



AVILA BEACH PARKING MANAGEMENT AND CIRCULATION PLAN

September 7, 2018
Draft



AVILA BEACH PARKING MANAGEMENT AND CIRCULATION PLAN

September 7, 2018
Draft

Prepared for: County of San Luis Obispo
Prepared by: TJKM Transportation Consultants



TABLE OF CONTENTS

1 Introduction.....	1
1.1 Project Goals and Objectives.....	1
1.2 Project Area	1
2 Parking Supply	3
2.1 Data from 2013 Parking Management Plan.....	3
2.2 New Data Collection	3
2.1.1 Event Parking and Travel Demand Management.....	4
2.1.2 Park and Ride Lot	4
3 Parking Demand	7
3.1 Town Area Parking Demand.....	7
3.1.1 On-Street Parking.....	7
3.1.2 Off-Street Parking	8
3.1.3 Event Parking	8
3.2 West of the Creek, Harbor and Port San Luis Area.....	9
3.2.1 On-Street Parking.....	9
3.2.2 Off-Street Parking	9
4 Other Key Findings	14
4.1 Vehicular Traffic	14
4.2 Pedestrian Environment	14
4.3 Bike Facilities	15
4.4 Transit Service	16
5 Recommendations	17
5.1 Parking Time Limits.....	17
5.2 Angle Parking	19
5.3 Employee Permit Parking Program.....	21
5.4 Weekend/Holiday Employee Parking at Remote Lots	25
5.5 Enforcement.....	26



5.6 Wayfinding Signs	28
5.7 Smart Meters and Demand-Based Pricing.....	29
5.8 Parking Payment by Smart Phone.....	30
5.9 New Parking Facilities.....	30
5.9.1 Avila Beach Drive at US-101 Lot.....	31
5.9.2 Avila Beach Drive at San Juan Street Lot.....	31

Tables

Table 1. 2013 PMP On-Street and Off-Street Parking Inventory.....	3
Table 2. Off-Street Parking Facilities.....	3
Table 4. Permit Parking Programs in Other Jurisdictions	21
Table 5. Avila Beach Businesses.....	22
Table 6. Potential Smart Meter and Demand-Based Pricing Plan.....	30
Table 7. Parking Facility Cost in 2018 Money	31

Figures

Figure 1. Study Area	2
Figure 2. Parking Supply and Restrictions (Town)	5
Figure 3. Parking Supply and Restrictions (West of Creek)	6
Figure 4. Occupancy at 11 a.m. (Town).....	10
Figure 5. Occupancy at 11 a.m. (West of Creek)	11
Figure 6. Occupancy at 2 p.m. (Town).....	12
Figure 7. Occupancy at 2 p.m. (West of Creek)	13
Figure 8. Existing and Recommended Parking Time Restriction	18
Figure 9. Recommended Parking Layout.....	20
Figure 6. Recommended Employee Permit Parking Zones	24

Appendix

Appendix A – Parking Occupancy Data Sheet



1 INTRODUCTION

The Town of Avila Beach is a beautiful ocean front community in San Luis Obispo County, just north of Pismo Beach. Although the Town is less than half-mile square in area, it attracts thousands of visitors to enjoy the Pacific Ocean, golfing, surfing, fishing and other recreational opportunities. In addition, numerous special events held throughout the year bring regional traffic to the Town. Due to such activities, summer months are significantly busier than other months of the year, raising concerns over traffic conditions and parking availability.

Avila Beach is an unincorporated community within the County and most services are provided by the County. In addition, the Port San Luis Harbor District manages certain services that support businesses and visitors in the Avila Beach community. Over the years, the County and the District have tried to collaborate on a variety of transportation, parking and accessibility issues.

In 2013, the Harbor District, in collaboration with the County and San Luis Obispo Council of Governments (SLOCOG) completed a Parking Management Plan (PMP). This Plan evaluated existing parking conditions and identified various solutions for further consideration. In 2018, the County decided to reassess the study and develop strategies in more details to address the parking needs of its residents, businesses, visitors and downtown employees. This report utilizes prior efforts and provides recommendations that reflect the current conditions.

1.1 Project Goals and Objectives

The primary objective of the study was to evaluate existing public parking conditions in the Town of Avila Beach and develop effective short- and midterm solutions to address parking supply constraints. The County's goal is not to conduct another comprehensive study with new data collection but to revalidate adequacy of the 2013 study as a result of changes during the last five years. Therefore, this report primarily extends the prior efforts without regurgitating what is already included in the 2013 study.

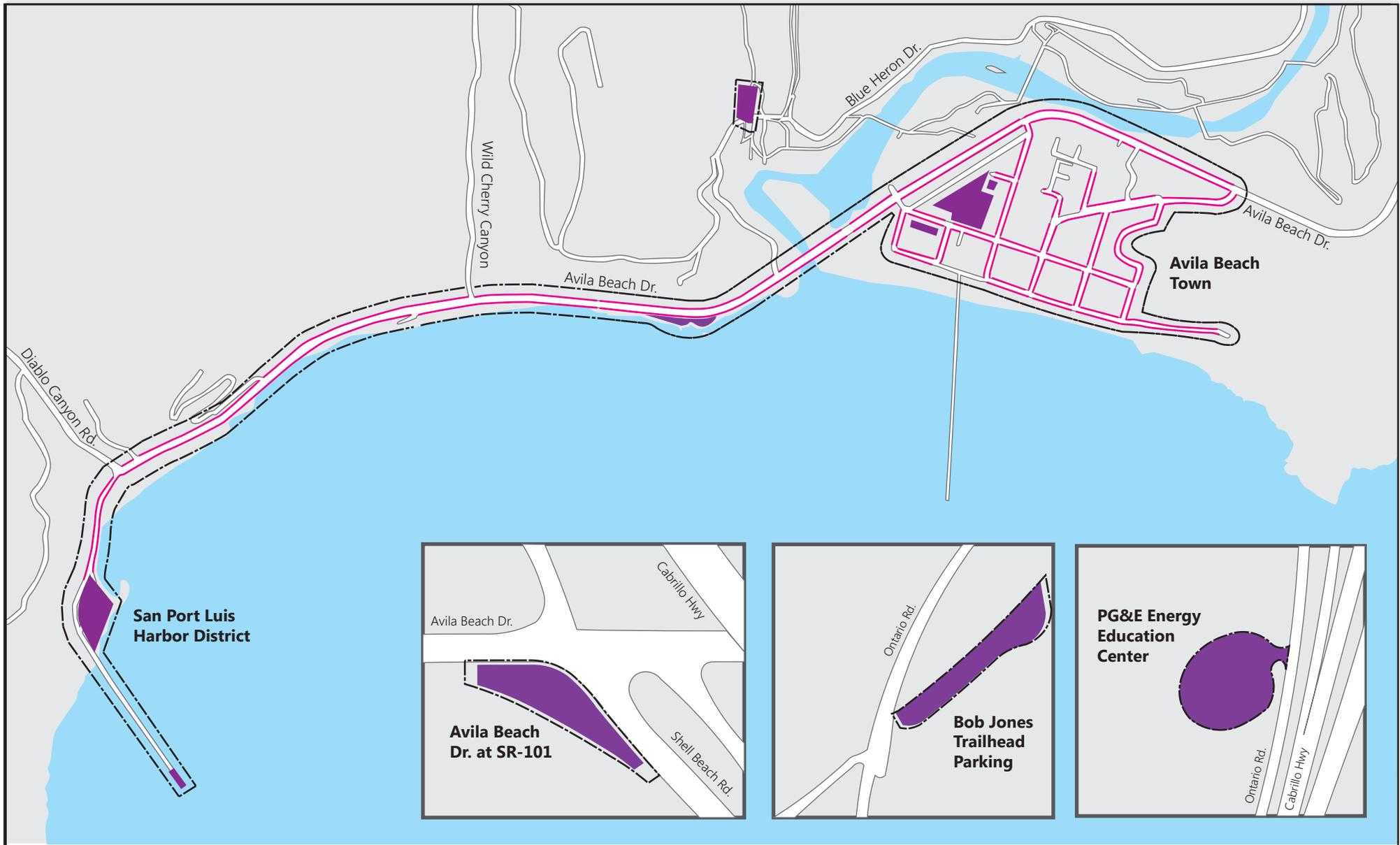
Aside from addressing parking capacity constraints, the overarching goals of this study is to seek alternatives to balance and enhance mobility and safety for all travel modes, and thereby maintain a vibrant economic environment where businesses and special events continue to thrive.

1.2 Project Area

The study focused on all on-street and off-street public parking spaces in the study area covered in the 2013 PMP, including the core of Avila Beach that includes about a dozen blocks and about half square mile area. The area stretched further west up to the San Luis Harbor Pier, including the Pier Lot. **Figure 1** shows the study area.



Study Area



- Study Area
- On-Street Parking
- Off-Street Parking



2 PARKING SUPPLY

2.1 Data from 2013 Parking Management Plan

The 2013 PMP included parking space inventory within the study area. This inventory conducted in the fall of 2012 indicated that there were 1,771 parking spaces within the Study Area. Further details are provided in **Table 1**. The County confirmed that no changes in the inventory occurred since this study.

Table 1. 2013 PMP On-Street and Off-Street Parking Inventory

Location	Parking Spaces	Percent Total Spaces
Avila Beach Core Areas – On-street	525	30%
Avila Beach Drive – On-street	582	33%
Town Parking Lot	377	21%
Port San Luis Lot	287	16%
TOTAL	1,771	100%

2.2 New Data Collection

An additional data collection was conducted for better understanding of the existing parking utilization of the study area. The data collection includes high-level parking supply and restrictions based on field observation on August 12, 2018 and over aerial maps. The parking supply of the study area is broken down into 70 on-street block faces and seven off-street parking lots, illustrated in **Figure 2** and **Figure 3**. Parking restrictions, such as parking time limits, motorcycle parking stalls, and handicap parking stalls, are shown in the figures. **Table 2** shows the off-street parking facilities where data was collected.

Table 2. Off-Street Parking Facilities

Lot	Parking Spaces	Percent
A – Pier Lot	16	2%
B – Harbor Lot	240	30%
C – Golf Lot	140	18%
D – Cal Poly Pier Lot	14	2%

E – Avila Lighthouse Suite	15	2%
F – Town Parking Lot	344	44%
G – USPS Lot	21	3%
TOTAL	790	100%

The five-block core area, bounded by San Rafael Street on the east, San Juan Street on the west, 1st Street on the north and Front Street on the south contains a total of 365 on-street spaces. This is the most popular area for parking due to convenient access to the beach, restaurants and retail stores.

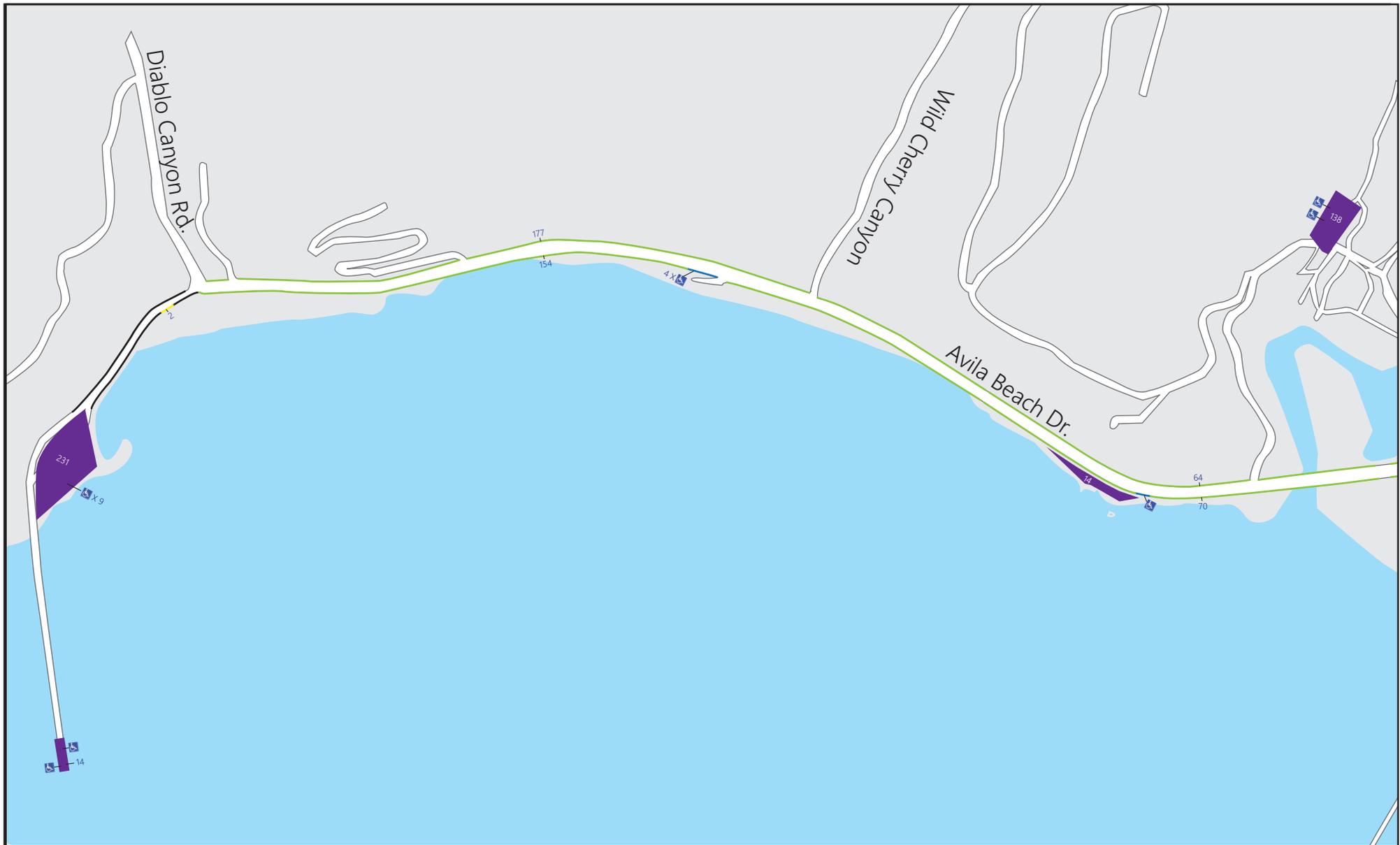
2.1.1 Event Parking and Travel Demand Management

In addition to on- and off-street parking facilities, the County has allowed a part of the Avila Beach Golf Course fairways and driving range used as temporary parking for events and commercial activities. The for event parking, with a capacity of 2,410 vehicles. In addition, there are 360 paved parking spaces at the golf courses allowed for temporary parking.

2.1.2 Park and Ride Lot

In addition to the above mentioned parking facilities, there are a number of lots owned by other entities that may be suitable for a supplementary parking during high-demand summer weekends. This includes the Pacific Gas & Electric (PG&E) Education Center Lot located at 6588 Ontario Road, and two lots owned by the County - Bob Jones Trailhead Lot located at 7900 Ontario Road and an unimproved lot off Avila Beach Drive just west of US-101. These lots are not within a walking distance to the beach area and therefore require a dedicated shuttle service.

Parking Supply and Restrictions (West of Creek)



- | | | |
|---|--|--|
|  < 30 min Parking |  Unrestricted |  Handicap Parking |
|  30 min Parking |  No Parking from 2AM to 6AM |  No Parking |
|  3 Hour Parking |  Loading |  Motorcycle Parking |



3 PARKING DEMAND

Field observations conducted in July and August 2018 included high-level parking occupancy counts within the study area. Field observations and spot checks were made during the following days and times:

- Friday, July 20, 2018, 3 p.m. to 6 p.m.
- Sunday, August 12, 2018, 11 a.m. to 4 p.m.

On both days, the field review team primarily focused on parking related matter, and noted other relevant traffic operational and safety matters as appropriate. Detailed discussions on parking demand for on-street and off-street facilities within the beach area and the western section towards Port San Luis Pier are provided below.

3.1 Town Area Parking Demand

3.1.1 On-Street Parking

- There are approximately 525 spaces along the street frontages, including Front Street, 1st Street, 2nd Street, San Juan Street, San Francisco Street, San Miguel Street, San Luis Street, San Antonio Street, and San Rafael Street.
- Most on-street parking is restricted to a maximum of 3-hours. Appropriate signs indicating parking restrictions are installed on most block faces.
- At 11 a.m., over half of the block faces, mostly along 1st and Front Streets, experienced over 95 percent occupancy with a few blocks showing 70 to 85 percent occupancy. Parking was generally available along the upper sections of San Rafael Street and other blocks away from the beach.
- At 2 p.m., most block faces experienced full occupancy with less than ten spaces open, scattered along several blocks. Parking along the upper sections of San Rafael Street and other blocks away from the beach was getting occupied as well.
- Avila Beach Drive between San Juan Street to west of the creek had several spaces available around 11 a.m. and fully occupied by 2 p.m.
- Certain block faces registered over 100 percent occupancy as vehicles were parked illegally within the intersections. In addition, many vehicles were parked leaving 6 to 10 feet in between two vehicles, wasting limited curb space.
- The eastern side of Avila Beach Drive, beyond Lucas Lane, had lower occupancy levels which indicates that even though parking spots were available, people still preferred to park closer to the beach, even if it meant parking illegally.
- Slots or Parking T's existed on some blocks. Several slots were measured at 22 to 24 feet in length – much more generous than the typical 19 to 20 feet slots.

- Many vehicles were parked illegally – in front of fire hydrants, red curbs, within intersections or partially blocking driveways.
- A property owner was observed waving a “PARKING” sign to the motorists, offering a space in her front yard for \$20.

3.1.2 Off-Street Parking

- The beach area includes only one public parking lot at First Street that has 377 spaces. The daily parking fee is \$6, from 6 a.m. to 2 a.m. Two pay-on-foot machines are located at each of the two entrances to the Lot.
- The Lot experienced very heavy demand throughout the observation period. As soon as a vehicle left a space, another vehicle immediately occupied the space, rendering the Lot consistently at full capacity.
- A vehicle was seen parked illegally, in the mandatory loading/unloading zone between two ADA spaces. This could imply that regular visitors are familiar with the level of enforcement and therefore willing to park illegally, risking a citation.
- The US Postal Services Lot located adjacent to the First Street Lot was fully occupied, even though numerous posted signs indicated that the lot was for USPS customers only.

3.1.3 Event Parking

- On August 12, 2018, the golf course were open for “free concert parking”.
- At 2 p.m., the 10th Fairway experienced 60 percent occupancy. It was observed that many visitors parked their vehicles and walked across the intersection of Avila Beach Drive and San Juan Street to access the Town core area.



3.2 West of the Creek, Harbor and Port San Luis Area

3.2.1 On-Street Parking

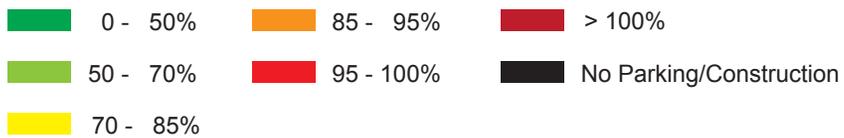
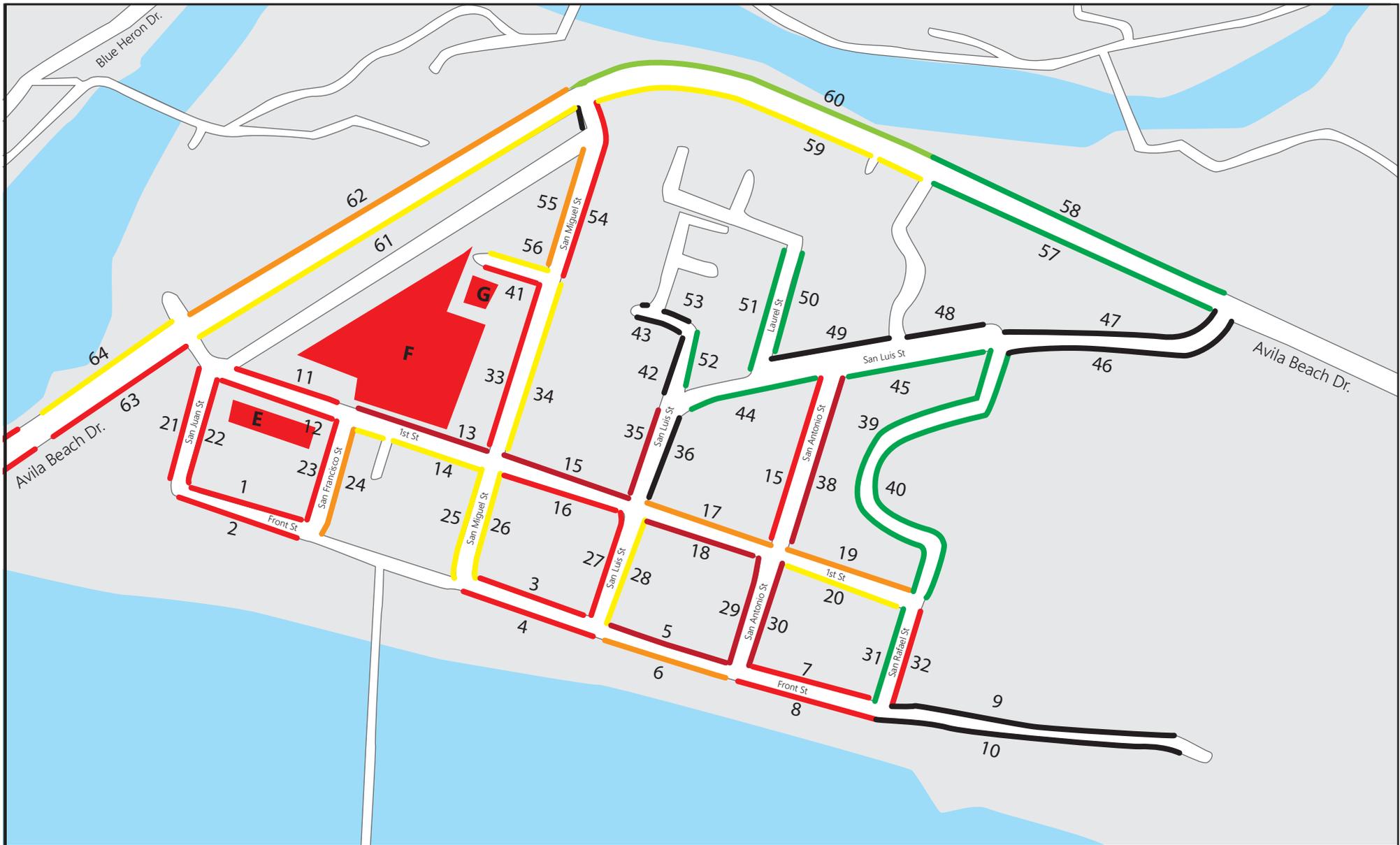
- Avila Beach Drive between the creek bridge and Port San Luis Pier on the west has mostly unrestricted curb space, allowing parking for over 350 vehicles.
- This stretch of the Drive experienced increasing demand as parking spaces further east in the beach area filled up. At 11 a.m., less than 50 vehicles were parked in this entire stretch that increased to well over 200 vehicles by 2 p.m.
- Around 2 p.m., all spaces within 2,000 feet west of the creek bridge were fully occupied on both sides of the Drive. Open spaces were available further west towards Port San Luis Pier.

3.2.2 Off-Street Parking

- The only major public parking lot in this area is the Harbor District Lot at the Port San Luis Pier. This Lot has 287 spaces with no parking fee. About a dozen spaces are available for long-term parking of recreational vehicles with necessary on-site facilities such as utility connections, shower facilities and laundry machines.
- The Lot stayed at about 90 to 100 percent occupancy during the study period. About half of the recreational vehicle parking was utilized.

Figures 4 to 7 show parking demand for various blocks and sections within the study area conducted on August 12, 2018, at 11 a.m. and 2 p.m. Detailed occupancy per block face and lot is provided in **Appendix A**.

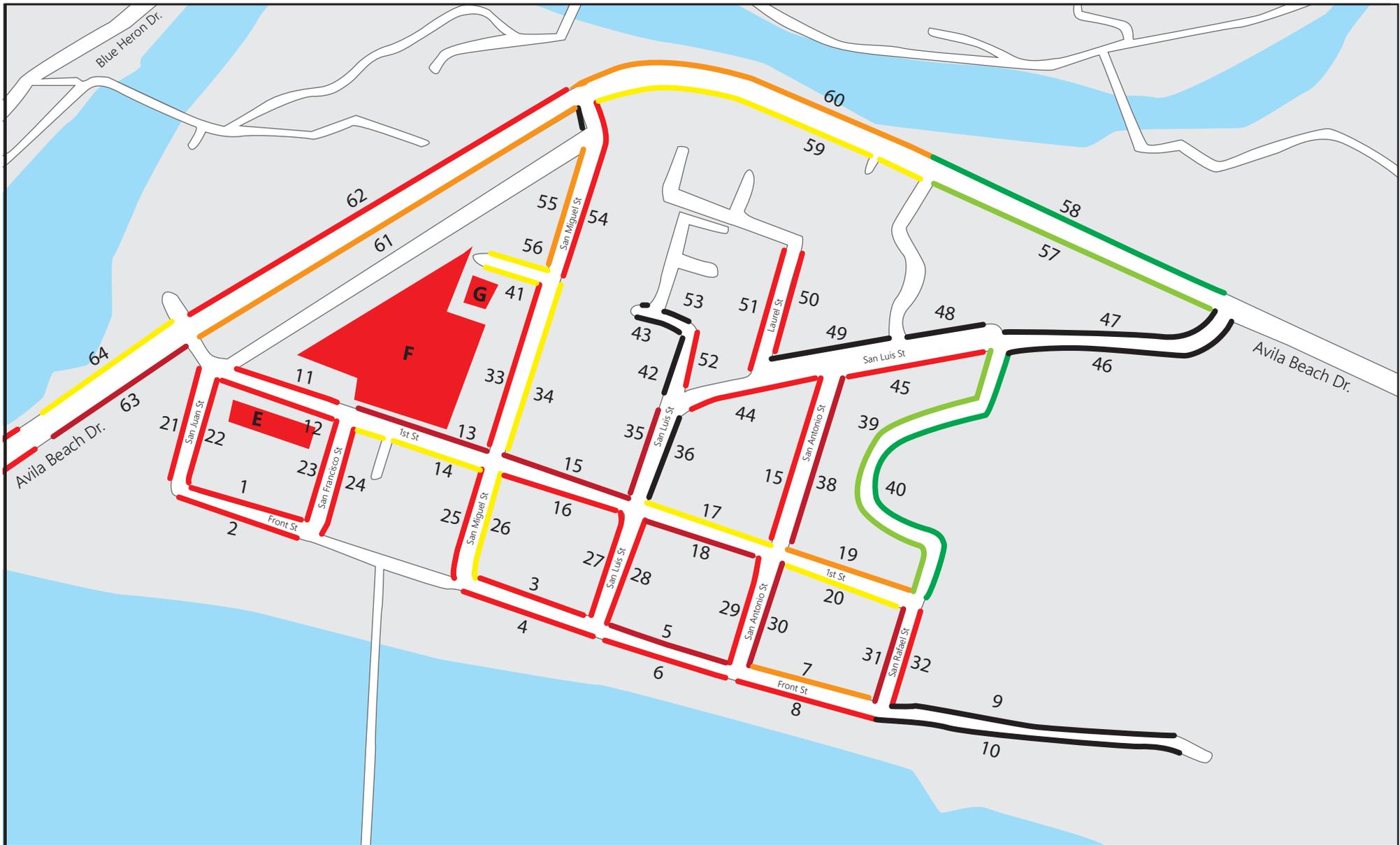
Occupancy Map - 11 a.m. (Town)



Occupancy Map - 11 a.m. (West of Creek)



Occupancy Map - 2 p.m. (Town)



- | | | |
|--|--|--|
| █ 0 - 50% | █ 85 - 95% | █ > 100% |
| █ 50 - 70% | █ 95 - 100% | █ No Parking/Construction |
| █ 70 - 85% | | |



Occupancy Map - 2 p.m. (West of Creek)



4 OTHER KEY FINDINGS

This Chapter describes technical findings with regard to conditions of multimodal transportation facilities, traffic operations and safety in the study area. While focus of the field observations was on parking matters, other relevant issues, such as traffic operations, safety and walkability, were also noted. The findings presented in this Chapter provide guidance in development of the recommendations.

4.1 Vehicular Traffic

- Vehicles travelled at a very high speed on Avila Beach Drive, many over the posted 40 MPH speed limit. This raises safety concerns for pedestrians and passengers getting in and out of the parked vehicles since there are no sidewalks or buffer zone between traveling and parked vehicles.
- Families, many with young children, were seen walking between fast-moving vehicles and parked vehicles, as well as crossing Avila Beach Drive at uncontrolled intersections or mid-block.
- Other than a couple of signs close to US-101 off-ramps, no wayfinding signs informing drivers of Avila Beach destinations were noted.
- Other than San Miguel Street and Avila Beach Drive where 25 miles per hour (mph) and 40 mph speed limit were posted, respectively, no speed limit signs were spotted in the Town area.
- Vertical curves on streets such as San Rafael, San Antonio and San Luis Streets create sight distance limitation and do not have any warning signs or markings.
- Some stop signs are hidden behind overgrown trees.

4.2 Pedestrian Environment

- Front Street, facing the beach, has well-designed sidewalks on both sides (between San Juan Street and San Luis Street) that range between 7.5 feet to 10 feet in width. The sidewalks on the northern side are fairly wide and accommodate outdoor seating for cafes, planters and bike racks. The sidewalks on the southern side include public restrooms, seating areas and provide direct access to the beach.
- Sidewalks exist on all perpendicular streets (running north/south) between 1st and Front Street. On 1st Street, the sidewalks on both sides begin at San Juan Street but abruptly end after San Luis Street. This can be seen in many blocks where sidewalks might begin at intersections but abruptly end before a driveway. In places like at 1st St and San Antonio St, the sidewalks are too narrow to walk. There is a prominent sidewalk between San Antonio and San Rafael on San Luis St, this too abruptly ends after San Antonio. Other than that, there are no sidewalks in the rest of the downtown area.

- Some sections of the Avila Beach Drive have sidewalks (along Bob Jones Trail at north and between Avila Beach Park and San Miguel Street, and the southern edge near Port Luis). The rest of the Avila Beach Drive has no sidewalks which poses safety concerns for passengers, getting in/out of the parked vehicles and walking within a few feet of high-speed traffic on Avila Beach Drive.
- No wayfinding signs for pedestrians within the core of Avila Beach were found that could assist pedestrians in finding key attractions as they walk.
- Crosswalks are present at the intersections of San Juan Street and Avila Beach Drive, Front Street and San Juan Street, Front Street and San Francisco Street, Front Street and San Miguel Street, Front Street and San Luis Street and San Francisco Street and 1st Street. Other intersections have no crosswalks and/or limit lines. At many intersections, vehicles were seen parked within the intersections, making it difficult for pedestrian to cross streets. In particular, 1st Street, where a significant number of pedestrians were seen, does not provide a safe, walkable environment.
- The intersection of Avila Beach Drive and San Juan Street is signalized and contains pedestrian heads, bicycle indicators, crosswalks with pushbuttons and countdown signals.
- Due to the lack of continuous sidewalks in many blocks of the town, curb ramps are only present at locations where fully developed sidewalks exist.

4.3 Bike Facilities

- Avila Beach Drive has bike lanes in some sections with appropriate signs. Varying widths without typical pavement markings for bike facilities make it difficult to ascertain if it is a bike lane or a wide shoulder. Due to topography and street width variations, there are abrupt transitions from Class II to Class III bicycle lanes or vice versa, without advanced signage or indications.



- Very few signs designating Class II bike lanes were spotted, implying that most roadways are shared, Class III bike routes. No sharrows were observed.
- The high speed, auto-centric nature of Avila Beach Drive with limited signs and no pavement markings do not create a bike-friendly environment. Less than five riders were seen on Avila Beach Drive between US-101 and San Juan Street intersection.
- There are plenty of bike racks at many convenient locations along the beach front. While some racks were utilized, it was observed that many riders parked their bikes nearby to where they sat, not at racks – presumably for convenience or safety reasons.



4.4 Transit Service

- San Luis Obispo County Regional Transit Authority runs fixed-route Avila-Pismo Beach Trolley. This free hourly service operates from April through September.
- The Trolley has numerous stops within the Avila Beach community, Port San Luis and Bob Jones Trailhead.
- The field observation did not capture any trolley operating on site.



5 RECOMMENDATIONS

This Chapter describes recommendations for improving parking utilization and traffic circulation for all modes of transportation. Avila Beach’s community experiences very high parking demand during summer months, typically from about 12 p.m. to 4 p.m. on weekends. This was clearly evident during field observations on a busy Sunday in August 2018. The unmet parking need can be met in two ways – utilizing existing parking supply more efficiently, or building new parking facilities. In the following Chapter, these recommendations would be further categorized into short-, mid-, and long-term actions of implementation. Further discussion on these recommendations is provided below.

5.1 Parking Time Limits

It is recommended that all on-street parking on First Street, Front Street, San Miguel Street, San Luis Street, San Antonio Street, and San Rafael Street be designated as 3-hour parking. Increased enforcement of time limits is required to effectively free up on-street spaces for shorter duration parking. A residential parking permit program might be required to exempt residents from time restrictions. **Figure 8** illustrates the recommended change in parking time restrictions.

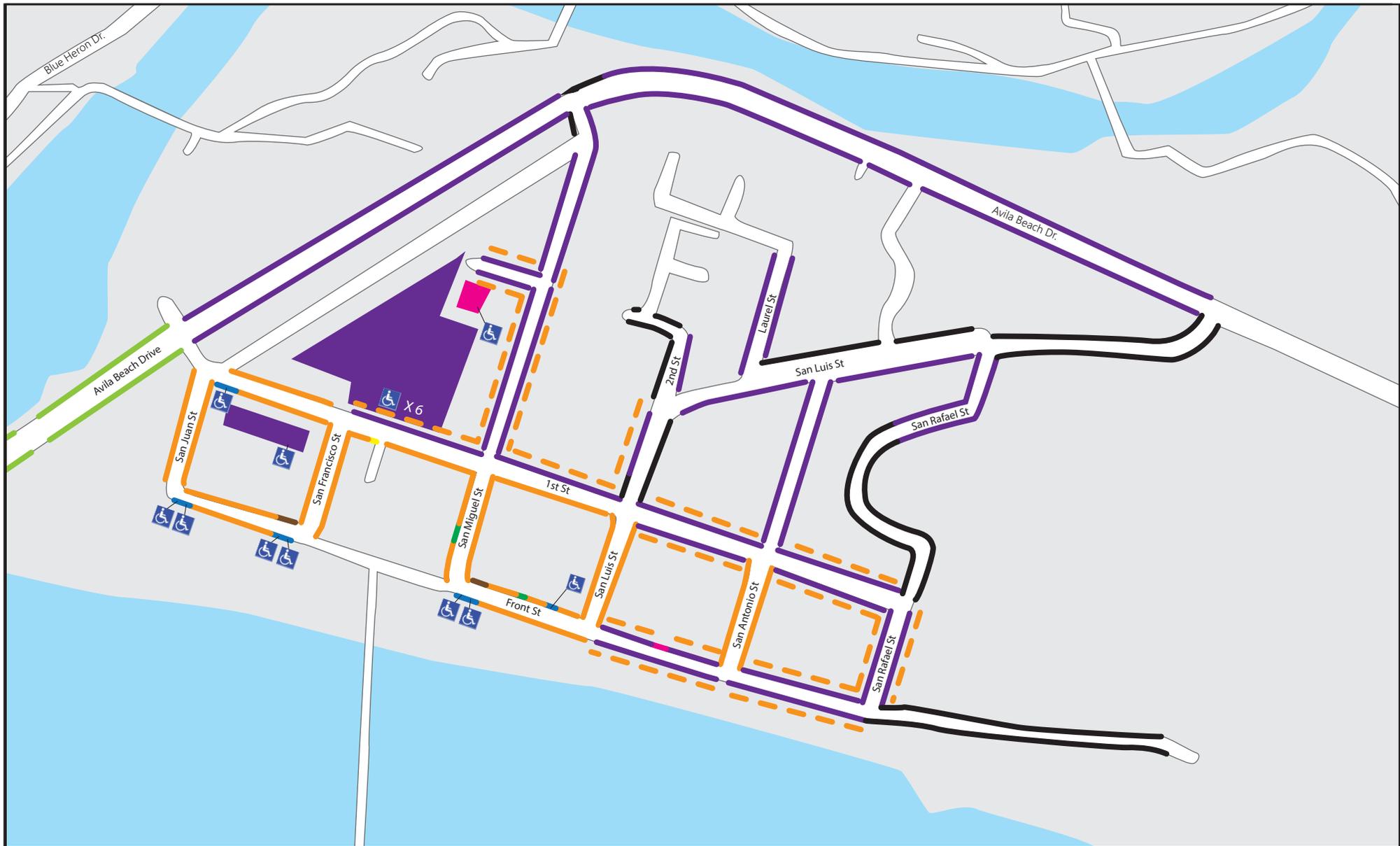
Most of the blocks in Town area are posted for 3-hour time limits. From the observations, it is evident that on-street parking spaces are primarily utilized for shorter duration while longer term parking is accommodated in the Town Parking Lot. This finding is consistent with parking industry recommendations of keeping curb parking available for shoppers and visitors and thereby support local businesses. During field observation, it was noticed that:

- Proper signage have been posted informing drivers of the time restrictions.
- 3-hour time limit seems reasonable for short-term parking. This encourages parking for longer than three hours at the Town Parking Lot.
- No enforcement officers were seen patrolling or citations were noticed on any vehicles implying that the time limits are not enforced.

In coming years, if the balance between percentages of vehicles parked on-street compared to off-street lots changes with more drivers parking on-street, increased enforcement of time limits and reducing on-street parking time limits should be explored.



Recommended Parking Time Restrictions



- | | | | |
|---|--|--|--|
|  < 30 min Parking |  Unrestricted |  Handicap Parking |  Recommended 3 Hour Parking |
|  30 min Parking |  No Parking from 2AM to 6AM |  No Parking | |
|  3 Hour Parking |  Loading |  Motorcycle Parking | |



5.2 Angle Parking

The study evaluated feasibility of converting existing parallel parking to angle parking on the following street segments and thereby increase parking supply:

- 1st Street, between San Miguel Street and San Rafael Street
- Front Street, between San Miguel Street and San Rafael Street
- San Miguel Street, between 1st Street and Front Street
- San Luis Street, between 1st Street and Front Street
- San Antonio Street, between 1st Street and Front Street
- San Rafael Street, between 1st Street and Front Street

These street segments form the three-block area on the southeastern corner of the Town. These blocks were observed with high parking occupancy and foot traffic. Many vehicles were parked at the corners of an intersection, while some parallel parking seemed to be loosely parked without parking T markings, leaving gaps in between vehicles. Pedestrians were observed walking on unpaved shoulders or travel lanes.

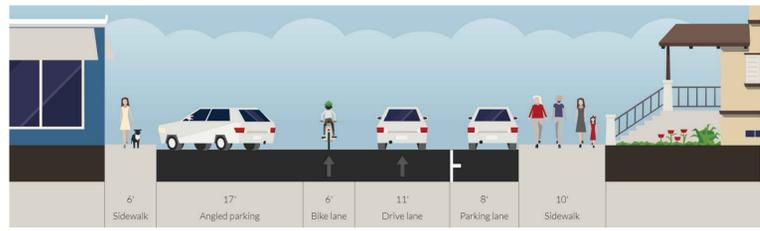


The recommended parking layout includes a combination of 45-degree back-in, 45-degree front-in, and parallel parking spaces with one-way traffic conversion on all the street segments. Back-in angle parking is considered an enhanced roadway safety feature. Vehicles preparing to enter a parking space drive slightly past the space, signal, and then back into the space. When leaving the space, drivers have an unobstructed view of traffic and can enter the traffic stream directly. Back-in angle parking provides motorists with better vision of pedestrians, bicyclists, motor vehicles, and other road users as they exit a parking space and enter moving traffic. Back-in parking can be easily converted to front-in if it does not follow in the County design convention.

The recommended layout yields 49 more parking spaces than the existing parking supply in these blocks. Note that a 49 stall surface lot would cost nearly \$600,000 for construction, based on \$12,000 per space estimate. The recommended on-street parking layout provides a lower cost, and high effectiveness solutions to current parking shortage.

Sidewalks are recommended for the easterly block. Corner curb extensions (bulb-outs) are recommended at locations to shorten pedestrian crossing distances. In addition, Class II bicycle lanes are proposed on these street segments to provide bicyclists dedicated paths that enhance safety and reduce conflicts with motorists. Bicycle boxes are recommended at locations where right turn movements are anticipated.

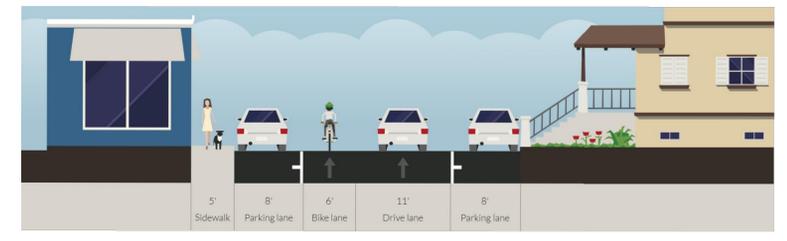
Figure 9 illustrates the recommended parking layout.



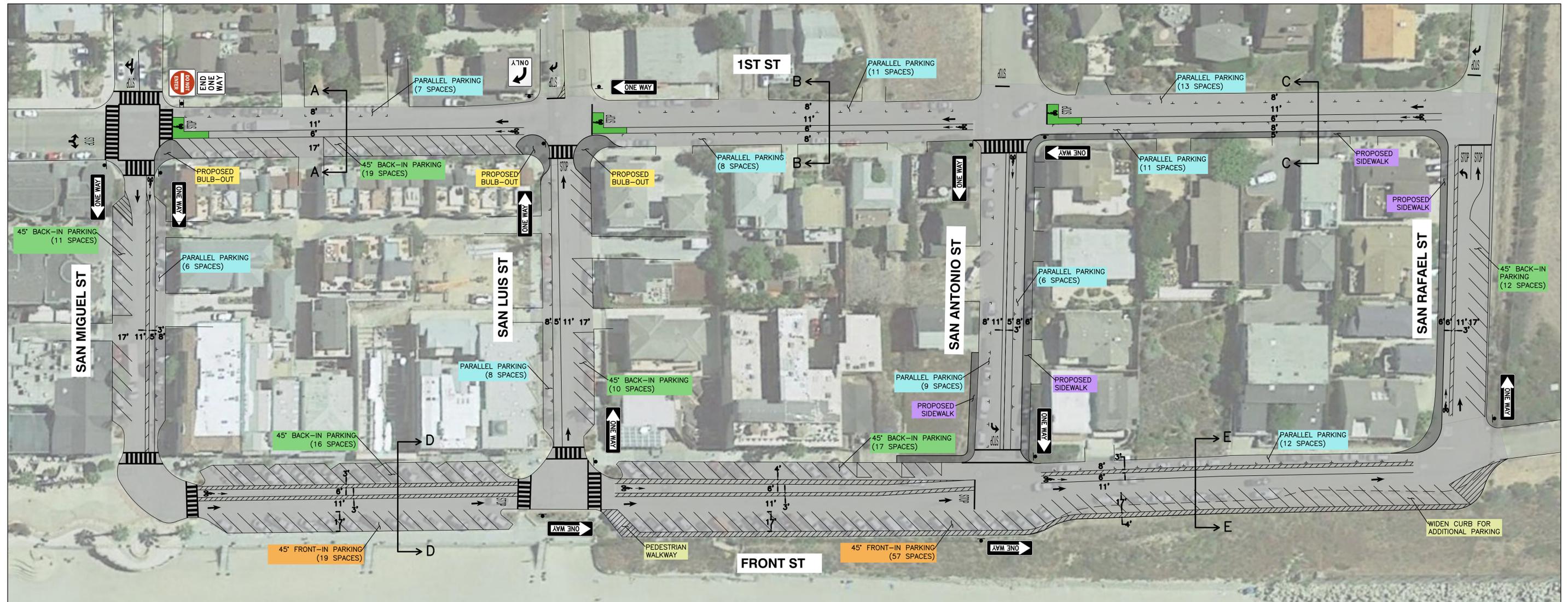
SECTION A-A
FIRST STREET



SECTION B-B
FIRST STREET



SECTION C-C
FIRST STREET



NO. OF PARKING SPACES				
	STREET NAME	EXISTING	PROPOSED	INCREASE
FIRST ST	SAN MIGUEL ST TO SAN LUIS ST	19	21	7
	SAN LUIS ST TO SAN ANTONIO ST	18	92	1
	SAN ANTONIO ST TO SAN RAFAEL ST	21	24	3
FRONT ST	SAN MIGUEL ST TO SAN LUIS ST	35	35	0
	SAN LUIS ST TO SAN ANTONIO ST	44	44	0
	SAN ANTONIO ST TO SAN RAFAEL ST	18	43	25
FIRST ST TO FRONT ST	SAN MIGUEL ST	12	17	5
	SAN LUIS ST	14	18	4
	SAN ANTONIO ST	15	15	0
	SAN RAFAEL ST	8	12	4
TOTAL		204	253	49



SECTION D-D
FRONT STREET



SECTION E-E
FRONT STREET

FIGURE 9: RECOMMENDED PARKING LAYOUT

5.3 Employee Permit Parking Program

It is recommended that the County implement an employee permit parking program (EPPP) with designated on-street parking zones for business employees. The time-limited parking caters to visitors to downtown and encourages healthy turnover of parking spaces, supporting merchants and businesses who need short-term parking for their customers throughout the day. Since time-limited parking would require employees to either move their vehicles multiple times a day to avoid a citation or find a parking space farther away, cities offer permit parking options to business owners and employees, exempting them from posted time restrictions. Note that enforcing parking time limits is essential to ensure parking is available for permit holders, as well as to discourage business employees from occupying prime parking spaces all day.

The County would charge a suggested annual fee of \$30 paid by business employees or employers. **Table 4** compares similar programs in the neighboring jurisdictions. This recommended permit rate should be affordable to employees, which incentivizes more to apply. The fees collected should be used to cover the cost of administrative requirements of the EPPP.

Table 4. Permit Parking Programs in Other Jurisdictions

Agency	Program	Locations	Eligible Users	Fees
City of Pismo Beach	Residential/Business Discount Parking Permit Program	Multiple City's Downtown Parking Lots	Residents, Business Owners, and Business Employees	\$35 / year
City of San Luis Obispo	10-Hour Meter Permits	City's 10-Hour Meter Zones	All Users	\$60 / month
	Proxcards	Three City's Parking Structures	All Users	\$255 / quarter
City of Paso Robles	Employee Permit Parking	Multiple City's Lot, including Park and Ride Lot	Business Owners and Business Employees	\$20 / month <i>(City Council Adopted Parking Action Plan in May 2018)</i>
City of Santa Barbara	Monthly Parking Permits	Multiple City's Downtown Parking Lots	Business Owners and Business Employees	\$85 to \$160 / month
		Commuter Lots	Business Owners and Business Employees who work in Downtown core	\$40 to \$70 / month



Table 5 lists active businesses in the Town area, their hours of operations, and proposed permit allotment for each business. **Figure 6** presents the existing businesses in the Town area and recommended parking designations.

Table 5. Avila Beach Businesses

#	Name	Type	Address	Business Hours
1	PierFront Wine & Brew	Restaurant	480 Front St	12-8pm
2	Avila Lighthouse Suites	Hotel	550 Front St	
3	Inn at Avila Beach	Hotel	256 Front St	
4	Avila Beach House	Business	161 San Antonio St	
5	Pedego Electric Bikes Avila Beach	Bicycle Shop	425 1st St	10 am - 5pm
6	Sinor-Lavalle	Bar	550 1st St	12-6pm
7	Van Curaza Surf School	Surf School	80 San Francisco St	8:30 am - 7pm
8	Custom House	Restaurant	404 Front St	8 am - 9 pm
9	Peloton Cellars	Retail	470 Front St	12-5pm
10	Big Al's At The Beach	Coffee Shop	76 Landing Passage	11am - 6pm
11	Blue Moon Over Avila	Restaurant	460 Front St	11am - 9pm
12	Sea Barn	Retail	444 Front St	
13	Morovino Winery	Winery	468 Front St	12-6pm
14	Beach N Yogurt	Retail	472 Front St	1 - 5pm
15	Mr. Rick's	Bar	404 Front St	11am - 9pm
16	Mission Pizza	Restaurant	404 Front St	11am - 9pm
17	Avila Wine & Roasting Co	Retail	53 San Miguel St	1 - 7pm
18	Alapay Cellars Tasting Room	Winery	415 1st St	10:30am - 6:30pm
19	Coastal Vacation Rental	Business	359 1st St	



#	Name	Type	Address	Business Hours
20	Kravabowl	Café	354 Front St	8am - 5pm
21	Hula Hut	Café	380 Front St	8am - 6pm
22	Footseas	Retail	370 Front St	10am - 6pm
23	Coco Body Lounge	Retail	360 Front St	
24	Reimer's Candies Gifts & Ice Cream	Retail	324 Front St	11am - 7pm
25	Under the Sea Gallery	Art Gallery	324 Front St	
26	Kindred A Beauty Collective	Retail	310 Front St	9am - 6pm
27	Kraken Coffee Company	Retail	310 Front St	7am - 5pm
28	Ocean Grill	Restaurant	268 Front St	11:30am - 8:30 pm
29	Avila La Fonda	Hotel	101 San Miguel St	
30	Taco Shack	Restaurant	86 Landing Passage	12-7pm
31	Avila Market Restaurant & Mercantile	Restaurant	354 Front St	8am - 9pm
32	Avila Beach Apartment and Vacation Rentals	Business	306 Ravens Cliff	10am - 4pm
33	Seven Sisters Vacation Rentals	Business	435 1st St	9am - 4pm
34	Ad Dividers	Retail	51 San Miguel St	9am - 5pm
35	Beachcomber Bills	Retail	360 Front St	

Source: TJKM Transportation Consultants.

Recommended Employee Permit Parking Zones



- | | | | |
|--|--|--|---|
|  Bar/Winery |  Retail |  Handicap Parking |  Recommended Employee Permit Parking Zones |
|  Restaurant |  Hotel |  No Parking | |
|  Cafe |  Business |  Block Faces | |



5.4 Weekend/Holiday Employee Parking at Remote Lots

It is recommended that the County consider the Bob Jones Trailhead Lot and PG&E Lot business employee parking on weekends and Holidays. The parking will remain free for all users. The corresponding requirements include the collaboration with PG&E to authorize weekend parking at their Education Center. To promote use of the lots by business employees, it is required that the County add a trolley stop at the PG&E Lot and increase overall trolley frequency during the hours that matches employees normal working hours.

Pacific Gas & Electric Energy Education Center is located at 6588 Ontario Road. The lot is in very good condition with excellent circulation. It provides over 70 parking stalls including larger stalls for longer vehicles. The lot is underutilized on weekends with an occupancy of less than five vehicles. There are three EV chargers installed by ChargePoint. The lot would provide an excellent opportunity to add over 70 spaces for business employees in Town area, without making significant capital investment necessary for building a new parking facility.



5.5 Enforcement

To discourage extended parking in the 3-Hour parking zones, it is recommended that the County increase enforcement of the time limits. Due to limited staffing resources, the County should explore less labor-intensive approaches such as tracking of parked vehicles via enforcement vehicle mounted with automated camera system in lieu of chalking of tires. An alternative to lower labor hours on parking enforcement would be spot enforcement activity during the busiest times of a day, such as 12 p.m. to 4 p.m. on weekends between mid-June and early September. This would ensure an adequate turnover of parking supply for patrons. Enforcement activity should be adjusted as appropriate to better ensure that the local employees are not occupying prime parking spaces that would otherwise be available for visitors.



For the study area, the County Sheriff manages enforcement of on-street parking regulations while the Harbor District manages enforcement of the off-street parking lots. The field observations indicated the following:

- Due to high parking demand, a number of vehicles were parked within the intersection restricting visibility of oncoming traffic and thereby creating unsafe conditions.
- Several vehicles were parked too close to driveways or in areas where parking was clearly prohibited by signs or curb markings.
- No enforcement officers or vehicles were seen patrolling the area. No citations were seen on any parked vehicles.

The enforcement of traffic and parking regulations are necessary to maintain efficient traffic operations and safety for all roadway users. Often, parking enforcement is considered negative in terms of attracting visitors to local businesses. Therefore, maintaining an optimal level of enforcement that results in desired operational outcomes without the negative impacts on visitors and downtown businesses is critical.

Avila Beach has a limited parking supply and growing parking demand. Prior to adding more parking supply at a cost of over \$10,000-15,000 per space, the County should consider stretching the currently available parking supply through better curb-space management and enforcement.

5.6 Wayfinding Signs

It is recommended that the County install dynamic parking wayfinding signs at the following locations to provide information for Town-bound traffic on parking availability for the parking lots:

- Avila Beach Drive/Shell Beach Road Intersection;
- San Luis Bay Drive/Ontario Road Intersection; and
- 1st Street, between San Juan Street and San Francisco Street.



The messages can be displayed for the following lots:

- PG&E Lot
- Bob Trailhead Park and Ride Lot
- Avila Beach Drive at US-101 Lot
- Avila Beach Drive at San Juan Street Lot
- Town Parking Lot

Dynamic wayfinding signs provide real-time parking information to drivers on finding available parking. This reduces unnecessary vehicle trips searching for parking and associated driver frustration, fuel costs and greenhouse gas emissions. Dynamic signs showing real-time parking availability and traffic information have been installed in major downtowns. In recent years, numerous smart phone apps have been developed that show similar information either via phone apps or vehicle dash-boards. Parking occupancy information can be linked with and displayed on a dedicated website for downtown parking. However, this requires the installation of equipment at each lot to count cars.

For long-term considerations, it is recommended that the County conduct an inventory of all wayfinding signs. The inventory area should begin at all gateways to Avila Beach, including the US-101 off-ramps at Avila Beach Drive and San Luis Bay. The County should develop branding for new wayfinding signage that reflect Avila Beach as a unique destination for visitors with varied interests.



Fabricate and install new wayfinding signs that support optimal traffic flow on Town streets, improve parking utilization, and heighten overall visitor experience.

The field observations indicated the following:

- There are minimal wayfinding signs providing directions to key Avila Beach destinations and parking lots.
- Some of the existing parking wayfinding signs are fairly small and may not be seen by drivers, as there are other larger commercial signs competing for driver attention.
- Special event signs for a concert were placed at proper locations with clear message.
- Visitors approached field review team asking directions for available parking.



5.7 Smart Meters and Demand-Based Pricing

Smart Meters are solar-powered and wirelessly networked, have backlit displays to communicate parking prices and rules, and accept payment by credit cards, debit cards, coins and smart phones.

The five-block area represents the prime spots for shopping, dining, and playing, while the 3-hour parking time limit can bring “ticket anxiety” for the visitors. Our experience suggests that among all troubling factors to the visitors (e.g., difficulty in finding a space, need to carry change), cost is the least concerned for most people. Implementing pricing adjustments to core area and removing time limits can help create dynamic parking environment while maintaining healthy parking turnover and 85 percent occupancy. The existing parking utilization has shown that the Town is experiencing an average occupancy of 92 percent during peak periods. While expanding on-street parking facilities might overcome short-term deficiencies, it is anticipated that parking demand would reach capacity again as the Town grows.

It is recommended that the County implement Smart Meters and a demand-based pricing plan for on-street parking spaces in the five-block area taking into the consideration of removing time limits, and pricing and policies that encourage use of off-street parking lots where they are available. It will also help shift parking from overcrowded to less crowded areas or encourage other travel options such as walking and bicycling. The Demand-based Pricing should be considered for each block face that adjusts based on parking demand on that block face. The fees can be nominal as \$0.50 per hour. **Table 6** shows potential of locations for implementation, time of enforcement and hourly rate:

Table 6. Potential Smart Meter and Demand-Based Pricing Plan

Month	Day	Meter Enforced Without Time Limit	Meter Rate Per Hour
Peak Season: April to September	Fridays, Saturdays, Sundays, and Holidays	6 a.m. to 10 a.m.	\$0.25
		10 a.m. to 5 p.m.	\$0.50
		5 p.m. to 2 a.m.	\$0.25
	Mondays through Thursdays	6 a.m. to 10 a.m.	Free
		10 a.m. to 5 p.m.	\$0.25
		5 p.m. to 2 a.m.	Free
Off-Peak Season: September to April	All Days	6 a.m. to 2 a.m.	Free

Although visitors are willing to pay \$6 at the Town Parking Lot, any new meter parking plan would still be perceived as a major change to Town parking experience. The County can launch a pilot program to gain support by Town businesses and community members. The implementation of Smart Meter and demand-based pricing plan will benefit in better parking turnover during peak hours and reduce Town visitors' anxiety on parking time limitations.

5.8 Parking Payment by Smart Phone

Parking Payment by Smart Phone technology allows a driver to pay a parking fee via mobile phone or app. Town visitors can receive a reminder text when their time is almost up, and can add time without returning to their vehicle or parking meter/kiosk. This program usually requires license plate registration and a linked credit card account. This technology is usually available in addition to physical payment options.

5.9 New Parking Facilities

To meet the increased parking demand, the County should explore utilizing unimproved lots in the vicinity that could provide additional parking spaces. These lots are the unimproved lot located southwest of the Avila Beach and US-101 intersection (Avila Beach Drive at Shell Beach Road), and the triangular lot located at the intersection of Avila Beach Drive and San Juan Street.

5.9.1 Avila Beach Drive at US-101 Lot

Located less than five-minute trolley ride from the Avila Beach destinations, this lot is very suitable for overflow parking on high demand days. The 2013 PMP included a potential layout to accommodate 115 parking spaces at an approximate cost of over \$1.32M (\$11,475 per space).

5.9.2 Avila Beach Drive at San Juan Street Lot

This lot is located at the major gateway of the Town, making it attractive to visitors. The lot is currently owned by a private entity and it is recommended that the County purchase this lot for public parking. The lot is approximately 10,000 square feet, which will be able to accommodate 40 regular size parking spaces.



Table 7 shows a cost estimate for constructing parking facilities in the Town of Avila Beach.

Table 7. Parking Facility Cost in 2018 Money

	Construction Cost	Operation & Maintenance
Surface Parking Lot	\$12,000 per space	\$6,000 per month
Multilevel	\$26,000 per space	\$10,000 per month
Source: TJKM Transportation Consultants		

The County should begin the design and construction of the two lots as surface lots. A free-standing multilevel structure requires a minimum dimensions of 122 feet by 155 feet, which make the two lots infeasible. Some of the corresponding improvements that need to be considered include: demolition, access, surfacing, lighting, landscaping, and signage. These improvements are not included as part of the above mentioned costs.

APPENDIX A

Table A - 1 Occupancy by Block Face

Block Face	Spaces	Occupancy at 11:00 AM	Occupancy Perc. (11 AM)	Occupancy at 2:00 PM	Occupancy Perc. (2 PM)
1	18	18	100.00%	18	100.00%
2	28	28	100.00%	28	100.00%
3	16	16	100.00%	16	100.00%
4	19	19	100.00%	19	100.00%
5	15	16	106.67%	16	106.67%
6	27	25	92.59%	27	100.00%
7	12	12	100.00%	11	91.67%
8	12	12	100.00%	12	100.00%
9	NO PARKING				
10	NO PARKING				
11	9	9	100.00%	9	100.00%
12	10	10	100.00%	10	100.00%
13	11	12	109.09%	12	109.09%
14	10	8	80.00%	8	80.00%
15	7	9	128.57%	9	128.57%
16	12	12	100.00%	12	100.00%
17	10	10	100.00%	9	90.00%
18	10	9	90.00%	9	90.00%
19	12	12	100.00%	12	100.00%
20	9	8	88.89%	8	88.89%
21	15	15	100.00%	15	100.00%
22	16	16	100.00%	16	100.00%
23	16	16	100.00%	16	100.00%
24	9	8	88.89%	9	100.00%
25	7	5	71.43%	7	100.00%
26	5	5	100.00%	5	100.00%
27	7	8	114.29%	8	114.29%
28	7	5	71.43%	7	100.00%
29	13	13	100.00%	9	69.23%
30	7	7	100.00%	7	100.00%
31	6	0	0.00%	8	133.33%
32	10	10	100.00%	10	100.00%
33	25	25	100.00%	25	100.00%
34	12	9	75.00%	9	75.00%
35	6	6	100.00%	8	133.33%
36	NO PARKING				

Block Face	Spaces	Occupancy at 11:00 AM	Occupancy Perc. (11 AM)	Occupancy at 2:00 PM	Occupancy Perc. (2 PM)
37	17	17	100.00%	17	100.00%
38	19	24	126.32%	21	110.53%
39	6	2	33.33%	4	66.67%
40	20	0	0.00%	4	20.00%
41	4	4	100.00%	3	75.00%
42	NO PARKING				
43	NO PARKING				
44	9	3	33.33%	9	100.00%
45	15	7	46.67%	15	100.00%
46	NO PARKING				
47	NO PARKING				
48	NO PARKING				
49	NO PARKING				
50	6	0	0.00%	6	100.00%
51	4	0	0.00%	4	100.00%
52	10	0	0.00%	10	100.00%
53	NO PARKING				
54	3	3	100.00%	3	100.00%
55	10	9	90.00%	9	90.00%
56	7	5	71.43%	5	71.43%
57	38	4	10.53%	24	63.16%
58	46	0	0.00%	12	26.09%
59	31	24	77.42%	24	77.42%
60	37	24	64.86%	37	100.00%
61	37	29	78.38%	34	91.89%
62	40	35	87.50%	38	95.00%
63	7	7	100.00%	9	128.57%
64	10	8	80.00%	8	80.00%
65	71	50	70.42%	71	100.00%
66	64	46	71.88%	64	100.00%
67	158	45	28.48%	120	75.95%
68	177	87	49.15%	140	79.10%
69	NO PARKING				
70	NO PARKING				

Table A - 2 Occupancy by Lots

Lots	Spaces	Occupancy at 11:00 AM	Occupancy Perc. (11 AM)	Occupancy at 2:00 PM	Occupancy Perc. (2 PM)
A	16	16	100.00%	16	100.00%
B	240	194	80.83%	229	95.42%
C	140	63	45.00%	140	100.00%
D	14	14	100.00%	14	100.00%
E	15	15	100.00%	15	100.00%
F	344	344	100.00%	344	100.00%
G	21	21	100.00%	21	100.00%

