



# AVILA BEACH PARKING STUDY

July 24, 2019  
Final



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Prepared for: County of San Luis Obispo  
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# Table of Contents

**1. Introduction..... 1**

    1.1 Project Goals and Objectives ..... 1

    1.2 Study Area..... 1

**2. Parking Supply .....4**

    2.1 Data Collection.....4

**3. Parking Demand.....9**

    3.1 Town Area Parking Demand ..... 9

    3.2 West of Creek Parking Demand..... 11

**4. Other Key Findings..... 17**

    4.1 Vehicular Traffic ..... 17

    4.2 Pedestrian Environment..... 18

    4.3 Bike Facilities ..... 19

    4.4 Transit Service..... 20

    4.5 County Survey..... 20

**5. Parking Solutions ..... 21**

    5.1 Parking Time Limits ..... 22

    5.2 Employee Permit Parking Program ..... 25

    5.3 Parking Wayfinding Signs ..... 28

    5.4 Enforcement..... 30

    5.5 One-Way Street and Angle Parking Conversion ..... 32

    5.6 Weekend/Holiday Employee Parking at Remote Lots ..... 35

    5.7 Smart Meters and Demand-Based Pricing ..... 36

    5.8 Parking Payment by Smart Phone ..... 38

    5.9 New Parking Facilities..... 39

**6. Final Recommendations ..... 41**



## List of Tables

Table 1. Parking Supply .....	4
Table 2. Off-Street Parking Facilities.....	5
Table 3. Remote Parking Facility Parking Supply .....	6
Table 4. Implementation Phasing .....	22
Table 5. Permit Parking Programs in Other Jurisdictions.....	26
Table 6. Potential Smart Meter and Demand-Based Pricing Plan .....	37
Table 7. Parking Facility Cost (2018 Dollars).....	39

## List of Figures

Figure 1. Study Area.....	3
Figure 2. Parking Supply and Restrictions (Town) .....	7
Figure 3. Parking Supply and Restrictions (West of Creek).....	8
Figure 4. Occupancy at 11 a.m. (Town).....	13
Figure 5. Occupancy at 11 a.m. (West of Creek) .....	14
Figure 6. Occupancy at 2 p.m. (Town).....	15
Figure 7. Occupancy at 2 p.m. (West of Creek).....	16
Figure 8. Existing and Recommended Parking Time Restrictions.....	24
Figure 9. Recommended Employee Permit Parking Zones.....	27
Figure 10. Recommended Parking Layout.....	34
Figure 11. Preliminary Parking Layout (Avila Beach Drive at San Juan Street Lot).....	40
Figure 12. Final Recommendations.....	42

## Appendix

Appendix A – Parking Occupancy Data Sheet

Appendix B – List of Businesses and Hours of Operations

Appendix C – Avila Beach Parking Survey Results and Comments



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# 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 utilized 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-term and mid-term solutions to address parking supply constraints. 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.

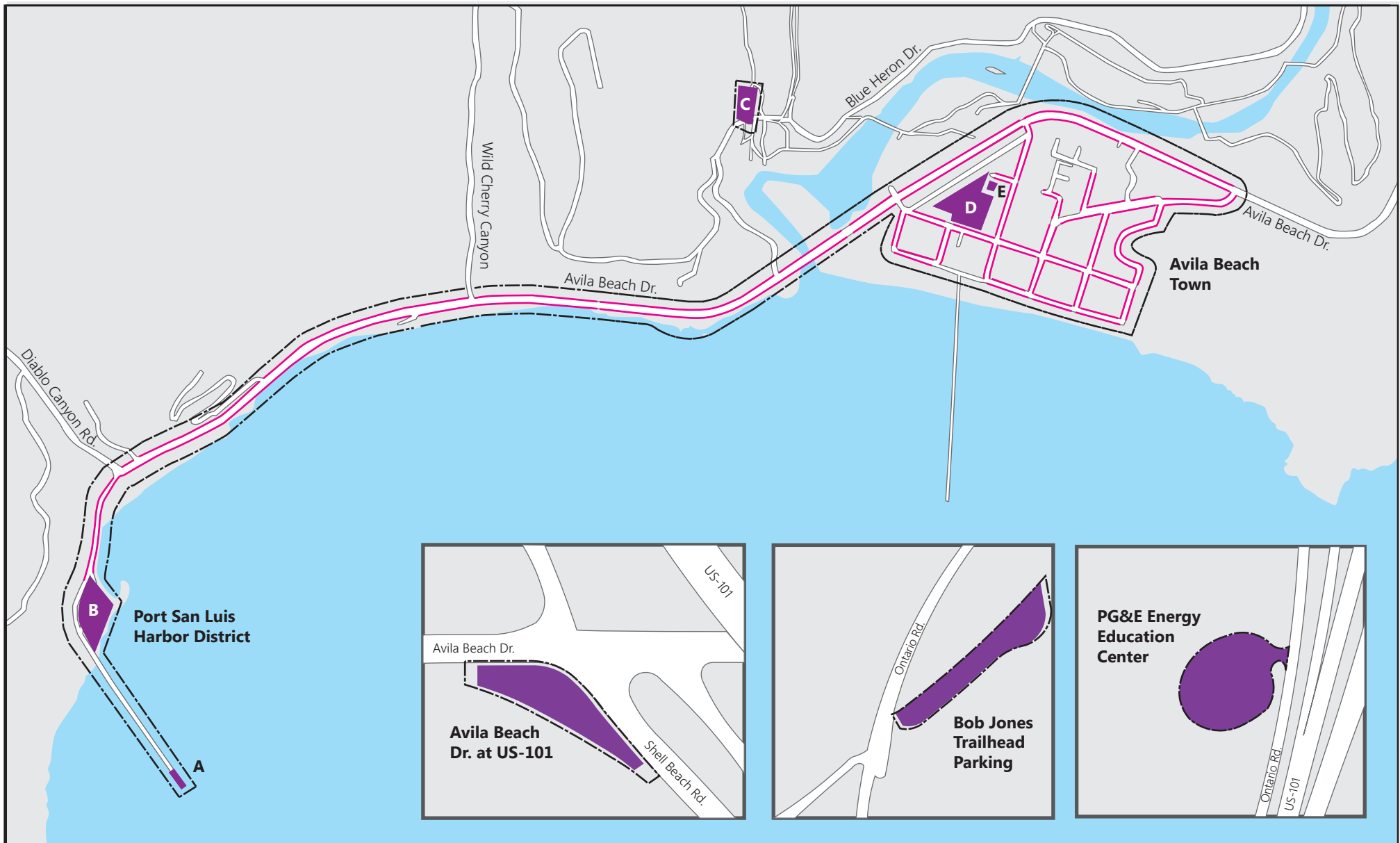
## 1.2 Study Area

The parking study focused on all on-street and off-street public parking spaces as shown in **Figure 1**. This includes the core of Avila Beach (Town Area) that includes about a dozen blocks



and about half square mile area. The area stretched further west up to Port San Luis, including the Harbor and the Pier Lots (West of Creek). In addition, three remote parking lots were also included in the study. These are 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.

# Figure 1. Study Area



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



## 2. PARKING SUPPLY

### 2.1 Data Collection

The parking space inventory has not changed since the development of the 2013 PMP. Instead of collecting extensive data, this study developed current inventory based on high-level field observations and Google maps. Data collection was conducted for better understanding of existing parking utilization of the study area. The field observations and data collection conducted on August 12, 2018 included parking supply, posted restrictions through signs and curb markings and space utilization. **Table 1** summarizes parking supply within the study area.

**Table 1. Parking Supply**

Location	Parking Spaces	Percent Total Spaces
<b>Town Area</b>		
On-Street	780	39%
Off-Street	371	18%
<b>West of Creek</b>		
On-Street	470	23%
Off-Street	396	20%
<b>TOTAL</b>	<b>2,017</b>	<b>100%</b>

The parking supply of the study area is broken down into 70 on-street block faces and five 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**

<b>Lot</b>	<b>Parking Spaces</b>	<b>Percent</b>
A – Pier Lot	16	2%
B – Harbor Lot	240	32%
C – Golf Lot	140	18%
D – Town Parking Lot	353	46%
E – USPS Lot	18	2%
<b>TOTAL</b>	<b>767</b>	<b>100%</b>

The five-block core area, bounded by San Rafael Street on the east, San Juan Street on the west, 1<sup>st</sup> Street on the north and Front Street on the south contains a total of 364 on-street spaces. This is the most popular area for parking due to convenient access to the beach, restaurants, retail stores and other destinations.

**2.1.1 Event Parking and Travel Demand Management**

In addition to the on-street and off-street parking facilities, the County has allowed a part of the Avila Beach Golf Course Fairways and the Driving Range used as temporary parking for events and commercial activities. This lot is used for parking during events and has a capacity of 2,410 vehicles. In addition, there are 360 paved parking spaces at the golf course allowed for temporary parking.

**2.1.2 Remote Parking Facilities**

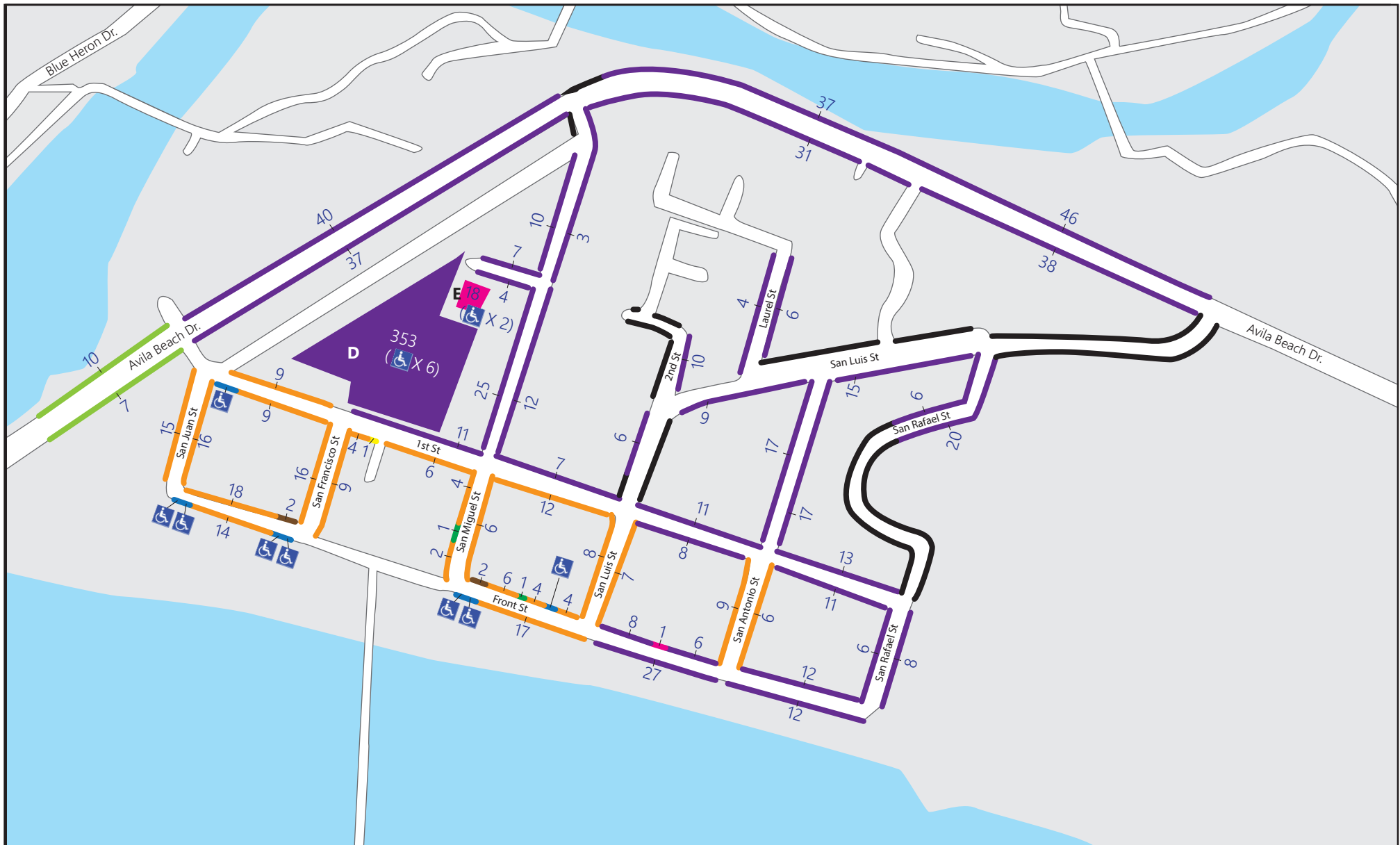
**Table 3** presents the estimated parking supply at the three remote parking facilities. Note that, except for the PG&E Education Center Lot, the other two lots are unimproved without marked parking spaces. Numbers were based on the calculation of lot areas.



**Table 3. Remote Parking Facility Parking Supply**

Lot	Estimated Parking Spaces	Percent
Avila Beach Drive at US-101 Lot	115	49%
Bob Jones Trailhead Lot	50	21%
PG&E Education Center Lot	70	30%
<b>TOTAL</b>	<b>235</b>	<b>100%</b>

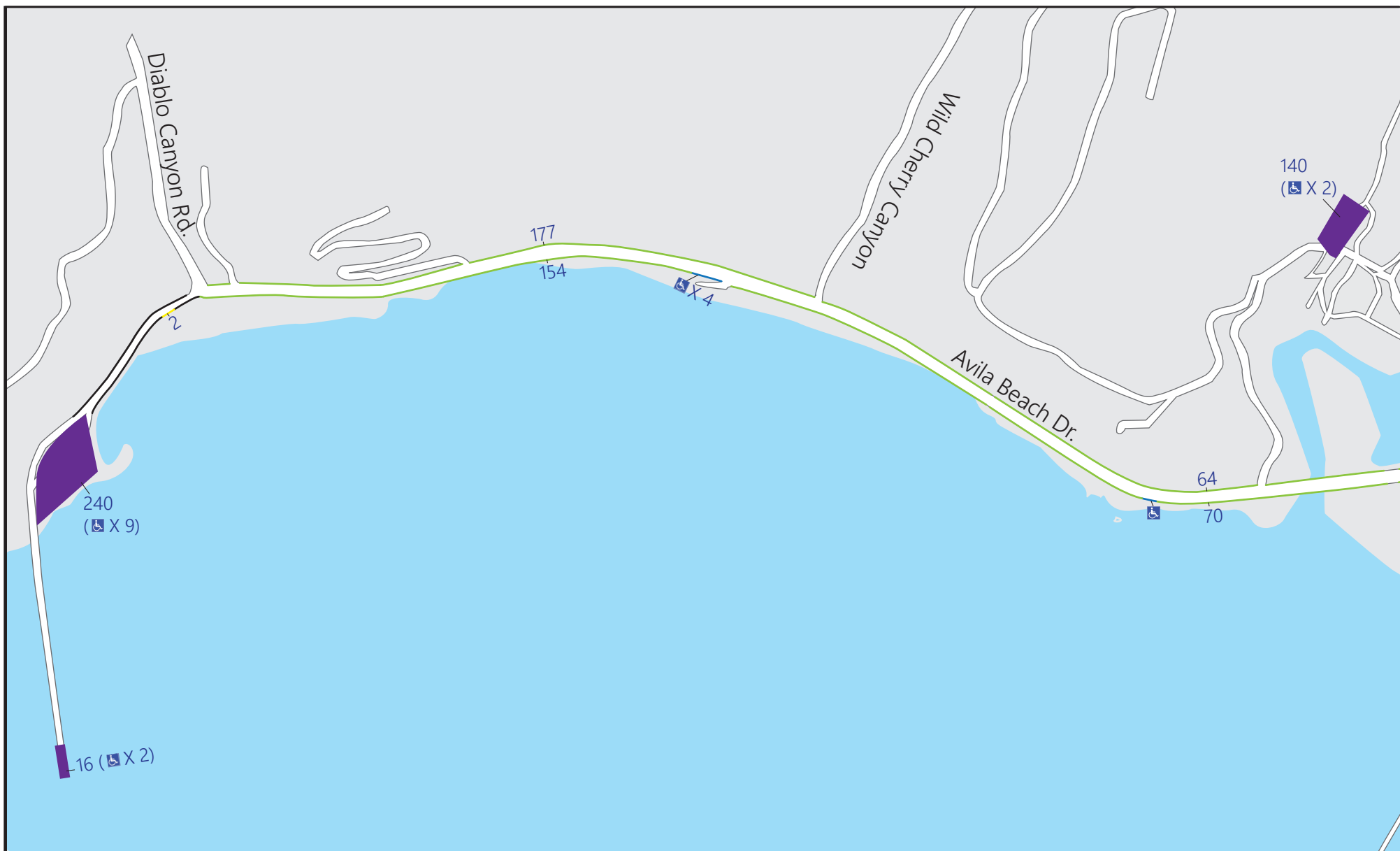
# Figure 2. Parking Supply and Restrictions (Town)



- |  |  |   |                   |
|--|--|---|-------------------|
| <span style="color: pink;">—</span> < 30 min Parking | <span style="color: purple;">—</span> Unrestricted                   | Handicap Parking  | # Number of Space |
| <span style="color: green;">—</span> 30 min Parking  | <span style="color: lightgreen;">—</span> No Parking from 2AM to 6AM | <span style="color: black;">—</span> No Parking         |                   |
| <span style="color: orange;">—</span> 3 Hour Parking | <span style="color: yellow;">—</span> Loading                        | <span style="color: brown;">—</span> Motorcycle Parking |                   |



# Figure 3. Parking Supply and Restrictions (West of Creek)



- |                  |                            |                    |                   |
|------------------|----------------------------|--------------------|-------------------|
| < 30 min Parking | Unrestricted               | Handicap Parking   | # Number of Space |
| 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 matters, 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 534 spaces along the street frontages, including Front Street, 1<sup>st</sup> Street, 2<sup>nd</sup> 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 1<sup>st</sup> 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 353 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 parking area was open for “free concert parking”.
- At 2 p.m., the 10<sup>th</sup> 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’s core area.



## 3.2 West of Creek Parking Demand

### 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 470 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 256 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 between 11 a.m. and 2 p.m. on August 12, 2018. Detailed occupancy per block face and lot is provided in **Appendix A**.



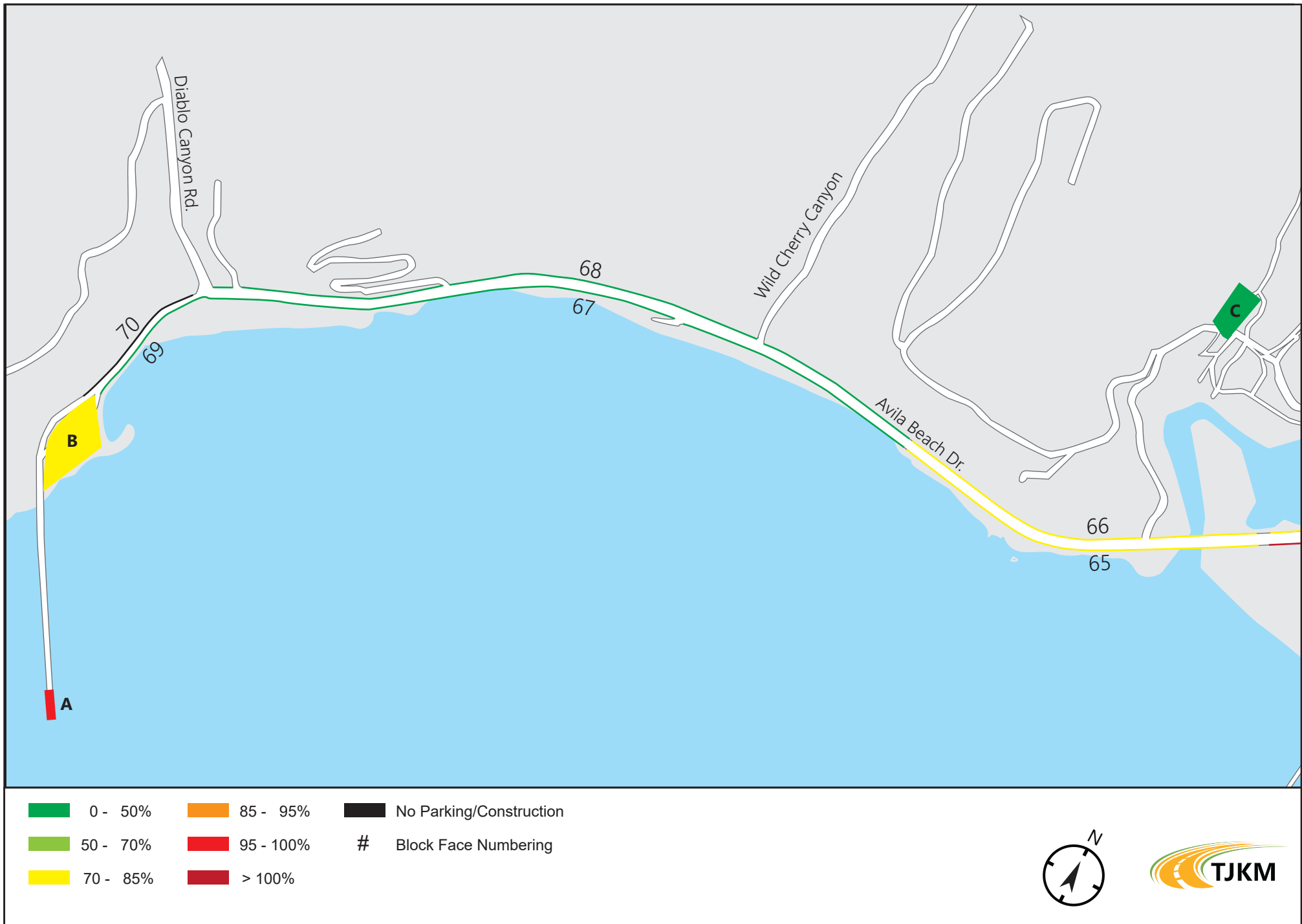
# Figure 4. Occupancy Map - 11 a.m. (Town)



- |  |  |  |
|--|--|--|
| <span style="color: green;">█</span> 0 - 50%       | <span style="color: orange;">█</span> 85 - 95% | <span style="color: black;">█</span> No Parking/Construction |
| <span style="color: lightgreen;">█</span> 50 - 70% | <span style="color: red;">█</span> 95 - 100%   | # Block Face Numbering                                       |
| <span style="color: yellow;">█</span> 70 - 85%     | <span style="color: darkred;">█</span> > 100%  |  |



Figure 5. Occupancy Map - 11 a.m. (West of Creek)



# Figure 6. Occupancy Map - 2 p.m. (Town)










- |  |          |   |           |   |                         |
|--|----------|---|-----------|---|-------------------------|
|  | 0 - 50%  |  | 85 - 95%  |  | No Parking/Construction |
|  | 50 - 70% |  | 95 - 100% | #   | Block Face Numbering    |
|  | 70 - 85% |  | > 100%    |   |                         |



Figure 7. Occupancy Map - 2 p.m. (West of Creek)



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## 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 zones 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 Street, San Antonio Street and San Luis Street create sight distance limitation and do not have any warning signs or markings.
- Some stop signs are hidden behind overgrown trees.

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## 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 planters, bike racks and outdoor seating for cafes. 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 1<sup>st</sup> and Front Street on 1<sup>st</sup> 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 1<sup>st</sup> Street and San Antonio Street, the sidewalks are too narrow to walk. There is a prominent sidewalk between San Antonio Street and San Rafael Street on San Luis Street, this too abruptly ends after San Antonio Street. 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 1<sup>st</sup> 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, 1<sup>st</sup> 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 signal heads.
- 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. With a passenger capacity of 40, 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 observations did not capture any trolley operating on site.



## 4.5 County Survey

The County of San Luis Obispo conducted an informal parking survey to receive feedback on the current parking situation from the business owners, residents and property owners. The goal was to review the need for near-term parking improvements and the level of support that can be received from the community to implement those changes.

The community was asked for comments regarding commercial loading zones or beachgoers drop-off areas, employee parking areas, the current parking capacity in the downtown region, smart parking meters, residential parking permit programs, and view on one-way street implementation. The comments were analyzed and considered while developing the parking solutions.

The Avila Beach Parking Survey results and comments is provided in **Appendix C**.



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## 5. PARKING SOLUTIONS

The review of the past studies, discussions with the County staff, field observations and data analysis provided valuable information regarding the Avila Beach community's current and anticipated parking needs and challenges. This Chapter describes potential solutions for improving parking and traffic conditions, as well as enhancing safety for all modes of transportation.

Avila Beach 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. Since parking facilities are expensive to build and require ongoing operational and maintenance costs, any facility expansion is suggested only after other less expensive solutions have been implemented maximizing use of current parking resources. In general, the parking demand can be reduced by the bus service from San Luis Obispo (Cal Poly) during spring/summer weekends. It is suggested that the Avila Beach Resort time event traffic to avoid predictable beachgoer traffic.

**Table 4** shows feasible solutions in three categories - Near-term (implementation within 12 months), Mid-term (1-2 years) and Long-term (over 2 years). Further discussion on each of these potential solutions is provided as well. Near-term and Mid-term solutions are relatively easy to implement and require less funding compared to Long-term solutions that require more capital and significant community outreach.

**Table 4. Implementation Phasing**

Near-Term	Mid-Term	Long-Term
5.1 Parking Time Limits	5.5 One-Way Street Conversion and Angle Parking	5.7 Smart Meters and Demand-Based Pricing
5.2 Employee Permit Parking Program	5.6 Weekend/Holiday Employee Parking at Remote Lots	5.8 Parking Payment by Smart Phone
5.3 Parking Wayfinding Signs		5.9 New Parking Facilities
5.4 Enforcement		

## 5.1 Parking Time Limits

The establishment of time-limited parking will encourage short-duration parking and thus increase parking turnover. Currently, most of the blocks in the 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.

Based on parking demand analysis and field observations, the expansion of existing 3-hour time restrictions to the following on-street parking locations would help maintain a healthy turnover:

- First Street
- Front Street
- San Miguel Street
- San Luis Street
- San Antonio Street, and
- San Rafael Street

Increased enforcement on 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.

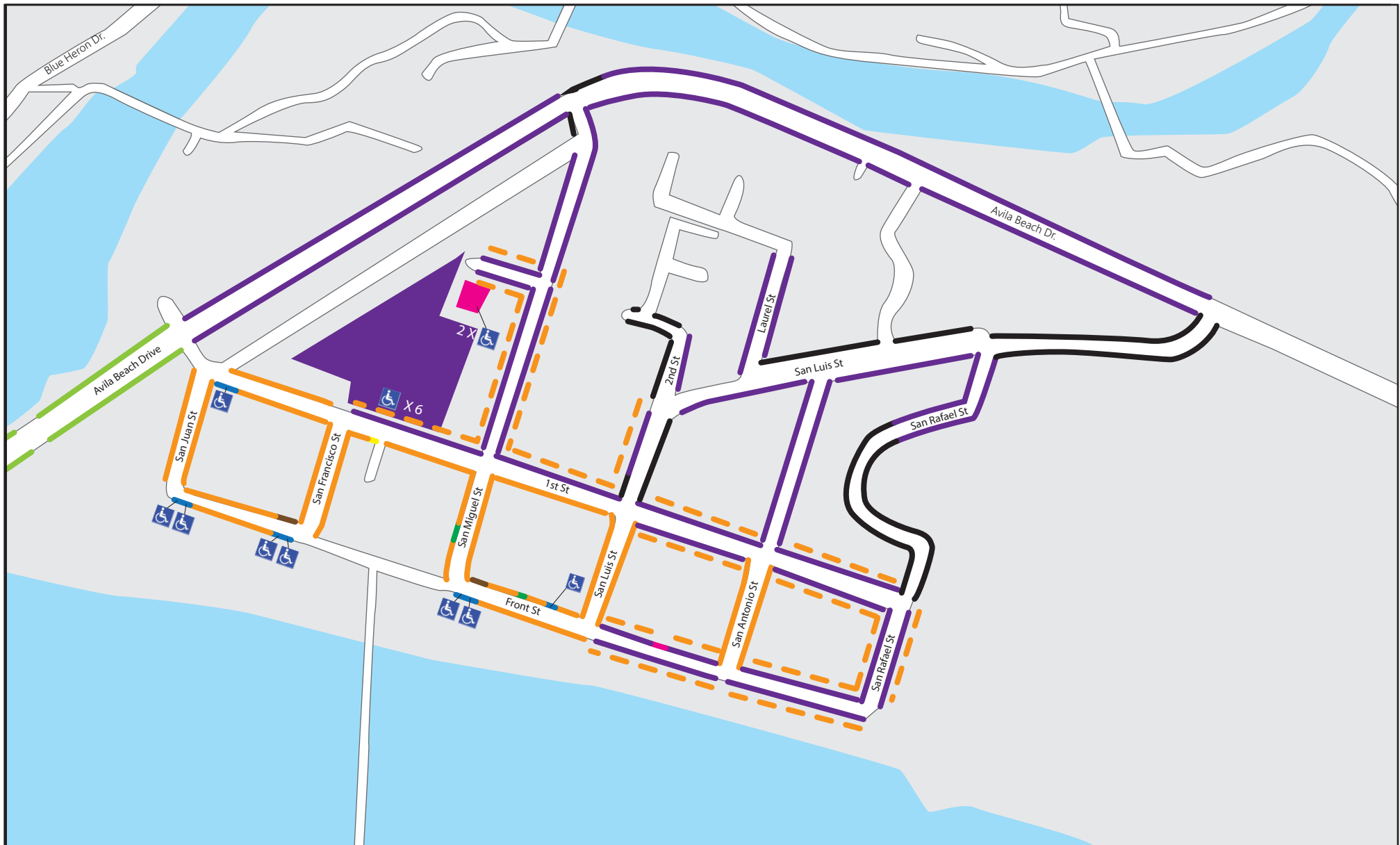
**Figure 8** illustrates the recommended change in parking time restrictions.

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.



Existing parking time restriction allows 3-hour parking enforced from 6 a.m. to 2 a.m., and no parking from 2 a.m. to 6 a.m., seven days a week.

# Figure 8. 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 Employee Permit Parking Program

The time-limited parking caters to visitors in Town area and encourages healthy turnover of parking spaces, supporting merchants and businesses who need short-term parking for their customers throughout the day. As a result, time-limited parking requires business employees to either move their vehicles multiple times a day to avoid a citation, or find a parking space farther away. An employee parking permit issued by the County will potentially offer business employees to park their vehicles in designated zones and be exempt from the posted parking time limits.

With businesses thriving in Avila Beach, it is anticipated that both, the number of employees in the Town and resulting employee parking demand will grow in coming years. To accommodate this growth, the County could implement an Employee Permit Parking Program (EPPP) with designated on-street parking zones. In addition, the County may work with the District and offer reduced-rate monthly parking permits for the District-managed Town Parking Lot (D).

Note that enforcing parking time limits is essential to ensure that parking is available for permit holders, as well as to discourage business employees from occupying prime parking spaces all day.

**Table 5** provide a comparison of special permit programs in several neighboring jurisdictions. The annual permit fees range from \$35 to over \$1,000. Except City of Pismo Beach, all jurisdictions charge at least \$20 per month. It is recommended that the County offer monthly permits for \$25 and provide discounted rates for six-month and annual permits. A relatively low permit fee will encourage more employees to participate and thereby keep on-street parking spaces for short-term parking by their customers and visitors. Although not a major revenue source, these permit fees could partially offset cost of permits and related administrative services.

**Table 5. Permit Parking Programs in Other Jurisdictions**

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

Issuance of employee parking permits may have impacts on the residents and all property owners within the affected block. Adequate community outreach and support are therefore necessary before implementing a permit program. **Appendix B** shows a list of current businesses and other establishments within the core Town area.

**Figure 9** presents the existing businesses in the Town area and recommended parking designations.



# Figure 9. Recommended Employee Permit Parking Zones



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



## 5.3 Parking Wayfinding Signs

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



Example of a dynamic parking wayfinding signs. City of San Jose, CA

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.

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.

Wayfinding is essential to Avila Beach to direct visitors of point of interests and available parking facilities. Parking wayfinding signs could be static or dynamic. A static parking wayfinding sign is low cost with less ongoing maintenance; however, lacking the capability to provide real-time parking information for visitors. A dynamic parking wayfinding sign is designed to provide such real-time information, while requires the establishment of a cloud service system and electrical wiring. Along with ongoing operations and maintenance cost, the implementation of dynamic wayfinding system could burden the County financially.

The following presents preliminary locations for parking wayfinding signs for Town-bound traffic 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

The County could conduct an inventory of all wayfinding signs to identify locations for installing new static and dynamic wayfinding signs. The County should also consider developing a brand/theme and sign specifications that support Avila Beach’s image as an attractive tourist destination for people with varied interests. 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 final phase would include fabrication and installation of new wayfinding signs that support optimal traffic flow on Town streets, improve parking utilization, and heighten overall visitor experience.



Existing parking wayfinding sign at First Street/San Francisco Street intersection.

## 5.4 Enforcement

To foster healthy parking turnover in the prime areas of the Town, and to discourage extended parking in the 3-Hour parking zones. The County could consider increasing enforcement of parking 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 potentially ensure an adequate turnover of parking supply for the business customers and



Vehicle observed parked within handicap aisle at Town Parking Lot.



Vehicle observed parked in between two marked parking spaces (First Street).



Vehicle observed parked at No Parking zone (San Luis Street).

visitors. 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.

## 5.5 One-Way Street and Angle Parking Conversion

In a typical grid network with short blocks, one-way traffic operations offer numerous benefits that include better circulation, improved safety for all modes and greater opportunity for additional on-street parking. One-way streets provide more right-of-way for active modes of transportation, including the provision of bicycle lanes and sidewalks. A one-way street operation with restricted turning movements is considered safer mobility to motorists.

The study evaluated the feasibility of converting some of the existing two-way streets within the Town area to one-way streets, in conjunction with the conversion of on-street parallel parking to angle parking to increase parking capacity.

The following presents the street segments feasible for one-way street conversion and thereby accommodate pedestrian and bicycle facilities, and on-street parking supply:

- 1<sup>st</sup> Street, between San Miguel Street and San Rafael Street
- Front Street, between San Miguel Street and San Rafael Street
- San Miguel Street, between 1<sup>st</sup> Street and Front Street
- San Luis Street, between 1<sup>st</sup> Street and Front Street
- San Antonio Street, between 1<sup>st</sup> Street and Front Street
- San Rafael Street, between 1<sup>st</sup> Street and Front Street



Example of back-in parking with bicycle lanes.

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.

This proposed 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 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, show turn 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 bicyclists, motor vehicles, and other road users as they exit a parking space and enter moving traffic. If necessary, back-in parking can be easily converted to front-in with minimal striping and signage changes.

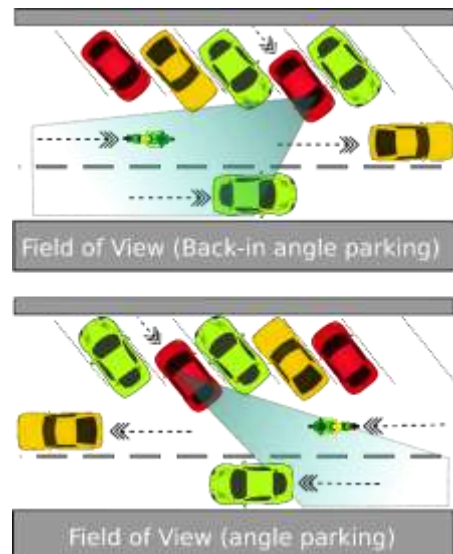
The proposed layout yields 48 more parking spaces than the existing parking supply in these blocks. Note that a 48-space surface lot would cost nearly \$600,000 for construction, based on \$12,000 per space estimate. The recommended on-street parking layout may provide a lower cost, and high effective solution 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 10** illustrates the recommended parking layout.

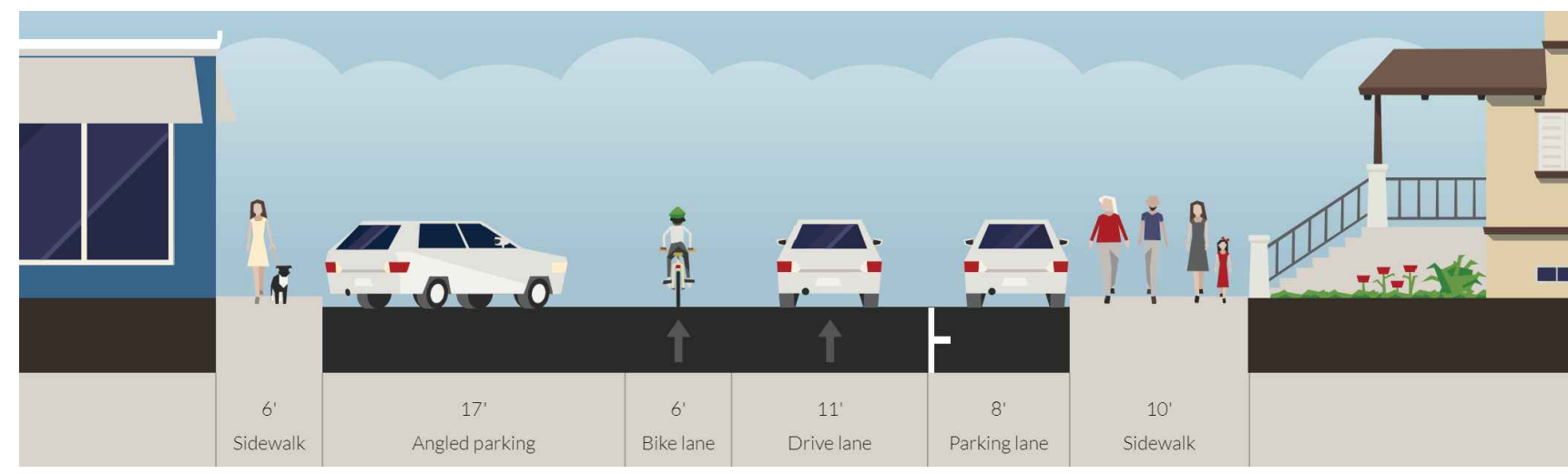
Alternatively, the County can consider a pilot program implementing one-way streets on the block next to Avila Beach Park. The pilot program will include a counterclockwise one-way traffic on San Juan Street, a segment of Front Street, San Francisco Street, and a segment of 1st Street. The gateway intersection of San Juan Street and Avila Beach Drive will remain two way. Temporary signage is required to guide motorists the change in traffic movements.



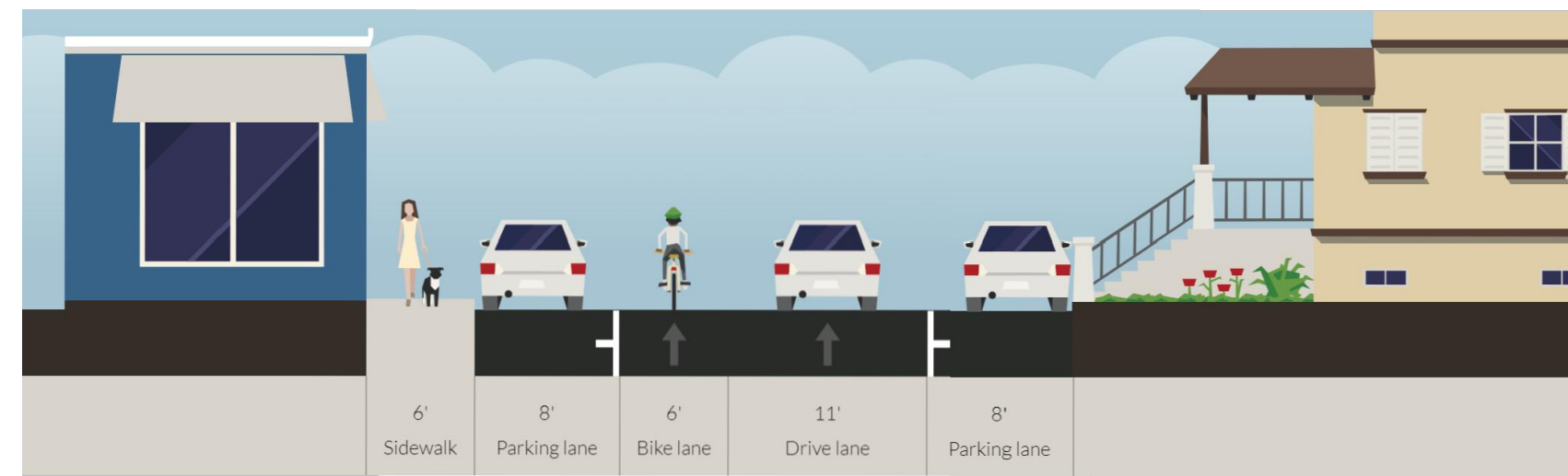
Back-in angle parking instruction.



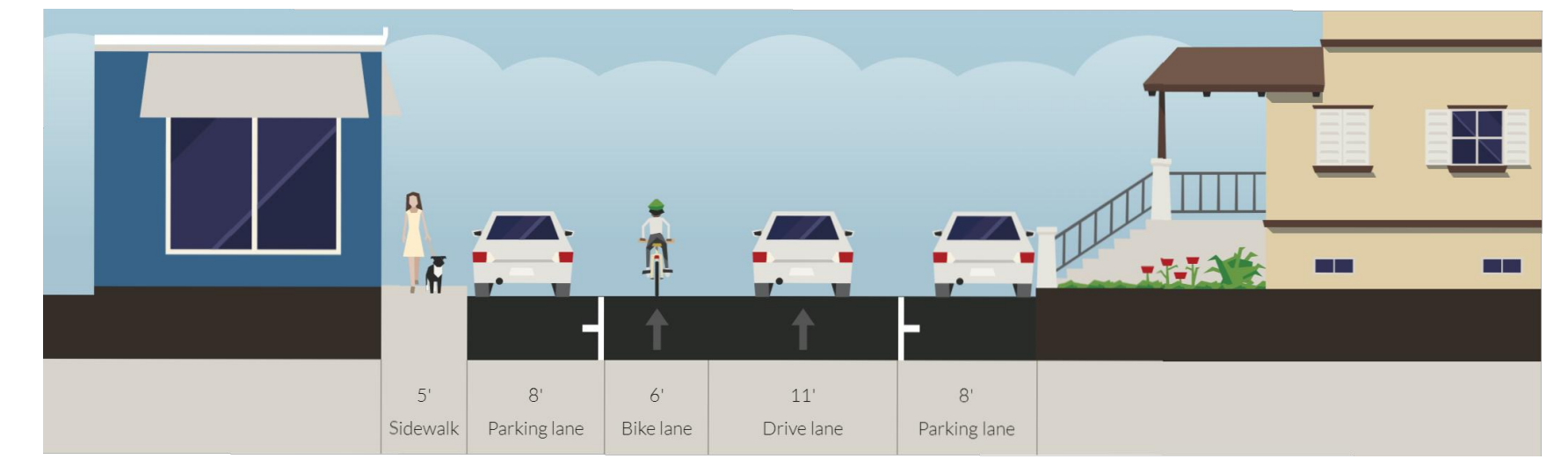
Back-in parking allows drivers to have a broader view of moving objects on the street when leaving the space.



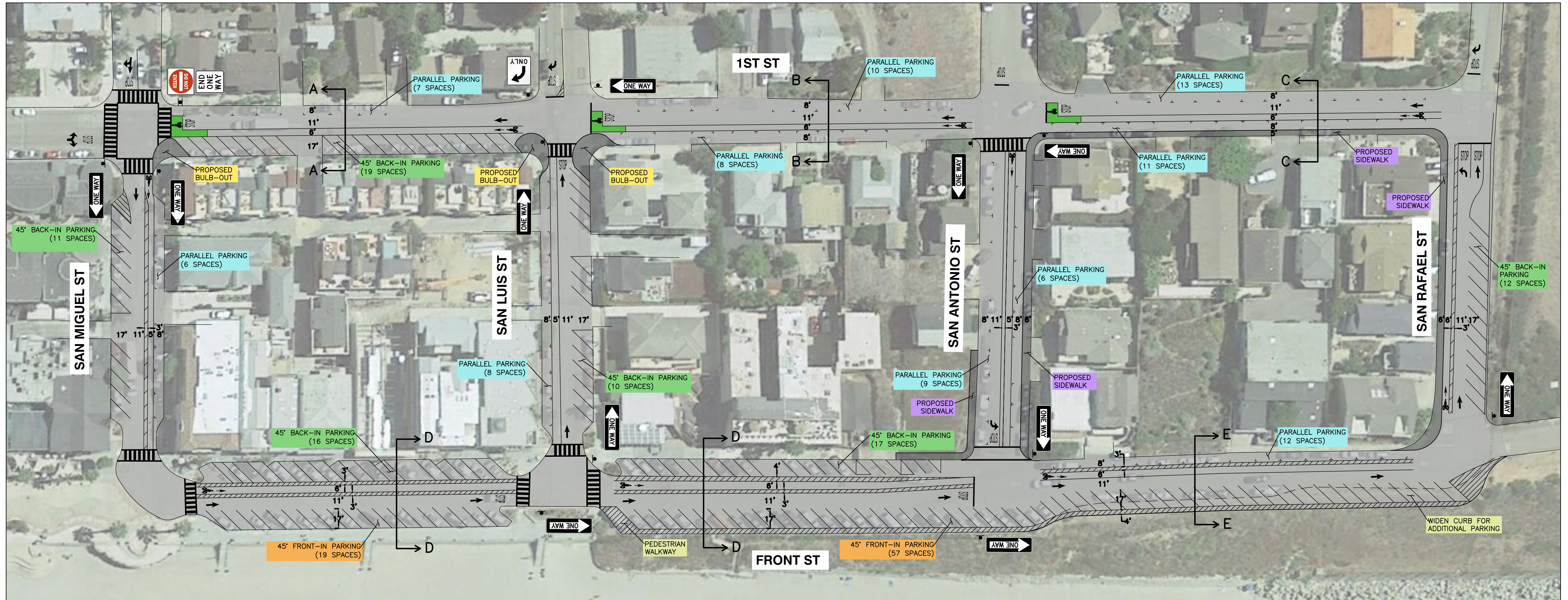
SECTION A-A  
FIRST STREET



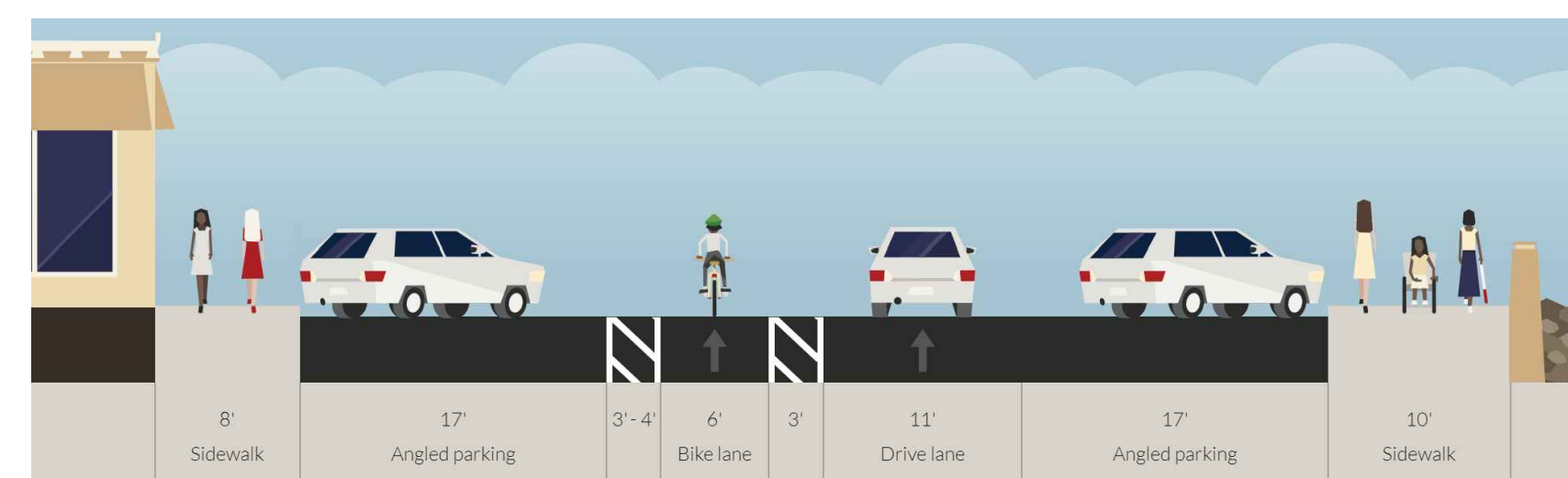
SECTION B-B  
FIRST STREET



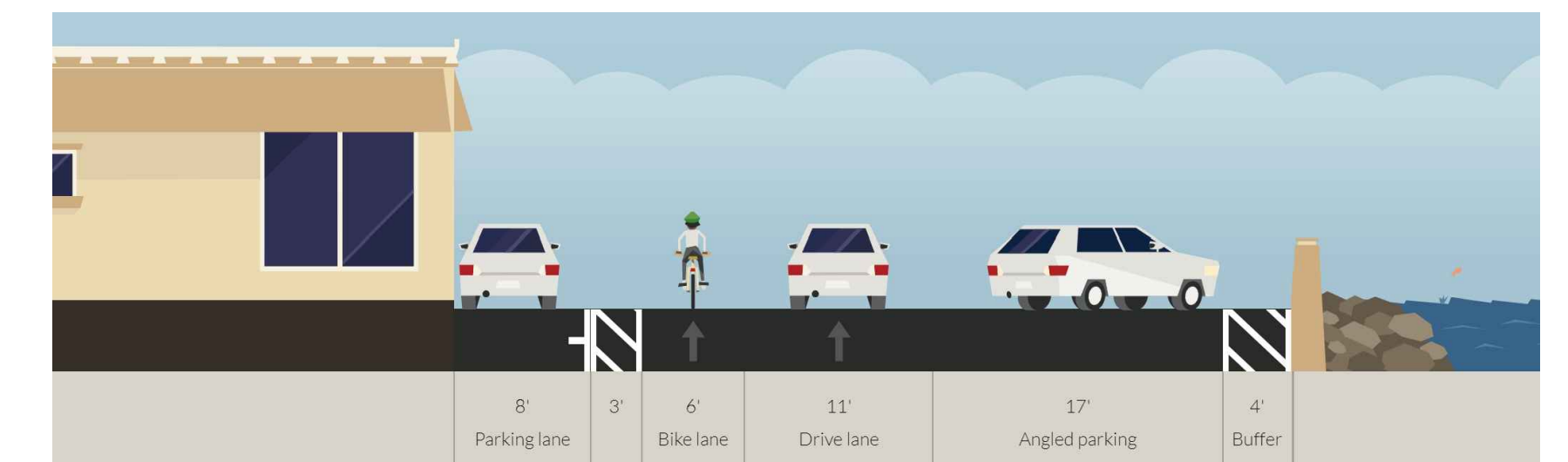
SECTION C-C  
FIRST STREET



NO. OF PARKING SPACES				
	STREET NAME	EXISTING	PROPOSED	INCREASE
FIRST ST	SAN MIGUEL ST TO SAN LUIS ST	19	26	7
	SAN LUIS ST TO SAN ANTONIO ST	18	18	0
	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	252	48



SECTION D-D  
FRONT STREET



SECTION E-E  
FRONT STREET

FIGURE 10: RECOMMENDED PARKING LAYOUT

## 5.6 Weekend/Holiday Employee Parking at Remote Lots

In addition to the employee permit parking, the County may consider offering free employee parking at several lots within close proximity of the Town.

The PG&E Education Center Lot is a paved lot, located at 6588 Ontario Road, and is in a very good condition with excellent circulation. It provides approximately 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 offer approximately 70 spaces for business employees in the Town area, without making significant capital investment necessary for building a new parking facility. A no-fee parking option and a free shuttle ride back to the Town may encourage cost-sensitive employees to park at this Lot.

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. The County would need to develop an agreement for public parking with PG&E to use this site. An alternative location for satellite parking may be See Canyon Road south of San Luis Bay Drive in front of Bellevue-Santa Fe Charter School. The street is striped for angle parking and a trolley bus stop could be established at the intersection.



PG&E Lot.



PG&E Lot electric car charging stations.

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## 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 beach activities, where the 3-hour parking time limit could bring some “ticket anxiety” for the visitors. Typically, for visitors to such destinations, among all troubling factors such as difficulty in finding a space and need to carry change, parking fee is the least concerning aspect 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.

The County may consider installing Smart Meters and implement 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 may encourage use of off-street parking lots where they are available. It may 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	Time	Meter Enforced (without Time Limit) OR 3-HR Time Limit	Meter Rate Per Hour
Peak Season: April to September (Labor Day Weekend)	Fridays, Saturdays, Sundays, and Holidays	6 a.m. to 10 a.m.	Meter Enforced	\$0.25
		10 a.m. to 5 p.m.	Meter Enforced	\$0.50
		5 p.m. to 2 a.m.	3-HR Time Limit	Free
	Mondays through Thursdays	6 a.m. to 10 a.m.	3-HR Time Limit	Free
		10 a.m. to 5 p.m.	Meter Enforced	\$0.25
		5 p.m. to 2 a.m.	3-HR Time Limit	Free
Off-Peak Season: September to April	All Days	6 a.m. to 2 a.m.	3-HR Time Limit	Free

Although visitors may be 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 \$1.32 million dollars.



### 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 at least 50 regular size parking spaces. **Table 7** shows a cost estimate for constructing parking facilities in the Town of Avila Beach. **Figure 11** presents a preliminary layout of the parking lot.

**Table 7. Parking Facility Cost (2018 Dollars)**

	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 * for 100 spaces		

**Figure 11. Preliminary Parking Layout (Avila Beach Drive at San Juan Street Lot)**

The County could consider to begin the design and construction of the two lots as surface lots. A free-standing multi-level structure requires a minimum dimensions of 122 feet by 155 feet, which make the two lots infeasible for a parking garage. Some of the corresponding improvements that need to be considered include: demolition, grading, surveying, environmental impact assessment, access, paving, striping, drainage, lighting, landscaping, and signage. These improvements are not included as part of the above mentioned costs.

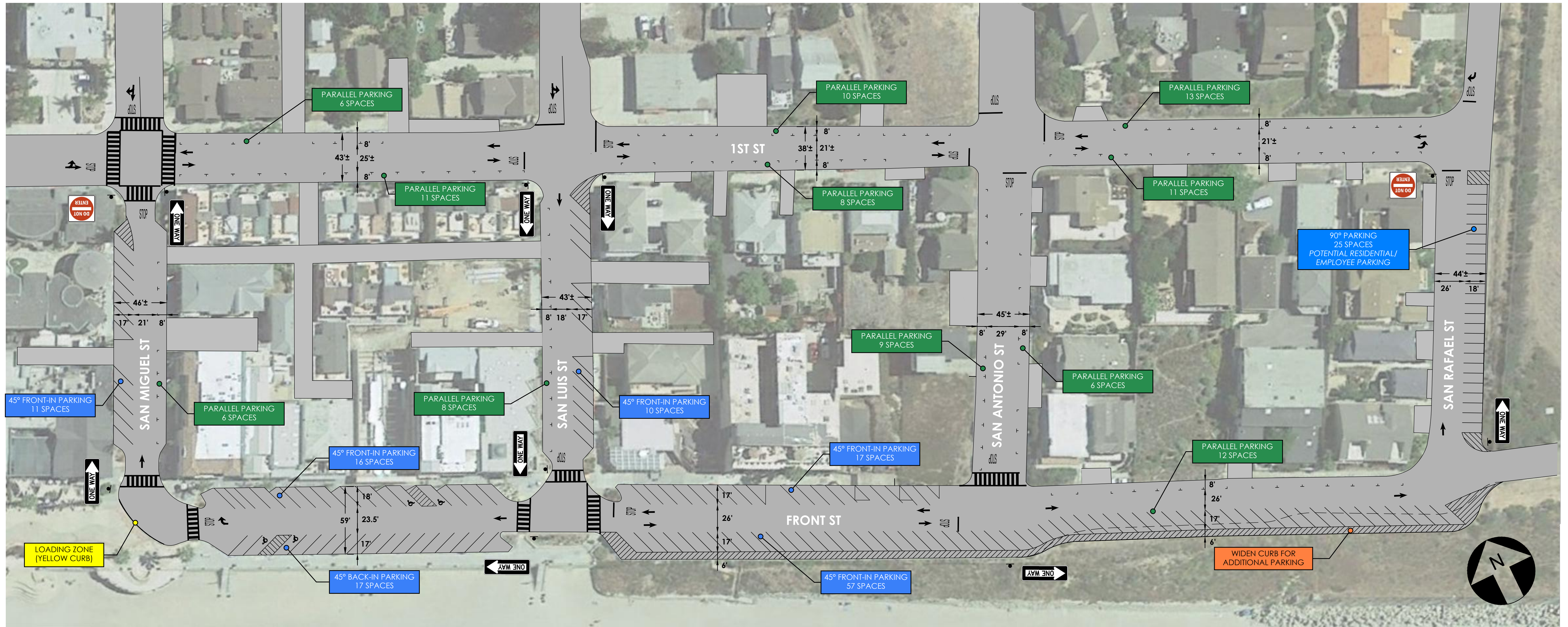
## 6. FINAL RECOMMENDATIONS

The final recommendations presented in this chapter is an action plan for immediate implementation. The recommendations incorporate data analysis results, potential parking strategies, and community survey and input. To better manage high parking demand during peak periods, it is recommended that the County seek opportunities for expanding parking for long-term considerations.

For short-term actions, it is recommended that the County first proceed with improving staging and loading by implementing commercial loading zones and beachgoer drop-off zones. The County should also aim to develop an employee permit parking program or other programs that can provide designated employee parking areas.

Recommendations such as Smart Meters and the conversion of some of the existing two-way streets into one-way streets should be further discussed with the community and Port San Luis Harbor District. These recommendations should be implemented with some advocacy within the town for developing further actions. As a long-term solution, parking structure on the existing Harbor District parking lot should be considered and strategized well since the high parking demand is not year round and as a result, parking revenues for just the summer would be insufficient to pursue such a structure.

For long-term consideration, the comprehensive set of parking solutions presented in this report would effectively address the identified parking issues. These strategies are intended to make best use of existing parking supply, discourage illegal parking and add on to improve the overall circulation and parking experience within the Town.



NO. OF PARKING SPACES				
STREET NAME		EXISTING	PROPOSED	INCREASE
FIRST ST	SAN MIGUEL ST TO SAN LUIS ST	19	21	2
	SAN LUIS ST TO SAN ANTONIO ST	18	18	0
	SAN ANTONIO ST TO SAN RAFAEL ST	21	24	3
FRONT ST	SAN MIGUEL ST TO SAN LUIS ST	35	33	-2
	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	25	17
TOTAL		204	258	54

## APPENDIX A

**Table A - 1 Occupancy by Block Face**

Block Face	Spaces	Occupancy at 11 AM	Percent Occupancy at 11 AM	Occupancy at 2 PM	Percent Occupancy at 2 PM
1	18	18	100%	18	100%
2	28	28	100%	28	100%
3	16	16	100%	16	100%
4	19	19	100%	19	100%
5	15	16	107%	16	107%
6	27	25	93%	27	100%
7	12	12	100%	11	92%
8	12	12	100%	12	100%
9	<b>NO PARKING</b>				
10	<b>NO PARKING</b>				
11	9	9	100%	9	100.00%
12	10	10	100%	10	100.00%
13	11	12	109%	12	109.09%
14	10	8	80%	8	80.00%
15	7	9	129%	9	128.57%
16	12	12	100%	12	100.00%
17	11	10	91%	9	81.82%
18	8	9	113%	9	112.50%
19	13	12	92%	12	92.31%
20	11	8	73%	8	72.73%
21	15	15	100%	15	100.00%
22	16	16	100%	16	100.00%
23	16	16	100%	16	100.00%
24	9	8	89%	9	100.00%
25	7	5	71%	7	100.00%
26	6	5	83%	5	83.33%
27	8	8	100%	8	100.00%
28	7	5	71%	7	100.00%
29	9	13	144%	9	100.00%
30	6	7	117%	7	116.67%
31	6	0	0%	8	133.33%
32	10	10	100%	10	100.00%
33	25	25	100%	25	100.00%
34	12	9	75%	9	75.00%
35	6	6	100%	8	133.33%
36	<b>NO PARKING</b>				

## APPENDIX A

**Table A - 1 (Continued) Occupancy by Block Face**

Block Face	Spaces	Occupancy at 11 AM	Percent Occupancy at 11 AM	Occupancy at 2 PM	Percent Occupancy at 2 PM
37	16	17	106%	17	106%
38	17	24	141%	21	124%
39	6	2	33%	4	67%
40	20	0	0%	4	20%
41	4	4	100%	3	75%
42	<b>NO PARKING</b>				
43	<b>NO PARKING</b>				
44	9	3	33%	9	100%
45	15	7	47%	15	100%
46	<b>NO PARKING</b>				
47	<b>NO PARKING</b>				
48	<b>NO PARKING</b>				
49	<b>NO PARKING</b>				
50	6	0	0%	6	100%
51	4	0	0%	4	100%
52	10	0	0%	10	100%
53	<b>NO PARKING</b>				
54	3	3	100%	3	100%
55	10	9	90%	9	90%
56	7	5	71%	5	71%
57	38	4	11%	24	63%
58	46	0	0%	12	26%
59	31	24	77%	24	77%
60	37	24	65%	37	100%
61	37	29	78%	34	92%
62	40	35	88%	38	95%
63	7	7	100%	9	129%
64	10	8	80%	8	80%
65	71	50	70%	71	100%
66	64	46	72%	64	100%
67	158	45	28%	120	76%
68	177	87	49%	140	79%
69	<b>NO PARKING</b>				
70	<b>NO PARKING</b>				



## APPENDIX A

**Table A - 2 Occupancy by Lots**

<b>Lots</b>	<b>Spaces</b>	<b>Occupancy at 11 AM</b>	<b>Percent Occupancy at 11 AM</b>	<b>Occupancy at 2 PM</b>	<b>Percent Occupancy at 2 PM</b>
A	16	16	100%	16	100%
B	240	194	81%	229	95%
C	140	63	45%	140	100%
D	353	353	100%	353	100%
E	18	18	100%	18	100%

## APPENDIX B

**Table B 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	Wine Tasting	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	Wine Tasting	415 1st St	10:30am - 6:30pm
19	Coastal Vacation Rental	Business	359 1st St	
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

## APPENDIX B

**Table B (Continued) Avila Beach Businesses**

#	Name	Type	Address	Business Hours
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.

# Avila Beach Parking Survey Results and Comments

July 1, 2019

## Average Answer to Survey Questions

Responses from	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Response Number
<b>Businesses</b>	6.8	5.2	6.4	5.7	4.6	6.1	4.2	5.1	5.9	32
<b>Residents</b>	8.5	7.3	9.1	7.2	6.4	6.0	5.3	5.2	6.7	34
<b>Property Owners</b>	7.8	5.4	7.6	7.0	6.0	5.6	4.1	5.9	6.5	102
<b>All</b>	7.8	5.8	7.7	6.8	5.8	5.8	4.4	5.6	6.5	168

Responses showing 2/3 support

### Table C Comments Received

Business, Resident, or Property Owner	Comment
<b>Business</b>	1. As a business owner in Avila Beach, employee parking is a critical need. Parking violator, owner Taco Shop, should NOT BLOCK 3 spaces with cones for his personal use on First St. 2. Port's moving of containers has taken away valuable parking in public lot. Only 1 entering IN/OUT of lot too. Bad timing during seasonal peak tourism. 3. Reduce speed on Avila Beach Dr. Heavy pedestrian traffic (familiar with small children wading) and will help with noise nuisance. 4. Consider increase parking space on Avila Beach Dr. with diagonal parking spaces.
<b>Business</b>	<b>Q5:</b> If they would not cause traffic jams. This plan looks like a POOR CONFUSING routing. <b>Q9:</b> No parking problem at night. <b>Additional Comments:</b> The "back-in" parking proposed would cause a mess for Avila Beach traffic. We are against that proposal.
<b>Business</b>	Soon, the only solution will be the construction of a parking garage.
<b>Business</b>	There is no question the parking issue needs to be dealt with quickly. Our local, regional, national, and even international travelers need a viable resolution.
<b>Business</b>	I have a business on 1st St and some of my clients are very sick and parking is challenging. I am not sure of a solution for this. My sessions with clients are 2-3 hours.
<b>Business</b>	We need to have parking spaces for our own guests. Also, meter money or part of it must go towards garbage pickup on all streets.
<b>Business</b>	The one-way streets will provide little parking and will cause confusion for people looking for parking. It does nothing for businesses and employees. We need a permit or designated parking for businesses. Also, people parking on Avila Rd. is very dangerous. The events on the gold course need to provide for their own parking on the golf course to alleviate that issue. I think Avila is going to have to bite the bullet and build a parking structure with all the development you (COUNTY) are permitting. The problem is only going to get worse.
<b>Business</b>	Our problem is Port San Luis parking lot. Make it free all parking problem/congestion go away. As they park there and wouldn't drive looking for spot. Front St. San Luis uphill is 24-hour parking, Inn at Avila Beach was approved sixty years ago with idea 10-15 guests park on street. The street parking in front of Inn at Avila Beach has been grandfathered in for sixty years. When originally approved with 24 parking spots on site for 32 rooms. While not available for camping, 24-hour parking has been in effect for 60 years. We would be forced to litigate this issue if removed. In past three studies and changing of parking this condition occurred. This area between San Luis St. and San Antonio St - in AREA ZONED COMMERCIAL! Again, problem is Avila parking lot - congestion all falls back to that lot if it was free like use to be - visitors park there. Because fee they circle drive around rather than pay fee. You only have to go back to when free there was very small 4-5 days year concert impact. That's problem. The port was supposed to use monies for pier improvements they don't take back. Make free!

**Table C (continued) Comments Received**

<b>Business</b>	You are making it impossible for our business to operate with this new parking plan → BAD IDEA! Look at offsite bus in options.
<b>Business</b>	These parking "improvements" will ruin business, tourism, and everything that makes Avila great. Please leave Avila as is!
<b>Business</b>	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
<b>Business</b>	My main concern is traffic from cars repeatedly circulating the downtown. Anything to reduce this problem would be beneficial. However, as a local resident, no change is my preference.
<b>Business</b>	NO BACK IN PARKING
<b>Business</b>	<b>Q4:</b> Three-level tier <b>Q7:</b> Need more information on SPM <b>Additional Comments:</b> Didn't get to make the meeting but would love to know more about "smart parking meters".
<b>Business</b>	It's fine the way it is. Put a parking structure on the Port parking lot. One-way streets are not desirable. Negotiate parking for employees with Rob Rossi.
<b>Business</b>	<b>Q1:</b> They double park and do it already <b>Q3:</b> Who will pay for this? <b>Q5:</b> Won't help <b>Q6:</b> For a short time only <b>Q9:</b> Most have driveways and garages. Let them use them <b>Additional Comments:</b> I think the employees should have come to our meeting and maybe there is some way they could help their employees.
<b>Business</b>	<b>Q3:</b> Employees should get a "parking permit" and park in the lot!!! <b>Additional Comments:</b> 1. Paint all corners with red paint to avoid blind movements! 2. Create public parking on San Miguel St. and eliminate the orange cones residents now use to create their own parking areas. <b>(Attached Proposal)</b>
<b>Business</b>	<b>Q3:</b> Business owners need to address their employee parking needs. How is this concern greater than residential need? <b>Q6:</b> Maybe; Should be done on pilot basis <b>Q7:</b> Who will enforce? Resident parking will be affected - as people will avoid meters. <b>Q8:</b> This is costly- who will PAY for pilot program??? <b>Additional Comments:</b> Smart signs near freeway notifying beachgoers that parking is full. Support -> Areas of available parking that are short-term - (2-3 hours) are <b>ENFORCED!</b>
<b>Business</b>	<b>Q1:</b> Two different things; Safety issue <b>Q3:</b> Have Chevron donate 2 acres for parking up the hill <b>Q4:</b> Either use Chevron property or build a parking structure <b>Q6:</b> Make a decision and do it! <b>Q7:</b> Do you need the money? Will it cover your costs? Can you get one at the end of the beach block? <b>Q8:</b> What's the goal? Turn over parking spaces? Make money? Provide access for more people? Will it? Or will people just feed the meter? <b>Q9:</b> Tricky - grandfather in residents who currently park on the street with all day permits. <b>Additional Comments:</b> I think the dynamics of the town is changing. There should be parking for residents and visitors. Provide parking up the hill of Chevron on the curve at Avila Dr. and with a parking structure would handle it. Along with a sign at the base of the freeway entrance/exits able to communicate on event parking capacity along with satellite areas to park with a shuttle! How's that! P.S. We need to think outside this Avila Beach box to be able to manage the parking needs of our community, its business, the beaches and events. P.P.S. Keep up your good work!
<b>Business</b>	<b>Q1:</b> Need time restrictions on commercial; Need to post <b>Q2:</b> Front St not side street <b>Q3:</b> Parking on different section by Port parking lot <b>Q5:</b> Not enough <b>Additional Comments:</b> Issue is mainly parking safety not spaces. Some spots need to be removed to facilitate viability for turning corners, etc. Events at golf course need to be restricted and not allowed during summer long weekends. Put a sign at light telling people parking impacted during the summer. Parking along San Luis St meet by the curve/cross section of Laurel St. should be eliminated - it is a nightmare to turn onto San Luis St. from Laurel.
<b>Business</b>	1. Avila Beach Drive signage providing into on town parking "Town parking is full " "Lot parking only" 2. Encourage businesses to change deliveries before 10am and eliminate weekend deliveries.
<b>Business</b>	<b>Q1:</b> Not effective <b>Q4:</b> If could, use queen piece up by oil fume <b>Additional Comments:</b> There needs to be a staging area for cares like Bellevue Santa Fe where school buses could take people to the beach. They'd need incentives like discounts on food, drinks, etc.
<b>Business</b>	
<b>Business</b>	AB is not its own city and every beach city has parking issues. There is no issue here that is greater than other beach cities. It is a far lower issue than the fact there's only one road in and out of town and no realistic evacuation plan.
<b>Business</b>	I like one-way streets - or - develop green space uphill. 20 more spaces.
<b>Resident</b>	Never received survey in the mail
<b>Resident</b>	<b>Q6:</b> Not as proposal <b>Q9:</b> Residential should park itself <b>Additional Comments:</b> The proposed parking spaces on San Luis St. should face the other direction and other side of street. Which is commercial below, as it is, the parking is all facing residential.
<b>Resident</b>	<b>Q2:</b> But must be at least 3-4 beach drop offs <b>Q4:</b> Angled parking, yes. But maybe a free Wally Trolley for heavy tourist days. <b>Q5:</b> Only from one-way down San Rafael along Front and north on San Miguel <b>Q7:</b> No parking meters! <b>Q9:</b> Part of beach living... tourists! Maybe a "grandfather" permit for those purchasing before... <b>Additional Comments:</b> One way should be southeast down San Rafael and angled parking along entire Front St. one way to angled parking San Miguel one-way - one "one-way" loop - starts and ends on 1st St.
<b>Resident</b>	No meters or time limits for business owners this creates a problem. Shuttle from SLO?
<b>Resident</b>	Less street parking is best for summer (safer for pedestrians and children). Sell summer permits for parking lot use, creating cash flow and a reserve account for future expansion.
<b>Resident</b>	What does this last question mean? What about a parking garage on the parking lot?
<b>Resident</b>	Prevent use of motorized vehicles or Bob Jones Trail, just electric golf carts. Need safe pedestrian strip between Avila Town and Hartford Pier.

**Table C (continued) Comments Received**

<b>Resident</b>	Q7: Unsure of definition of Smart Parking Meters Additional Comments: I like meters that allow use of credit cards but dislike parking stations where you have to get a ticket and walk back to your car (on-street) (lot is ok). Permit parking needs to allow for guest parking passes for our visitors.
<b>Resident</b>	If a residential permit is required, it MUST be <b>free</b> - more details assessing this component are required to be clear what is involved.
<b>Resident</b>	<b>Q1:</b> This will not resolve parking issues <b>Q2:</b> It will not solve parking problem; Plan to build another parking deck (level on top of existing parking area) <b>Q3:</b> Business should have overhead own underground parking; Not a solution; Any new building for business to provide at least 50% or higher own underground parking <b>Q4:</b> New building provide % of parking; Existing parking to expanded by building on level or tower; If roundabout are feasible? <b>Q5:</b> If widening shoulder north of bridge up to Cal Poly pier and diagonal parking <b>Additional Comments:</b> This will not eliminate parking issues. 1. Any new construction (for businesses) should provide own parking (50% or more). 2. Increase parking space, by building another level on existing ground level parking in front.
<b>Resident</b>	Parking needs to be addressed in conjunction with the commercial garbage dumpster situation. They are left either in parking spaces, red zones, or in front of fire hydrants. There are more every week with no clear ordinances.
<b>Resident</b>	The city is maxed out. No more construction. Maybe hillside parking lots with shuttles? The biggest problem is the thought process the tourists exhibit.
<b>Resident</b>	Would be helpful to eliminate concerts on the golf course - these events cause HEAVY traffic; Huge parking problem; <u>Noise</u> (small community) will be more of a problem at the RV park. Please check into placing speed limit signs on San Luis St. People drive on this street like it's a freeway - would be interesting to do a residential study on how many residents live on this street and most with two cars per residence - extremely BUSY - and some kind of car count? On of course tourist traffic
<b>Resident</b>	Avila needs more parking spaces. Parking needs to be <b>enforced</b> .
<b>Resident</b>	Nightmare! There needs to be employee parking to free up space(s) for customers to be able to access businesses. A structure should have been included in the current public parking lot.
<b>Resident</b>	Need to prioritize short-term parking and frequent turnover (2-3 hours). Beachgoers and day visitors need more distant parking options.
<b>Resident</b>	Very bad in summer and on concert days. Hundreds of car swill cruise up 2nd St. hill then back up 4-5 deep to turn around on dead end!
<b>Property Owner</b>	Explain Residential Park permit. How about considering golf course event parking for beach overflow? Beachgoers like to come for the day and not worry about leaving in 3 hours.
<b>Property Owner</b>	Build a multistory parking garage!
<b>Property Owner</b>	The changes from San Antonio to San Rafael on Front St and on San Rafael between Front and First make sense. There is not enough return for the other changes proposed.
<b>Property Owner</b>	Build a second story parking over existing lot.
<b>Property Owner</b>	Concerts should include parking in the price. Parking lot should allow residential spaces and employee spaces. I would gladly purchase a spot in the lot. Any plans to add parking at the golf course lot? Seasonal parking?
<b>Property Owner</b>	Speed limit along Avila Beach Dr. should be reduced to 25 mph and a cross walk established at San Miguel across Avila Beach Dr... A new thought that was not added in the comment section... I did not see any changes to parking along Avila Beach Drive. Since the shoulder area is very wide along Avila Beach Drive, I propose to have two sides of the street be changed to diagonal parking and if there is not enough room for this on two sides at least make one side diagonal parking. The amount of parking spots that would be gained is huge due to the length of the street between First and San Miguel. Thank you.
<b>Property Owner</b>	<b>Q9:</b> NOT NEEDED <b>Additional Comments:</b> Employees need options convenient and close to retail/restaurants. Metered parking would be unhelpful to employees who work 4-8-hour shifts - a nonstarter.
<b>Property Owner</b>	In my opinion, making one-way streets would make more congestion with cars circling around over and overlooking for a spot. A 3-hour parking limit isn't enough time for a day at the beach.
<b>Property Owner</b>	<b>STOP</b> high density building which is a huge problem in our neighborhood. County planning allows high density building and loads of vacation rentals in the new buildings. We can't get on our street.
<b>Property Owner</b>	I would like to see a two-story garage built where the current public parking is. That way, it would accommodate hundreds of cars... not only 54. Perhaps, employees could park free in the parking structure, too.
	Create a parking lot at 101 - use trams to transport people to Avila. Post signs - parking in Avila is for RESIDENTS ONLY unless reserved.
<b>Property Owner</b>	I like the one-way ideas!
<b>Property Owner</b>	<b>Q6:</b> Don't waste money, just do it. <b>Additional Comments:</b> I like the recommended layout in the picture provided.
<b>Property Owner</b>	<b>Q4:</b> Parking structure needed. <b>Q7/8:</b> If meters, put them at the end of the blocks, not at individual stalls <b>Q9:</b> All day/night <b>Additional Comments:</b> Residents should not pay for parking - there are 200 registered voters, maybe 40 water bills, are delivered to addresses in Avila. There are 340 others who are rentals, second homes/vacation rentals.
<b>Property Owner</b>	<b>Q4:</b> Especially with the loss of about 45 parking spots in the parking lot due to the immediate transfer of 21 Sea Train storage units from the Terrace Area near Hartford Pier <b>Additional Comments:</b> Thanks

**Table C (continued) Comments Received**

Property Owner	Please improve public transit into and out of town. Especially for employees of business in town and vacationers. Residential permits and residential parking areas should allow 24-hour parking locations.
Property Owner	I don't know what a pilot basis is. Increase bus service to Avila Beach. Enforce current parking signs more efficiently!!! Definitely create more public parking!
Property Owner	There is no need for one-way streets or parking meters. I live here in Avila and we always seem to be able to accommodate all visitors. Meters are just another tax on poor people so I'm strongly against it. I don't see meters in Cayucos, San Miguel, Creston, and we have no need for them here.
Property Owner	I am against parking meters in the rural areas of our county. Why don't you pursue them in Creston? We don't need proposed one-way streets. We are only congested 10/15 days a year.
Property Owner	0 to all of these! It is fine most of the time. This project is not where taxpayer's money should be spent - it should be looking at highway access to Avila Beach. The narrow winding two lane road cannot handle safety. The increasing development and in an emergency would be a problem evacuating. Please change your focus and work on access. The spending to gain 54 parking places is inappropriate, and changing traffic flow disruptive to residents.
Property Owner	<b>Q3:</b> Not clear - will this be ON-STREET or OFF-STREET in a private lot? <b>Additional Comments:</b> Our only concern is that on some of the narrower streets (1st between San Luis and San Rafael) putting parking so close to driveways makes it difficult for a minivan to get in and out safely because of turning radius and visibility.
Property Owner	<b>Q6-8: ? Additional Comments:</b> If metered parking - who gets the funds? Who enforces?
Property Owner	The Unical-Chevron property development should include community parking.
Property Owner	Stop so many people in coming into Avila! With just one road coming in and out. Very dangerous situation!
Property Owner	This situation is very grave during the summer months and weekends. I'm in favor of a resolution that is helpful for all.
Property Owner	I think the parking plan looks good. I would also look at the feasibility of making the parking lot two or more stories and increase parking fees. Could reduce the footprint and sell some of the extra land to help pay for the new structure.
Property Owner	Plan will push parking into residential areas. San Rafael will have a constant traffic flow with increased spaces the way proposed. 3x existing parking availability. With added spaces, comes added trash pollution, accidents, and overcrowding in a one-way in and out beach town. As a fulltime resident, we must have quality vs. quantity! Totally opposed to any addition of parking. Streets are too narrow to accommodate more spaces established on San Rafael. Spreads parking out of downtown with 3-hour limit. From 6 to 24 spaces on San Rafael?
Property Owner	This plan and these ideas look fantastic! Thank you!
Property Owner	It stinks for homeowners!
Property Owner	Special events create a huge parking issue with normal Avila businesses. These events need to designate parking or pay parking fees to have special areas designated
Property Owner	One way on San Rafael; Million-dollar view → one wrong way; go down
Property Owner	<b>Q2:</b> ON WEEKENDS! <b>Q4:</b> Do not want to turn Avila into a parking lot <b>Q8:</b> Due to expense and need for enforcement <b>Q9:</b> Depends on terms of permit (i.e. # per unit and cost) <b>Additional Comments:</b> As a resident, I feel this plan will change the face of the community in order to address issues that occur only during summer/warm weather times - We are a small town and can only accommodate so many visitors - If they don't have parking available they will have to find another way to get to Avila - bike, bus (?) - We need bus service! Please spend money looking into this option. I believe on a busy day at the beach, there would be more than 49 parking spaces opened/available with this option.
Property Owner	Thank you for seeking public input. We strongly oppose parking meters. We have witnessed "first-hand" how the relaxed, pleasant feeling of a small community is RUINED by parking meters. The views are also impacted. No, no, no, no, no - on parking meters - PLEASE!
Property Owner	I support permit parking and after-hours residential permit program for property owners. Overnight parking is a problem as I often see an RV parked adjacent to my property.
Property Owner	Please increase park and ride options (like the trolley) for tourist traffic.
Property Owner	Support need plan for overnight guest parking on street for small and apartment building that do not have any or sufficient guest parking. Adding community shuttle one way adjacent from parking lots to downtown.
Property Owner	Parking garage in parking area?
Property Owner	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
Property Owner	<b>Q1:</b> Fire lanes <b>Q9:</b> ALL times <b>Additional Comments:</b> Residents should have preference 9 months out of the year. There is no need for meters. New buildings should require adequate parking.
Property Owner	The reality of the parking abuse is the nonexistent enforcement!! We have to have vehicles cited/towed to gain control of the wild west mentality of the visitors.
Property Owner	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
Property Owner	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
Property Owner	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
Property Owner	It's already very crowded in Avila and getting more and more crowded. Having more parking spots would encourage more traffic and more visitors. I do not favor increasing traffic volume in Avila.
Property Owner	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.

<b>Property Owner</b>	Please enforce Custom House Trucks to commercial area which should be at dedicated zone on Front St. turn out. Large trucks double parking on San Miguel are causing a huge bottleneck and problems. Very poorly designed - trucks should park/deliver from turn out on Front/San Miguel.
<b>Property Owner</b>	Thank you for the survey. It's important to strengthen public transportation using incentives such as coupons for local businesses.
<b>Property Owner</b>	I own a home at XXX San Miguel. Behind my unit, there is a remnant dirt lot (small) adjacent to the public lot that should be paved for parking since it's currently being used as such.
<b>Property Owner</b>	How much money is in the parking-in-lieu fees developers paid? One-way streets on San Miguel, Front and San Luis should be in opposite way. Smart Parking Meters on main parking lot. Who will enforce?
<b>Property Owner</b>	How about building a parking structure where the current parking lot is located?
<b>Property Owner</b>	We understand it is contradictory but if there were a way to expand pedestrian only walkways while also addressing parking that would be ideal.
<b>Property Owner</b>	Congestion due to increased parking stresses all resources in Avila - I support satellite parking - Will the services increase with addition usage (i.e. policy and highway patrol)?
<b>Property Owner</b>	I am not for meters unless the funds generated are used in the Avila community to enforce the parking or visitor services.
<b>Property Owner</b>	It's clearly a seasonal situation, less than 15% of a typical day. No nighttime issues.
<b>Property Owner</b>	My concerns: Pg. 5 - No fire evacuation proposals or input Pg. 21, 5.1 - 3-hr parking; resident exempt permits (how many per lot) Pg. 23 - Back-in parking spaces - yuck Pg. 24 - San Miguel, one way street (towards the ocean); I didn't find anything definite about San Miguel Street parking, lack or limitation of access to our properties, etc.; the map ended... Diagonal back-in parking was a big-time problem in downtown Newhall in the 1990's and it was eventually changed back to drive-forward again. In theory, it sounds good, but not user-friendly for most people. <b>(Attached Document)</b>
<b>Property Owner</b>	I have lived at XXX 22nd St. in Avila Beach, just off the corner of San Luis St., for the last 3 years. I appreciate the opportunity to give input on the future of parking in Avila, as we all know it can be a challenge on certain summer days. But it's really only a problem on a very small number of hot summer days, mostly weekends and holidays. The rest of the time, most weekdays and all winter, Avila is an easy, quiet place to be. What I don't want to have happen is that we create solutions for those few days that make the rest of the year difficult. As an example, I would not recommend that we add meters to the front street area. That might help open up short term parking on the busy days, but the rest of the year it would discourage people from visiting Avila and shopping with our businesses. It would also encourage people to park further away, into the neighborhoods that surround the central business district, creating headaches for the residents. My biggest concern with making one-way streets to increase parking is that it might cause additional traffic jams. As it is now, when one car is waiting for a spot to open up, cars behind that person can go around them and continue on. Presumably the one-way streets would be necessary because the driving lanes would be narrower and not accommodate two cars. If one-way streets ever are seriously considered, I hope that there is a pilot program and that this lane narrowing is taken into account. My strong recommendation would be to find ways to make the existing parking lot denser and more user-friendly. We often see long lines for the two payment stations. It seems that more payment stations, and shorter lines, would encourage people to use the lot rather than find parking elsewhere in town. Lastly, I want to touch on the residential permits option. Currently, this would only be an additional hassle for residents and would only very rarely benefit us. These programs require ongoing expense for residents and enforcement that I don't think are warranted at this time. Thank you.
<b>Property Owner</b>	New proposed layout suggests two parking spots in front of my house which would block my driveway and create unsafe conditions. Only 27 feet exist. <b>(Attached Document)</b>
<b>Property Owner</b>	Residents live here 24/7, leave residential areas alone! I have lived at the corner of San Rafael and First for 70 years. Your proposal blocks me from my home unless I go down and up through the one-way proposed access! Leave residents alone!!! Saying that parking laws will be enforced is a joke. My family has been here for 140 years and owned a business on Front St. You will never convince me that parking laws will be enforced in Avila Beach. Period! Enforced loading zones on Front St. would be great... but, they need to be enforced real time. I don't see this happening. Employees do need a place to park! Beachgoers come to spend the day. How can you limit them to 3 hours? Increased parking will not reduce the traffic congestion in Avila. Those spaces will fill up on a crowded day, and all the other congestion will still exist. How can you justify trying to pack more people into a town that only has one road in and out? I think it would be more beneficial to plan for a mass emergency evacuation plan. Right now, it is just a disaster waiting to happen, and when it finally does, after the crisis, you can all say... time to do something! And, parking problems and traffic problems are seasonal, a very small percentage of the overall time!