

# **Funk Zone**

# **Access and Parking**

# **Assessment Study**



**City of Santa Barbara**  
Public Works Department

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# 1. Executive Summary

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Property and business owners have requested that the City explore new opportunities to provide more parking in the Funk Zone and to create parking supplies that can be used in place of on-site required parking. This parking study was conducted to inform consideration of any changes to parking management or parking supply. This parking study uses stakeholder outreach to understand the diversity of parking needs in the area. It also includes an analysis of parking and parking user data to better understand the current supply and use of the existing public parking in the area. The study concludes that although the parking supply in the Funk Zone is sufficient to accommodate those seeking parking, utilization of parking resources is unbalanced. Parkers strongly prefer the free spaces located on-street in the heart of the Funk Zone. As a consequence, street parking is often congested or full, while ample parking spaces remain available in the various public parking lots. Nearly half of all Funk Zone customers rely on street parking. This parking demand leads to a perception that parking is limited and the area is difficult to access. The study data suggests that parking management strategies in the Funk Zone should prioritize visitor parking demand by creating turnover of on-street parking spaces, thereby distributing parking demand more evenly across the area. This study also found that stakeholders generally believe that the City should prioritize infrastructure upgrades that can help visitors navigate the neighborhood safely, such as lighting, signage, and pedestrian-related upgrades.

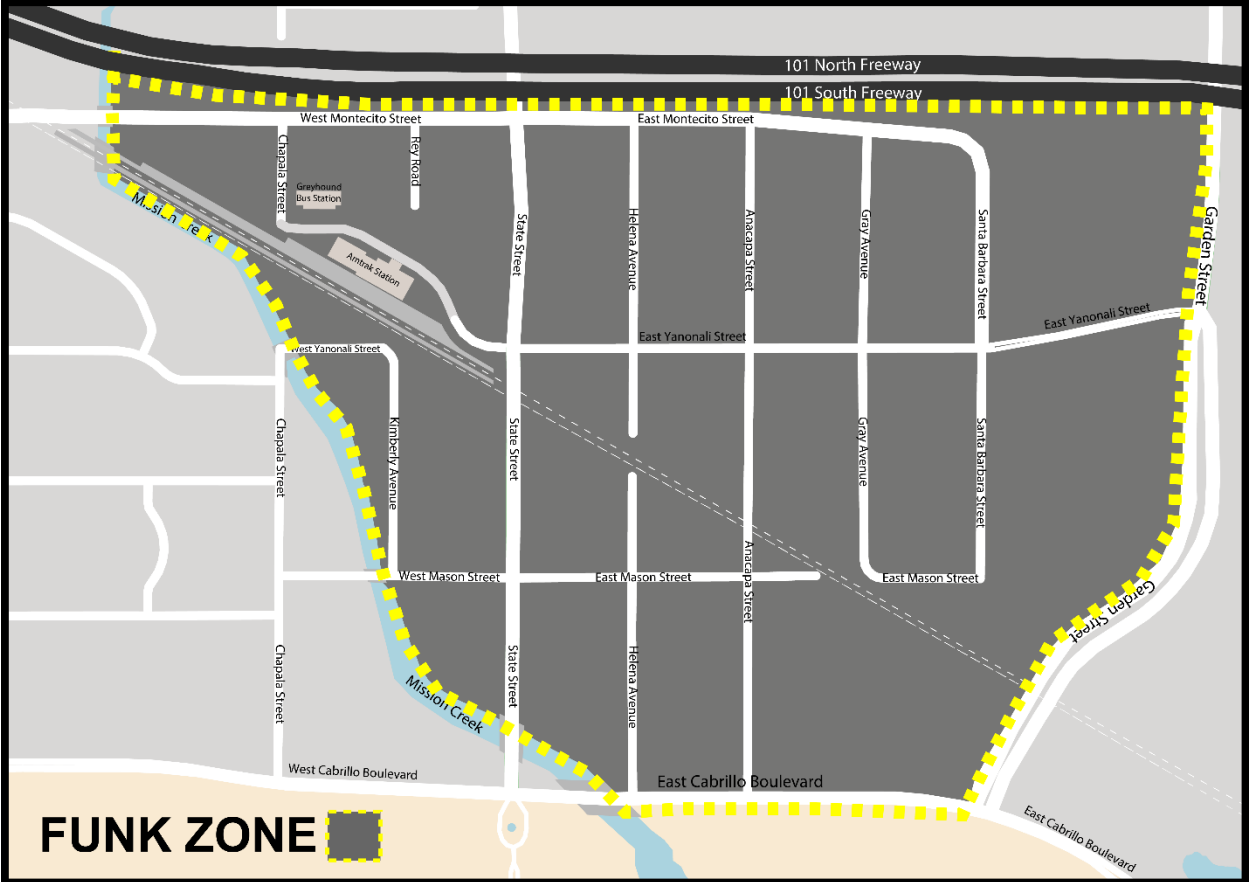
# 2. Introduction

Property and business owners have requested that the City explore new opportunities to provide more parking in the Funk Zone and to create parking supplies that can be used in place of on-site required parking. This parking study was conducted to inform consideration of any changes to parking management or parking supply. This parking study uses stakeholder outreach to understand the diversity of parking needs in the area. It also includes an analysis of parking and parking user data to better understand the current supply and use of the existing public parking in the area.

## 2.1 BACKGROUND

For purposes of this study, the Funk Zone is defined as the area of the City of Santa Barbara located between Cabrillo Boulevard and Highway 101, bounded by Garden Street on the east and Mission Creek on the west (see Figure 1).

Figure 1. Map of the Funk Zone.



Originally characterized by auto shops, fish processing facilities, industrial uses, and warehouses, the area evolved with regulatory and economic changes over time.

In 1986 the area was rezoned from Commercial Manufacturing to Hotel and Related Commerce (HRC), which allowed primarily visitor-serving, hotel, and hotel-related uses. The rezone implemented the 1981 Local Coastal Plan, which prioritized visitor serving uses, commercial businesses that depend on the proximity to the ocean, and commercial recreation. It was expected that the land uses would transition to the HRC uses envisioned for the area, but various factors precluded these changes.

City Council and the Planning Commission provided new direction to preserve and support local businesses and artist workspaces through the 1998 Downtown/Waterfront Visioning Process and the HRC-1 and 2 Zones Study. At that time, they identified the lack of parking and policy constraints related to parking as the biggest factors limiting development and identified the need for consolidated public parking and shared parking between land uses. No focused parking study was completed to inform this decision-making.

In 2005, zone district amendments were certified in the Funk Zone area. These amendments altered some development standards and, over time, the mix of uses shifted away from what were once lower-cost building rentals for artist spaces and craftsman to a more vibrant mix, adding in residential uses, restaurants, wineries, breweries, small markets, and recreation.

The popularity of Funk Zone businesses has increased demand for parking in the neighborhood. Staff has received numerous comments at public meetings in addition to two letters: one from Suzanne Elledge on June 13, 2016 and one from the Funk Zone Owner's Association on February 24, 2017. Both letters express concern about Funk Zone parking and ask the City to explore strategies to maximize use of the available public parking supply.

## **2.2 PARKING RESOURCES**

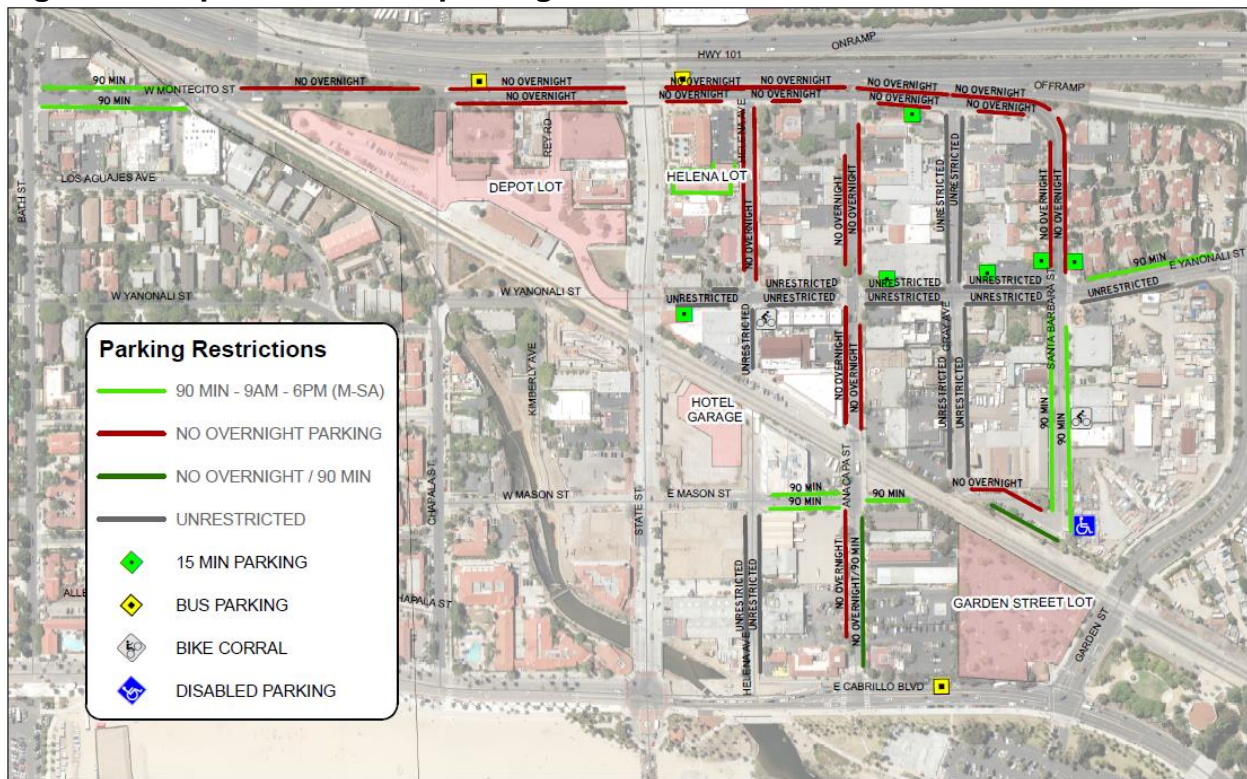
Santa Barbara's Downtown Core has a mix of parking resources, with City-managed public parking lots located on most blocks adjacent to State Street and time-limited on-street parking on the outlying blocks. The Funk Zone also has City-managed public parking lots, but with largely unrestricted on-street parking. There are four public parking lots in the Funk Zone: the Depot Lot, the Helena Lot, and the Garden Street Lot, managed by the City, and the newly built Hotel Californian parking structure, owned and operated by the Hotel Californian. The Hotel Californian is required by agreement to mimic DTP's rate structure, including the free period, and to remain open to the public at all times. Additionally, there are approximately 534 on-street parking spaces located throughout the Funk Zone, with a patchwork of different restrictions and configurations. Refer to Table

1 for a breakdown of the Funk Zone parking inventory and Figure 2 for a map of Funk Zone parking resources.

**Table 1. Funk Zone parking inventory.**

Resource	Restrictions	Cost	# Spaces
<b>On-street parking</b> (Includes Helena Lot)	Mix of unrestricted, no overnight, 90-minute, and 15-minute	Free	551
<b>Depot Lot</b>		First 75 minutes free \$1.50/hour thereafter \$5.00/day with Amtrak validation	193
<b>Garden Lot</b>	No overnight parking	\$2.00/hour Max \$12.00 daily	207
<b>Hotel Californian</b>		First 75 minutes free \$1.50/hour thereafter \$38.00 overnight	113
<b>TOTAL</b>			<b>1064</b>

**Figure 2. Map of Funk Zone parking resources.**



Parking restrictions vary throughout the Funk Zone. On street, some blocks are designated for 90-minute parking, some disallow parking between 12:00 and 6:00 AM,

and others are completely unrestricted. There is no charge for parking in the Helena Lot, but parking is limited to 90 minutes without a permit.

The railroad Depot Parking Lot has no time limit, but costs \$1.50 per hour following a 75-minute free period. In the Garden Street Parking Lot, customers pay \$2.00 per hour with a daily max rate of \$12.00, and parking is prohibited overnight. The variations in price and time limitations lead to different parking utilization rates and durations of stay.

#### *Analysis: Hotel Californian Parking Lot*

There are 113 public parking spaces in the newly-constructed Hotel Californian Parking Lot. We were unable to obtain parking occupancy or duration information from the Hotel Californian management, so these spaces were not included in the analysis of parking occupancy or duration of stay in this study. However, staff conducted an informal occupancy survey in this lot on the afternoons of Friday, September 7 and Saturday, September 8, 2018. These afternoons were chosen because this timeframe was where parking was near its peak during the three days of the formal Parking Occupancy Survey. During the informal Hotel Californian survey, lot occupancy peaked at 46% at 2:00 PM and averaged 40% on Friday. On Saturday afternoon, the lot was much fuller, peaking at 100% occupancy at 1:00 PM and averaging 86%

## **2.3 ALTERNATIVE TRANSPORTATION OPTIONS**

While many choose to drive to the Funk Zone, sustainable and alternative transportation options are available. See Appendix A for a map of alternative transportation resources in the Funk Zone.

### **2.3.1 Train**

The Railroad Depot is located just west of State Street, between West Montecito Street and Mason Street. Santa Barbara is served by Amtrak's Pacific Surfliner and Coast Starlight services, with trains stopping several times daily. A commuter rail service also stops once in the morning and once in the evening, bringing workers to Santa Barbara from points south.

### **2.3.2 Bus**

The Funk Zone is served by both local and long distance buses. The Greyhound Bus station located in the Depot Lot provides long-distance bus service to points throughout California and nationwide.

The Santa Barbara Metropolitan Transit District (MTD) provides local bus service throughout the city. The 30 and 31 bus routes provide service to and from the Funk Zone.

The 30 bus stops at State and Yanonali and State and Mason Streets. The 31 bus runs along Cabrillo Boulevard, stopping at Anacapa and Garden Streets.

The Downtown and Waterfront Shuttles, operated jointly by MTD and the City, both serve the Funk Zone. The Downtown Shuttle runs along State Street, with regular stops at Yanonali and Mason Streets. The Waterfront Shuttle runs along Cabrillo Boulevard and stops at State Street and Anacapa Street.

A number of tour bus companies also pick up and drop off passengers in or near the Funk Zone. There is dedicated tour bus parking along the north side of Cabrillo Boulevard, east of Anacapa Street.

### 2.3.3 Bicycle Infrastructure

Available bicycle infrastructure includes:

- Class 2 Bikeways – Painted on-street bike lanes run along both sides of State Street, both sides of Garden Street, the westbound side of Cabrillo Boulevard, and the westbound side of East Yanonali Street between Garden and Santa Barbara Streets.
- Class 3 Bikeways – Bikeway signs are posted along the eastbound side of East Yanonali and the westbound side of East Yanonali between Santa Barbara and State Streets.
- Multi-use Beachway – A multi-use path runs east-west between Cabrillo Boulevard and the beach, although its popularity with tourists and recreational users can make it impractical to use for transportation.
- Bicycle Parking – Hitching post-style bike parking is located near businesses throughout the Funk Zone. Dedicated bike corrals are located near the corner of Helena Avenue and East Yanonali, adjacent to Figueroa Mountain Brewing, and on Santa Barbara Street outside of Topa Topa Brewing.

### 2.3.4 Pedestrian Access

Pedestrian infrastructure in the Funk Zone has not always kept up with the area's transition from industrial to visitor serving uses. Sidewalks are inconsistent and absent on some blocks, and there are few marked crosswalks.

### 2.3.5 Ride Share

Ride share services, such as Uber and Lyft, are very popular transportation choices for Funk Zone visitors, particularly for patrons of the area's many bars, restaurants, breweries, and wineries.



## 2.4 CITY POLICY RELATED TO THE FUNK ZONE

The City's Parking and Business Improvement area and Coastal Land Use Plan policies affect the use and management of parking resources in the Funk Zone, and the parking requirements for businesses and existing development.

### 2.4.1 Coastal Land Use Plan

The Funk Zone is located in the Coastal Zone and is subject to the policies of the City's Coastal Land Use Plan. The City's certified Coastal Land Use Plan (CLUP), last updated in 2004, governs the use and development of the Coastal Zone. In August 2018, City Council adopted a new Coastal Land Use Plan that has not yet been certified by the California Coastal Commission. Any new development in the Funk Zone, or changes to parking or transportation management, should be consistent with the goals of both the certified CLUP and the new CLUP that is pending certification.

The certified CLUP designates the Funk Zone for "ocean-related commercial/medium high residential" uses. The purpose of this designation is to "foster a vital, mixed use neighborhood in the Waterfront" and encourage uses that "maintain the small scale, local character... unique to the Waterfront area," and "maintain the desirability of the Waterfront as a place to work, visit, and live", including ocean-oriented uses, commercial recreational opportunities for residents and visitors, restaurants, and work spaces for local artists.

In the New CLUP, the Funk Zone is designated for "Hotel & Related Commerce I," "Hotel & Related Commercial II/Medium High Residential," and "Coastal-Oriented Commercial/Hotel & Related Commerce II". These designations prioritize visitor-serving, commercial, recreational, and arts-related uses, including hotels, plus a limited amount of medium-high density residential development. As such, it is reasonable to assume that future new development in the Funk Zone will be consistent with these priorities, and parking management strategies should anticipate the continued expansion of these types of uses.

The following policies from the newly-adopted CLUP relate to parking and transportation management in the Funk Zone:

Policy 3.1-7. Encourage Sustainable Transportation. Encourage use of sustainable transportation, (i.e., pedestrian, bicycle, and transit) to the shoreline, along the coast, and throughout the Coastal Zone.

Policy 3.1-14. Requirements for New City Parking Programs. New City programs for management of on-street parking (e.g., preferential parking programs, priced parking, etc.), significant reductions in on-street parking, or amendments to Zoning Ordinance off-street parking requirements shall

not result in a significant increased use of any Key Public Access Parking Area (see Policy 3.1-35 Locations of Key Public Access Parking Areas) with or without mitigation. Any mitigation required (e.g., addition of public access parking, supplemental methods of public access, etc.) shall be implemented prior to or concurrent with implementation of the new city parking program.

Policy 3.1-15. Coastal Access Parking. Maximize, maintain, improve, and promote efficient use of the parking supply for public access to the shoreline, coastal recreation areas, Stearns Wharf, and the Harbor. Where appropriate and feasible, continue to provide public parking facilities that are distributed throughout the Coastal zone so as to provide convenient access to the shoreline and to avoid the impacts of overcrowding or overuse of any single area.

Policy 3.1-16. Parking Supply and Management. Improve parking supply and optimize existing parking resources to ensure adequate parking is available for coastal access and other purposes. The following methods shall be considered, consistent with the protection of coastal resources:

- A. Extend the Central Business District, Parking and Business Improvement Area, and Parking Zones of Benefit where appropriate and feasible to maximize visitor access and parking resources;
- B. Allow offsite (shared use) private parking facilities for new development and substantial redevelopment to consolidate parking resources where appropriate and feasible;
- C. Manage public parking supplies to increase visitor access to the Coastal Zone; and
- D. Amend off-street parking requirements for development.

Policy 3.1-17. Public Parking Aesthetics and Signage. Improve public parking lot aesthetics and provide signage regarding location and transportation linkages between public parking lots and points of interest.

#### 2.4.2 Parking and Business Improvement Area

In 1970, the City established a Parking and Business Improvement Area (PBIA). The PBIA is an assessment mechanism that enables the City to offer affordable parking rates by partially funding the operation and maintenance of the public lots managed by Downtown Parking. In the Funk Zone, PBIA boundaries extend from Chapala Street east to Santa Barbara Street and south to Cabrillo Boulevard. Properties in the Central Business District located outside the Coastal Zone have a “Zone of Benefit” that allows parking reductions based on proximity to public lots. However, the Zone of Benefit has not been extended to the Coastal Zone, so Funk Zone businesses located in the PBIA

are not allowed the same parking reductions. The absence of a Zone of Benefit in the Funk Zone can make new development or re-use challenging. Many properties in the Funk Zone were originally developed for industrial uses with little or no on-site parking, and without the Zone of Benefit they are unable to use nearby public parking lots to satisfy their parking requirements.

# 3. Community Process

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Although the City has received individual and association-led requests to add or manage the existing parking resources in the Funk Zone, it is critical to first understand area stakeholder needs and interests, and to analyze the existing parking and access conditions of the area. Accordingly, Public Works staff developed a process of gathering stakeholder opinions and studying existing parking usage trends in the Funk Zone. The goal of the study is to fully understand the access and parking interests and to gain a comprehensive understanding of current conditions. With this critical understanding, potential solutions become most clear. To this end, the process involves several components:

- **Initial Parking Occupancy Survey** - After receiving public comments and letters regarding parking conditions in the Funk Zone, in late 2017 staff conducted an initial parking occupancy survey to gain a broad understanding of parking utilization in the Funk Zone and determine whether further study was needed.
- **Stakeholder Outreach** – Staff hosted a well-attended public listening workshop on April 11, 2018. The goal of the listening workshop was to fully understand the various stakeholder interests in the Funk Zone. Three questions were asked around small tables to invite the greatest amount of participation. Following the workshop, an online survey using the same three questions was published to further increase the reach of engagement. Both the workshop and survey invited stakeholders to sign up to be informed of future milestones, events, and opportunities for engagement. Over 100 people gave over 450 individual interest-oriented comments, which represents a sizable amount of community input for this type of outreach and for the size of the focus area.
- **Parking Occupancy Survey** – This data-driven effort was performed by Public Works to understand the existing parking supply within the Funk Zone and how demand in the area does or does not meet the needs of visitors, employees, and businesses. Although public perceptions about parking are real, results of this data-driven parking study were used to understand the reality of those perceptions. The parking data is also extremely helpful in forming potential solutions that could fulfill community interests.

Because the Initial Parking Occupancy Survey indicated that some areas of the Funk Zone had high parking occupancy rates and long vehicle stays, staff then conducted a second, more in-depth vehicle occupancy survey, collecting license plate data and vehicle counts every hour between 8:00 AM and 8:00 PM on

Thursday, May 10 through Saturday May 12, 2018. This weekend was intentionally chosen as a time when a typical amount of customer demand was accessing the Funk Zone. It's important to understand that other times exist with more access or parking demand as well as less demand. Parking surveys are generally best conducted when a typical amount of demand exists to represent the most common occurrence.

- **Intercept Survey** – At the request of the Downtown Parking Committee, an Intercept Survey was conducted to further improve our understanding of how people access and use parking in the Funk Zone. The intercept survey was conducted in the Funk Zone from Thursday, July 19 through Saturday, July 21, 2018. People were stopped on the sidewalk and asked five specific questions to gauge how they were accessing the Funk Zone, and, if by car, where they were parking. Over 300 people participated in the intercept survey.
- **Funk Zone Access and Parking Assessment Study** – This Study itself represents a significant part of the community process. It documents and analyzes the stakeholder outreach, the parking occupancy survey, and the intercept survey. It uses each of the three efforts to make conclusions about parking conditions and interests in the Funk Zone. The Study also identifies potential options to address current interests and is a basis for discussions with the Downtown Parking Committee and further stakeholder engagement.
- **Action Workshop** – Following public review, the City will host an Action Workshop to allow Funk Zone stakeholders to discuss potential options to address parking changes. The Action Workshop will be used by Public Works staff to gauge which policy and management options garner the most support from stakeholders. The format of this workshop will be similar to the Listening Workshop, allowing stakeholders to play a significant role in potential outcomes. Workshop outcomes will be presented to the Downtown Parking Committee.
- **Implementation** – Based on the outcomes of the Action Workshop, Public Works Staff will determine potential steps for decision maker engagement. This future process will include the Downtown Parking Committee and City Council, and possibly the Transportation Circulation Committee and/or Planning Commission.

# 4. Stakeholder Outreach

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## 4.1 METHODS

On April 11, 2018, the City hosted a listening workshop with Funk Zone stakeholders, including business owners, employees, residents, and visitors. The purpose of this workshop was to assess the transportation-related needs, interests, and priorities of different stakeholder groups by gathering their responses to a series of questions.

Participants were asked:

1. Thinking about parking and access to the Funk Zone... What is currently working well?
2. Thinking about parking and access to the Funk Zone... What needs to be fixed?
3. Thinking about parking and access to the Funk Zone... What needs to be left alone?

These questions were also posted in an online survey for those who were unable to attend the workshop. Responses were gathered over a period of approximately 6 weeks.

DTP staff collected workshop and survey responses, sorted them into broader topic categories, and analyzed response rates to determine the stakeholders' highest priorities.

## 4.2 RESULTS

Thirty-four people attended the listening workshop to voice their concerns and opinions about parking and transportation in the Funk Zone, and an additional 104 responded to the online survey. The workshop participants and survey respondents submitted a total of 462 different comments in response to the three parking and access related questions: what works well, what needs to be fixed, and what should be left alone.

### 4.2.1 Parking

Of the 462 comments received, half (231) related to the availability and accessibility of parking. Parking accessibility comments were split between those who thought current accessibility works well or shouldn't be changed (49%) and those who thought improvements were needed (48%). Respondents cited the local public parking lots, such as the Depot Lot and the Garden Street Parking Lot, as well as the Hotel Californian parking structure as good places to park when visiting the Funk Zone, and felt that the public lots work well to satisfy demand. Some respondents also felt that the unrestricted

or minimally restricted parking provided a great resource for both customers and employees. These respondents believe that parking should remain unrestricted and free, employees should have access to parking near their place of business, and the existing all-day street parking and the limited 90-minute zones satisfied the current demand. Valet parking was also cited as a good service for those visiting the local restaurants in the evening.

Conversely, stakeholders felt that increased business activity in the Funk Zone has increased the number of customers and employees alike, which in turn is stressing the current parking system. While many respondents indicated that the current parking supply worked well, some also felt that there was a problem that the City should address. Weekend parking availability was of particular concern, and some respondents were also concerned that employees were taking up too much street parking.

Some felt that the City should increase the availability of street parking by changing how the current parking supply is managed. Suggestions included adding parking meters/paid parking, finding alternative places for employees to park, decreasing red zones to add more spaces, and adding more green zones. Other commenters suggested utilizing private parking areas for public parking, utilizing undeveloped areas for parking or building a centralized parking lot for the Funk Zone.

#### 4.2.2 Infrastructure and Safety

Infrastructure and safety upgrades, such as lighting, public safety improvements, pedestrian access, and signage, were a high priority for both workshop participants and survey respondents. 17% of the 462 comments received addressed these issues, and all of these comments agreed that infrastructure improvements are needed. Respondents felt strongly that lighting and pedestrian access need to be improved in order to make the Funk Zone a safe, inviting place to visit. Some specifically suggested adding path lighting from the Garden Parking Lot into the Funk Zone in order to make this parking option safer and more inviting. Respondents also requested infrastructure repairs such as fixing damaged sidewalks, adding new sidewalks, adding crosswalks, and repaving and repairing streets.

#### 4.2.3 Alternative Transportation

Twelve percent (12%) of the comments received related to alternative transportation. Survey respondents and workshop participants felt that alternative forms of transportation such as walking, biking and taking a ride share service were a great way of visiting the Funk Zone, and currently work very well for visitors and residents alike. Ride share services such as Uber and Lyft were also cited as good ways to access the Funk Zone.

Some respondents believed that the City should work on decreasing the number of cars driving to the Funk Zone. These respondents suggested adding shuttle access more directly to and from the Funk Zone and encouraging people to use alternative forms of transportation such as biking or walking in order to free up street parking for customers who need to park close to a business. Respondents also suggested adding designated drop off locations for Uber and Lyft.

#### 4.2.4 Neighborhood Character

Respondents made numerous comments about the character of the Funk Zone neighborhood. Nearly all comments were in agreement that the Funk Zone has a distinct character that should be protected and enhanced. Respondents thought the current character of the area creates an atmosphere that people enjoy and that brings people to the Funk Zone. Stakeholders were very adamant that the original feel of the Funk Zone needs to remain intact. Respondents with this viewpoint didn't want the Funk Zone area to be changed by its increasing popularity. Any improvements should keep to the "funky" "artsy" theme. The area should focus on its history rooted in art and expression. They want the neighborhood to be friendlier to artists and to not focus so much on tourism.

### **4.3 KEY TAKEAWAYS**

When asked about parking and access issues in the Funk Zone, in general, survey respondents and workshop participants believe the City should:

- Provide parking resources for both customers and employees:
  - Encourage use of the public lots.
  - Allow valet parking.
  - Maintain free and unrestricted street parking.
  - Explore ways to optimize use of street parking, such as adjusting red and green zones, adding paid parking, and developing new parking.
  
- Make the Funk Zone safe and inviting:
  - Add lighting.
  - Add wayfinding signage to direct people to and from the Funk Zone, and to public parking lots.
  - Repair and repave roadways and sidewalks.
  - Add pedestrian improvements, such as path lighting, crosswalks, and sidewalks.
  
- Encourage and expand access to alternative transportation options:
  - Provide pedestrian improvements to encourage walking.
  - Add electric shuttle service.



- Maintain and add bicycle infrastructure.
- Keep the Funk Zone “funky”:
  - Foster and protect the organic, artsy character of the neighborhood.
  - Focus on locals and artists, not tourists.

# 5. Parking Occupancy Survey

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## 5.1 METHODS

Staff conducted two parking surveys in the Funk Zone to determine the total parking capacity, occupancy, and duration of stay. The goal of the first study was to get a broad understanding of parking usage and patterns in the Funk Zone and to determine whether further study was needed. Data were collected every four hours between 8:00 AM and 8:00 PM over a period of three days. This data confirmed staff's hypothesis that some areas of the Funk Zone had high parking occupancy and long duration of stay, which indicated that a second study was needed to collect more detailed information.

For the second study, staff collected data hourly for a period of three days (Thursday, May 10 through Saturday, May 12, 2018). Thirteen parking auditors walked designated routes through the Funk Zone and recorded a portion of the license plate of each vehicle parked on every block face, plus all vehicles parked in the Garden Parking Lot and the Helena Parking Lot. Data were recorded every hour between 8:00 AM and 8:00 PM. Vehicle counts and duration of stay for the Depot Lot were collected electronically.

To determine the total inventory of street parking spaces in the Funk Zone, staff measured the length of each stretch of curb to determine the number of parking spaces available. A standard parking space is 20 feet long when located between two other parking spaces, or 15 feet when located at the end of a stretch of vehicles (i.e. the first or last space along a segment of curb). Occupancy was determined by dividing the number of vehicles parked on each block face by the total number of spaces available on that block face. To calculate parking duration, the number of unique vehicles was divided by the total hours parked.

*Analysis: When is parking "full"?*

Effective parking management requires an understanding of when parking resources are underutilized and when they are congested. The accepted best practice is to maintain occupancy rates at or below 85%. An 85% occupancy rate (which works out to 1-3 open spaces on a block face at any given time) means that most spaces are occupied, but someone looking for a space can find one without difficulty.

When occupancy exceeds 85%, a customer looking for parking may have difficulty finding a space. A parking lot may appear full, or spaces might not be available on a block near their destination. This results in people circling around looking for parking, which creates additional congestion, noise, and pollution. The inconvenience may discourage people

from visiting certain businesses or parts of town. In contrast, while certainly convenient for those attempting to park, parking occupancy rates significantly below 85% indicate that a parking resource may be underutilized and the space could be put to better use.

## 5.2 RESULTS

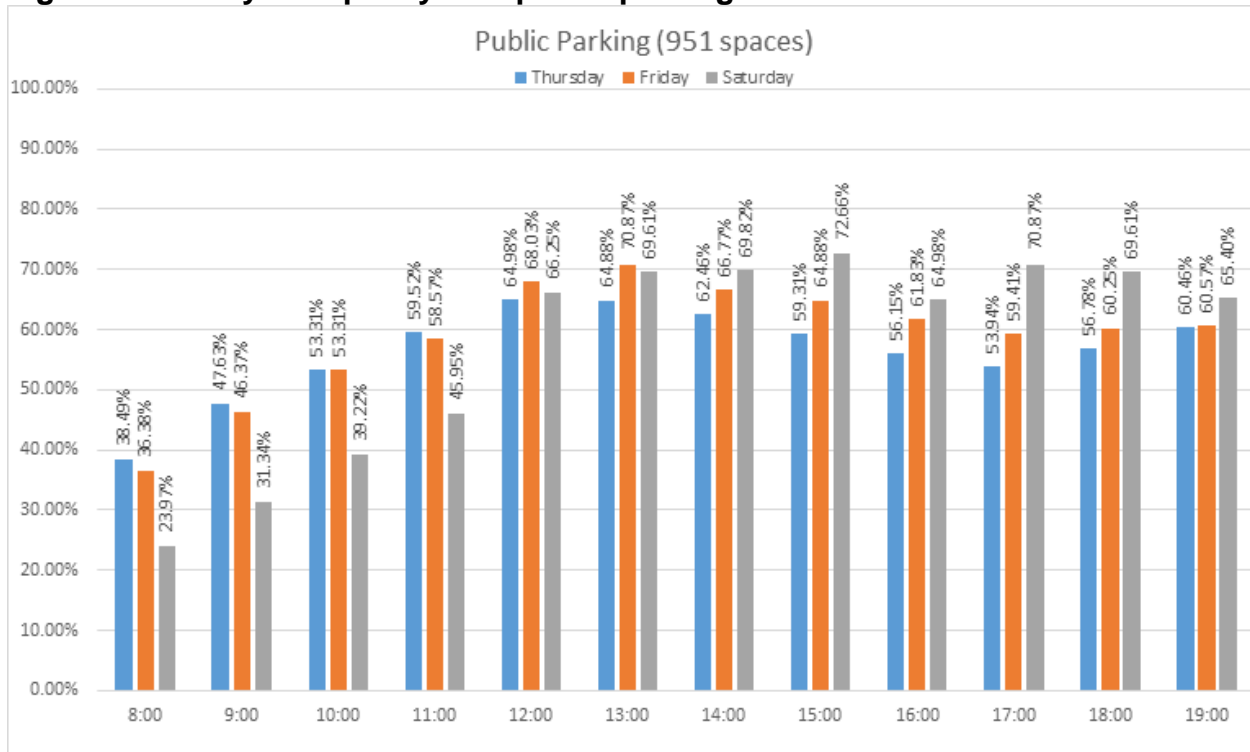
### 5.2.1 Occupancy – Overall

To get a general sense of parking occupancy, we start by looking at average occupancy for the entirety of each day, both overall and broken down by the type of parking – free, paid, unrestricted, and time limited.

**Table 2. Occupancy for all Funk Zone parking.**

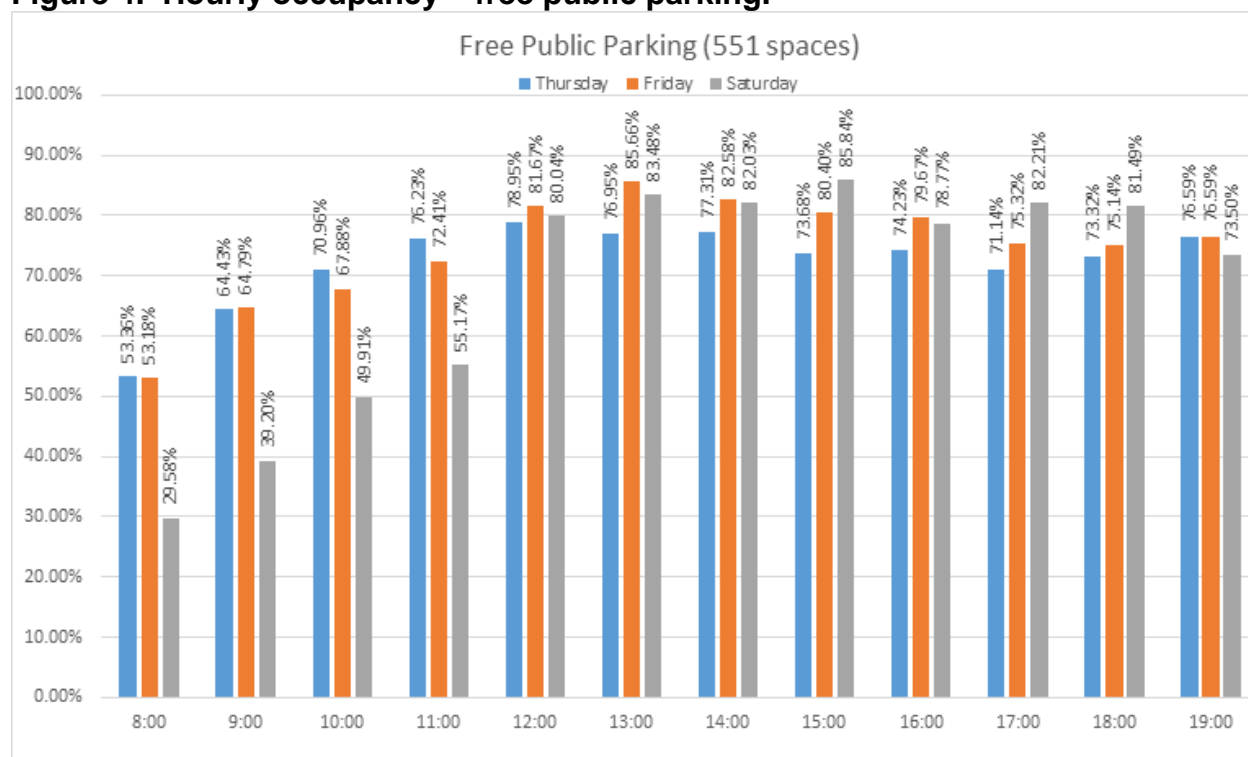
	Thursday	Friday	Saturday
<b>Average Occupancy 8 AM – 8 PM</b>	56%	59%	57%
All Free Parking	72%	75%	68%
<i>Free/Unrestricted</i>	76%	77%	70%
<i>Free/90 Minute</i>	84%	66%	62%
Depot Lot	34%	48%	65%
Garden Lot	36%	27%	22%
<b>Peak Occupancy</b>	65%	71%	73%
All Free Parking	79% 12:00 PM	86% 1:00 PM	86% 3:00 PM
<i>Free/Unrestricted</i>	86% 12:00 PM	89% 1:00 PM	86% 3:00 PM
<i>Free/90 Minute</i>	91% 7:00 PM	94% 6:00 PM	85% 3:00 PM
Depot Lot	52% 7:00 PM	67% 6:00 PM	85% 7:00 PM
Garden Lot	50% 1:00 PM	44% 1:00 PM	29% 5:00 PM
<b>Minimum Occupancy</b>	38% 8:00 AM	36% 8:00 AM	24% 8:00 AM
All Free Parking	53% 8:00 AM	53% 8:00 AM	31% 8:00 AM
<i>Free/Unrestricted</i>	63% 8:00 AM	61% 8:00 AM	31% 8:00 AM
<i>Free/90 Minute</i>	24% 8:00 AM	26% 8:00 AM	22% 8:00 AM
Depot Lot	10% 8:00 AM	16% 8:00 AM	27% 8:00 AM
Garden Lot	25% 8:00 AM	11% 8:00 AM	6% 8:00 AM

**Figure 3. Hourly occupancy – all public parking.**



Parking occupancy for all spaces in the Funk Zone averages between 55% and 60%, as illustrated in Table 2 and Figure 3. The peak occupancy for all spaces was 73%, observed on Saturday. Occupancy is lowest early in the mornings, then generally rises until the afternoon before tapering off towards the evenings. On weekdays, parking occupancy peaks around midday, while weekends have a later peak – around 6:00 or 7:00 PM.

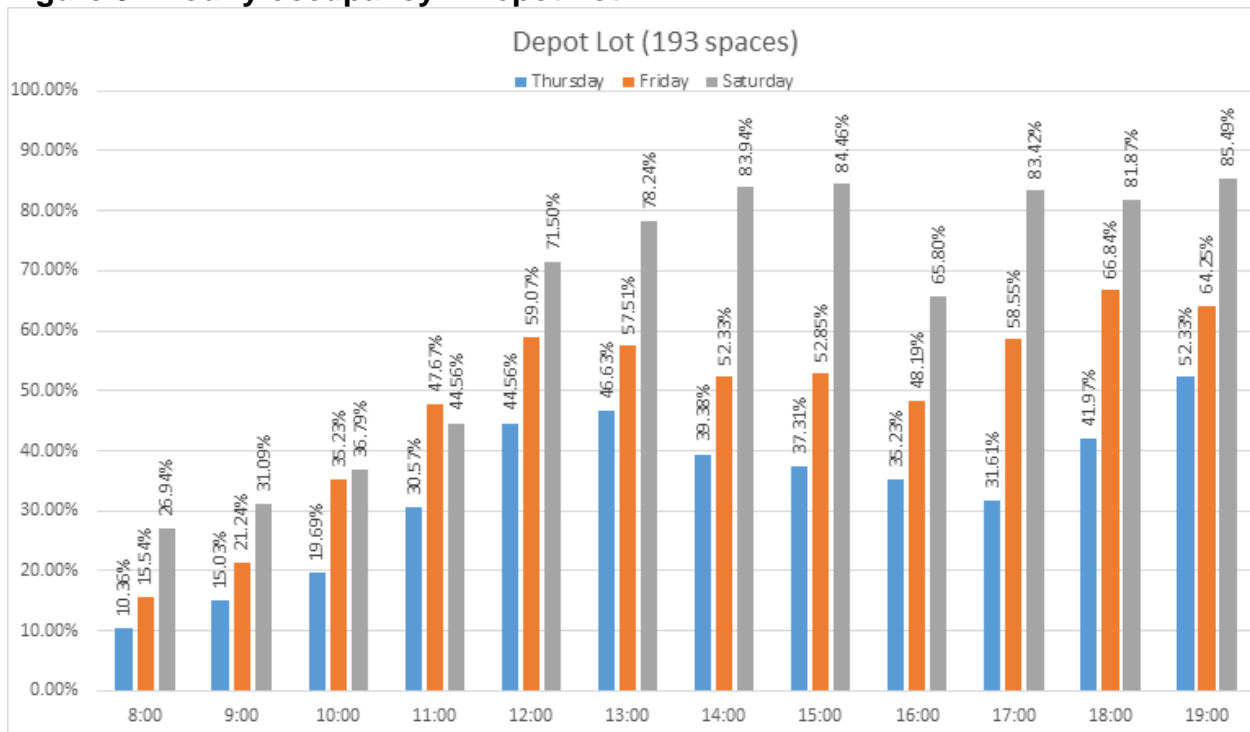
**Figure 4. Hourly occupancy – free public parking.**



Free, on-street spaces are the most popular parking option in the Funk Zone. As shown in Figure 4, on-street parking occupancy in the Funk Zone was highest in the afternoons. While occupancy for all free spaces averaged between 68% and 75%, several instances of occupancy over 85% were observed, particularly on Saturday. During the day, people tend to prefer the unrestricted free on-street parking spaces, but occupancy in the 90-minute spaces spikes in the evening as the 90-minute spaces become unregulated (6pm is when the 90-minute zone becomes unregulated, but it's important to note that parkers with longer stays understand that they can park as soon as 4:30pm and not be required to move).

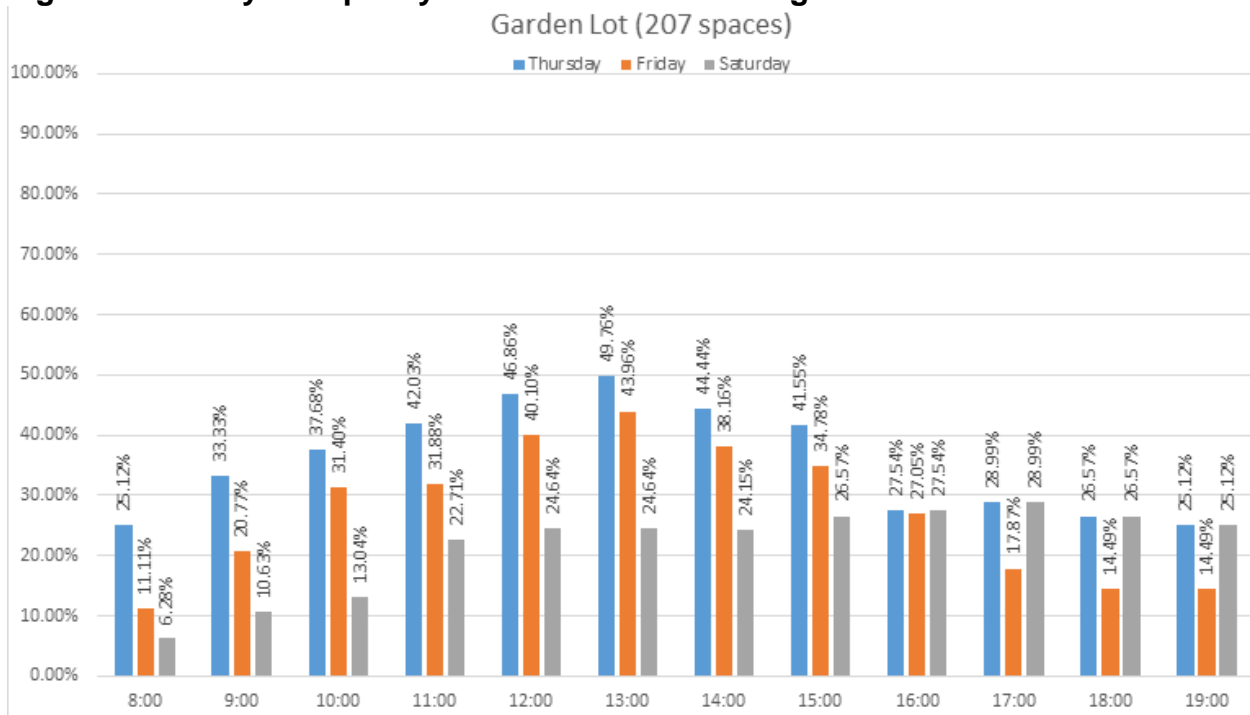
Between 12 pm and 4 pm, many streets are heavily impacted and people may have a difficult time finding parking. The average occupancy between 12:00 and 4:00 pm was 73% on Thursday and rose to 79% on Friday and Saturday.

**Figure 5. Hourly occupancy – Depot Lot.**



While the Depot Lot usually has plenty of parking availability on weekdays, it can become congested on weekends, particularly holiday weekends that see a lot of train travel (see Figure 5 above).

**Figure 6. Hourly occupancy – Garden Street Parking Lot.**

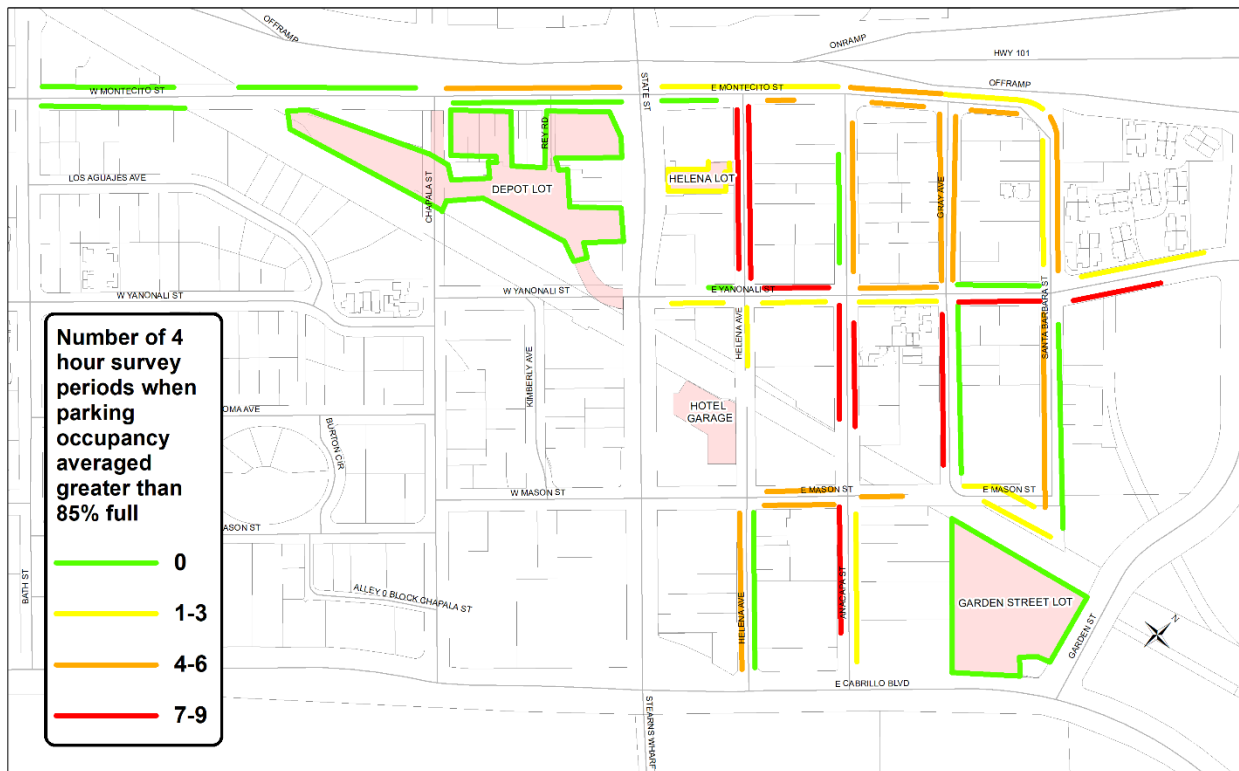


In contrast, the Garden Lot is underutilized, particularly on weekends. Average occupancy ranges between 20% and 40%, and during the course of the Parking Occupancy Survey, it was never observed more than half full (Figure 6).

### 5.2.2 Occupancy Distribution and Peak Events

Based on observations from the Parking Occupancy Study, there is never a time when all parking spaces in the Funk Zone are occupied, or even 85% full. Parking spaces are always available for those willing to look (or pay). However, parking resources are not utilized evenly. Parkers show strong preferences for certain types of spaces and locations (particularly streets in the central part of the neighborhood; see Figures 7 and 8), which causes congestion in some areas while leaving others underutilized. While average occupancy of the entire Funk Zone area remained below 85%, specific blocks of on-street parking exceeded 85% parking occupancies for various durations, demonstrating the parking demand is not evenly distributed across the area, or between lots and on-street parking.

**Figure 7. Map of instances of >85% occupancy during three-day study.**



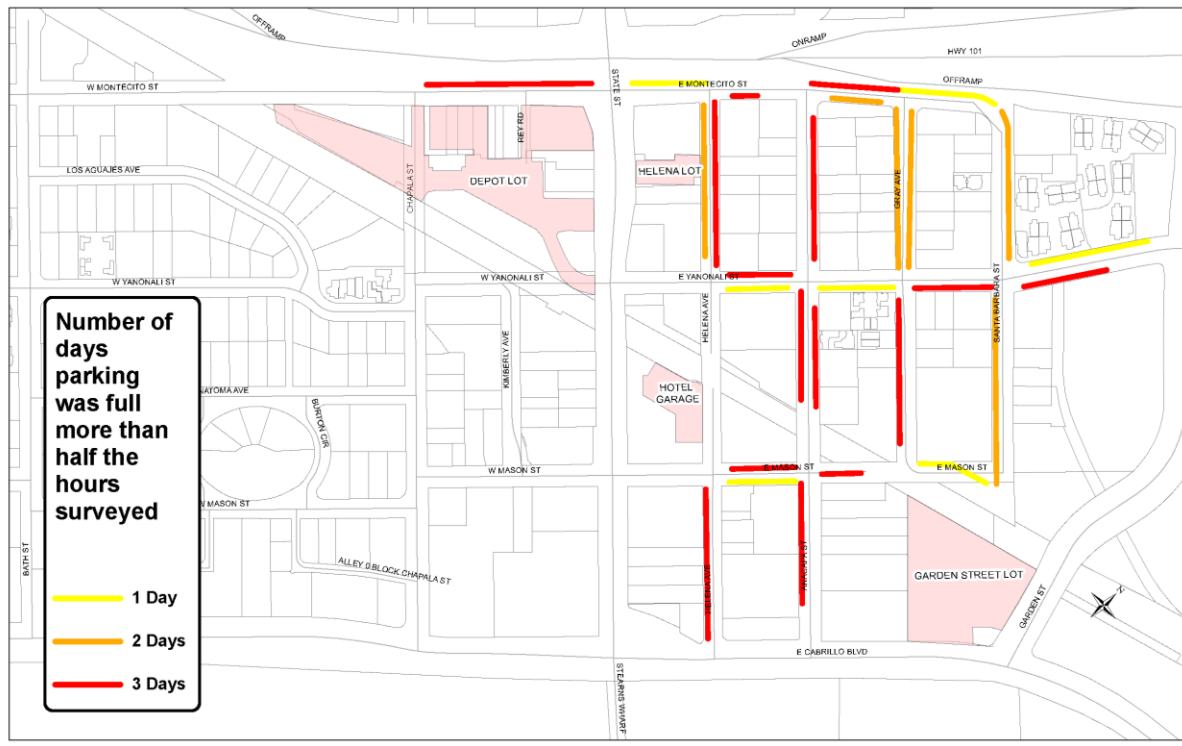
Averaging occupancy across four-hour observation windows (8:00 AM – 12:00 PM, 12:00 PM – 4:00 PM, 4:00 PM – 8:00 PM) for each block face gives a more granular understanding of parking usage patterns and allows us to identify blocks and lots that are frequently “full” (occupancy over 85%), as well as those that are underutilized. The map

in Figure 7 shows the number of four-hour windows during the survey when parking occupancy exceeded 85% for each block or lot.

Demand was highest for on-street parking that is free and unrestricted, with occupancy averaging 74% for the duration of the survey. It should be noted that the free, unrestricted parking is centrally-located in the Funk Zone and often the most convenient to popular destinations. The free parking spaces located on-street and in the 90-minute Helena Lot are always at least 50% full, with many instances of occupancies over 85%, or even greater than 100% as vehicles squeeze into undersized spots, overhang red curb areas, and occasionally block driveways.

Parkers also show a preference for unrestricted (UR) street parking – areas where there is no posted time limit, or where parking is only restricted overnight. The most heavily congested blocks had unrestricted parking, while there was less parking congestion on blocks where all or a portion of the street is designated for 90-minute or 15-minute parking. This preference can also be inferred from the increase in occupancy on time-limited blocks just before 6:00 PM, when enforcement of the parking restrictions ends.

**Figure 8. Map of areas full more than 50% of hours surveyed.**



In Figure 8, blocks that are “full” (meaning occupancy at or above 85%) are highlighted. These are blocks where a person might have difficulty finding parking more than half the time. These are the areas where parking is most heavily impacted, and the City should target parking management efforts to alleviate congestion.



As the maps in Figures 7 and 8 illustrate, unrestricted street parking spaces in the center of the Funk Zone – particularly those located along portions of Helena Avenue, Gray Avenue, Anacapa Street, and East Yanonali Street – are the most congested. On these streets, parking was full more than half of the time on all three days surveyed. Not only are these spaces free and unrestricted, they are also centrally located and most convenient to many Funk Zone businesses.

Compared to free, on-street parking spaces, City-operated lots that charge a fee for parking are underutilized. Occupancy in the Depot Lot only exceeded 85% for one hour on Saturday, and the Garden Lot never exceeded 50%. Although these lots are located on the outskirts of the Funk Zone, the area is compact and all Funk Zone locations are within a two- to three-block walk of a City parking lot. Parking management efforts should focus on encouraging parkers to use these lots and increasing availability of business-adjacent on-street spaces.

### 5.2.3 Hotel Californian Occupancy

As discussed in Section 2.2 of this report, City staff were unable to obtain detailed occupancy data for the Hotel Californian garage from hotel management for the duration of the Parking Occupancy Survey. To get a rough understanding of occupancy in this lot, staff surveyed the Hotel Californian public garage hourly between 12:00 PM and 4:00 PM on Friday, September 7 and Saturday, September 8, 2018. Results are presented in Table 3 below.

**Table 3. Hotel Californian parking occupancy.**

	Time					Average
	12:00 PM	1:00 PM	2:00 PM	3:00 PM	4:00 PM	
<b>Friday 9/7</b>	37%	46%	40%	38%	40%	40%
<b>Saturday 9/8</b>	62%	100%	90%	91%	87%	86%

Friday occupancy remained relatively low, never exceeding 46%. Saturday saw much higher occupancy rates, with a peak of 100% at 1:00 PM. The rapid occupancy jump from 62% to 100% between 12:00 and 1:00 indicates that occupancy may have been affected by a special event at the hotel.

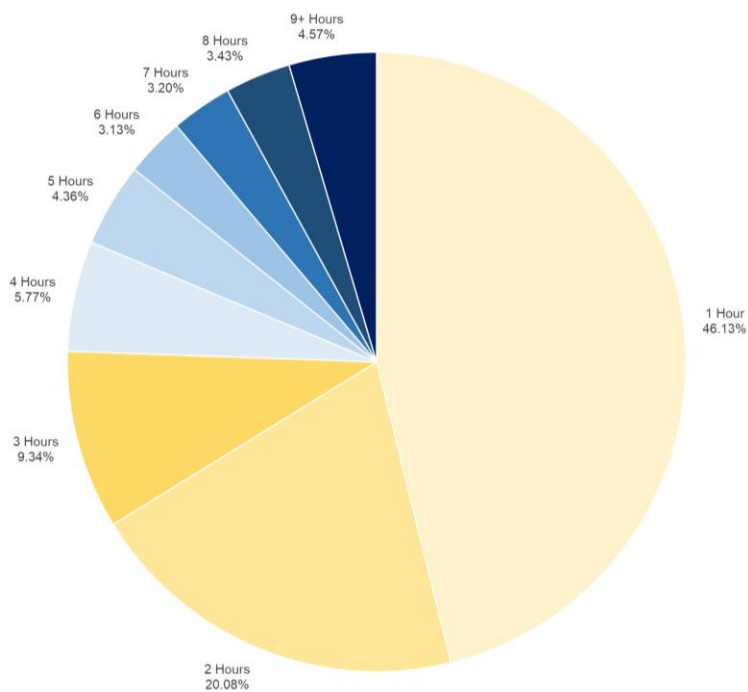
### 5.2.4 Parking Duration

Most people – approximately 75% -- who drove to the Funk Zone stayed less than three hours. Only 12% stayed seven hours or longer. This is consistent with the data collected

during the Intercept Survey (discussed below), in which approximately 65% of respondents indicated they were customers and planned to stay less than 3 hours, and 23% of respondents indicated they were employees who planned to stay longer than four hours.

An average of all 3 days surveyed showed that 75% parkers stayed between 1 and 3 hours. Almost 25% of the remaining vehicles stayed 4 hours or more, with almost 15% of those parkers staying 6 hours or more (See Figure 9).

**Figure 9. Parking duration (% of vehicles by number of hours parked).**



With the exception of the small parking area on Mason Street, east of Anacapa and just south of the train tracks (where the average parker stayed 2.5 hours), parkers tended to observe 90 minute parking restrictions fairly carefully, with average parking durations hovering at or slightly above 90 minutes.

**Table 4. Parking duration (hours).**

	Thursday	Friday	Saturday
<b>Average Duration 8 AM – 8 PM</b>	2.64	2.63	2.13
All Free Parking	2.83	2.81	2.38
<i>Free/Unrestricted</i>	3.51	3.49	2.58
<i>Free/90 Minute</i>	1.82	1.81	1.78
Depot Lot	1.82	1.81	1.78
Garden Lot	1.76	1.76	1.76

Parkers tended to stay slightly longer on the weekdays, with an average duration of 2.6 hours on Thursday and Friday, versus 2.1 on Saturday.

The data indicate that, overall, there is a reasonable amount of turnover in Funk Zone parking spaces, though like occupancy, turnover is not balanced. Predictably, unrestricted streets saw longer parking durations and less turnover, averaging 2.5 to 3.5 hour stays. There are a few areas where parking duration is relatively high, particularly along the unrestricted portions of E. Yanonali Street near Garden Street and the unrestricted portions of E. Montecito Street near Santa Barbara Street. For detailed maps of average parking duration, see Appendix B.

Streets in the “heart” of the Funk Zone – particularly E. Yanonali, Anacapa, and Gray Avenue – saw average parking durations approaching four hours. Because these streets front many businesses, turnover should be encouraged to provide for customer parking.

For detailed occupancy and parking data, please see Appendix B.

### **5.3 KEY TAKEAWAYS**

- **There are enough public parking spaces in the Funk Zone to accommodate the current demand.** No more than 73% of Funk Zone parking spaces were occupied at any point.
- **Parking utilization is unbalanced.** Free on-street parking is over utilized and has longer parking durations with less turn over. Paid public parking lots are underutilized.
- **The most convenient parking is also the most congested.** The most convenient parking is free, while parking that’s further away requires payment.

- **People strongly prefer free parking.**
  - It may be difficult to find a free parking space, particularly on weekends.
  - Unrestricted free parking is in especially high demand.
  - Demand for 90-minute free spaces increases in the evening as enforcement tapers off.
- **On unrestricted blocks, on-street parkers tend to average 2.5 to 3.5-hour stays.** There is plenty of room to park for longer durations in the Depot Lot and Garden Lot.
- **There is no shortage of employee parking.** However, there is a shortage of *free* employee parking. The Garden Lot is typically less than half full, and at \$99/year, Waterfront Parking Permits are very affordable.
- **Parkers usually respect the posted time limits.**

# 6. Intercept Survey

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## 6.1 METHODS

In response to a request from the Downtown Parking Committee, staff conducted an intercept survey to better understand how people are using parking in the Funk Zone. Staff walked the Funk Zone on Thursday, Friday, and Saturday, July 19-21, 2018) between 8:00 AM and 8:00 PM, and stopped passersby to ask five short questions:

1. How did you get to the Funk Zone?
2. If you drove, where did you park?
3. How would you describe your parking experience?
4. How long do you anticipate your visit being?
5. What was the purpose of your visit?

Staff collected 334 intercept survey responses. In general, most people surveyed in the morning were employees coming to work. In the afternoon, once stores and restaurants began to open, more customers were surveyed.

This survey may not be representative of all people coming to the Funk Zone because people using different modes and methods of transportation may be more difficult to survey. For example, a bicyclist who parks directly in front of their business, or an Uber customer who is dropped off in front of their destination may be more difficult for the surveyor to intercept. However, this survey should provide a reasonably representative sample of people who drive and use parking in the Funk Zone.

Survey responses were entered into a mobile app and analyzed at the conclusion of the survey.

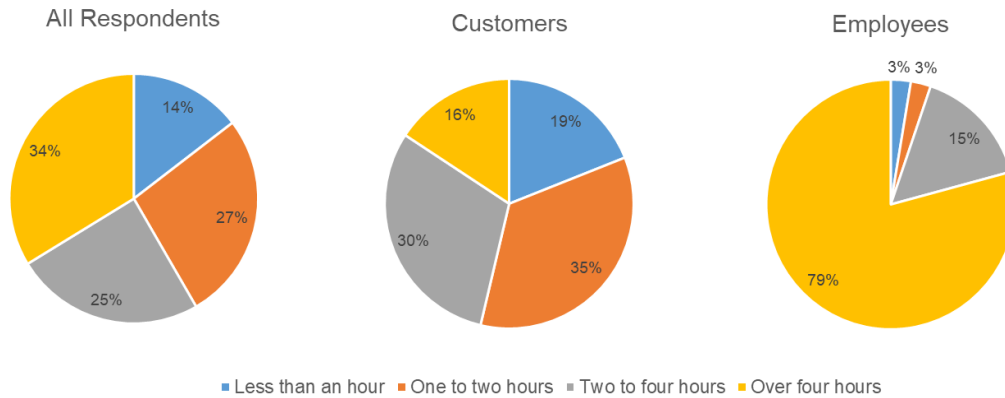
## 6.2 RESULTS

### 6.2.1 Population & Duration

65% of survey respondents identified themselves as customers, 23% were employees of Funk Zone businesses, and 6% were business or property owners.

As expected, employees reported longer stays in the Funk Zone – 80% anticipated staying four or more hours, while most customers expected to stay between two and three hours (See Figure 10).

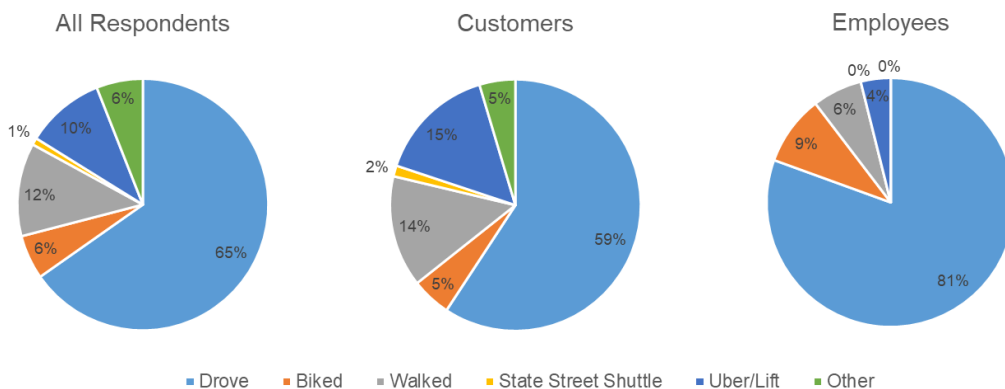
**Figure 10. Anticipated parking duration.**



### 6.2.2 Mode Share

In response to Question #1, “How did you get to the Funk Zone?”, 65% of respondents said they drove and the remaining 35% used a form of alternative transportation. Notably, 12% reported having walked, and 10% used a form of ride share such as Uber or Lyft (see Figure 11).

**Figure 11. Transportation mode share.**



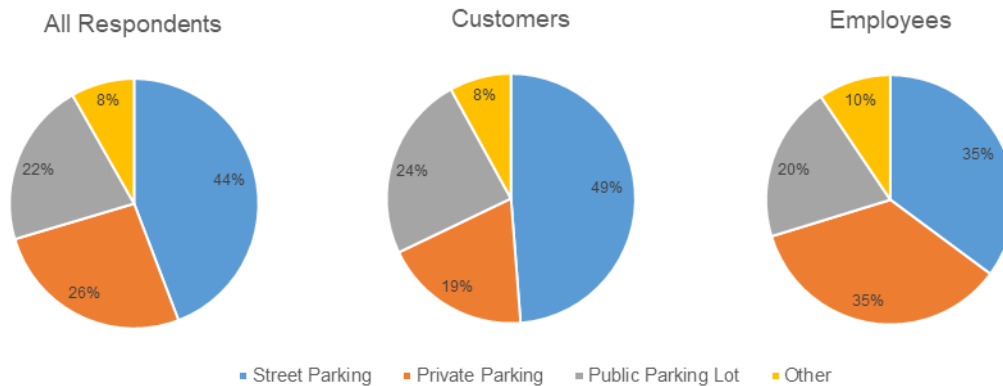
Employees relied more heavily on driving than customers, with 81% reporting having driven to the Funk Zone on the day of the survey. Funk Zone employees appear to drive to work at higher rates than the average of all Santa Barbara commuters (64% drive regularly according to the American Community Survey).

Only 59% of customers drove to the Funk Zone. Funk Zone customers use alternative forms of transportation at much higher rates than employees, likely due to the popularity of the bars and restaurants in the neighborhood. 15% of customers used a ride share service to access the Funk Zone, making it the most popular form of alternative transportation among customers.

### 6.2.3 Parking Utilization & Experience

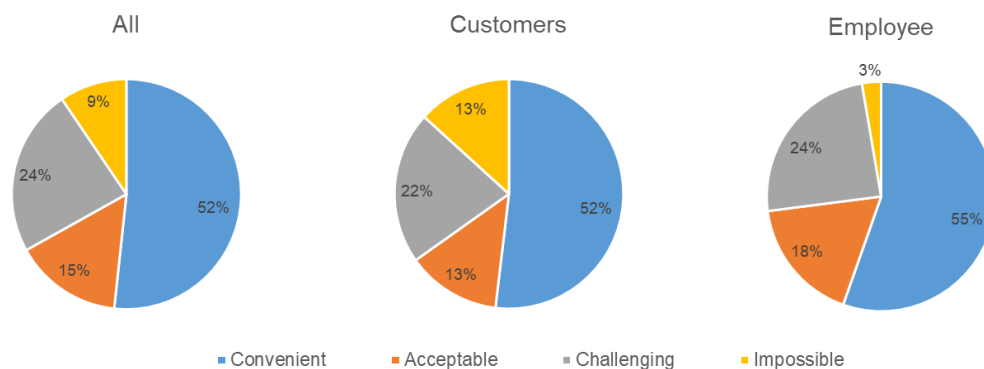
Intercept Survey respondents who drove to the Funk Zone were asked where they parked and whether they found their parking experience easy or difficult. Of the respondents who drove to the Funk Zone, 21% reported parking in the public parking lots. 26% parked in private lots, while the majority, 44%, relied on street parking (see Figure 12).

**Figure 12. Parking resource utilization.**



Of the people that drove to the Funk Zone, 67% described their parking as convenient to acceptable, with the remaining 33% saying it was challenging to impossible (see Figure 13). Employees generally found their parking experience more satisfactory, with 73% describing their experience as convenient or acceptable and 27% describing it as challenging or impossible. Customers were slightly less satisfied, with 65% describing their experience as convenient or acceptable and 35% describing it as challenging or impossible.

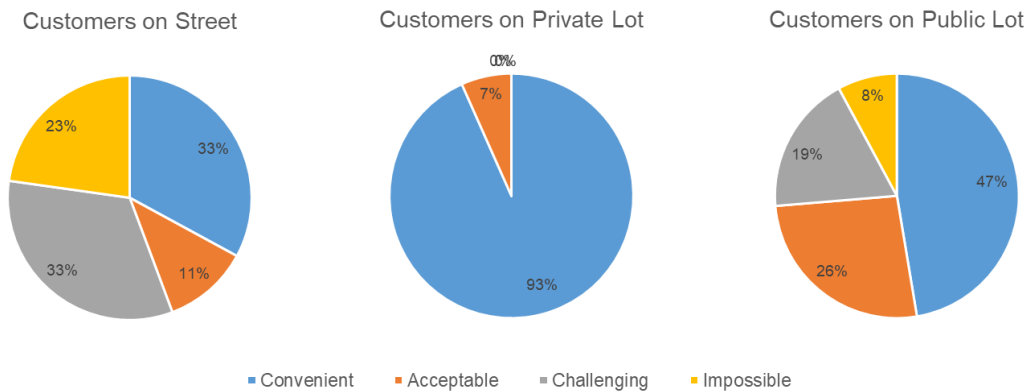
**Figure 13. Parking satisfaction by user type.**



People who parked in private lots were happiest with their experience, with 91% describing it as convenient to acceptable and only 9% finding it challenging or impossible. Parkers who used public lots were also satisfied, with 75% reporting a convenient or acceptable experience. In contrast, people who used street parking were more

unsatisfied, with only 46% finding it convenient or acceptable and 54% finding it challenging or impossible (see Figure 13). 75% of the survey participants who found parking challenging or impossible relied on street parking, and only 31% of street parkers found it convenient or acceptable.

**Figure 14. Customer satisfaction by parking location.**



As illustrated in Figure 14, customers, who rely most heavily on street parking, also reported finding parking challenging or impossible at the highest rates. Of the 49% of customers who used street parking, over half – 56% - found it challenging or impossible. All customers who were able to park in private lots found parking convenient or acceptable, although these respondents represent only 19% of customers. The 24% of customers who used public lots generally reported a convenient or acceptable experience (73%).

### 6.3 KEY TAKEAWAYS

- **Most people who drive to the Funk Zone find parking convenient or acceptable.** These satisfied parkers relied mostly on private parking (36%) or public parking lots (24%).
- **Customers find parking more challenging than employees,** but employees have greater access to private off-street parking.
- **Customers use alternative transportation more than employees.** Funk Zone employees use alternative transportation less often than other commuters in Santa Barbara.
- **People who rely on street parking find it difficult to find.** More than half found street parking challenging or difficult.



- **People don't want to pay to park in public lots, but when they do they are satisfied with their experience.**

# 7. Analysis & Discussion

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In order to evaluate whether and how the parking supply in the Funk Zone is sufficient and management practices are effective, we first need to determine whether the total parking supply can accommodate parking demand. The results of the Parking Occupancy Survey indicate that the total inventory of public parking spaces in the Funk Zone is adequate for the number of vehicles looking for parking. At no time during the Occupancy Survey did total occupancy exceed the 85% threshold for fullness. In theory, someone driving to the Funk Zone should have no problem finding an open parking space. However, a third of intercept survey respondents said parking was challenging or impossible.

When occupancy is broken down by block and lot, it is clear that parking supply is unbalanced and resources are not utilized evenly. Parkers have a strong aversion to paying for parking and instead are willing to search out free on-street spaces. As a result, street parking is often full or nearly full during peak hours, while the paid parking lots have plenty of capacity. Additionally, streets in the “heart” of the Funk Zone – particularly E. Yanonali, Anacapa, and Gray Avenue, which front many businesses – saw average parking durations approaching four hours. Consequently, those who rely on street parking find it difficult to access.

This is potentially problematic for businesses in the Funk Zone. While many Funk Zone employees had access to private parking spots, customers rely heavily on street parking. Further, street parking spaces are more centrally located and are often closest and most convenient to businesses. The parking that is most convenient is also free, while the most available parking is further away and priced. Although the public lots have space available, these lots are located on the outskirts of the Funk Zone. As a result, customers may have difficulty finding parking, creating the perception that the Funk Zone is a difficult place to access. This perception may be impacting the overall demand to visit the area. Ensuring that the most convenient, centrally-located street parking spaces are available for customers could change the perception of parking congestion perception in the Funk Zone and thereby increase number of visitors to the area.

Parking management strategies for the Funk Zone should seek to balance the use of parking resources and, per CLUP policies, prioritize visitor parking. Stakeholders were in strong agreement that the neighborhood should focus on serving locals and artists, so it will be important for parking strategies to continue to serve these populations. This study suggests that parking should be managed so as to create turnover and increase the availability of centrally-located on-street spaces, encouraging visitors to park in the

underutilized parking lots, particularly the Garden Lot. Parking should be managed to ensure the accessibility of existing parking spaces.

Changes to the management of the Funk Zone parking supply that discourage employees from using the centrally-located street parking may impact the availability of street parking in surrounding neighborhoods, such as West Beach, where on-street parking is unregulated on weekdays. If such impacts occur, Chapter 10.46 of the Santa Barbara Municipal Code provides for a process through which residents can seek or modify on-street permit parking restrictions.

The Parking Study also revealed that customers make frequent use of alternative transportation options, while employees use alternative transportation at lower rates than commuters Citywide. Transportation management strategies should focus on increasing employee utilization of sustainable forms of transportation and ensuring customers have safe, convenient alternative transportation options.

# 8. Conclusions

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The Parking Study results confirm the perception that customer parking in the Funk Zone is difficult to find if looking for free parking adjacent to businesses. The Parking Study also shows that the area has ample parking overall and that parking is readily available for Funk Zone users who are willing to park farther away from businesses and pay for parking. The Study found that parking utilization is unbalanced, with parkers strongly favoring free, centrally located parking over paid parking located further away from the commercial center. It shows that customers, in particular, are more likely to rely on conveniently-located street parking, and that people who rely on street parking often find it challenging. Finally, the Study found that stakeholders believe better use of the available public parking resources located on the outskirts of the Funk Zone should be encouraged, that infrastructure improvements are an important priority, and that maintaining the artsy, funky character of the neighborhood is critical to its continued success.

The study conclusions suggest that parking in the Funk Zone should be managed to achieve the following objectives:

- Balance utilization of parking resources.
- Reduce occupancy of on-street spaces in the center of the Funk Zone and increase turnover to provide customer parking.
- Increase employee use of alternative transportation.
- Ensure public parking lots are easily accessible.
- Improve infrastructure to increase pedestrian safety, encourage cycling, and help visitors navigate the Funk Zone and find parking.

# 9. Parking Management Alternatives

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The following parking management alternatives have the potential to address some of the parking challenges in the Funk Zone according to stakeholder interests. Any selected parking management strategy would be evaluated for financial implications.

**Objective: Increase availability of on-street spaces in the center of the Funk Zone and increase turnover to provide customer parking. Balance utilization of parking resources.**

- Explore the feasibility of pricing parking on some streets and in the Helena Lot. This could ease some of the demand on heavily impacted streets and encourage turnover, while still allowing those who want to stay for longer periods of time to do so without worrying about a 90-minute limit.
- Convert some 90-minute spaces to paid spaces to encourage turnover but allow customers to stay longer.
- Explore the feasibility of pricing parking according to demand. Reduce prices for parking in off-peak hours, and charge higher fees during peak hours.
- Remove illegal signs on private property intended to reserve or restrict the public parking supply. Some businesses have posted “no parking” or “customer parking” signage in the public right-of-way to discourage people from parking adjacent to their businesses. These signs are misleading and cause underutilization of the public parking supply.
- Change “No Parking 12 AM – 6 AM” signs to “No Parking 2 AM – 6 AM” to accommodate employees of restaurant and hospitality businesses who work late shifts.
- Updated the PBIA Zone of Benefit calculation methodology for the Funk Zone.

**Objective: Increase use of alternative transportation.**

- Explore the feasibility of designating some parking spaces for commuter carpools to encourage employees to use sustainable transportation and decrease parking demand.
- Prepare for implementation of bike share and other shared mobility services.
- Review Downtown-Waterfront Shuttle occupancy and planning. Improve visibility and marketing of shuttle service.

**Objective: Improve infrastructure and ensure public parking lots are easily accessible.**

- Create designated pick-up and drop-off locations for ride share services.
- Use any revenues generated from charging for Funk Zone on-street parking to fund infrastructure improvements. Prioritize:
  - Lighting.
  - Sidewalk improvements, particularly in areas with no sidewalks.
  - Crosswalk improvements where feasible.
  - Wayfinding signage, especially to direct people to parking lots.
  - Improving pedestrian access and wayfinding to and from the Garden Street Parking Lot.
  - Improve bicycle infrastructure.

# **Funk Zone Access and Parking Assessment Action Plan**



**City of Santa Barbara  
Public Works Department**

Published March 7, 2019

# Introduction

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In response to requests from Funk Zone property and business owners and the Downtown Parking Committee, Downtown Parking (DTP) initiated a community-driven process to evaluate parking needs in the Funk Zone and inform consideration of any changes to parking management or supply. After an initial occupancy survey, DTP hosted a public listening workshop and published an online survey to gather input and assess stakeholder interests. Staff then conducted an in-depth parking survey to collect parking occupancy and duration data and determine whether and how the existing parking supply meets the needs of the area. Finally, staff conducted an intercept survey to improve our understanding of how people access and use parking in the Funk Zone.

The Funk Zone Access and Parking Assessment Study, published on October 5, 2018, documented and analyzed the data and information gathered through the stakeholder outreach, parking occupancy survey, and intercept survey. The Study concluded that while the existing parking supply in the Funk Zone is sufficient to meet overall demand, use of these spaces is unbalanced: parkers strongly prefer the free, unrestricted street parking in the center of the neighborhood, creating significant congestion in these spaces, while parking in the paid public lots is often underutilized.

The Study concluded with a series of proposed parking management alternatives designed to address community priorities and parking needs. After evaluating these alternatives in greater depth, staff developed a slate of proposed action items.

This Action Plan outlines project details for each proposed action item.



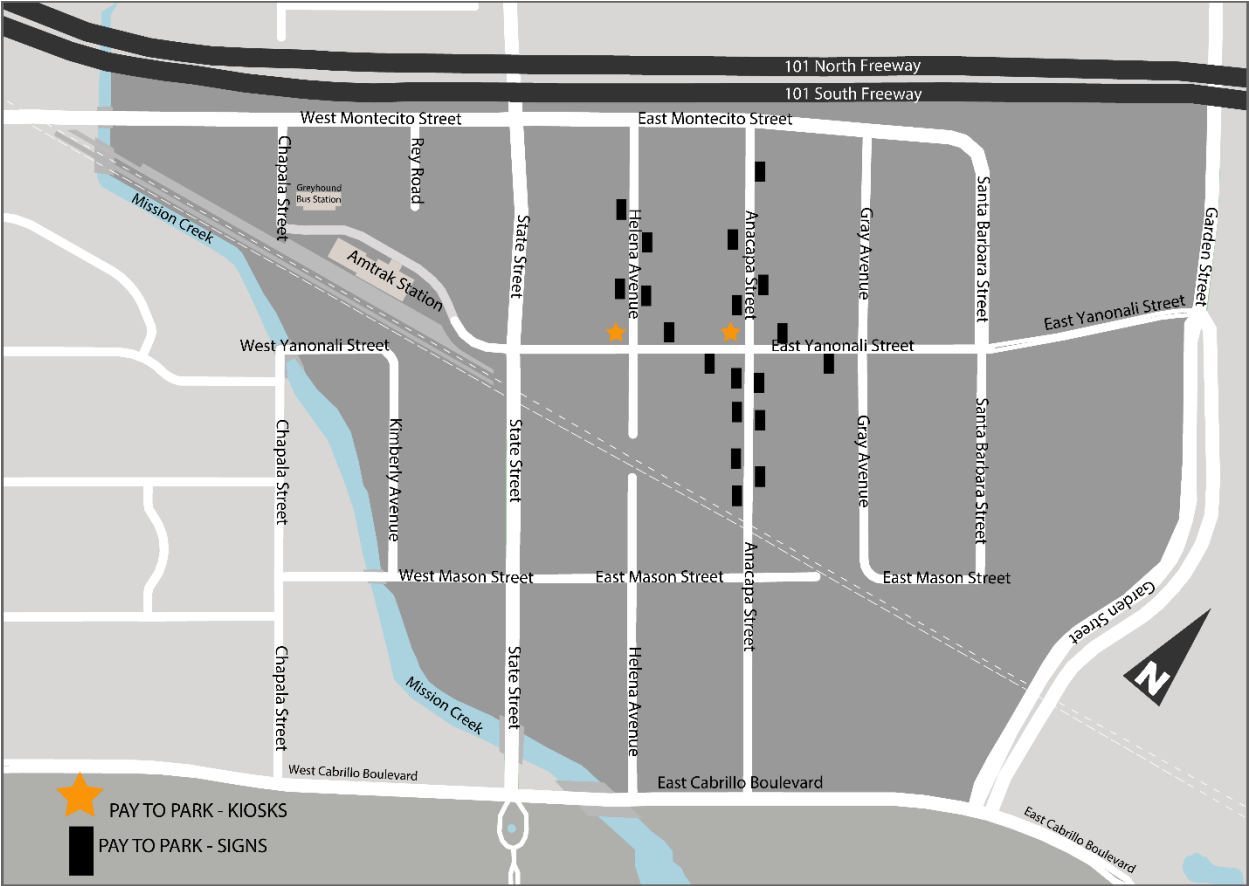
# 1. Price parking on street

## Summary

Introduce priced parking on six blocks in the center of the Funk Zone (approximately 94 parking spaces). These blocks offer some of the most convenient parking in the Funk Zone, and consequently have some of the highest parking occupancy rates and are often full. By pricing parking on these streets, we hope to increase the availability of these business-adjacent spaces and shift some parking demand to more underutilized parking sources, such as the more outlying streets and lots. Additionally, converting some 90-minute spaces to paid parking will allow Funk Zone customers to extend their visits, while still encouraging turnover.

## Location

Priced parking will be implemented on Helena Avenue, the 00 and 100 blocks of East Yanonali Street, and Anacapa Street north of the railroad tracks. The Helena Lot will also be converted from 90-minute to priced parking under a previously approved capital project.



## Fee Structure and Payment

### *Fees*

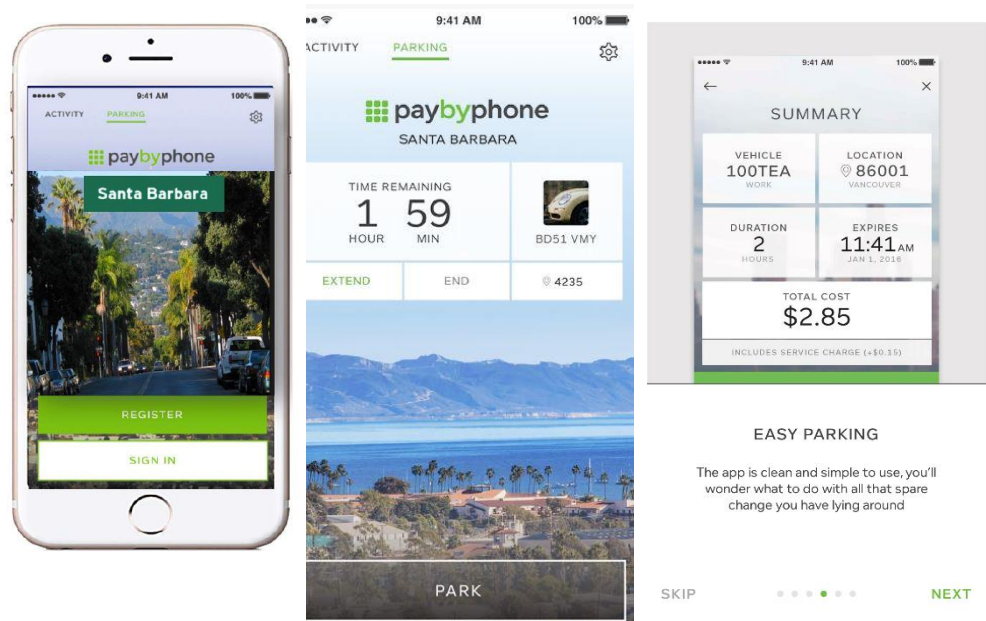
- \$2.00/hour
- Rates in effect from 11:00 AM to 10:00 PM daily

### *Payment*

Customers will have the option of paying at a self-service pay station or by using the Pay-By-Phone mobile app. The system will be “pay-by-plate”, in which customers enter their license plate into the pay station or mobile app, then select and pay for the time they plan to stay, with no need to return to their vehicle or display a receipt. Customers using the mobile app will have the option to extend their paid session remotely, without returning to their vehicle.



*Sample Pay Station*



*Sample Pay-By-Phone app interface*

### *Compliance*

Downtown Parking staff will patrol the area to encourage compliance and payment of fees. Using mobile devices, Staff will be able to determine which vehicles have paid and will issue “Fee Due” collection notices to vehicles that owe parking fees.

## Signage

Signs will be posted along the blocks where paid parking is in effect. City signs informing customers that the block is paid parking will be accompanied by Pay-By-Phone signs with instruction on how to download the app.



*Sample priced parking instructional signage*

## Project Cost Estimate

### *Implementation Cost*

	<b>One-Time Cost</b>
Luke equipment – 2 pay stations	\$30,000
Luke equipment install	\$10,000
New signage – materials – 22 signs @ \$35 each	\$770
New signage – labor	\$551
Compliance – handheld units	\$1,000
<b>Total</b>	<b>\$42,286</b>

### *Operating Cost*

	<b>Annual Cost</b>
Luke Software \$75 monthly fee	\$900
Pay-By-Phone convenience fee	\$10,600
Compliance materials – fee due notices	\$5,000
Compliance staffing (12 hours/day @ lot closer rate)	\$60,523
<b>Total Annual Operating Cost</b>	<b>\$77,058</b>

## Revenue Estimate

Hourly rate	\$2.00
Hours of enforcement per day	11
Estimated occupancy	65%
Total parking spaces	94
Days of enforcement	320
Estimated collection rate	75%
<b>Total Annual Revenue</b>	<b>\$322,608</b>
<b>Total Annual Operating Cost</b>	<b>\$77,023</b>
<b>Net Annual Revenue</b>	<b>\$245,585</b>

## Timeline

If approved, this project would take approximately twelve to 18 months to implement. Concurrently with the creation of new on-street parking spaces on Garden Street (see Item #10).

## 2. Remove illegal signage reserving public parking for private use

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### Summary

Santa Barbara Municipal Code Section 10.12.170 states:

*It is unlawful for any person to place or maintain or display any device, other than an official warning or directional sign, or sign erected under competent authority, upon or in view of a street, which purports to be or is an imitation of or resembles an official warning or directional sign or signal or which attempts to direct or regulate movement of traffic, parking, or the acts of operators. Any such device shall be a public nuisance and subject to penalty under Chapters 1.25 and 1.28 of the Santa Barbara Municipal Code. The Chief of Police may remove or cause to be removed any display, sign, or device deemed to be an immediate traffic hazard without notice.*

In the Funk Zone, several businesses have posted signs that indicate that sections of the public right-of-way are no parking or authorized parking only, tow-away zones. In some cases, these signs are posted on gates to prevent parkers from blocking driveways, however, the signs are visible on the street and when the gates are opened the signs move over to indicate that legal parking spaces are tow-away zones.

### Location

Illegal signs reserving public parking for private use are most concentrated along Gray Avenue and Helena Avenue.

### Inventory

Approximately sixteen nuisance signs have been identified.



## **Abatement Process**

The owner of each property displaying illegal signage will receive a warning letter notifying them of the violation. They will be given ten calendar days to remove the illegal sign(s). If the property owner is concerned about parkers potentially blocking their driveway, they may submit a request to the City to have the street in front of the driveway striped for “No Parking”.



*Sample striped “No Parking” zone*

If the property owner requests “No Parking” striping, they may leave any driveway signage up until the striping is completed, at which point it must be removed immediately. All other signage must be removed within the ten day warning period. If the property owner fails to remove the identified illegal signs within ten days, they will be issued a Notice of Administrative Citation per SBMC 1.25 and fined per SBMC 1.28.

## **Timeline**

Enforcement would take approximately four to six months to complete.

### 3. Extend Nighttime Parking Hours

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#### Summary

Change existing “No Parking 12 AM – 6 AM” signs to “No Parking 2 AM – 6 AM” to provide additional parking for restaurant and hospitality businesses, whose customers and employees often stay later into the night. Signs may be converted by applying a decal to cover the “1” on the existing signs.



#### Location

Sixty-eight “No Parking 12 AM – 6 AM” signs are located throughout the Funk Zone.

#### Project Cost Estimate

	<b>Cost</b>
Materials - decals	\$200
Labor – 5 minutes/sign	\$667
<b>Total</b>	<b>\$867</b>

#### Timeline

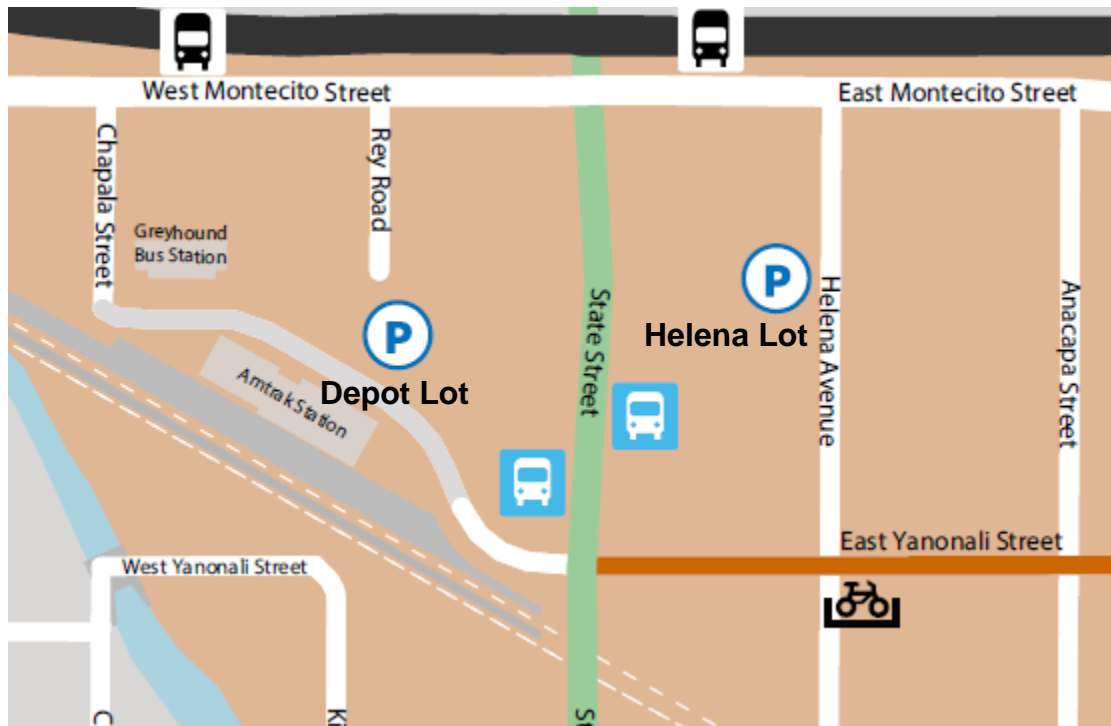
If approved, this project would take approximately two months to complete.

# 4a. Add Employee Parking — Permits

## Summary

Create new resources for Funk Zone employee parking by offering up to eight additional monthly parking permits for sale in the Helena Lot and up to 20 additional monthly parking permits for sale in the Depot Lot.

## Location



## Revenue Estimate

Lot	New Permits	Monthly Rate	Max Annual Revenue
Helena Lot	8	\$110	\$10,560
Depot Lot	20	\$150	\$36,000
<b>Total (assuming all permits sold)</b>			<b>\$46,560</b>

## Timeline

If approved, new permits would be available for sale immediately.



## 4b. Add Employee Parking — New Spaces

### Summary

Create approximately 60 new parking spaces on Garden Street between East Yanonali Street and the railroad tracks. Eliminate one lane of traffic in each direction, add parking on both sides of the street, and shift the bike lanes to the left of the parking lane.

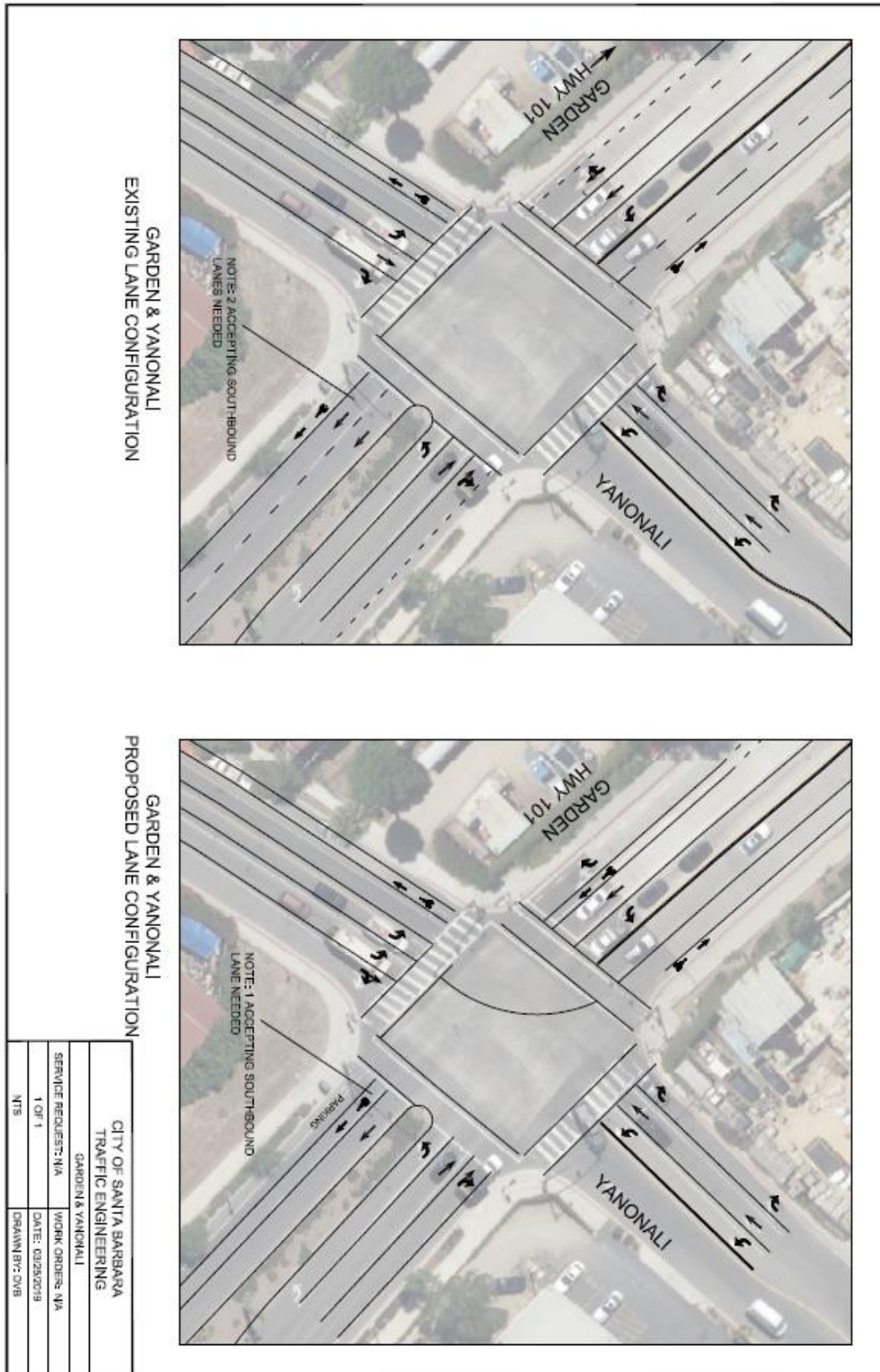
Related to this change are striping modifications to the intersection of Garden Street and Yanonali Street. Two changes are planned: converting the southbound curb lane from a shared through/right turn lane into an exclusive right turn lane, and configuring eastbound Yanonali Street to include dual left turn lanes going towards the interchange. Currently, southbound traffic can queue back into the interchange when a single through vehicle is waiting at a red light. This change will facilitate more efficient movement in and out of the funk zone. See Figure E.1 for an illustration of the change.

The change will result in more efficient intersection operations at Garden Street and Yanonali Street. Only one “accepting” lane on southbound Garden Street is needed to accommodate the more efficient intersection configuration, which frees up curb space along Garden Street that can be used to increase the on-street parking supply.

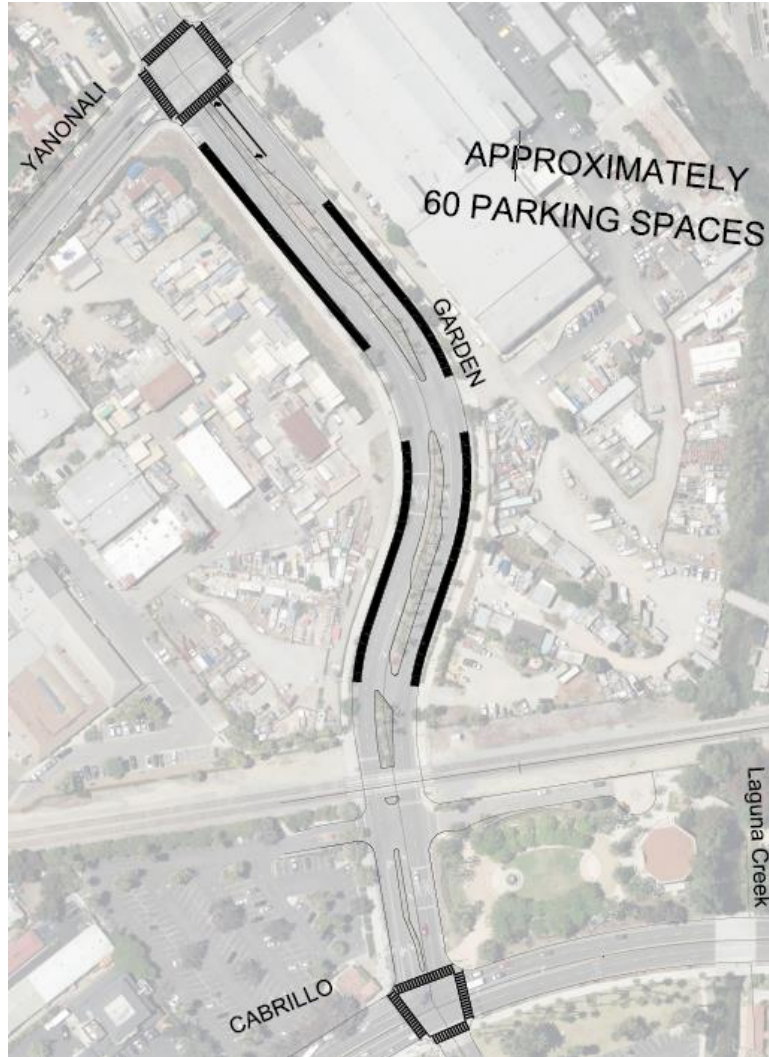
### **Garden Street and Yanonali Intersection Performance Before/After Striping Changes**

	Intersection Approach								All
	Southbound		Northbound		Eastbound		Westbound		
AM Peak									
	Delay	Max Queue	Delay	Max Queue	Delay	Max Queue	Delay	Max Queue	Delay
Existing	15.4s	173'	12.5s	57'	14.6s	121'	12.2s	85'	14.3s
With Change	13.6s	168'	13.2s	76'	12.7s	99'	11.9s	104'	13.0s
PM Peak									
Existing	17.2s	152'	20.2s	73'	22.1s	210'	13.4s	144'	18.3s
With Change	14.8s	152'	16.7s	83'	19.7s	134'	12.8s	129'	16.2s

Figure E.1



## Location



## Timeline

This work is part of the next City-wide pavement maintenance project scheduled to take place in approximately twelve to 18 months. The work to add the new parking spaces would be done concurrently with the implementation of priced on-street parking.

## **5. Update Zone of Benefit Calculations**

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### **Summary**

Re-assess the parking zones of benefit in the Funk Zone and update the Zoning Ordinance to enable businesses in the Funk Zone to use the zone of benefit calculation to reduce their on-site parking requirement.

### **Process**

Downtown Parking is in the process of securing consulting services to re-evaluate and update the Parking and Business Improvement Area (PBIA) assessment methodology. This process may result in updated zone of benefit calculations for purposes of the PBIA assessment.

Enabling Funk Zone business to use the zone of benefit calculation to reduce their on-site parking requirement would require updating the zoning ordinance. Zoning ordinance updates must be approved by the Planning Commission, City Council, and the Coastal Commission. Once the City receives approval from the Coastal Commission of its recently submitted Coastal Plan Update, the Planning Division will be implementing the Plan over the ensuing 18 months. A change in zone of benefit could be included in this process.

### **Timeline**

If approved by City Council, the updated PBIA assessment methodology would take effect in July of 2020. Zone of benefit changes timeline is less certain, but could be submitted for review by the Coastal Commission approximately 18 months following approval of the City's Coastal Plan.

# 6. Add a Downtown Shuttle Stop

## Summary

Improve access to the Funk Zone by adding a new Downtown Shuttle stop at the western corner of Anacapa and East Yanonali Streets. The Downtown Shuttle runs approximately every 15 minutes. The addition of the shuttle stop will result in the loss of one parking space.



Proposed Downtown Shuttle

## Location



New Downtown Shuttle stop location



*New Downtown Shuttle stop rendering*

**Project Cost Estimate**

	<b>Cost</b>
Installation of new pole and sign	\$220
Installation of red curb	\$125
Installation of bus pad	\$2,000
<b>Total</b>	<b>\$2,345</b>

**Timeline**

This element would be coordinated with MTD and could be implemented for this summer.

## 7. Shared Mobility Zones

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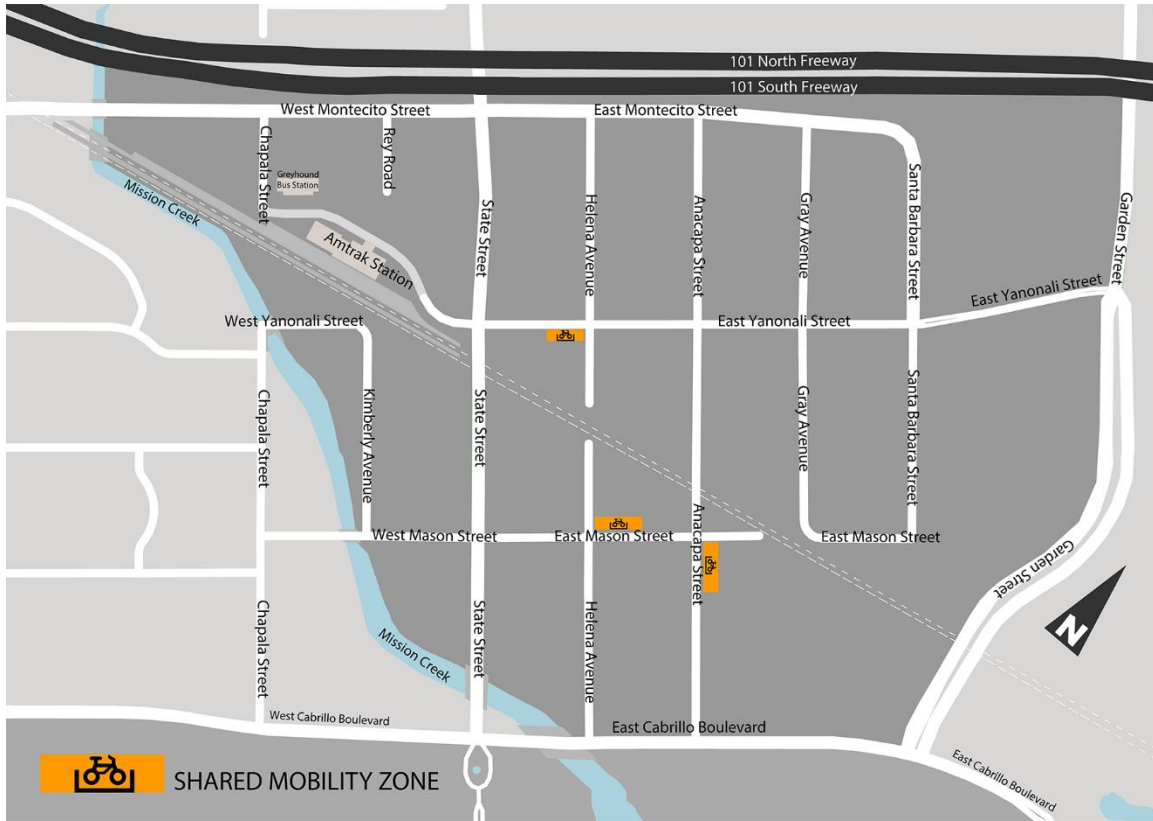
### Summary

This action step came from a desire to encourage people to take alternative transportation when they visit the Funk Zone. Should the City implement shared mobility services, such as bike share, designated drop-off and pick-up zones for these devices would need to be installed in the Funk Zone. Staff has identified three potential locations for these zones, each of which would measure approximately 20 to 30 feet long. Designation of shared mobility zones would result in the loss of approximately 2-3 on-street parking spaces. City staff would work with shared mobility providers to ensure that apps require riders to start or end their trips in the designated zones to avoid creating clutter in the right-of-way.



*Sample rendering of possible shared mobility zone*

## Location



*Proposed location of shared mobility zones*

## Project Cost Estimate

Shared mobility location costs range from \$1,000 to \$3,500 depending on the type of shared mobility and the quality of materials used to sign and delineate the area.

## Timeline

This project would be contingent on the City implementing a shared mobility permitting program and issuing permits to operators.



# 8. Designate Ride Share Pick-up and Drop-off Zones

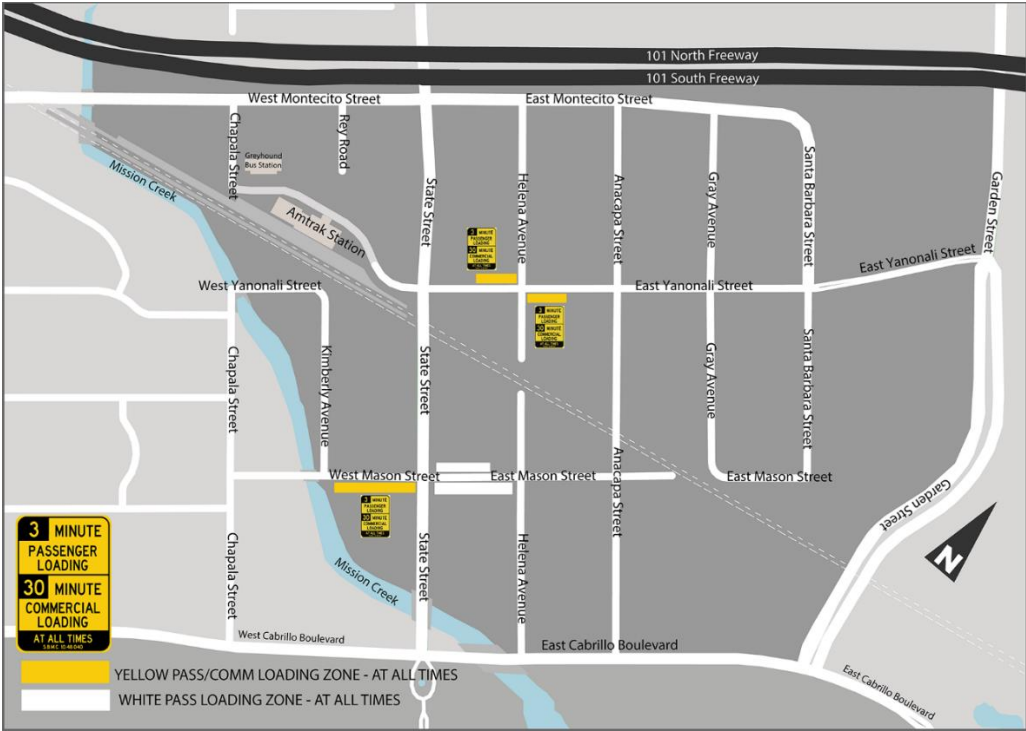
## Summary

Ride share services, such as Uber and Lyft, are very popular among Funk Zone patrons. However, the erratic behavior of ride share drivers looking for their customers can cause traffic hazards. Ride share drivers often have difficulty finding curbside spaces to pull over to pick up or drop off passengers, causing vehicles to stop in the traffic lane to load and unload.

Staff would work with area businesses to designate drop-off and pick-up zones for ride share services to ensure ride share vehicles have safe places to load and unload passengers. Passenger loading zones at the corners of Helena Avenue and East Yanonali Street, and on the 00 block of West Mason Street, would be installed by painting yellow curbs and installing signage. Staff would work with ride share companies to require Funk Zone customers to start and end their rides in designated zones.

Designation of ride share zones would result in the conversion of approximately five parking spaces.

## Locations



*Proposed ride share zones*

### **Project Cost Estimate**

	<b>Cost</b>
Installation of new signs and poles	\$660
Installation of yellow curbing	\$450
<b>Total</b>	<b>\$1,110</b>

### **Timeline**

If approved, this project would take approximately 4-6 months to implement.

## **9. Invest in the Funk Zone**

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### **Summary**

Funk Zone stakeholders identified a number of infrastructure needs in the neighborhood, including street lighting and path lighting, wayfinding signage, and pedestrian improvements such as crosswalks and sidewalk repairs.

The proposed on-street paid parking will generate an estimated \$245,585 in net revenues annually. Fifty percent of these revenues (approximately \$122,793 annually) could be used to fund priority projects in the Funk Zone.

### **Transparency**

If the Funk Zone Access and Parking Action Plan is approved, staff will provide regular updates to the Downtown Parking Committee about street parking revenues and will track and report on projects funded by these revenues.