



DATE: December 30, 2019  
 TO: Karen Vaughn, Community Development Director  
 COMPANY: City of Moorpark  
 ADDRESS: 799 Moorpark Ave  
 CITY/STATE: Moorpark, CA  
 FROM: Shannon Edwin, Steffen Turoff, Tania Schleck  
 PROJECT NAME: Downtown Moorpark Parking Study  
 PROJECT NUMBER: 37-8944.00

This memorandum provides an overview of the existing parking supply within downtown Moorpark. It also includes the existing parking demand based on parking occupancy data that was collected as part of this study as well as an analysis of parking turnover within downtown. As part of this study, Walker also evaluated the parking demand generated by the High Street Arts Center (HSAC), a local theater located in downtown that is a major local and regional draw to the area.

Based on a review of the existing conditions analysis, major findings include:

- There are 914± parking spaces in the study area.<sup>1</sup> This number includes 284± publicly available on-street spaces and 630± off-street spaces in public parking lots, all of which are maintained by the City. The City owns all off-street lots studied except for two lots (Lot 7 and 9), which are owned by the Ventura County Transportation Commission (VCTC). Private off-street parking lots were not included in this analysis.
- Peak parking demand occurred on a weekday at 11:00 a.m. when 40% of spaces were found to be occupied, 369± vehicles parked, and 545± spaces available.
- Weekend peak occupancy occurred on Sunday at 2:00 p.m., during a matinee performance at the HSAC, when 29% of spaces were occupied, 268± vehicles parked, and 646± spaces available.
- Peak parking demand on a Saturday night, with no event at the HSAC, occurred at 5:00 p.m. with 16% of spaces occupied, 147± vehicles parked, and 767± spaces available.
- On a Saturday with an event occurring at the HSAC at 8:00 p.m., peak parking demand occurred at 8:30 p.m. with 27% of spaces occupied, 249± vehicles parked, and 665± spaces available.
- Overall, the majority of vehicles parked in downtown were parked for one or two hours. The remaining vehicles were parked for three or more hours. Vehicles parked longer than three hours are likely employees or those parking in areas of High Street without the posted limit.

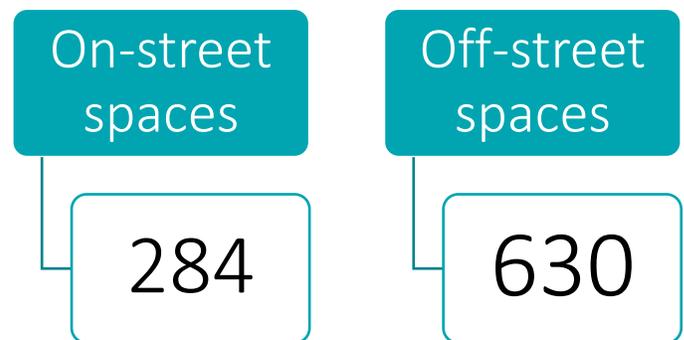
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<sup>1</sup> Parking supply numbers were collected and determined based on Walker's field observations. On-street spaces in downtown Moorpark were comprised of unmarked spaces at the curb. The number of cars that can be parked at the curb will vary based on how drivers park and the size of their vehicles. The number of on-street spaces was therefore determined based on the amount of curb available for parking and observed occupancies. Two of the lots where parking data was collected were unpaved and unmarked; therefore, parking inventory in those locations was determined based on the size of the lots and occupancies observed.

- The existing two-hour time limit restrictions in downtown appear to be sufficient time for most downtown patrons parking on the street. Due to relatively low parking demand, turnover does not to appear to be an issue currently.
- Overall, even during the busiest hour of the week, there are more available (vacant) parking spaces in Moorpark’s downtown than occupied parking spaces. Walker typically recommends parking occupancy targets of 85% for on-street facilities and 90% for off-street.
- With downtown Moorpark’s surplus of parking availability, the City may consider adopting reduced parking requirements and/or an in-lieu fee for new development rather than requiring new parking to be built, in order to more efficiently use land downtown and manage existing parking facilities.

## Downtown Parking Supply

Walker conducted parking inventory (the supply of parking spaces) counts on October 10, 2019. Based on the results of this count, Walker identified a supply of 914± public parking spaces available in downtown Moorpark.<sup>2</sup> This includes 284± on-street spaces and 630± off-street spaces. All parking facilities in the study area are located within one-quarter mile of High Street. It is noted that no private off-street parking spaces were included as part of this study.



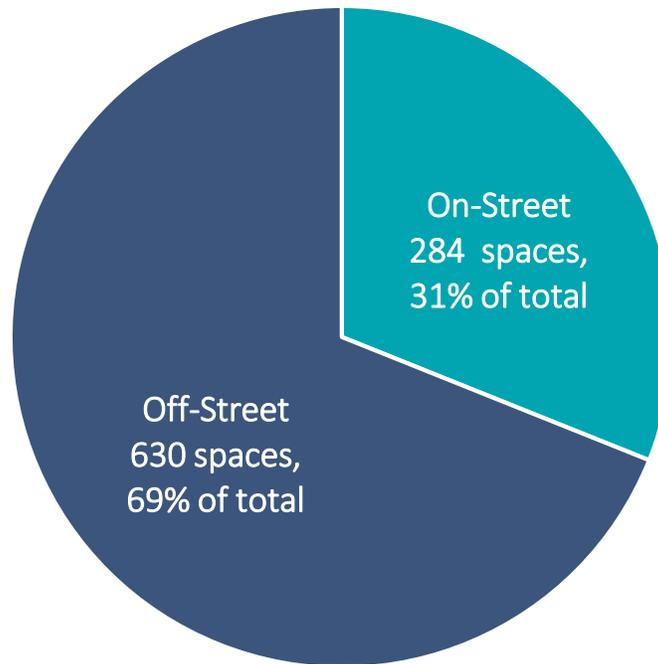
High Street, the main commercial street in downtown, accommodates 100± of the on-street parking space supply. The remaining on-street spaces are located on Walnut Street, Bard Street, Magnolia Street, and Charles Street. Charles Street primarily serves the residential uses along the street.

A visualization of the distribution of the parking supply in downtown Moorpark is shown in Figure 1.

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<sup>2</sup> The number of on-street spaces was therefore determined based on the amount of curb available for parking and observed occupancies. Two of the lots where parking data was collected were unpaved and unmarked; therefore, parking inventory in those locations was determined based on the size of the lots and occupancies observed..

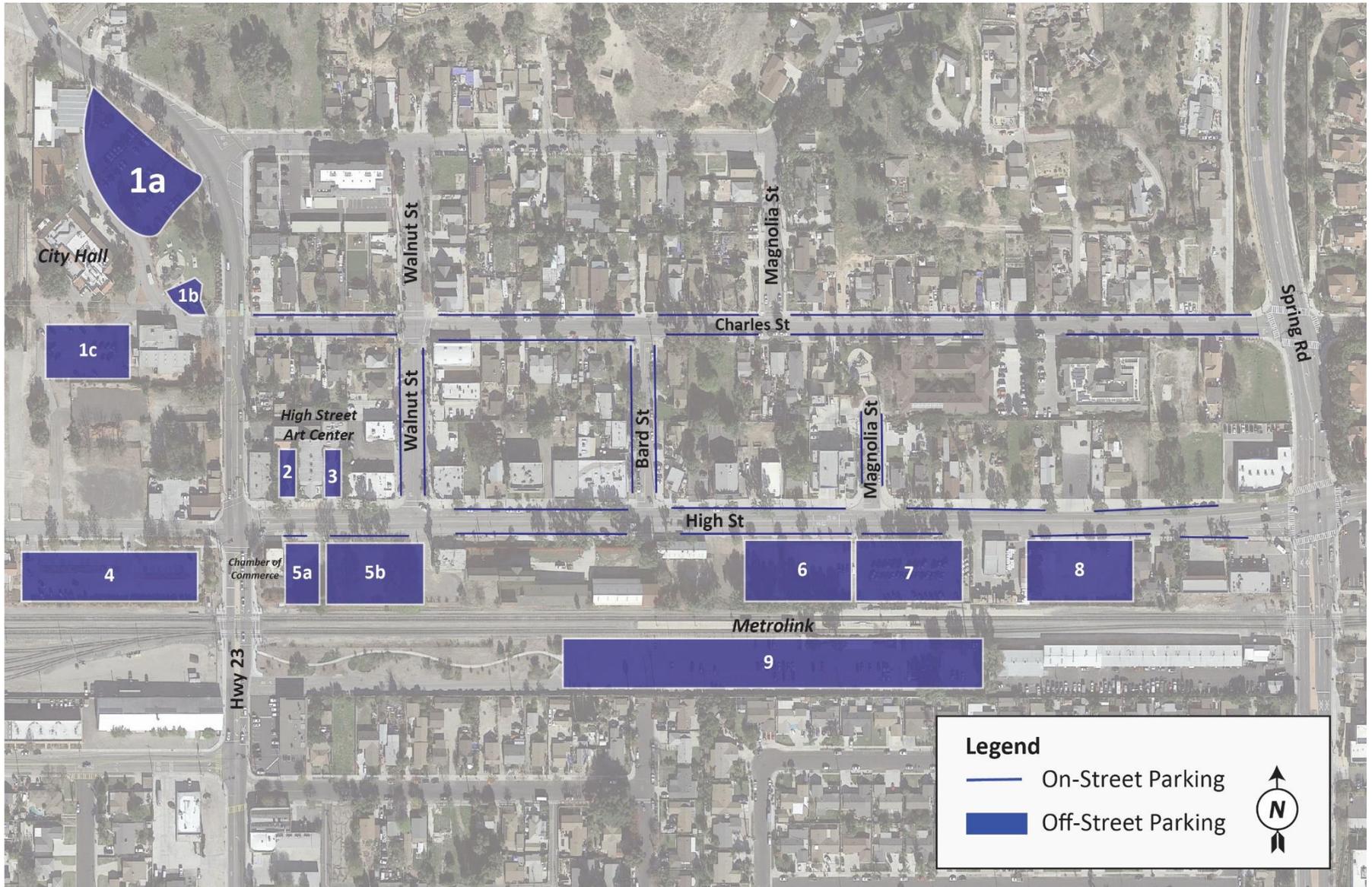
Figure 1: Distribution of Downtown Parking Supply



Source: *Walker Consultants, 2019*

The analysis area for this study is shown in Figure 2. Table 1 provides a summary of the parking supply collected within the downtown Moorpark study area.

Figure 2: Downtown Moorpark Study Area



Source: Satellite image, Google Earth Professional, 2019; Graphics, Walker Consultants, 2019

Table 1: Parking Supply Summary

On-Street <sup>1</sup>	Number of Spaces
High Street	100
Walnut Street	36
Bard Street	19
Magnolia Street	13
Charles Street	116
<b>Subtotal</b>	<b>284</b>
<b>Off-Street</b>	
Lot 1a	80
Lot 1b	8
Lot 1c	39
Lot 2	8
Lot 3	8
Lot 4	57
Lot 5A	13
Lot 5B <sup>2</sup>	60
Lot 6 <sup>2</sup>	38
Lot 7 <sup>3</sup>	64
Lot 8	47
Lot 9 <sup>3</sup>	208
<b>Subtotal</b>	<b>630</b>
<b>Total Parking Supply</b>	<b>914</b>

<sup>1</sup> The number of on-street spaces was therefore determined based on the amount of curb available for parking and observed occupancies. Two of the lots where parking data was collected were unpaved and unmarked; therefore, parking inventory in those locations was determined based on the size of the lots and occupancies observed.

<sup>2</sup>These lots are unpaved and unmarked; therefore, supplies were estimated based on size of lot and occupancies observed.

<sup>3</sup> These lots are owned by VCTC and meant to be used for commuter purposes.

## Parking Restrictions and Enforcement

Parking restrictions along High Street currently reflect a degree of inconsistency. There is a posted time-limit of two hours on portions of High Street, from 6:00 a.m. to 6:00 p.m., Monday through Friday. Signs for this limit are displayed on the south side of High Street from Bard Street to the end of public parking lot 8. A two-hour limit is posted on the North Side of High Street beginning just east of Bard Street and extending to Metrolink Lot 7.

A two-hour limit also exists on Walnut Street and the east side of Magnolia Street. The remaining on-street spaces are currently unrestricted with no time limits.

Off-street lots are also currently not restricted with regard to length of time drivers may park, but do not allow parking from 10:00 p.m. to 5:00 a.m.

Based on conversations with the City, parking regulations are currently not actively enforced, unless a complaint is called in regarding a vehicle parking beyond the two-hour limit (likely by a business owner concerned about a space being occupied near their business). The Moorpark Police Department provides parking enforcement for the City. Figure 3 shows an example of the existing parking restriction signage.

Figure 3: Existing Parking Restriction Signs



Source: Walker Consultants, 2019.



## High Street Arts Center

The High Street Arts Center (HSAC) is a local theater located on High Street in downtown Moorpark. The HSAC hosts live theatrical performances, concerts, and film screenings. The HSAC, which is owned by the City of Moorpark and operated by the Moorpark Foundation for the Arts, hosts live theatrical performances, concerts, and film screenings. The HSAC is a prominent part of downtown, drawing visitors both locally and regionally.

As one of the biggest draws to downtown Moorpark, it was important to capture the existing parking demand generated by the HSAC. Walker worked with both City staff and the HSAC to determine appropriate times to collect parking data to ensure it reflected parking in downtown during a performance.

Figure 4: High Street Arts Center in Downtown Moorpark



Source: Walker Consultants, 2019

Walker and City staff also met with representatives of the HSAC to gain a greater understanding of how parking currently functions on performance evenings and matinees, as well as how employees currently park.

According to HSAC staff, employees primarily park in Lot 4 which is across Moorpark Avenue and near the Post Office. Patrons and event attendees primarily utilize Lots 5a and 5b, as well as the on-street parking on High Street. HSAC staff stated that on evenings with sold out performances, Lot 5a and 5b typically reach capacity, along with several on-street spaces filling up on High Street and Walnut Street. Staff indicated that Sunday matinees are typically their busiest times.

The HSAC also has two lots directly adjacent to the building that are used exclusively for the theater, Lot 2 and Lot 3. Lot 2 is used as parking for people with disabilities under the Americans with Disabilities Act (ADA) during performances and temporary ADA signs are displayed during these times. Lot 3 is primarily used by staff and donors.

HSAC staff noted that parking, in general, is currently not an issue. The combination of Lot 4, Lot 5, and on-street parking allows for parking to be adequately accommodated. The major concern expressed by HSAC staff is the potential loss of Lot 5b if that site is developed. HSAC staff expressed concern over where their patrons would park if this lot was no longer available, noting that some patrons may no longer attend performances if parking is too inconvenient. It should be noted, however, that Lot 5b was identified as a temporary parking solution for the HSAC in the City's Downtown Specific Plan.

Additionally, although Lot 4 is proximate to the site and employees currently park there, HSAC staff believe that the Moorpark Avenue/High Street intersection presents a difficult and potentially dangerous crossing for patrons. HSAC staff have suggested it is safer for patrons to cross High Street rather than Moorpark Avenue, even if it requires jaywalking or crossing without a crosswalk, despite the inherent safety issues in doing so.<sup>3</sup>

HSAC also expressed a need for additional ADA spaces within close proximity to the theater, as the majority of their patrons are seniors, who may have a disproportionate need for such spaces.

## Existing Parking Demand

Walker evaluated parking demand in downtown by conducting occupancy counts of parked cars in public parking spaces (the parking inventory) on multiple days and time periods.

Weekday counts were conducted every two hours on Thursday, October 10, 2019, from 7:00 a.m. to 8:00 p.m.

Weekend counts were conducted on multiple days in order to capture parking demand in downtown during a performance at the HSAC and on a non-performance night. Saturday evening counts were conducted, without a performance, on October 12, 2019 from 5:00 p.m. to 8:00 p.m. Daytime and evening counts (with an event at HSAC) were collected every two hours on October 29, 2019 from 7:00 a.m. to 8:30 p.m. Since performances at the HSAC began at 8:00 p.m., during this time, the last count was collected after 8:00 p.m. in order to capture the entirety of the parking demand from the HSAC.

An additional count was collected every hour on Sunday, October 27, 2019 from 1:00 p.m. to 3:00 p.m. in order to capture peak parking demand during a matinee showing at the HSAC, which began at 2:00 p.m.

Overall, peak parking demand was observed to occur on a weekday at 11:00 a.m. with 40% of spaces occupied (369± occupied spaces out of 914± total spaces). Weekend peak occupancy was observed to occur on Sunday at 2:00 p.m. with a parking occupancy of 29% (268± occupied spaces out of 914± total spaces).

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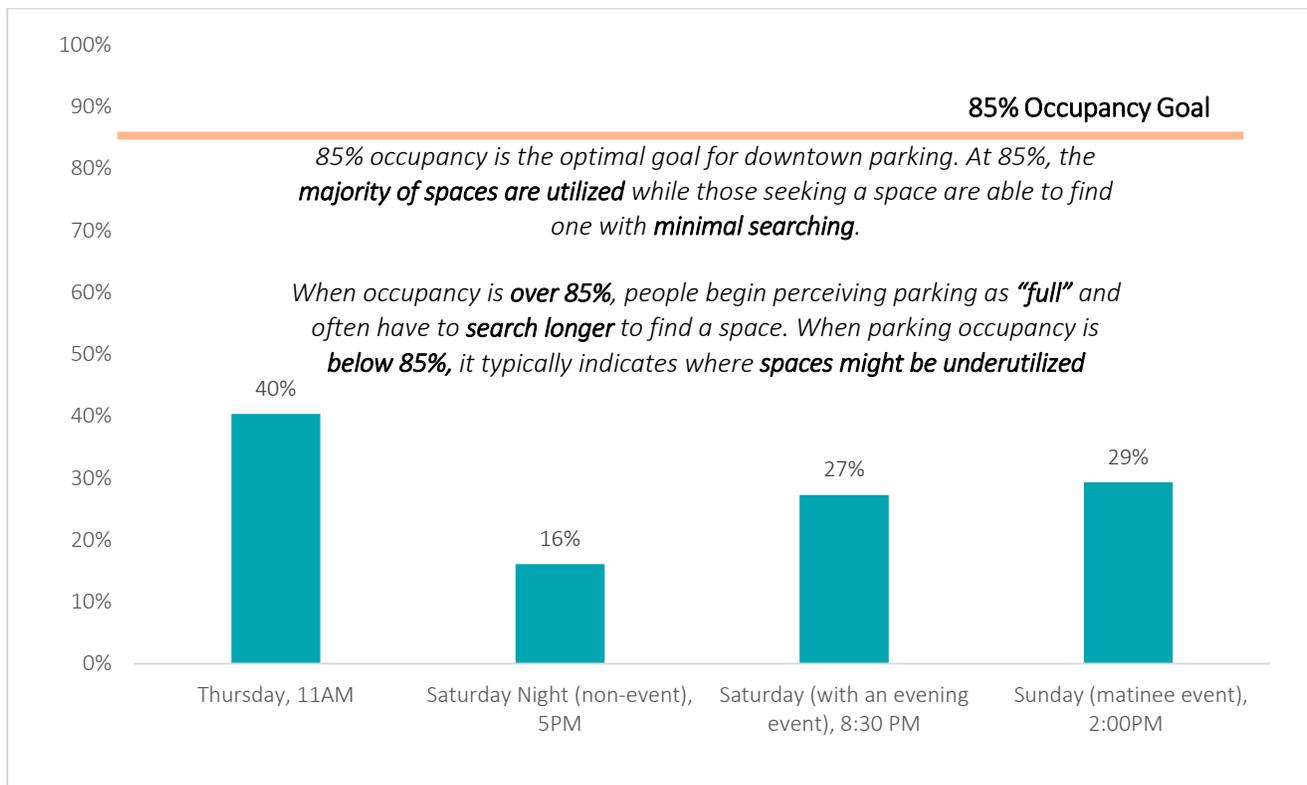
<sup>3</sup> Walker did not evaluate current measures or measures suggested by HSAC or City staff for safety considerations, as such considerations are beyond our scope of services for this engagement and beyond our purview of expertise.

The overall downtown parking utilization observed during the study periods is considered to be low in comparison to typical occupancy goals for parking systems, overall. An 85% utilization rate is the typical target for on-street parking spaces within most parking systems, as it provides a reasonable balance between the majority of spaces being utilized while adequate availability remains for those seeking a space. Off-street parking facilities can have an acceptable parking occupancy rate of 90%, or higher for facilities where employees regularly park, although the 85% for off-street simply represents a higher level of service to the driver (more regular availability is provided).

In general, when parking facilities experience occupancies greater than 85%, users begin to perceive parking as “full” and are likely to spend more time circling to find a space. At 85%, most spaces are being utilized but those drivers seeking a space are able to find one with minimal searching. Therefore, 85% is typically used as a target for optimal on-street parking occupancy. Downtown Moorpark was found to have very low parking occupancies when compared to this standard; even during the observed peaks there were more available parking spaces than occupied parking spaces.

Figure 5 and Table 2 provides a summary of the peak weekday and weekend utilizations.

**Figure 5: Overall Downtown Peak Parking Demand by Analysis Period**



Source: Walker Consultants, 2019

A summary of peak parking occupancies for each analysis period is shown in Table 2.

Table 2: Downtown Parking Supply and Demand Summary

	Inventory	Thursday, 11AM	Thursday, 11AM	Saturday Night (No Event), 5PM	Saturday Night (No Event), 5PM	Saturday (With Event), 8:30 PM	Saturday (With Event), 8:30 PM	Sunday (Matinee Event), 2:00 PM	Sunday (Matinee Event), 2:00 PM
<b>On-Street</b>	284	89	31%	105	37%	155	55%	142	50%
<b>Off-Street</b>	630	280	42%	42	7%	94	15%	126	20%
<b>Total</b>	<b>914</b>	<b>369</b>	<b>40%</b>	<b>147</b>	<b>16%</b>	<b>249</b>	<b>27%</b>	<b>268</b>	<b>29%</b>

Details for each analysis period are provided in the following sections.

## Weekday Parking Occupancy

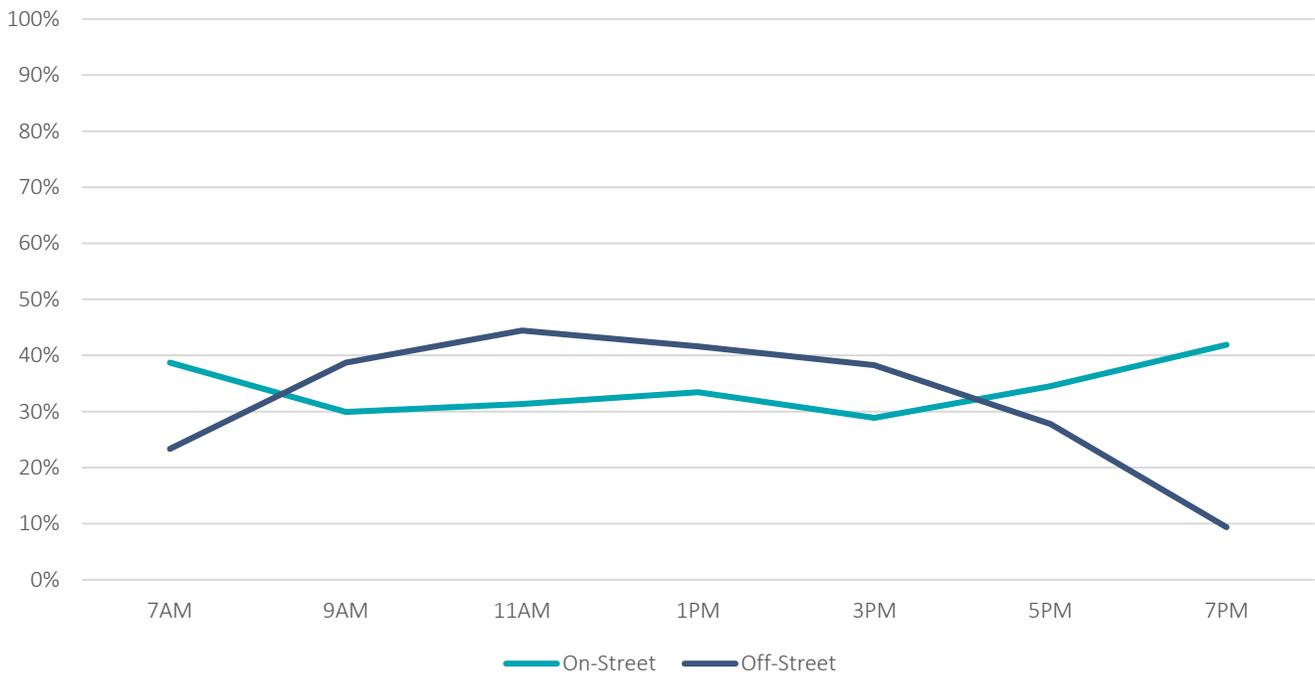
Weekday peak parking occupancy occurred from 11:00 a.m. to 1:00 p.m., with 369± vehicles parked, 545± available, and a utilization rate of 40%.

During the peak, 31% of the on-street spaces were utilized and 44% of the off-street spaces. During the weekday counts, both City Hall (Lot 1a-c) and the Metrolink lots (Lot 6, 7 and 9) experienced their highest demands, with employees and weekday commuters heavily utilizing these lots. High Street experienced a utilization rate of 36% during peak demand.

Over the course of the day, off-street parking demand peaks during the late morning and gradually declines over the course of day, falling below 10% at night. On-street parking demand peaks in the morning, when residents on Charles Street were still parked prior to work hours, then experiences a decline, and then begins increasing again around dinner time. Off-street occupancies stay consistently higher than on-street during work hours, when City Hall (lots 1a-c) and Metrolink (lots 6, 7, and 9) are experiencing their peak occupancies. However, on-street demand increases at night, during dinner hours, when the off-street lots clear out. A comparison of on- and off-street occupancies are shown in Figure 6.

We note that a peak parking occupancy that occurs during weekday lunch time hours is consistent with the findings of most small (and many large) city commercial districts we have performed throughout California.

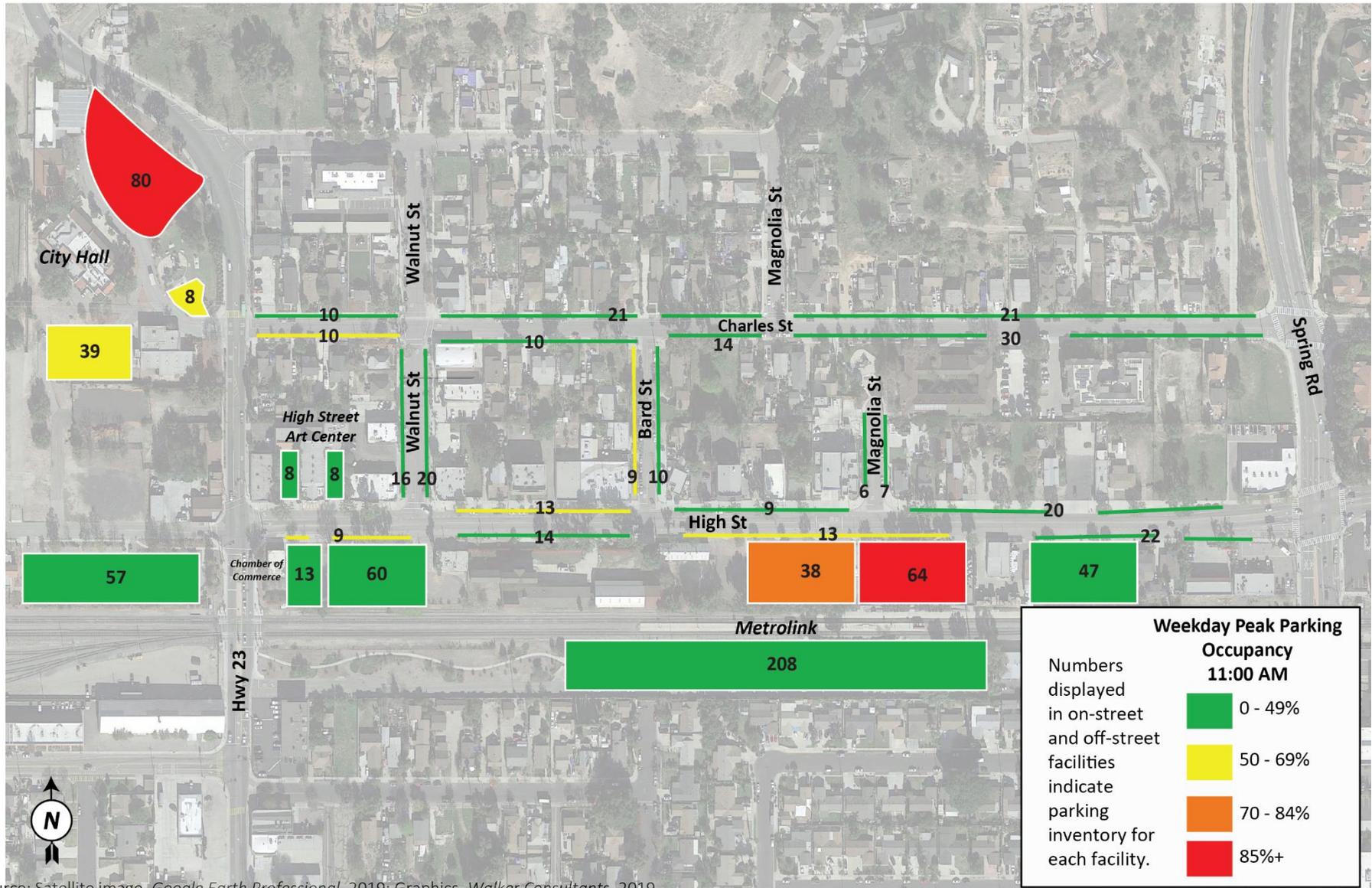
Figure 6: Weekday On- and Off-Street Parking Occupancy Over Time



Source: Walker Consultants, 2019

Weekday parking occupancies during the peak hour are also shown graphically by facility in Figure 7 and summarized in Table 3.

Figure 7: Weekday Peak Parking Occupancy, 11:00 AM



Source: Satellite image, Google Earth Professional, 2019; Graphics, Walker Consultants, 2019

Table 3: Weekday Peak Parking Occupancies Summary, 11:00 AM

	Supply	Thursday, 11:00 AM	
On-Street <sup>1</sup>		Occ.	%
High Street	100	36	36%
Walnut Street	36	9	25%
Bard Street	19	8	42%
Magnolia Street	13	2	15%
Charles Street	116	34	29%
<b>Subtotal</b>	<b>284</b>	<b>89</b>	<b>31%</b>
Off-Street			
Lot 1a (City Hall)	80	72	90%
Lot 1b (City Hall)	8	4	50%
Lot 1c (Library)	39	26	67%
Lot 2 (HCAC)	8	2	25%
Lot 3 (HCAC)	8	0	0%
Lot 4 (Post Office)	57	5	9%
Lot 5A (Chamber of Commerce)	13	1	8%
Lot 5B <sup>2</sup>	60	3	5%
Lot 6 <sup>2</sup> (Metrolink)	38	31	82%
Lot 7 (Metrolink)	64	60	95%
Lot 8	47	7	15%
Lot 9 (Metrolink)	208	68	33%
<b>Subtotal</b>	<b>630</b>	<b>280</b>	<b>44%</b>
<b>Total</b>	<b>914</b>	<b>369</b>	<b>40%</b>

<sup>1</sup>On-street spaces were comprised of unmarked curbs; therefore, the number of spaces were estimated based on the amount of curb available and observed occupancies.

<sup>2</sup>These lots are unpaved and unmarked therefore supplies were estimated based on size of lot and occupancies observed.

## Weekend Parking Occupancy

Three weekend time periods were analyzed as part of this study. This included a Saturday night with no event at the HSAC, a full Saturday from 7:00 a.m. to 8:30 p.m. with an 8:00 p.m. show occurring at the HSAC, and Sunday during a matinee performance at the HSAC.

### Saturday Night (No Event)

Peak parking demand on a Saturday night, with no event at the HSAC, occurred at 5:00 p.m. with a utilization rate of 16%. This equates to 147± parking spaces occupied and 767± spaces available.

### Saturday (Evening Event)

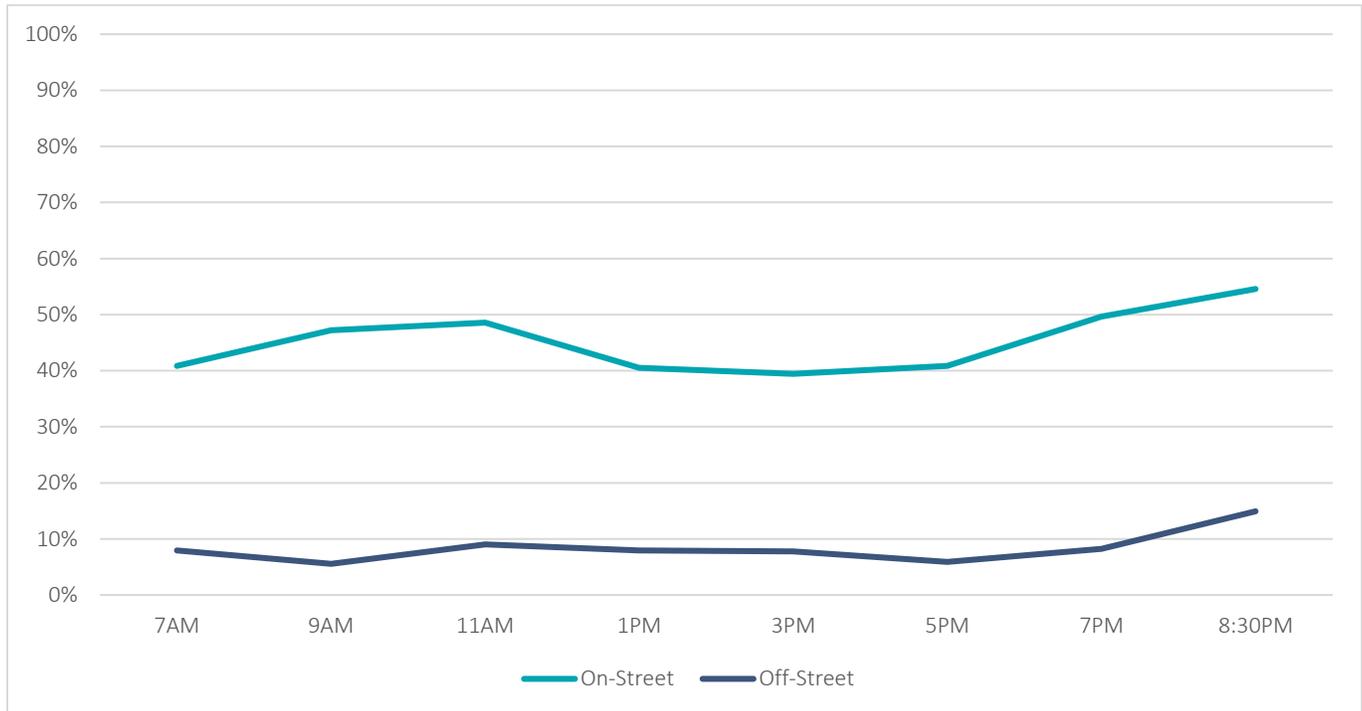
Counts were conducted on Saturday from 7:00 a.m. to 8:30 p.m., with an event occurring at the HSAC at 8:00 p.m. Peak parking demand occurred at 8:30 p.m., while the event was taking place. During this time, downtown experienced a utilization rate of 27% with 249± vehicles parked and 665± spaces available.

When compared to a Saturday night with no event, utilization of downtown parking increased by 11% with an event occurring at the HSAC, from 16% to 27%. With or without an event at the HSAC, parking utilization is very low in downtown Moorpark on Saturdays.

Patrons attending events at the HSAC primarily utilize Lot 5a and 5b. Employees of the HSAC (cast, crew, administrative) primarily use Lot 4, the post office lot, and some spaces in Lot 5a. While these lots experienced higher occupancies while the event was occurring, with City Hall closed and little to no Metrolink parkers, the remainder of downtown experienced relatively low parking demands.

Figure 8 shows parking occupancies in downtown over the entire analysis period on Saturday, with an event at the HSAC in the evening.

Figure 8: Saturday On- and Off-Street Parking Occupancy Over Time (with Event)



Source: Walker Consultants, 2019

## Sunday (Matinee Event)

Counts were collected on a Sunday during a matinee event at the HCAC, from 1:00 p.m. to 3:00 p.m. The matinee show at the HSAC began at 2:00 p.m. Peak parking demand occurred at 2:00 p.m. with 268± vehicles parked, 646± spaces available, and a utilization rate of 29%. Like Saturday, while parking demand was higher in the lots utilized by the HSAC and on the streets near the HSAC, demand for parking in the rest of downtown was low.

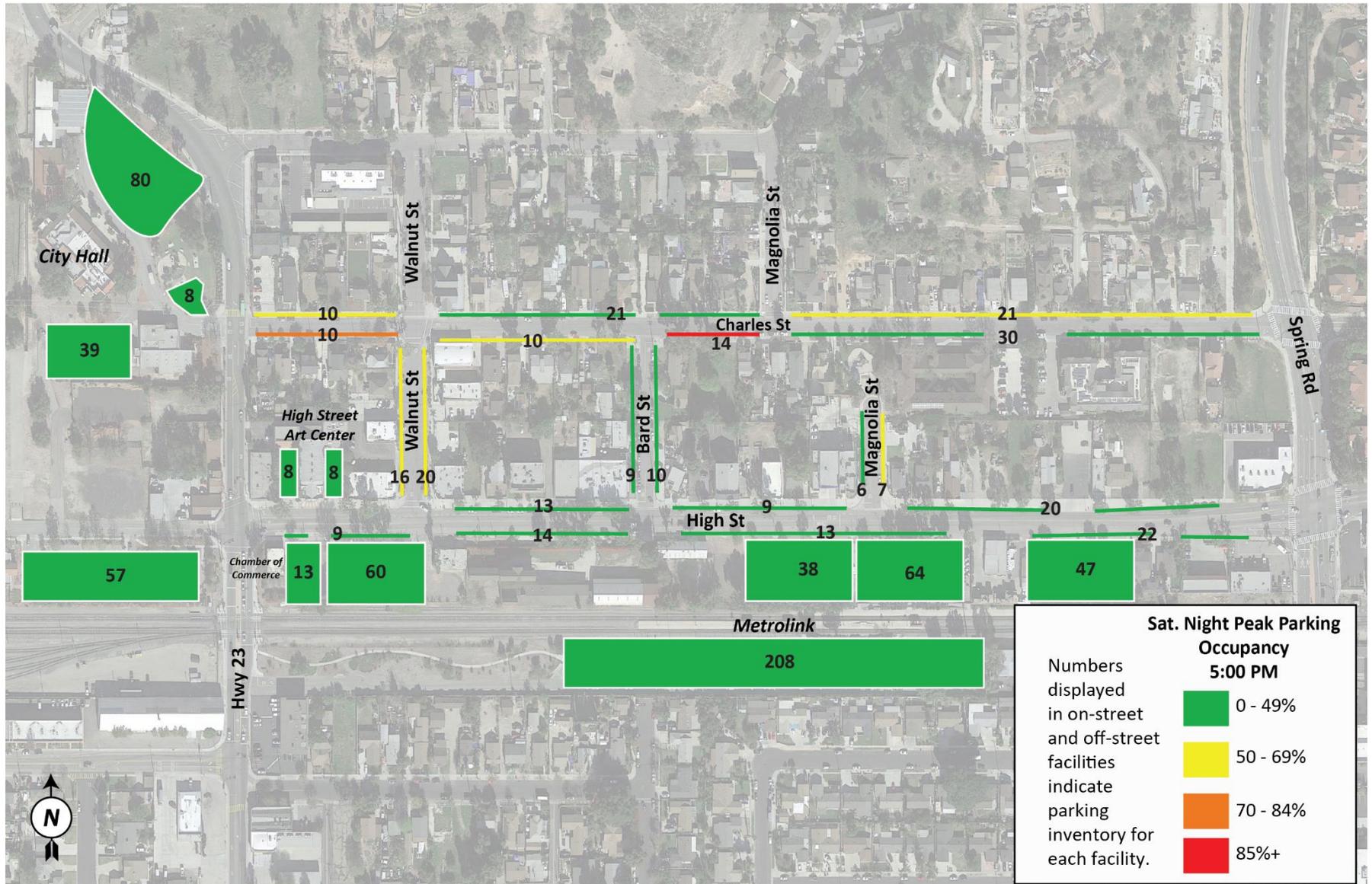
Additionally, on Sunday, HSAC management had employees place signs in their windshields indicating they were HSAC staff so that Walker surveyors could count the number of employees parked. During this performance, in Lot 4 (the post office lot), at peak, there were 17 employee parking signs displayed (out of 21 total vehicles parked). There were also five employees with signs parked in Lot 5a (out of 17 total parked) and one in 5b (out of 49 total vehicles).

While weekend counts peaked during the Sunday matinee, with an overall downtown utilization rate of 29%, parking occupancy is generally low in downtown overall, with some only a portion of downtown experiencing higher utilization from the event.

Figure 8, Figure 9, and, Figure 10 show graphically the peak parking occupancies experienced during each analysis period on the weekend.

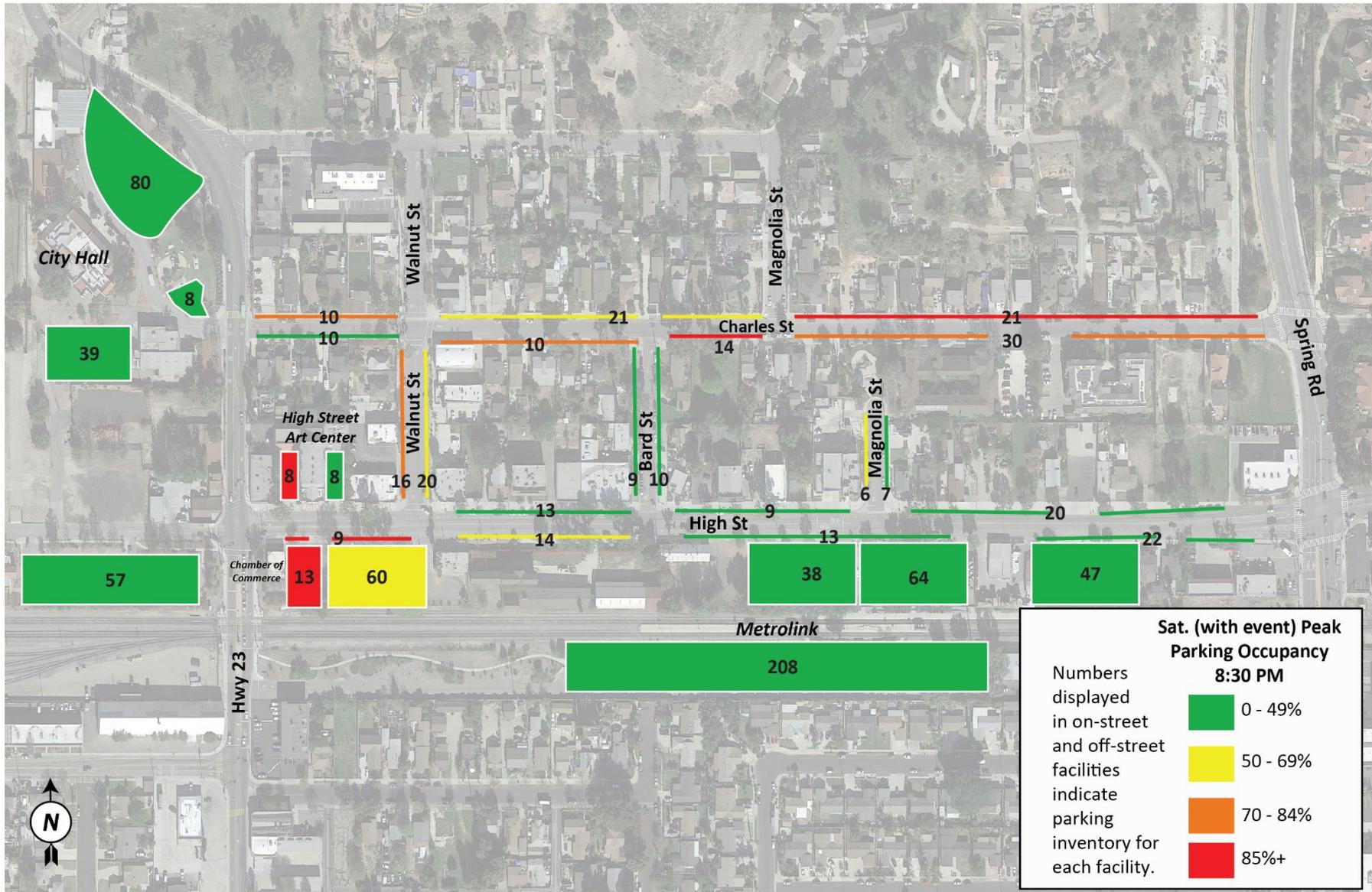
Table 4 provides a summary of peak parking demand for each weekend analysis period.

Figure 9: Saturday Night Peak Parking Occupancy, No HSAC Event, 5:00 PM



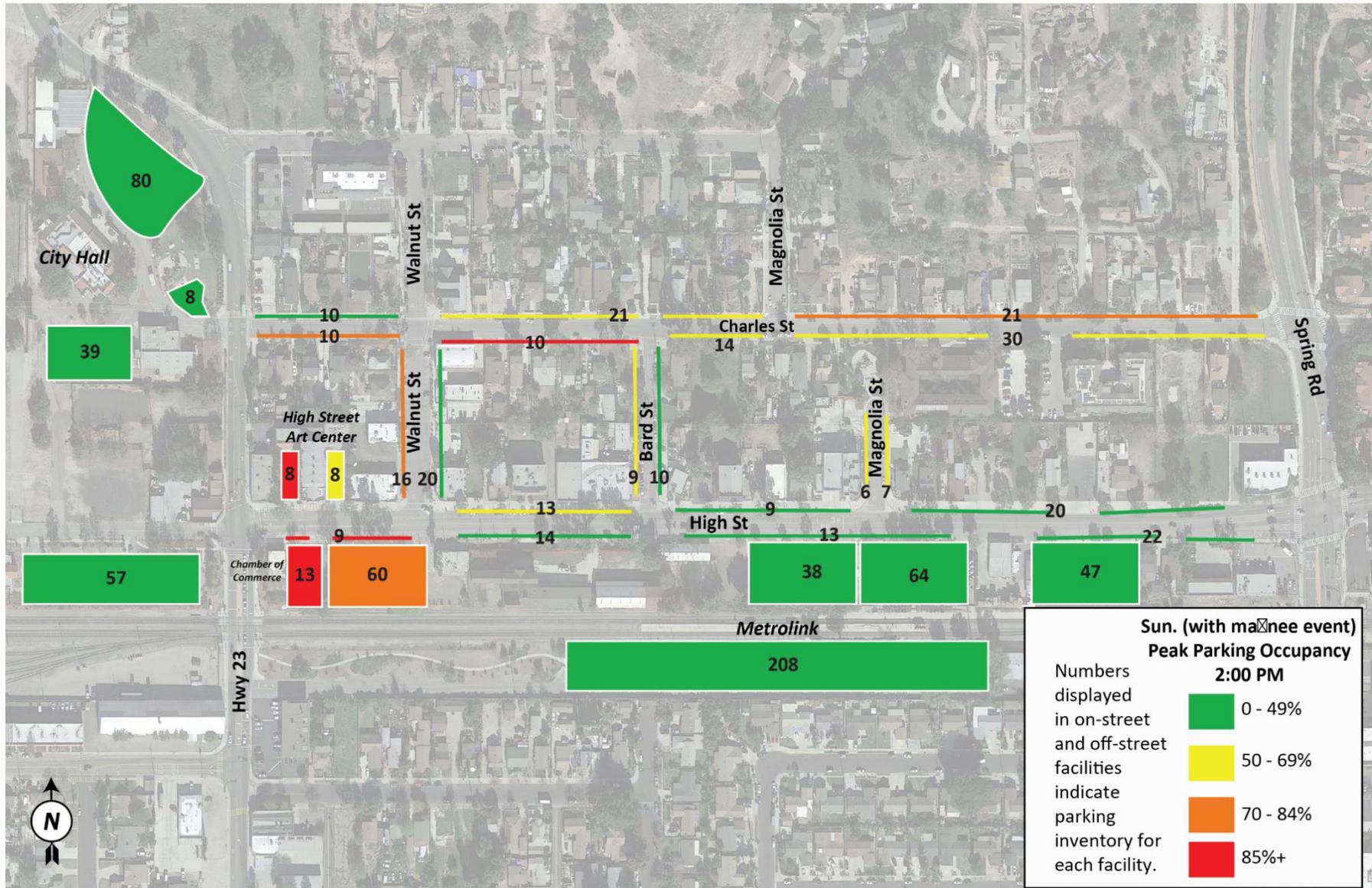
Source: Satellite image, Google Earth Professional, 2019; Graphics, Walker Consultants, 2019

Figure 10: Saturday Peak Parking Occupancy with HSAC Evening Event, 8:30 PM



Source: Satellite image, Google Earth Professional, 2019; Graphics, Walker Consultants, 2019

Figure 11: Sunday Peak Parking Occupancy with HSAC Matinee Event, 2:00 PM



Source: Satellite image, Google Earth Professional, 2019; Graphics, Walker Consultants, 2019

Table 4: Weekend Peak Parking Occupancies by Analysis Period

	Supply	Saturday Night, 5PM (No Event)		Saturday, 8:30 PM (Evening Event)		Sunday, 2:00 PM (Matinee Event)	
		Occ.	%	Occ.	%	Occ.	%
<b>On-Street<sup>1</sup></b>							
High Street	100	8	8%	32	32%	23	23%
Walnut Street	36	22	61%	23	64%	31	86%
Bard Street	19	5	26%	6	32%	8	42%
Magnolia Street	13	5	38%	5	38%	7	54%
Charles Street	116	65	56%	89	77%	73	63%
<b>Subtotal</b>	<b>284</b>	<b>105</b>	<b>37%</b>	<b>155</b>	<b>55%</b>	<b>142</b>	<b>50%</b>
<b>Off-Street</b>							
Lot 1a (City Hall)	80	2	3%	1	1%	1	1%
Lot 1b (City Hall)	8	2	25%	2	25%	2	25%
Lot 1c (Library)	39	0	0%	0	0%	9	23%
Lot 2 (HSAC)	8	2	25%	7	88%	7	88%
Lot 3 (HSAC)	8	3	38%	3	38%	4	50%
Lot 4 (Post Office)	57	0	0%	16	28%	21	37%
Lot 5A (Chamber of Commerce) <sup>2</sup>	13	0	0%	13	100%	17	131%
Lot 5B <sup>3</sup>	60	2	3%	33	55%	49	82%
Lot 6 <sup>3</sup> (Metrolink)	38	2	5%	0	0%	0	0%
Lot 7 (Metrolink)	64	11	17%	10	16%	10	16%
Lot 8	47	6	13%	3	6%	2	4%
Lot 9 (Metrolink)	208	12	6%	6	3%	4	2%
<b>Subtotal</b>	<b>630</b>	<b>42</b>	<b>7%</b>	<b>94</b>	<b>15%</b>	<b>126</b>	<b>20%</b>
<b>Total</b>	<b>914</b>	<b>147</b>	<b>16%</b>	<b>249</b>	<b>27%</b>	<b>268</b>	<b>29%</b>

<sup>1</sup>On-street spaces were comprised of unmarked curbs; therefore, the number of spaces were estimated based on the amount of curb available and observed occupancies.

<sup>2</sup> Occupancy exceeded inventory on Sunday at 2:00 pm, due to vehicles parking in unmarked parking spaces. We observed the condition to be typical of event parking scenarios in general.

<sup>3</sup>These lots are unpaved and unmarked therefore reasonable were determined based on size of lot and occupancies observed.

## Parking Turnover

Walker conducted a parking turnover analysis for all on-street parking within the study area. The purpose of this exercise was to understand how long vehicles park on the street and if they are abiding by the existing two-hour restrictions.

Length-of-stay data was collected using a License Plate Recognition (LPR) unit, which digitally collects license plate numbers. This data is then used to determine how long vehicles were parked. It is noted that LPR has some margin of error as conditions in the field may impact the unit's ability to capture the plate. If vehicles are parked too close together or other objects, such as trash cans, are blocking plates, these are then missed by the unit. Additionally, the LPR unit typically cannot capture black license plates. However, despite this margin of error, the LPR unit collected a sufficient number of plates to understand, generally, how long vehicles are parked on the street in downtown.<sup>4</sup>

LPR data was collected hourly from 10:00 a.m. to 8:00 p.m. (11 hours) on Thursday, October 10, 2019. An additional count was conducted on Charles Street at 9:00 p.m. to capture an additional count of residential parking turnover (total of 12 hours on Charles Street).

Overall, the majority of vehicles parked downtown stay for one or two hours. There was a total of 402 unique license plates collected throughout the day. Overall, 849 license plate data points were collected. Of the 402 unique plates, 61% were parked for one hour, and 16% were parked for two hours. The remaining 22% were parked for three or more hours. There was only one car parked for 11 hours and no cars were parked for all 12.

Charles Street experienced the lowest turnover, however, with it being a primarily residential street, low turnover is to be expected.

The majority of vehicles parked on High Street were parked for one (68%) or two (16%) hours, with a total 84% of the vehicles parked on High Street. This indicates that two hours is a sufficient amount of time for the majority of visitors and patrons on High Street.

The remaining 16% of those parked on High Street were parked for three or more hours, likely employees of businesses on High Street. Since the two-hour limit does not extend the entire length of High Street, it is possible that some of these vehicles were not parked within the two-hour zone. However, since enforcement of two-hour limits is only complaint based, a few cars may have been parked in a two-hour zone for three or more hours.

The turnover results for the entire study area are shown in Table 5.

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<sup>4</sup> The LPR data was collected solely for the purpose of identifying how long vehicles were parked and is not used or shared beyond those Walker staff for the purpose of this specific analysis. The data will be deleted once this engagement is complete.

Table 5: Downtown Moorpark Parking Turnover Summary

Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	Total Unique Plates
<b>High St</b>													
# Plates	73	17	5	0	4	5	2	0	0	1	0	0	107
% of Total	57%	13%	4%	0%	3%	4%	2%	0%	0%	1%	0%	0%	
<b>Walnut St</b>													
# Plates	65	14	3	2	2	1	0	2	0	0	0	0	89
% of Total	73%	16%	3%	2%	2%	1%	0%	2%	0%	0%	0%	0%	
<b>Bard St</b>													
# Plates	17	5	1	1	4	0	0	1	1	2	0	0	32
% of Total	53%	16%	3%	3%	13%	0%	0%	3%	3%	6%	0%	0%	
<b>Magnolia St</b>													
# Plates	16	5	0	0	0	0	0	0	0	0	1	0	22
% of Total	73%	23%	0%	0%	0%	0%	0%	0%	0%	0%	5%	0%	
<b>Charles St</b>													
# Plates	52	25	17	10	5	5	7	3	2	2	0	0	89
% of Total	41%	20%	13%	8%	4%	4%	5%	2%	2%	2%	0%	0%	
<b>Total # Plates</b>	247 <sup>1</sup>	66	26	13	15	11	9	6	3	5	1	0	402
<b>% of Total</b>	61%	16%	6%	3%	4%	3%	2%	1%	1%	1%	0%	0%	

<sup>1</sup>The total number of plates does not equal the sum of plates for each parking location. Due to the LPR's margin of error, the location of 24 vehicles that were parked for one hour were unable to be determined. Therefore, an additional 24 vehicles were added to the overall total for vehicles parked for an hour.

## Preliminary Findings and Recommendations

The findings of our observations and data collection efforts demonstrate that, even during the busiest hour of the week, there are more vacant parking spaces in Moorpark’s downtown than occupied parking spaces. If the 545± parking spaces available during the peak hour occupy on average 220 feet per parking space,<sup>5</sup> the remaining empty parking spaces represent over three acres of empty asphalt. We note that this calculation does not refer to land devoted to parking, which is necessary for the functioning of a commercial district, but rather land devoted to parking spaces that are rarely or likely never occupied.

One could calculate the value of this unused land on a per-square-foot basis or consider the opportunity costs of such land in a municipal district, including businesses that serve the public and provide employment and income, housing, or related sales or property tax revenue to support services.

### What is a recommended parking occupancy rate?

Some available parking spaces, a “cushion” of parking space supply, are necessary for the proper functioning of a parking system and the circulation of vehicles. This factor or percentage (can be referred to as an optimum utilization rate or effective supply factor) is typically 85% for on-street parking (to ensure 1 – 2 available spaces per block), 90% for off-street commercial parking, and 95% for employee parking, but may be reduced if a higher level of availability (greater driver convenience) is desired.

Implicit in the case of each occupancy rate is a planning assumption that 15% of on-street spaces on a given block, or 5% to 10% of off-street spaces in an off-street parking facility, should generally remain available in order to allow drivers the opportunity to find spaces and for traffic to circulate. Parking occupancy rates higher than these, on a location-by-location basis, create driver frustration and impediments to the circulation of traffic. Parking occupancy below these recommended percentages, on a regular basis, represent an underutilized public resource.

We compare the recommended, by-block or by facility parking occupancy rates, with the peak overall parking occupancy rate for the district of 40%, and 27% and 29% respectively for weekday, weekend evening (with event) and matinee events.

Concentrated areas of high demand for parking were found in:

- The City Hall parking lot during the weekday lunchtime peak (90% occupancy).
- Lot 7, serving the Metrolink station during the weekday lunchtime peak (95% occupancy), and
- The Chamber of Commerce parking lot, during events at the High Street Arts Center.
- On-street, on Charles Street along various blocks on Saturday night, likely reflecting residents staying home and perhaps having visitors.

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<sup>5</sup> Typically, an on-street parking space may be assumed to be approximately 22 feet long by approximately 9 feet wide, while an off-street parking space is assumed to be 325 – 350 sq. feet in area, including the necessary pavement devoted to drive aisle and driveway space.

- On-street, on the south side of High Street, across the street from the High Street Arts Center during events.

## When the Length of Stay of Parked Vehicles May Matter

The length of time vehicles parked downtown was found not to be problematic. Further, we note that “turnover” is typically only a concern where parking is in short supply. To the extent that we found an abundance of available parking spaces, there is not an urgent need to ensure the turnover of high demand spaces. Consistent with this observation, regulations to ensure that parking spaces in high demand locations may be needed when and where parking availability is scarce.

## Study Results and Consideration of a Parking In-Lieu Fee

Our survey of parking availability in the study area suggests that there is an overabundance of public parking in downtown Moorpark. This raises a question of whether it is productive for the City to require that developers build more parking when constructing new buildings downtown. **Downtown Moorpark was found to have a surplus of on- and off-street public parking spaces.** Utilizing a target occupancy rate of 85% for on-street parking spaces and 90% for public off-street parking lots, the surplus of parking spaces identified in this survey is 152 on-street and 287 off-street parking spaces or 439 spaces (calculation shown in Table 6). This capacity can be leveraged by the City to offset the parking provided by new development projects downtown.

Table 6: Parking Surplus – Period of Peak Parking Demand (Weekday, 11AM)

	Inventory	Effective Supply Factor*	Effective Supply**	Occupancy Thursday, 11AM	Availability	
On-Street	284	0.85	241	89	31%	152
Off-Street	630	0.90	567	280	42%	287
<b>Total</b>	<b>914</b>		<b>808</b>	<b>369</b>	<b>40%</b>	<b>439</b>

\*An effective supply factor is the target occupancy rates for on-street and off-street parking facilities.

\*\*Effective supply is the parking supply with the effective supply factor applied.

Providing parking is both land- and capital-intensive. A parking in-lieu fee program or reduced parking requirements are often provided as an option to developers when cities wish to facilitate development and/or encourage the land efficiencies and planning benefits of multiple land uses sharing public parking, rather than having each new building build its own surface parking lot, as is often seen along many suburban commercial corridors. Through a parking in-lieu fee program, a builder pays a fee to the city for each required parking space it does not build. Typically, the fee is designated for future parking capacity, such as restriping existing spaces, operational enhancements, or construction of new surface parking lots or a parking structure. However, in the case of a parking structure, a significant critical mass of funding is needed for that construction, which cannot happen without significant new development. Increasingly some cities are broadening the definition of parking funds to improve access in general, such as through pedestrian, bicycle and other transportation improvements that help people access their commercial districts.

The in-lieu fee strategy can provide for the managed growth of a consolidated parking infrastructure by a single entity (typically the City of or a Business Improvement District), rather than the sporadic development of low capacity lots serving individual properties. This strategy can improve the overall walkability of a downtown by promoting a “park once” district in which customers can park one time to visit several destinations as opposed to having to move their cars between private parking lots when visiting multiple establishments.

There are many variations of parking in-lieu and parking credit (on-going operational, or similar) program fees in cities in California. These include variations in the requirements of the programs (fees can range from \$1,000 to \$70,000 or more dollars per required space) and the costs or policies that the programs are intended to address.

However, some cities have policies that acknowledge a surplus of parking. Under these programs, a city may monitor the available number of public parking spaces in a commercial district with the intent of allowing the construction of new land uses with no new parking spaces required, until parking occupancy rates reach a level at which new parking spaces are needed. Based on prior Walker studies, cities which operated under such a policy include Culver City in Southern California and Novato in Marin County. Cities may perform or require regular parking monitoring reports as part of new development conditions of approval. This data can be utilized as part of a larger area-wide monitoring program or simply on a case-by-case basis to determine the projected occupancy rates as new projects come online. The City of Healdsburg allowed for public parking to serve downtown development through a parking-exempt district until 2015, when it swapped the parking-exempt district for an in-lieu fee parking policy.

## Summary and Recommendations

Walker’s overall conclusions and recommendations based on this study are as follows:

- Downtown parking utilization is well below industry-standard thresholds for parking occupancy. Parking utilization during the period of peak parking demand (weekday at 11:00 a.m.) was 31% for on-street parking facilities and 44% for off-street parking facilities, compared to threshold occupancy rates of 85% for on-street and 90% for public off-street parking locations.
- Calculating the effective supply of parking using the above-described utilization thresholds, the surplus of parking spaces identified in this survey during the weekday peak was 152± on-street and 287± off-street parking spaces (439± total spaces).
- The results of this analysis demonstrate public parking spaces in downtown Moorpark are currently an underutilized resource. As noted earlier, if the 545± parking spaces available during the peak hour occupy on average 220 feet per parking space,<sup>6</sup> the remaining empty parking spaces represent over three acres of empty asphalt. Such empty space can represent a hindrance, or a potential opportunity, for a downtown civic and commercial area.
- A parking in-lieu fee, or similar policy that provides flexibility in requirements for parking, can provide for the managed growth of a consolidated parking infrastructure by a single entity (typically the city

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<sup>6</sup> Typically, an on-street parking space may be assumed to be approximately 22 feet long by approximately 9 feet wide, while an off-street parking space is assumed to be 325 – 350 sq. feet in area, including the necessary pavement devoted to drive aisle and driveway space.

or a Business Improvement District), rather than a patchwork of low capacity lots serving individual properties. Moorpark should consider adoption of a parking in-lieu fee or similar flexibility in parking requirements for commercial property in its downtown, given the large number of unutilized spaces.

In conjunction with an in-lieu fee strategy, Moorpark could consider policies that facilitate shared parking downtown to leverage the efficiencies gained from shared parking, along with a monitoring program. A shared parking strategy would formalize the policies for sharing parking spaces between the different businesses and land uses downtown. The policy would also establish a parking occupancy threshold after which additional parking spaces would be required but prior to which the existing parking surplus could be utilized.

- For new mixed-use developments, Moorpark should consider adopting a shared parking ordinance, allowing for adjusted parking requirements land uses that have different periods of peak demand. An example of two land uses that have differing peak periods of parking demand are office uses which peak during the day and residential uses which peak at night. Sharing of parking spaces in mixed use development can result in fewer underutilized parking spaces, and more productive businesses and destinations.
- Walker did not study the off-street private parking supply within the study area as part of this engagement. However, in our experience, the private supply of parking tends to experience the lowest parking utilization rates in a commercial district. In the event that a material number of private parking spaces are unused in the downtown, these spaces represent further parking supply that may be made available through:
  - The sharing and leasing of private spaces owned by businesses during low demand periods for the individual private parking facilities;
  - The leasing of private parking spaces by the City;
  - Including some private spaces in the public supply through a public parking signage, marketing and branding program; and
  - Encouragement of a “market” for private parking spaces by:
    - Establishing a forum to communicate, inform, and establish a dialog between private owners
    - Creating an online comprehensive list of parking facilities
    - Leveraging technology
    - “Branding” of a parking program for all public and private spaces.

Such policies have been employed with success in a number of cities in California to different degrees, including San Clemente, Burbank and Sacramento.

## Appendix

The City of Moorpark requested Walker include an analysis of parking utilization in the study area without the on-street parking supply on Charles Street. Charles Street contains all residential uses and future consideration to protect residential parking may occur (ie residential permit parking). This Appendix includes an abbreviated Existing Parking Demand section summarizing parking demand in the study area, without Charles Street. Charles Street has a parking supply of 116± parking spaces.

### Existing Parking Demand (without Charles Street)

Walker evaluated parking demand in downtown by conducting occupancy counts of parked cars in public parking spaces (the parking inventory) on multiple days and time periods.

Weekday counts were conducted every two hours on Thursday, October 10, 2019, from 7:00 a.m. to 8:00 p.m.

Weekend counts were conducted on multiple days in order to capture parking demand in downtown during a performance at the HSAC and on a non-performance night. Saturday evening counts were conducted, without a performance, on October 12, 2019 from 5:00 p.m. to 8:00 p.m. Daytime and evening counts (with an event at HSAC) were collected every two hours on October 29, 2019 from 7:00 a.m. to 8:30 p.m. Since performances at the HSAC began at 8:00 p.m., during this time, the last count was collected after 8:00 p.m. in order to capture the entirety of the parking demand from the HSAC.

An additional count was collected every hour on Sunday, October 27, 2019 from 1:00 p.m. to 3:00 p.m. in order to capture peak parking demand during a matinee showing at the HSAC, which began at 2:00 p.m.

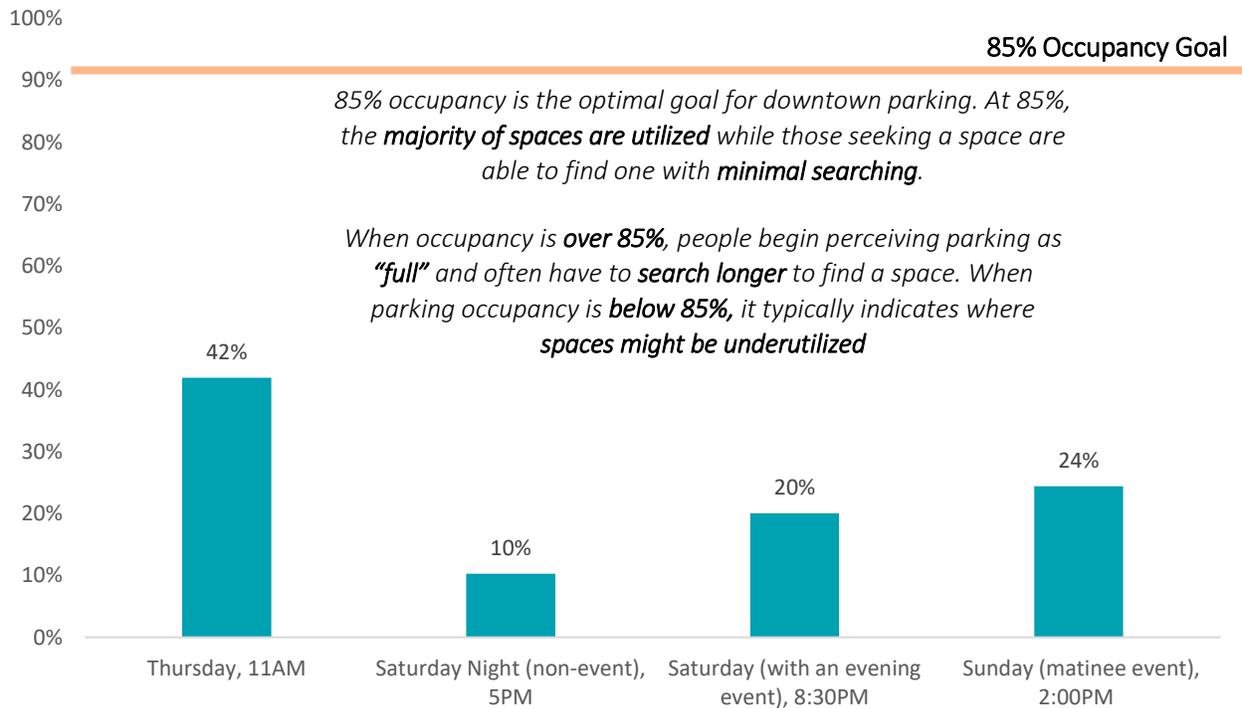
Overall, peak parking demand was observed to occur on a weekday at 11:00 a.m. with 42% of spaces occupied. Weekend peak occupancy was observed to occur on Sunday at 2:00 p.m. with a parking occupancy of 24%.

The overall downtown parking utilization would be considered relatively low in comparison to typical occupancy goals. An 85% utilization rate is the typical target for on-street parking spaces within most parking systems, in order to ensure the majority of spaces are being utilized while adequate availability remains for those seeking a space. Off-street parking facilities can have an acceptable parking occupancy rate of 90%, or higher for facilities where employees regularly parking, although the 85% for off-street simply represents a higher level of service to the driver (more regular availability is provided).

In general, when parking facilities experience occupancies greater than 85%, users begin to perceive parking as “full” and are likely to spend more time circling to find a space. At 85%, most spaces are being utilized but those drivers seeking a space are able to find one with minimal searching. Therefore, 85% is typically used as a target for optimal parking occupancy. Downtown Moorpark was found to have very low parking occupancies when compared to this standard.

Figure 12 and Table 7 provides a summary of the peak weekday and weekend utilizations.

Figure 12: Overall Downtown Peak Parking Demand by Analysis Period (without Charles Street)



Source: Walker Consultants, 2019.

A summary of peak parking occupancies for each analysis period is shown in Table 7.

Table 7: Downtown Parking Supply and Demand Summary (without Charles Street)

	Inventory	Thursday, 11AM		Saturday Night (No Event), 5PM		Saturday (With Event), 8:30 PM		Sunday (Matinee Event), 2:00 PM	
		Occ.	Occ. %	Occ.	Occ %	Occ.	Occ %	Occ.	Occ %
On-Street	168	55	33%	40	24%	66	39%	69	41%
Off-Street	630	280	44%	42	7%	94	15%	126	20%
<b>Total</b>	<b>798</b>	<b>335</b>	<b>42%</b>	<b>82</b>	<b>10%</b>	<b>160</b>	<b>20%</b>	<b>195</b>	<b>24%</b>

Details for each analysis period are provided in the following sections.

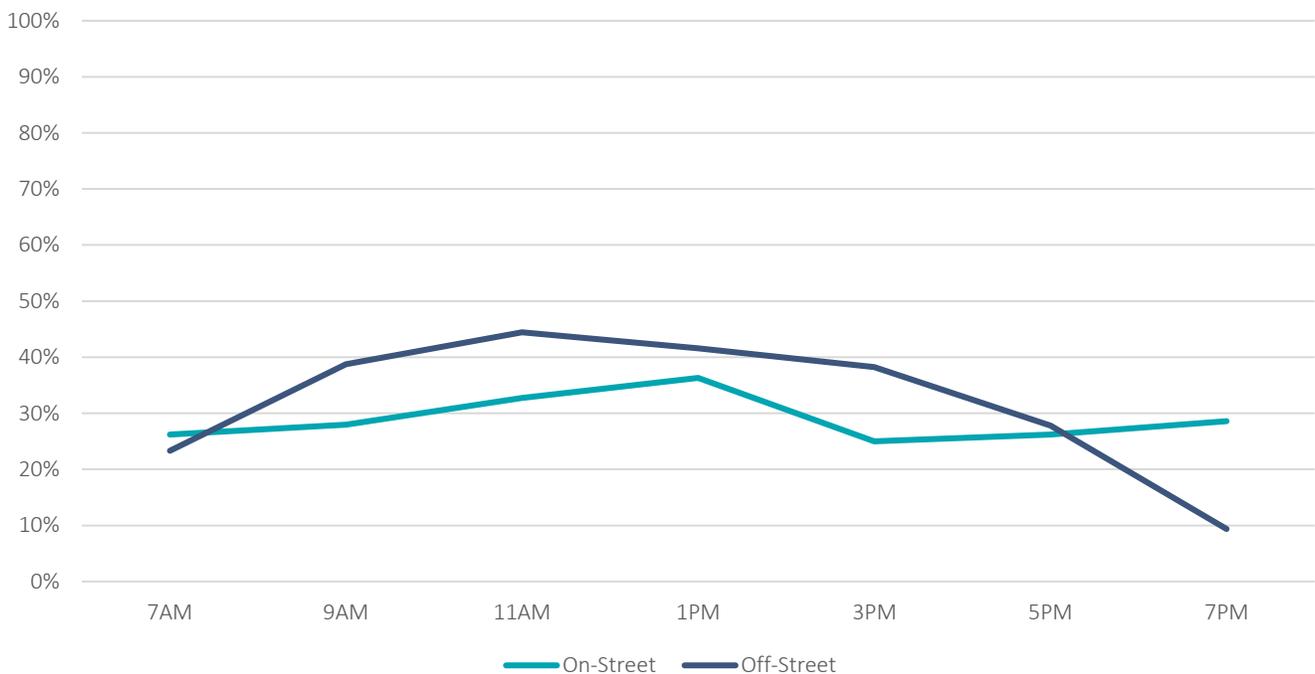
## Weekday Parking Occupancy (without Charles Street)

Weekday peak parking occupancy occurred from 11:00 a.m. to 1:00 p.m., with 335± vehicles parked, 463± spaces available, and a utilization rate of 42%.

Over the course of the day, off-street parking demand peaks during the late morning and gradually declines over the course of day, falling below 10% at night. On-street parking demand peaks in the afternoon during the lunch hour. Off-street occupancies stay consistently higher than on-street during work hours, when City Hall (lots 1a-c) and Metrolink (lots 6, 7, and 9) are experiencing their peak occupancies. A comparison of on- and off-street occupancies are shown in Figure 13.

We note that a peak parking occupancy that occurs during weekday lunch time hours is consistent with the findings of virtually every small (and many large) parking studies we have performed for commercial districts of dozens of commercial districts in California.

**Figure 13: Weekday On- and Off-Street Parking Occupancy Over Time (without Charles Street)**



Source: Walker Consultants, 2019.

## Weekend Parking Occupancy (without Charles Street)

Three weekend time periods were analyzed as part of this study. This included a Saturday night with no event at the HSAC, a full Saturday from 7:00 a.m. to 8:30 p.m. with an 8:00 p.m. show occurring at the HSAC, and Sunday during a matinee performance at the HSAC.

## Saturday Night (No Event)

Peak parking demand on a Saturday night, with no event at the HSAC, occurred at 5:00 p.m. with a utilization rate of 10%. This equates to 82± parking spaces occupied and 716± spaces available.

## Saturday (Evening Event)

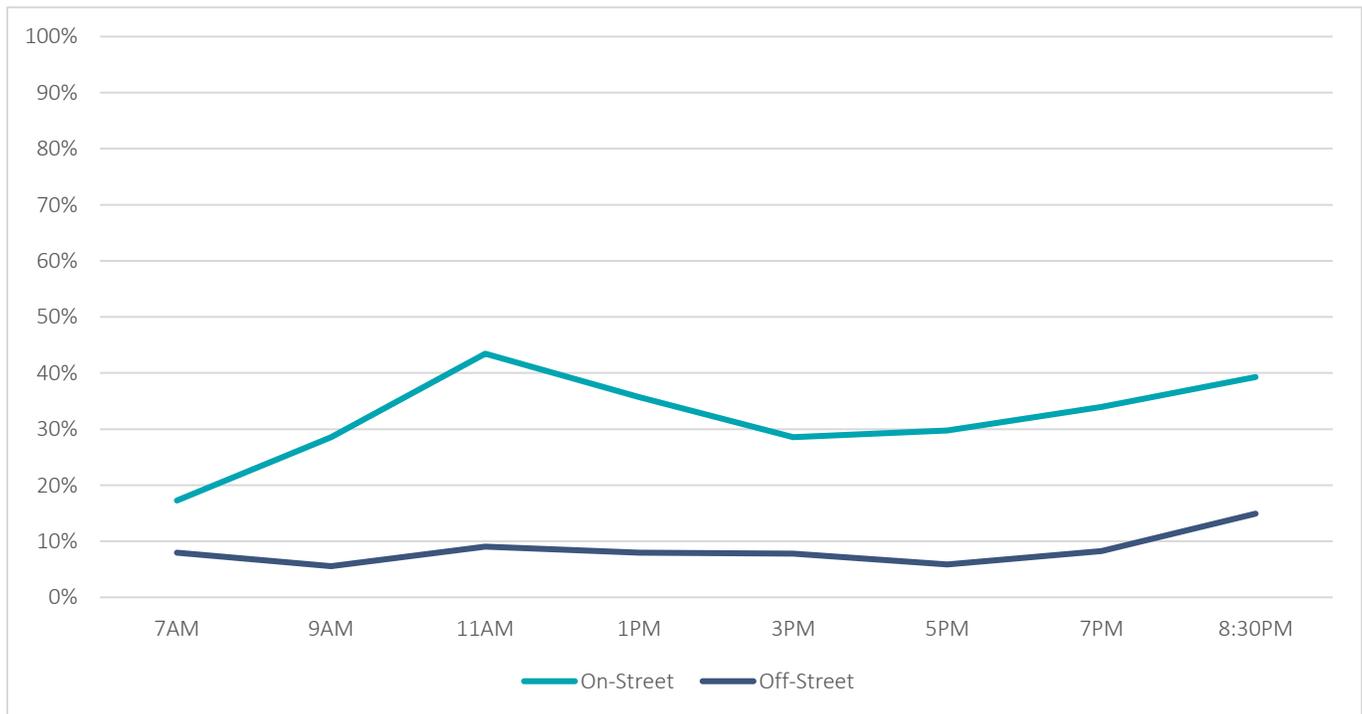
Counts were conducted on Saturday from 7:00 a.m. to 8:30 p.m., with an event occurring at the HCAC at 8:00 p.m. Peak parking demand occurred at 8:30 p.m., while the event was taking place. During this time, downtown experienced a utilization rate of 20% with 160± vehicles parked and 638± spaces available.

When compared to a Saturday night with no event, utilization of downtown parking increased by 10% with an event occurring at the HSAC, from 10% to 20%. With or without an event at the HSAC, parking utilization is relatively low in downtown Moorpark on Saturdays.

Patrons attending events at the HSAC primarily utilize Lot 5a and 5b. Employees of the HSAC (cast, crew, administrative) primarily use Lot 4, the post office lot, and some spaces in Lot 5a. While these lots experienced higher occupancies while the event was occurring, with City Hall closed and little to no Metrolink parkers, the remainder of downtown experienced relatively low parking demands.

Figure 14 shows parking occupancies in downtown over the entire analysis period on Saturday, with an event at the HSAC in the evening.

**Figure 14: Saturday On- and Off-Street Parking Occupancy Over Time with Event (without Charles Street)**



Source: Walker Consultants, 2019.

## Sunday (Matinee Event)

Counts were collected on a Sunday during a matinee event at the HCAC, from 1:00 p.m. to 3:00 p.m. The matinee performance at the HSAC began at 2:00 p.m. Peak parking demand occurred at 2:00 p.m. with 195± vehicles parked, 603± spaces available, and a utilization rate of 24%. Like Saturday, while parking demand was higher in the lots utilized by the HSAC and on the streets near the HSAC, demand for parking in the rest of downtown was low.

Additionally, on Sunday, HSAC management had employees place signs in their windshields indicating they were HSAC staff so that Walker surveyors could count the number of employees parked. During this performance, in Lot 4 (the post office lot), at the peak, there were 17 employee parking signs displayed (out of 21 total vehicles parked). There were also five employees with signs parked in Lot 5a (out of 17 total parked) and one in 5b (out of 49 total vehicles).

While weekend counts peaked during the Sunday matinee, with an overall downtown utilization rate of 24%, parking occupancy is generally low in downtown overall, with some only a portion of downtown experiencing higher utilization from the event.