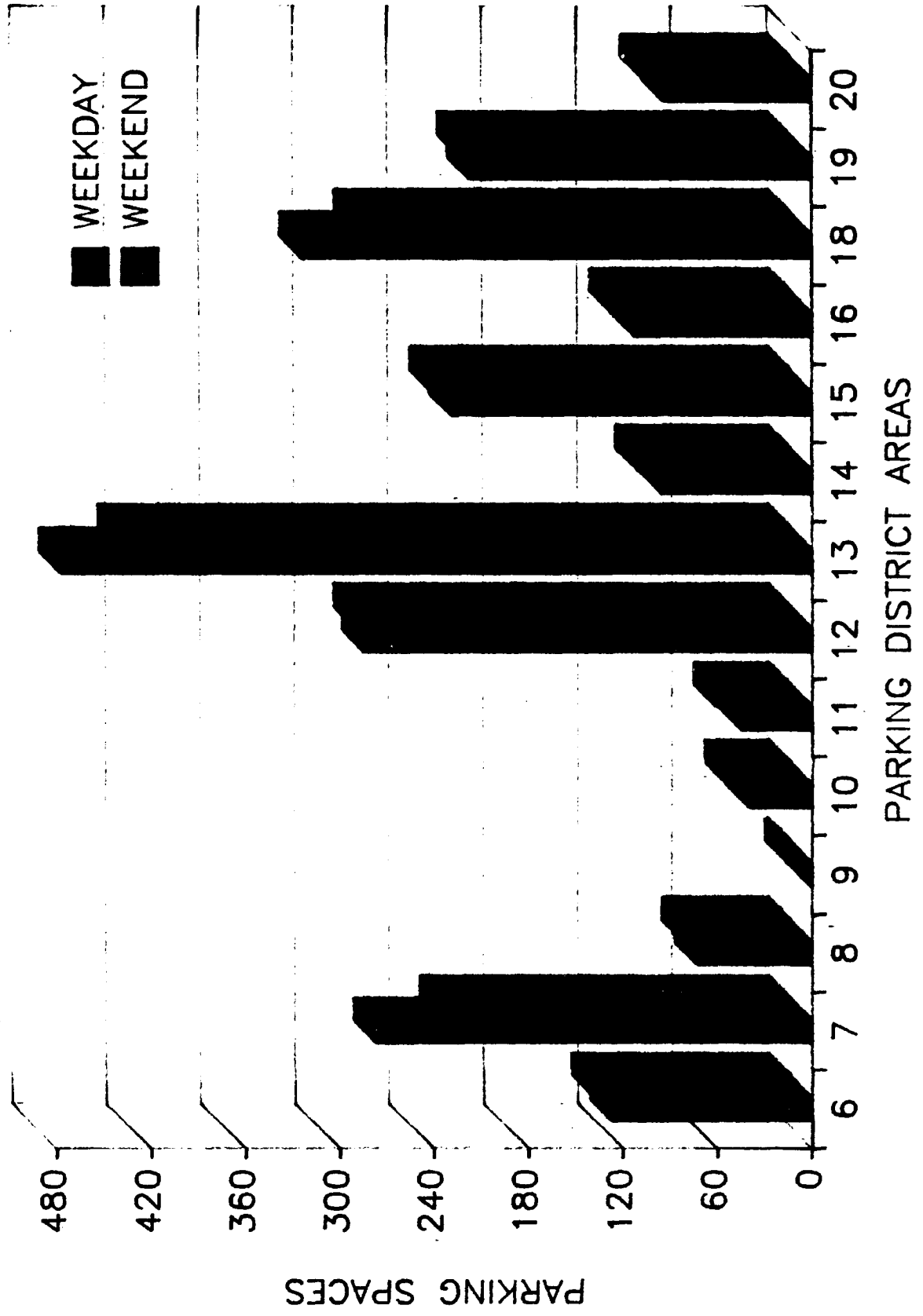


FIGURE I-5

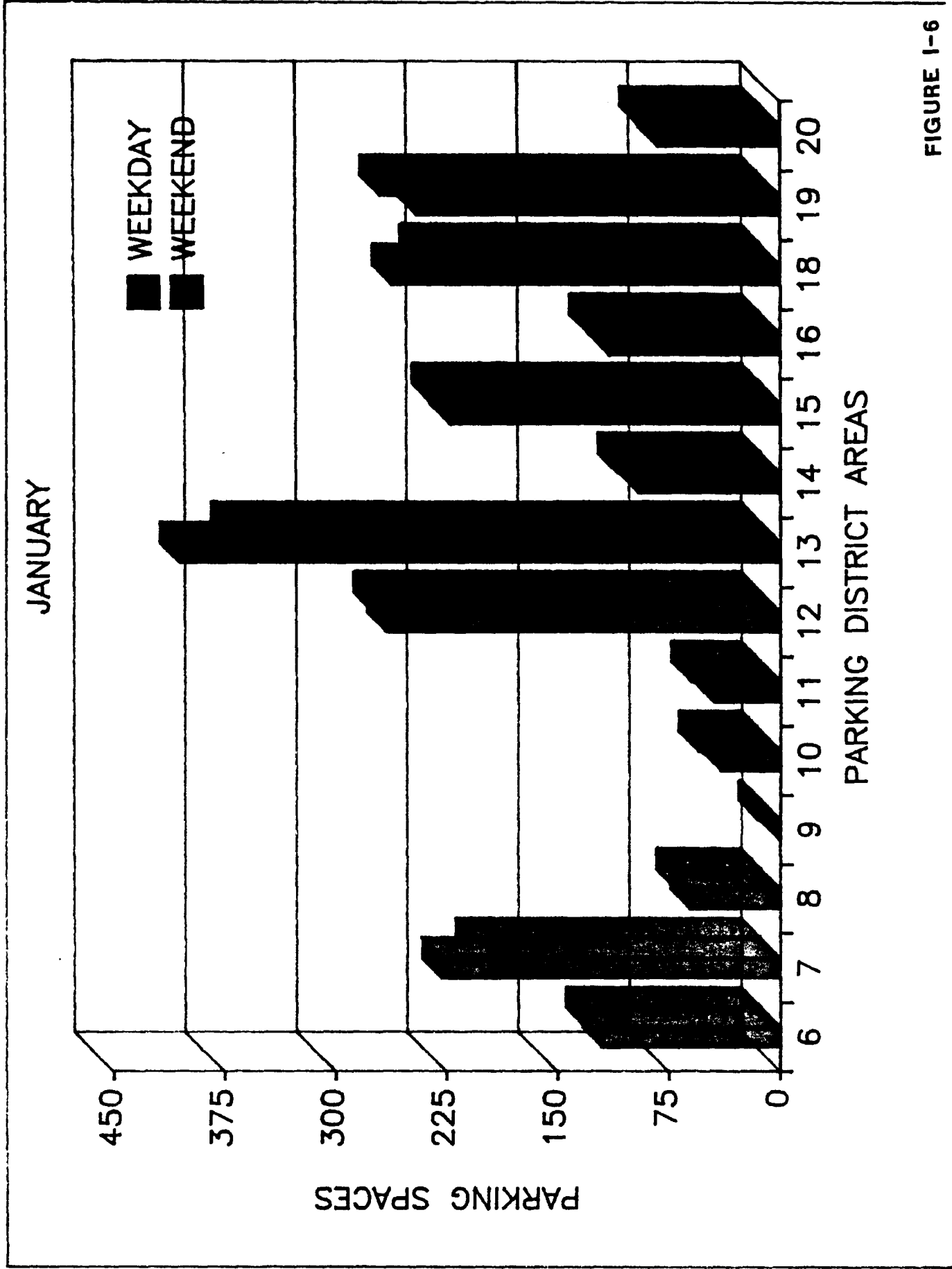


FIGURE I-6

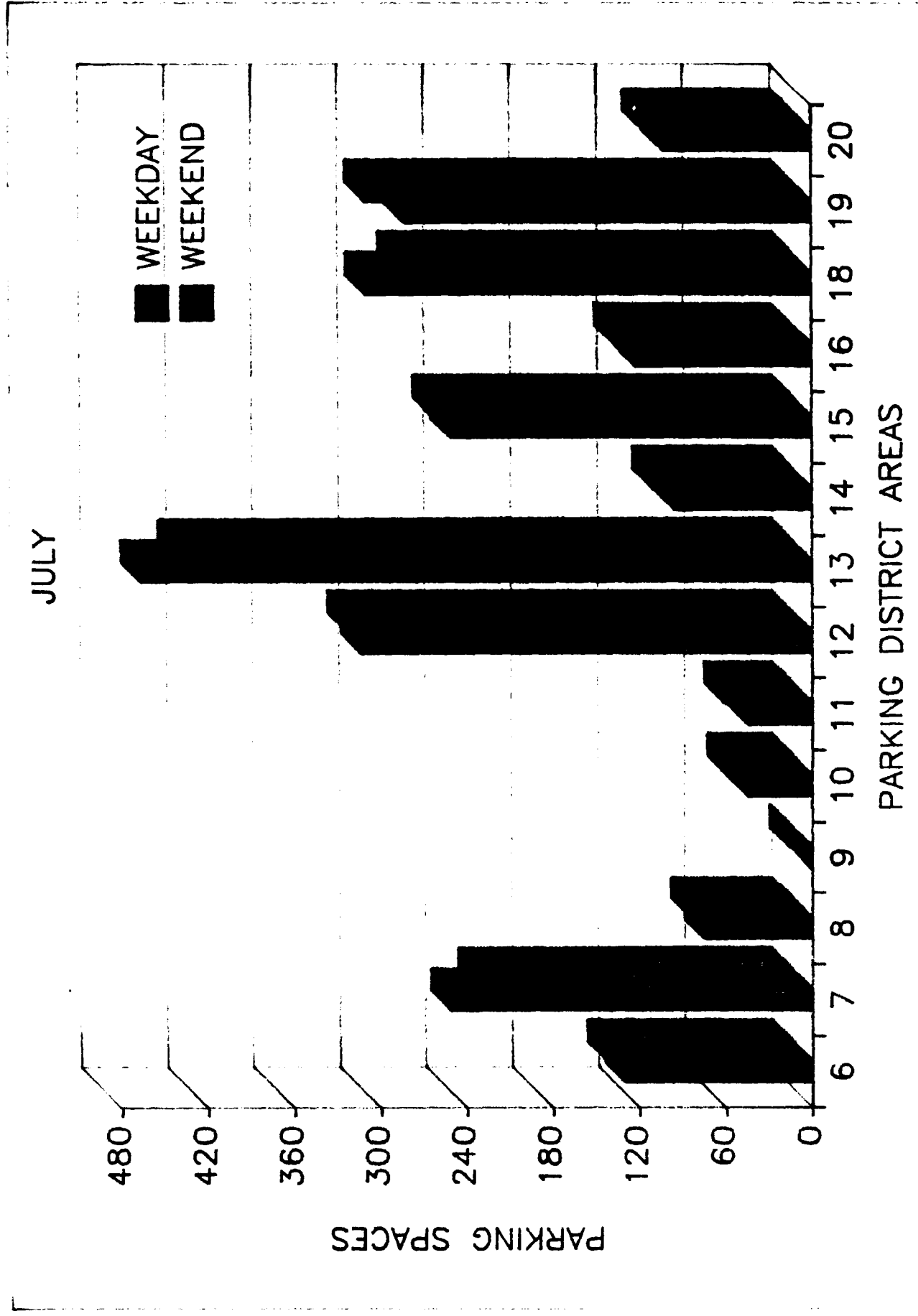


FIGURE I-7

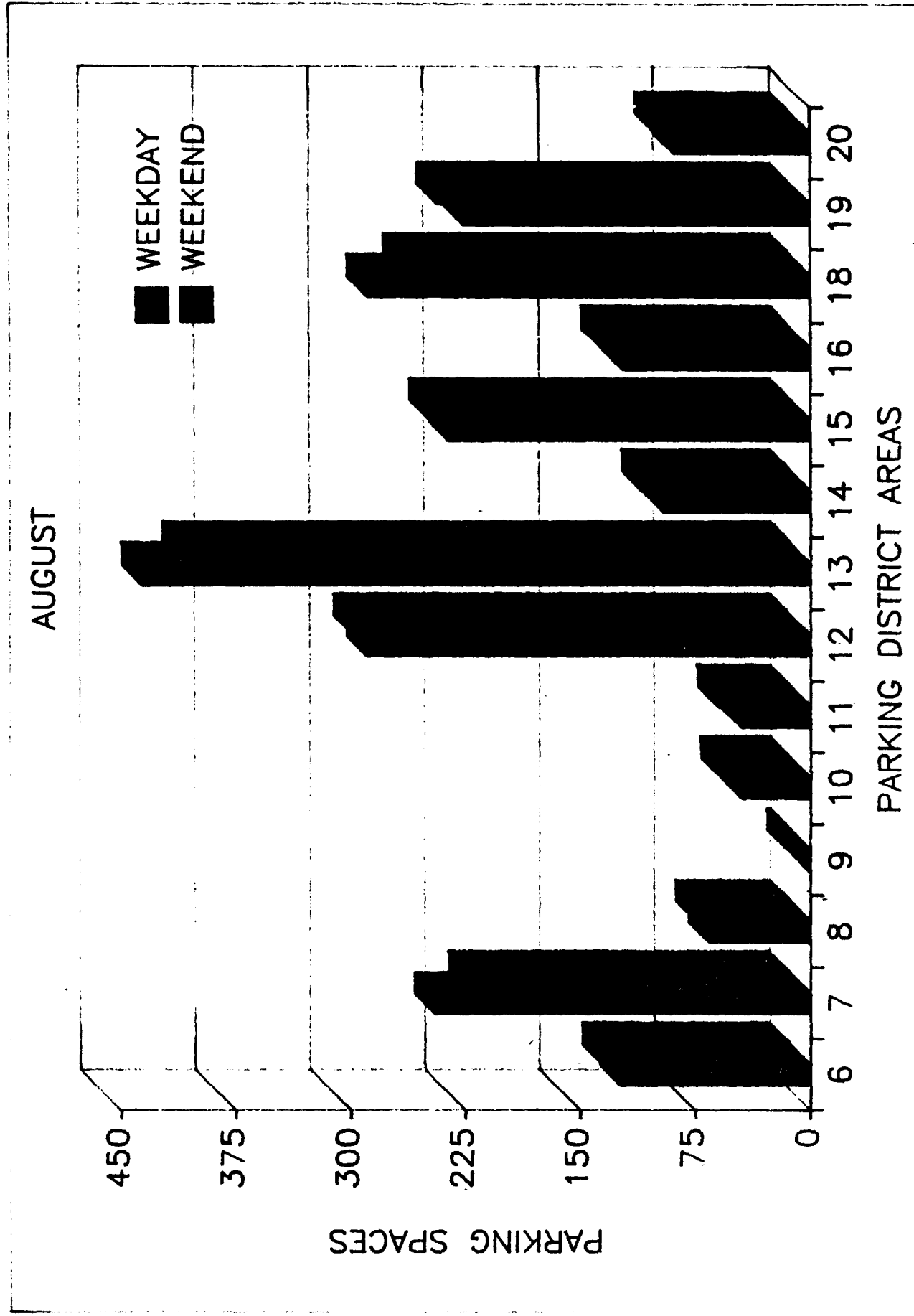


FIGURE I-8

SEPTEMBER

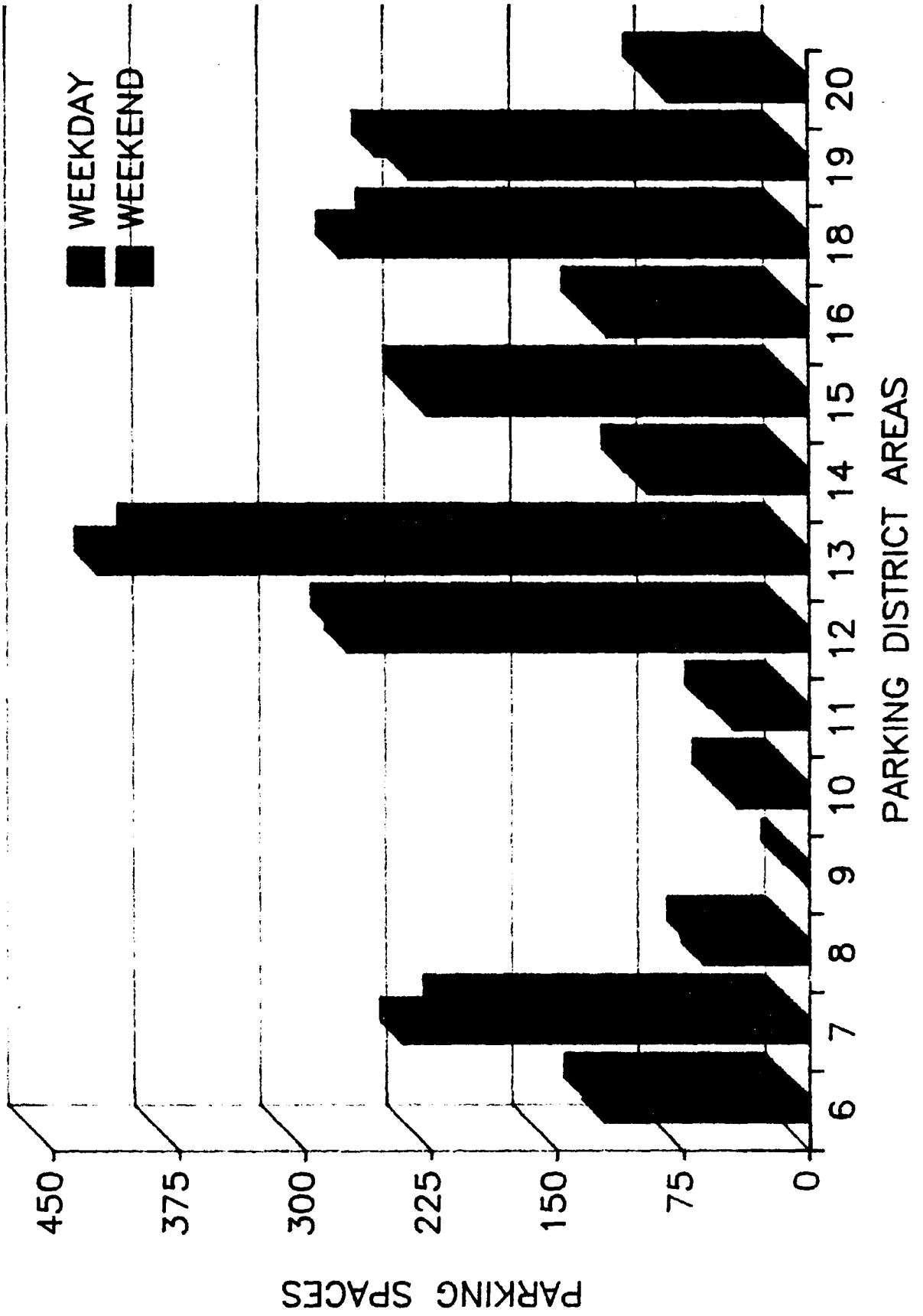


FIGURE I-9

SECTION II

REVIEW OF EXISTING CIRCULATION CONDITIONS

P&D Technologies conducted a field reconnaissance and traffic circulation review of the existing roadway facilities and driving conditions throughout the downtown commercial area. We have identified the principal downtown Pismo Beach commercial area for this study as being bounded by U.S. Highway 101 to the east; oceanfront property to the west; Bay Street to the north; and Addie Street to the south.

The City of Pismo Beach's Central Business District is divided by U.S. Highway 101 with the eastside of the highway providing primarily residential and educational facilities along with the City Hall facilities. There are two primary links across U.S. Highway 101 into the central business district area west of U.S. Highway 101. The north crossing, Wodsworth Street is a two lane underpass connecting Bello Street on the east with Price Street to the west. The second crossing, Hinds Avenue is a two lane overcrossing linking the same two parallel roadway facilities.

Paralleling U.S. Highway 101 to the west there are three principle arterials that provide service access to this downtown district area.

Price Street is a major four lane, undivided arterial and currently serves as the principal local commuter business route adjacent to the highway.

Dolliver Street (Highway 1), functions as a local two lane, undivided arterial that provides continuous service access to the downtown district area in addition to other local business/commercial and recreational areas to the north and south.

Cypress Street is a two lane roadway facility that currently terminates at Main Street to the north and at a pedestrian bridge crossing to the south near Addie Street. Main Street is bi-directional from Hinds Avenue to Addie Street; one-way south bound from Pomeroy Avenue to Hinds Avenue; and one-way north bound from Pomeroy Avenue to Main Street.

These roadway facilities along with the current traffic control devices and directional traffic characteristics are shown in Figure II-1.

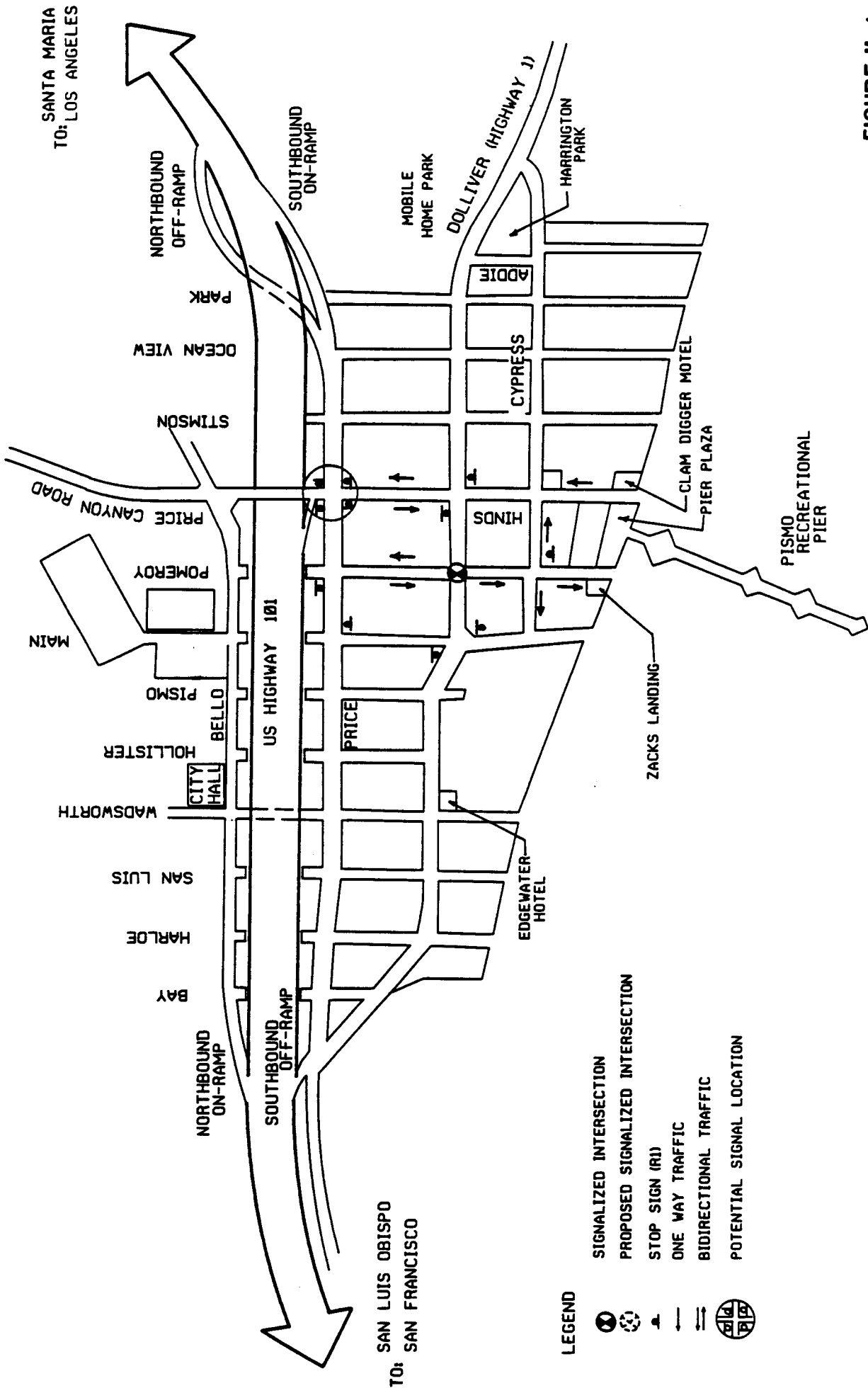
Based on the information obtained through this field reconnaissance together with prior experiences relative to beachfront and recreational oriented commercial uses, we offer the following observations.

REGIONAL ACCESS:

The primary regional accesses to the downtown area are provided chiefly through the highway ramp facilities located at both ends of the commercial district area. There are however, additional non-uniformly spaced and directionally staggered freeway ramp facilities elsewhere throughout the length of the downtown commercial area. From a regional standpoint

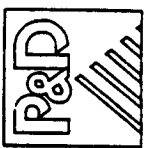


FIGURE II-1



DOWNTOWN PISMO BEACH
 EXISTING TRAFFIC FLOW CHARACTERISTICS

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these can often be somewhat confusing specially coupled with the lack of adequate, advanced directional signage that could assist the driver in properly identifying the specific area and destination route.

Also, in terms of attempting to identify a focal point or specific business/recreational area as a destination there is little assistance to the motorist in providing several alternate access routes all of which currently are focused towards the commuter oriented commercial route along Price Street.

LOCAL ACCESS:

Clearly there are three general types of trip patterns and characteristics that occur within this commercial district area. All of which tend to overlap one another and create what would appear to be a traffic congestion problem. The imbalance of available parking provisions within the commercial district area itself tends to compound this perception and creates a somewhat random traffic congestion problem.

LOCAL COMMUTER/BUSINESS

This element of traffic comprises the local resident that works within the commercial area and would naturally take to the local roadway system to get to and from work. Typically these vehicle trips range from 1-5 miles in length.

REGIONALLY ORIENTED COMMUTER/BUSINESS

This vehicle trip type can be classified with the longer commute trip pattern. Often this trip type must rely upon the regional circulation facilities throughout its origin and destination route. Typically these vehicle trips range from 5-20 miles in length.

LOCAL/REGIONAL RECREATION

Although typically associated with weekends and seasonal peaks this trip type utilizes a combination of both local and regional roadway facilities. When in combination with the two previously mentioned trip types the local roadway facilities are additionally burdened with the results being further impacted by internal-district trip making while vehicles attempt to locate appropriate parking facilities.

These trips appear to be further scattered throughout the downtown commercial area due in part to the previously mentioned regional access facilities. With an inadequate signage program of these trips, once exiting the regional facilities (U.S. Highway 101) are then subjected to different circuitous routes within the downtown commercial areas in an attempt to reach their destination.

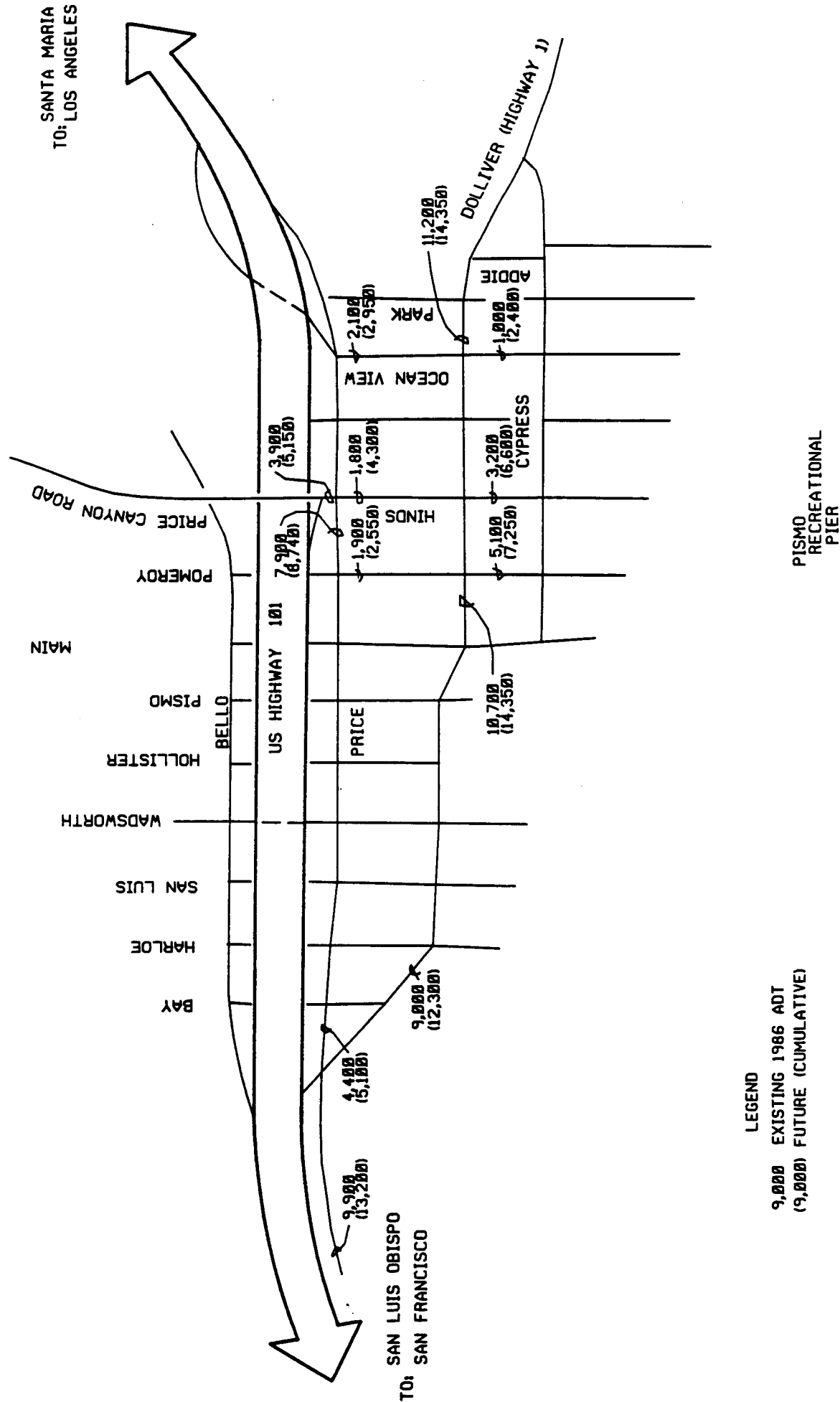
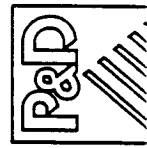


FIGURE II-2

**DOWNTOWN PISMO BEACH
AVERAGE DAILY TRAFFIC ASSIGNMENT**

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Improvements to the regional circulation and access facilities should be directed towards the following:

1. Reconfiguration of the Price Street freeway ramps at the south end of town together with the south bound off ramp at Hinds Avenue. The attempt here should be to focus on the regionally oriented trip to a single point of access to the downtown commercial area.
2. Additional consideration should be directed towards developing an adequate advanced freeway signing program to better identify and direct the regionally oriented trips to their specific destination points. (i.e., commercial/business district or recreational facilities and parking facilities.)

LOCAL CIRCULATION AND ACCESS:

P&D Technologies suggests that prior to approaching the State Department of Transportation with recommendations concerning regional access improvements, there is a need for the City of Pismo Beach to address local circulation conditions. This can be accomplished by updating their current master plan of arterial highways in concert with the master land use planning efforts and reexamine the individual functional roadway classifications for each arterial. This in turn would provide the circulation uniformity needed to justify to the State Department of Transportation any applicable regional access modifications.

Specific improvements should include:

1. Roadway capacity enhancements to Dolliver Street (Highway 1).
2. Intersection widenings and signalization improvements along Price Street and Dolliver Street.
3. Improvements or additions to the directional and information type signage identifying key points of interest and directions to public parking facilities.

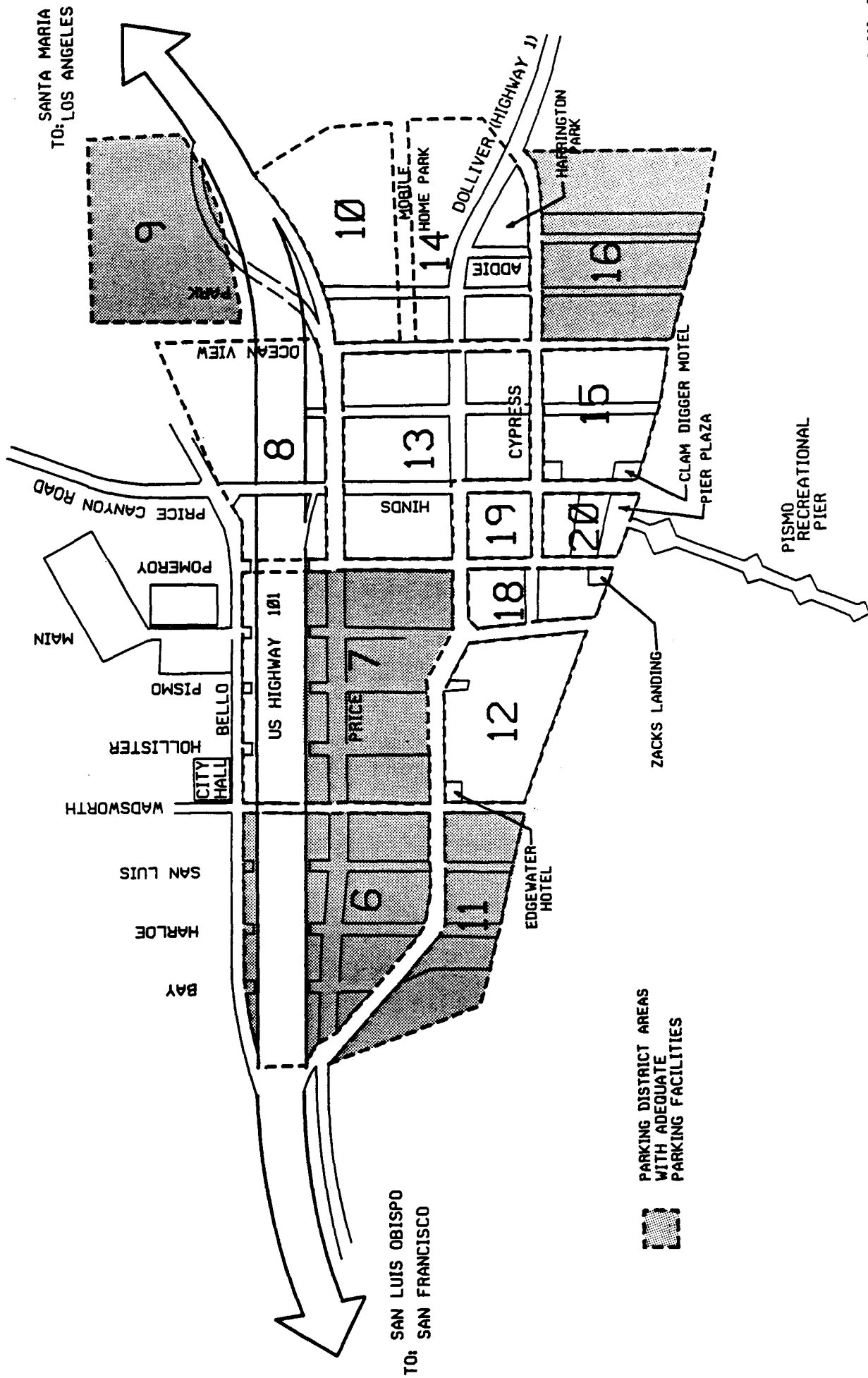
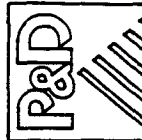
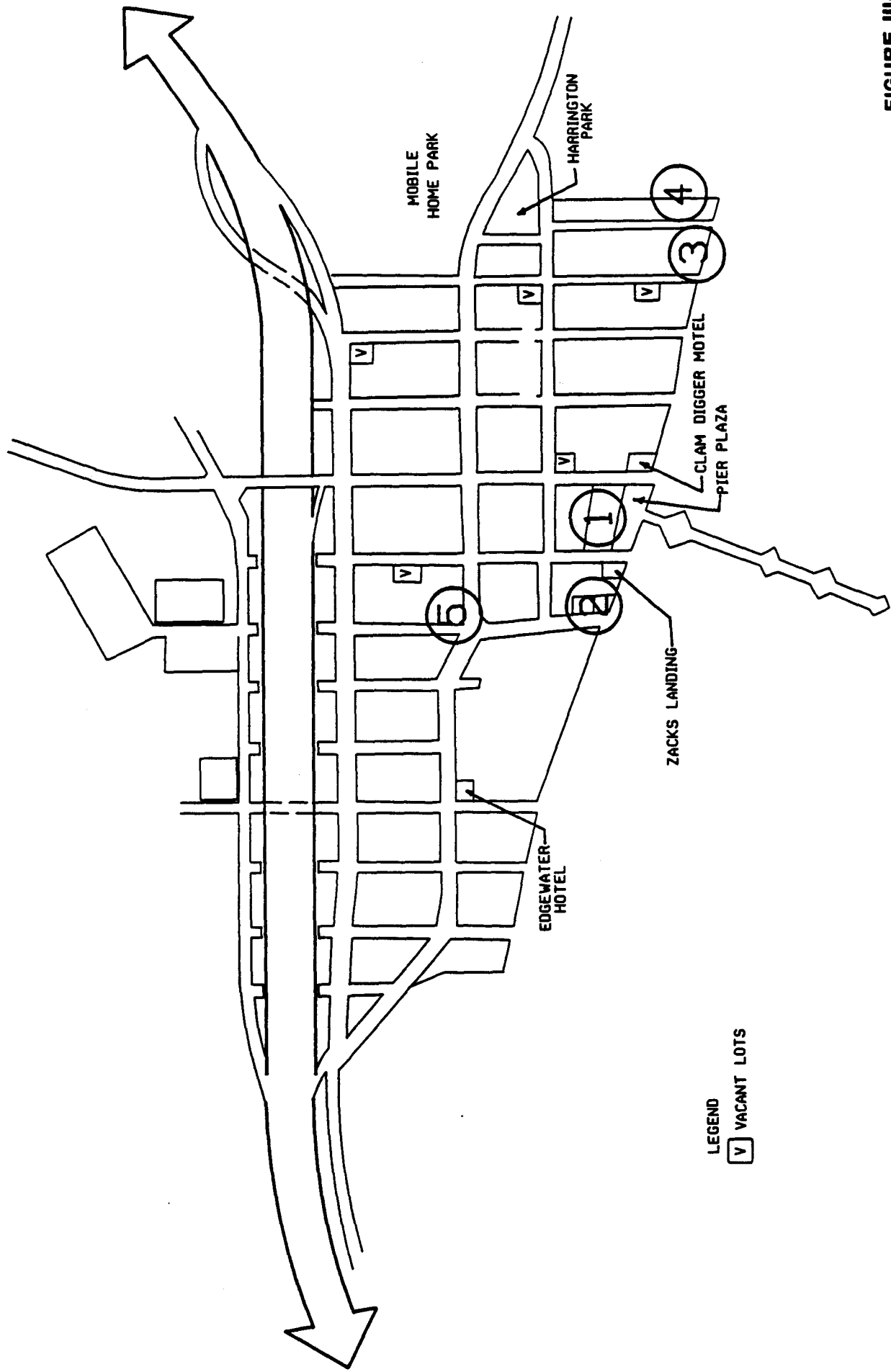


FIGURE III-1

DOWNTOWN PISMO BEACH
PARKING DISTRICTS

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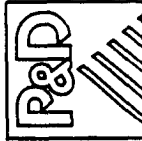
LEGEND
 V VACANT LOTS

FIGURE III-2

DOWNTOWN PISMO BEACH

POTENTIAL PARKING FACILITY OPTIONS

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SURFACE PARKING

To accommodate the necessary landscaping, parkway, building setback requirements, isle-way widths and access-ways within a surface parking lot, each parking stall should be estimated at approximately 400 square feet per parking stall. This estimate will then accommodate for a standard parking stall size of ten feet by 18 feet with all the necessary appurtenance required.

PARKING STRUCTURE

Although there are some major obstacles commonly associated with parking structures such as capitol expenditures, visual esthetics and structural support columns, parking structures typically provide a slightly higher number of parking spaces. The general rule herein would apply to an estimation of approximately 300 square feet per parking stall.

Applying these general planning concepts for parking space allocations to the potential parking facility options within the aforementioned parking districts would yield the following results.

<u>Lot #</u>	<u>Location</u>	<u>Size Square Feet*</u>	<u>Parking Type</u>	
			<u>Surface Spaces</u>	<u>Structure Spaces per Level</u>
1	Adj. to Pier	87,000	217	290
2	Main Street	39,600	99	132
3	RV Park	10,000	25	33
4	Pismo Creek	15,000	37	50
5	Main/Dolliver	12,576	31	40

* Estimated square footage obtained from the Commercial District Land Survey dated 8/88.

Although all five lot locations are considered potential options for future parking facilities, the principal locations that could immediately serve the existing parking deficit areas would be lots 1, 2 and 5.

Serious consideration should be given to the potential parking structure facility type for lots 1 and 2 primarily due to the actual property costs (currently \$25.00 to \$30.00 per square foot). This perhaps implies the need to reconsider the possibility of providing future retail/commercial facilities either within or on top of these parking structures to help augment the initial costs.