

# City of Folsom Historic District Parking Solutions Ad Hoc Committee Recommendations Report

## DRAFT for Committee Input on Introductory Report Sections

### Introduction

In response to pervasive parking challenges in the City of Folsom Historic District, the City Council passed Resolution 10253 in March 2019, forming an Ad Hoc Committee to explore parking solutions within the Historic District. Ultimately, the Committee was tasked with developing a set of parking strategy recommendations for City Council by March 2020.

The recommendations found herein have been developed by an eleven-member committee representing the interests of both Historic District residents and the business community. City staff assisted in providing engineering, planning and legal expertise to support Committee learning and decision-making.

The Committee's scope centered broadly on parking challenges and opportunities in both the residential and commercial areas of the City's Historic District. Parking-related issues considered included existing conditions, traffic flow, wayfinding and special events. Recommendations were developed in alignment with the City of Folsom Historic District municipal code to ensure preservation and enhancement of the district's historic, small-town atmosphere.

This report's recommendations outline both near-term interventions and long-term considerations. This approach recognizes the variety of resources and implementation complexities necessary to address existing and future parking needs.

*[Add preview of recommendations here.]* Recommendations are summarized around a series of priority issues:

### Problem Statement

Revitalization of Folsom's Historic District depends upon the effective management of the limited parking supply to ensure visitors have a reasonable chance of finding convenient parking, while still meeting the needs of employees, light rail riders, and residents. With recent and projected Historic District commercial and residential growth, parking-related issues have become more acute. Parking solutions are necessary to address current and future issues including the overall limited parking supply as well as specifically addressing parking for visitors, residents, light rail users, and employees.

The following problem statement attempts to succinctly capture the problem this Committee seeks to address:

***Employees and visitors from the commercial portion of the Historic District are occupying available on-street parking spaces in the adjacent residential areas at all times of the day and night, resulting in constrained parking options for residents along with many associated nuisance factors which adversely impact residential quality of life.***

## Existing Conditions

### Historic District Context

Parking issues in Folsom’s Historic District comprise a unique suite of needs. The recommendations offered herein are intended to contribute toward ameliorating the following existing parking challenges.

*Employee Parking* – Historic District businesses require parking for employees throughout the day. Due to the limited availability of parking spaces near retail locations, employee vehicles often occupy premium parking spaces near retail locations, putting greater demand on existing spaces and pushing business patron parking out into residential areas.

Based on the results of recent employee parking surveys, it has been found that employee parking demand peaks during the second half of the week (Wednesday through Friday) during regular business hours (approximately 9 am to 5 pm).

*Light Rail Parking* – The light rail line adjacent to the Historic District has resulted in commuters occupying parking spaces otherwise available for employees, customers, and residents.

*Railroad Block Parking Garage* – The Historic District’s existing 330-space parking structure, at the corner of Leidesdorff and Reading, is often not utilized to capacity despite its adequate proximity to the district’s businesses and current wayfinding efforts.

The City has previously analyzed new parking garage locations at the Folsom Hotel, Gold Lake center, the Moose Eagles Lodges, Riley and Scott and Trader Lane. Each of these options was estimated to cost in excess of \$10 million dollars to develop, with estimates as high as \$16 million for some sites.

While it is estimated that there will be an eventual need for a second parking structure due to the overall growth trajectory of Folsom, it has not yet been found to be financially feasible to construct.

*Limited Parking Supply* – Overall, there exists a lack of parking spaces during peak periods and special events.

Recent parking studies (Kimley Horn, October 2018) show a total supply of 801 parking spaces, with 622 of those provided off-street.

In 2018 there were 50 special events permitted by the City of Folsom in the Historic District. Special events manage their own transportation demand and in 2018 attendance ranged from 75 to 6500 people.

*Dedicated Enforcement* – Existing parking time limits face enforcement challenges with a lack of dedicated staff to ensure compliance.

### Stakeholder Engagement

The City of Folsom recognizes data alone is not sufficient to understand the effects of existing parking conditions—input is required from residents and business owners both within and outside of the Historic District. To facilitate the successful implementation of parking solutions, considerable effort was made to proactively involve key stakeholders as members in the formation of the Ad Hoc Committee. As stipulated by Resolution 10253, the recommendations found herein have been developed by eleven

*City of Folsom*

*Historic District Parking Solutions Ad Hoc Committee*

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committee members representing the interests of both the residents and the business community. Committee members provided feedback on potential solutions and associated criteria to form consensus around recommendations which meet the Folsom Historic District's unique parking needs. The strongest consensus amongst committee members included widespread recognition that the existing parking garage is underutilized and requires improved wayfinding, current parking management has resulted in difficulties finding convenient parking during peak hours and special events, and properly addressing parking challenges will require a variety of solution approaches in combination rather than a single solution.

## Key Issues and Opportunities

*[Can be refined as recommendations take shape]*

### **Residential access to neighborhood parking**

Residents of the Historic District have been adversely impacted by noise, litter and other nuisances of regular public parking in their neighborhood. While parking in the public right of way is available to all residents and visitors to the Historic District, there is an opportunity to direct visitors and employees to available parking in the existing Railroad Block structure. Additional opportunities exist to provide alternatives to private vehicle parking in the residential areas of the Historic District, such as the use of transportation network companies, public transit, or incentives for parking garage use for visitors.

### **Visitor access to short-term parking**

Convenient, consistently available visitor parking is critical to the health of the Folsom Historic District. Key approaches to improving both real and perceived short-term parking availability include adjusting parking rates to reflect demand patterns across downtown, ensuring that all drivers know all their options, creating a public valet program, and creating mobile payment options for the parking structures.

### **Employee access to parking**

Employee parking is displacing high-demand parking availability for residents and visitors. Approaches to ameliorate this issue include creating an employee permit program and creating an incentive program for desirable parking behavior or designating off-street areas for employee parking.

### **Underutilized parking garage capacity**

The existing parking structure is underutilized due to location, wayfinding, and safety-related issues. These issues could be addressed through improving wayfinding signage, ensuring drivers know their options, creating a shuttle program, and improving lighting along routes between the parking garage and Historic District destinations.

### **Commuter access to parking**

Commuter parking demand has placed more pressure on the Historic District's already limited parking capacity, exacerbating existing negative ramifications of spillover parking to residential areas. Several approaches to address this issue include selling commuter permits in the existing parking structure, defining a performance-based pricing approach, adjusting parking rates to reflect demand patterns,

creating a public valet program, expanding employee parking options, and providing and promoting commuter benefits.

### **Data collection and analysis**

Investments can be made toward equipment and research to capture a robust data set that can be used to monitor parking system utilization and parking behavior. Making the most of these technologies and continually investing in upgrades will help Folsom capitalize on opportunities to improve parking system function and efficiency. Key opportunities to improve data collection and analysis include utilizing data collection capacity to support performance-based management as well as upgrading parking transaction and management software.

### **Future growth**

Folsom is expected to see [insert data on projected city growth]. Future growth pressures can be addressed through key strategies including updating the City's zoning code, investing parking revenues in public improvements, pursuing joint development opportunities.

## Strategies and Recommendations

[text forthcoming]

### **Near-term Priorities and Recommendations**

### **Long-term Considerations**

## Funding

[text forthcoming]