



CITY OF SAN CARLOS DOWNTOWN SPECIFIC PLAN PLAN PROJECT

www.sancarlosdowntownplan.com

Downtown Advisory Committee (DTAC)
Meeting #10 | 6:00 PM – 8:00 PM
April 15, 2025



DTAC Meeting Agenda

1. Meeting Call to Order

2. Pledge of Allegiance

**“I pledge allegiance
to the flag of the
United States of
America, and to the
republic for which it
stands, one nation
under God,
indivisible, with
liberty and justice
for all.”**



3. DTAC Roll Call

Member	Representing Category	Member	Representing Category
Allie Board	Downtown Business Operator	Madison Blanton	Special Needs
Donna Lera	Downtown Business Operator	Zuri Kadiwar	Youth Advisory Council Member
Allison Chang	Downtown Business Operator	Dylan Karmin	Youth Advisory Council Member
Tom Davids	Downtown Property Owner	Sreecharan Chandrasekaran	At Large
Anthony Kamm	Economic Development Advisory Commission Member	Monette Meredith	At Large
Jean Dehner	Older Adults	Joaquin Pedrin	At Large
Robert Bollier	Parks, Recreation and Culture Commission Member	James Bertram Cecile Lee Tracy Masaro Elizabeth Minn	Alternate DTAC Members
Amy Buckmaster	San Mateo County Chamber of Commerce Representative		

4. Discussion Items

- a. Review and Discuss Proposed Parking and Transportation Demand Management Strategies for the Downtown Specific Plan



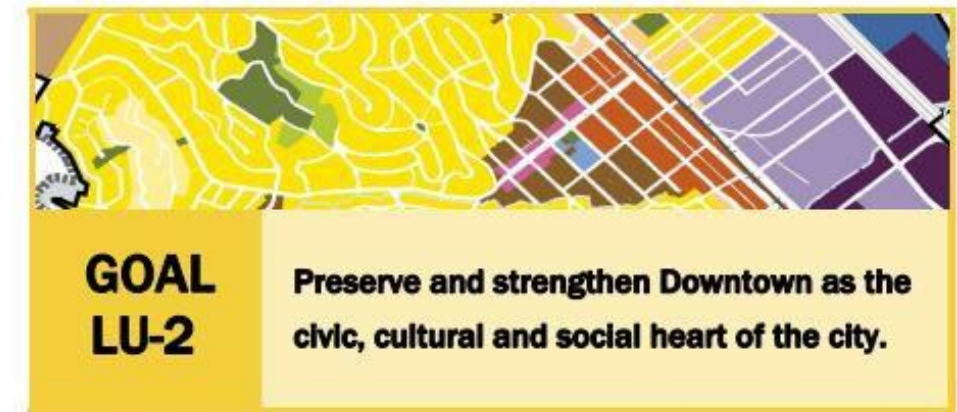


Policy Development Process

GENERAL PLAN

PARKING MANAGEMENT GOALS

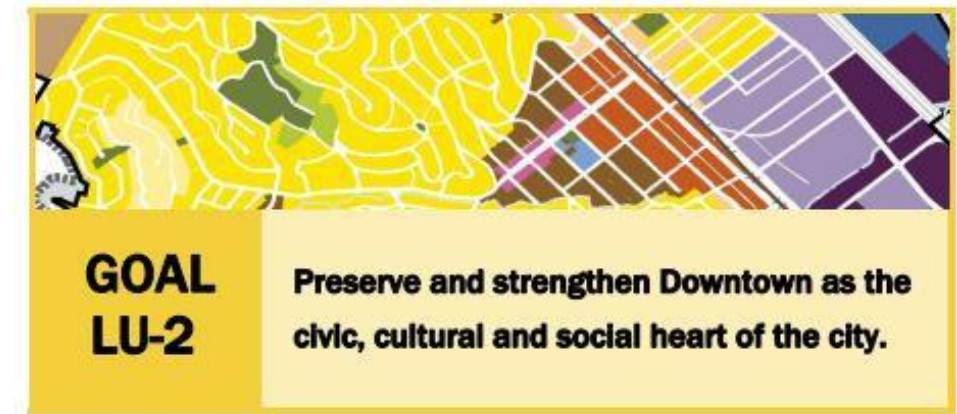
- *San Carlos 2030 General Plan*, adopted 2009
 - **Action LU-2.6** Review Downtown parking standards and amend as necessary to encourage and support a pedestrian-oriented environment while minimizing impacts on adjacent neighborhoods.
 - **Action LU-2.7** Evaluate options to increase safe and convenient bicycle access and parking in the Downtown area.



GENERAL PLAN

PARKING MANAGEMENT GOALS

- *San Carlos 2045 General Plan*
 - **Policy CSH-3.1** Strive to reduce baseline and development-related traffic by implementing and enforcing the Transportation Demand Management (TDM) Ordinance.
 - **Policy CSH-3.8** The City shall continue to evaluate service level metrics as provided by the City's Transportation Study Guidelines.



The best TDM strategy is parking management.

Downtown Vision

"Downtown is the heart of San Carlos that provides a vibrant, pedestrian-friendly, safe, charming, futuristic, and accessible destination for the community and strongly expresses its unique culture and heritage. It is a place for celebration and gathering that offers diverse and authentic experiences through a draw of food, retail, services, art and music in a visually attractive environment for the growing community. Downtown is an inclusive place with easy access for all, opportunities for housing and businesses of all types, and inviting spaces for all users. Downtown San Carlos is a sustainable district, with landscape that supports ecological and community health & well-being."

Downtown Guiding Principles



DOWNTOWN SPECIFIC PLAN

MOBILITY/TRANSPORTATION FRAMEWORK

DRAFT

Goal: The Downtown Specific Plan sets forth a comprehensive framework for a multimodal transportation network that prioritizes active transportation, safety, accessibility, and connectivity, while fostering a pedestrian-friendly, vibrant, and equitable downtown that serves the needs of all residents, workers, and visitors.



DOWNTOWN SPECIFIC PLAN

PARKING AND TRANSPORTATION DEMAND MANAGEMENT FRAMEWORK

DRAFT

Goal: The Downtown Specific Plan sets forth parking management strategies for that efficiently addresses parking needs, and reduces car dependency through innovative Transportation Demand Management (TDM) strategies.



Parking Management Strategies

PURPOSE OF STRATEGIES

PARKING MANAGEMENT GOALS

1. Manage demand for on-street parking

- Ensure availability of spaces
- Maximize turnover for businesses

2. Optimize the use of the off-street parking supply

3. Improve the experience of visiting Downtown San Carlos and encourage longer stays



PURPOSE OF STRATEGIES (CONTINUED)

PARKING MANAGEMENT GOALS

4. New development anticipated in Downtown over next 20 years

- Minimize spillover effects

5. Support sustainable modes of transportation

- Bicycle parking standards for development
- Public short- and long-term bicycle parking

6. Comply with recent regional policy requirements and leverage Downtown Zoning Code standards



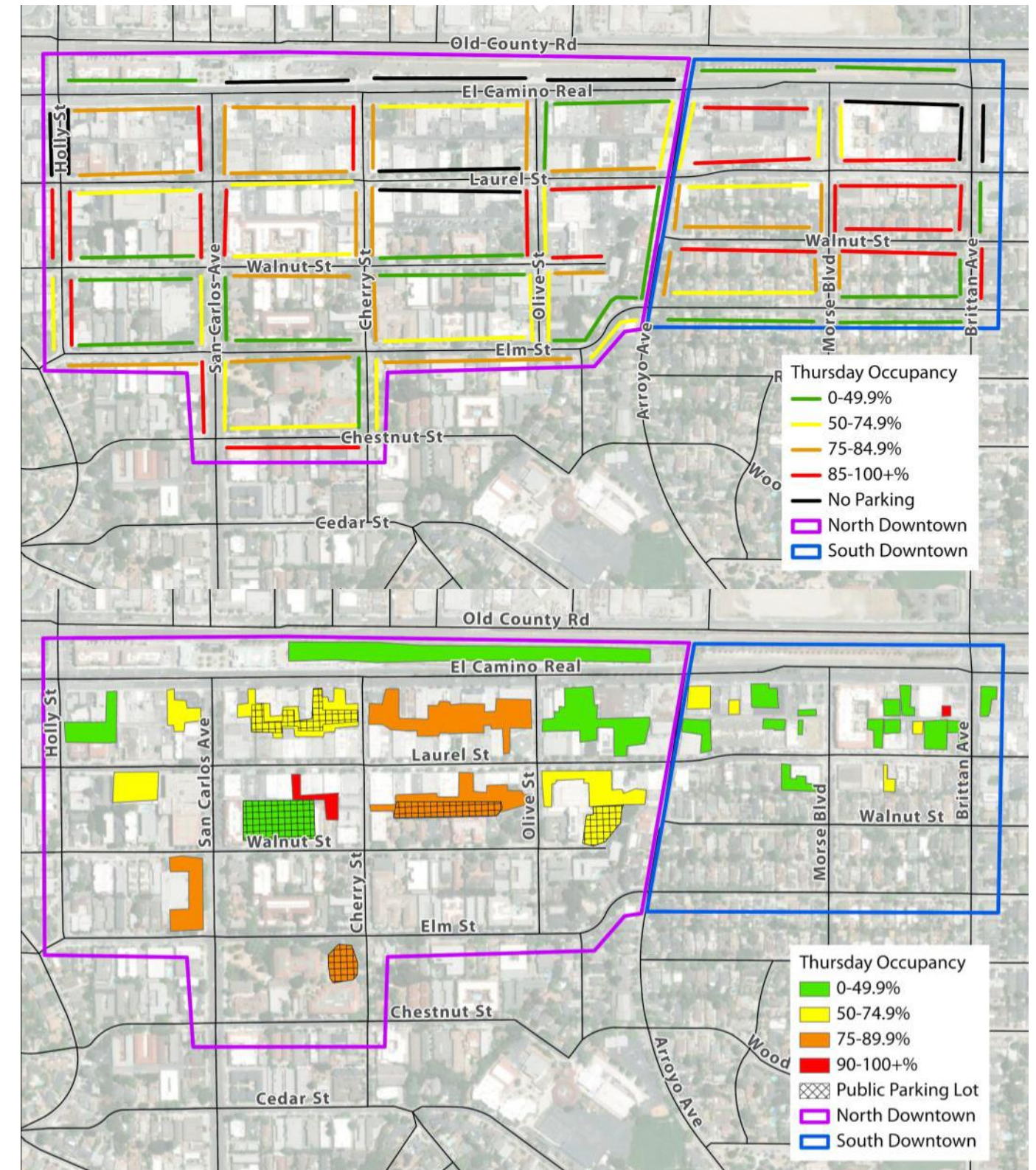


Existing Conditions

DATA COLLECTION

PARKING DEMAND DATA

- **Parking surveys (Th, Sat, Sun; May/June 2023)**
 - Almost 3,100 spaces surveyed
 - Peak demand Thursday 12-1 p.m.: 60% total
 - Varies considerably by block/lot
 - Caltrain: 20% occupied
 - Farmer's Market Sunday: 80% on-street



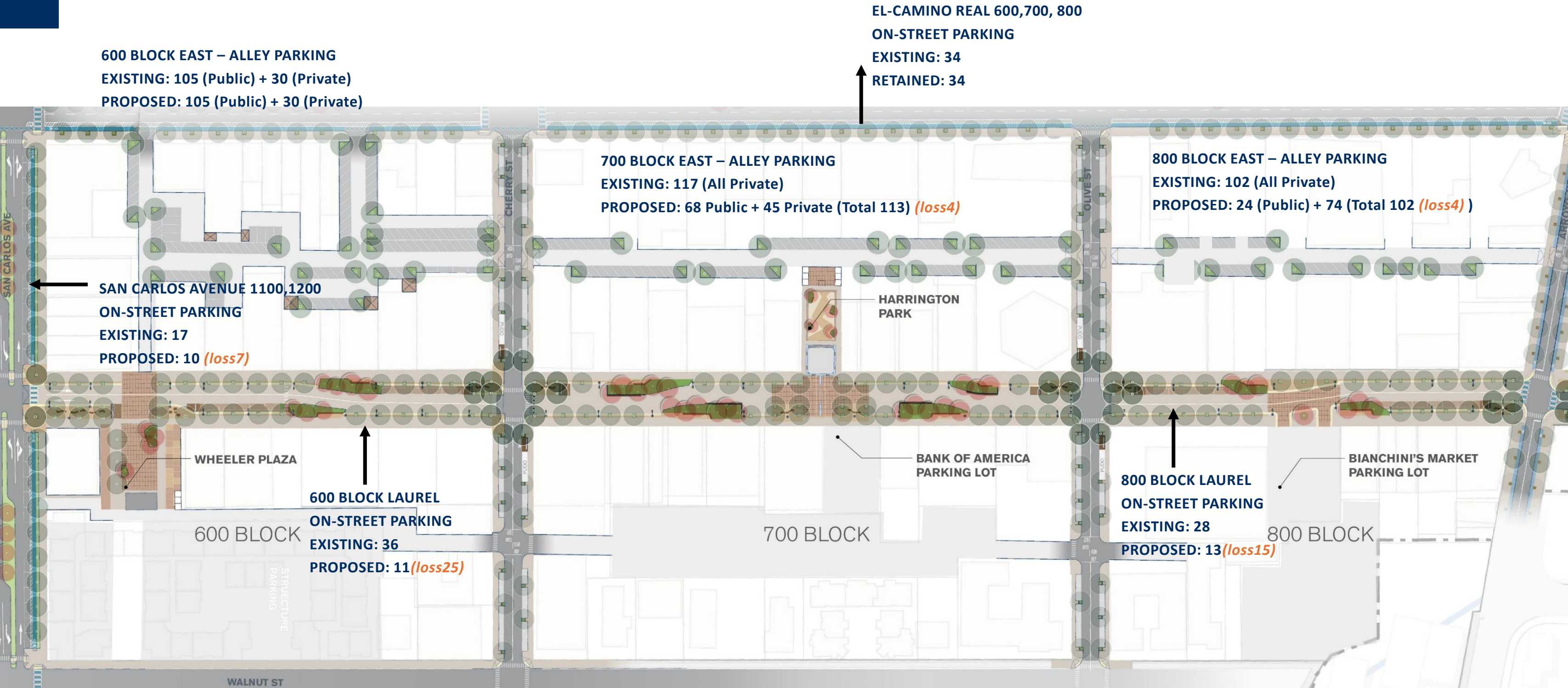
SUMMARY OF EXISTING CONDITIONS

PARKING DEMAND DATA

- Difficulty finding parking in high-demand areas at peak times
- Study area has a substantial supply of vacant parking, especially farther from destinations (Wheeler Plaza Garage, Walnut St, Elm St) and in private lots
- Occupancy is similar for North and South Downtown
- Caltrain lot is mostly vacant
- Adherence to time limits is generally good, but some long-term vehicles parking on-street



ALLEYS / ON-STREET PARKING STRATEGY





Short-Term Strategies

ALL-DAY PARKING / MODIFY TIME RESTRICTIONS

SHORT-TERM PARKING STRATEGIES

- Designate second floor of Wheeler Plaza Garage and top floor of SamTrans garage as free ten-hour parking
- Reallocate Downtown Employee Parking Permit Spaces
- Change time-restricted hours for public on-street and high demand off-street lots to include 6:00 p.m. to 8:00 p.m. and Sundays
 - Start hours at 8:00 a.m. rather than 7:00 a.m. if supported by data



TRANSPORTATION MANAGEMENT ASSOCIATION (TMA)

SHORT-TERM PARKING STRATEGIES

- Create a Citywide Transportation Management Association (TMA) including Downtown
 - Set up and manage shared parking agreements
 - Implement TDM measures like online commuting resources, shuttles, and transit passes
 - Monitor TDM programs
- Representation in TMA from City, existing and new businesses, and residential projects

Example TMAs in the Bay Area

Mountain View
TMA

Palo Alto TMA

Alameda TMA

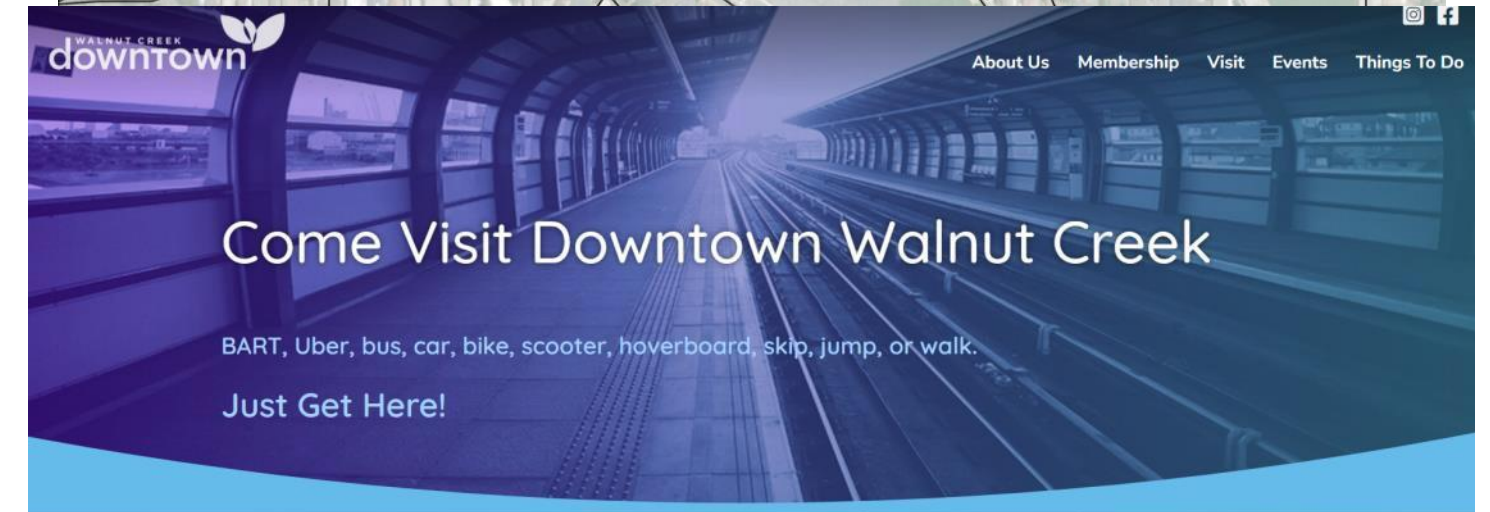
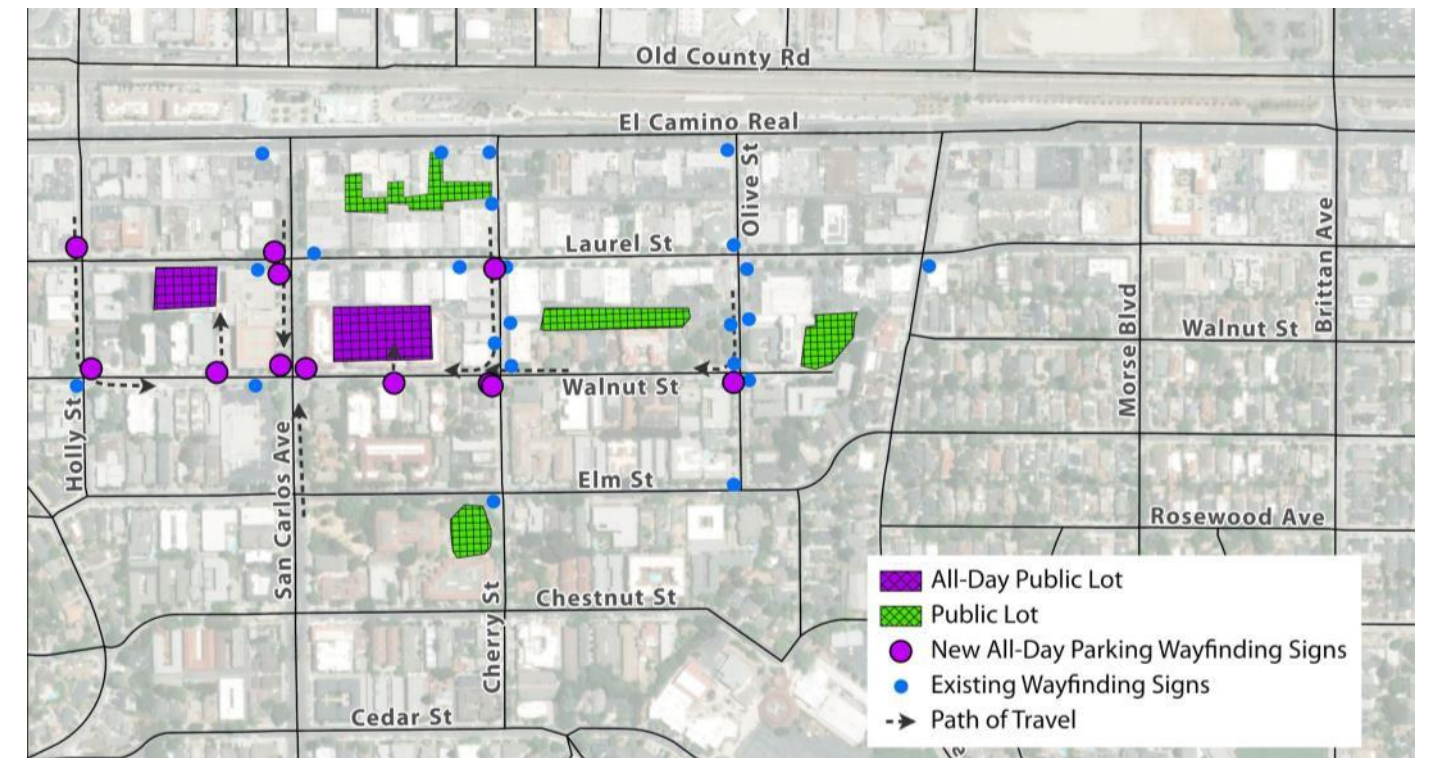
Moffett Park
Business Group
(Sunnyvale)

West San
Leandro BID

WAYFINDING / MOBILITY INFORMATION

SHORT-TERM PARKING STRATEGIES

- **New wayfinding signage** to direct drivers to
 - All-day free parking
 - Private parking spaces when shared with the public
- In advance of the TMA, the City should provide **online mobility information** for Downtown
 - Directions via driving, bicycling, and transit
 - Interactive maps of public vehicle and bicycle parking
 - Links to commuting resources



PARKING DOWNTOWN

City Garages (hourly)

Downtown garages are all open to the public. Current fees are \$1.25 per hour with the first hour will be free.

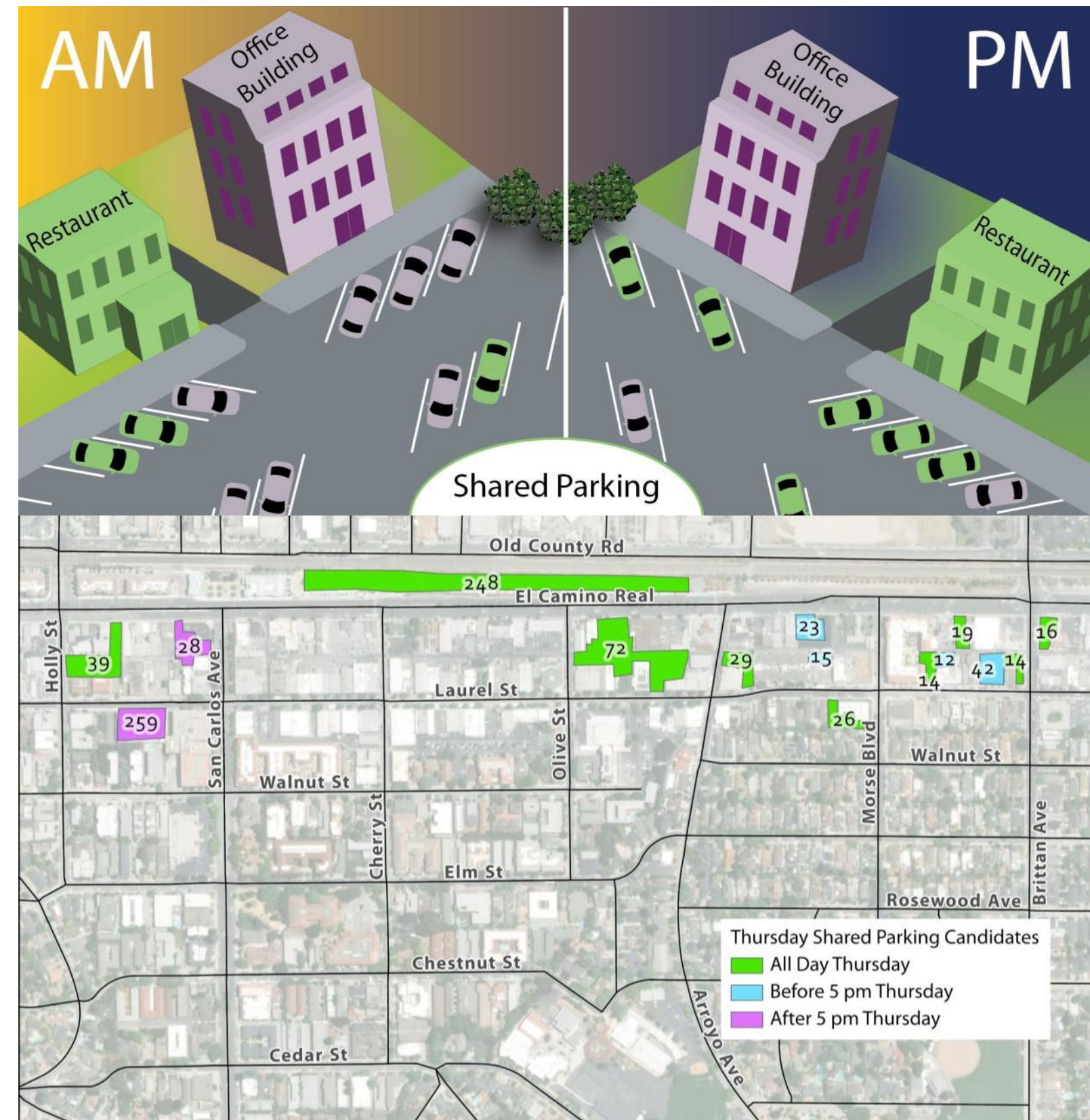
- Leshner Center Garage (664 spaces) - 1625 Locust Street (Special Parking Rates may apply during Leshner Center Performances)
- South Locust Street Parking Garage (250 spaces) - 1350 Locust Street (Between Mt. Diablo Blvd. and Cypress Street)
- Broadway Parking Garage (464 spaces) - 1390 Broadway (One block South of the downtown Library)



SHARED PARKING AGREEMENTS

SHORT-TERM PARKING STRATEGIES

- Pursue shared parking agreements with private lot owners and Caltrain
- Candidate shared lots
 - 10+ spaces
 - Less than 50% occupancy
- Direct drivers to shared spaces using
 - Wayfinding signage
 - Online map



PARKING ENFORCEMENT

SHORT-TERM PARKING STRATEGIES

- Transition away from enforcement through County's Sheriff Office
- Internal office of Community of Service Officers (CSO) or third-party enforcement
- Electric interceptor vehicle(s) with Automatic License Plate Recognition



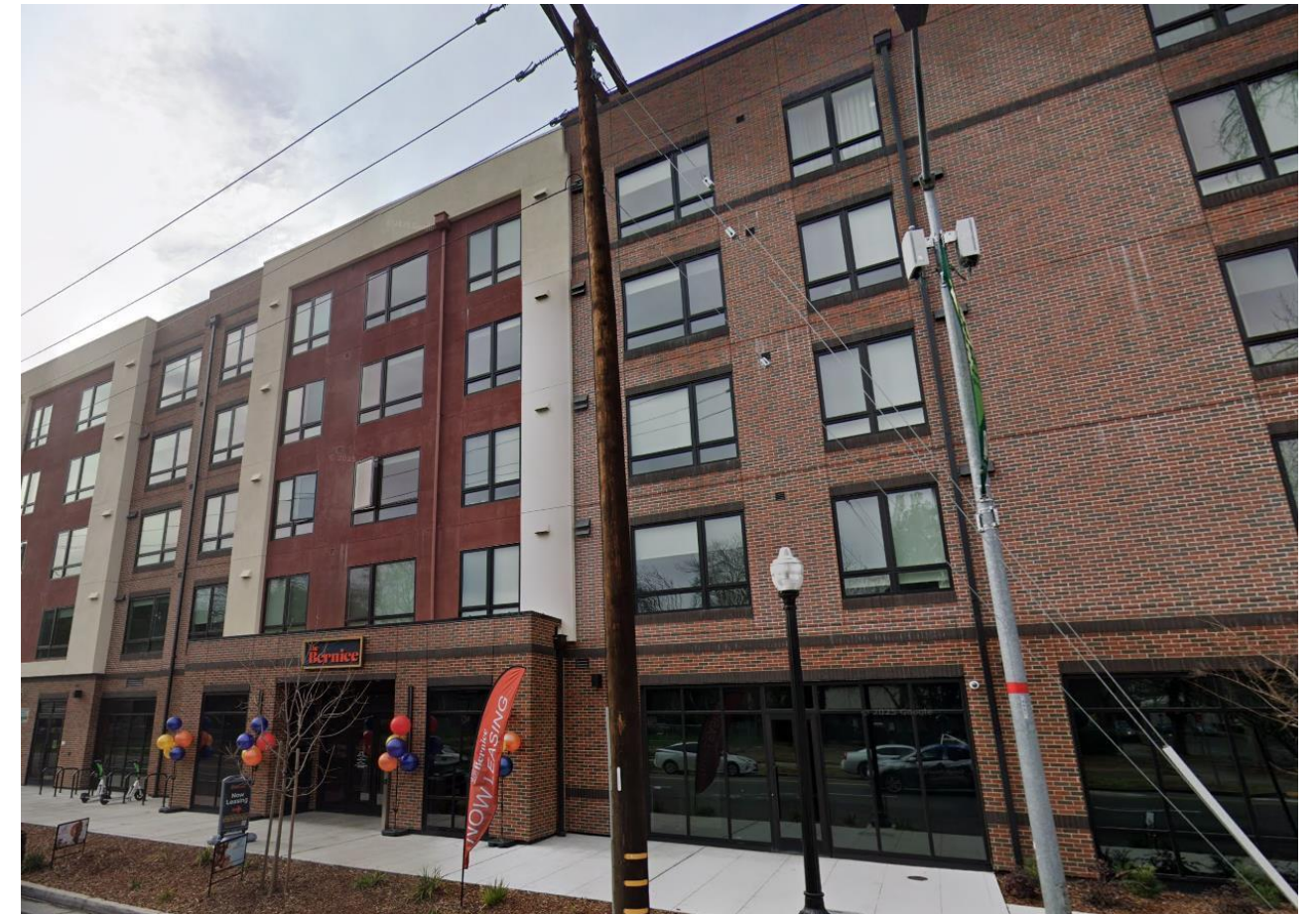
MANAGE RESIDENT PARKING FOR NEW DEVELOPMENTS

SHORT-TERM PARKING STRATEGIES

- Exclude new multi-family developments from City's current resident permit program

OR

- Establish program to charge a market-rate fee for new multi-family development permits to park on-street



COMMENTS OR QUESTIONS?

SHORT-TERM PARKING STRATEGIES

- Time restrictions modifications
- Transportation Management Association
- Wayfinding/mobility information
- Shared parking agreements
- Parking enforcement
- New development resident parking



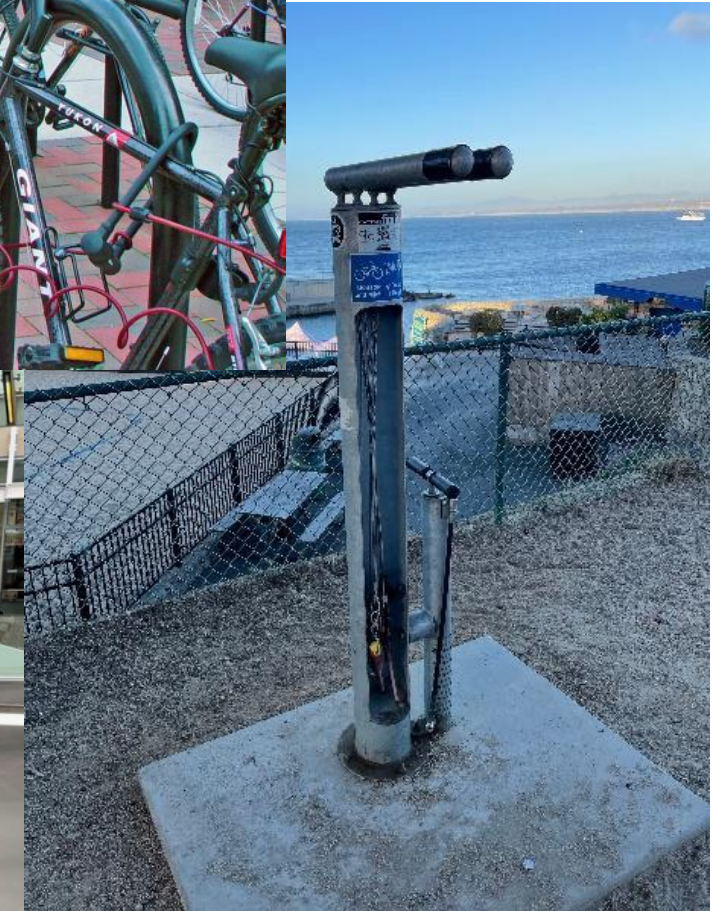


Mid-Term Strategies

DOWNTOWN BICYCLE PARKING HUB

MID-TERM PARKING STRATEGIES

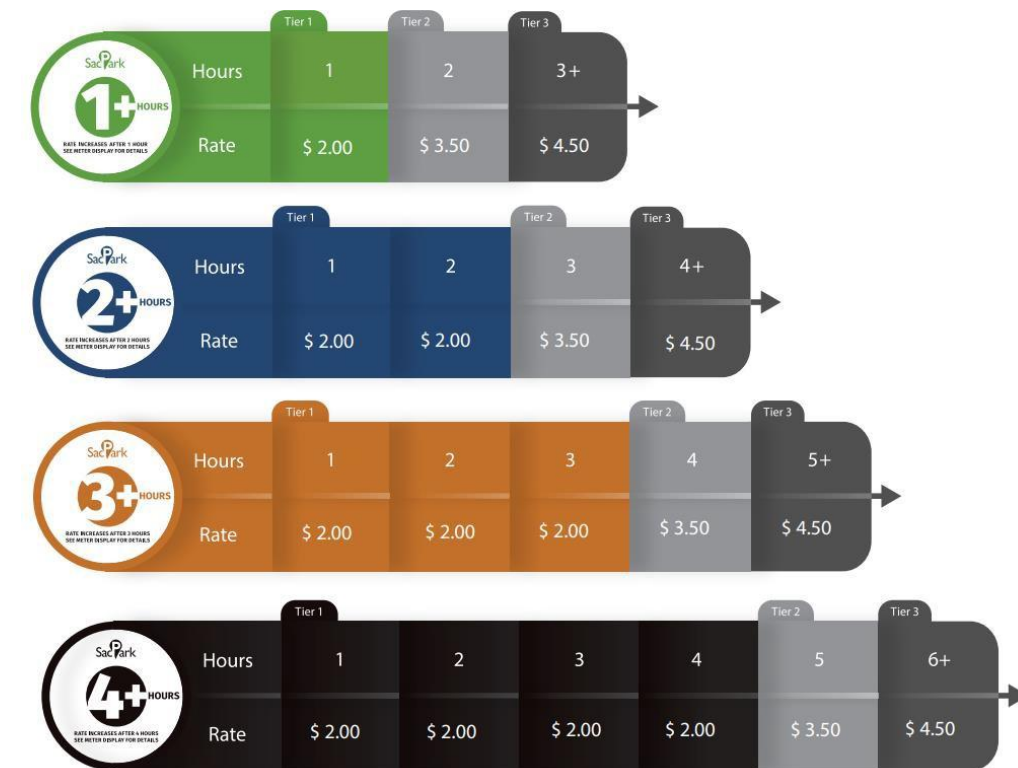
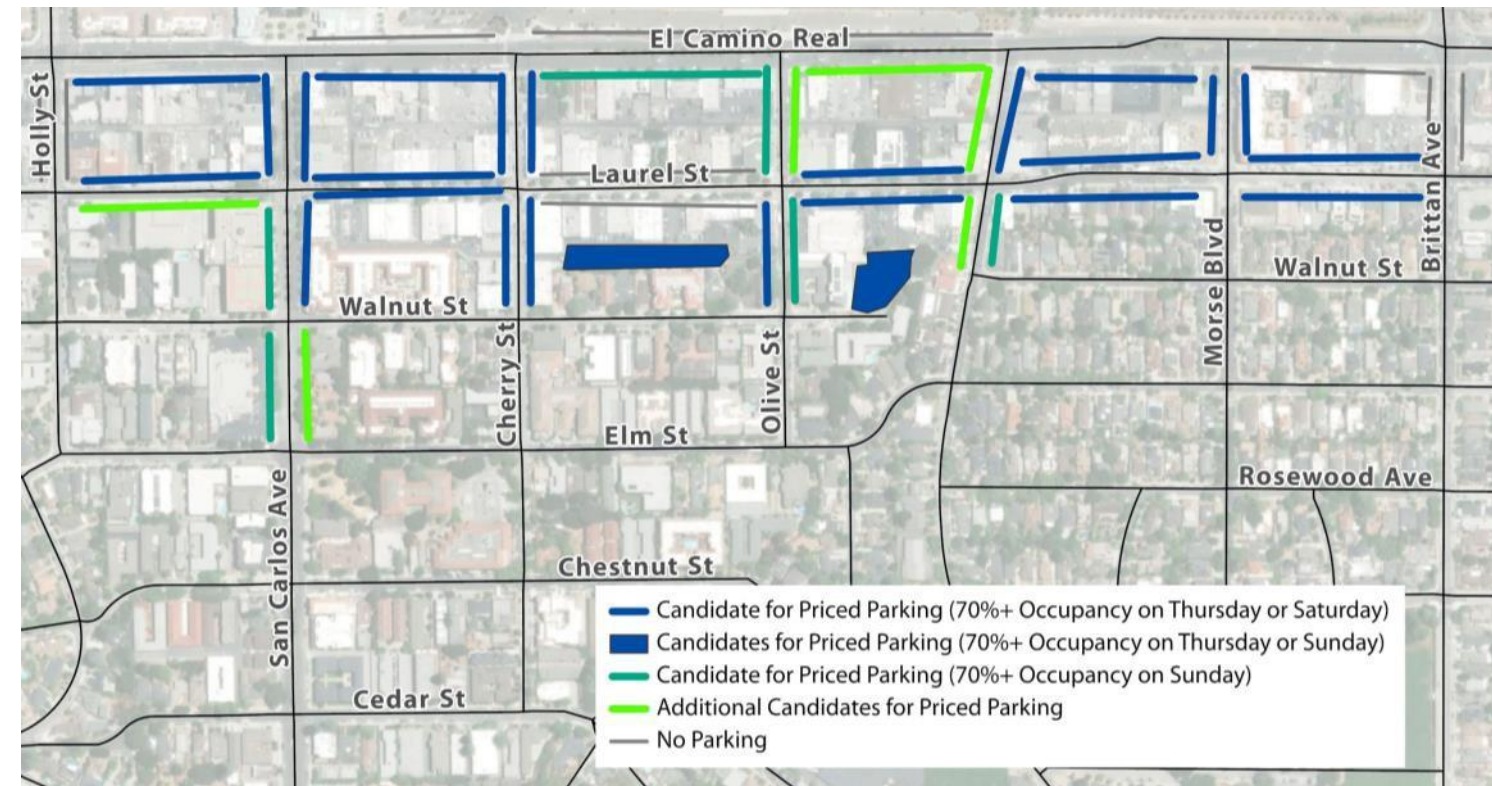
- Install a **bicycle parking “hub”** on the 700 Block of Laurel Street with:
 - Bicycle racks
 - Bicycle lockers
 - Bicycle repair station
- Highlight with **wayfinding signage**
- Supplements the existing Caltrain bike lockers



PUBLIC PARKING PRICING

MID-TERM PARKING STRATEGIES

- **Price parking if certain criteria met:**
 - Occupancy 70%+ continually over 3-hour period
 - Primarily serves non-residential uses
- **Do not discourage visitors from staying longer**
 - On-street: Graduated “2+” hour rate structure
 - Off-street: Single hourly price, no time limits
- **Dedicate revenues to Downtown Parking Benefit District**



Ex. Sacramento, CA

PUBLIC PARKING PRICING

MID-TERM PARKING STRATEGIES

- **Monitor and adjust hours and rates annually to meet occupancy goal**
 - Decrease if average occupancy is less than 70%
 - Increase if average occupancy is greater than 85%
 - Cap hourly rates (e.g., \$5.00/hour)
- Residents may purchase annual permits

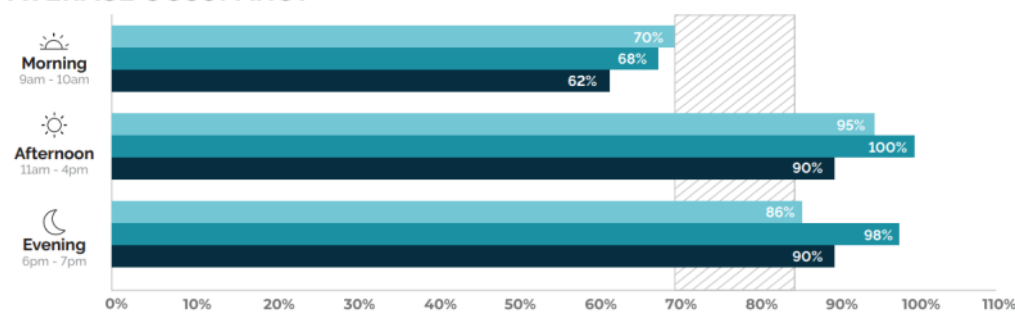
Capitol Hill North

8am - 10pm 2 hours / No time limit after 5pm

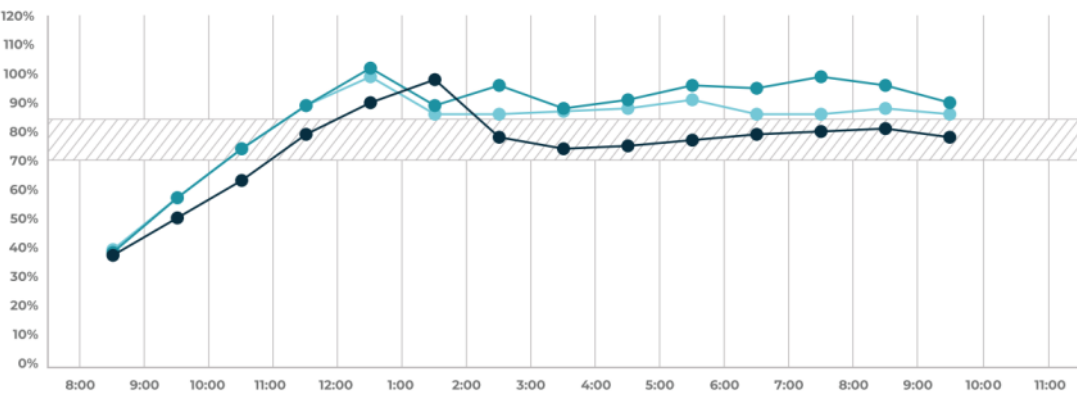


Mar. 2022 Jul. 2022 Oct. 2022 Target Range

AVERAGE OCCUPANCY



HOURLY OCCUPANCY



RATE HISTORY

Mar. 2022

Jul. 2022

Oct. 2022

<div><div></div><div>Morning 9am - 10am</div></div> <div><div>\$0.50</div><div>—</div></div>	<div><div></div><div>Morning 9am - 10am</div></div> <div><div>\$0.50</div><div>—</div></div>	<div><div></div><div>Morning 9am - 10am</div></div> <div><div>\$0.50</div><div>—</div></div>
<div><div></div><div>Afternoon 11am - 4pm</div></div> <div><div>\$0.50</div><div>▲</div><div>\$1.00</div></div>	<div><div></div><div>Afternoon 11am - 4pm</div></div> <div><div>\$1.00</div><div>▲</div><div>\$2.00</div></div>	<div><div></div><div>Afternoon 11am - 4pm</div></div> <div><div>\$2.00</div><div>▲</div><div>\$2.50</div></div>
<div><div></div><div>Evening 6pm - 7pm</div></div> <div><div>\$0.50</div><div>▲</div><div>\$1.00</div></div>	<div><div></div><div>Evening 6pm - 7pm</div></div> <div><div>\$1.00</div><div>▲</div><div>\$1.50</div></div>	<div><div></div><div>Evening 6pm - 7pm</div></div> <div><div>\$1.50</div><div>▲</div><div>\$2.00</div></div>

Ex. Seattle, WA

PARKING BENEFIT DISTRICT (PBD)

MID-TERM PARKING STRATEGIES

- Parking Benefit Districts (PBDs) allow parking revenues to remain in districts that generate them
- Establish Downtown as a PBD



Potential PBD Expenditures

Shared parking agreements	Meter purchase and installation cost	Transit, pedestrian, and bicycle infrastructure and amenities
Parking enforcement	Local business and PBD marketing and promotion	TMA management activities
TDM services and programs	Valet and shuttle services	Landscaping, street cleaning, “mobility ambassadors”

RESIDENTIAL PERMIT PARKING (RPP)

MID-TERM PARKING STRATEGIES

- City or citizen initiated; requires majority resident vote to establish Residential Permit Parking (RPP) district
- Limit permits issued per household to four
- Use an escalating price structure (e.g. \$25 for the first permit, \$50 per the second permit)
- Cost recovery model
- Exclude or charge a market-rate for new multi-family developments





Long-Term Strategies

SPECIAL EVENT VALET PARKING

LONG-TERM PARKING STRATEGIES

- **Vehicle valet parking**
 - Caltrain lot
 - Wheeler Plaza Garage
 - SamTrans Garage
- **Bicycle valet parking**
 - Continual monitoring of bicycles by staff
 - Locate at Downtown bike parking “hub” on Laurel Street



COMMENTS OR QUESTIONS?

MID- AND LONG-TERM PARKING STRATEGIES

- Downtown bicycle parking hub
- Parking pricing
- Parking benefit district
- Residential permit parking
- Special event valet parking





Zoning and Municipal Code Strategies

ELIMINATE PARKING MINIMUMS / ADD PARKING MAXIMUMS

ZONING CODE UPDATES

Downtown & Areas Near Transit

Land Use	Tier 1 Maximum	Tier 2 Maximum
Multi-Family Residential	0.7 spaces/bedroom	0.8 spaces/bedroom
Non-Residential	2.0 spaces/1,000 sf	2.5 spaces/1,000 sf
Hotel	0.7 spaces/room	0.9 spaces/room

sf = square feet

BICYCLE PARKING REQUIREMENTS

ZONING CODE UPDATES

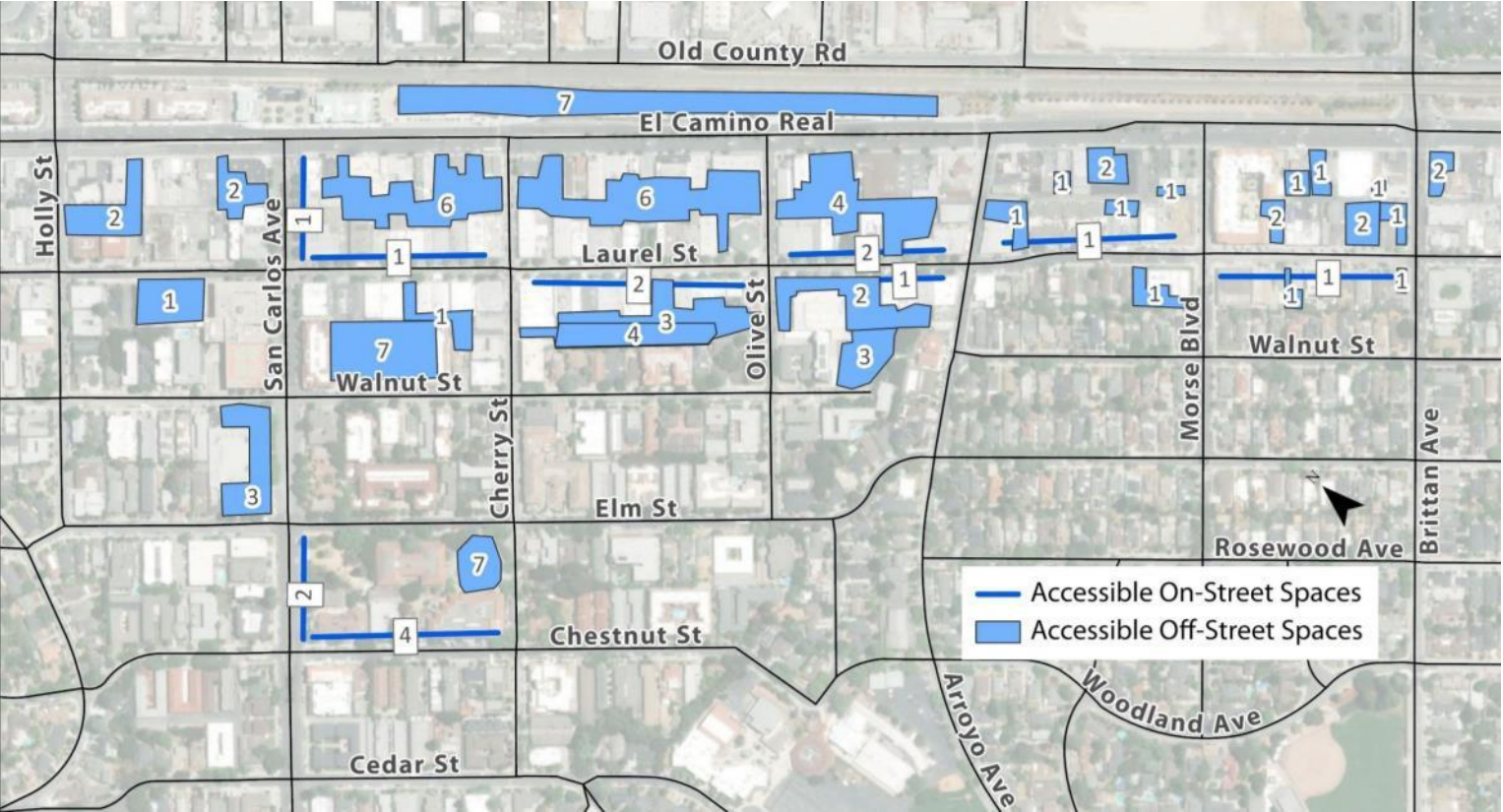
Land Use	Short-Term Spaces	Long-Term Spaces	Cargo & Adaptive	Electric Bicycles	Showers	Lockers
Residential	0.25 per unit	0.75 per unit	10% of required long-term spaces	1 outlet or other charging infrastructure charger per 5 required long-term spaces	N/A	N/A
Office/R&D	0.167 per ksf	0.50 per ksf			1 unisex for first 40 ksf; 1 unisex for each additional 20 ksf, minimum 1	75% of required long-term bicycle parking spaces provided, minimum of 2
Hotel	0.05 per room	0.05 per room			N/A	
Retail/Dining	0.375 per ksf	0.125 per ksf	5% of required long-term spaces		N/A	N/A
Other	Determined by zoning administrator.					

A minimum of two short-term spaces and one long-term space shall be provided for each site with a non-residential use included in this table sf = square feet; ksf = 1,000 square feet

ACCESSIBLE PARKING SPACES

MUNI CODE UPDATES

- On-street spaces in Downtown required by the *Public Right-of-Way Accessibility Guidelines* (PROWAG)



Existing Accessible Spaces

Block Name	Total Provided Spaces	Accessible Required Spaces	Accessible Provided Spaces	Surplus/Deficit
Holly-San Carlos-ECR-Laurel	36	2	0	-2
Holly-San Carlos-Walnut-Laurel	45	2	0	-2
Holly-San Carlos-Walnut-Elm	56	3	0	-3
Cherry-San Carlos-ECR-Laurel	45	2	2	0
Cherry-San Carlos-Walnut-Laurel	51	3	0	-3
Cherry-San Carlos-Walnut-Elm	40	2	0	-2
Cherry-San Carlos-Chestnut-Elm	51	3	6	3
Cherry-Olive-ECR-Laurel	37	2	0	-2
Cherry-Olive-Walnut-Laurel	44	2	0	-2
Cherry-Olive-Walnut-Elm	66	3	0	-3
Arroyo-Olive-ECR-Laurel	42	2	2	0
Arroyo-Olive-Elm-Laurel	75	3	1	-2
Arroyo-Morse-ECR-Laurel	47	2	1	-1
Arroyo-Morse-Walnut-Laurel	53	3	0	-3
Arroyo-Morse-Walnut-Elm	65	3	0	-3
Brittan-Morse-ECR-Laurel	21	1	0	-1
Brittan-Morse-Walnut-Laurel	46	2	1	-1
Brittan-Morse-Walnut-Elm	62	3	0	-3
TOTAL	882	43	13	-30

OTHER CODE CHANGES

ZONING CODE UPDATES

- Grant parking management authority to the City Engineer/Public Works Director
- Per AB 2097, the City can require new parking be shared with the public
- Revised loading standards
- Unbundled parking pricing for new developments
- Reference standards for electric vehicle and disabled parking



COMMENTS OR QUESTIONS?

ZONING AND MUNICIPAL CODE STRATEGIES

- Eliminate parking minimums
- Add parking maximums
- Bicycle Parking
- Accessible parking spaces
- Other Code changes:
 - Grant parking management authority to the City Engineer/Public Works Director
 - Per AB 2097, require new parking be shared with the public
 - Revised loading standards
 - Unbundled parking pricing for new developments
 - Reference standards for electric vehicle and disabled parking





Transportation Demand Management Strategy

UPDATED TRANSPORTATION DEMAND MANAGEMENT (TDM) ORDINANCE

ZONING CODE UPDATES

- Crucial tool to provide more transportation options and reduce single-occupant vehicle trips
- Required to meet regional policy
 - Current 20% reduction for all applicable projects
- No standardized reporting approach
- Minimal City resources for monitoring

Hexagon Transportation Consultants, Inc.
Hexagon Office: 100 Century Center Court, Suite 500
San Jose, CA 95112
Hexagon Job Number: 22GB40
Phone: 408.971.5100
Document Name: 11 ECR TDM Plan.docx

405 INDUSTRIAL
Transportation Demand Management

C/CAG
City/County Association of Governments
of San Mateo County

Residential (Office, Industrial, Institutional) Land Use
Project: DT: -50,000+ sq ft

Transportation Demand Management Plan
11 El Camino Real Residential Development in City
Prepared for:
City of San Carlos
On Behalf of SummerHill Apartment Community
August 22, 2023

Required Measures You must select all measures that apply for your project type. Click on each measure's title for more information.

Measure	Project Types	Percentage	Yes
M1 - Free/Preferential Parking for Carpools	ALL	1%	<input type="checkbox"/>
M2 - TDM Coordinator/Contact Person	ALL	0.5%	<input type="checkbox"/>
M3 - Actively Participate in Commute.org or Transportation Management Association (TMA)	ALL	6.5%	<input type="checkbox"/>
M4 - Carpool or Vanpool Program	100% & Non-Transit Proximate	16.5%	<input type="checkbox"/>
M5 - Transit or Ridesharing Passes/Subsidies	ALL	2%	<input type="checkbox"/>
M6 - Pre-Tax Transportation Benefits	ALL	10%	<input type="checkbox"/>
M7 - Secure Bicycle Storage	ALL	1%	<input type="checkbox"/>
M8 - Design Streets to Encourage Bike/Ped Access	ALL	1%	<input type="checkbox"/>
M9 - Showers, Lockers, and Changing Rooms for Cyclists	ALL	1%	<input type="checkbox"/>
M10 - Showers, Lockers, and Changing Rooms for Cyclists	ALL	2%	<input type="checkbox"/>

Total from Required Measures: 20%
Form Continues on Page 2 →

UPDATED TRANSPORTATION DEMAND MANAGEMENT (TDM) ORDINANCE

ZONING CODE UPDATES

- Updated ordinance (Chapter 18.25)
 - Align trip targets with C/CAG (25 – 35%)
 - Revise and expand list of TDM strategies (menu with some mandatory)
- Standardized submittal template
- Regular monitoring and reporting
- Expand available tools for applicants

HEXAGON TRANSPORTATION CONSULTANTS, INC.
Transportation Demand Management Plan
11 El Camino Real Residential Development in City of San Carlos
Prepared for: City of San Carlos
On Behalf of SummerHill Apartment Community
August 22, 2023

CITY OF GOOD LIVING
SAN CARLOS
100 YEARS
1925-2025

C/CAG
City/County Association of Governments
of San Mateo County

405 INDUSTRIAL
Transportation Demand Management Plan

Required Measures

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Total from Required Measures: ☐ %

Form Continues on Page 2 →

COMMENTS OR QUESTIONS?

TRANSPORTATION DEMAND MANAGEMENT (TDM) STRATEGIES

- **Update TDM ordinance** (Chapter 18.25)
 - Align trip targets with C/CAG (25 – 35%)
 - Revise and expand list of TDM strategies menu
 - (with some mandatory)
 - Standardized submittal template
 - Regular monitoring and reporting
 - Expand available tools for applicants



DTAC Meeting Agenda

5. Comments from the Public

DTAC Meeting Agenda

6. Wrap Up/Next Steps



WRAP UP/NEXT STEPS

1. Downtown Streetscape Master Plan

- PTC - April 7: recommended adoption
- City Council - April 28: to consider adoption

2. Downtown Implementation

- City Council – May 12: pavilion and water feature
- City Council – June 9: finalize design of 700 block Laurel + Harrington Park

3. DTAC Meeting (#11)

- Weds, June 4 – *endorse Downtown Specific Plan*

4. Citywide TDM and Parking Reform

- City Council – April 28: Study Session

COMING SOON
**Downtown Specific
Plan**
Public Draft – July 2025
Adoption – Sept. 2025

DTAC Meeting Agenda

7. Adjourn Meeting



On April 28, 2025, the City Council will consider adoption of the Downtown Streetscape Master Plan.

This effort builds on last fall's Council's endorsement for new street designs for downtown streets. Because transformation of the downtown core is a priority for the Council, design/engineering drawings are already underway for the 700 block of Laurel Street and Harrington Park. On May 12, the Council will review designs for a pavilion and water feature. This first phase of downtown implementation is expected to result in a groundbreaking ceremony at Harrington Park later this year.

