

City of Santa Barbara Downtown Parking Committee

Occupancy Narrative for 2014 vs. 2013, April - June The Regular Meeting of September 11, 2014

Overview:

The overall occupancy levels for 2014 followed the same patterns as 2013, however, 2013 had higher average occupancies throughout most hours of the week with the exception of weekday and weekend mornings.

Lot 2 – 914 Chapala St. – 568 Public Spaces (Nordstrom, Canary Hotel, Powell Peralta)

- 2014 Peak Occupancy: 76%-Weekends-2 p.m. ||| 2013 Peak Occupancy: 82%-Weekends-2 p.m.

Lot 3 – 9 W. Figueroa – 164 Public Spaces (MTD Bus Station, Saks, Walter Claudio, Old Greyhound)

- 2014 Peak Occupancy: 95%-Weekends-1 p.m. ||| 2013 Peak Occupancy: 98%-Weekends-1 p.m.

Lot 4 – 1120 Chapala St. – 122 Public Spaces (CVS, Hennings, Sansum Clinic, Don Q's, Core Yoga)

Weekends and Sundays followed the same patterns of use for 2013 and 2014. In contrast, starting in the morning and continuing into the evening, weekday occupancies for 2014 were consistently around 85%, which is indicative of new business development that steadily draws customers throughout the day.

- 2014 Peak Occupancy: 90%-Weekdays & Weekends-1 p.m. ||| 2013 Peak Occupancy: 98%-Weekdays-1 p.m.

Lot 5 – 1220 Chapala St. – 192 Public Spaces (SOHO Club, Unity Shoppe, New Vic Theatre)

In 2013, Lot 5 had 18 less parking spaces available due to the Victoria Theatre Restoration Project. To note, both years are displayed on the same scale, 192 parking spaces, although in 2013 the lot would be full at the 90% mark. The “M” shape is consistent with a daytime retail/errand lot that is also surrounded by restaurants and night-time attractions.

- 2014 Peak Occupancy: 95%-Weekends-7 p.m. ||| 2013 Peak Occupancy: 89%-Weekends-8 p.m.

Lot 6 – 1221 Anacapa St. – 565 Public Spaces (Granada Garage, Coffee Cat, Tupelo Cafe, Book Den)

The old surface Lot 6 had 210 parking spaces, approximately 37% of the Granada Garage's capacity. In 2014, the Granada Garage had been absorbing parking demand from Lot 5 as most days of the week were consistently more occupied throughout all hours.

Due to the 9-1-1 Call Center Relocation Project, 40 short-term spaces had been temporarily removed for construction staging. The project began in early March of 2014 and the parking spaces were restored in the first week of August.

There were 24 pre-pay special events during this time period in 2014 and 17 pre-pay special events in 2013.

- 2014 Peak Occupancy: 72%-Weekdays-1p.m. ||| 2013 Peak Occupancy: 65%-Weekdays-1 p.m.

Lot 7 – 1115 Anacapa St. – 266 Public Spaces (Library Garage, La Arcada, SBMA)

- 2014 Peak Occupancy: 81%-Weekdays-1 p.m. ||| 2013 Peak Occupancy: 81%-Weekdays-1 p.m.

Lot 8 – 1015 Anacapa St. – 104 Public Spaces (Kinkos, Chase Grill, Rabobank, Bank of Santa Barbara)

- 2014 Peak Occupancy: 93%-Weekdays-12 p.m. ||| 2013 Peak Occupancy: 97%-Weekdays-12 p.m.

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Lot 9 – 921 Anacapa St. – 231 Public Spaces (Lobero Garage, Fiesta 5, Marshalls, Union Bank, Apple Store)

In May of 2014, the interior and exterior of the Lot 9 parking structure was painted per the Downtown Parking Capital Program. During the interior painting, there was always a level open for customer parking.

- *2014 Peak Occupancy: 82%-Weekdays-1 p.m. & 82%-Weekends-2 p.m./// 2013 Peak Occupancy: 87%-Sundays-3 p.m.*

Lot 10 – 621 Anacapa St. – 546 Public Spaces (Ortega Garage, Dargan’s, Habit, Seagrass, World Market)

- *2014 Peak Occupancy: 66%-Weekends-2 p.m./// 2013 Peak Occupancy: 72%-Weekends-8 p.m.*

Lot 11 – 523 Anacapa St. – 187 Public Spaces (Paul Mitchell, Pierre La Fond, Holdren’s)

- *2014 Peak Occupancy: 96%-Weekends-7p.m./// 2013 Peak Occupancy: 98%-Weekends-7 p.m.*

Lot 12 – 11 W. Gutierrez St. – 95 Public Spaces (Roasting Company Coffee, Backyard Bowls, D’angelo’s)

Lot 12 has been showing noticeable spikes at the 1:00 p.m. and 7:00 p.m. hours on weekdays and weekends. This may be due to recurring hour long events such as exercise classes at nearby boutique fitness clubs.

- *2014 Peak Occupancy: 88%-Weekends-1 p.m./// 2013 Peak Occupancy: 96%-Sundays-1 p.m.*

Lot 13 – 209 State. St. (Depot Lot) – 160 Public Spaces (Amtrak/Greyhound Stations, Enterprise Fish Company, Ducati Store, Reagan Center)

- *2014 Peak Occupancy: 88%-Sundays-3 p.m./// 2013 Peak Occupancy: 85%-Sundays-2 p.m.*