



# Marysville

## DOWNTOWN PARKING PLAN



Prepared By

**HEXAGON TRANSPORTATION GROUP, INC.**

In Association With

**ROBERT E. GOLDMAN**

**December 2005**

# Table of Contents

I.	Executive Summary .....	iii
II.	Background and Study Scope .....	1
III.	Existing Parking Supply and Demand.....	5
IV.	Overview of Marysville Parking Requirements and Policies .....	23
V.	Parking Management Policies and Programs .....	26
VI.	Downtown Economic Development and Future Parking Demand.....	29
VII.	Financing Strategies for Downtown Marysville Parking Improvements .....	36
VIII	Downtown Marysville Parking Plan Recommendations and Implementing Strategies.....	42

## List of Tables

Table 1	Downtown Marysville Parking Supply .....	8
Table 2	Peak Parking Supply/Demand by Block .....	10
Table 3	Parking Demand/Generation Rates For Downtown Marysville Land Uses.....	31

## List of Figures

Figure 1	Downtown Marysville Study Area .....	4
Figure 2	On-Street Parking Supply .....	6
Figure 3	Location of Public and Private Parking Lots.....	7
Figure 4	Location of Residential Permit Parking .....	9
Figure 5	Parking Utilization .....	12
Figure 6	On-Street Parking Time Limits .....	27
Figure 7	Potential Buildout Future Parking Requirements.....	34



# Marysville

## DOWNTOWN PARKING PLAN



## I. Executive Summary

# I. Executive Summary

---

This study was commissioned by the City of Marysville to determine the adequacy of existing and future parking capacity in the downtown area. Oversight for the study was provided by City of Marysville staff and the Downtown Economic Development Strategic Plan Steering Committee. The intended use of this document is to provide decision-makers with information and recommendations from which to base future infrastructure and management decisions related to parking in Downtown Marysville.

Data collection methods included field observations and parking occupancy surveys. Future parking demand was estimated by considering potential development in the Downtown area and projected economic and population growth in the region.

The analysis of existing and future parking demand yields the following findings:

- Current parking capacity in Downtown Marysville is *generally* adequate to meet demand. Overall, parking occupancy in Downtown Marysville is approximately 50-60% of total capacity.
- Parking utilization and occupancy approaches 80% of capacity in limited portions of the Downtown area, notably in the D Street commercial core and in the vicinity of the Yuba County Courthouse on C Street.
- Peak Downtown parking occupancy *generally* occurs between 12:00 and 2:00 PM in the D Street commercial core. In the “civic center” government office zone along C Street, peak parking occupancy extends for a longer duration, from about 10:00 AM to 4:00 PM.
- The overall surplus of parking supply suggests that a considerable increase in Downtown economic activity could be accommodated without constructing significant new parking capacity.
- In specific cases, for example the renovation of the Marysville Hotel for residential uses, additional off-street parking capacity will be necessary for the success of the project. The proposed reuse of the Tower Theater for a multi-screen cinema is another example of a large-scale project, which might need several hundred new off-street parking spaces to be successful.

- “Buildout” of the Economic Development Strategic Plan for Downtown Marysville could require up to 1,500 additional parking spaces to meet the new demands. However, this estimate is based on the assumption that all vacant or underutilized parcels in the Downtown area are developed to their maximum potential for housing, commercial or office uses.

Based on these findings, the Downtown Marysville Parking Plan recommends the following policies and management strategies to ensure that parking serves the goal of Downtown economic development:

1) General Recommendations

- Revise Marysville Zoning Ordinance parking requirements to encourage downtown economic development goals. Reduce the residential requirement to 0.5 spaces per unit.
- Create an “In-lieu Fee” program for parking requirements on new downtown developments to accommodate projects that cannot provide parking on site. The consultant suggests a figure of \$2,000 per space.
- Allow new developments to prepare a parking study demonstrating how parking will be addressed if they cannot meet the code.
- Enhance landscaping and lighting in Downtown public parking lots to improve security and aesthetics.
- Change parallel-parking spaces to diagonal parking spaces on streets where possible to increase total parking capacity and slow traffic in commercial areas.
- Consider using the Business Improvement District to fund parking enhancements and maintenance.
- Use structured parking to meet specific new parking needs when warranted and financially feasible.
- Combine structured parking with ground-floor retail uses to offset costs for the parking structure and create economic opportunities.
- Encourage shared parking between compatible uses to reduce the total amount of new parking needed in the downtown area.
- Pursue external funding opportunities, such as grants from the state, federal or regional sources to finance downtown parking improvements.
- Use downtown public off-street parking lots as economic development opportunity sites when appropriate.
- Provide additional off-street parking for any expansion of the Courthouse or County offices.

2) Recommended Changes to the City’s Parking Code

- Reduce the parking requirement for residential uses downtown to 0.5 spaces per unit.
- Require new downtown retail and restaurant development to provide parking but at ½ the normal parking code rate.
- Require new downtown office development to provide parking equal to the full parking code rate.
- Establish an in-lieu parking fee for new development that cannot meet the parking requirement on-site.
- Establish a core area in which parking may not be provided on site because of the need to maintain continuous storefronts.

3) Parking Management Recommendations

- Create a Downtown Marysville Parking Committee including downtown businesses, residents and the City to work cooperatively on the solutions to downtown parking issues.
- Change on-street time limits to two hours in the Mixed-Use Core District.
- Provide all-day parking on the periphery of the mixed-use core district.
- Work with downtown business to discourage employees from using the short-term spaces.
- Enforce the time limits.
- Encourage owners of private downtown parking lots to allow general public parking where possible.

Implementation of these recommendations will help the City of Marysville to manage its existing inventory of downtown parking capacity, and to plan and construct new parking facilities to serve downtown economic development goals.



# Marysville

## DOWNTOWN PARKING PLAN



## II. Background and Study Scope

## II. Background and Study Scope

---

### Background

The Marysville Downtown Parking Study was prepared concurrently with an Economic Development Strategic Plan for the area. Downtown Marysville is rich in history (*“The Oldest Little City in California”*), and many of the brick commercial buildings which were characteristic of historic California downtowns are remarkably intact.



At the same time, downtown Marysville is an active commercial district and the focus of City and County governmental services such as courthouses and the jail. Many of these services are concentrated in the downtown core area, and compete with commercial uses for parking resources. As a result, this area experiences significant parking demand during the weekday midday (11:00 AM to 2:00 PM) period.

The City is interested in increasing the attractiveness of the downtown as a commercial destination for local residents and tourists. Additionally, Marysville wishes to evaluate the potential for mixed-use development with infill affordable housing in the downtown area. The City has prepared an Economic Development Strategic Plan for downtown Marysville. The Downtown Parking Study was prepared concurrently and interactively with the Strategic Plan.

Enhancement to Marysville, such as parking, must maintain and respect the historic context of the area, while improving the vitality and attractiveness of the downtown as part of a modern California city. Like Old Town Sacramento or Nevada City, Marysville’s history is the centerpiece for attracting tourism. The challenge for the City is to “modernize” and improve the downtown area without impacting its historic charm.

Parking in downtown Marysville is one factor affecting the economic potential of the area. Many downtown businesses feel that parking characteristics keep potential customers away. At the same time, current



downtown parking lots do little to improve the ambiance of the area, and may not be sufficiently effective in addressing the parking needs of the commercial, public and residential uses which coexist in the downtown district.



The economic revitalization of downtown Marysville will bring new parking challenges to serve the emerging land uses in the area. The Downtown Economic Development Strategic Plan emphasizes infill housing, retail, dining/entertainment and office uses as the most promising economic drivers for downtown revitalization. All of these activities require adequate parking to be successful. The parking study and plan includes estimates of future parking demand to meet the needs of downtown economic development. The parking plan also presents recommendations for public policies to match future parking demands.

This study was commissioned by the City of Marysville to determine the adequacy of existing and future parking demand in the downtown area. Oversight for the study was conducted by City of Marysville staff and the Downtown Economic Development Strategic Plan Steering Committee. The boundaries of the study area for this analysis are shown graphically on **Figure 1**. The intended use of this document is to provide the City's decision-makers with information and recommendations from which to base future policy, infrastructure and management decisions related to parking in Downtown Marysville.

## **Downtown Marysville Parking Plan Approach**

The Downtown Marysville Parking Plan is based on a comprehensive review of current and future parking patterns and City policies regulating parking. The parking plan is supportive of the Downtown Economic Development Strategic Plan, and the City's future goals for the downtown. Major steps in the development of the Downtown Marysville Parking Plan are outlined below.

**Field Observations and Parking Counts.** These were conducted by consultant staff during the AM, midday, and PM hours in December 2003. On-street and off-street parking occupancy counts were conducted throughout the study area to supplement City data. Additionally, counts were conducted in private parking lots to determine their utilization patterns.

**Analysis of Existing Downtown Marysville Parking Conditions.** Existing parking demand was analyzed for several sub-areas of the downtown, divided into "Districts" according to the land uses or activities which characterize the zone. For example the areas around the municipal offices, County Courthouse and Post Office form a "government" activity area. Similarly, the "D" Street commercial core area forms a natural sub-zone. This District structure is also carried forward to the analysis of future parking demand. For purposes of this analysis, areas (and times) where parking utilization exceeded 80% of available capacity were defined as areas of concern for potential parking shortages.

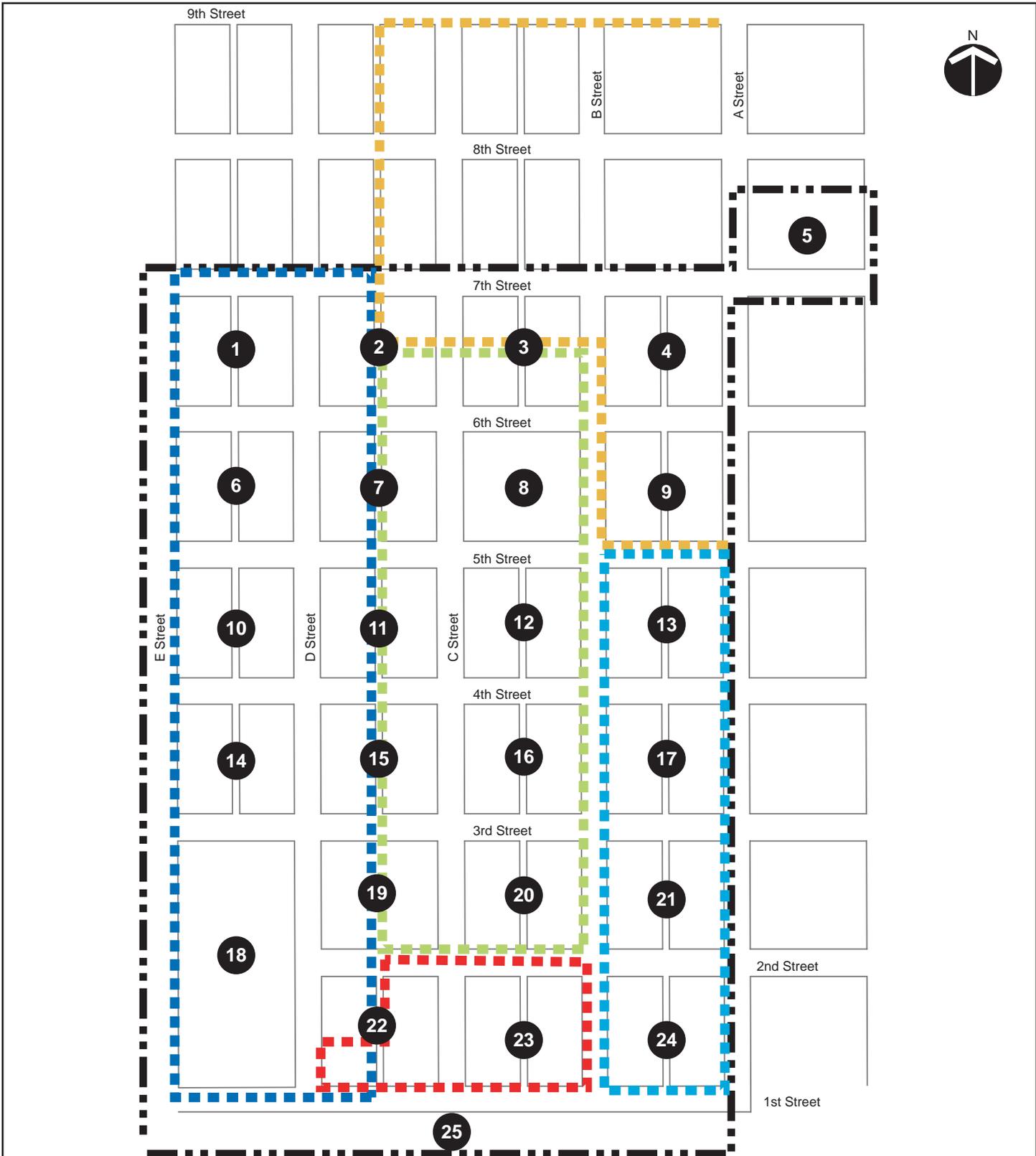
**Overview of Marysville Parking Requirements and Policies.** The City's Zoning Ordinance establishes parking requirements for existing and potential downtown land uses. The parking requirements affect the feasibility and economic viability of potential downtown developments. Infill housing, retail and dining/entertainment uses are economically sensitive to parking requirements; simultaneously needing adequate supplies of convenient parking and marginally able to finance that parking. The study evaluates the City's current parking policies in terms of their impact on downtown economic development, and offers recommendations for changes to parking policies to encourage downtown development.

**Estimates of Future Downtown Marysville Parking Demand.** Future Downtown Marysville parking demand is based on the land uses anticipated in the Downtown Economic Development Strategic Plan.

Estimates of future parking demand were calculated by using parking rates from the Institute of Transportation Engineers and empirical studies of comparable downtown areas.

Estimates of future parking demand were prepared for several Downtown sub-areas (**Figure 1**), following the District framework of the Economic Development Strategic Plan. This permits a more closely-focused analysis of the distinct activity areas in Downtown Marysville to identify potential future parking shortages which might occur when downtown development reaches the targets set by the Plan.

**Downtown Marysville Parking Plan Recommendations.** Building on information generated in this study, a number of recommendations were developed for future public parking policies to support downtown economic development and revitalization. These include physical improvements to existing parking facilities, parking management strategies, financial options for funding future parking capacity, and revisions to zoning ordinance requirements.



 Study Area  
 Block Number

**Planning District Subareas**  
 Mixed-Use Core District  
 Chinatown District  
 Government District  
 Mixed-Use Commercial District  
 Mixed-Use Residential District

Figure 1

# DOWNTOWN MARYSVILLE STUDY AREA

Marysville Downtown Parking Study



# Marysville

## DOWNTOWN PARKING PLAN



### III. Existing Parking Supply and Demand

### III. Existing Parking Supply and Demand

---

This chapter describes the existing parking supply and demand characteristics of downtown Marysville. Field surveys of existing parking supply and detailed counts of actual utilization patterns were conducted in the downtown Marysville study area in early December, 2003. This period was chosen to represent a high parking demand period immediately preceding the “peak” Holiday shopping season.

#### Existing Parking Supply

The parking supply for each block was determined from direct field measurement and data supplied by the City of Marysville. In most places, pavement markings were provided to delineate parking spaces. In some areas, however, this is not the case, and each block was measured. It was assumed that parking stalls would be between 20 and 25 feet long.

The inventory of existing parking supply was segregated as public on-street, public off-street and private off-street parking categories. In aggregate, the downtown contains a total of approximately 3,300 parking spaces. Of this total, approximately 1,700 are in privately-owned lots, and approximately 1,600 are on-street and off-street public parking spaces



D Street viewing South from 6<sup>th</sup> Street.

**Public vs. Private.** The parking supply in the downtown is comprised of on-street parking, public lots and private lots. Parallel and/or angled parking is available on most streets in the downtown (**Figure 2**). The downtown currently has 6 public parking lots (see **Figure 3** for locations). On-street parking and off-street public lots are hereafter referred to as the public parking supply. Private parking is located throughout the downtown area. The locations of private parking lots in downtown Marysville are also shown in **Figure 3**.



LEGEND

-  = Diagonal Parking
-  = Parallel Parking
-  = No Parking



**LEGEND**

-  = Public off-street parking lots
-  = Private off-street parking lots

Figure 3

# LOCATION OF PUBLIC AND PRIVATE PARKING LOTS

Marysville Downtown Parking Study

**Long-term vs. Short-term.** Spaces may also be restricted by time limits. Generally, most short-term parking in downtown Marysville has two-hour time limits. However, there are some 90 minute spaces and four hour spaces as well. Long-term is considered anything over 8 hours, but most long-term parking in downtown Marysville is either 10-hour or unrestricted (no time limit). A breakdown of the different types of public and private parking spaces by long-term and short-term is shown in **Table 1**.

**Table 1  
Downtown Marysville Parking Supply**

	Short-Term Supply	Long-Term Supply	Total
<b>Public Parking</b>			
Off-street Parking	-	295	295
On-street Parking	787	480	1267
Subtotals	787	775	1562
<b>Private Parking</b>			
Off-street Parking	-	1680	1680
Reserved/Permit Parking	-	56	56
Subtotals	0	1736	1736
<b>Total</b>	<b>787</b>	<b>2511</b>	<b>3298</b>

Note: Data collected in December, 2003.



**On-street vs. Off-street.** An on-street parking space is any space located on a public street within the right-of-way. Off-street spaces are located on private property or City owned parking lots. The study area currently has approximately 1,323 on-street parking spaces and 1,975 off-street spaces (includes public and private). Generally, on-street spaces are desirable for customer parking in a downtown setting because they are conveniently located near the business they are visiting.

**Permit Parking.** The City offers long-term parking permits for some downtown public parking, primarily for longer term parking for employees. Permits for the parking lot on C Street between 5<sup>th</sup> and 6<sup>th</sup> Streets are available for \$15.00 per month. Permits allowing all-day parking in on-street spaces on C Street are offered for \$10.00 per month. Approximately 35 individuals purchase these parking permits, and the City collects approximately \$5,500 per year total from parking permit sales. Additionally, the City has implemented residential parking permits in limited areas of the downtown. The locations of permit parking in the downtown area are shown in **Figure 4**.

## Existing Parking Demand and Utilization

Existing Downtown Marysville parking demand was evaluated on the basis of field observations and parking utilization counts in the study area. This information was used to identify areas of high utilization and potential parking deficiencies in the context of Downtown Marysville. The parking count data also provides information about how parking demand varies throughout the day.

↑  
Not to Scale

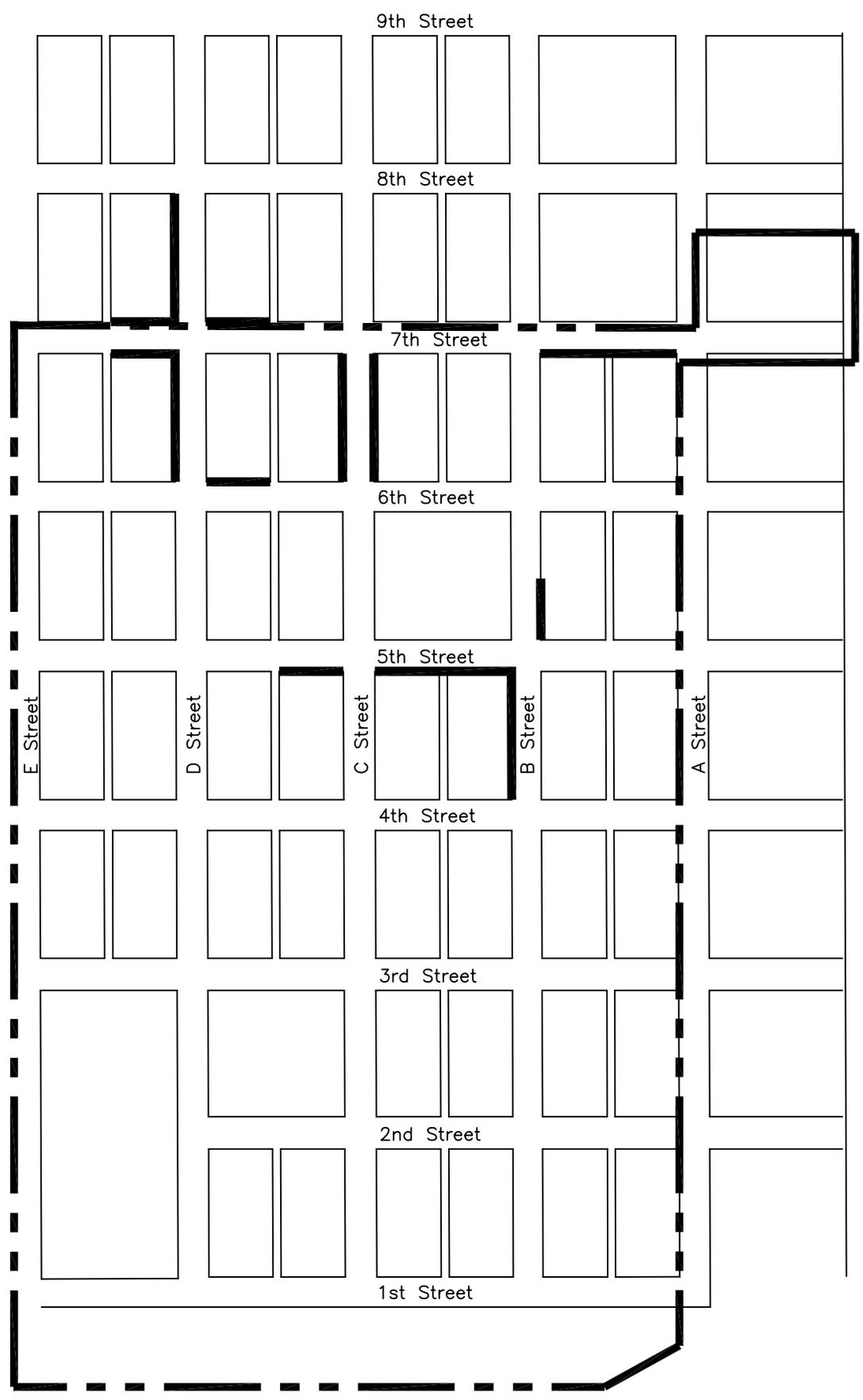


Figure 4

# LOCATION OF RESIDENTIAL PERMIT PARKING

**Field Observations**

Field observations were conducted in the downtown for the following reasons: (1) to determine the peak periods of demand in the downtown area; (2) to identify any potential deficiencies not apparent in the parking counts; and (3) to develop a qualitative perception of parking operations from the perspective of a downtown patron, employee, or resident. Observations were conducted during the morning, afternoon and evening hours of typical weekdays (9:00 AM to 6:00 PM).

The data gathered in the parking utilization counts and field observations were compiled for each block in the study area, categorized as on-street, off-street public lots and off-street private lots.

**Parking Utilization Counts**

Parking utilization counts were conducted for the downtown as part of the Parking Plan effort. The counts included on-street and off-street public parking facilities, and off-street private parking lots. Counts were conducted between 9:00 AM and 6:00 PM on two days in December 2003. The results of the parking utilization counts for each block in the study area are summarized in **Table 2**.

**Table 2  
Peak Parking Supply/Demand by Block**

Block Number <sup>(1)</sup> (see Figure 1)	On-Street Public Parking			Off-Street Public Parking			Private Parking		
	Occupied	Supply	% Occupied	Occupied	Supply	% Occupied	Occupied	Supply	% Occupied
1	30	54	56%	0	0		42	84	50%
2	34	55	62%	0	0		27	64	42%
3	45	57	79%	0	0		27	72	38%
4	19	30	63%	39	39	100%	30	54	56%
5	6	7	86%	0	0		156	213	73%
6	31	58	53%	0	0		33	58	57%
7	35	67	52%	0	0		89	123	72%
8	55	69	80%	0	0		0	0	
9	20	29	69%	0	0		42	55	76%
10	32	43	74%	0	0		45	70	64%
11	63	81	78%	0	0		20	52	38%
12	55	72	76%	0	0		46	57	81%
13	19	30	63%	0	0		16	40	40%
14	34	43	79%	0	0		50	79	63%
15	49	74	66%	23	38	61%	14	41	34%
16	29	53	55%	73	115	63%	10	10	100%
17	15	42	36%	0	0		19	160	12%
18	19	44	43%	0	0		162	302	54%
19	29	60	48%	4	45	9%	20	28	71%
20	47	57	82%	0	0		14	17	82%
21	15	36	42%	0	0		11	19	58%
22	12	63	19%	0	0		10	13	77%
23	30	54	56%	0	0		21	39	54%
24	15	31	48%	0	0		3	28	11%
25	10	20	50%	14	58	24%	2	2	100%
26	37	94	39%	0	0		0	0	
Total	785	1323	59%	153	295	52%	909	1680	54%

<sup>(1)</sup> Peak demand for each block

## **Analysis of Existing Parking Conditions and Demand**

Existing parking conditions in Downtown Marysville reflect the area's current land use and activities. In the "civic center" area bounded by B, C, 3<sup>rd</sup> and 6<sup>th</sup> Streets, daytime parking utilization is high in both on-street and off-street public parking lots. Employees of public agencies, jurors and others associated with the Courthouse, City Hall, Post Office and jail complex drive daytime parking utilization to over 80% of capacity during peak periods. Similarly, in the downtown commercial core along D Street between 3<sup>rd</sup> and 7<sup>th</sup> Streets parking demand and utilization may approach or exceed 80% of available capacity during midday peak periods.

In these areas, parking demand and shortages can become an issue for businesses and public agencies. Many downtown businesses cite parking as a factor affecting their customers and employees, and impacting the financial health of their businesses. Similarly, parking for the employees and "customers" of public agencies is an ongoing concern in Downtown Marysville.

However, in other areas of the Downtown Marysville study area, parking utilization rates rarely exceed 50% of available capacity. This is indicative of the lower development intensity in many parts of the Downtown. East of B Street and south of 3<sup>rd</sup> Street, parking demand is generally low, and shortages of parking are really not an issue.

When viewed in total, Downtown Marysville parking demand does not approach or exceed capacity, averaging less than 50% of the available supply (see **Figure 5**). In general, public parking, both on-street and off-street, is utilized more intensely than off-street private lots. This is a positive factor for future Downtown economic development potential, suggesting that considerable additional economic growth could be accommodated without constructing new parking capacity. As one participant in the Downtown Economic Development process noted, a chronic parking problem would be a sign of success for the revitalization of the area. Following are discussions of the existing parking utilization patterns for the five Downtown planning Districts described in the Economic Development Strategic Plan.

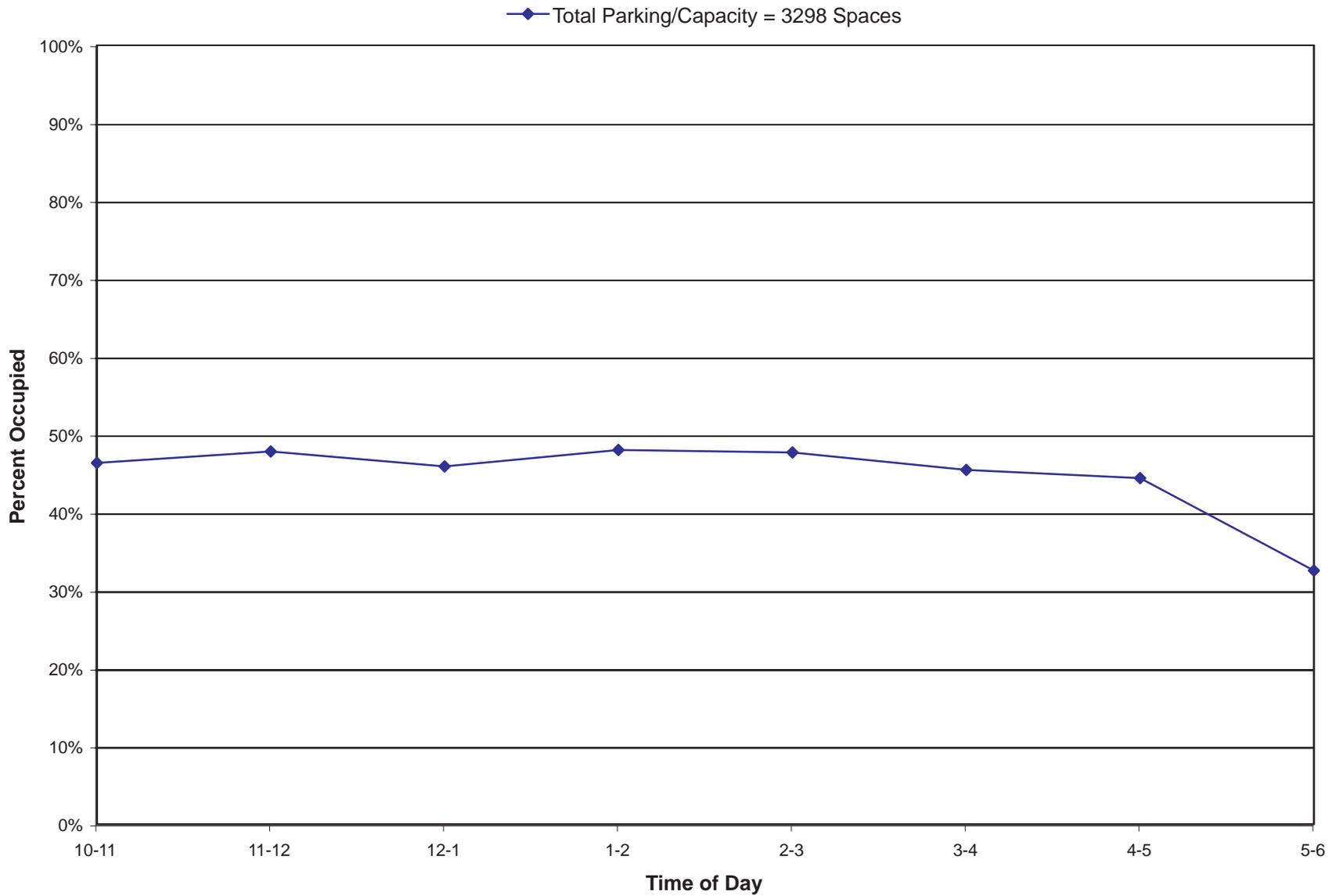


Figure 5

# PARKING UTILIZATION

Marysville Downtown Parking Study

## Mixed-Use Core District

The Mixed-Use Core District currently provides approximately 465 on-street parking spaces, 33 off-street spaces in public lots and 881 off-street spaces in private lots. The parking statistics for the Mixed-Use Core District are summarized in an “*At a Glance*” overview following this section.

Parking demand in the Mixed-Use Core District peaks between 10:00 AM and 2:00 PM. The peak demand for on-street spaces is approximately 50% of the total of 465 spaces. However, Blocks 10,11 and 14 along D Street between 3<sup>rd</sup> and 5<sup>th</sup> Streets exceed 75% of total capacity at peak demand. (**Table 2**) The only off-street public lot in the Mixed-Use Core District, totaling 33 spaces and located on E Street south of the Marysville Hotel, is 67% occupied at peak periods. The peak occupancy of the off-street private parking lots is 49% of the total 881 spaces.

Parking demand in the Mixed-Use Core District is driven by retail, restaurants and some commercial office uses. Since the peak demand periods for these uses occur at the same times, there is a noticeable decline in parking demand in this District after 5:00 PM.

An analysis of future parking demand for this district is provided in Chapter Six of this plan.

# At A Glance...

**Planning Area:** Mixed-Use Core District

**Existing Parking Supply:**

- 465 on-street public spaces.
- 33 off-street public spaces.
- 881 off-street private spaces.

**Existing Parking Demand:**

- On-Street Peak Demand =  $232/465 = 50\%$  @ 12:00-1:00 PM
- Peak On-Street Blocks = D St. between 3rd and 5th Sts. = 74-79% Occupied
- Off-Street Public Lots =  $22/33 = 67\%$  @ 1:00-2:00 PM
- Off-Street Private Lots =  $436/881 = 49\%$  @ 2:00-3:00 PM

**Future Land Use Forecasts:**

- 180,000 Sq. Ft. Commercial
- 65 Residential Dwelling Units

**Future Parking Demand Increase:**

- Approximately 550 Parking Spaces, excluding Tower Cinema Project.
- Approximately 800 Parking Spaces for Tower Cinema Project.

**Special Parking Generators:**

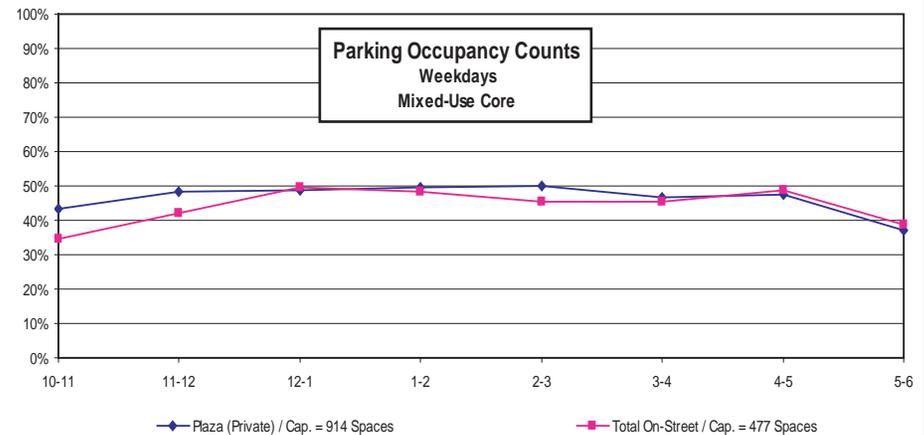
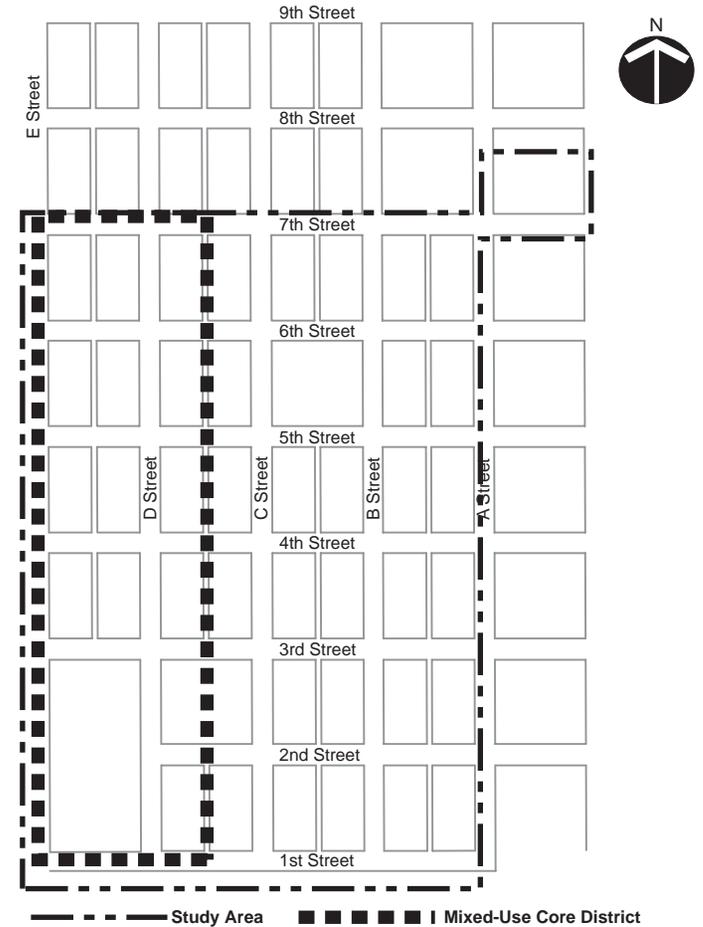
- Tower Cinema Project; 1st and D Streets, 800 Spaces.
- Marysville Hotel Renovation; 5th and E Streets, 130 Spaces.
- Higher occupancy and reuse of existing buildings in the district will increase demand without increasing supply.

**Parking Opportunities:**

- 140 “unoccupied” on-street spaces at 80% occupancy. ( $465 \times 80\% = 372 - 232 = 140$ )
- 269 “unoccupied” off-street private spaces at 80% occupancy. ( $881 \times 80\% = 705 - 436 = 269$ )
- New Parking Structure south of Marysville Hotel; 150 Spaces, \$2 million SACOG Community Design Grant secured 2004.
- Shared parking between Tower Cinema and Mervyn’s Store.

**Implementing Strategies:**

- Revise Parking Ordinance to remove exemptions for retail, office, entertainment uses.
- Implement In-Lieu Fee to create new off-street parking capacity as development proceeds.
- Consider conversion of diagonal spaces on 5th Street to add on-street capacity.
- Construct parking structure south of Marysville Hotel.
- Consider Business Improvement District to fund parking lot improvements and maintenance.



## Government District

The Government District currently provides approximately 442 on-street parking spaces, 198 off-street spaces in public lots, and 164 spaces in private lots. Three of the six public parking lots in the Downtown area are located in the Government District, totaling almost 200 spaces. The parking statistics for the Government District are summarized in an “*At a Glance*” overview following this section.

Parking demand in the Government District has a longer peak than the Mixed-Use Core area. Parking demand in the Government District is high between 9:00 AM and 5:00 PM. This difference in peak demand is attributable to the numerous Government offices, Yuba County Courthouse and Sheriff’s Department, and the U.S. Post Office. These government agencies typically operate on an “8 AM to 5 PM” schedule, with many employees and members of the public coming to access government services. This causes a need for long-term parking for employees, jurors, etc. and for short-term parking for customers of the Post Office, for example. Marysville’s parking management measures address both needs, with short-term parking adjacent to government offices on C Street, and inexpensive permit parking for area employees in the City’s lot on C Street between 5<sup>th</sup> and 6<sup>th</sup> Streets.

The peak demand for all on-street spaces in the Government District is approximately 55% of the total 442 spaces, occurring at 10:00-11:00 AM. The block bordered by 2<sup>nd</sup>, 3<sup>rd</sup>, B and C Streets sees a peak occupancy of 82% of the 57 on-street spaces. While some vacant spaces were found during the parking survey, there is a general perception that parking can be difficult around the courthouse and county offices. The court house is located on Block 8 of the parking survey, bordered by 5<sup>th</sup> Street and 6<sup>th</sup> Street, between B and C Street. The peak occupancy for Block 8 for on-street 2 hour parking was from 10:00 AM to 11:00 AM with 85% or 32 spaces occupied. The on-street permit required parking for Block 8 reached its peak occupancy of 80% or 26 spaces occupied from 1:00 PM to 2:00 PM. The off-street public lots in the Government District, totaling 198 spaces are occupied to 48% during peak periods. The peak occupancy of the off-street private lots is 59% of the 164 total spaces.

An analysis of future parking demand for this district is provided in Chapter Six of this plan.

# At A Glance...

## Planning Area: Government District

### Existing Parking Supply:

- 442 on-street public spaces.
- 198 off-street public spaces.
- 164 off-street private spaces.

### Existing Parking Demand:

- Peak On-Street Demand =  $241/442 = 55\%$  @ 10:00 -11:00 AM
- Peak On-Street Blocks = C St. between 4th and 5th Sts. = 76% Occupied
- Peak Off-Street Public Lots =  $96/198 = 48\%$  @ 1:00-2:00 PM
- Peak Off-Street Private Lots =  $97/164 = 59\%$  @ 4:00-5:00 PM

### Future Land Use Forecasts:

- 52,000 Sq. Ft. Commercial/Office
- 15 Residential Dwelling Units

### Future Parking Demand Increase:

- Approximately 350 Parking Spaces.

### Special Parking Generators:

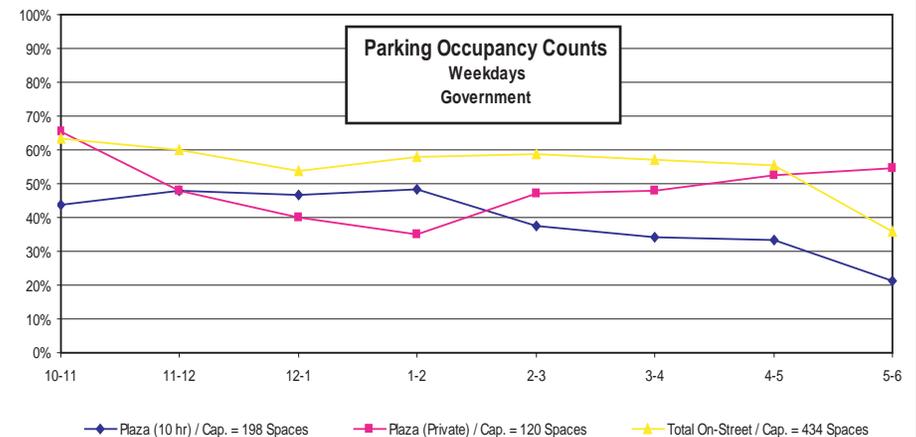
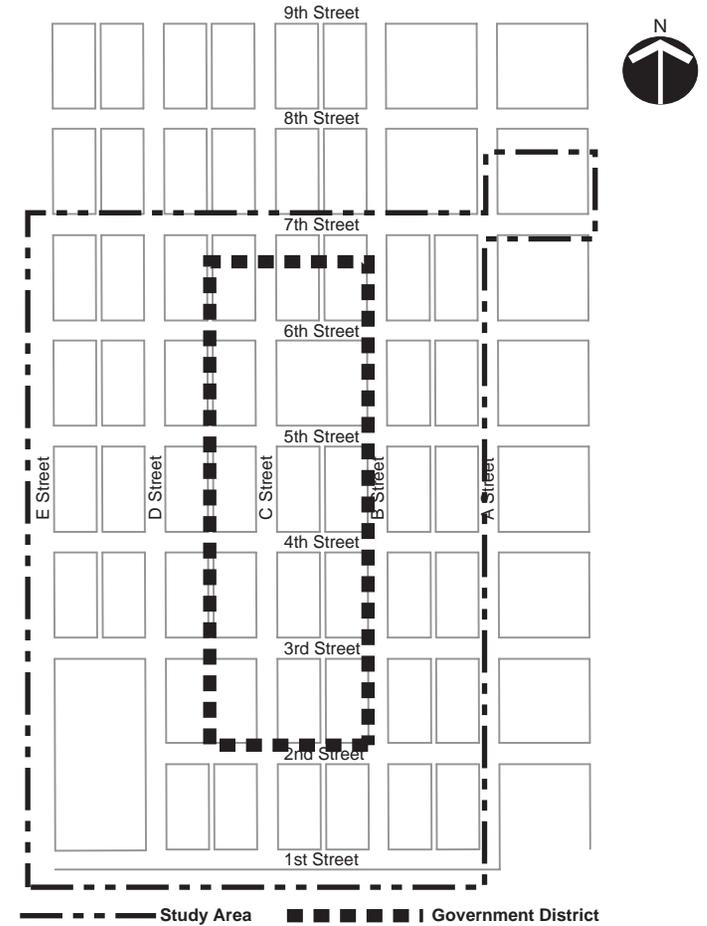
- Yuba County Court House and Sheriff's Department.
- Marysville City Hall
- U.S. Post Office

### Parking Opportunities:

- 113 "unoccupied" on-street spaces at 80% occupancy. ( $442 \times 80\% = 354 - 241 = 113$ )
- 62 "unoccupied" off-street public spaces at 80% occupancy. ( $198 \times 80\% = 158 - 96 = 62$ )
- 34 "unoccupied" off-street private spaces at 80% occupancy. ( $164 \times 80\% = 131 - 97 = 34$ )
- Three City-owned Parking lots could be used for near-term surface parking and long-term conversion to parking-over-retail mixed-use.

### Implementing Strategies:

- Require new commercial and public agency development to provide off-street parking spaces per code.
- Yuba County government offices should improve existing "informal" dirt parking lots by paving, etc. and avoid spill-over parking of Sheriff's vehicles on-street.
- Consider relocating on-street permit parking spaces in Government District to more remote locations to free spaces for short-term public use near Government offices.



## **Chinatown District**

The Chinatown District currently provides approximately 106 on-street parking spaces, 58 spaces in off-street public lots, and 45 spaces in off-street private lots. The parking statistics for the Chinatown District are summarized in an “*At a Glance*” overview following this section.

Peak demand for parking in the Chinatown District occurs between 11:00 AM and 4:00 PM. During peak demand periods, 43% of the total 106 on-street parking spaces are occupied. Block 23, bordered by 1<sup>st</sup>, 2<sup>nd</sup>, B and C Streets sees the highest peak occupancy of on-street parking in the Chinatown District, at 56% of the total 54 spaces 24% of the 58 off-street parking spaces and 54% of the 41 off-street private spaces are occupied during peak demand times.

An analysis of future parking demand for this district is provided in Chapter Six of this plan.

# At A Glance...

**Planning Area:** Chinatown District

**Existing Parking Supply:**

- 106 on-street public spaces.
- 58 off-street public spaces.
- 45 off-street private spaces.

**Existing Parking Demand:**

- On-Street Peak Demand =  $46/106 = 43\%$  @ 1:00-2:00 PM
- Peak On-Street Block = Block bordered by B St./ C St./ 1st St. / 2nd St. = 56% Occupied.
- Off-Street Public Peak Demand =  $14/58 = 24\%$  @ 3:00-4:00 PM
- Off-Street Private Peak Demand =  $22/41 = 54\%$  @ 11:00 AM-12:00 PM

**Future Land Use Forecasts:**

- 31,000 Sq. Ft. Commercial
- 0 Residential Dwelling Units

**Future Parking Demand Increase:**

- Approximately 180 Parking Spaces

**Special Parking Generators:**

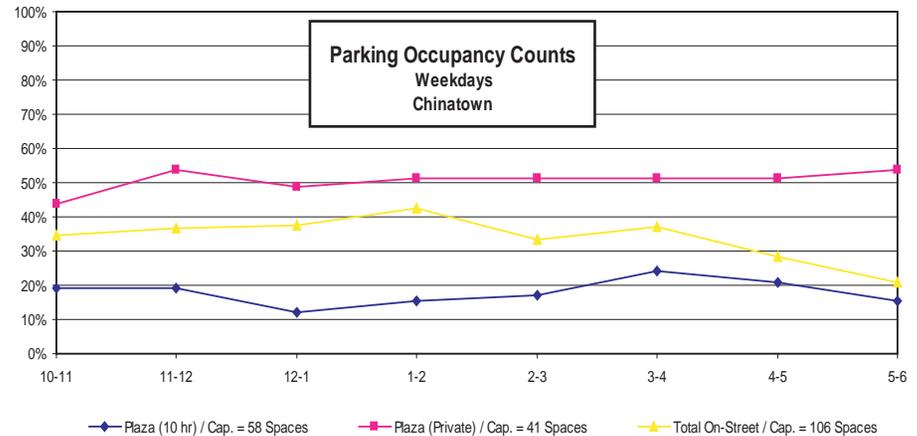
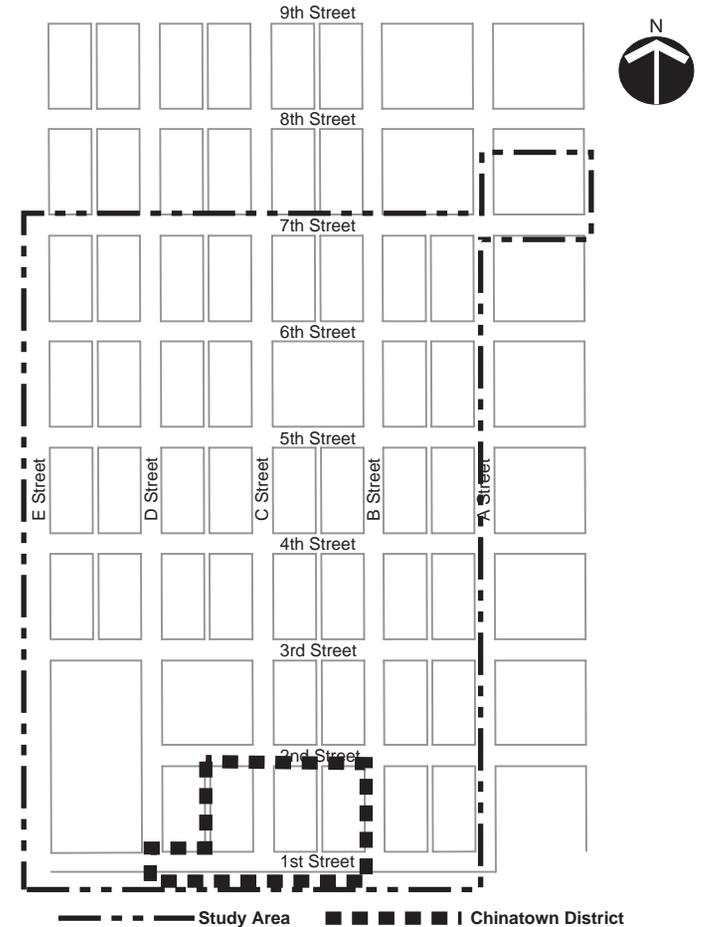
- Tower Cinema Parking demand will “spill-over” into Chinatown District.

**Parking Opportunities:**

- 39 “unoccupied” on-street spaces at 80% occupancy. ( $106 \times 80\% = 85 - 46 = 39$ )
- 32 “unoccupied” off-street public spaces at 80% occupancy. ( $58 \times 80\% = 46 - 14 = 32$ )
- 11 “unoccupied” off-street private spaces at 80% occupancy. ( $41 \times 80\% = 33 - 22 = 11$ )
- Small City-owned parking lots south of 1st Street.
- Semi-abandoned portion of alleyways between C and D Streets, north of 1st Street could be converted to additional surface parking.

**Implementing Strategies:**

- Revise Zoning Ordinance to remove exemptions for retail, office and entertainment uses.
- Require new commercial development to provide off-street parking per code, unless that requirement would conflict with historic preservation or otherwise be infeasible.



## **Mixed-Use Commercial District**

The Mixed-Use Commercial District currently provides approximately 167 on-street parking spaces, 39 spaces in off-street public lots and 358 spaces in off-street private lots. The parking statistics of the Mixed-Use Commercial District are summarized in an “*At a Glance*” overview following this section.

Peak parking demand in the Mixed-Use Commercial District occurs between 10:00 AM and 3:00 PM. During peak demand periods, 54% of the 167 on-street spaces are occupied. Block 3, bordered by 6<sup>th</sup>, 7<sup>th</sup>, B and C Streets shows the highest demand for on-street parking in the Mixed-Use Commercial District, at 79% of the total 57 on-street spaces. Peak demand for the 39 off-street public spaces (at an elementary school) is 97% of the total. Peak demand for the 358 spaces in off-street private lots is 66% of the total capacity.

An analysis of future parking demand for this district is provided in Chapter Six of this plan.

# At A Glance...

**Planning Area:** Mixed-Use Commercial District

**Existing Parking Supply:**

- 167 on-street public spaces.
- 39 off-street public spaces.
- 358 off-street private spaces.

**Existing Parking Demand:**

- On-Street Peak Demand =  $91/167=54\%$  @ 10:00-11:00AM
- Peak On-Street Block = Block Bordered by B St./ C St./ 6th St./ 7th St. = 79% Occupied.
- Off-Street Public Lots Peak Demand =  $38/39=97\%$  @ 1:00-3:00 PM
- Off-Street Private Lots Peak Demand= $237/358=66\%$  @ 11:00AM-12:00PM

**Future Land Use Forecasts:**

- 36,000 Sq. Ft. Commercial
- 18 Residential Dwelling Units

**Future Parking Demand Increase:**

- Approximately 150 Parking Spaces.

**Special Parking Generators:**

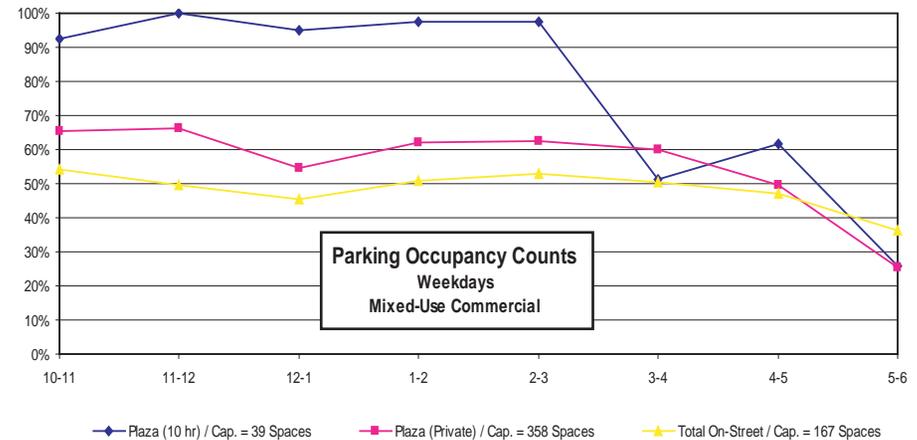
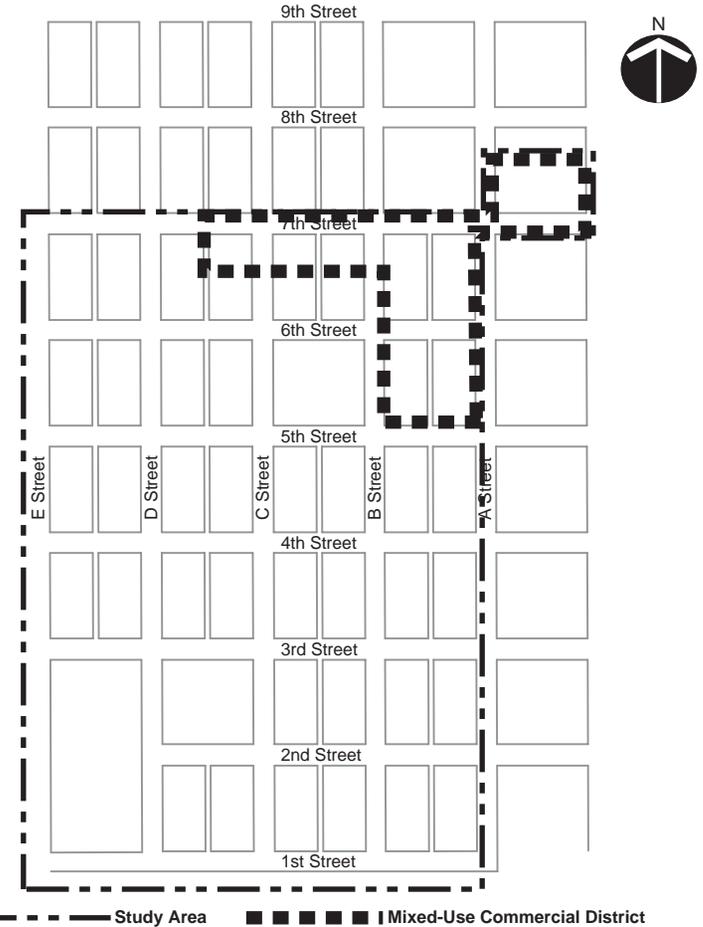
- Caltrans Office Building
- School
- Churches

**Parking Opportunities:**

- 43 “unoccupied” on-street spaces at 80% occupancy. ( $167 \times 80\% = 134 - 91 = 43$ )
- 49 “unoccupied” off-street private spaces at 80% occupancy. ( $358 \times 80\% = 286 - 237 = 49$ )
- Caltrans will build off-street parking for expanded offices and staff.
- Greater opportunities for new off-street parking as compared to other “more historic” Downtown Marysville areas.

**Implementing Strategies:**

- Require new commercial and public agency development to provide off-street parking per code.
- Require new “infill” residential developments to provide on-site, off-street parking unless that would conflict with historic preservation or otherwise be infeasible.



## **Mixed-Use Residential District**

The Mixed-Use Residential District currently provides approximately 139 on-street parking spaces and 247 spaces in off-street private lots. The parking statistics for the Mixed-Use Residential District are summarized in the “*At a Glance*” overview following this section.

Parking demand in the Mixed-Use Residential District peaks between 10:00 AM and 3:00 PM. During peak demand periods, approximately 42% of the 139 on-street spaces are occupied. Block 24, bordered by 1<sup>st</sup>, 2<sup>nd</sup>, A and B Streets experiences the highest occupancy of on-street spaces in the Mixed-Use Residential District, 48% of the total 31 on-street spaces in that block. Peak demand for the 247 spaces in off-street private lots is approximately 18% of total capacity.

An analysis of future parking demand for this district is provided in Chapter Six of this plan.

# At A Glance...

**Planning Area:** Mixed-Use Residential District

**Existing Parking Supply:**

- 139 on-street public spaces.
- 247 off-street private spaces.

**Existing Parking Demand:**

- On-Street Peak Demand =  $58/139 = 42\%$  @ 2:00-3:00 PM
- Peak On-Street Block = Block bordered by A St./ B St./ 4th St./ 5th St. = 63 & Occupied.
- Off-Street Private Lots Peak Demand =  $45/247 = 18\%$  @ 10:00-11:00 AM

**Future Land Use Forecasts:**

- 25,000 Sq. Ft. Commercial
- 75 Residential Dwelling Units

**Future Parking Demand Increase:**

- Approximately 175 Parking Spaces.

**Special Parking Generators:**

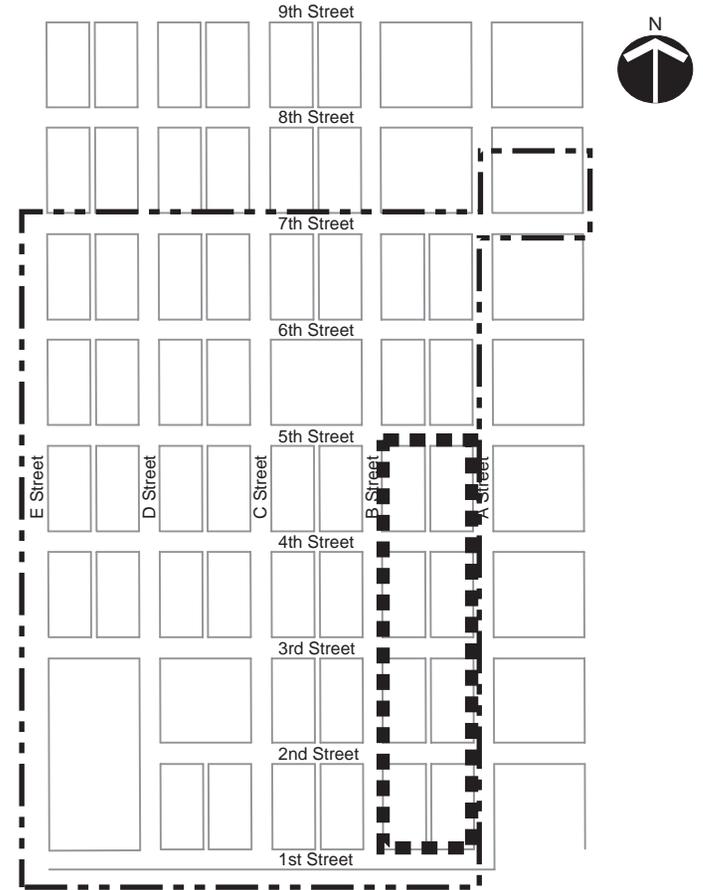
- New residential units will require “dedicated” off-street parking.

**Parking Opportunities:**

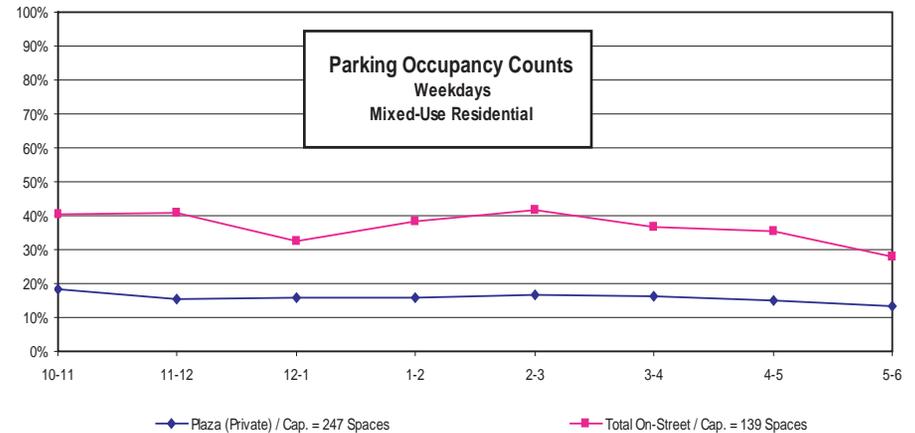
- 53 “unoccupied” on-street spaces at 80% occupancy. ( $139 \times 80\% = 111 - 58 = 53$ )
- 153 “unoccupied” off-street private spaces at 80% occupancy. ( $247 \times 80\% = 198 - 45 = 153$ )
- Some parcels on the east and south of the District may redevelop, creating opportunities for expanded off-street parking to match new demand.
- Conversion of parallel parking to diagonal parking on B Street offers near-term, low-cost parking capacity.

**Implementing Strategies:**

- Require new commercial and residential development to provide off-street parking per code.
- Convert parallel parking on B Street to diagonal parking.



--- Study Area    ■ Mixed-Use Residential District





# Marysville

## DOWNTOWN PARKING PLAN



## IV. Overview of Marysville Parking Requirements and Policies

## IV. Overview of Marysville Parking Requirements and Policies

---

Like almost all cities, Marysville's Municipal Code and Zoning Ordinance establish parking requirements on new developments. Chapter 18.60 of the Zoning Ordinance establishes parking regulations for the City. In acknowledgement of the unique character of its historic Downtown, the Marysville Zoning Ordinance makes special provisions for the study area. The following are excerpts from the Zoning Ordinance which define and impact on the parking requirements for land uses which might be anticipated in the Downtown area:

### **18.60.20 Central business district exceptions.**

Within the C-2 and C-3 zoning districts in the central business district, off-street parking is required for residential uses, hotels and motels only. No parking facility, however, is allowed for any other use until review and approval by the planning commission.

### **18.60.30 Parking requirements.**

- (a) Single-family, two-family and attached dwellings shall provide at least two parking spaces for each dwelling unit.
- (b) Multiple-family buildings, flats, bungalow courts, and apartment houses shall provide one and one-half spaces per dwelling unit or at least one parking space per each six hundred square feet of gross floor area, whichever is greater.
- (v) Theaters, auditoriums and similar places of public assembly with fixed seating shall provide at least one parking space for every four seats. *(except in the CBD)*
- (gg) General retail sales including department and discount stores not located in a shopping center shall provide at least one parking space for each two hundred and fifty square feet of gross floor area. *(except in the CBD)*

(ii) Restaurants and bars, including those with dancing, shall provide at least one parking space for every four seats based upon the capacity of the fixed and movable seating area as determined under the Uniform Building code. *(except in the CBD)*

**18.60.40 Parking size and location.**

(c) The parking for places of public assembly requiring more than fifty parking spaces may be located on the premises, within six hundred feet of the premises, or a combination of both.

## **Impacts of Parking Requirements on Downtown Economic Development**

The parking requirements established by the Zoning Ordinance impacts the costs of development, and therefore the pace and shape of economic development in the downtown. The parking requirements (and importantly the exemptions provided in the Downtown CBD) encourage some types of development, and discourage others. For example, residential projects are required to provide up to two off-street parking spaces per dwelling unit, which presents a considerable economic impact on infill housing projects on the small vacant parcels which are typical of downtown Marysville. Conversely, the exemption from off-street parking requirements for retail and restaurant uses in the CBD is an economic incentive to encourage these land uses.

In the example of a ten-unit infill residential apartment project, fifteen off-street parking spaces would be required under current zoning. Assuming a cost of approximately \$3,000-5,000 per space (ground level parking), the off-street parking requirements would increase project costs by \$45,000-75,000. Assuming that each space (plus aisles, landscaping, etc.) would occupy approximately 400 square feet of land area, our 15-space example would require about 6,000 square feet of surface area (or 1/7 acre) for parking. In a low-density “greenfield” setting, these requirements can be relatively easy to meet. In the context of Downtown Marysville, with small lots and sensitive historic uses, the off-street parking requirements can make infill housing projects economically or geographically infeasible.

In contrast, the Zoning Ordinance exempts retail or restaurant uses from providing new parking capacity in the Downtown C-2 and C-3 zoning districts. If this retail space were developed in other parts of the City, it would be required to provide one parking space per 250 square feet of gross floor area (or 4 spaces per 1,000 GSF). A new restaurant outside the Downtown area would be required to provide one parking space for every four seats, but is exempted from this requirement in the CBD.

The “exemption” of many land uses from off-street parking requirements in the Downtown area is critical to the preservation of the historic buildings and character of the district. The historic scale and shape of Downtown Marysville are among its strongest positive attributes, and should be protected by minimizing the land area committed to new parking facilities. The exemption of retail and restaurant developments from off-street parking requirements is also a valuable positive economic incentive to encourage these uses in the Downtown area.

For a 10,000 GSF retail example, the off-street parking requirement (outside the CBD) would be forty parking spaces. Using the same assumptions as the previous residential example, the forty parking spaces for the retail use would cost \$120,000-200,000. At 400 square feet per space, the forty-space off-street parking lot would occupy approximately 16,000 square feet, or about 1/3 of an acre. Exempting the retail example from a requirement to provide off-street parking reduces development costs by up to \$200,000 and saves 16,000 square feet of Downtown land area.

However, the implicit incentive/subsidy to retail and other uses means that the incremental increases in parking demand in Downtown Marysville resulting from commercial economic development will not be matched by new parking capacity. If substantial new retail or office development occurs in the Downtown area and new parking supplies are not provided, demand for public parking will increase, and ultimately result in periodic parking shortages

The current parking requirement for residential development discourages, or in some cases prevents, infill and mixed-use development downtown. For stand-alone residential infill projects, many parcels are too small to provide parking on-site. Mixed-use projects could have retail shops on the ground floor and residential above. However, again, the residential parking requirement would preclude this type of development in many parts of the downtown.

With regard to parking, residential development is a perfect compliment to retail, restaurant, or office uses. Residential parking demand peaks during the evening whereas retail and office parking demand peaks during the day. Parking for the two different types of developments are not in direct competition and therefore requiring that both retail and residential developments provide maximum parking would be redundant. Residential parking demand of 1.5 spaces peaks at night when businesses are closed. Residential parking demand during the day, even on weekends, is generally only about 0.5 spaces per unit. Reducing the residential parking requirements from 1.5 spaces per unit to 0.5 spaces per unit acknowledges that at night when additional residential spaces are needed, they would be readily available on the street or in parking lots.

#### Recommended Changes to Parking Code and Policies

- Reduce the parking requirement for residential uses downtown to 0.5 spaces per unit. Allow on-street parking along the site frontage to count toward the parking requirement.
- Require new downtown retail and restaurant development to provide parking but at ½ the normal parking code rate. This reduction recognizes that downtown patrons often visit more than one business but only need to park once.
- Require new downtown office development to provide parking equal to the full parking code rate. This recognizes that office parking demand peaks at the same time as retail, so there are no shared parking opportunities.
- Establish an in-lieu parking fee for new residential and commercial development that cannot meet the parking requirement on-site. Use the in-lieu fees to develop new parking facilities that can serve multiple businesses.
- Establish a core area in which parking may not be provided on site because of the need to maintain continuous storefronts. New development in this core area would be required to pay the in-lieu fee.



# Marysville

## DOWNTOWN PARKING PLAN



## V. Parking Management Policies and Programs

## **V. Parking Management Policies and Programs**

---

### **Parking Restrictions and Time Limits**

Public parking in Downtown Marysville is regulated by restrictions (no parking zones, for example) and time limitations. The locations of time-limited parking is shown on **Figure 6**. Additionally, some public parking areas require parking permits issued by the City. In the commercial core area along D Street between 3<sup>rd</sup> and 7<sup>th</sup> Streets, on-street parking is limited to 90-minutes. In the surrounding areas, much of the on-street parking is subject to 2-hour limits. Four-hour parking and unlimited parking areas are found to the east of C Street and in the southern portion of the study area. Areas of 30-minute parking limits are located near the Post Office and other governmental buildings. “No parking” zones are provided near driveways, bus stops and street intersections to provide adequate driver sight distance.

Private parking lots in Downtown Marysville are typically restricted (by signage in many cases) to customers (or employees) of the business that owns the parking lot.

### **Parking Management Policies**

Parking Management strategies in Downtown Marysville include time limits, permit parking and signage restricting parking in private lots. At this time, the City does not have metered parking in the Downtown area (or anywhere else), nor are hourly charges levied at any of the public or private parking lots in the study area. Primary responsibility for enforcing parking management in the downtown is assigned to the City’s Police Department.

### **Residential Permit Parking Zones**

The City also provides for residential parking permits in some downtown areas, with permits obtained through application to the City Council and City Clerk. The locations of residential permit parking in the downtown are shown in **Figure 4**. All of the residential permit parking is located north of 4<sup>th</sup> Street, and is discontinuous within the Study area. Residential permit parking is established on the basis of requests from affected homes or areas which are experiencing “spill-over” parking demand from office or commercial uses.



- LEGEND**
-  = 90 Minute Parking
  -  = 2 Hour Parking
  -  = 4 Hour Parking
  -  = 30 Minute - 1 Hour Parking
  -  = No Limits
  -  = No Parking
  -  Hexagon
  -  Transportation Consultants, Inc.

Figure 6  
**ON-STREET PARKING TIME LIMITS**  
Marysville Downtown Parking Study

Given the Economic Development Strategic Plan’s focus on retail, dining and entertainment in the Mixed-Use Core District, extension of residential permit parking into these areas would not be effective or appropriate. Residential parking permits limit day time parking only, parking restrictions cease at 6:00 PM and are not enacted during the weekend. The recommendations for this area call for new residential developments to provide off-street parking, or participate in the “in-lieu” fee program. As retail, dining and entertainment development continues without new parking, as is allowed in the exemptions of the zoning ordinance, demand for parking will increase. This may place a burden on residential parking. The consultant recommends that the “in lieu” fee program be extended to retail, dining and entertainment development and that the City avoid extending residential permit parking south of 6<sup>th</sup> Street and west of B Street, excepting those areas where it is currently in effect.

## **Parking Management Recommendations**

The Downtown Marysville Parking Plan includes several recommendations for parking management strategies and measures for the future.

- **Create a Downtown Marysville Parking Committee including downtown businesses, residents and the City to work cooperatively on the solutions to downtown parking issues.** The committee would have several roles in the management of parking resources:
  - Partnership of Downtown businesses, landowners and public agencies would provide ongoing review of Downtown parking needs and offer recommendations for improvements.
  - Review and comment on Downtown parking plans and projects.
  - Support applications for external funding for Downtown parking improvements.
  - The existing Business Improvement District or a new district could fund improvements and maintenance of existing parking lots and streetscape in the Mixed-Use Core District.
- **Simplify parking limits for on-street parking spaces.** Establish two-hour parking as the standard in the Mixed-Use Core District, four-hour and all-day parking in the other districts. Use shorter parking time limits only in the vicinity of the Post Office and other specific areas.
- **Encourage owners of private downtown parking lots to allow general public parking where possible.** At this stage in its economic development, virtually all Downtown Marysville businesses would benefit from increased numbers of visitors and shoppers. Many private parking lots are underutilized, and could be used for general public parking during all or part of typical days without impacting the availability of convenient parking for the businesses’ direct customers.

If these spaces could be used as quasi-public parking with the consent of the owners, overall Downtown parking capacity could be increased and the need for new parking capacity to serve economic development could be deferred or delayed. The benefits for owners of the lot include additional potential customers, a more vital business environment and the opportunity to share in the growth of the Downtown economy.

The commitment of parking lot owners and businesses to allow general public parking on their lots should be on a voluntary basis, and this plan should not be construed to create a public easement or other restriction on the property owners’ ability to limit public parking in the future.

- Long term parking is needed for employees working downtown. The parking does not necessarily need to be in close proximity to the job location. Long term parking should be located near the perimeter of the downtown area so as to be reasonably convenient for the employees but also far enough to leave the best spaces for customers. To increase and encourage patronage to downtown retail establishments, parking in close proximity to this area should be reserved for short term parking. Retail parking typically has a higher turn over rate; establishing and enforcing these parking restrictions will deter office employees who require long term parking from using prime retail spaces.
- Enforce the time limits to discourage employees from parking all day in the spaces meant for customers. One option is to create a customer (short term) zone and enforce the two hour limit anywhere within that zone. This would prevent employees from moving their cars every two hours. However, this option would significantly increase the required number of enforcement personnel. It probably will be sufficient to simply enforce the time limits by chalking tires. Some employees may try to “beat the system” by moving their cars every two hours. However, this is so inconvenient that the number of employees that would do this is not expected to significantly affect maintaining adequate short term parking.. The existing price of the long-term permits is sufficiently low that most employees would take that option.



# Marysville

## DOWNTOWN PARKING PLAN



## VI. Downtown Economic Development and Future Parking Demand

## VI. Downtown Economic Development and Future Parking Demand

---

This chapter discusses future parking demand estimates, particularly as they relate to planned land use changes and downtown growth. As of the date this plan was prepared, there were two major near-term proposed developments in the Downtown Marysville study area that would create additional demand: the renovation and reuse of the Marysville Hotel and development of a multi-screen cinema at the site of the historic Tower Theater. As part of the Downtown Marysville Parking Plan, the specific parking characteristics and requirements for these major near-term projects were estimated, and are discussed here.

In addition to these two major near-term projects, the Economic Development Strategic Plan envisions an ambitious revitalization of Downtown Marysville, based on a balanced mix of residential, office, commercial and entertainment/restaurant uses. Assuming that the vision of the Economic Development Strategic Plan would be achieved throughout the Downtown area, Marysville staff provided estimates of the potential buildout of the area on a zone level. Based on these land use forecasts, the total amount of new parking which might be needed to serve these future uses was estimated. The estimates of long-term future parking needs are presented in the “At a Glance” summaries for each of the economic development and land use Districts shown in **Figure 7**.

The Economic Development Strategic Plan defines five planning Districts in downtown Marysville:

- Mixed-Use Core District “E” and “D” Streets, between 1<sup>st</sup> and 9<sup>th</sup> Streets
- Government District; “C” and “B” Streets, between 2<sup>nd</sup> and 7<sup>th</sup> Streets
- Chinatown District; 1<sup>st</sup> and 2<sup>nd</sup> Streets, between “E” and “B” Streets
- Mixed-use Commercial District; east of “C” Street, north of 5<sup>th</sup> Street
- Mixed-use Residential District; east of “B” Street, between 1<sup>st</sup> and 5<sup>th</sup> Streets

These Districts will fill distinct roles in the future development of downtown Marysville, and will also present specific and unique parking profiles. The analysis of future parking demand is organized to provide information about the parking demands for each of the five planning areas, acknowledging the differing land uses planned for these areas.

### Parking Demand Generation Rates

The Institute of Transportation Engineers (ITE) has surveyed different land uses on a national basis to develop “parking generation rates” to predict the amount of new parking demand which might be created by proposed or planned new development. **Table 3** summarizes the ITE parking generation rates for the types of land uses which the Economic Development Strategic Plan would encourage in Downtown Marysville.

**Table 3**  
**Parking Demand/Generation Rates For Downtown Marysville Land Uses**

Land Use	Units	Parking Spaces Per Unit	
		Weekday	Saturday
Low/Mid-Rise Apartment	Dwelling Units	1.04	1.21
Residential Condominium	Dwelling Units	1.11	0.95
General Office Building	1,000 GSF	2.79	-
Government Office Building	1,000 GSF	3.84	-
Shopping Center	1,000 GSF	3.23	3.97
Quality Restaurant	1,000 GSF	12.49	15.89
Family Restaurant	1,000 GSF	9.08	6.96
Movie Theater	Seats	0.19	0.26

*GSF = Gross Square Feet*

*Source: Parking Generation published by Institute of Transportation Engineers, 2nd Edition, 1987.*

### Special Parking Demand Generators

Two major pending development proposals in Downtown Marysville, if successful, would create significant new near-term parking demands beyond the capacity of existing on-street or public off-street facilities. These large-scale projects, which are noted as Catalytic Projects in the Downtown Economic Development Strategic Plan, are treated as “special generators” for this analysis, since their additional demand may require the construction of significant new parking capacity. The near-term developments classed as special generators are the Tower Theater Multi-Screen Cinema project and the Marysville Hotel Renovation.

**Tower Theater Multi-Screen Cinema.** This project would add a 14-screen cinema and approximately 20,000 square feet of restaurant and specialty retail space on the site of the historic Tower Theater at D Street and 2<sup>nd</sup> Street. Assuming approximately 225 seats per screen, the theater would provide a total of about 3,165 seats. Applying the “Saturday” parking generation rate of 0.26 spaces per seat, the cinema project would create a demand for approximately 825 parking spaces in the vicinity. The 20,000 square feet of restaurant/retail uses would create a demand for an additional 80 parking spaces. However, since many patrons of the restaurant/retail uses will also be moviegoers, shared parking will substantially reduce the total amount of parking required for this mixed-use concept. Shared use of surface parking with nearby businesses is one of the strategies suggested to accommodate the new cinema. Construction of a parking structure adjacent to the cinema site is another possibility.

**Marysville Hotel.** This project would include 56 loft-style residential dwelling units and approximately 10,000 square feet of retail space. It is located on E Street (State Highway 70) between 4<sup>th</sup> and 5<sup>th</sup> Streets. To serve the new parking demands created by the residential/retail use of the Marysville Hotel, the City of Marysville may pursue the development of a 150-space multi-level parking structure adjacent to the Hotel. The City was successful in securing a \$2 million grant from the Sacramento Area Council of Government's (SACOG) Community Design Grant Program for the design and construction of this parking structure and ground-floor retail uses. The developers have indicated a preference towards this project as it would provide sufficient parking for their needs and the needs of surrounding businesses. However, in lieu of this structure, the developers have secured approval of an alternative structure consisting of 74 parking spaces in a three story building incorporating auto lifts. The city is currently evaluating design and cost feasibility for construction of the larger parking structure.

## Long-Term Parking Demand

In the longer term, the “buildout” parking demand for Downtown Marysville was estimated on the basis of the Downtown Economic Development Strategic Plan’s assumptions for the development of the District planning areas of the Downtown study area. These land use forecasts reflect the successful completion of Downtown revitalization, and would therefore result in realistic parking demand estimates for the future. Information on future “buildout” land uses for each block in the study area were provided by the Marysville City Services Department, based on uses which might be envisioned in the Downtown Economic Development Strategic Plan and allowed by zoning.

For Marysville, two published sources were considered as the basis for the long-term future parking demand estimates – Institute of Transportation Engineers’ (ITE) rates and the City of Marysville Zoning Ordinance. The ITE rates are included in the publication Parking Generation, and are summarized in **Table 3**.

The ITE rates were applied to the land uses envisioned in the “buildout” Economic Development scenario to estimate the amount of parking that would be needed to successfully implement the anticipated developments and land uses. Estimates of potential *new* parking spaces needed to match future land uses were prepared for each District in the Downtown Marysville study area. (**Figure 7**) The estimates are based on the assumption that all new land use projects in the Downtown area will provide new parking spaces to match their estimated demand. No adjustments have been made for the availability of existing parking or for potential shared parking between compatible land uses.

## Future Parking Demand in the Mixed-Use Core District

The Mixed-Use Core District includes the “D” and “E” Street commercial center of downtown Marysville. The Economic Development Strategic Plan attributes more than 50% of current annual downtown taxable sales to this district. Future land use estimates for the Mixed-Use Core area include approximately 180,000 square feet of commercial space and 65 residential units. This future land use increase will translate to a demand for approximately 550 new parking spaces in this planning area. Since this is the heart of the historic commercial area, opportunities for new surface parking are constrained and more expensive structured parking may be necessary. A parking structure of approximately 150 spaces has been proposed south of the Marysville Hotel on the site of two existing surface lots. This structure would provide parking for tenants of the renovated Marysville Hotel lofts (about 80 spaces), as well as surrounding office and retail uses. The City was successful in securing a \$2 million Community Design grant from the Sacramento Association of Governments for the design and construction of this parking structure in 2004.

There are approximately 140 “unoccupied” on-street spaces during peak demand periods in the Mixed-Use Core District (assuming a cap of 80% occupancy). This is approximately 35% of the 400 spaces needed to match future growth in the Mixed-Use Core District, excluding the Marysville Hotel and Tower Cinema projects which are discussed below.

There are also approximately 269 “unoccupied” off-street spaces in private lots in the mixed-Use Core District during peak demand periods. While these cannot be counted as part of the “public” parking supply, they are nonetheless an underutilized parking resource which could be used to address existing and future parking demand. As an example of the “public” use of private lots, in some cities private lots are leased to valet parking operators for restaurant parking during peak evening periods. Thus, a parking lot for a bank which might otherwise be unused during the evening serves dining/entertainment uses which may have little daytime parking demand. One of the recommended implementation strategies for Downtown Marysville is to encourage an “open parking” policy for private lots, where possible, to bring more customers to all downtown businesses.

The Marysville Hotel and Tower Cinema projects are also located in this planning area, and are defined as special parking generators which will create substantial new demand in focused areas of the Mixed-Use Core District. The renovation of the Marysville Hotel to residential and retail uses will create a localized need for as many as 130 new parking spaces near 5<sup>th</sup> and “E” Streets, which could be accommodated in a planned new parking structure. The Tower Cinema mixed-use project at 2<sup>nd</sup> and “D” Streets could require more than 800 parking spaces to meet peak demand. The parking characteristics of the Mixed-Use Core District are highlighted in the “*At a Glance*” summary sheet.

## **Future Parking Demand in the Government District**

The Government District is forecast to add approximately 52,000 square feet of retail and office area, and 15 residential dwelling units. Future activities in the Government Center area would include additional government offices, commercial office space and some infill residential development. Anticipated growth in the Government District is estimated to increase peak parking demand by approximately 350 spaces.

The Economic Development Strategic Plan envisions continued government-centered and office activities in this planning area. Several land uses in the Government District can be seen as special parking generators; the Yuba County Court House and Sheriff’s Department, City Hall, Post Office and Library. Parking for some County vehicles has been accommodated in informal use of undeveloped or vacant parcels, and juror parking is an ongoing demand on on-street and off-street parking capacity in the area.

There are approximately 113 “unoccupied” on-street parking spaces and 62 “unoccupied” off-street public spaces in the Government District during current peak periods (assuming a cap of 80% occupancy). This total of 175 spaces is approximately half of the projected 350 spaces required to accommodate forecast growth in the Government District. Therefore, additional parking spaces will be needed in the Government District.

Three of the five City-owned downtown public parking lots are sited in the Government District planning area. A 60-space surface lot on the west side of “C” Street between 5<sup>th</sup> and 6<sup>th</sup> Streets serves City Hall and the County Courthouse. A lot on the southeast corner of 4<sup>th</sup> and “C” Streets provides parking for the Courthouse and the U.S. Post Office. These City-owned lots are major parking opportunity sites for the overall Downtown area. In the near-term, additional surface parking lots are needed. In the long term, the existing city-owned lots could be converted to structured parking over retail uses as downtown development continues in the long-term. The parking characteristics of the Government District are highlighted in the “*At a Glance*” summary sheet.

## Future Parking Demand in the Chinatown District

The Economic Development Strategic Plan envisions a modest expansion of historically-focused entertainment and residential development in the Chinatown District. Approximately 30,000 square feet of new commercial area and about 20 infill housing units could increase parking demand in the Chinatown District by as much as 180 spaces.

There are approximately 39 “unoccupied” on-street spaces and 32 “unoccupied” off-street public spaces during peak demand periods (assuming a cap of 80% occupancy). This total of 71 spaces is approximately 39% of the 180 spaces needed to serve forecast growth in the Chinatown District.

However, given the historic importance of the Chinatown District, the creation of new surface parking spaces will be constrained by the need to respect the historic buildings which characterize the area. Future Chinatown District parking demand will also be impacted by the Tower Theater cinema project, if constructed, at 1<sup>st</sup> and D Streets. The parking characteristics of the Chinatown District are highlighted in the “*At a Glance*” summary sheet.

## Future Parking Demand in the Mixed-Use Commercial District

The Mixed-Use Commercial District is described as “predominantly offices with some public and residential uses” in the Economic Development Strategic Plan. Land use forecasts for the Mixed-Use Commercial District, provided by the City, project a potential of approximately 36,000 square feet of commercial/office space and 18 residential dwelling units.

Caltrans’ District 5 Offices are also located in this District, and are expected to increase in size and staffing over the term of the Downtown Plan.

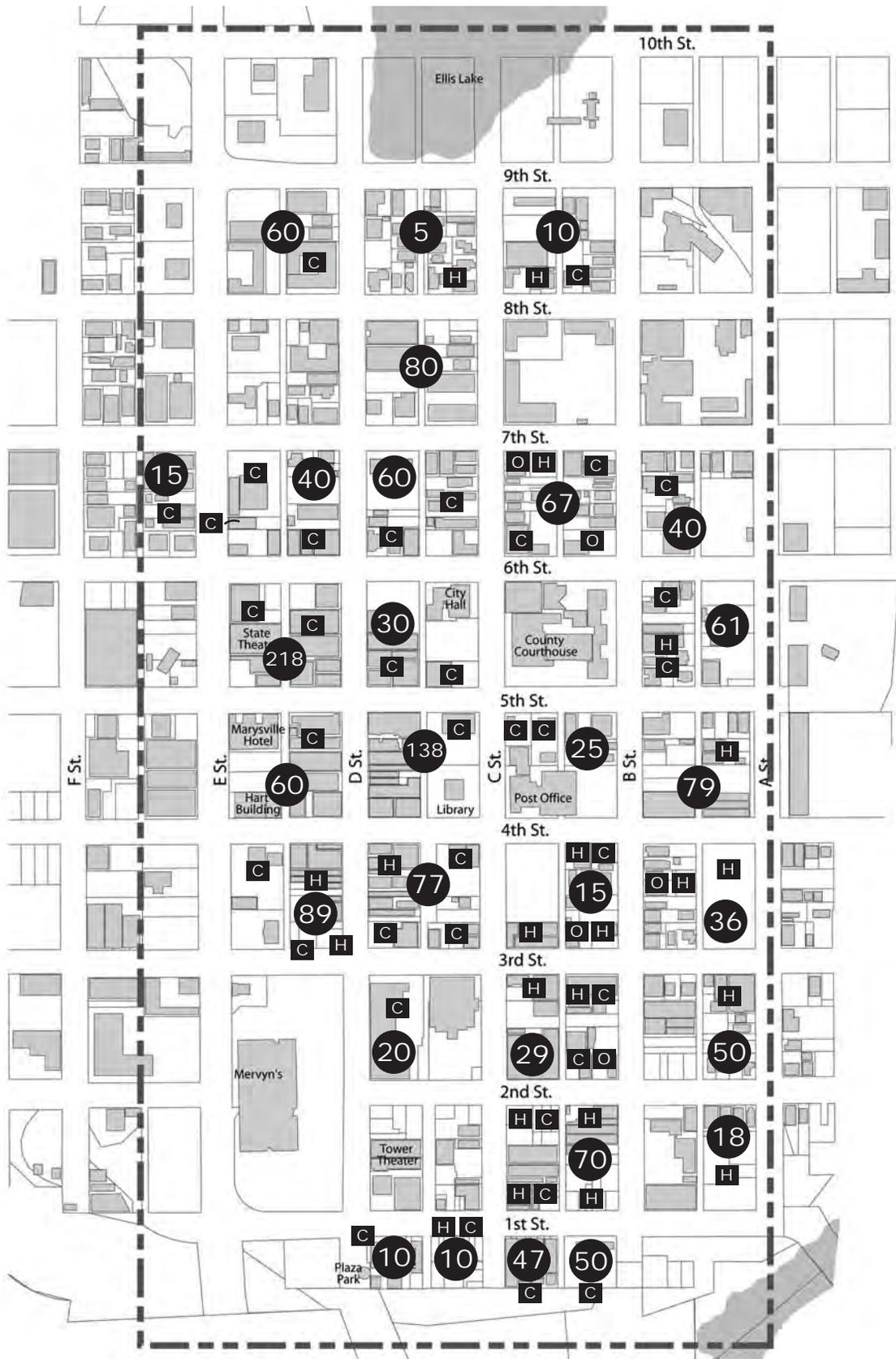
Based on this anticipated development scenario, parking demand in the Mixed-Use Commercial District could increase by as much as 150 spaces if all forecast development takes place. However, this mix of office and residential uses is particularly promising for “shared parking” between the daytime-oriented office uses and the high evening demand for residential parking. The parking characteristics of the Mixed-Use Commercial District are highlighted in the “*At a Glance*” summary sheet.

There are approximately 43 “unoccupied” on-street spaces and 49 “unoccupied” off-street public spaces in the Mixed-Use Commercial District during peak demand periods (assuming a cap of 80% occupancy). This total of 92 spaces is approximately 61% of the 150 spaces needed to serve forecast growth in the Mixed-Use Commercial District.

## Future Parking Demand in the Mixed-Use Residential District

The Economic Development Strategic Plan describes the Mixed-Use Residential District as “urban-style residential apartments with supporting ground-floor retail.” Translated into a more specific land use prediction, the Mixed-Use Residential District is anticipated to add 75 residential units and 25,000 square feet of commercial space. This new activity and land use could increase parking demand in the Mixed-Use Residential District by as much as 175 spaces. The parking characteristics of the Mixed-Use Residential District are highlighted in the “*At a Glance*” summary sheet.

There are approximately 53 “unoccupied” on-street parking spaces in the Mixed-Use Residential District during peak demand periods (assuming a cap of 80% occupancy). This is approximately 30% of the 175 spaces needed to serve forecast growth in the Mixed-Use Residential District.



LEGEND

- C = Commercial
- H = Housing
- O = Office

20 = New spaces to meet "Buildout" Development

- Hexagon
- Transportation Consultants, Inc.

1509 TOTAL

# POTENTIAL BUILDOUT FUTURE PARKING REQUIREMENTS

Figure 7

## **Overall Downtown Parking Demand in the Future**

Approximately 1,500 total parking spaces may be needed to match the “buildout” of Downtown Marysville (2,300 spaces if the downtown cinema is included), assuming that all of the blocks in the study area would fully develop to their planning and zoning potential. The total 531 “unoccupied” existing public spaces are approximately 35% of anticipated future increase in parking demand. Thus, as many as 1,000 new parking spaces (1,800 with the cinema) could need to be added to Downtown Marysville’s supply to match demand from new development. To meet this future need for additional parking capacity, this plan offers Implementation Strategies which are tailored to the specific circumstances of each of the Planning Districts.

As previously discussed under near-term conditions, the redevelopment of the Marysville Hotel and Tower Theater sites will require the construction of significant new off-street parking supplies to match projected parking demand. In the case of the Marysville Hotel, renovation of the building to residential and retail uses will create a specific need for approximately 130 off-street parking spaces. This new parking capacity will be provided in a parking structure to be constructed on an existing surface parking lot adjacent to the Marysville Hotel site. The Tower Theater multi-screen cinema project will require approximately 800 parking spaces to accommodate theater and retail customers. It is possible that the cinema’s parking demand could be addressed by shared parking with nearby businesses and available public parking in the near-term. However, this solution is unlikely to remain viable as a long-term parking supply, and eventually the parking needs of the theater may require a parking structure or other dedicated supply of off-street parking.

Based on the analysis of existing and future parking demand in downtown Marysville, the following conclusions can be drawn:

- Existing parking supply in Downtown Marysville is generally adequate to serve current activities and near-term future demand. The current overall utilization rate of all downtown parking is approximately 50% of available capacity.
- The current surplus of parking supply over demand suggests that considerable near-term future growth in downtown Marysville economic activities could be accommodated in many areas without adding new parking capacity. However, the retail core along D street and the streets around the County offices have high parking demand now. Increased development in these areas could necessitate additional parking in the near term.
- Specific large-scale economic developments will require the construction of new parking facilities to be successful. Examples include the renovation of the Marysville Hotel and the construction of a multi-screen cinema on the site of the historic Tower Theater. In many cases, these new parking facilities will need to be provided in structures rather than as surface lots in order to minimize the amount of Downtown area devoted to parking lots.

Long-term redevelopment of downtown Marysville as envisioned in the Economic Development Strategic Plan will generate new parking demand, and will eventually require the provision of additional parking supply. As many as 1,500 additional new spaces could be required if all of the Downtown Marysville area developed to its maximum potential (2,300 with the cinema). This estimate can be discounted to about 1,000 spaces (1,800 with the cinema) when accounting for the current number of unused public spaces. Accounting for the currently unused private spaces can reduce the required number of new spaces to 800 with the cinema or zero without the cinema.

However, it may be difficult for new development to work out an agreement to make use of the vacant private parking spaces.



# Marysville

## DOWNTOWN PARKING PLAN



## VII. Financing Strategies for Downtown Marysville Parking Improvements

## **VII. Financing Strategies for Downtown Marysville Parking Improvements**

---

Parking improvements in downtown Marysville will require a combination of private and public financing strategies. At the private level, costs for parking improvements may be tied to new land uses in the form of off-street parking requirements. Public investment in downtown parking could be provided through in-lieu fees, the formation of a benefit assessment district, sale of municipal bonds, redevelopment funding or other traditional municipal finance methods.

Usually, parking to meet future demands caused by new development is provided by private investment in the form of off-street parking spaces required by zoning or other regulations. Public investment for parking may be in the form of on-street spaces, municipal lots or dedicated off-street parking, for example, at a school campus.

### **Private Investment in Downtown Marysville Parking**

As discussed in the review of Marysville’s public policies toward parking in the downtown area, current zoning exempts several categories of land use from a requirement to provide off-street parking. Exempted uses include retail sales, entertainment and restaurants. While this has had the desirable effect of preserving downtown’s character and historic buildings, it has also reduced private investment (in the form of off-street spaces) in downtown parking. Also, it has lowered the costs of retail and restaurant development, while increasing relative costs for those uses which are not exempt, such as housing and hotels.

Several policy options are available to the City to increase the role of private investment in downtown Marysville parking:

- **Remove zoning ordinance exemptions from off-street parking requirements.** Requiring all new developments to provide parking would have the effect of increasing private investment in parking for downtown Marysville.
- **Establish an “In-lieu” Parking Fee Program.** Many California cities utilize an “in-lieu” fee to create parking and enable development in traditional downtown cores. These fees are paid

by the developer to the city “in-lieu” of the actual construction of off-street parking spaces adjacent to the development. The revenue generated by the in-lieu fee is then used by the city to construct public parking facilities to be used in common by the businesses in the area. The advantage of this arrangement in a traditional downtown such as Marysville is that the amount of land devoted to parking can be reduced, and concentrated in a few lots or structures, rather than in many small lots adjacent to individual businesses.

- **Activate the Downtown Parking Improvement District.** A downtown parking improvement district would assess fees on existing property-owners and/or businesses for the enhancement and maintenance of public parking facilities used in common by their customers. Since this would be essentially a benefit assessment district, it would be subject to the requirements of Proposition 218 and would require a majority approval of affected property owners.

These options would all be effective in increasing private investment in downtown Marysville parking. The options are not exclusive of each other, and in fact would work best in combination. Following are more complete discussions of the potential private financing sources for downtown Marysville.

### ***Development Impact Fees, Parking in-lieu fees***

Impact fees and in-lieu fees (fees paid in-lieu of providing on-site parking) are a way to finance the parking improvements that would be required to serve demands generated by new development. This mechanism is suitable to address parking needs generated from new development, but cannot be used to finance parking improvements required to cure existing deficiencies.

For this mechanism to work, parking spaces will need to be added that are paid for by the in-lieu fee. Parking improvements are difficult to finance on a pay-as-you-go basis since they usually cannot be provided in small increments. Either the in-lieu fees must be accumulated until sufficient funds are available to pay for improvements or some source of borrowing must be found to provide up-front resources. By itself, an in-lieu fee revenue stream would not be adequate security in the municipal bond or finance market.

Another problem that many cities have experienced with parking in-lieu fees is ensuring that the fee is sufficient to cover the actual cost of providing the required parking. Often cities have charged per space fees that cover only a small fraction of the actual per space construction costs of the needed improvements. In a recent survey conducted by the City of Ojai, in-lieu parking fees in California cities were found to range from \$1,000 per space to \$53,000 per space. Again, some cities’ programs aim at full cost recovery of the construction of a new parking space, while some will capture only a portion of the actual costs of a parking space.

For Marysville, an in-lieu fee program must consider the overall goal of downtown revitalization by encouraging investment and development. If the in-lieu parking fee is set high enough to recover the cost of a surface parking space (\$3,000-6,000), or a structured parking space (\$10,000-20,000), it would probably be a significant disincentive to new downtown development investment. Keeping this focus on the overall goal of downtown revitalization, the consultant recommends that the City consider setting an in-lieu parking fee in the range of \$2,000 per deferred space.

While this amount will not be sufficient to fully recover the costs of constructing new parking in downtown Marysville, as the funds accumulate, they will become a source of “local match” for regional, state and federal grant opportunities. The in-lieu fee revenues could also be used to fund City participation in mixed-use development of the City’s surface parking lots, and potentially, conversion to

structured parking in the future. If 50% of the 1,500 spaces anticipated to be needed to meet new development demand were to use the in-lieu fee program at the suggested \$2,000 per space, the City could generate up to \$1,500,000 in funding for new parking facilities. This would not be sufficient to recover the total costs of construction of the 750 “deferred” parking spaces, but would probably pay for up to 500 surface spaces or 100 structured spaces. If used as a 20% “local match” for external grant funding, the City’s \$1.5 million could be leveraged to approximately \$7 million, obviously depending on the specific requirements of federal, state or regional funding sources.

### ***Special Benefit Assessment Districts***

Special Benefit assessments can be levied on real property by municipalities, counties and special districts to acquire, construct, operate and maintain public improvements which convey an identifiable special benefit to the defined properties. Prior to issuing bonds, the City Council would conduct a set of proceedings to establish the scope and cost of the improvements to be financed, identify the land parcels that are benefited, determine a fair and equitable allocation of the costs to the benefited parcels, and conduct a landowner approval process.

Proposition 218 establishes a strict requirement for formal landowner approval before such assessments can be put in place. Each landowner would vote in proportion to the amount of any assessment that would be levied on his or her property. The assessment must be approved by a simple majority of the weighted ballots cast. Under Proposition 218, public properties are treated the same as private properties in a benefit assessment.

The established area of benefit is often termed an “assessment district”. An assessment district is not a separate legal entity, and has no separate governing board or authority to act independently of the local agency that established it.

### ***Special Tax***

The Mello-Roos Community Facilities Act permits local governments to establish a Community Facilities District (CFD) to finance new facilities and/or to pay for operations and maintenance through the levying of a special tax. The Act (as well as Proposition 218 discussed earlier) requires a two-thirds vote for approving the special tax.

The Government Code provides for the approval by landowners (voting proportionately to land area) if the tax applies only to non-residential land use. The tax rate formula could be set up very similar to a benefit assessment formula. In this case, the formation of a Community Facilities District and the imposition of a special tax would require an approval by landowners of 2/3 or more of the land area of the CFD represented in the vote. While a special tax has some advantages over a benefit assessment (e.g. a finding of special benefit is not required, the annual levy can be more easily adjusted to reflect changing conditions) the 2/3 approval process make it more difficult to implement.

## **Public Investment in Downtown Marysville Parking**

This section discusses various sources and approaches to public financing of parking improvements in the downtown area of the City of Marysville. The chapter focuses on methods to finance the construction of public parking facilities, and is intended to provide background information for consideration by the City should it decide to pursue development of major parking improvements.

Parking structures are expensive undertakings often incurring construction costs of \$15,000 to \$20,000 or more per space. Given the substantial construction cost for a parking structure, financing will likely come from a variety of sources rather than one single source.

The ability of local governments in California to finance public improvements has been increasingly circumscribed over the last 25 years. In June 1978, the voters of California amended the state constitution to limit the ability of local governments to impose property taxes. That amendment, commonly known as Proposition 13, added Article XIII A to the state constitution, which limits the maximum ad valorem tax on real property to one percent of the assessed value of that property. Proposition 13 also limited annual assessed value increases to 2 percent or the inflation rate, whichever is smaller, until a property is sold.

Since the passage of Proposition 13, more than a dozen other statewide propositions have been passed that restrict how local revenues can be raised or spent. While many measures were passed during the late 1980's and early 1990's, the measure that has had the most widespread impact since Proposition 13 was passed in 1996 as Proposition 218. This measure adds Articles XIII C and XIII D to the state constitution. Proposition 218 does the following:

- Limits authority of local governments to impose taxes and property-related assessments, fees and charges, requires that a majority of voters approve increases in general taxes and reiterates that two-thirds must approve a special tax;
- Requires that assessments, fees, and charges must be submitted to property owners for approval or rejection, after notice and public hearing;
- Limits the amount of an assessment on a property to the "special benefit" that is conferred on the property;
- Limits fees and charges to the cost of providing the service and establishes that such fees and charges may not be imposed for general governmental services that are generally available to the public.

At the time of this writing, local government revenues in California are under very severe pressure. In its effort to close an enormous budget gap, the State of California has taken away substantial local revenues and the proposed state budget for next year includes an even larger take-away of property tax revenues from cities, counties, redevelopment agencies and special districts. The motor vehicle in-lieu backfill (put into place after the state reduced the in-lieu fee) as well as the share of sales and use tax that flows to local governments are currently in a tenuous position as the state may decide that these too are needed to address state fiscal needs. The net effect of these problems is that most California cities will be looking for sources of general revenue to avoid having to make further and deeper cuts into police and fire protection and other municipal services. In many cities parking revenues are treated as general revenues.

## **Potential Funding Sources**

### ***Redevelopment Tax Increment***

A California city or county can establish a redevelopment agency to undertake the revitalization of an area that it finds to be "blighted". The redevelopment agency can incur indebtedness to finance improvements needed to accomplish the goals of its redevelopment plan. The property tax base in the redevelopment area is "frozen", and increments in property taxes after the tax base is frozen go into the redevelopment fund to be used for the financing of improvements. Voter approval is not required for tax increment financing. Such financing can be used only for facilities to support the needs of redevelopment.

However, Redevelopment Tax Increment is a limited source of funding, and in the case of Marysville, prior commitments and obligations on the available tax increment suggest that its use to fund parking improvements is not feasible.

### ***Business Improvement Districts***

There are two types of Business Improvement Districts authorized under California law. Each is authorized under a separate law.

Under the *Parking and Business Improvement Law of 1989*, a BID can be established and business owners can be assessed to pay for a limited range of improvements and services. These eligible improvements and services include parking facilities, parks, benches, fountains, street lighting, promotion of public events, promotion of tourism, and music in public places.

Under the *Property and Business Improvement District Law of 1994*, a BID can be created and a special benefit assessment can be levied against real property to finance a variety of downtown improvements, including parking. Districts created under this law are often referred to as “property-based business improvement districts” (or PBIDs).

Since neither type of district is authorized to issue bonds, BIDs are more appropriately used to pay for on-going services than for large capital improvements. BIDs established under the 1989 law must be reestablished annually while PBIDs can be established for up to five years. Hence, they are not, in general, appropriate for financing large, long-term improvements.

A Business Improvement District focused on parking and streetscape improvements and maintenance is a feasible and appropriate funding approach for Downtown Marysville, and is included in the Plan’s recommendations. The scope of the BID’s activities, geographic boundaries and the amount of assessments should be based on a public discussion involving affected business and property owners. As a starting point, all of the Mixed-Use Core, Chinatown and Government Districts should be considered for inclusion in the BID. The Mixed-Use Commercial and Mixed-Use Residential Districts may not be appropriate for inclusion in the BID as these areas are expected to be largely reliant on off-street private parking, and would therefore have few off-street public parking lots. Also, these areas are not expected to develop significant retail or entertainment uses which would benefit the most from more attractive customer parking.

### ***Federal, State and Regional Grants***

Given the difficulties in locally financing costly public improvements that were discussed above, a preferred approach where feasible is to use external grant funding. While limited, some Federal grant sources have been available to fund downtown parking improvements. Federal transportation funding (ISTEA and its successor TEA 21) is a possible source for an intermodal facility, for example, a structure that provides parking in support of transit. Economic Development Administration (EDA) Public Works Development Facility grants are intended to help distressed communities as part of an overall economic development program. EDA Public Works grants historically have averaged about \$1,000,000. Most external grant programs require a significant local match.

One program that has been used by a few cities to help finance parking structures is the HUD Section 108 Loan Guarantee Program. Section 108 is the loan guarantee provision of the Community Development Block Grant program. It allows CDBG recipients to transform a small portion of their grants into federally guaranteed loans. The local government borrowing such guaranteed funds must pledge current

and future CDBG allocations to secure the loan. Such loans have a maximum of five times the latest CDBG entitlement amount.

The Sacramento Association of Governments (SACOG) is another potential source of external funding for parking improvements in Downtown Marysville. In 2004, Marysville successfully applied for a SACOG Community Design Grant of \$2 million for the design and construction of a parking structure adjacent to the Marysville Hotel on E Street. Since the Downtown Marysville Economic Development Strategic Plan and this parking plan are based on “Smart Growth” principles, they offer a strong supporting framework for applying for regional funding for transportation or parking improvements.



# Marysville

## DOWNTOWN PARKING PLAN



## VIII. Downtown Marysville Parking Plan Recommendations and Implementing Strategies

## VIII. Downtown Marysville Parking Plan Recommendations and Implementing Strategies

---

The Downtown Marysville Parking Plan reflects the knowledge gained in the preceding analyses of existing parking patterns, community input and evaluation of alternatives to improve downtown parking and encourage economic development. The recommendations in the plan include physical improvements to the City's parking infrastructure, revisions to City policies with respect to Downtown parking, and options for financing downtown parking needs in the future. The recommendations are focused on public actions, and on public facilities under the City's control. The Plan includes some recommendations for the utilization and management of private off-street parking lots, but the Plan's emphasis is on public-sector Implementing Strategies.

### Overall Recommendations for the Downtown Area

- **Revise Marysville Zoning Ordinance requirements to encourage downtown economic development goals.** The Marysville Zoning Ordinance establishes standards for parking required of new development in the downtown area. Current policy encourages retail, restaurants and other commercial uses by exempting them from off-street parking requirements. By comparison, the parking requirements for residential uses create an economic impediment to those projects. The consultants recommend that the City consider the following revisions to downtown parking policy and Zoning Ordinance requirements:
  1. Change parking requirements for multi-family residential developments from one-and-one-half on-site parking spaces per dwelling unit to one-half space per dwelling unit on-site. This requirement could be satisfied either with on-site parking, adjacent curb parking, or via in-lieu fees. The additional evening parking demand of one space per unit would be satisfied by the public parking spaces that routinely are not being utilized at that time of day.
  2. Remove exemptions from parking requirements for retail and other uses in the downtown, but implement an in-lieu fee program to provide flexibility in meeting parking requirements. This might be accomplished in a phased implementation strategy which maintains the exemptions from parking requirements until retail and entertainment/restaurant uses gain a foothold in downtown Marysville, and increased

parking demand more closely approaches the capacity of currently-available public parking supply.

3. Revise the Zoning Ordinance’s parking requirements for other downtown uses as follows:

- General Retail – One Space per 500 GSF.
- Restaurants, Bars – One space per six seats, or one space per 500 GSF, whichever is greater.

- **Create an “In-lieu Fee” program for parking requirements on new downtown developments to allow flexibility in meeting off-street parking needs in the downtown.** The City should create a program to collect monetary fees “in-lieu” of new on-site parking spaces. The in-lieu fee revenues would be used to develop new parking capacity. The consultants recommend that the in-lieu fee be initially established at \$2,000 per parking space. The in-lieu fee would *not* apply to the reuse of existing building area, as long as the square footage or change in use does not increase total parking demand. This amount does not fully fund the construction of a new parking space, but would support the creation of new downtown parking facilities.

This strategy is of most value in the Mixed-Use Core District, but could also be used in the Chinatown District to protect historic resources from conversion to parking lots.

- **Create a Downtown Marysville Parking Committee including downtown businesses, residents and the City to work cooperatively on the solutions to downtown parking issues.**

The committee would have several roles in the management of parking resources:

- Fund improvements and maintenance of existing parking lots and streetscape in the Mixed-Use Core District through the existing Business Improvement District.
- Provide ongoing review of Downtown parking needs and offer recommendations for improvements.
- Review and comment on Downtown parking plans and projects.
- Support applications for external funding for Downtown parking improvements.

- **Encourage owners of private downtown parking lots to allow general public parking where possible.** At this stage in its economic development, virtually all Downtown Marysville businesses would benefit from increased numbers of visitors and shoppers. Many private parking lots are underutilized, and could be used for general public parking during all or part of typical days without impacting the availability of convenient parking for the businesses’ direct customers.

If these spaces could be used as quasi-public parking with the consent of the owners, overall downtown parking capacity could be increased and the need for new parking capacity to serve economic development could be deferred or delayed. The benefits for owners of the lot include additional potential customers, a more vital business environment and the opportunity to share in the growth of the downtown economy.

The commitment of parking lot owners and businesses to allow general public parking on their lots should be on a voluntary basis, and this plan should not be construed to create a public easement or other restriction on the property owners’ ability to limit public parking in the future.

- **Simplify parking limits for on-street parking spaces in the Mixed-Use Core District.**  
Establish two-hour parking as the standard in the commercial core, four-hour and all-day parking in the Government District area and residential neighborhoods. Use shorter parking time limits only in vicinity of Post Office and other specific areas.
- **Allow shared parking between compatible uses to reduce the total amount of new on-site parking needed in the downtown area.** The City should allow “shared parking” between compatible land uses to reduce the amount of new parking to be constructed in Downtown. As part of the planning process, applicants should be asked to evaluate the possibility of shared parking between uses proposed in the project, as well as with other nearby uses. For example, an office building and a restaurant might have differing peak parking periods, and could “share” parking capacity. Other “parking compatible” land use pairings include office/residential, residential/retail, office/cinema and retail/cinema.
- **Require new developments to address the parking requirements of the project as part of the development review process.** New developments should calculate their off-street parking requirements per the applicable Zoning standards and provide information on how they will meet the project’s parking obligations. The City currently requires this as part of the development review process, but the new options presented by the in-lieu fee program suggest that new developments will have more flexibility in meeting their parking demands, and this should be an integral part of the planning process for downtown projects.
- **Enhance landscaping and lighting in downtown public parking lots to improve security and aesthetics.** There are five major public parking lots in the Downtown Marysville area:
  - On E Street between 4<sup>th</sup> and 5<sup>th</sup> Streets (adjacent to Marysville Hotel)
  - On the southeast corner of C Street and 4<sup>th</sup> Street (South of US Post Office)
  - On C Street between 5<sup>th</sup> and 6<sup>th</sup> Streets (South of Marysville City Hall)
  - On the northwest corner of C Street and 2<sup>nd</sup> Street
  - On 1<sup>st</sup> Street at C Street (Near Bok Kai Temple)



These lots were evaluated for the potential to gain spaces through restriping. The lots were found to have efficient layouts, and few additional spaces could be gained, if any. Each of these lots

would benefit from improvements to landscaping and lighting to increase their contribution to an improved Downtown Marysville, and to increase their attractiveness for downtown shoppers, employees and residents.

- **Use structured parking to meet specific new parking requirements when warranted and financially feasible.** Some downtown developments will require the creation of significant amounts of new parking to be economically viable. If possible, the off-street parking spaces for these large-scale projects should be built in multi-level parking structures to minimize the use of land area in the historic Downtown district. Structured parking is inherently more expensive than surface parking, but the urban density of Downtown Marysville and its sensitive historic buildings are not compatible with additional large surface parking lots.

Two current projects are examples of the large-scale developments that might require structured parking to be successful in Downtown Marysville. The renovation of the Marysville Hotel into residential lofts and new retail space will require approximately 85-100 parking spaces. To meet this large number, the City and interested landowners are pursuing the construction of a multi-level parking structure on the site of an existing surface lot adjacent to the Hotel. The City has received funding from the Sacramento Area Council of Governments for the construction of this parking structure.

The construction of a multi-screen cinema at the site of the historic Tower Theater at 1<sup>st</sup> Street and D Street will create a demand for several hundred parking spaces in proximity to the theater. While some of this demand might be met through existing on-street and off-street parking supply, the scale of the project suggests that structured parking may be necessary for the cinema to successfully compete for theater patrons used to convenient surface parking.

- **Combine structured parking with ground-floor retail uses to offset costs for the parking structure and create economic opportunities.** Modern parking structures often feature ground-floor retail space as an integral component. The ground-floor retail space softens the street-level impact of a parking structure, and creates new economic opportunities in the downtown. Often, the external facades of the parking structure mimic the surrounding streetscape and the parking structure becomes nearly invisible from the street.



*Parking Structure with Ground Floor Retail in Walnut Creek*

- **Pursue external funding opportunities to finance downtown parking improvements.** Many of the economic development projects envisioned in Downtown Marysville are eligible for funding from several external funding programs. Downtown revitalization is at the heart of “smart growth” land use strategy. By creating new economic activity in existing downtown areas, pressures for urban sprawl into greenfield areas are reduced. There are several sources of funding for “smart growth” projects including the SACOG Community Design Grant program and the Transportation for Livable Communities (TLC) federal funding program. The City of Marysville should aggressively pursue these external funding opportunities to finance downtown parking improvements.

- **Use downtown public off-street parking lots as economic development opportunity sites when appropriate.** Marysville’s major public parking lots can be converted to new economic uses if and when the opportunity arises. By applying the parking-structure-over-retail project model, the City’s surface parking lots could become parking structures to add new parking capacity while the ground-floor retail or restaurant space creates new jobs and downtown economic growth.

## **Additional Strategies in the Mixed-Use Core District**

- **Consider conversion of parallel parking spaces on 5<sup>th</sup> Street between D and E Streets to diagonal parking spaces.** Conversion of parallel parking spaces to diagonal parking spaces on this block would create an additional 5-7 spaces at a low cost. This small increment of additional capacity is important as it will add to the supply in one of the highest peak demand areas of Downtown Marysville.
- **The Tower Cinema Project should evaluate possible shared parking opportunities with adjacent properties and develop comprehensive approach to parking for patrons.** The Tower Cinema Project will require up to 800 new parking spaces to accommodate the anticipated patronage for the multi-screen theater and retail uses. The 302-space Mervyn’s parking lot across D Street from the Tower Cinema is a potential shared-parking opportunity, but this is dependent on the concurrence of Mervyn’s management. There are a modest number of “unoccupied” on-street and off-street parking spaces in the vicinity of the Tower Cinema project, but these would not be adequate for the 800-space demand of the project. It is possible that the only effective solution for this high-demand project is structured parking.
- **Construct parking structure south of Marysville Hotel to serve conversion of Hotel to residential and retail uses.** The conversion and renovation of the Marysville Hotel to residential and retail uses is classed as a “special parking generator”, and will require the creation of approximately 100 parking spaces in proximity to the Hotel to serve the residents of the project. In 2004, the City successfully applied for a \$2 million Community Design Grant from SACOG for the design and construction of a 150-space parking structure at this location.

## **Additional Strategies for the Government District**

- **Yuba County government offices should improve existing “informal” dirt parking lots by paving, etc. and avoid spill-over parking by official vehicles on-street.** Yuba County’s Courthouse, Jail and Sheriff’s Office are major contributors to parking demand in the Government District. The County Administration should act proactively to better manage parking by County vehicles and avoid on-street parking of official vehicles. Currently, the County uses several unimproved or vacant lots in the vicinity of the Courthouse/Jail complex for parking of official vehicles. These lots should be paved, and otherwise brought up to the standards of other public parking lots in Downtown Marysville.
- **Consider relocating or eliminating on-street permit parking spaces in Government District to more remote locations to free spaces for short-term public use near government offices.** Several parking spaces near the City Hall are currently reserved for official vehicles and other “permitted” vehicles. The City should strive to eliminate all on-street “reserved” spaces by requiring adequate off-

street parking. At a minimum, the City should relocate these “reserved” spaces to areas that do not impact needed short-term parking near government offices.

- **Provide additional off-street parking for any expansion of the Courthouse or County offices.** The current parking demand for the county government offices and courthouse appears to be accommodated. However, much reliance is being made of on-street parking, which could be utilized for short-term visitor parking. Any increased parking demand due to expanded County government activities would need the provision of additional off-street parking, either in a surface lot or structure.

## **Additional Strategy for the Mixed-Use Residential District**

- **Change parallel-parking spaces to diagonal parking spaces on B Street between 1<sup>st</sup> and 6<sup>th</sup> Streets to increase total parking capacity and slow traffic in commercial areas.** To the extent that additional parking spaces would be needed due to redevelopment along B Street, a low cost solution would be to change from parallel parking to diagonal parking. This change would create about 100 additional spaces. Such a change also should consider the role of B Street as an alternative route to E Street (Highway 70) for through traffic.



# Marysville

## DOWNTOWN PARKING PLAN



Appendix

# **Appendix**

## ***Parking Occupancy Counts***

MARYSVILLE PARKING STUDY

**Totals**

**Block 1**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	10	12	29	28	19	23	23	22	42
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	2	2	1	2	3	5	3	1	12
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	38	30	42	36	33	28	35	22	84

**Block 2**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	13	12	13	17	20	21	17	18	41
4-Hr	8	7	8	4	6	11	9	3	12
24-Hr	1	2	1	2	2	2	0	1	2
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	24	26	24	26	27	22	21	13	64

MARYSVILLE PARKING STUDY

**Block 3**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	16	8	15	20	21	21	17	11	26
4-Hr	17	17	16	15	18	17	18	11	20
24-Hr	3	5	4	4	6	7	6	5	11
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	25	27	26	22	21	19	26	21	72

**Block 4**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	6	6	7	6	6	3	3	4	11
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	13	10	8	9	9	9	14	13	19
Plaza									
10-Hr	36	39	37	38	38	20	24	10	39
<hr/>									
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	29	27	26	28	30	28	26	24	54

MARYSVILLE PARKING STUDY

**Block 5**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	0	0	0	0	0	0	0	0	0
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	5	6	5	4	5	4	3	1	7
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	153	156	121	143	141	139	107	43	213

**Block 6**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	10	11	8	14	12	13	14	9	20
2-Hr	4	5	15	14	11	5	4	11	28
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	3	4	2	3	3	3	6	8	10
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	22	27	31	33	28	24	25	19	58



MARYSVILLE PARKING STUDY

**Block 9**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	4	4	5	5	5	3	2	5	8
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	16	14	9	14	14	15	16	5	21
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	40	40	36	40	42	38	31	14	55

**Block 10**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	15	19	17	20	17	15	18	14	26
2-Hr	3	13	12	11	13	12	13	12	17
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	43	39	44	45	41	36	37	29	70

MARYSVILLE PARKING STUDY

**Block 11**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	17	15	18	16	15	19	15	15	20
2-Hr	23	15	15	17	12	10	14	7	37
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	9	8	7	4	5	7	5	4	9
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
Private									
On-Street									
Permit	14	15	8	9	10	9	10	9	15
Plaza									
Private	12	9	16	19	20	16	17	17	52

**Block 12**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	34	34	25	25	31	31	29	20	43
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	21	20	14	19	19	11	11	13	29
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	46	23	14	15	23	26	32	40	57

MARYSVILLE PARKING STUDY

Block 13

Public	Time								Capacity	
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00		
On-Street										
30-Min	0	0	0	0	0	0	0	0	0	0
1-Hr	3	6	3	6	7	5	6	1	7	7
90-Min	0	0	0	0	0	0	0	0	0	0
2-Hr	4	3	1	0	2	2	2	2	5	5
4-Hr	0	0	0	0	0	0	0	0	0	0
24-Hr	10	10	9	11	10	8	9	5	18	18
Plaza										
10-Hr	0	0	0	0	0	0	0	0	0	0
Private										
On-Street										
Permit	0	0	0	0	0	0	0	0	0	0
Plaza										
Private	16	11	9	10	11	11	11	5	40	40

Block 14

Public	Time								Capacity	
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00		
On-Street										
30-Min	0	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0	0
90-Min	8	15	20	14	20	16	19	15	20	20
2-Hr	6	10	13	13	14	12	14	6	22	22
4-Hr	0	0	0	0	0	0	0	0	0	0
24-Hr	0	0	1	0	0	0	0	0	1	1
Plaza										
10-Hr	0	0	0	0	0	0	0	0	0	0
Private										
On-Street										
Permit	0	0	0	0	0	0	0	0	0	0
Plaza										
Private	38	49	50	36	31	31	46	31	79	79

MARYSVILLE PARKING STUDY

**Block 15**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	11	12	18	14	16	15	20	14	20
2-Hr	13	15	23	19	11	22	18	16	46
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	7	6	8	4	4	4	3	1	8
<b>Plaza</b>									
10-Hr	18	19	21	23	20	18	20	13	38
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	10	14	10	12	13	12	11	5	41

**Block 16**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	8	7	3	4	2	1	4	6	25
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	21	19	13	18	18	18	16	9	28
<b>Plaza</b>									
10-Hr	68	72	71	73	54	50	45	29	115
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	10	7	7	4	9	10	8	5	10

MARYSVILLE PARKING STUDY

Block 17

Public	Time								Capacity	
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00		
On-Street										
30-Min	0	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0	0
2-Hr	0	0	0	0	0	0	0	0	0	0
4-Hr	0	0	0	0	0	0	0	0	0	0
24-Hr	10	10	8	12	12	15	13	12		42
Plaza										
10-Hr	0	0	0	0	0	0	0	0	0	0
<hr/>										
Private										
On-Street										
Permit	0	0	0	0	0	0	0	0	0	0
Plaza										
Private	18	17	17	16	18	16	16	19		160

Block 18

Public	Time								Capacity	
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00		
On-Street										
30-Min	0	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0	0
2-Hr	10	13	14	18	11	13	19	8		40
4-Hr	0	0	0	0	0	0	0	0	0	0
24-Hr	0	0	0	0	0	0	0	0	0	4
Plaza										
10-Hr	0	0	0	0	0	0	0	0	0	0
<hr/>										
Private										
On-Street										
Permit	0	0	0	0	0	0	0	0	0	0
Plaza										
Private	103	135	134	155	162	159	143	123		302

MARYSVILLE PARKING STUDY

Block 19

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	11	15	23	25	23	15	20	21	34
4-Hr	4	6	4	4	2	2	5	2	11
24-Hr	0	1	0	0	1	0	0	0	15
Plaza									
10-Hr	1	4	0	0	0	0	1	0	45
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	17	20	16	16	15	19	15	9	28

Block 20

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	7	7	6	7	7	6	4	0	7
4-Hr	3	3	3	4	4	2	2	2	12
24-Hr	36	33	32	34	36	31	21	7	38
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	10	14	14	12	14	12	10	10	17

MARYSVILLE PARKING STUDY

Block 21

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	0	0	0	0	0	0	0	0	0
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	14	15	13	12	13	9	9	10	36
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	9	8	10	11	10	11	9	8	19

Block 22

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
On-Street									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	4	6	8	5	7	10	7	5	37
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	1	1	3	5	3	2	3	3	26
Plaza									
10-Hr	0	0	0	0	0	0	0	0	0
Private									
On-Street									
Permit	0	0	0	0	0	0	0	0	0
Plaza									
Private	1	2	4	6	6	6	9	10	13

MARYSVILLE PARKING STUDY

**Block 23**

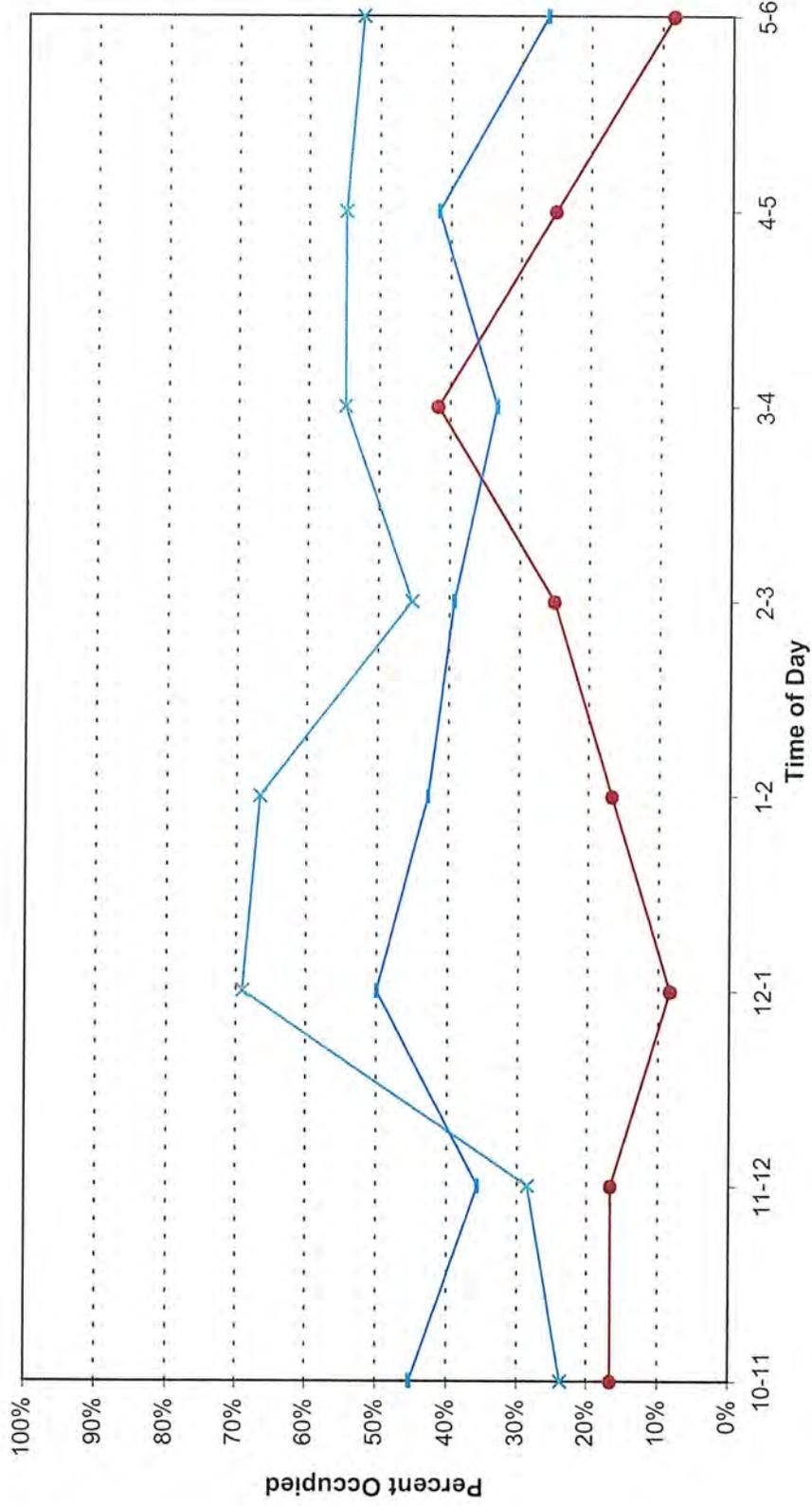
Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	12	11	10	13	10	10	10	5	27
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	13	16	15	17	13	13	7	6	27
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	17	20	18	20	20	20	20	21	39

**Block 24**

Public	Time								Capacity
	10:00-11:00	11:00-12:00	12:00-1:00	1:00-2:00	2:00-3:00	3:00-4:00	4:00-5:00	5:00-6:00	
<b>On-Street</b>									
30-Min	0	0	0	0	0	0	0	0	0
1-Hr	0	0	0	0	0	0	0	0	0
90-Min	0	0	0	0	0	0	0	0	0
2-Hr	0	0	0	0	0	0	0	0	0
4-Hr	0	0	0	0	0	0	0	0	0
24-Hr	15	13	11	12	14	12	10	9	31
<b>Plaza</b>									
10-Hr	0	0	0	0	0	0	0	0	0
<hr/>									
<b>Private</b>									
<b>On-Street</b>									
Permit	0	0	0	0	0	0	0	0	0
<b>Plaza</b>									
Private	2	2	3	2	2	2	1	1	28

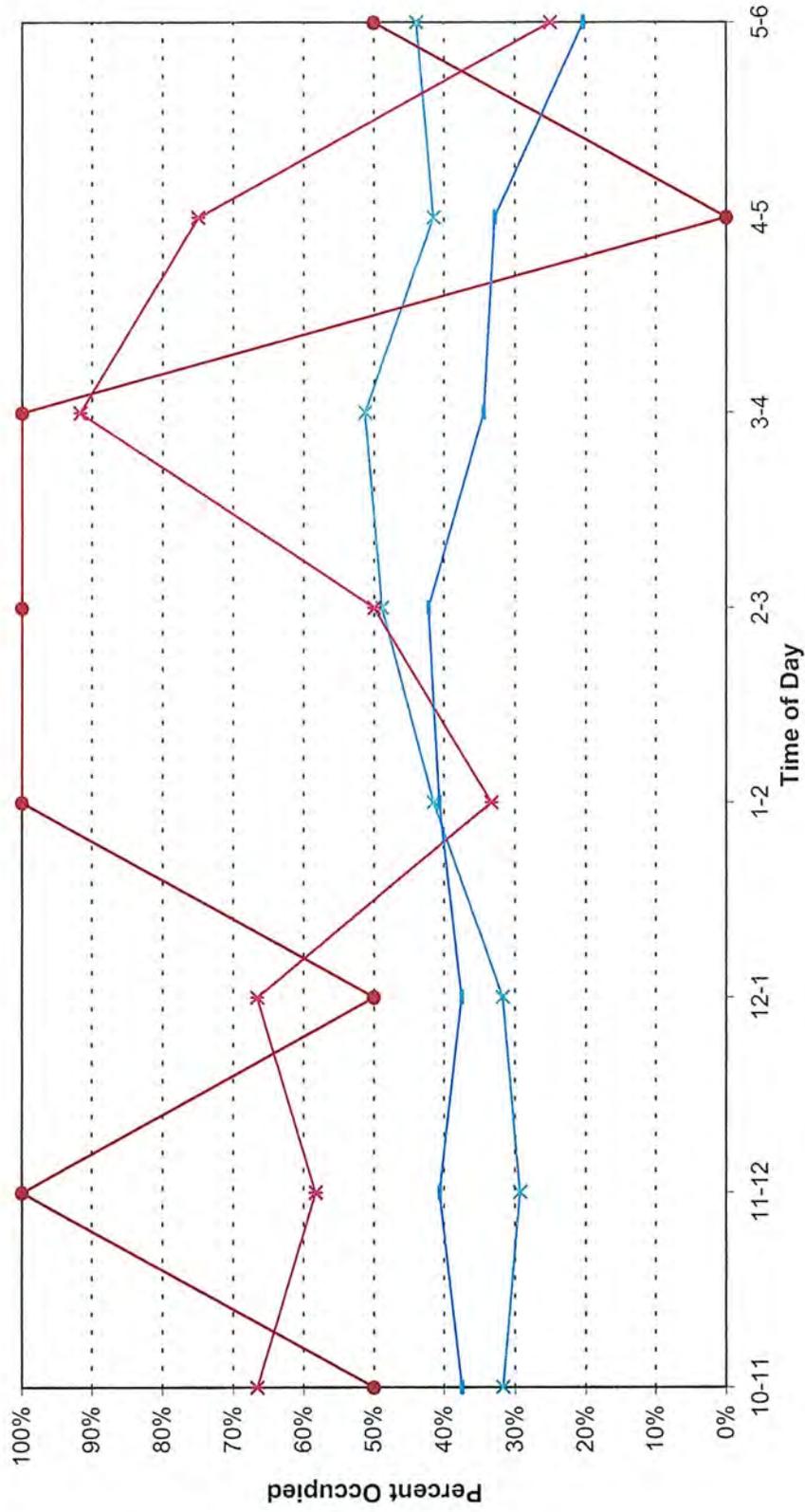


**Parking Occupancy Counts**  
**Weekdays**  
**Block 1**



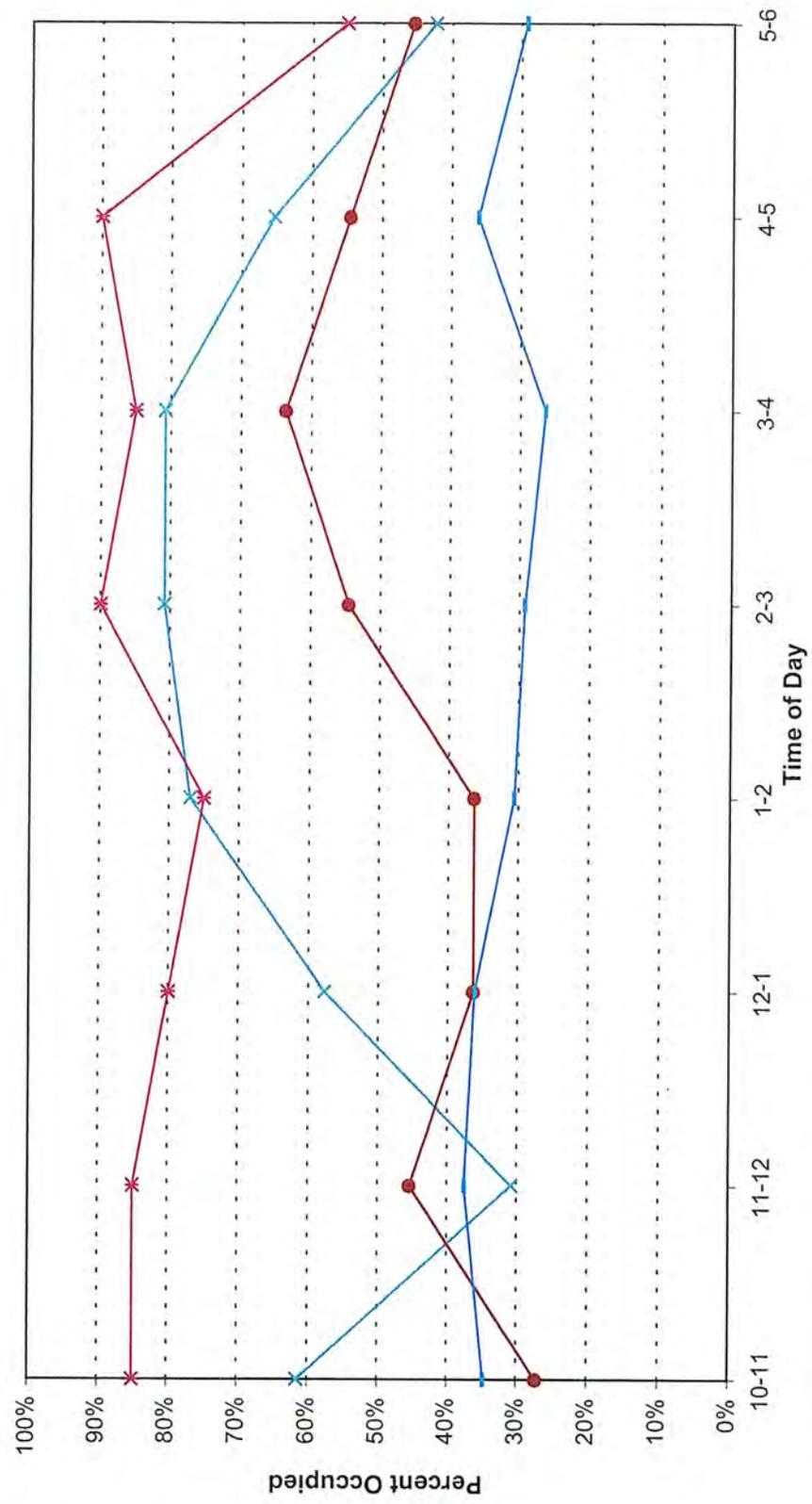
—x— On-Street (2 hr) / Capacity = 42 Spaces    
 —●— On-Street (24 hr) / Capacity = 12 Spaces    
 —□— Plaza (Private) / Capacity = 84 Spaces

# Parking Occupancy Counts Weekdays Block 2



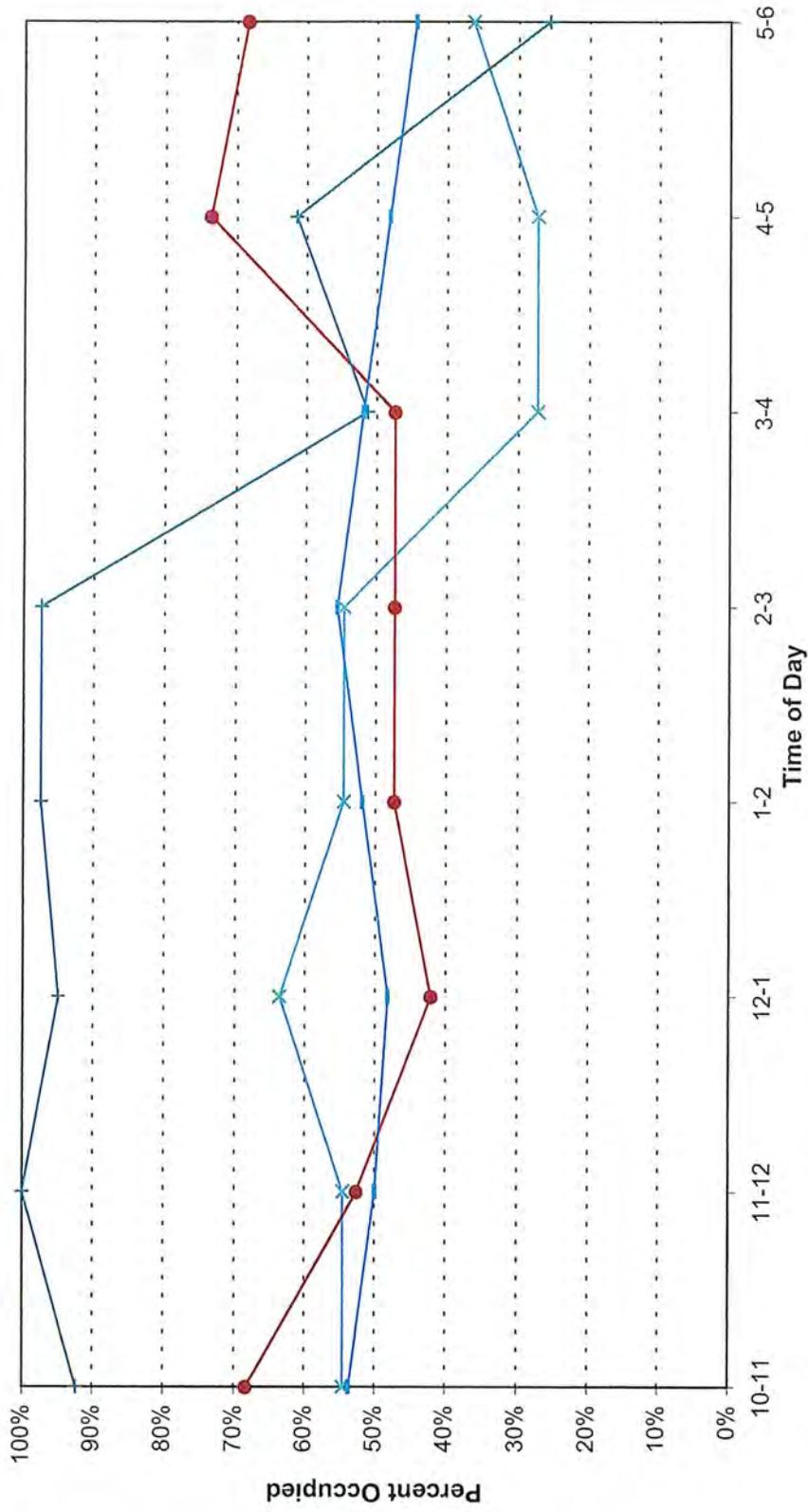
- x— On-Street (4 hr) / Capacity = 12 Spaces
- Plaza (Private) / Capacity = 64 Spaces
- x— On-Street (2 hr) / Capacity = 41 Spaces
- On-Street (24 hr) / Capacity = 2 Spaces

### Parking Occupancy Counts Weekdays Block 3

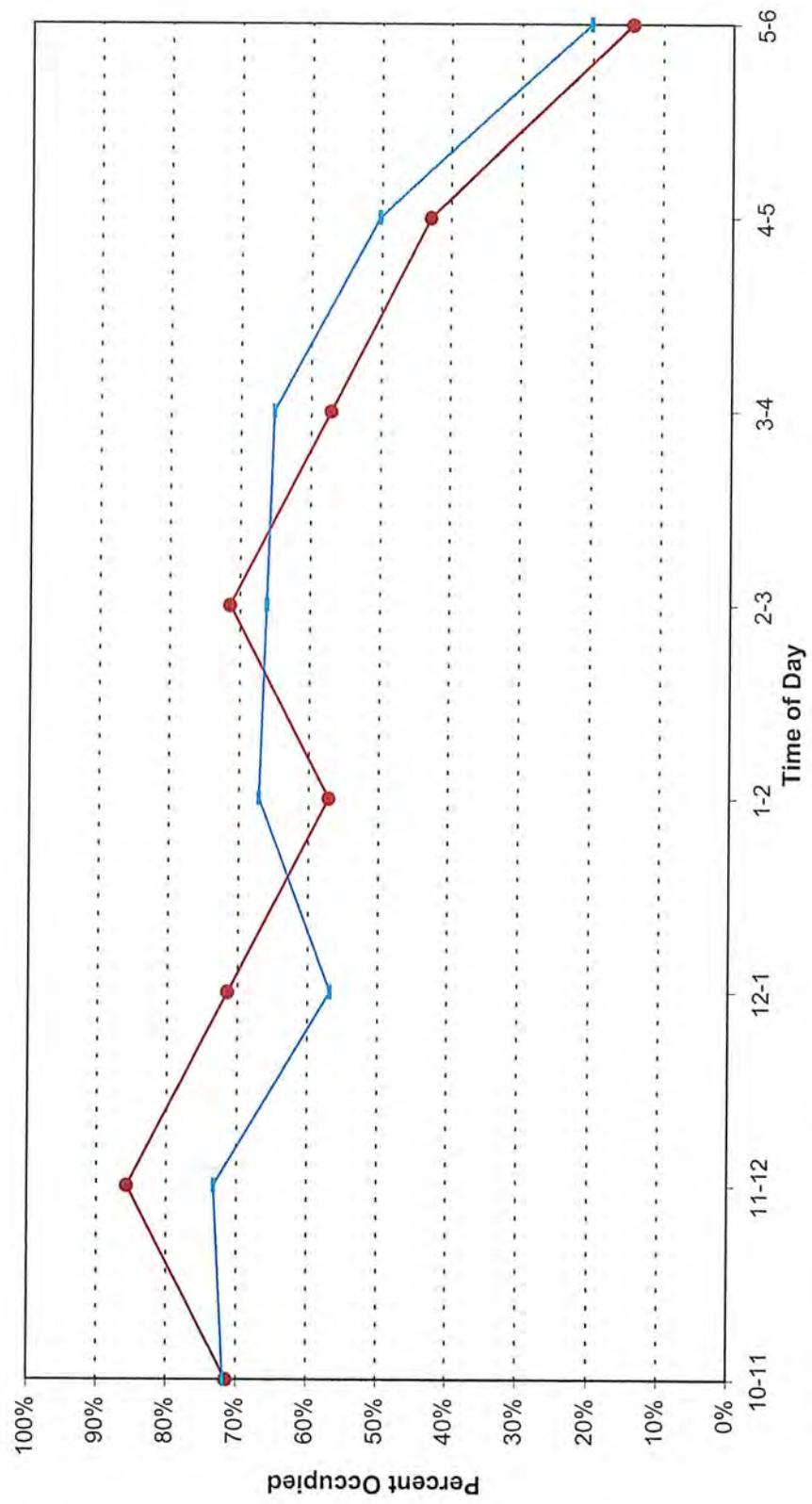


- x On-Street (2 hr) / Capacity = 26 Spaces
- \* On-Street (4 hr) / Capacity = 20 Spaces
- On-Street (24 hr) / Capacity = 11 Spaces
- Plaza (Private) / Capacity = 72 Spaces

### Parking Occupancy Counts Weekdays Block 4

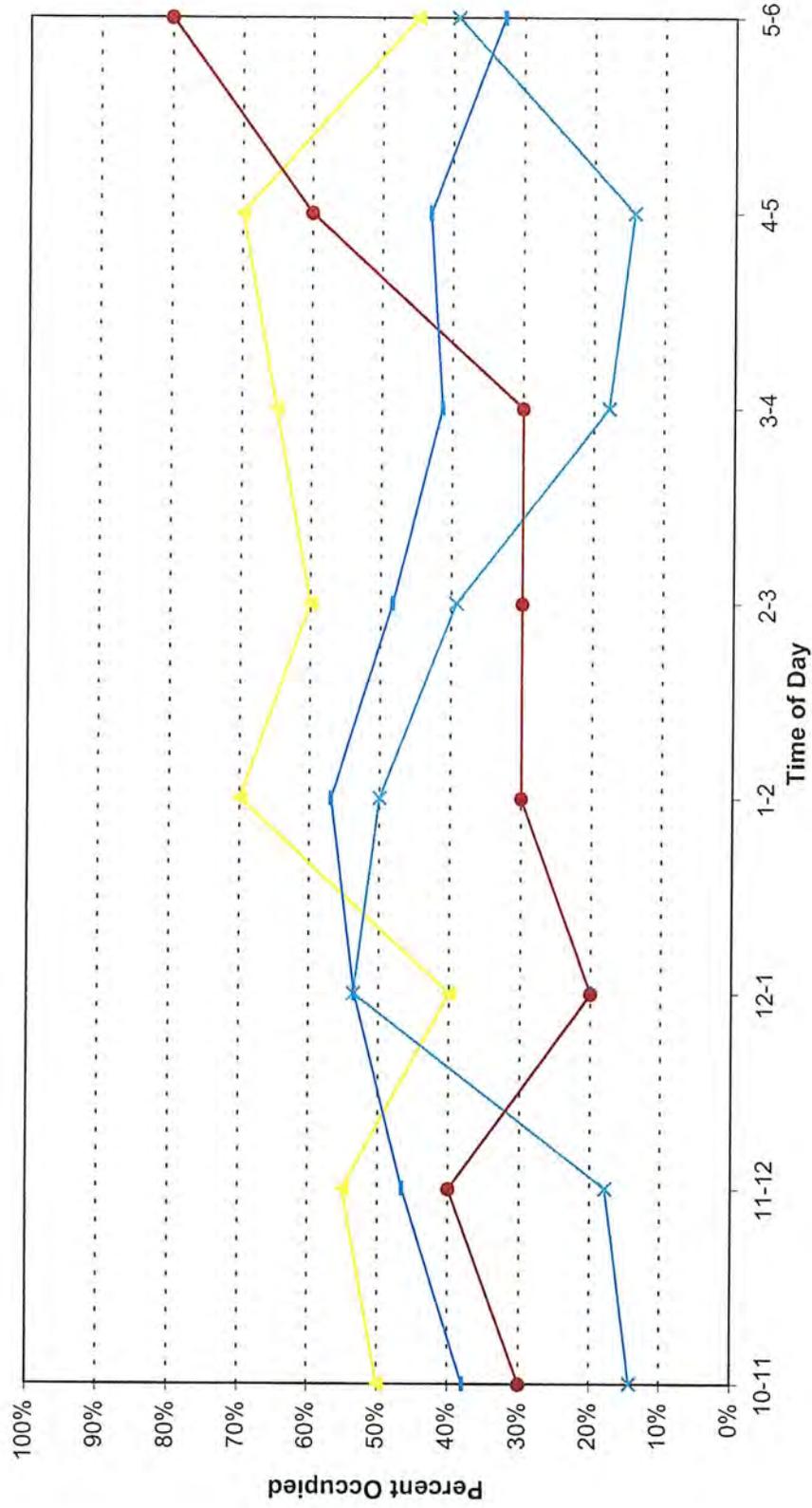


**Parking Occupancy Counts**  
**Weekdays**  
**Block 5**

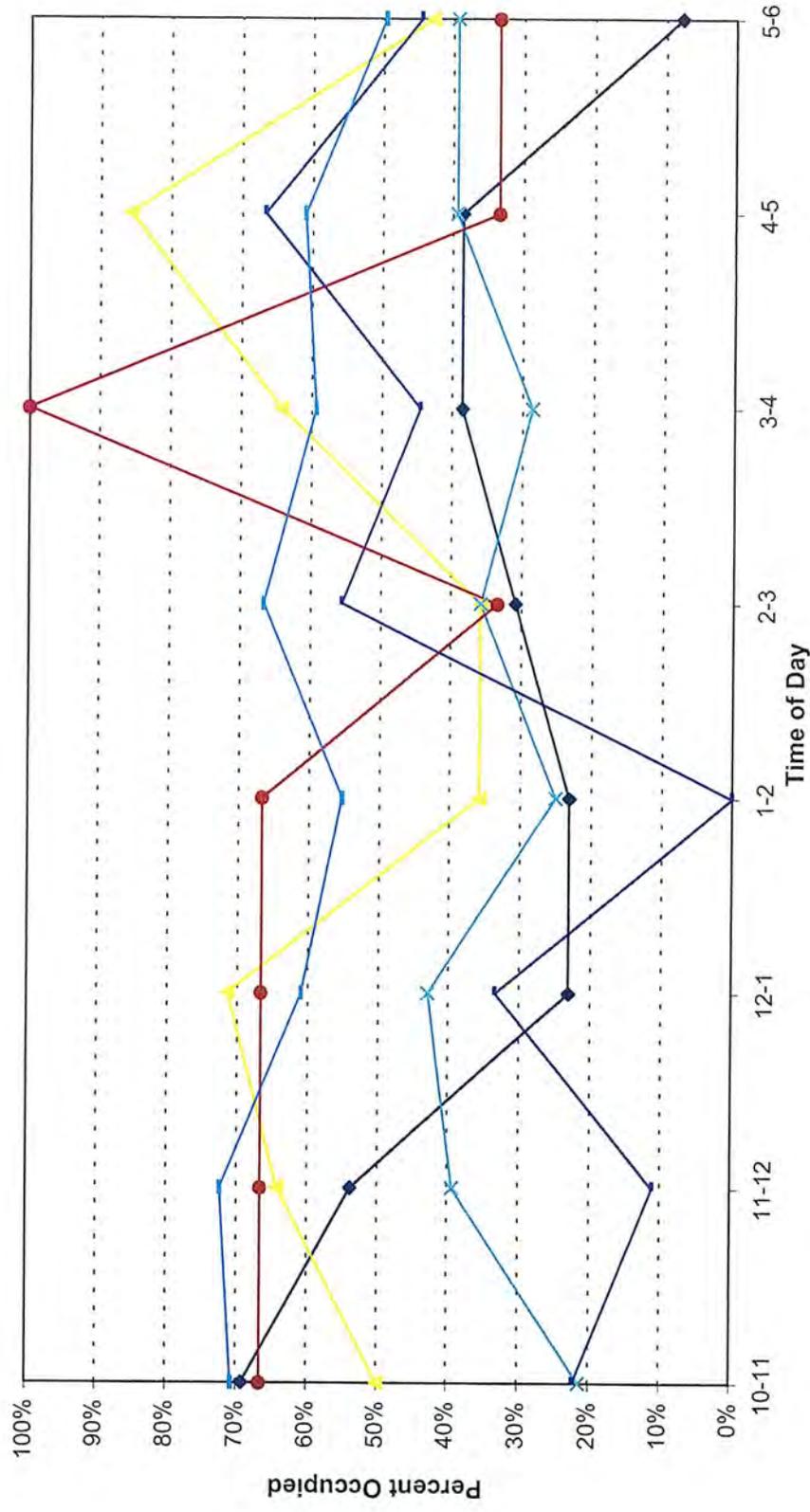


● On-Street (24 hr) / Capacity = 7 Spaces
 ■ Plaza (Private) / Capacity = 213 Spaces

Parking Occupancy Counts  
Weekdays  
Block 6

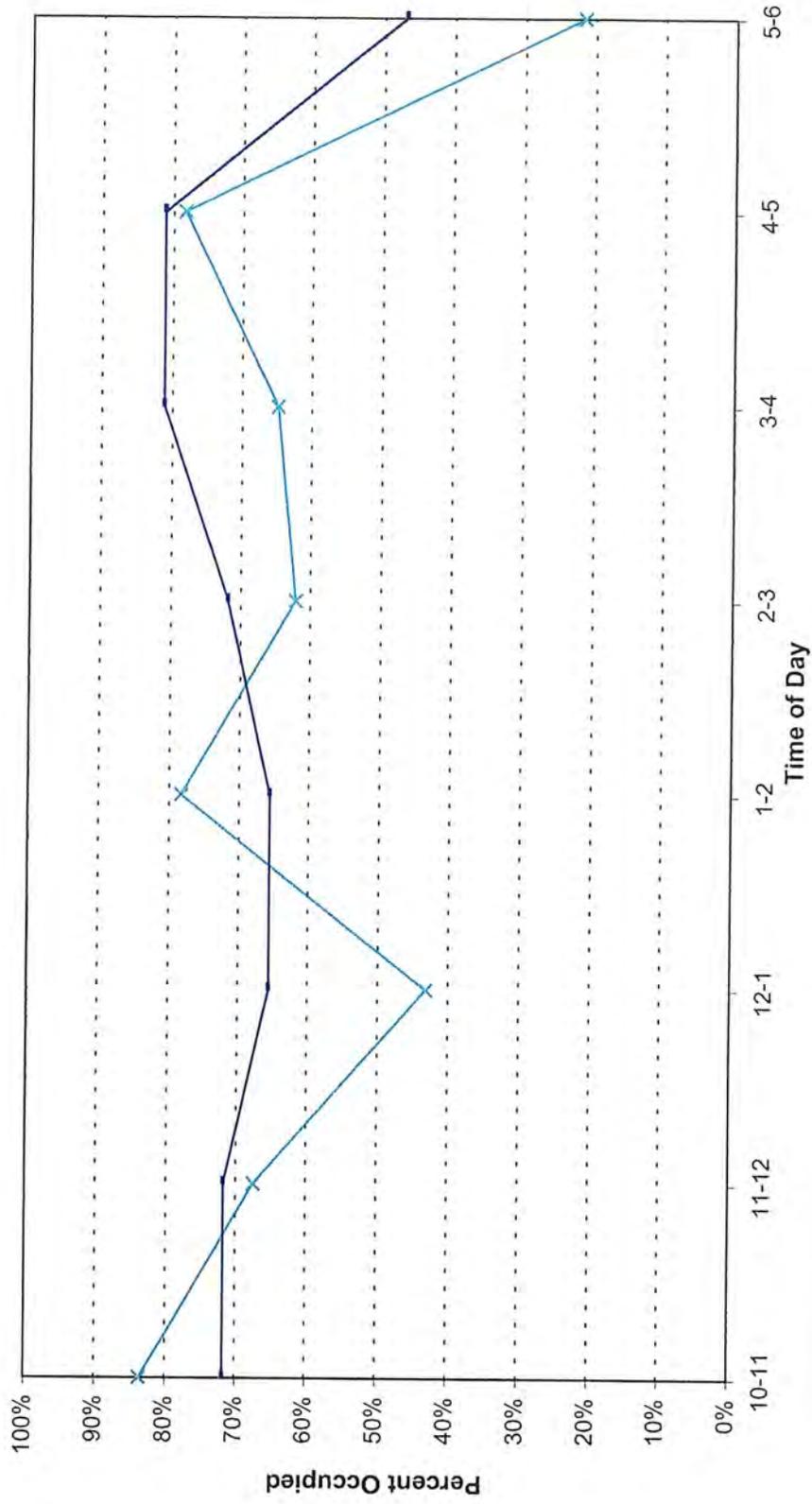


### Parking Occupancy Counts Weekdays Block 7



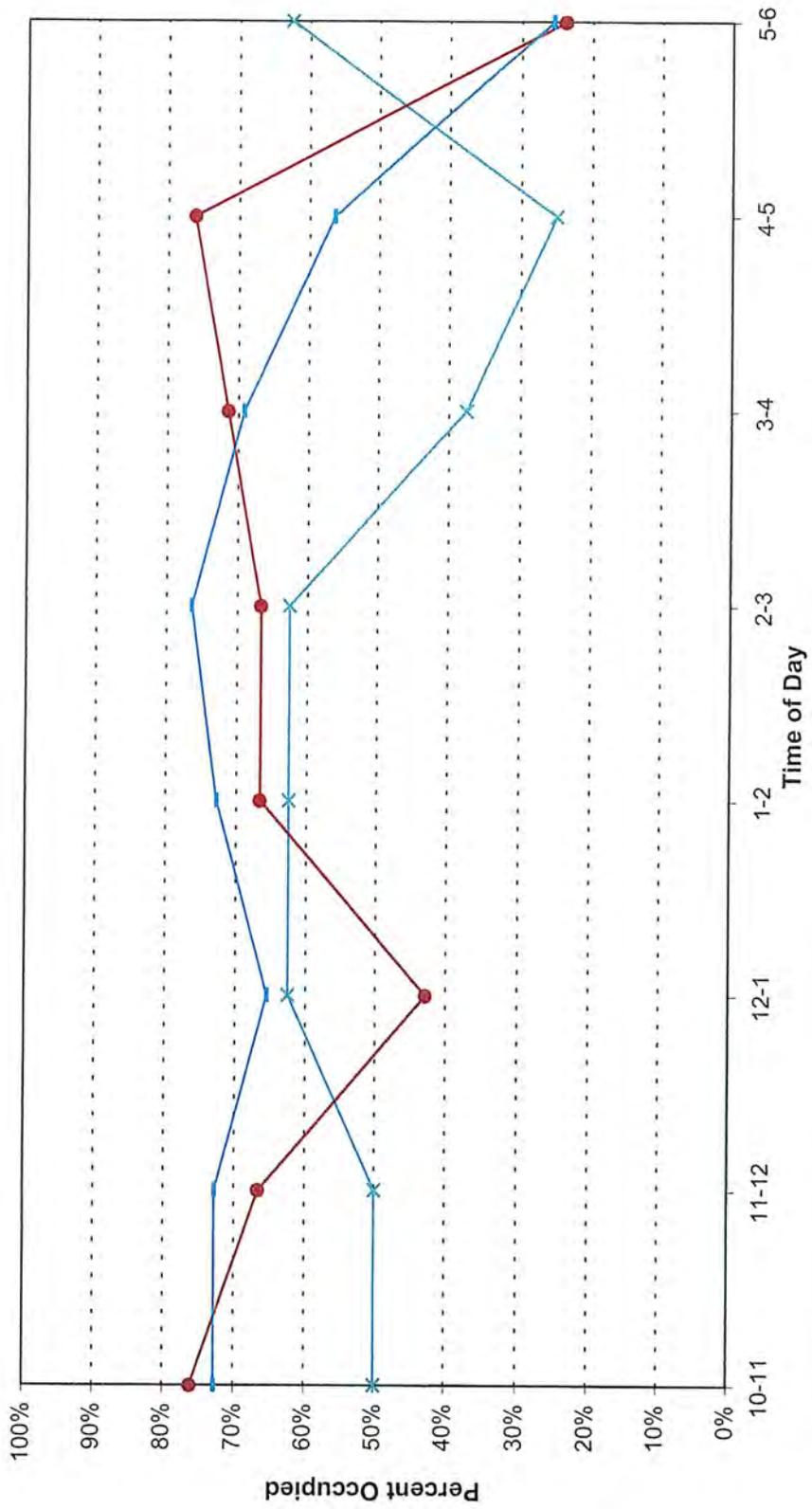
- On-Street (30 min) / Capacity = 13 Spaces
- On-Street (90 min) / Capacity = 14 Spaces
- ✕— On-Street (2 hr) / Capacity = 28 Spaces
- On-Street (24 hr) / Capacity = 3 Spaces
- On-Street (Permit) / Capacity = 9 Spaces
- Plaza (Private) / Capacity = 123 Spaces

**Parking Occupancy Counts**  
 Weekdays  
 Block 8



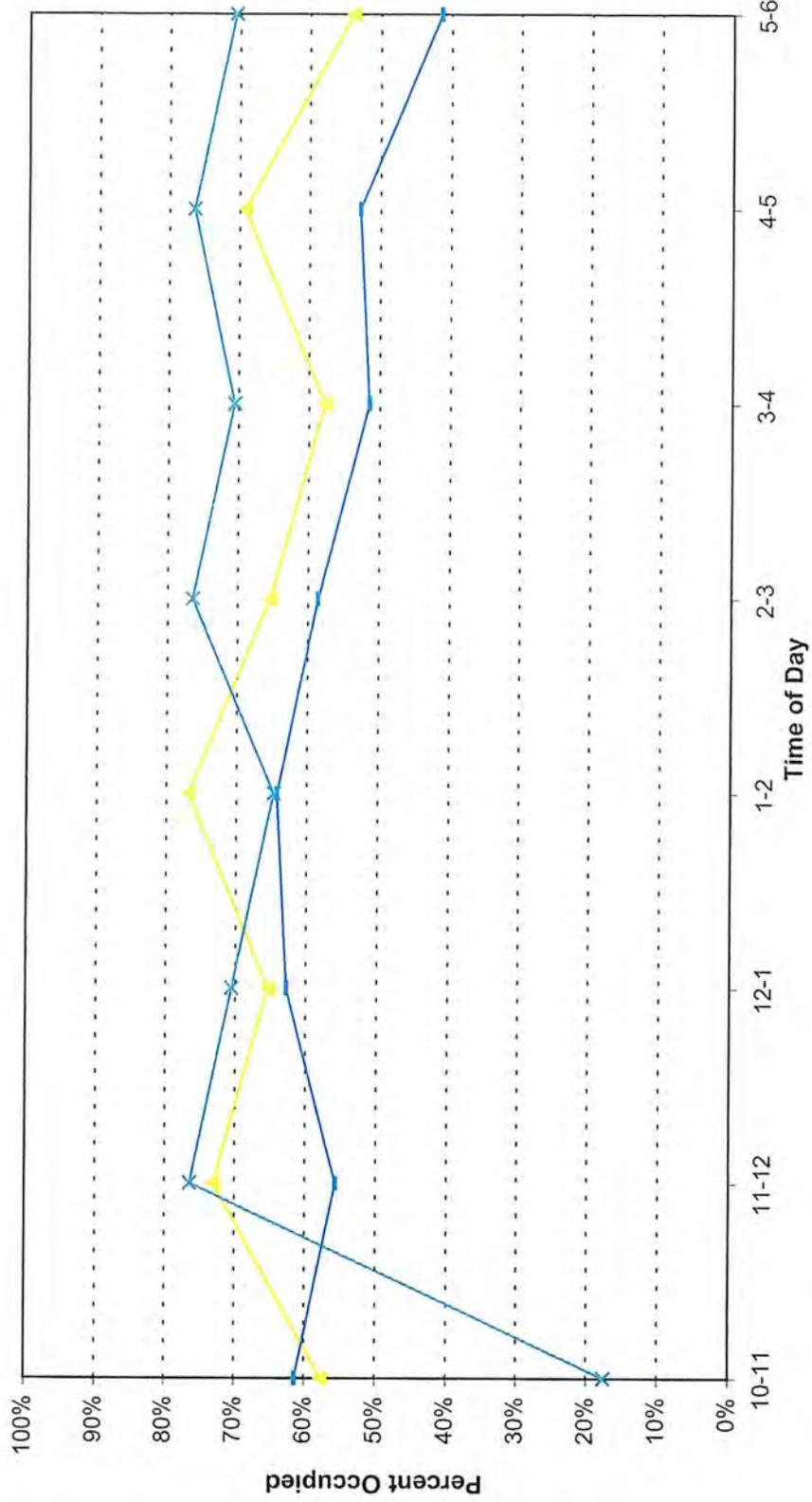
x — On-Street (2 hr) / Capacity = 37 Spaces  
 — On-Street (Permit) / Capacity = 32 Spaces

Parking Occupancy Counts  
Weekdays  
Block 9



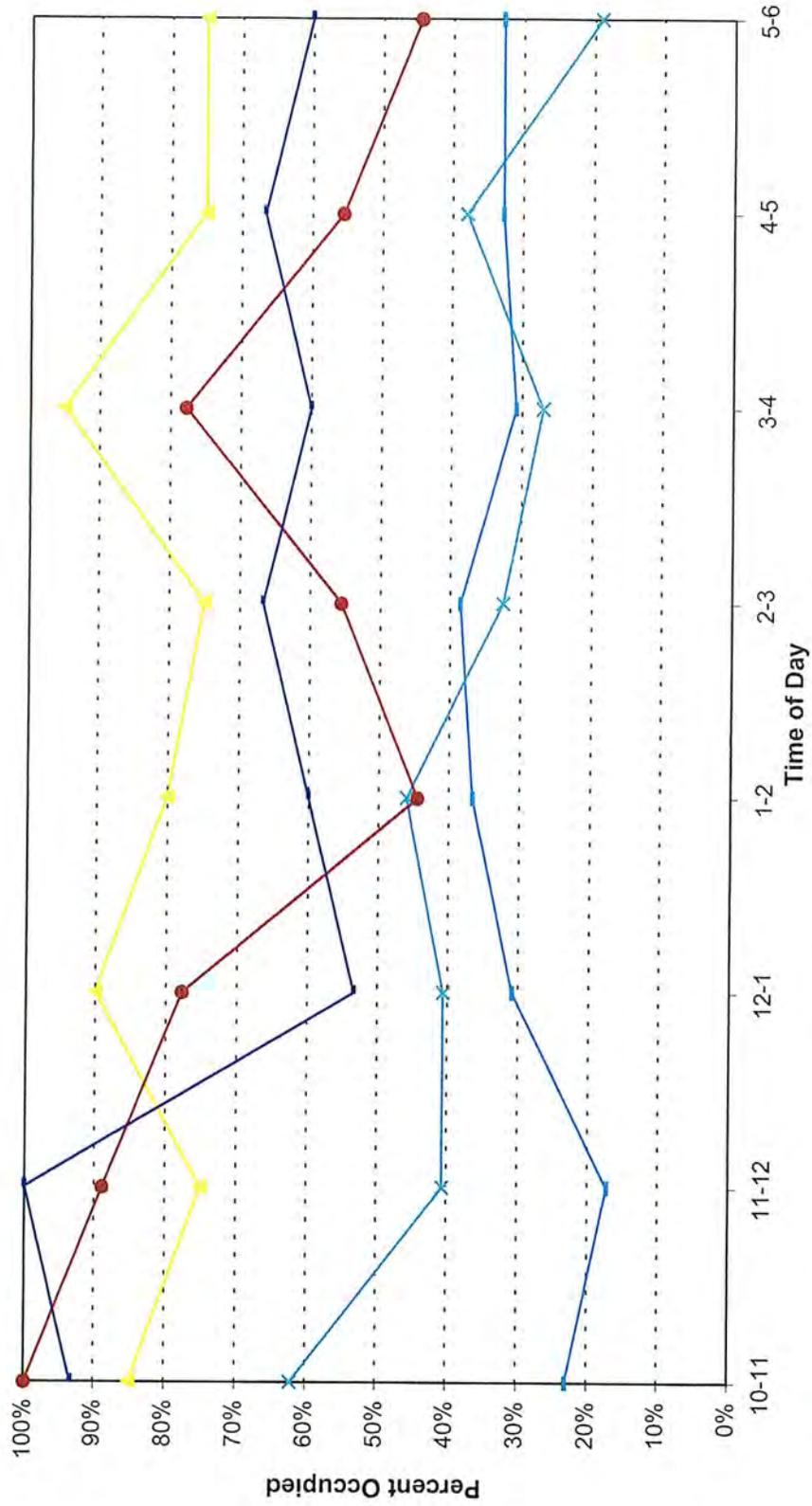
● On-Street (2 hr) / Capacity = 8 Spaces    
 ■ On-Street (24 hr) / Capacity = 21 Spaces    
 × Plaza (Private) / Capacity = 55 Spaces

**Parking Occupancy Counts**  
**Weekdays**  
**Block 10**



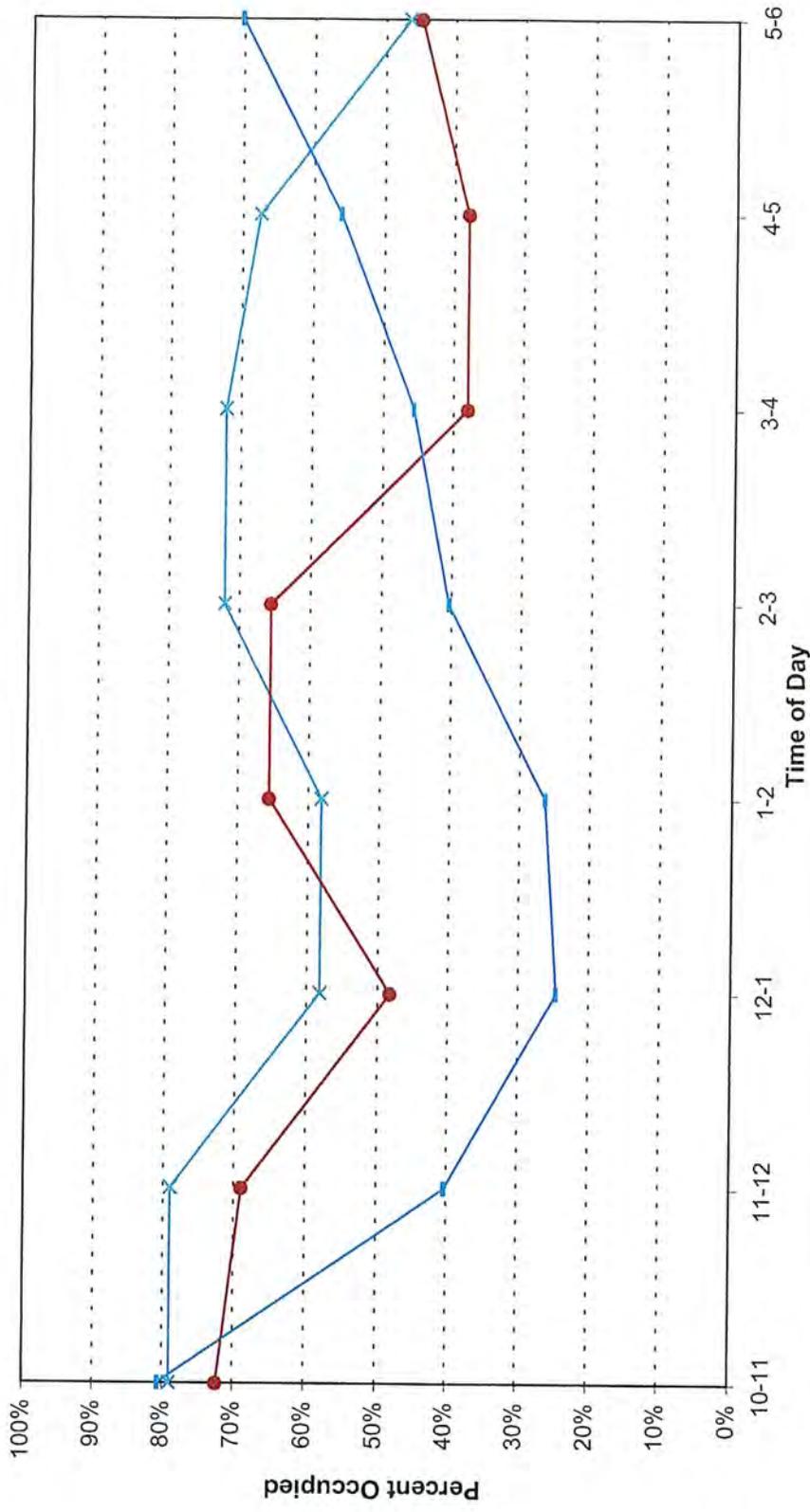
—■— On-Street (90 min) / Capacity = 26 Spaces   
—x— On-Street (2 hr) / Capacity = 17 Spaces   
—■— Plaza (Private) / Capacity = 70 Spaces

# Parking Occupancy Counts Weekdays Block 11



—●— On-Street (90 min) / Capacity = 20 Spaces   
 —●— On-Street (2 hr) / Capacity = 37 Spaces   
 —●— On-Street (24 hr) / Capacity = 9 Spaces  
—●— On-Street (Permit) / Capacity = 15 Spaces   
 —●— Plaza (Private) / Capacity = 52 Spaces

**Parking Occupancy Counts**  
**Weekdays**  
**Block 12**

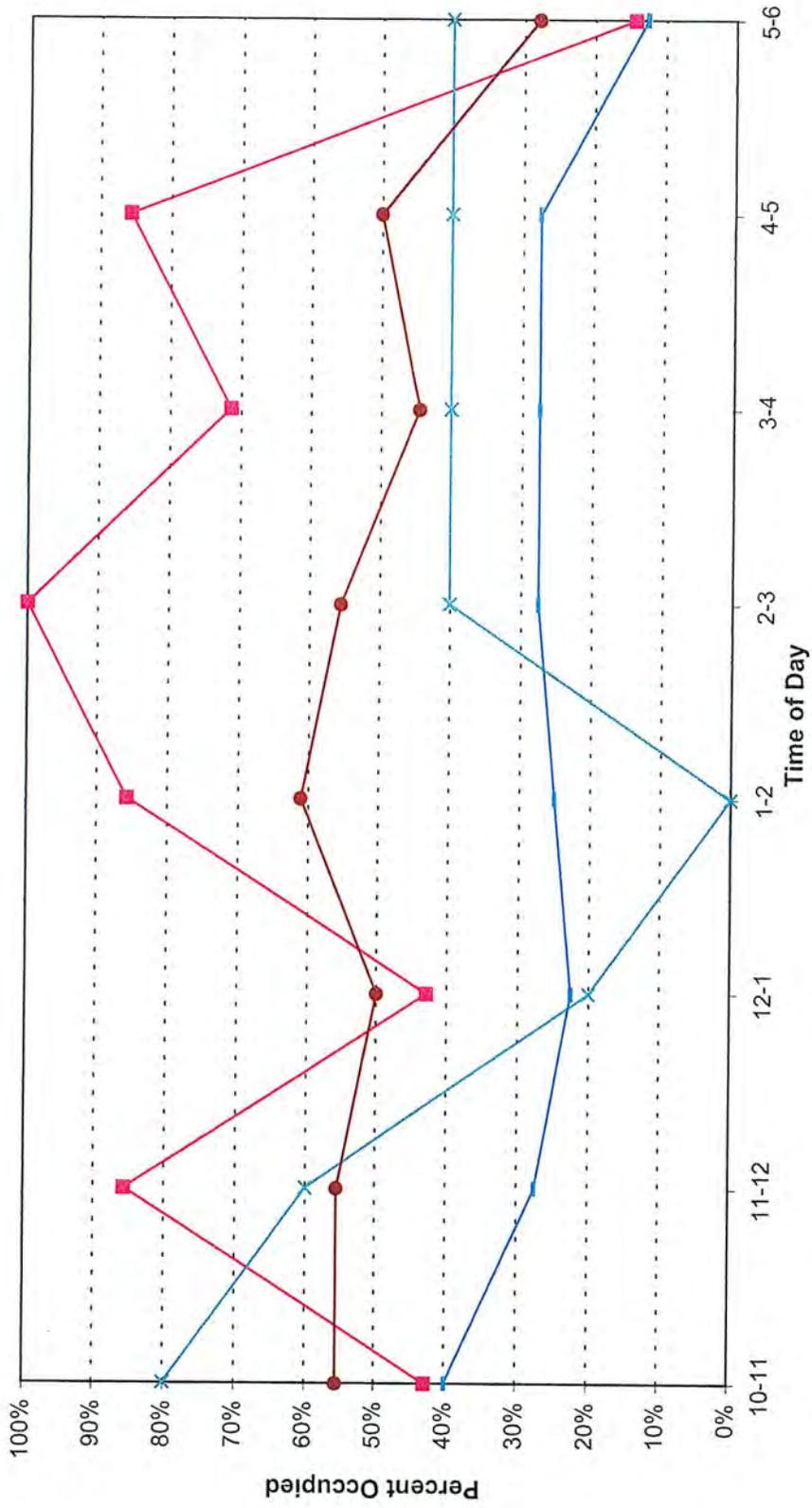


—x— On-Street (2 hr) / Capacity = 43 Spaces    
 —●— On-Street (24 hr) / Capacity = 29 Spaces    
 —■— Plaza (Private) / Capacity = 57 Spaces

# Parking Occupancy Counts

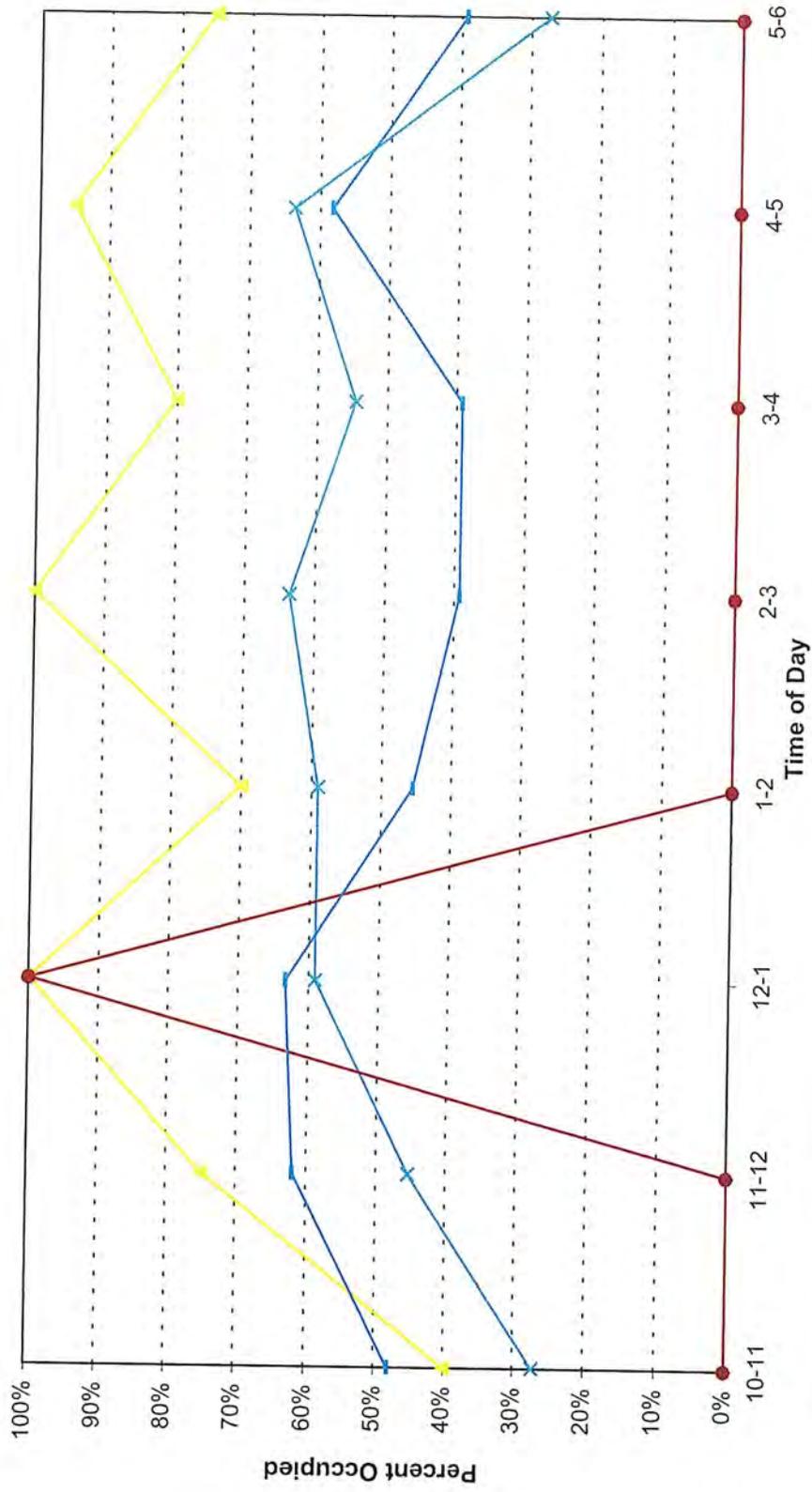
## Weekdays

### Block 13



- On-Street (1 hr) / Capacity = 7 Spaces
- On-Street (24 hr) = Capacity = 18 Spaces
- × On-Street (2 hr) / Capacity = 5 Spaces
- ▲ Plaza (Private) / Capacity = 40 Spaces

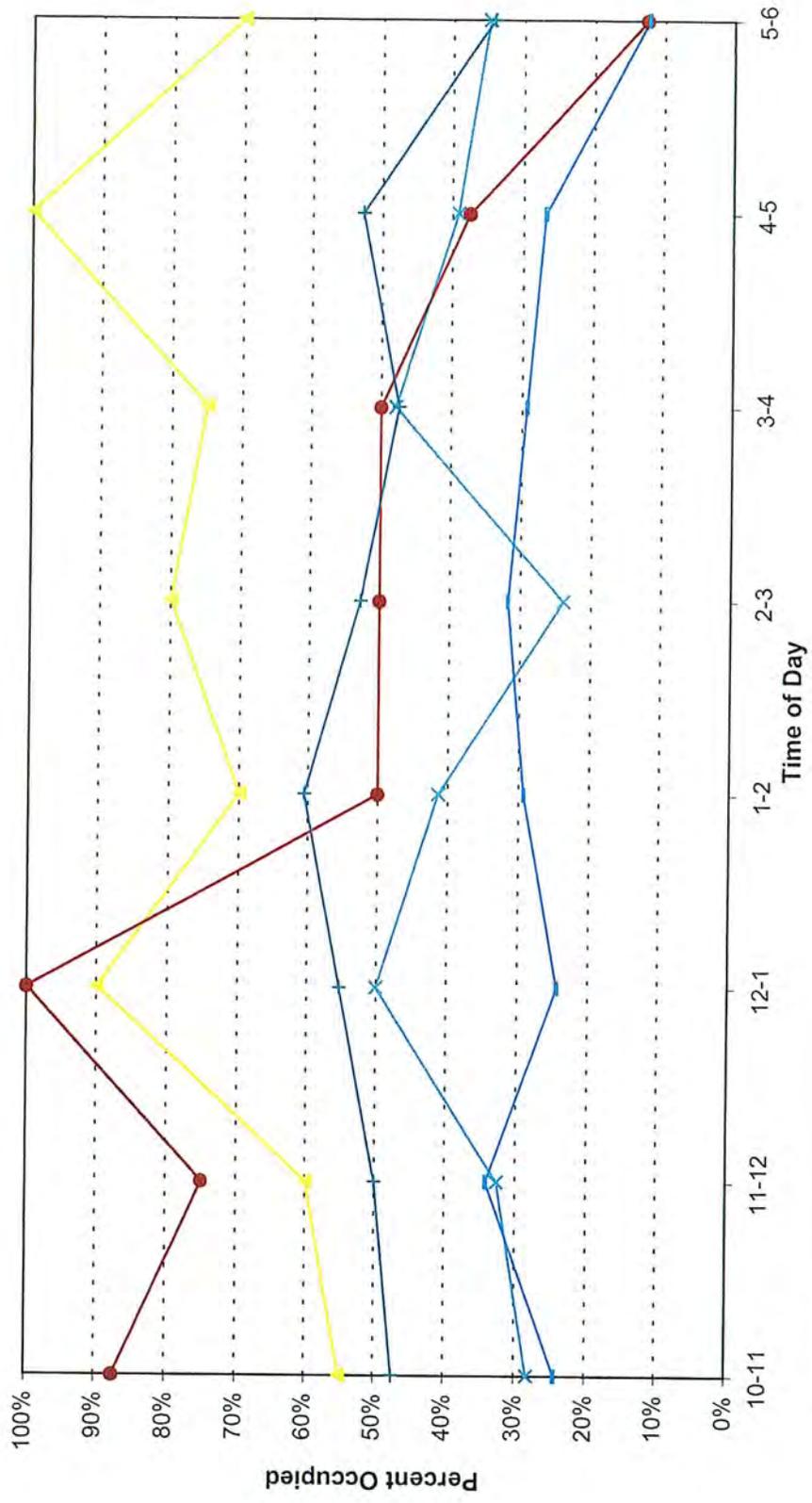
# Parking Occupancy Counts Weekdays Block 14



- ◆ On-Street (90 min) / Capacity = 20 Spaces
- On-Street (24 hr) / Capacity = 1 Space
- x Plaza (Private) / Capacity = 79 Spaces

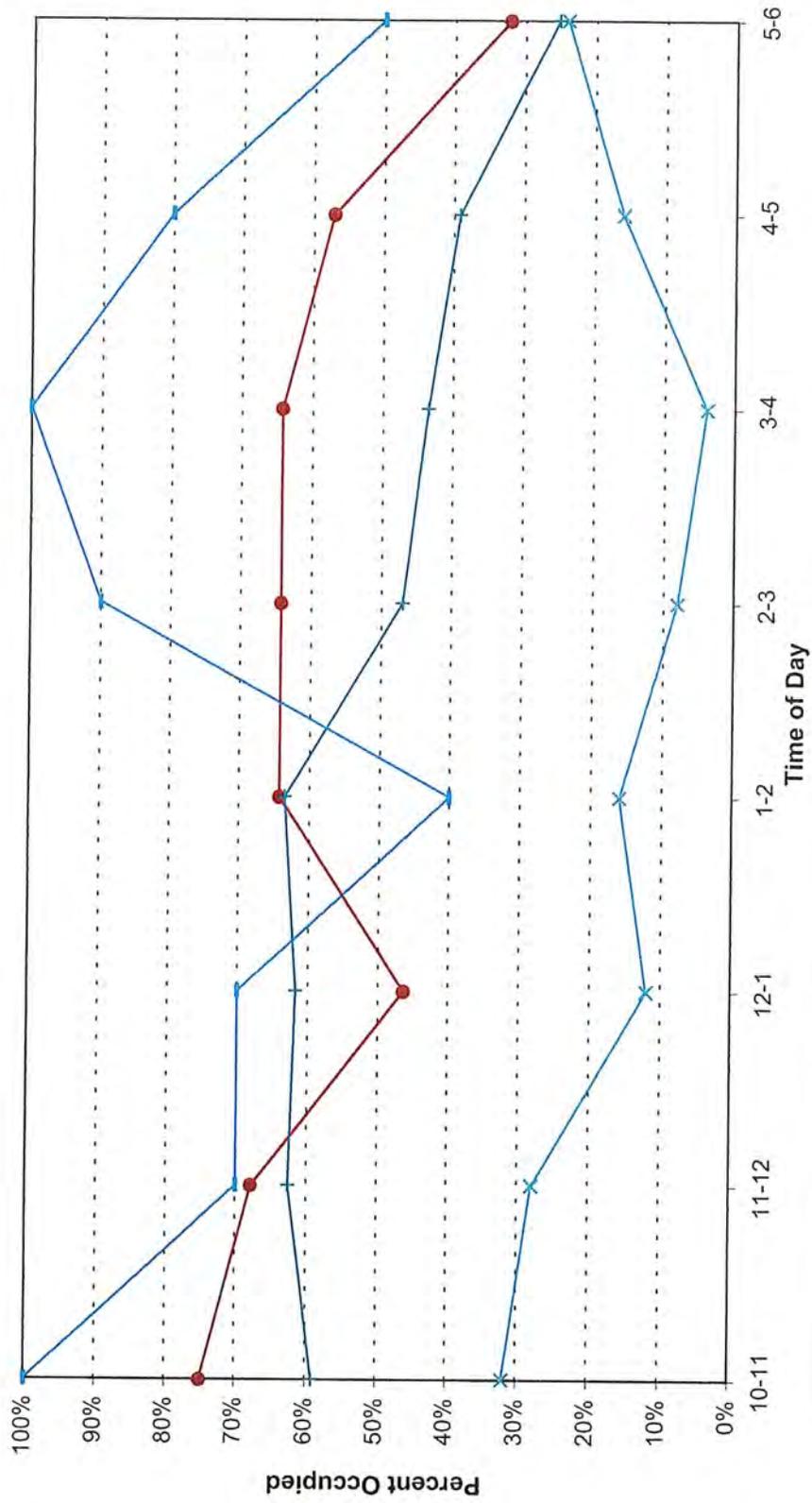
# Parking Occupancy Counts

## Weekdays Block 15

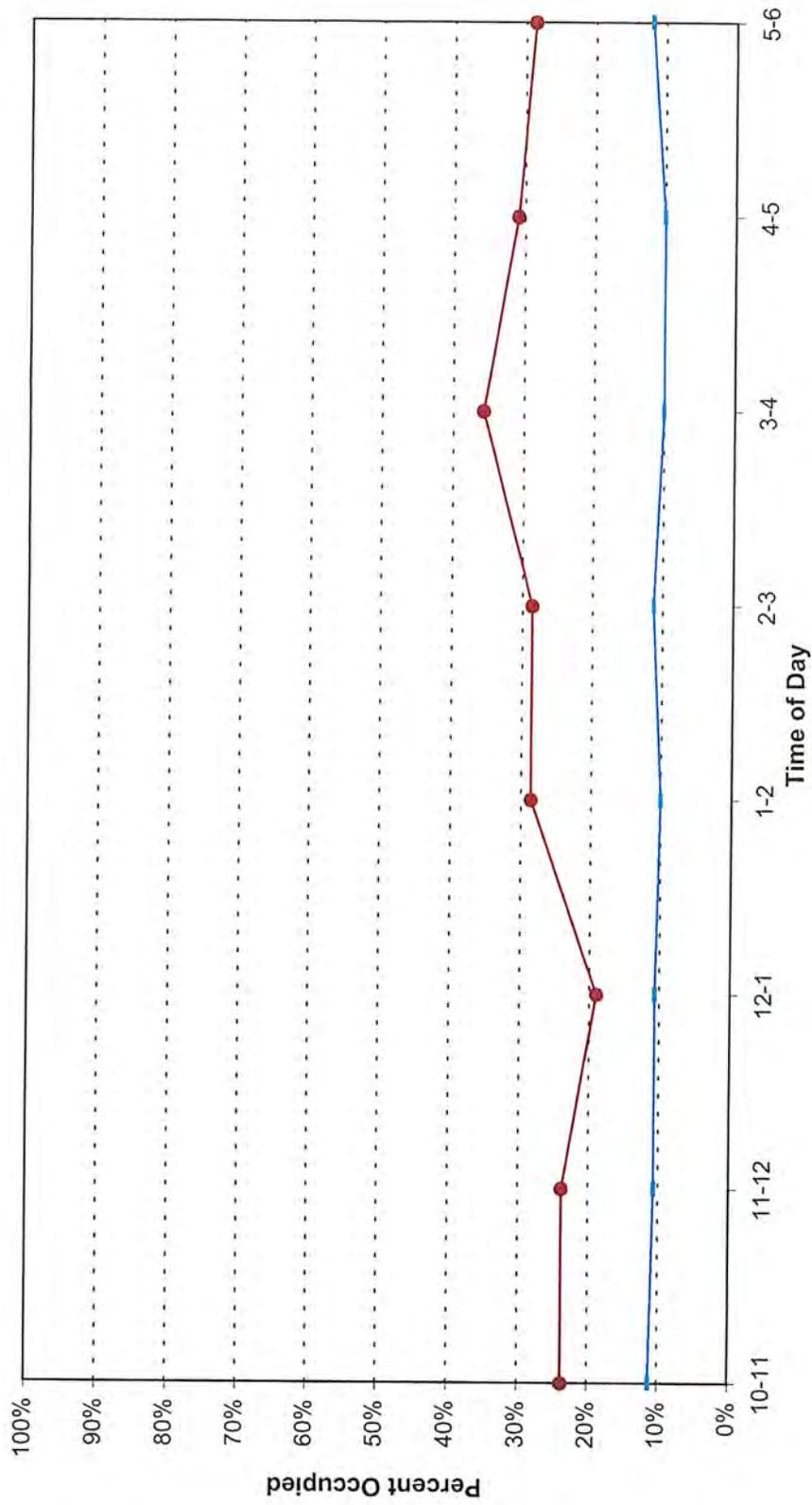


- ◆— On-Street (90 min) / Capacity = 20 Spaces
- On-Street (10 hr) / Capacity = 38 Spaces
- ▲— Plaza (Private) / Capacity = 41 Spaces
- ×— On-Street (2 hr) / Capacity = 46 Spaces
- On-Street (24 hr) / Capacity = 8 Spaces

**Parking Occupancy Counts**  
**Weekdays**  
**Block 16**



# Parking Occupancy Counts Weekdays Block 17



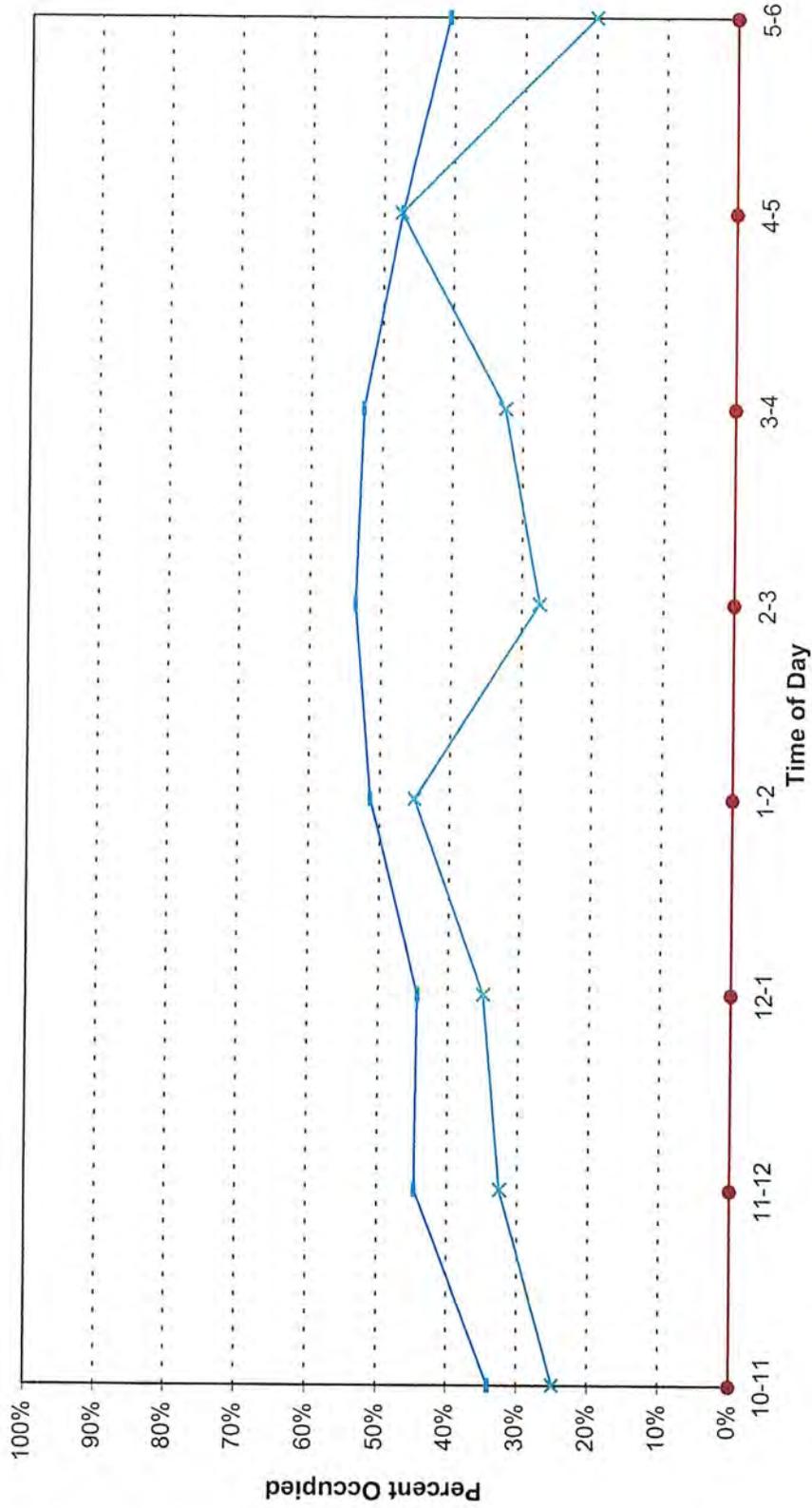
On-Street (24 hr) / Capacity = 42 Spaces

Plaza (Private) / Capacity = 160 Spaces

# Parking Occupancy Counts

## Weekdays

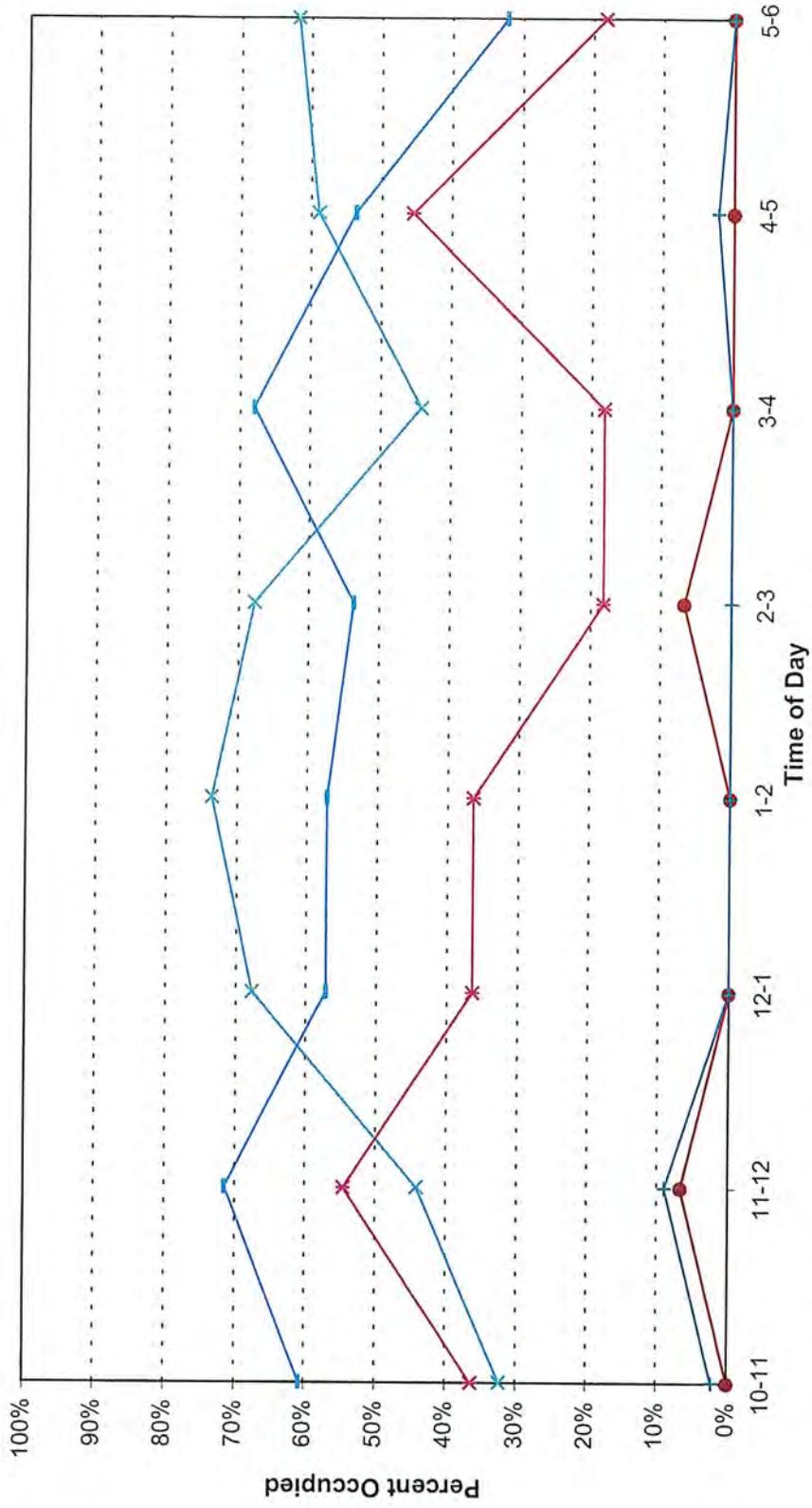
### Block 18



—x— On-Street (2 hr) / Capacity = 40 Spaces    
 —●— On-Street (24 hr) / Capacity = 4 Spaces    
 —▲— Plaza (Private) / Capacity = 302 Spaces

# Parking Occupancy Counts

## Weekdays Block 19

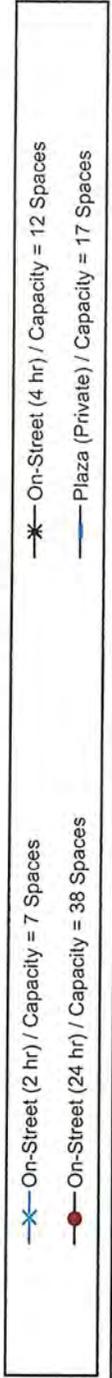
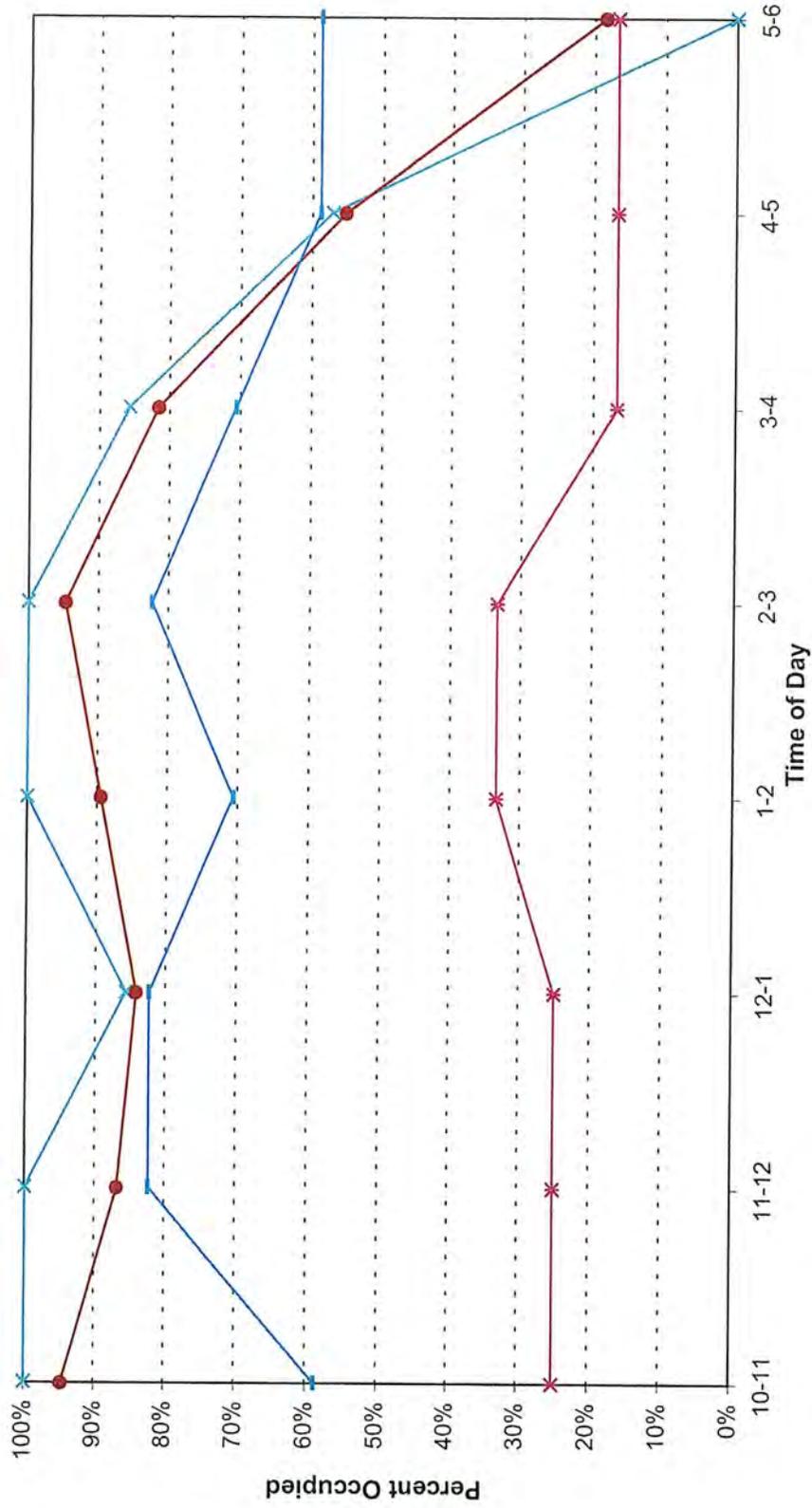


- x— On-Street (2 hr) / Capacity = 34 Spaces
- \*— On-Street (4 hr) / Capacity = 11 Spaces
- o— On-Street (24 hr) / Capacity = 15 Spaces
- +— Plaza (Private) / Capacity = 28 Spaces

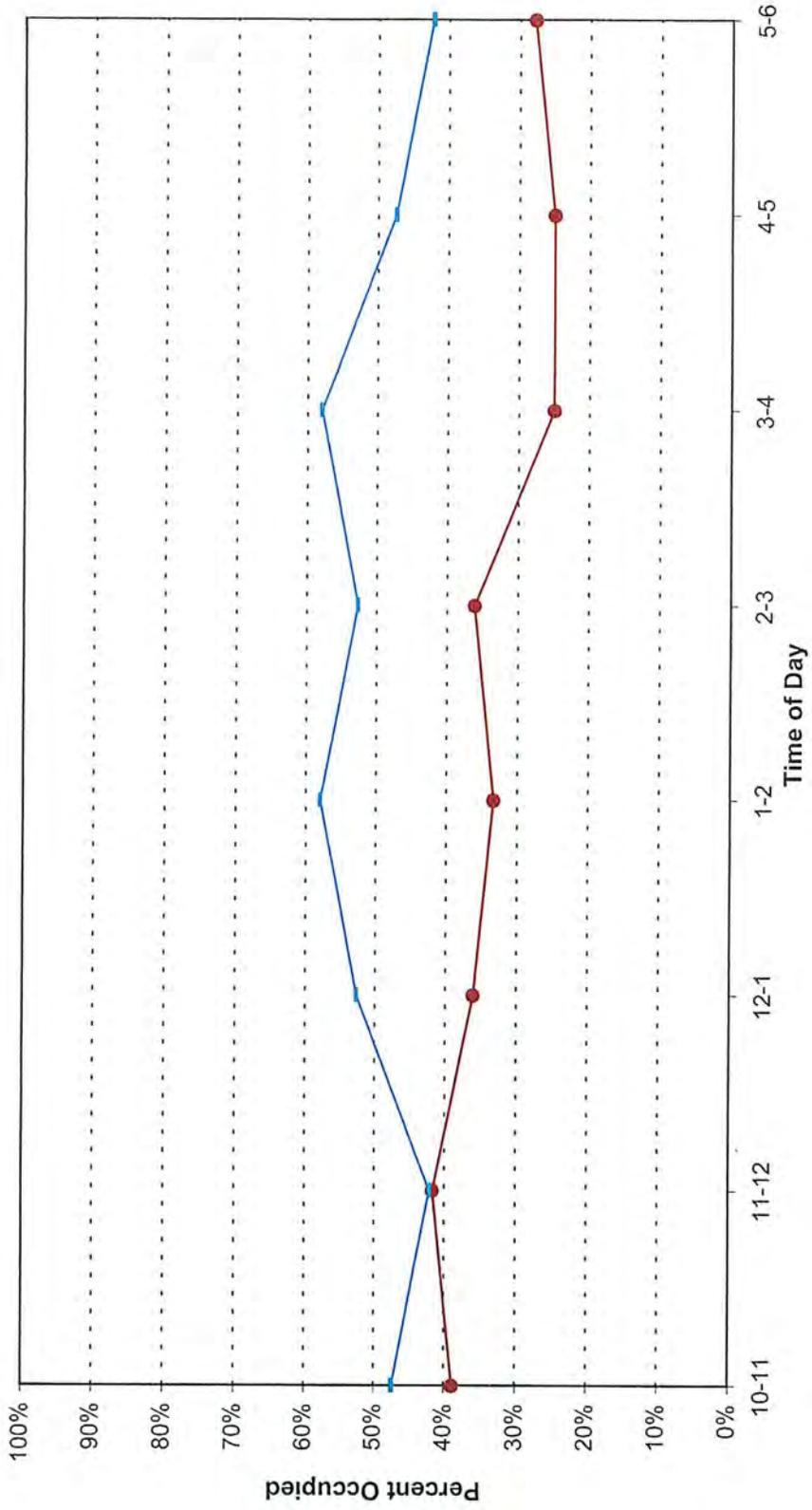
# Parking Occupancy Counts

## Weekdays

### Block 20



Parking Occupancy Counts  
Weekdays  
Block 21



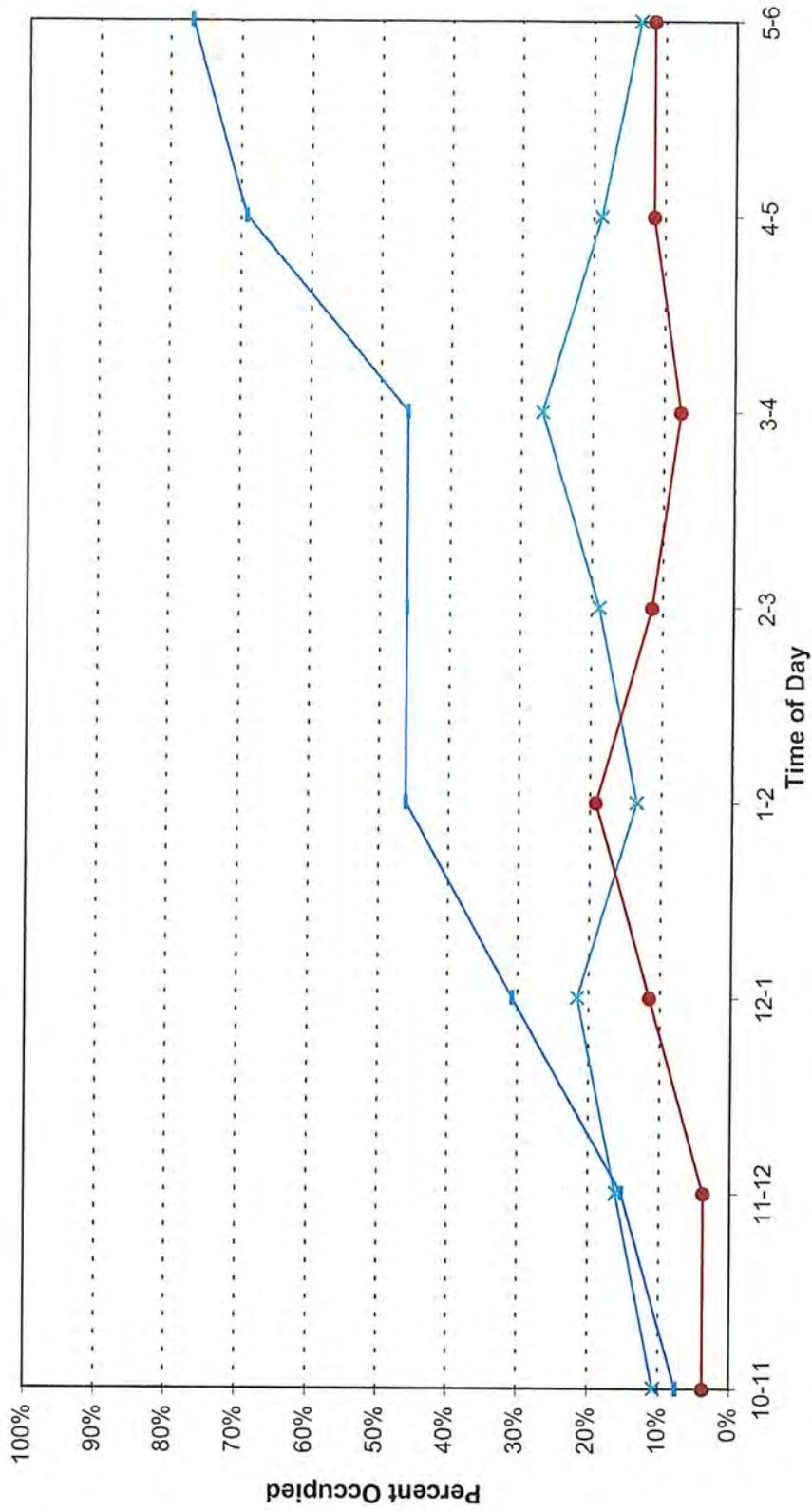
● On-Street (24 hr) / Capacity = 36 Spaces

● Plaza (Private) / Capacity = 19 Spaces

# Parking Occupancy Counts

## Weekdays

### Block 22

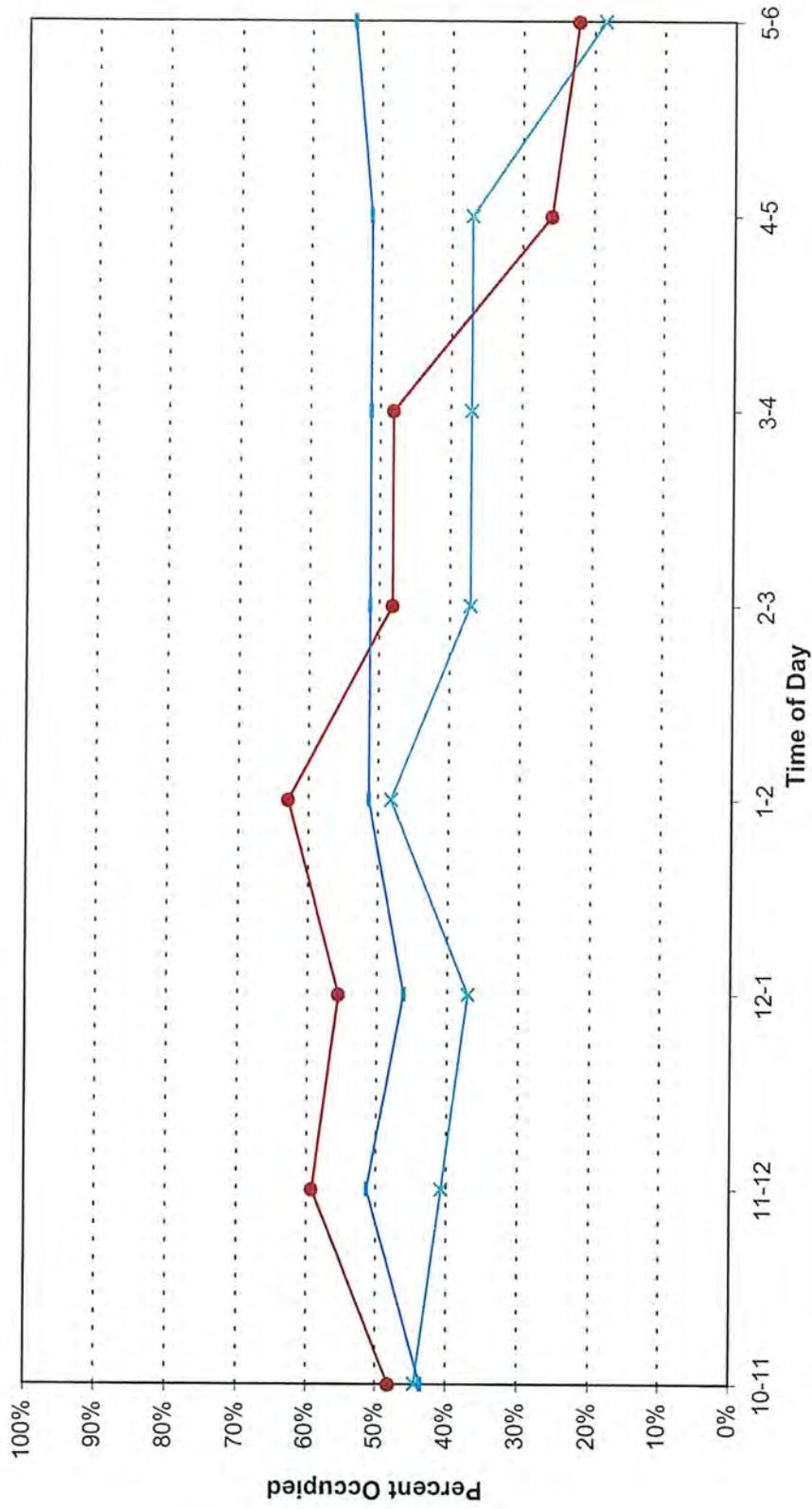


x On-Street (2 hr) / Capacity = 37 Spaces    
 ● On-Street (24 hr) / Capacity = 26 Spaces    
 ◆ Plaza (Private) / Capacity = 13 Spaces

# Parking Occupancy Counts

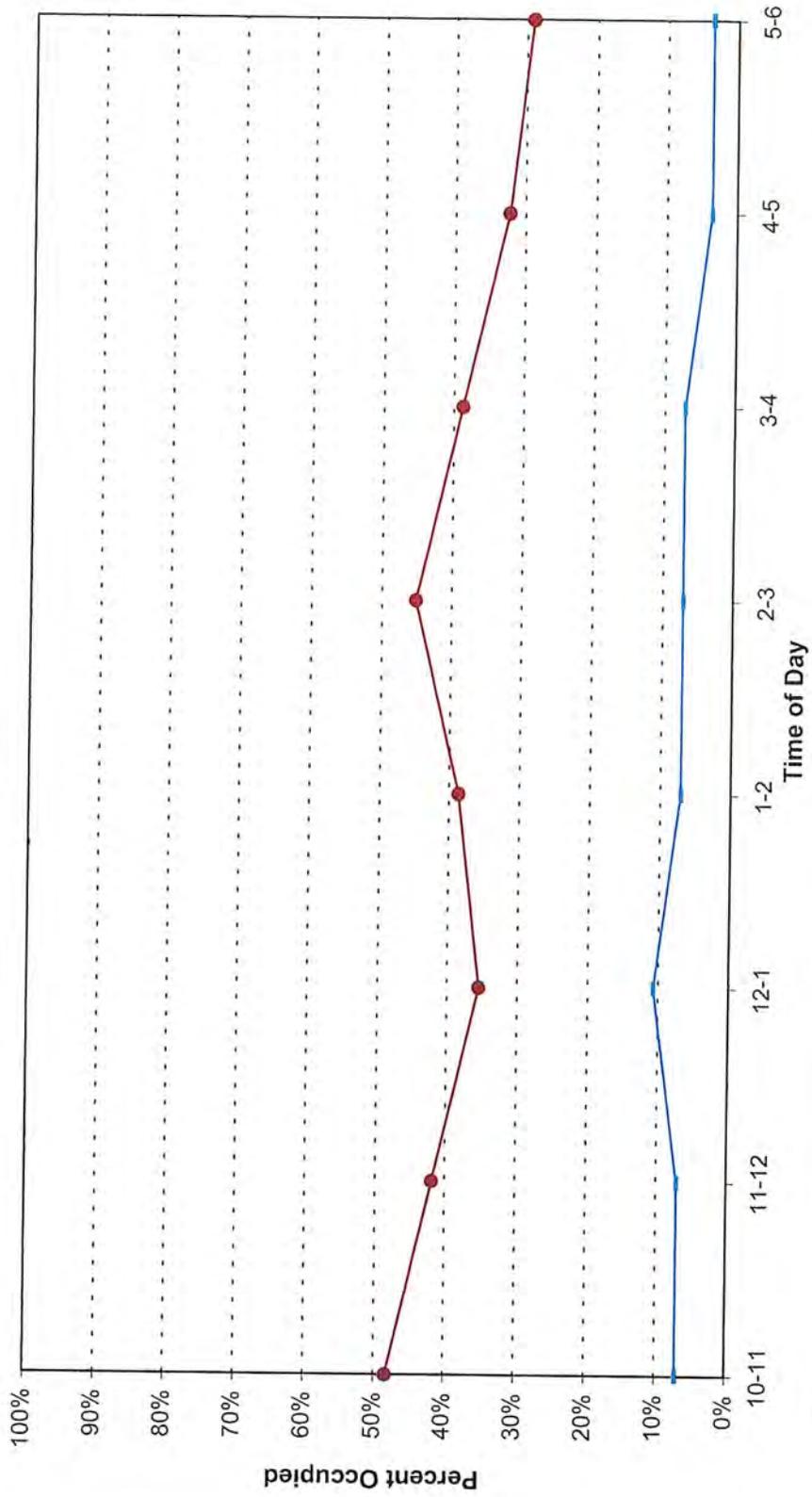
## Weekdays

### Block 23



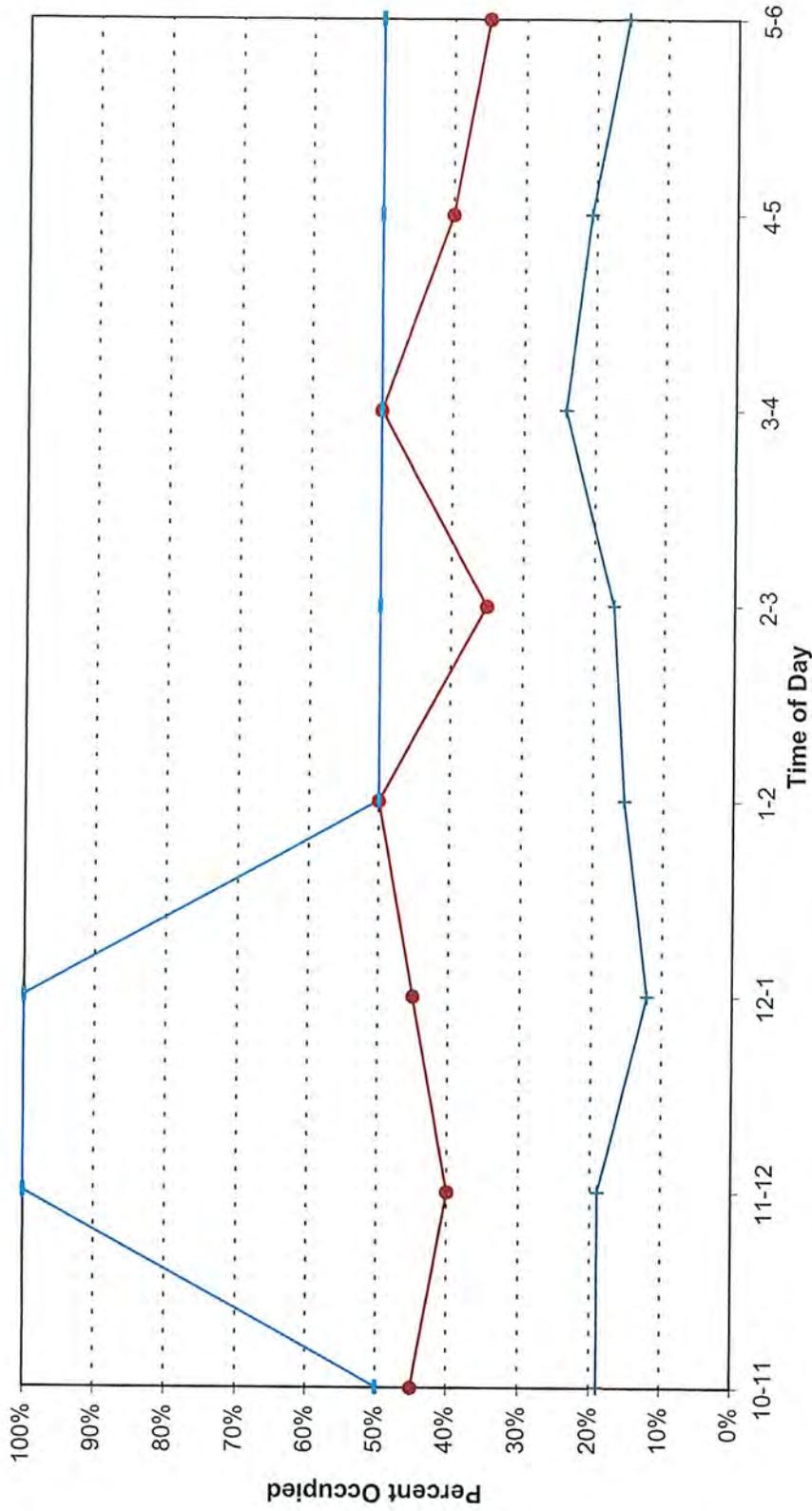
—x— On-Street (2 hr) / Capacity = 27 Spaces    
 —●— On-Street (24 hr) / Capacity = 27 Spaces    
 —x— Plaza (Private) / Capacity = 39 Spaces

# Parking Occupancy Counts Weekdays Block 24



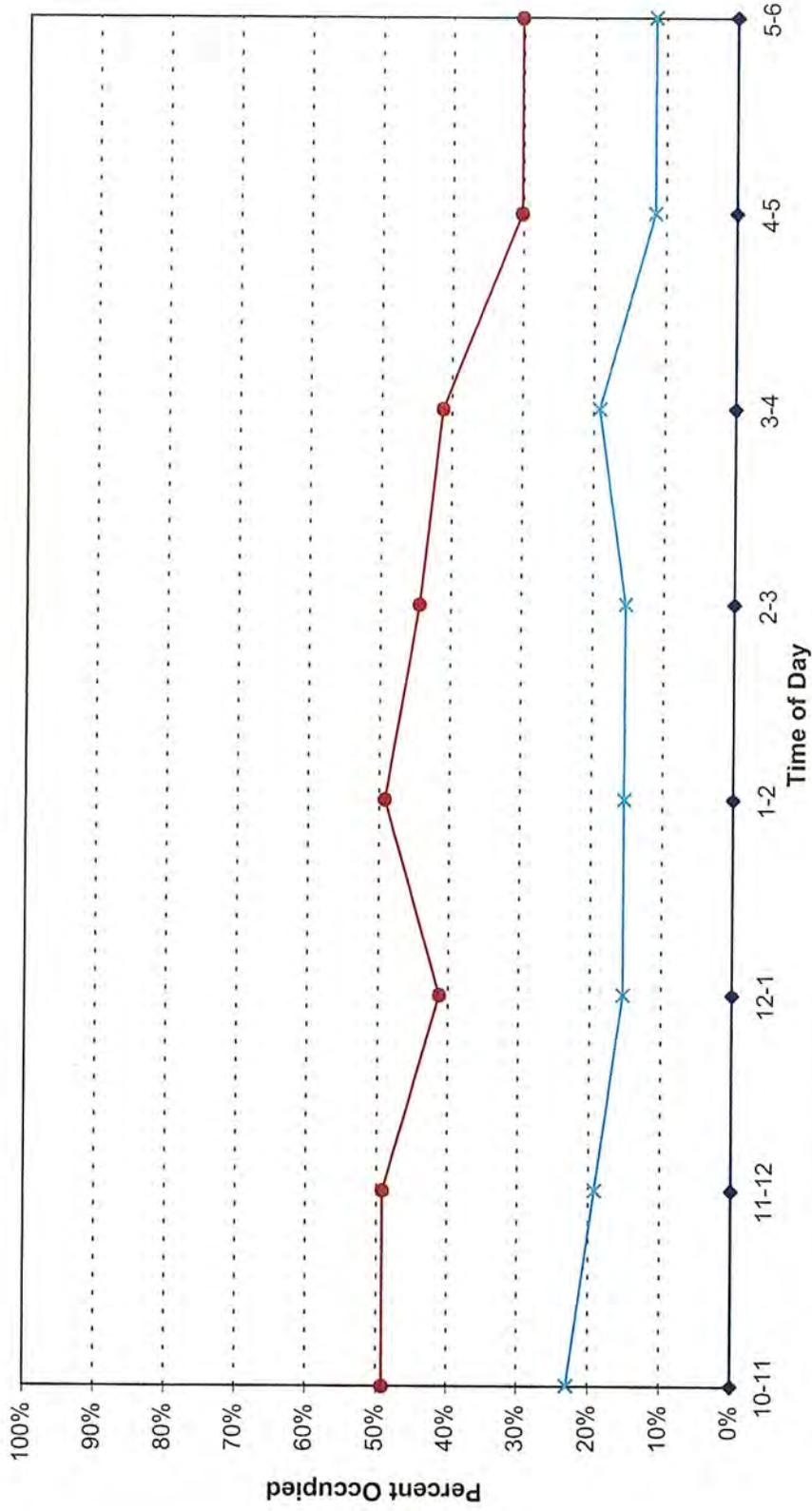
—●— On-Street (24 hr) / Capacity = 31 Spaces  
—●— Plaza (Private) / Capacity = 28 Spaces

**Parking Occupancy Counts**  
**Weekdays**  
**Block 25**



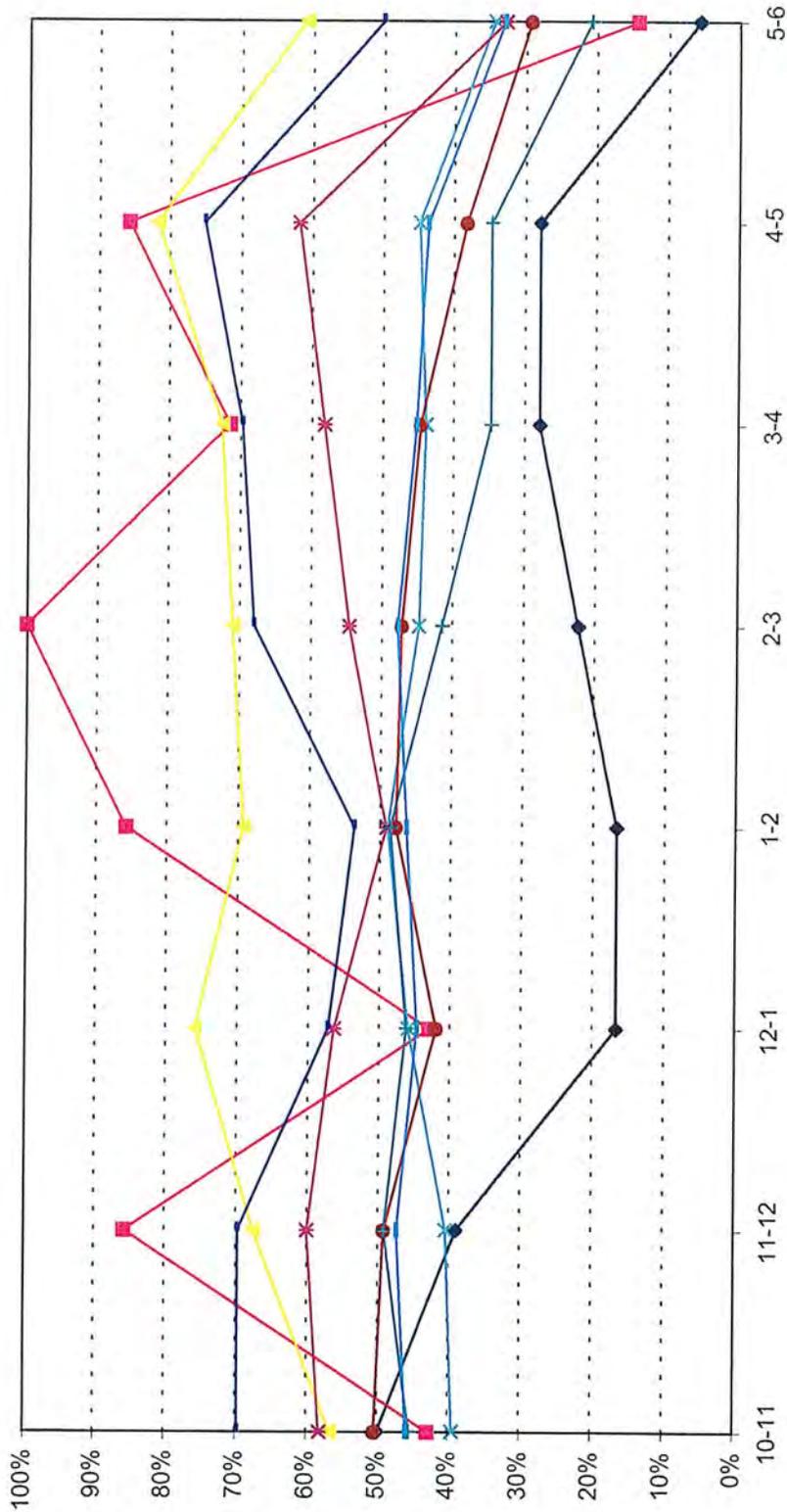
● On-Street (24 hr) / Capacity = 20 Spaces    
 — Plaza (10 hr) / Capacity = 58 Spaces    
 — Plaza (Private) / Capacity = 2 Spaces

# Parking Occupancy Counts Weekdays On-Street Near Site



On-Street (30 min) / Capacity = 5 Spaces   
  On-Street (2 hr) / Capacity = 26 Spaces   
  On-Street (24 hr) / Capacity = 63 Spaces

# Parking Occupancy Counts Weekdays Total Study Area



- On-Street (30 min) / Cap. = 18 Spaces
- \*— On-Street (2 hr) / Cap. = 587 Spaces
- +— Plaza (10 hr) / Cap. = 295 Spaces
- On-Street (1 hr) / Cap. = 7 Spaces
- ▲— On-Street (90 min) / Cap. = 120 Spaces
- On-Street (2 hr) / Cap. = 55 Spaces
- \*— On-Street (4 hr) / Cap. = 55 Spaces
- +— Plaza (Private) / Cap. = 56 Spaces
- On-Street (Permit) / Cap. = 56 Spaces
- On-Street (24 hr) / Cap. = 480 Spaces
- On-Street (Private) / Cap. = 1680 Spaces