

MEMORANDUM

To:	Jack	Robertson

From: Nelson\Nygaard

Date: April 12, 2024

Subject: Parking Needs Assessment

INTRODUCTION

Background

Marinwood Plaza, located in Unincorporated San Rafael, is home to Marinwood Market, a 15,000 square foot grocery store, and is the site of a future 125-unit affordable housing development that will have a small 1,040 s.f. café. Adhering to the county's municipal code, which aligns with form-based code principles, the new development will include 121 on-site parking spaces. Additionally, it will share 65 spaces within the parking lot for the Marinwood Market, while 34 on-street spaces are also available along adjacent streets to serve general parking needs.

Needs Assessment Methodology

To assess whether the proposed parking supply would be sufficient to meet the needs of the proposed Marinwood Plaza development, a Parking Needs Assessment was completed via the following assessment steps:

- 1. **Demand Generators** The land uses expected to generate parking demand at the proposed development, including the type and scale of each use.
- 2. **Demand Generation Projections** A comparison of relevant zoning/development codes with industry-standard guides to identify a range of demand-generation rates for each land use.
- Parking Demand Assessment A review of parking demand at the existing Marinwood Market during times of peak demand, using date/time-stamped aerial imagery to quantify occupancy within the market's existing parking lot.

4. **Projected Parking Need** – Quantification of the supply needed to accommodate peak-hour parking demand expected from existing and proposed Marinwood Plaza land uses.

Key Finding

This proposed parking supply exceeds the preferred parking need projections for the Marinwood Plaza development, as identified below.

	Projected Need		Proposed Parking Plan/Supply (=189 spaces)	
Land Use	County Code with Form- Based Code	ITE	County Code with Form- Based Code	ITE
All	High	Low	High	Low
	183 spaces	181 spaces	+6 spaces	+8 spaces

Figure 1 Parking Need Versus Proposed Parking

PARKING NEED ASSESSMENT

Demand Generators

The proposed Marinwood Plaza development will consist of newly developed housing, proposed with 125 affordable housing units with a small 1,040 s.f. café, and the existing Marinwood Market, a neighborhood serving a small grocery store.

Figure 2 Demand Generators, by Development

Land Use	GSF	Units
Affordable Housing	N/A	125
Café	1,040	N/A
Grocery	15,000	N/A

Demand Generation Projections

The next step in the needs assessment included a review of demand-generation rates that can be applied to the development's proposed land uses to project the supply needed to accommodate parking on-site during demand peaks. This section summarizes findings from a review of the following sources of demand-generation rates:

- The minimum parking requirements identified in the County's Development Code.¹
- Parking Generation, 5th Edition, Institute of Transportation Engineers ²

			Parking Gen. Rate		Projected Demand Peak	
Land Use	GSF	Units	County Code	ITE	County Code	ITE
Affordable Housing	N/A	125	1.16*	1/Unit	145***	125
Café	1,040	N/A	1/1k GSF**	10.36/1k GSF	-	-
Grocery	15,000	N/A	5/1K GSF	3.72/1k GSF	75****	56
All			220	181		

Figure 3 Proposed Marinwood Plaza Land Uses & Projected Peak Parking Demand

* Blended average of a range of rates linked to unit size. Information provided in site plan

** Due to the county's use of Form Based Code, which states one parking space per 1,000 GSF only after the first 1,000 SF, additional parking for the Café is not

*** Eligible for reduction to 121, using the County's Form Based Code, and based on the proposed development site's complementary land use mix.

**** Eligible for reduction to 63, using the County's Form Based Code, and based on the proposed development site's complementary land use mix.

Because of the mixed-use nature of the proposed uses, and the uses remaining on the development site, the County's Form Based Code provides another source for projecting the development's overall parking demand. Using the Form Based Code, the combination of uses would be eligible for a reduced parking requirement of 183 spaces.

Parking Demand Assessment

To better understand the parking need for the proposed Marinwood Plaza development, the above review of predictive parking-demand generation rates can be compared to observed parking generation at the Marinwood Market, which will continue to function as it does today.

¹Marin County (2023) *Municipal Code Title 24 Development Standards*. Retrieved from <u>https://library.municode.com/ca/marin_county/codes/municipal_code?nodeld=TIT24DEST_CH24.04IM_IIIPAL</u> <u>O</u>

² https://iteparkgen.org/ParkGenQuery

Parking Supply

Marinwood Market's primary parking lot has 110 total parking spaces. Of these spaces, 101 spaces are standard parking spaces and 9 are ADA spaces. If needed, drivers can also park on Marinwood Avenue between 5:00 a.m. and 11:00 p.m.

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Figure 4 Marinwood Market Parking Aerial Map

Demand Assessment Methodology

A parking demand assessment was completed using aerial imagery from NearMap timestamped to the last few years. The imagery was used to document parking occupancy within the dedicated parking lot for the market. Rates are based on a single observation and reflect utilization at one point in time, see Figure 5.

Figure 5	Aerial Image Utilization Observation Times
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Aerial Observation by Date and Time					
Day of the Week Date Time					
Monday	02/12/2024	2:00 p.m. PT			
Thursday	03/02/2023	12:00 p.m. PT			
Saturday	09/17/2022	12.00 p.m. PT			
Sunday	Sunday 05/23/2021 4:00 p.m. PT				

Figure 6 Parking Occupancy

Primary Parking Zone					
Date	Standard Spaces	ADA Spaces	Total Spaces		
Supply	101	9	110		
Occupancy					
2/12/2024	22	0	22		
3/02/2023	21	1	22		
9/17/2022	20	2	22		
5/23/2021	19	1	20		

Figure 7 Marinwood Market Parking Utilization

Primary Parking Zone					
Date	Standard Spaces	Total Spaces			
02/12/2024	22%	0%	20%		
03/02/2023	21%	11%	20%		
09/17/2022	20%	22%	20%		
05/23/2021	19%	11%	18%		

Projected Parking Need

The figure below summarizes the findings from the Parking Needs Assessment outlined above, providing a range of findings to inform decisions regarding how much parking should be provided for the Marinwood Plaza development.

Figure 8 Parking Need Projections

	Parking Generation Projections		
Land Use	County Code	County FBC	ITE
Affordable Housing	145	121	125
Grocery	75	63	56
All	222	184	181

Note: The Café is not included in Figure 8 because it does not influence parking need projections. This is due to the County's use of Form Based Code, which allows for shared parking between different uses and developments.

Figure 9 **re-presents the projections in the table above, using the observed parking demand peak** for the Marinwood Market use, in lieu of projected demand measures.

Figure 9 Parking Need Projections with Observed Grocery Parking

	Need Projections		
Land Use	County Code	County FBC	ITE
Affordable Housing	145	121	125
Grocery (observed)	22	22	22
All	167	143	147

The ITE parking-generation rates result in a projected parking demand peak of 181 spaces for the uses proposed for Marinwood Plaza, without factoring for shared parking efficiencies. The 22 spaces of peak parking demand observed at the existing market (Grocery) use suggests that even this significantly overestimates the parking need for the market as it is.

This suggests that, using the parking need projected using the ITE rates or the County's Form Based Code reduced-parking allowance for mixed-use sites would provide ample parking capacity to accommodate any increase in activity at the market following the Marinwood Plaza development.

Supportive County Policies

This is further supported by a review of recent key County plans and policy updates that emphasize the need for and benefit of reducing parking requirements for developments that include complementary land uses and shared parking.

Marin Countywide Plan, Parking Guidelines for Land Development ³

In 2023, the Marin Countywide Plan was updated to better guide the direction of land development. The update includes a set of 12 guiding principles, which includes efforts to reduce emissions, expand access to high-quality public transportation to reduce vehicle dependency, and build more affordable housing with a particular emphasis on infill development. In regard to parking, the Plan advocates for **flexible parking standards that allow for the reduction of parking**.⁴

Adoption of Form-Based Code and Parking Principles

In 2022, Marin County adopted a form-based code, which unlike conventional zoning codes that prescribe land-use focused site standards, prioritizes the physical character of a place, and customizes site standards to align with a neighborhood's character. The code section on parking prescribes aesthetic guidelines for the design of parking and functionally allows for **sharing of on-site parking between different uses and developments.** For specific standards on parking capacity by development type, it points to the Marin County Development Code.⁵

⁴ Marin County (2023) *Marin Countywide Plan*. Retrieved from <u>https://www.marincounty.org/userdata/cda/planning/cwp2023.pdf</u>

TR-1. i (p. 3.9-17) Adopt Flexible Parking Standards. Amend the Development Code and work with cities and towns to allow reduced automobile parking requirements for projects that participate in subsidy programs for transit riders or provide direct access to multimodal transit hubs.

TR-1. q (p. 536) Review Parking Requirements. Parking requirements may be adjusted on a case-by case basis for senior and affordable housing using criteria established in the URBEMIS model to encourage transit-oriented development. Trip reduction credits may be obtained through utilization of mitigation measures such as locating development within ½ mile of a transit hub or bus stop with regularly scheduled service during both peak and off-peak times, or in a location where the jobs/housing balance will be optimized; commitments from the developer to implement demand management programs, including parking pricing for market-rate units; and use of tandem parking, off-site parking, and parking leases. Reduction of parking requirements should be subject to discretionary approval and may require a parking study to verify reduced parking demand.

⁵ Marin County (2022). *Marin County Form-Based Code*. Retrieved from <u>https://www.marincounty.org/-</u>/media/files/departments/cd/plans-policies-and-regulations/marin-county-fbc-low-res.pdf

CONCLUSION

Comparing the projected parking need for the proposed Marinwood Plaza development to the parking proposed for the plaza site suggests that the **proposed supply is sufficient to accommodate peak development demand on site.**

Figure 10 Proposed Marinwood Plaza Parking Plan

	Supply			
Land Use	ADA	EV/Ready	Non- Designated Spaces	Total
Affordable Housing	5	63	56	124
Grocery	3	16	46	65
All	8	79	102	189

This proposed supply exceeds the preferred parking need projections for the Marinwood Plaza development, as identified below.

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Furthermore, the presence of 16 on-street spaces along the block-face along the development site, including 7 spaces directly in front of the market, which were observed to be minimally occupied during market demand peaks, provides valuable "overflow" capacity should parking demand ever significantly exceed projections (which themselves anticipate demand from the Market well beyond current levels). This use of these spaces, for at most a few hours each week in a future in which the market generates more than twice the demand it does today, would be highly preferable to requiring additional surface parking on the Marinwood Plaza site, as this would cause more runoff and heat-gain impacts from the additional impermeable surfacing, with much of it likely never used for its intended purpose.

SHARED PARKING ASSESSMENT

The complementary nature of the proposed development's new and retained land uses suggests that, to the extent that parking demand from these uses will be accommodated via a shared parking supply, off-setting patterns of peak and off-peak parking demand among these uses will allow the overall development to meet that demand with an overall parking supply significantly below the sum of each use's peak need. The FBC-based reduced parking requirements reflect this. However, a standard shared parking model can more precisely anticipate the efficiencies that can be expected from the specific mix of uses proposed for the development.

This section provides a summary of findings from a Shared Parking Assessment using such a model.

Demand Generation Ratios

The model starts with the same land use categories and ITE demand-generation rates that were used in earlier sections of this memo.

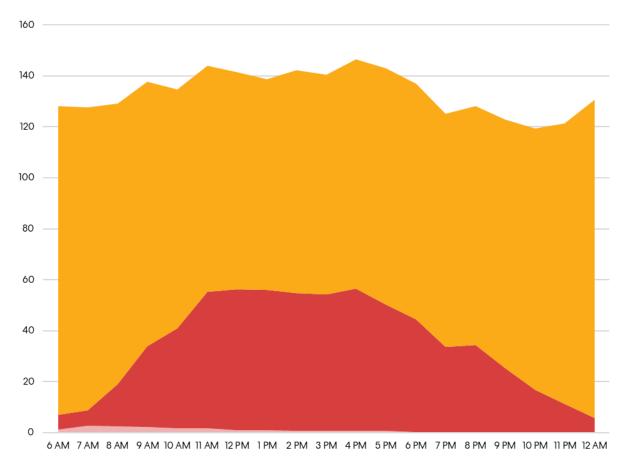
Land Use	GSF	Units	ITE Rate
Affordable Housing	N/A	125	1/Unit
Café	11,040	N/A	10.36/1k GSF
Grocery	15,000	N/A	3.72/1k GSF
All			

Figure 11 Proposed Marinwood Plaza Land Uses & Projected Peak Parking Demand

For the café, a conservative "internal capture" rate of 75% was applied, as this use is proposed to function as an on-site amenity for the housing residents and is unlikely to generate significant trips and parking activity not already associated with the housing units.

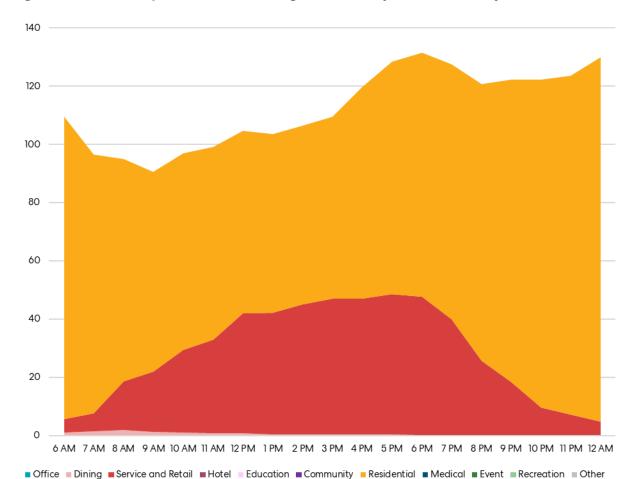
Modelled Projections

As showing the graph below, our model projects an overall peak parking demand of 146 spaces for the full development. This is projected for weekends, with peaks projected to be modestly lower during the week.





Office Dining Service and Retail Hotel Education Community Residential Medical Event Recreation Other





Adding a supply buffer of 10% to the peak projection of 146 spaces, to account for contingencies, would suggest an optimal parking supply for the full development of 161 spaces.

APPENDIX – AERIAL PHOTOGRAPHY

- Monday, February 12, 2024
- Thursday, March 2, 2023
- Saturday, September 17, 2022
- Sunday, May 23, 2021

Monday, February 12, 2024 2:00 p.m. PT



Thursday, March 2, 2023 12:00 p.m. PT

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Saturday, September 17, 2022 12:00 p.m. PT

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Sunday, May 4:00 p.m. PT



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