MONTROSE
PARKING ANALYSIS

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SEPTEMBER 2019

Prepared for the City of Glendale by

transpogroup

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INTRODUCTION

Parking plays a key role in supporting the economic vitality of businesses in Montrose and is a valuable City resource. This analysis evaluates existing parking conditions and identifies management strategies to support the area and best utilize the valuable public parking resources.

The objective of the Parking Analysis is to identify strategies that can be implemented over time to address near term or existing parking issues as well as triggers for future strategies to maintain continued parking availability.

BACKGROUND

Montrose is the historic old town neighborhood district located in the north part of Glendale, California. The business district of Montrose centers around its main street, Honolulu Avenue. There are nearly 200 businesses located within the neighborhood. These businesses consist of many restaurants, cafés, small retail shops, and other local businesses that cater to locals and visitors. The neighborhood also features Sunday Harvest Market, and regular events and family-friendly nightlife. The business district is surrounded by residential land use, which is mostly single-family and low-density multi-family buildings.

The *Montrose Vision 20/20, August 2016* provides a visionary plan of priorities for the Montrose stakeholders and tools to achieve goals and objectives. The plan includes a vision

GOALS

for infrastructure to "Enhance customers' experience in Montrose Shopping Park through a commitment to maintaining and improving public infrastructure including parking, landscaping and public furniture".

Along with this vision there are **FOUR GOALS** related to infrastructure including:

1. Understand capital improvement priorities
2. Enhance physical appearance, safety, and usability of parking
3. Improve the aesthetics of trees and landscaping elements
4. Maintain an environment and associated infrastructure, such as public furniture, electrical outlets, trash cans and dog facilities, that encourages safe use of public space by all pedestrians and vehicle traffic.

Goals 1 and 2 are most directly related to parking, including programming capital improvements associated with parking and enhancing parking in the neighborhood.

Goal 1: Understand capital improvement priorities

Annually develop a list of prioritized infrastructure needs related to all items listed below.

Goal 2: Enhance physical appearance, safety, and usability of parking

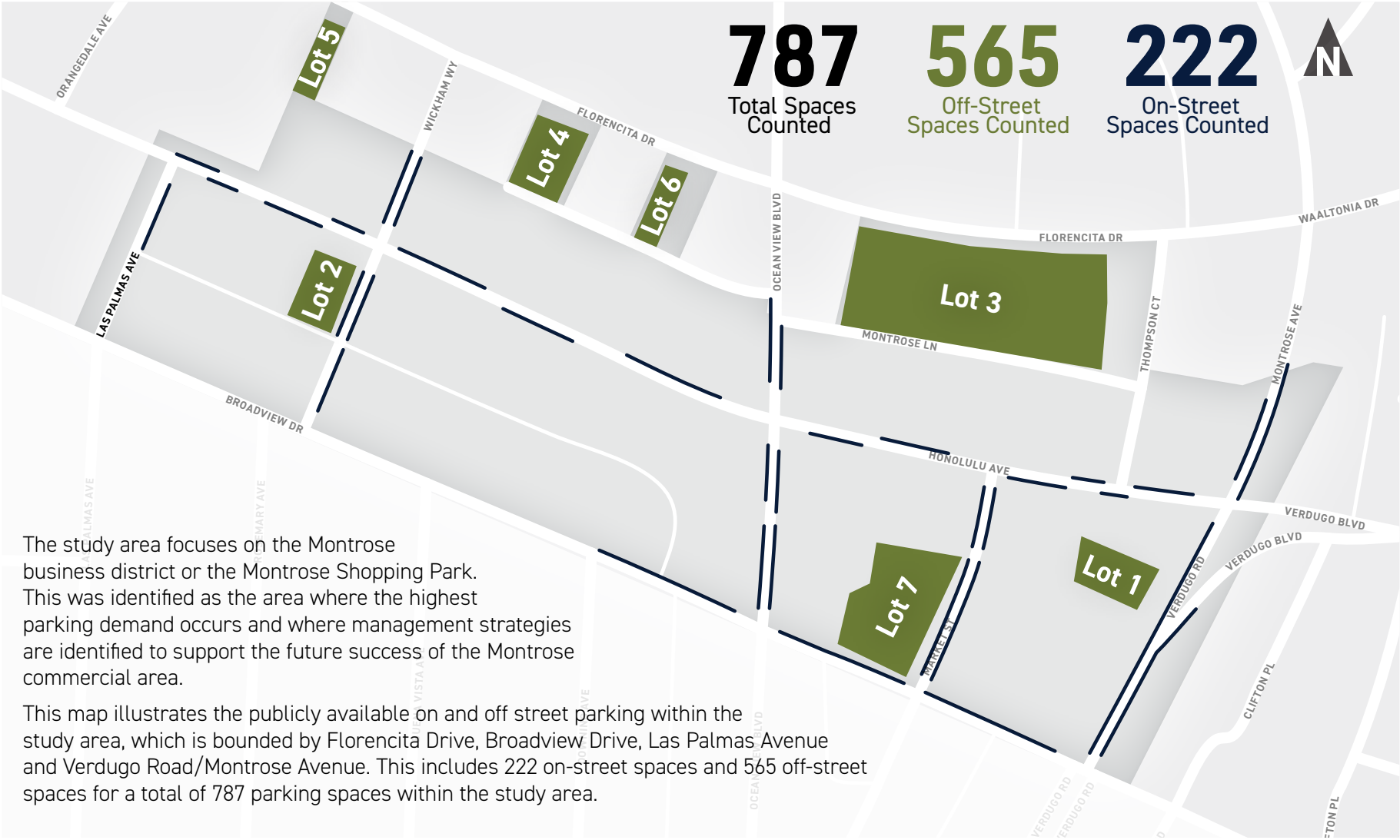
- Improve access to parking, including through improved signage and lighting.
- Increase enforcement for illegal parking.
- Develop a Parking Advisory Committee to complete a Montrose Parking Lot study that would:
  - Determine whether Montrose has ample parking supply for current business and residential mix;
  - Determine parking lot anticipated needs;
  - Determine viability of not simply patching the lots but a longer term solution;
  - Include public parking lot in future parking plan; and,
  - Develop a financial plan for all parking assets both current and future, including the possibility of adding parking structures, and make recommendations on priorities based on budget assumptions.

The strategies identified in this Parking Analysis help address these two goals. In addition, to the extent that resulting parking strategies result in revenue from parking that is in excess of what is needed to support the City's parking system, then funds could be directed towards addressing Goal 3 and 4 to improve the aesthetics and maintains safe public spaces.

MONTROSE VISION

Enhance customers' experience in Montrose Shopping Park through a commitment to maintaining and improving public infrastructure including parking, landscaping and public furniture.

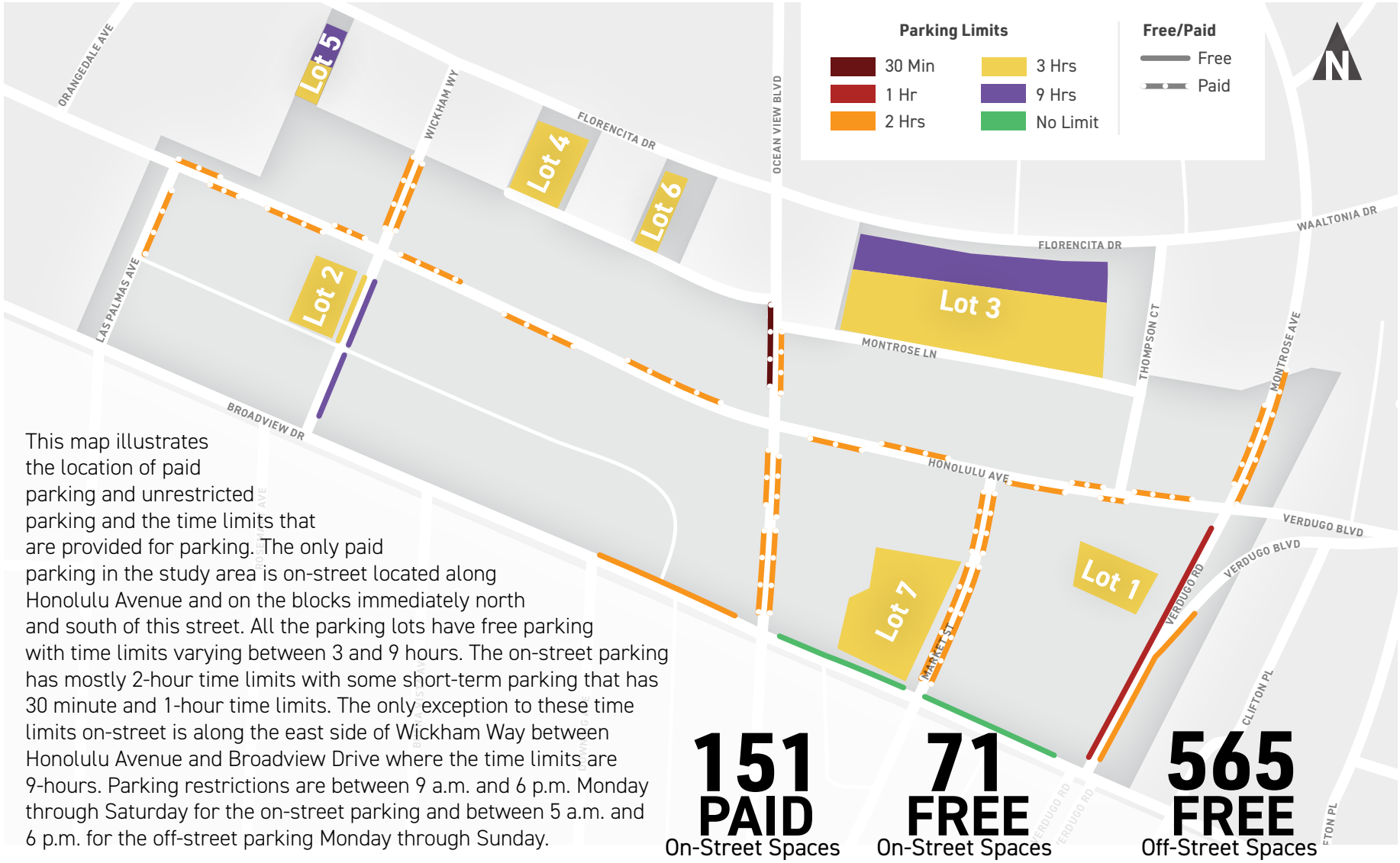
STUDY AREA



The study area focuses on the Montrose business district or the Montrose Shopping Park. This was identified as the area where the highest parking demand occurs and where management strategies are identified to support the future success of the Montrose commercial area.

This map illustrates the publicly available on and off street parking within the study area, which is bounded by Florencita Drive, Broadview Drive, Las Palmas Avenue and Verdugo Road/Montrose Avenue. This includes 222 on-street spaces and 565 off-street spaces for a total of 787 parking spaces within the study area.

PARKING REGULATIONS



This map illustrates the location of paid parking and unrestricted parking and the time limits that are provided for parking. The only paid parking in the study area is on-street located along Honolulu Avenue and on the blocks immediately north and south of this street. All the parking lots have free parking with time limits varying between 3 and 9 hours. The on-street parking has mostly 2-hour time limits with some short-term parking that has 30 minute and 1-hour time limits. The only exception to these time limits on-street is along the east side of Wickham Way between Honolulu Avenue and Broadview Drive where the time limits are 9-hours. Parking restrictions are between 9 a.m. and 6 p.m. Monday through Saturday for the on-street parking and between 5 a.m. and 6 p.m. for the off-street parking Monday through Sunday.

151
PAID
On-Street Spaces

71
FREE
On-Street Spaces

565
FREE
Off-Street Spaces

PARKING OCCUPANCY

Existing parking conditions were documented through data collection and coordination with the City in October of 2018. The data collection captured parking supply (described previously), occupancy, and duration (or length of stay). Data were collected both on-street and for key off-street parking lots.

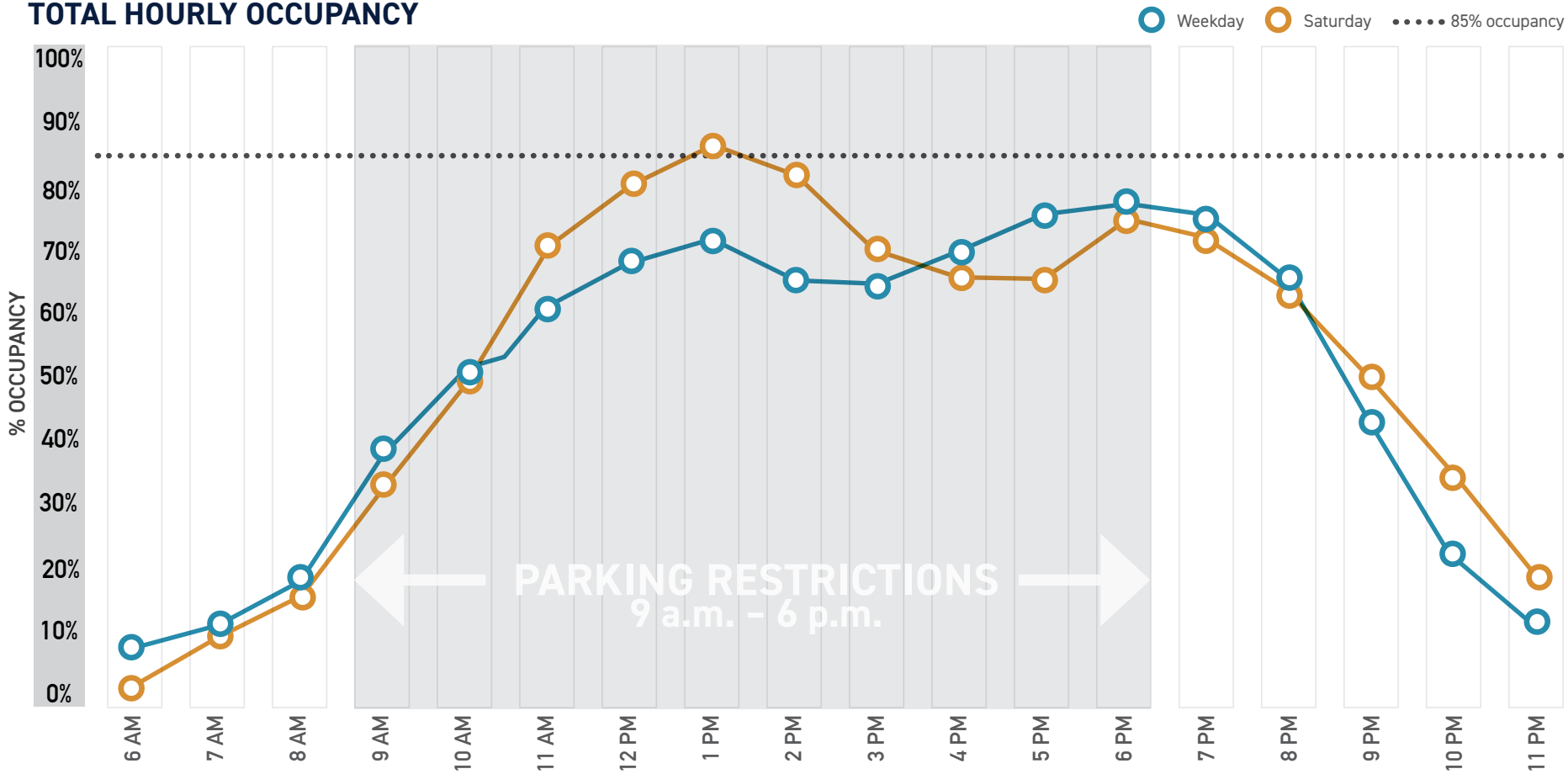
Data related to parking occupancy and duration were collected on Thursday, October 4 and Saturday, October 20 to capture typical fall weekday and weekend condition. Hourly occupancy along each on-street block and within each lot were collected from 6 a.m. to 11 p.m. Duration of stay data were also collected for on-street blocks along Honolulu Avenue during the same time period. The data collection provided an understanding of how utilized or occupied publicly available parking is in Montrose and how long vehicles park for the more heavily utilized on-street parking along Honolulu Avenue. The occupancy and duration characteristics provide valuable information to develop data driven parking management strategies for Montrose.

On-street parking occupancy between 75 and 85 percent typically indicates 1 to 2 available parking spaces per block making it easier for drivers to find parking.

Parking occupancies over 85 percent on-street and in larger parking lots typically indicate congested parking conditions where drivers have difficulty finding parking and may have to circulate the area more than once to find an available space.

A review of the hourly occupancy shows that peaking conditions occur at 1 and 6 p.m. on weekdays. The highest peak occurs at 6 p.m. with 78 percent of the parking spaces occupied. This indicates that peak evening conditions are likely driven by restaurant and retail activity.

TOTAL HOURLY OCCUPANCY



The peak parking occupancy on Saturday occurs at 1 p.m. and 6 p.m. The highest peak occurs at 1 p.m. with 86 percent of parking spaces occupied. This is typical for areas with a lot of retail shopping center uses. When comparing to the weekday condition, peak parking occupancy is 8 percent higher on Saturday.

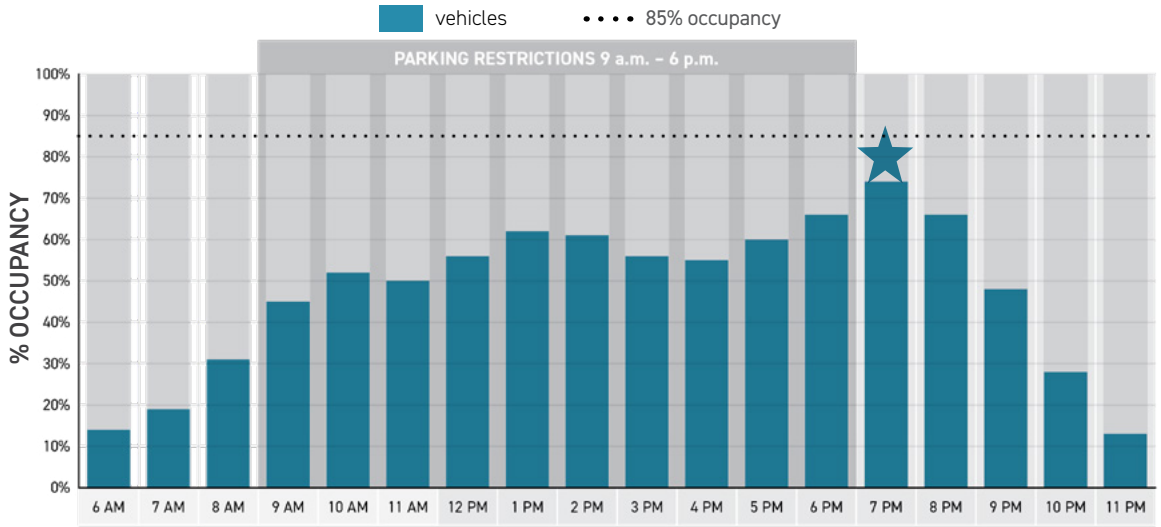
The total parking occupancy for the study area exceeds 85 percent for one hour on Saturday, but generally is below 85 percent during weekday and Saturday. However, there are certain areas where occupancy exceeds this target and management strategies could better balance parking needs. The following pages provide more detail on findings related to on- and off-street parking as well as paid and unpaid parking.

TOTAL ON-STREET OCCUPANCY (PAID AND UNPAID)

The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY ON-STREET** with the peak occurring at 7 p.m. with 74 percent of the spaces occupied. Parking regulations end at 6 p.m. and the peak occupancy occurs the hour after the regulations end.

222
On-Street Spaces Counted

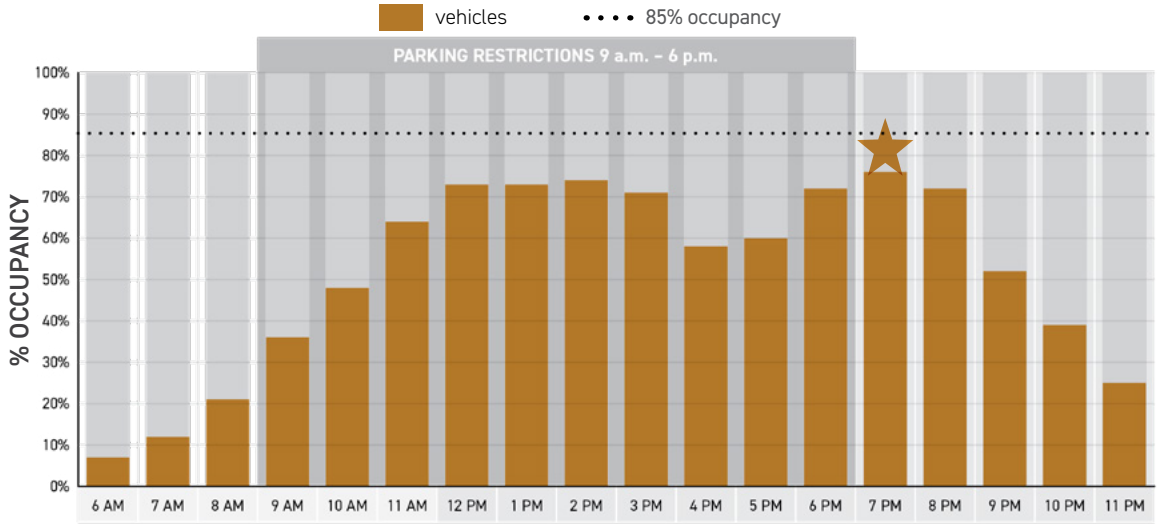
★164
Vehicles Parked at Peak Hour



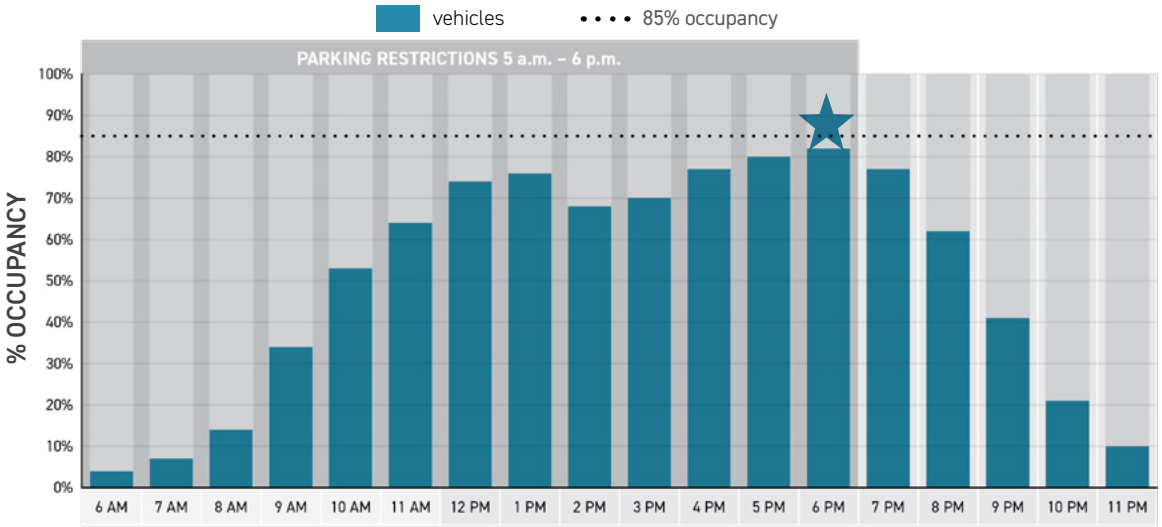
The bottom chart provides the **SATURDAY HOURLY OCCUPANCY ON-STREET** and shows that the peak parking occupancy also occurs at 7 p.m. with 76 percent of the spaces occupied. Parking regulations end at 6 p.m. and the peak occupancy occurs the hour after the regulations end. Saturday occupancy is generally higher than weekday conditions except during the morning.

222
On-Street Spaces Counted

★169
Vehicles Parked at Peak Hour



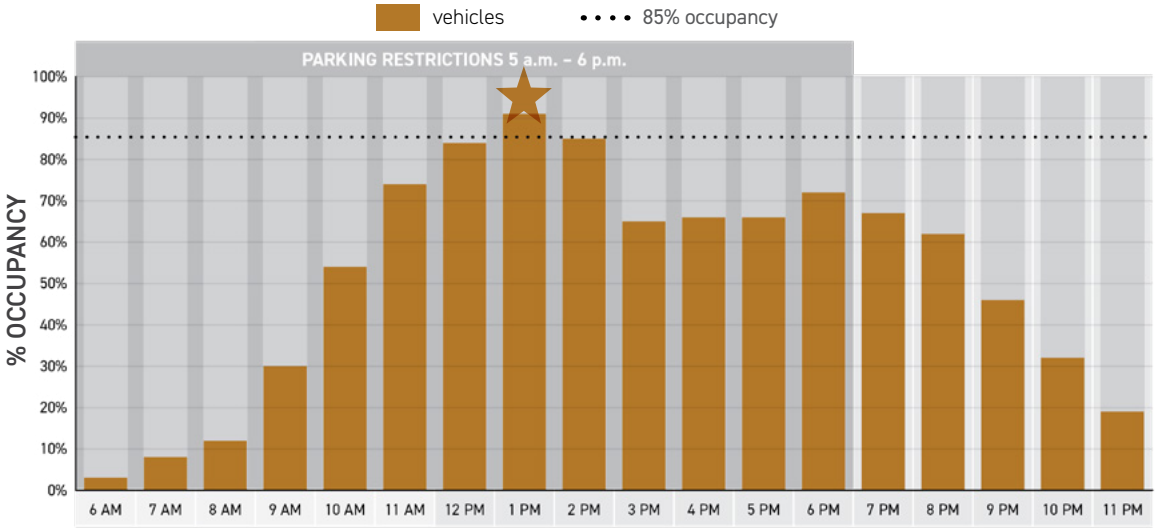
TOTAL OFF-STREET OCCUPANCY



The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY OFF-STREET** with the peak occurring at 6 p.m. with 82 percent of the spaces occupied.

565
Off-Street Spaces Counted

★465
Vehicles Parked at Peak Hour



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY OFF-STREET** with the peak parking occupancy occurring at 12 p.m. with 91 percent of the spaces occupied. Consistent with the overall study area, Saturday occupancy is generally higher than weekday conditions except between approximately 3 to 8 p.m. when weekday occupancy is about 10 percent higher given the area has a high level of retail and commercial uses.

565
Off-Street Spaces Counted

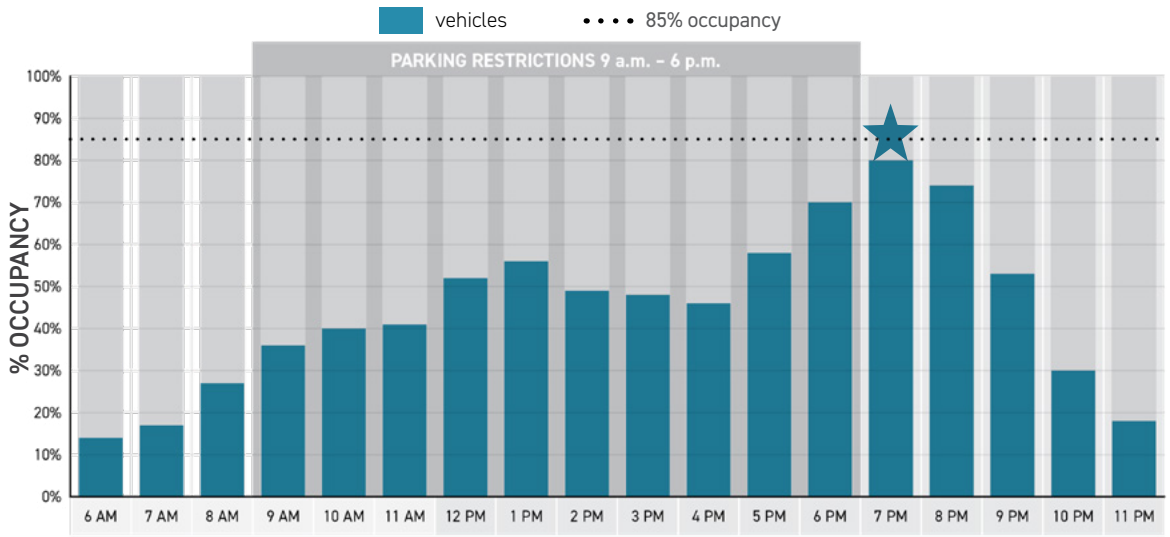
★513
Vehicles Parked at Peak Hour

ON-STREET PAID OCCUPANCY

The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak occurs at 7 p.m. with 80 percent of the spaces occupied. The peak occupancy occurs after the paid parking hours end.

151
On-Street Spaces Counted

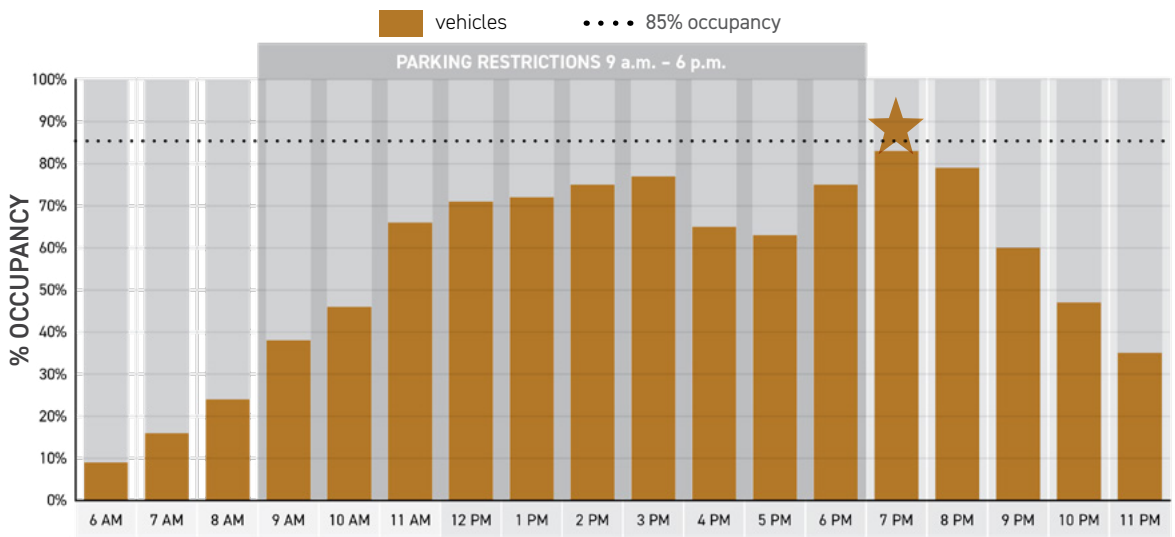
★121
Vehicles Parked at Peak Hour



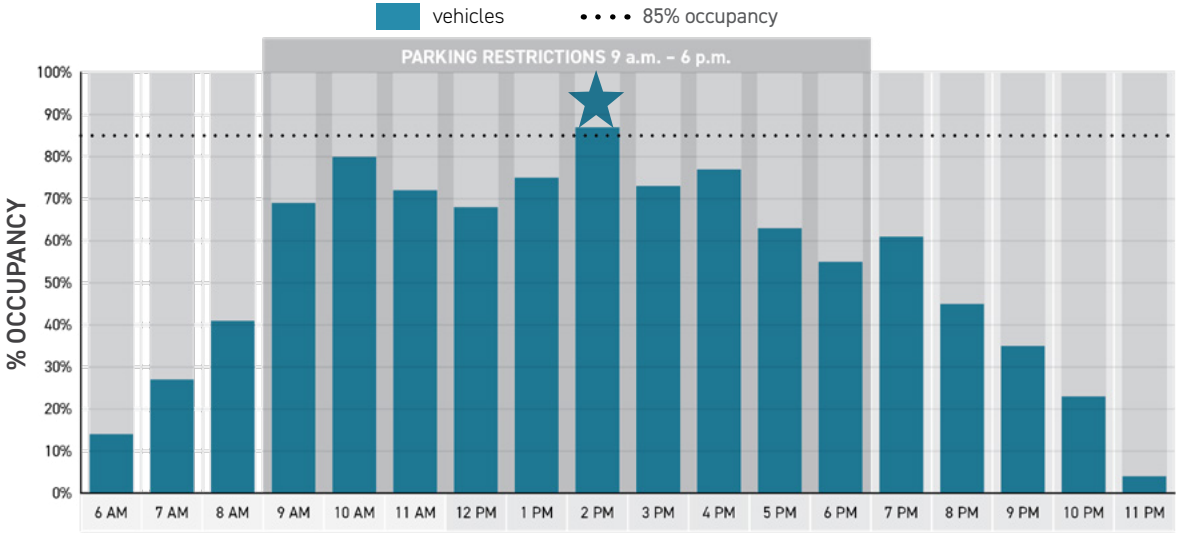
The bottom chart provides the **SATURDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak parking occupancy also occurs at 7 p.m. with 83 percent of the spaces occupied. The peak occupancy occurs after the paid parking hours end. Consistent with the overall study area, Saturday occupancy is generally higher than weekday conditions.

151
On-Street Spaces Counted

★126
Vehicles Parked at Peak Hour



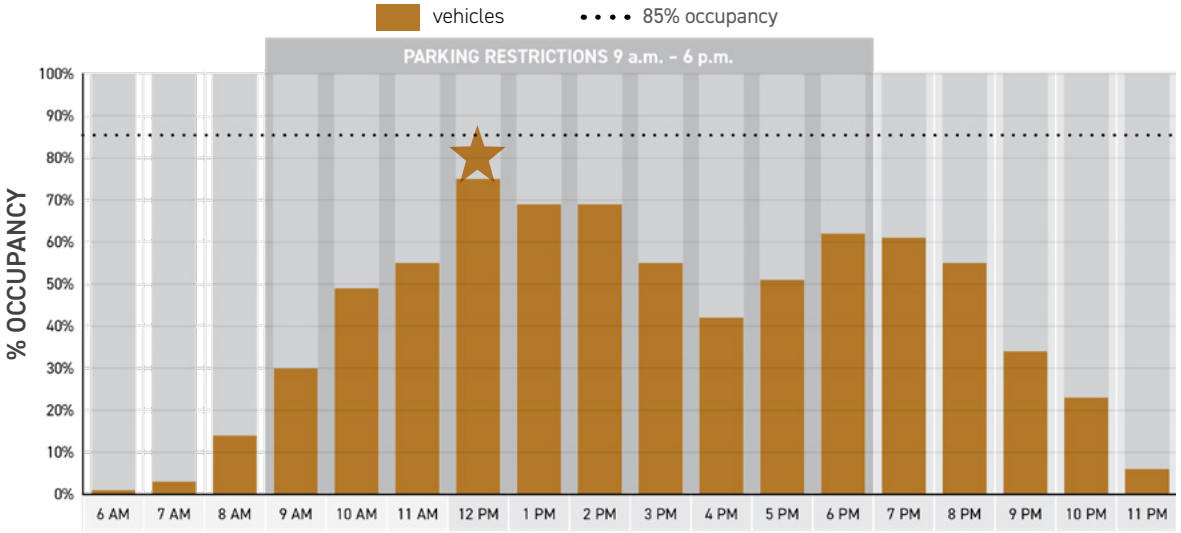
ON-STREET UNPAID OCCUPANCY



The **WEEKDAY HOURLY OCCUPANCY FOR ON-STREET UNPAID PARKING** shows that the peak occurs at 2 p.m. with 87 percent of the spaces occupied.

71
Off-Street Spaces Counted

★62
Vehicles Parked at Peak Hour



The **SATURDAY HOURLY OCCUPANCY FOR ON-STREET UNPAID PARKING** shows that the peak occurs at noon with 75 percent of the spaces occupied. Weekday occupancy for on-street unpaid parking is generally higher than Saturday conditions. On-street parking is often the most desirable parking for short term retail and commercial uses as reflected in the high occupancy rates.

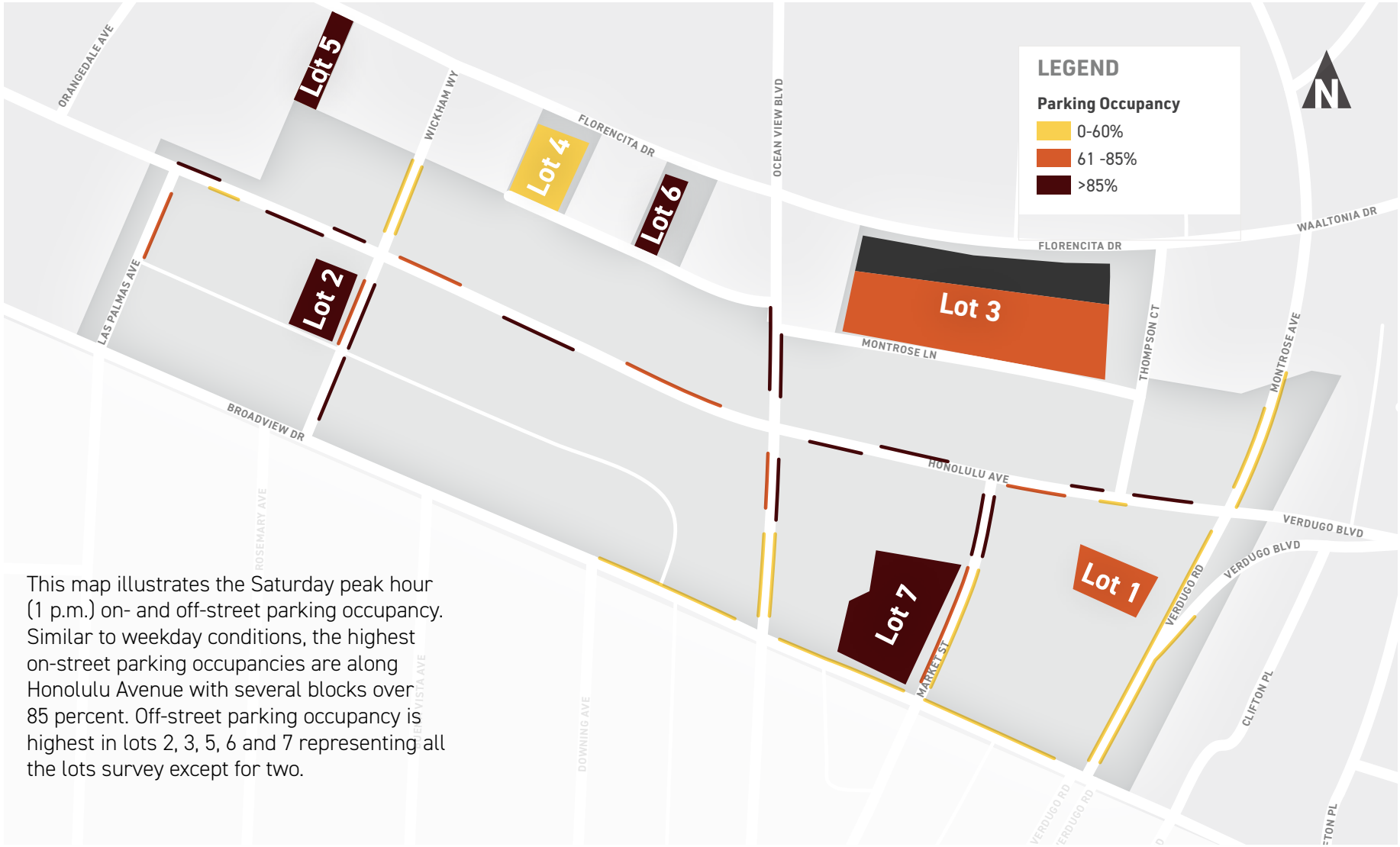
71
Off-Street Spaces Counted

★53
Vehicles Parked at Peak Hour

WEEKDAY PEAK HOUR OCCUPANCY (6PM)

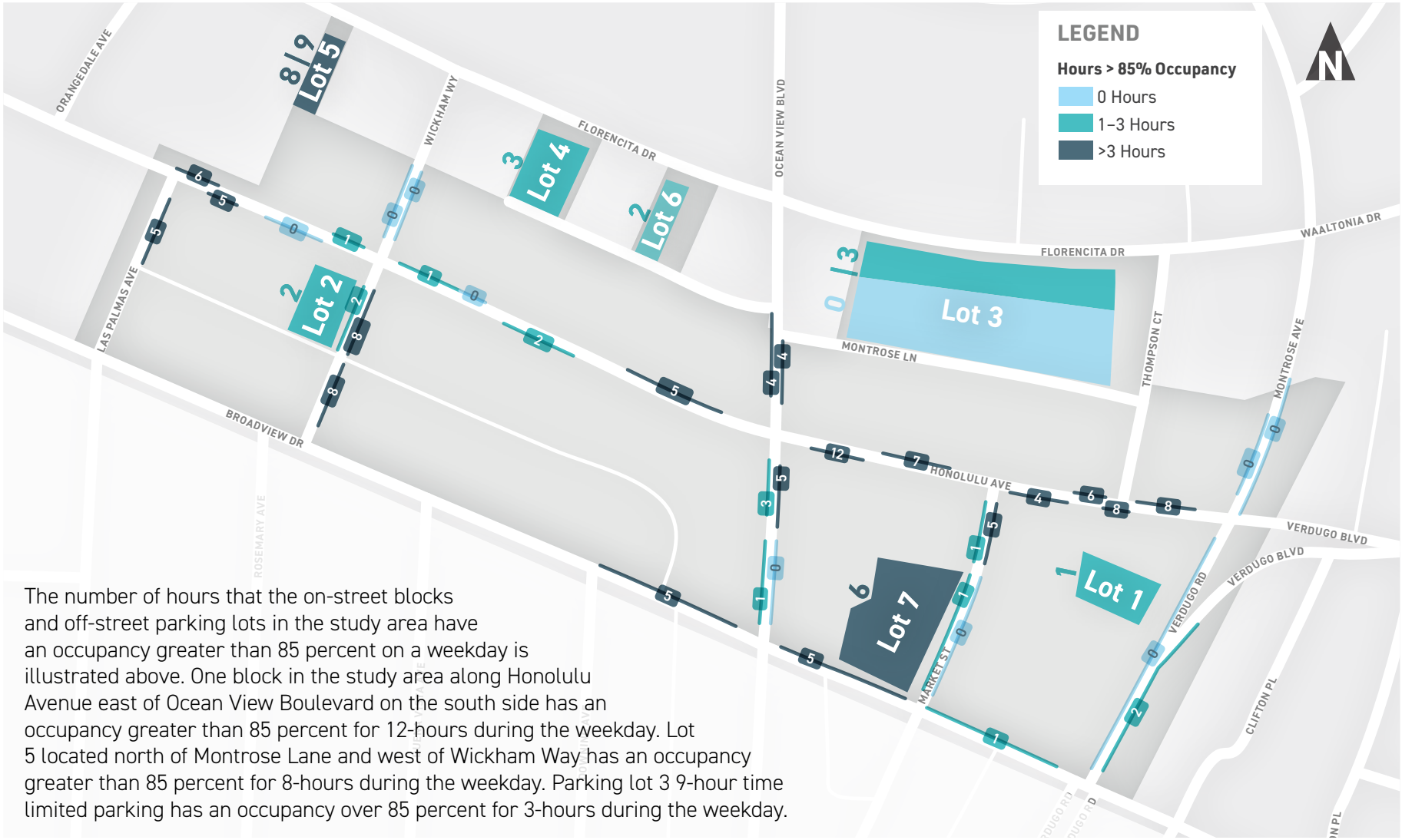
The peak hour (6 p.m.) on- and off-street parking occupancy for the weekday conditions is illustrated on this map. On-street parking occupancy is highest along the main street, Honolulu Avenue. Off-street parking occupancy is highest in lot 7 located on the northwest corner of Broadview Drive and Market Street.

SATURDAY PEAK HOUR OCCUPANCY (1PM)



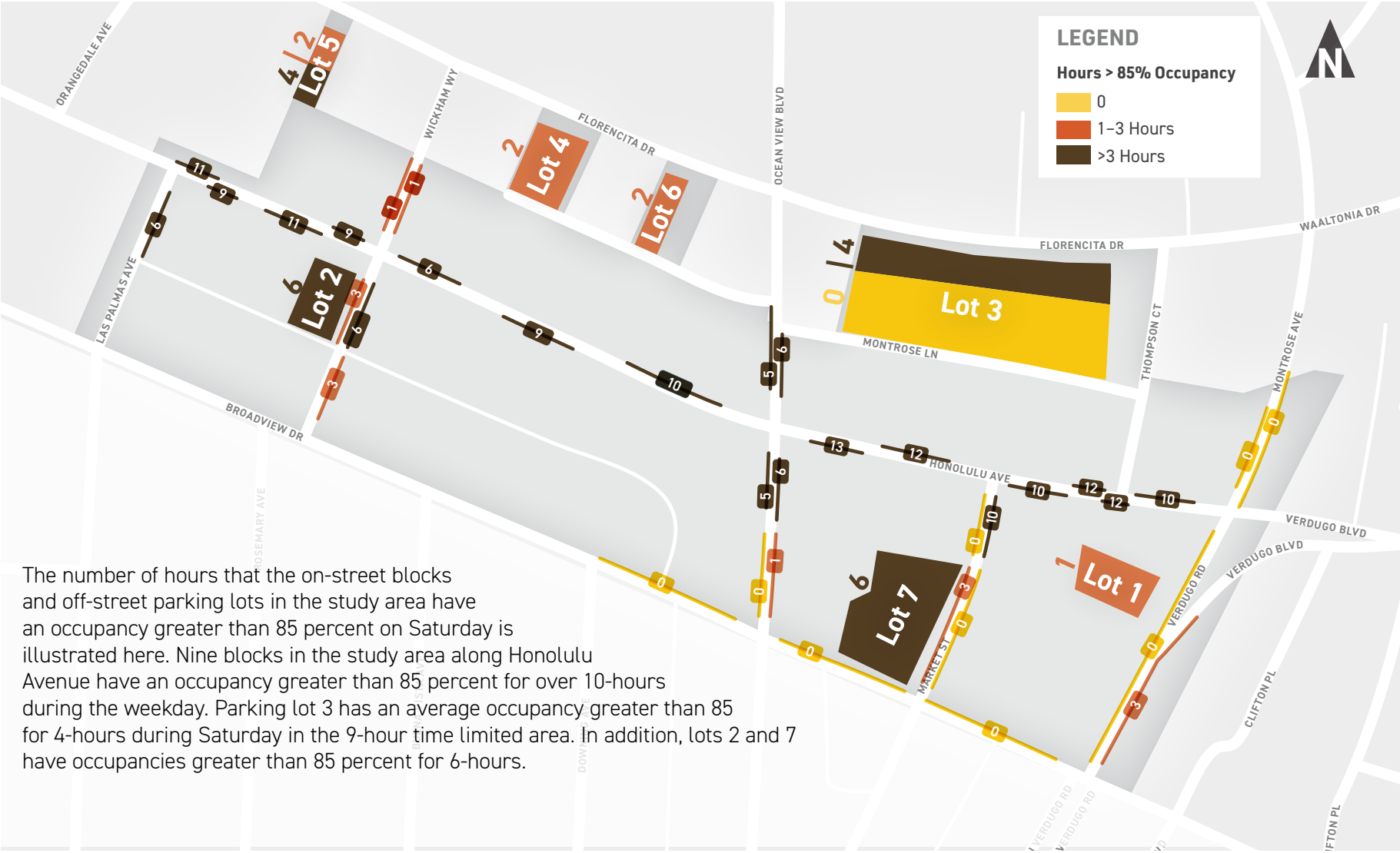
This map illustrates the Saturday peak hour (1 p.m.) on- and off-street parking occupancy. Similar to weekday conditions, the highest on-street parking occupancies are along Honolulu Avenue with several blocks over 85 percent. Off-street parking occupancy is highest in lots 2, 3, 5, 6 and 7 representing all the lots survey except for two.

NUMBER OF HOURS OCCUPANCY EXCEEDS 85% (WEEKDAY)



The number of hours that the on-street blocks and off-street parking lots in the study area have an occupancy greater than 85 percent on a weekday is illustrated above. One block in the study area along Honolulu Avenue east of Ocean View Boulevard on the south side has an occupancy greater than 85 percent for 12-hours during the weekday. Lot 5 located north of Montrose Lane and west of Wickham Way has an occupancy greater than 85 percent for 8-hours during the weekday. Parking lot 3 9-hour time limited parking has an occupancy over 85 percent for 3-hours during the weekday.

NUMBER OF HOURS OCCUPANCY EXCEEDS 85% (SATURDAY)



The number of hours that the on-street blocks and off-street parking lots in the study area have an occupancy greater than 85 percent on Saturday is illustrated here. Nine blocks in the study area along Honolulu Avenue have an occupancy greater than 85 percent for over 10-hours during the weekday. Parking lot 3 has an average occupancy greater than 85 for 4-hours during Saturday in the 9-hour time limited area. In addition, lots 2 and 7 have occupancies greater than 85 percent for 6-hours.

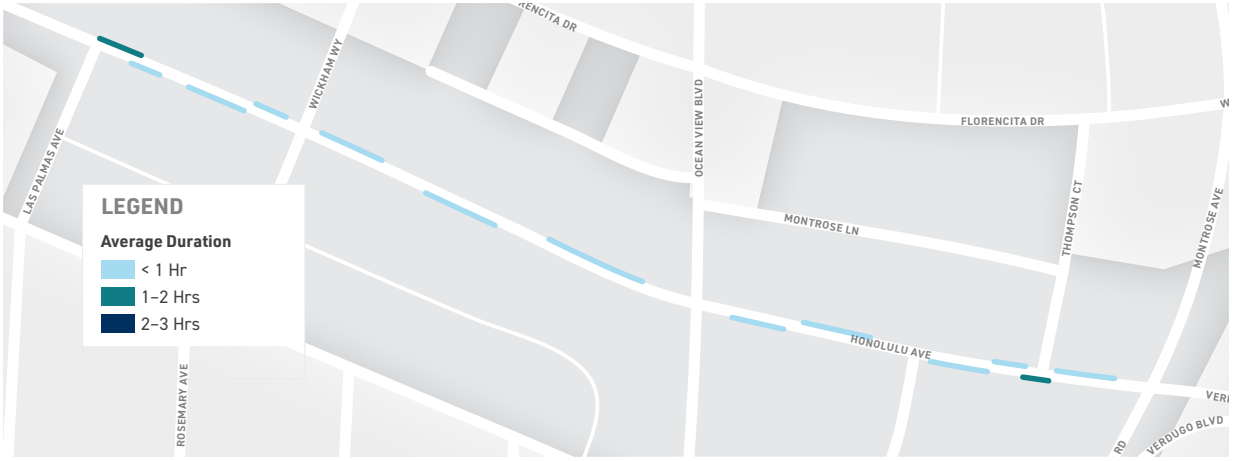
HONOLULU AVE

Honolulu Avenue is the Montrose neighborhood's main street and the center of the commercial district. The street features restaurants with sidewalk cafés and small retail businesses. Parking on-street is paid with both parallel and angled parking that generally have 2-hour limits.

Duration of stay is evaluated to identify different types of parking users and to see if parking spaces are being turned over to support the specific type of parker desired. Duration of stay data was collected along Honolulu Avenue in the most desirable paid on-street spaces to see if vehicles were turning over to provide short term customer parking for nearby business.

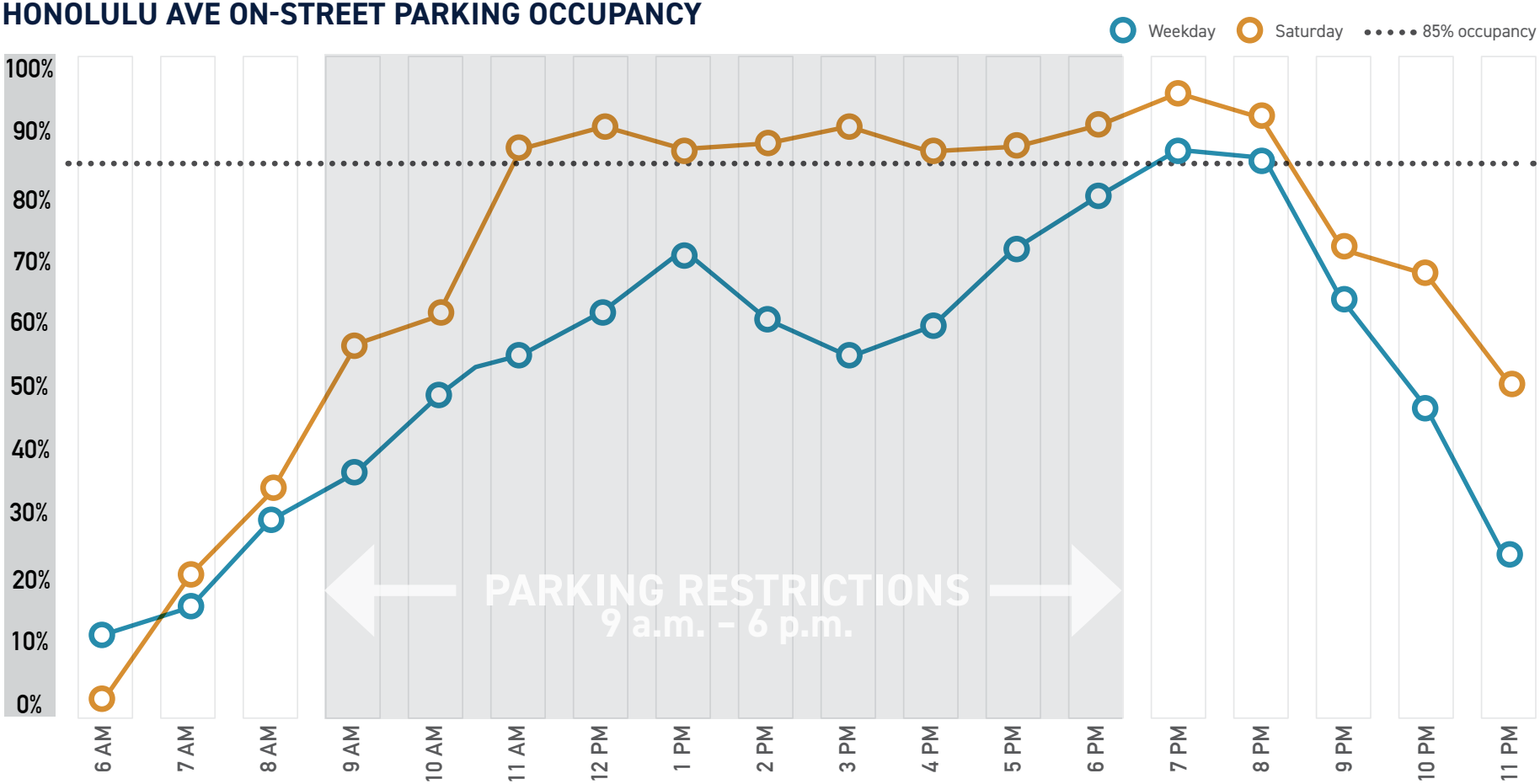
Weekday and Saturday duration of stay along Honolulu Avenue are illustrated here. The data shows that the vehicles parked along Honolulu Avenue stay for less than 1-hour on average. Parking is paid along Honolulu Avenue and the majority of spaces have a 2-hour time limit; therefore, users are complying with the restrictions and the level of enforcement could be deemed appropriate. The current duration of stay is supporting the desire for Honolulu Avenue to serve as short term parking for business in the area and showing that incidents of meter feeding are likely low.

DURATION OF STAY (WEEKDAY)



DURATION OF STAY (SATURDAY)

HONOLULU AVE ON-STREET PARKING OCCUPANCY



Hourly parking occupancy along Honolulu Avenue was reviewed to determine if any parking management strategies should be targeted specifically to this corridor. Parking along Honolulu Avenue is over 85 percent occupied from approximately 11 a.m. to 8 p.m. on Saturdays with several hours that are over 90 percent occupied. As noted previously, many of the blocks along Honolulu Avenue have parking occupancies over 85 percent for a majority of the analysis period. In addition, the parking occupancy of this corridor is much higher than found in Montrose overall, which had a peak occupancy of 85 percent for the neighborhood as a whole. The sustained high occupancy along Honolulu Avenue on Saturdays makes finding parking difficult. Weekday occupancy along Honolulu Avenue tends to be low except in the evening where the peak occupancy is 88 percent at 7 p.m. This higher evening occupancy is due to the nightlife and restaurant uses along the corridor as well as time limits that end at 6 p.m.

STAKEHOLDER COLLABORATION

PUBLIC OUTREACH

As part of the process, outreach occurred with a variety of stakeholders to obtain feedback and perspectives related to parking in Montrose. This included a presentation to the Transportation and Parking Commission as well as meetings with the Montrose Shopping Park Association and Glendale Community College.

Through these interactions, a parking task force was established that included members from the City as well as the Montrose Shopping Park Association to identify concerns, issues, potential solutions, and help prioritize parking management strategies. Some of the key input that was received from the task force is identified here.

In addition to the task force, specific coordination has been occurring with Glendale Community College to collaborate the mutual success for the college and Montrose as a whole.

TASK FORCE INPUT

- The unique character of Montrose is important
- Support economic vitality for businesses and facilitate growth in customer base
- Have available parking for employees and customers
- Helped prioritize strategies
- Agreed to participate with updating employee parking program
- Want to see parking revenues reinvested in Montrose
- Engaged with GCC to address future expansion into Montrose

KEY FINDINGS

Parking occupancy in Montrose is over 85 percent on Saturday at 1 p.m. During other periods on both Saturday and weekdays, parking occupancies are less than 85 percent. There are specific areas where parking occupancies are exceeding the desired threshold during both Saturday and weekdays and management strategies should be used to shift demands from heavily utilized areas to less utilized areas. Better balancing the parking supply and demand within Montrose will provide available parking in areas where people desire to park such as in front of restaurants and retail. The analysis shows there is available parking within Montrose; therefore, a balance between parking supply and demand can be achieved with better management of the existing system.

HIGH OCCUPANCY ALONG HONOLULU AVENUE

Occupancy frequently exceeds the 85 percent threshold along several blocks indicating it is highly desirable and parking along the street is difficult to find. Given the duration of stay is less than 1-hour on average, this is serving the desired short term parker and an appropriate level of turnover is occurring.

HIGH OCCUPANCY ALONG WICKHAM WAY

The unpaid 9-hour on-street parking along Wickham Way on the east side south of Honolulu Avenue is almost 100 percent occupied on Saturday for many hours of the day. Management strategies will be explored to target the appropriate desired parking condition.

HIGH LONG-TERM OCCUPANCY OF OFF-STREET PARKING

The Saturday parking occupancy is higher than weekdays in off-street parking with the peak off-street parking greater than 85 percent occupied. Parking lots 5 and 7 have more than 4-hours on the weekday when the parking occupancy is over 85 percent. Parking lots 2, 3 , 5 and 7 have 4 or more hours on Saturday where the parking occupancy was greater 85 percent.

PARKING STRATEGIES

Parking strategies have been identified to manage public parking resources to provide sufficient turnover of parking to better support the retail oriented businesses in Montrose. The strategies respond to the following Montrose goals and objectives:

- Support local business needs within Montrose
- Provide adequate amount of parking for customers
- Look to manage what parking is available before building more parking

Look for this icon to denote the strategies suggested throughout this section.

PERFORMANCE-BASED PARKING APPROACH

The City should adopt a performance-based parking approach where data driven triggers are used to guide decision-making to best manage parking. This approach would provide data driven processes to manage public parking within the City where specific performance criteria are evaluated to determine when parking management strategies need to be implemented or maybe reduced. Using data driven processes provides transparency that improves understanding between the public and City officials and takes the perceived emotion out of the decision. The performance-based parking approach incorporates demand based practices that inform changes to parking rates, policies, and programs to best balance the supply and demand of parking.

Data Driven Triggers

Industry standards have identified 85 percent as the point where there are still spaces available, but it starts to become difficult for drivers to find parking. The City currently has a target occupancy of 85 percent; however, having a goal of one specific number is difficult to achieve and provides limited flexibility in determining appropriate management strategies and success. A parking environment where 1-2 spaces are available per on-street block supports neighborhood needs. We recommend modifying and clarifying the City's desired target range to be an occupancy level between 70 and 85 percent, which would reflect having 1-2 available spaces per on-street block.

With the new target occupancy range, the following performance metrics are recommended for when to consider and implement new parking management strategies:

1. **Increase parking rates** when peak occupancy exceeds 85 percent.
2. **Decrease parking rates** when peak occupancy is below 70 percent.
3. **Consider having paid parking** when peak occupancy exceeds 85 percent for more than 4 hours.

With the performance-based parking approach in mind, the following section outlines parking management strategies that could be implemented to better balance the supply and demand of valuable parking assets in Montrose now and into the future. The parking management strategies were derived in response to the findings in this parking analysis and support the overall goals and objectives to address near-term concerns about parking availability and support long-term parking needs.

Current Target Occupancy Policy

Proposed Target Occupancy Range

PRICING STRATEGIES

Charging for parking is simply having people directly pay for the use of parking spaces. Paid Parking can be implemented for both public and private lots and essentially is a management tool that reduces demand, motivates carpooling, promotes higher turnover, and can generate revenue. Occupancy levels of over 85 percent for on-street parking mean there is limited parking availability and finding parking spaces is difficult. Drivers looking for on-street parking may be circulating throughout the area to locate an available space causing increased congestion. Parking occupancies between 70 and 85 percent on-street provide 1 to 2 available spaces per block make it easier to find available parking and reduce circulation associated with searching for parking. More available parking improves the customer experience and economic vitality of the neighborhood. As needed, the City should monitor areas with paid parking and use the performance metrics identified previously to make changes to pricing. A multi-step process is recommended that would first increase prices on-street, start to align pricing in a tiered approach and then make future adjustments based on performance-based measures.

Specifically, the adjustments should include:

ANNUAL ADJUSTMENTS. It is recommended that parking rates be evaluated on an annual basis and adjusted using the performance-based tiered approach. The annual review is necessary to address changing conditions that are anticipated with other management strategies and be able to react to growth and development pressures that occur. The decision to change prices should be based on the performance metrics identified using the target occupancy range discussed previously.

INCREASE PARKING PRICES ALONG HONOLULU AVENUE. Many of the blocks along Honolulu Avenue are over 85 percent occupied for 10 or more hours. Given the occupancy level, it is recommended to increase the parking rate per hour by $0.50 to help reduce occupancy levels and encourage parking in other areas where parking is available. It is anticipated that a $0.50 increase will have minimal impact at first and that Honolulu Avenue pricing will need to continue to be increased.

EXPAND ON-STREET PAID PARKING TO CAPTURE WICKHAM WAY BLOCKS. On-street parking occupancy on the west side of Wickham Way between Honolulu Avenue and Broadview Drive exceeds 85 percent occupancy for up to 6-hours during the

TIERED PRICING APPROACH

Pricing changes would be achieved through incremental changes using a tier hierarchy with tier 1 being Honolulu Avenue where prices are highest and secondary tiers including on- and off-street parking with lower pricing. Implementing price changes incrementally and using the tiered pricing approach allows for parkers to adjust to the system and allows the City to monitor shifts in demand. In addition, the tiered approach will provide better management of short-term parking availability by setting higher fees for the most desirable on-street parking and lower fees less convenient off-street parking. The City should increase parking rates in a tier and then monitor the results to see how parking has shifted and determine what rates should be increased in other tiers. It is recommended that on-street fees be increased first to shift demands to available off-street facilities and make available more on-street parking for visitors and customers.

weekday and 3-hours on Saturdays. Implementing paid parking along these blocks of Wickham Way would help manage occupancy and increase availability near the Montrose commercial area.

CHARGE FOR OFF-STREET PARKING. Lots 2, 3, 5, 6 and 7 exceed 85 percent occupancy for more than four hours. Installing pay stations and charging for parking in these more heavily utilized lots could be justified to manage demands. Charging for parking in only these lots will shift demand to the surrounding lots. Therefore, consideration could be given to charging for parking in other area lots. The parking rate should be set such that it is lower than on-street parking using the tiered pricing structure to balance on- and off-street parking. An initial parking rate of $0.50 to $1 per hour is recommended.

PARKING REGULATIONS AND RESTRICTIONS

Parking regulations should be developed within the context of the neighborhood but should also consider other areas of the City so as not to confuse parkers and to provide some consistency for the community and visitors. Paid parking and time limits for parking are currently in effect between 9 a.m. and 6 p.m. in Montrose. There are also varying time limits on-street and within the surface parking ranging from 30-minutes to 9-hours. Changes in regulations that may be considered for Montrose include:

EXTEND OR CHANGE PAID PARKING HOURS. Parking occupancy along Honolulu Avenue is over 85 percent on Saturday and weekdays until after 9 p.m. In addition, before 10 a.m. occupancies are below 65 percent on both weekdays and Saturday. A review of individual off-street parking lots identified parking occupancies are low earlier in the day and are higher and sometimes above 85 percent later in the evening. The City should consider shifting the parking hours to better capture the peak parking periods and better manage parking later in the evening. Data is showing that paid parking hours could be changed from 10 a.m. to 10 p.m. to capture the peak conditions.

CHANGE TIME LIMITS ON WICKHAM WAY BLOCKS. On-street parking occupancy on the west side of Wickham Way between Honolulu Avenue and Broadview Drive exceeds 85 percent occupancy for up to 6-hours during the weekday and 3-hours on Saturdays. These blocks also have a 9-hour time limit whereas the surrounding blocks have a 2-hour time limit or less. The City should modify the time limit along Wickham Way between Honolulu Avenue and Broadview Drive to 2-hours consistent with the surrounding blocks and will result in more customer parking.

ENFORCEMENT

Enforcing parking regulations is an important component to make sure the parking regulations are followed. Without enforcement many parking management strategies will be ignored, abused, and ineffective. Enforcement in Montrose is currently limited, and the City is in the process of outsourcing the enforcement program to improve available parking to support the shopping areas.

ENHANCE PARKING ENFORCEMENT. The City should require the new contractor for enforcement to develop enforcement strategies that address Montrose parking issues and support management strategies and regulations. The strategies should be reviewed and updated periodically to meet the changing needs of the City's parking system as the neighborhood grows and new parking regulations are implemented. The City should encourage the parking contractor to incorporate enforcement technologies.

EVALUATE AND INTEGRATE TECHNOLOGY. Enforcement technology can streamline processes, reduce costs and help the City better manage the overall parking system. New enforcement technology should continue to be integrated including license plate readers that work with new payment methods like pay-by-plate and pay-by-phone. The enforcement technology should integrate with the database of the payment system and will automate enforcement with virtual "chalking" rather than manual chalking. Virtual chalking increases compliance since the chalk marks cannot be erased.

PAYMENT SYSTEMS

The on-street paid parking in Montrose is currently completed through the use of traditional parking meters that are fed with coins. Upgrading the payment systems with new technology will provide a better customer experience, be more convenient for customers, and result in a higher compliance.

PAY STATIONS WITH PAY-BY-PLATE. As parking meters are replaced, the system should be upgraded with pay stations that incorporate pay-by-plate applications and allow for credit card payment along with mobile payment options. One pay station serves multiple parking spaces reducing the amount and cost of infrastructure and improving pedestrian mobility along the sidewalks with impediments.

Improved payment systems can also:

- Provide for a better customer experience
- Reduces labor costs by eliminating manual payment collection, less maintenance, and remote programing
- Automate the transfer of payments to the City
- Integrate with enforcement technologies such as license plate recognition
- Allow for credit card and mobile payment options
- Eliminate the need for numbered parking spaces, which fade and require frequent repainting, by using pay-by-plate methods.

PAY-BY-PHONE. Consider providing pay-by-phone as a quick and convenient option that can be implemented without upgrading the parking meters. This type of system requires implementation of signage and the startup fee with vendors is fairly nominal. This system requires users to download an application to your mobile device that requires you register your vehicle with the license plate and incorporate a digital payment option.

LONG-TERM AND EMPLOYEE PARKING

The City of Glendale has Employee Parking Permit programs to assist employees of businesses in these districts with finding available parking. The program has designated parking spaces where employees with a permit can park for longer than posted time limits.

UPDATE EMPLOYEE PARKING PROGRAM. The recommended parking management strategies will impact conditions and adjust demands and available parking areas. The Montrose employee parking program should be revisited to make sure it is effective and appropriately managing employee parking with implementation of parking strategies in the neighborhood.

PARKING REVENUE AND FUNDING

Ideally a parking system would be self-sustaining and managed such that it creates revenue above what is needed for maintenance, operations and capital improvements. Additional parking funds could be allocated to creating more parking as well as improving the parking system by implementing items such as wayfinding, branding, pedestrian connectivity, parking and enforcement technology, or help fund transit and non-motorized improvements that can reduce parking demands. This could also include improving aesthetics of landscaping and infrastructure to promote safe use of public space by pedestrians and vehicle traffic.

EVALUATE PARKING REVENUE. The City should review parking revenue annually. If there is additional revenue beyond what is needed to operate and maintain the parking system, consideration should be given to utilizing funds to enhancing the parking system and the areas around it as well as projects that help reduce parking demands.

BRANDING AND WAYFINDING

Branding and Wayfinding are used to link drivers to available parking. It is an important aspect to providing a positive experience for visitor and customers parking in Montrose. It decreases traffic congestion and increases efficiency in finding a parking space by directing drivers to available parking and avoiding added traffic from people circulating through the system to locate spaces. Studies in urban areas show that as much as 30 percent of traffic can be associated with drivers circulating to find parking. With drivers guided on a direct path to available parking the more traffic and environmental impacts will be reduced and the overall transportation system will function more efficiently.

DEVELOP A CONSISTENT BRAND AND WAYFINDING. Branding similar to that found in the downtown area will give signs a consistent look and feel throughout Glendale and distinguish public parking assets from private parking. The Montrose parking brand could use the work completed for downtown as a starting point and tailor the brand towards this neighborhood. Wayfinding for Montrose could include additional signs directing customers to areas that are underutilized and providing for a look and feel that is consistent throughout the City that identifies where public parking is available.

NEXT STEPS – PRIORITIES

Implementing parking strategies will be completed in an iterative process and monitored using a data driven approach to measure the impacts and outcomes of various parking strategies. The focus of the efforts will be to manage publicly available parking so that parking is available and convenient for supporting Montrose. Parking occupancies will be monitored to identify when strategies will be implemented and how effective they are.

The parking task force that was developed between the City and the Montrose Shopping Park Association prioritized and ranked what strategies where most and least desirable in the near term, which are identified below. The specific timing for each strategy will depend on funding and/or timing of city wide strategies such as the coordination of new infrastructure such as pay stations, enforcement technology, and mobile payment options.

The City will continue to work collaboratively with merchant groups and key stakeholders to communicate the timing for implementing strategies and monitoring how the parking system is operating

HIGHEST PRIORITY

1. Enhance parking enforcement
2. Evaluate and implement parking enforcement technology
3. Update employee parking program
4. Increase pricing along Honolulu Ave
5. Extend or change paid parking hours
6. Pay-by-Phone/App
7. Pay stations with Pay-by-Plate
8. Develop consistent brand/wayfinding

LOWER PRIORITY

9. Evaluate parking revenue
10. Expand on-street paid parking to capture Wickham Way blocks
11. Change time limits on Wickham Way blocks
12. Charge for off-street parking

FUTURE CONSIDERATIONS

BALANCING SUPPLY AND DEMAND. The existing overall parking capacity in Montrose is adequate to serve the current needs of the commercial area, and implementation of the parking strategies described will help better balance supply and demands throughout downtown. Future growth in parking demands can also be managed through implementation of additional parking management strategies, increased pricing, and partnering with private developments to provide additional parking. The City should continue to monitor and maintain their current parking assets to see how growth, redevelopment, and transportation trends impact parking occupancies.

Redevelopment of prime surface parking lots should consider replacing publicly available parking through public/private partnerships and shared parking strategies. It is anticipated that new development would provide additional parking supply and meet new parking demands. Parking demand trends in many dense urban areas have been decreasing due to increased transportation options, ability to live/work/play in downtown areas, sustainability trends, and costs of owning a vehicle. Continuing to monitor parking will be important to assess if additional parking supply is needed and how to best accommodate more parking.

MONITOR VEHICLE OWNERSHIP AND PARKING DEMAND TRENDS. The City should monitor vehicle ownership and parking demand trends to understand how parking needs are changing. These trends should help guide the City in decision-making related to development Code parking requirements, managing and replacing the public parking assets and developing additional parking supply.

FACILITATE PUBLICLY AVAILABLE PARKING AND SHARED PARKING APPROACHES IN NEW DEVELOPMENTS. The City should work with new developments to provide publicly available parking especially for redevelopment of surface parking lots. In addition, the City should work with developers to allow for shared parking amongst uses downtown rather than individual parking facilities for each use.

ALLOW INNOVATIVE APPROACHES TO BE USED IN PRIVATE DEVELOPMENT PROPOSALS. The City should update the Glendale Municipal Code to allow developments to propose innovative approaches to solve parking problems and meet parking demands. These approaches may include automated parking garages, use of technology or other future parking innovations that are yet to be developed.

Prepared for the City of Glendale by

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