

Parking Management Plan

Summary of Adopted Actions

Action #1: Institute Market-Rate Pricing for On-Street Parking Spaces

Action #2: Eliminate Parking Time Limits

Action #3: Convert Downtown Core Area to Computerized “Pay-By-Space” Meters

Action #4: Keep Downtown Meter Revenue in Downtown

Action #5: Modify the Parking Permit Program, to keep employees out of prime customer parking areas

Benefits to paying a fair market price for parking:

1. 1 in 8 spaces always available
2. No need for a pocket full of quarters
3. No ticket anxiety for those who pay
4. No “90 minute shuffle”
5. No cruising
6. No more parking meter “picket fences”
7. Some funding for street cleaning, security, lighting, and other Downtown needs

The downtown parking policy was adopted by the city council on April 14, 2006.



The Vision for the Downtown Segment of El Camino Real:
A Grand Boulevard

The Downtown REDWOOD CITY Parking Management Plan

There are about as many approaches to downtown parking as there are downtowns. Redwood City has adopted and implemented an ordinance that uses parking utilization to determine on-street pricing policy. The municipal code requires annual adjustment, but authorizes quarterly adjustment of the downtown meter rates as needed, based upon a target parking utilization rate of 85%.

It also includes the creation of a parking database and provision of an annual parking utilization study to adjust parking rates. The parking manager has the authority to adjust rates up or down twenty five cents based upon the target occupancy rate of 85%.

Monitoring Parking Utilization to Adjust On-Street Parking Rates

Provide “just enough” parking and create a “park-once and walk” district

The goal is to plan, manage and operate the overall supply of parking (both public and private) in a manner that will provide “just enough” parking at the right price to serve the needs of people living, working and visiting Downtown.

In order to make parking in the new Downtown Redwood City a pleasant experience, given a constrained parking supply and the high levels of activity that Redwood City will be experiencing, make it necessary to charge market-rate prices for parking.

In addition, it is important to organize the parking facilities in relation to downtown destinations and activities in a manner that will create a “park-once and walk” district. Facilities shall be well lit, aesthetically pleasing and well maintained as an important component of the overall network of community outdoor places.



Historic buildings on Broadway.

REDWOOD CITY New Downtown Precise Plan

The *New Downtown Precise Plan* is an important tool for the community’s use in reaching its goals for Downtown Redwood City. In re-tuning development policies, the Plan will:

- Bring in downtown housing which is affordable to a variety of income groups
- Provide previously unavailable residential and lifestyle choices
- Ensure an active clientele for shops, restaurants and services
- Concentrate retail uses around “anchors” of civic activity in order to create shared transit access and parking
- Shape new buildings to define a distinctive, unique and livable downtown area that is well-scaled to its surrounding neighborhoods
- Maintain access, human scale, walkability and historical context for Redwood City, while maximizing its potential for industry and culture

The character of Redwood City’s Downtown will be distinctly *urban*. This means a more compact development pattern, taller buildings set closer to each other and to the sidewalks, a greater mixture of uses & activities, and much more pedestrian activity.



Depot Circle Perspective.



Building the Vision

The New Downtown Precise Plan is based upon a clear *Vision* of what the community wants downtown to become.

1. Create a beautiful and memorable urban district interwoven with the City’s identity
2. Revive the Heart of the City
3. Create a network of great public places that encourage walking and lingering
4. Provide the choice of “convenience living”
5. Create *the* entertainment center of the Mid-Peninsula
6. Create a modern workplace district and “vital center”
7. Integrate Transit and Bicycle Use
8. Provide “just enough” parking and create a “park-once and walk” district
9. Create a district that is apparent, visible and accessible for both motorists and pedestrians
10. Make Pedestrians a priority