



# 3

## MOBILITY

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- 3.3 TRANSIT
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## INTRODUCTION

The community plan envisions a high-quality, reliable, multi-modal transportation network that strengthens the land use vision, promotes travel choice, and fosters a clean and sustainable environment. A balanced multi-modal transportation network ensures all people, regardless of ability or choice, can access destinations within the community because it recognizes that not all people use an automobile as their primary mode of travel. The community plan supports broadened travel choices, so that trips can be made without a car. Walking, bicycling, and transit should be convenient, pleasant, safe and desirable modes of travel. The Mobility Element includes goals, policies, and recommendations that will lead to a robust multi-modal network that encourages walking, bicycling, and taking transit while continuing to provide for needed vehicular access in the community.

Key to achieving a multi-modal balance is to create and maintain a comprehensive integrated transportation network that serves all users and makes efficient use of the street right-of-way. The guiding strategy for mobility planning in Uptown is to provide a complete streets network which accommodates all modes and users, limits transportation improvements to modifications within the existing right-of-way, avoids extensive road widening, and promotes walking, bicycling, and use of public transit. This strategy will result in a more efficient use of the streets and provide connections to community destinations such as schools, parks, shopping, and employment. Creating an environment

with multiple transportation choices will strengthen Uptown's land use vision. The Mobility Element sets out to achieve the following goals of the Climate Action Plan (CAP), which contains the City's strategies for reducing greenhouse gas emissions:

- Increase commuter walking opportunities
- Increase commuter bicycling opportunities
- Increase the use of mass transit
- Reduce fuel consumption
- Promote effective land use to reduce vehicle miles traveled

## MOBILITY ELEMENT GOALS

- A complete network of pedestrian-friendly, multi-modal facilities throughout the community to meet current and future needs.
- Safe, walkable neighborhoods which utilize pedestrian connections and improved sidewalks to create a comfortable pedestrian experience.
- A transportation system that enhances neighborhood livability.
- A complete streets network connecting Uptown with Downtown and North Park.
- A complete, safe, and efficient bicycle network that connects community destinations and links to surrounding communities and the regional bicycle network.



*Multi-modal balance can be achieved by considering all modes of transportation and the needs of all current and future users.*

**MO-42**



*Linking transit and bicycling has the potential for expanded travel options and transit ridership.*

- High-quality public transit service as the preferred transportation mode for employees and residents centered around transit-oriented development.
- Adequate capacity and improved regional access for vehicular traffic.
- Interagency coordination to provide additional comprehensive mobility strategies and opportunities, funding resources, and inter jurisdictional cooperation.
- Efficient use of parking resources through parking management strategies in commercial areas and high frequency transit corridors to reduce the costs associated with providing parking and reduce parking impacts while supporting local businesses.
- A connected network of safe routes to schools that encourages and facilitates families to walk and bike to school.
- Allocation of funding resources to address areas where auto-related bicycle and pedestrian accidents are concentrated consistent with Vision Zero.

### 3.1 WALKABILITY

Deficiencies in the pedestrian environment include the barriers presented by freeways and inadequate sidewalks, and pedestrian facilities on higher pedestrian and vehicular volume streets. The community is bounded by Interstate 5, Interstate 8 and divided by State Route 163. Only Washington Street traverses the community in the east-west direction. Freeway and ramp intersections, high vehicular travel speeds, wide intersection crossings, and a lack of pedestrian amenities such as street furniture, street lights, and landscaped pedestrian buffers from vehicles, create impediments to walkability.

Canyons also provide mobility challenges with navigating the community. Through the years, several pedestrian bridges and trails have been built through these canyons, adding a unique pedestrian experience to the Uptown community. Despite the challenges, Uptown has an inviting pedestrian environment including a dense network of high intensity uses focused along major corridors, sidewalks and alleys, and a gridded street pattern. A majority of the retail use in commercial districts is oriented on the street front which increases pedestrian activity in the area. Parking in commercial districts and corridors is often limited or requires a fee, encouraging more walking trips, or more trips where customers park once and walk between several destinations.



*The Uptown community has some of the most walkable neighborhoods in the city.*



*Uptown is known for several pedestrian bridges that promote walkability and connectivity between its neighborhoods.*

The community plan focuses on improving pedestrian amenities to address challenges posed by natural topography and the existing vehicular-based environment. The Mobility Element provides recommendations to improve existing roadway conditions by diversifying its streets to include multi modal elements and improving the overall safety for non-motorized vehicle use. The recommended improvements include complete streets features. Areas of emphasis for pedestrian improvements in the Uptown community are provided in Figure 3-1.

Pedestrian policies are numbered below as Policy MO-1.1 through MO-1.16. General Plan policies ME-A.1 through ME-A.9 and Table ME-1, the Pedestrian Improvement Toolbox should be consulted for guidance.

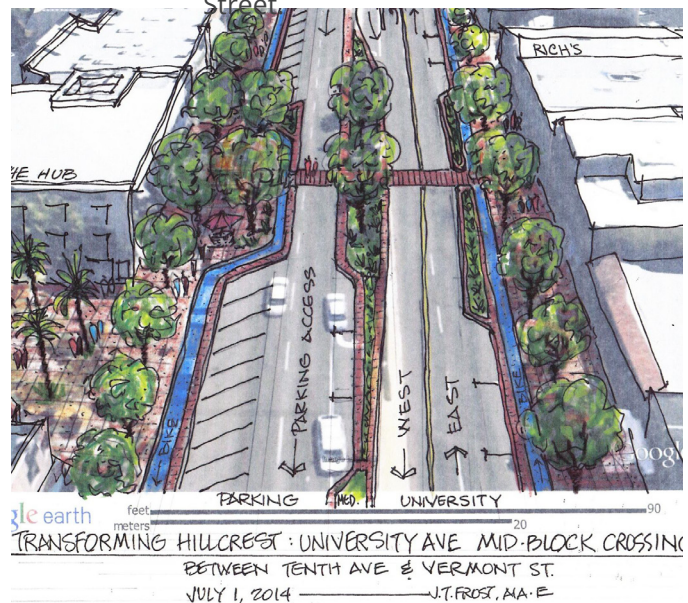
### PEDESTRIAN ROUTE TYPES

- **District Sidewalks** support heavy pedestrian levels in mixed-use concentrated urban areas.
- **Corridor Sidewalks** support moderate pedestrian levels in moderate density business and shopping districts.
- **Connector Sidewalks** support low pedestrian levels along roads with institutional or business complexes.
- **Neighborhood Sidewalks** support moderate pedestrian levels in low to moderate density housing areas.
- **Ancillary Pedestrian Facilities** are facilities located away from or cross over streets such as plazas, paseos, promenades, courtyards, or pedestrian bridges and stairways.
- **Paths** are walkways and paved paths used for recreational and transportation purposes that are not adjacent to roads.
- **Trails** are unpaved walkways not adjacent to a roadway that are used for recreational purposes.

### POLICIES

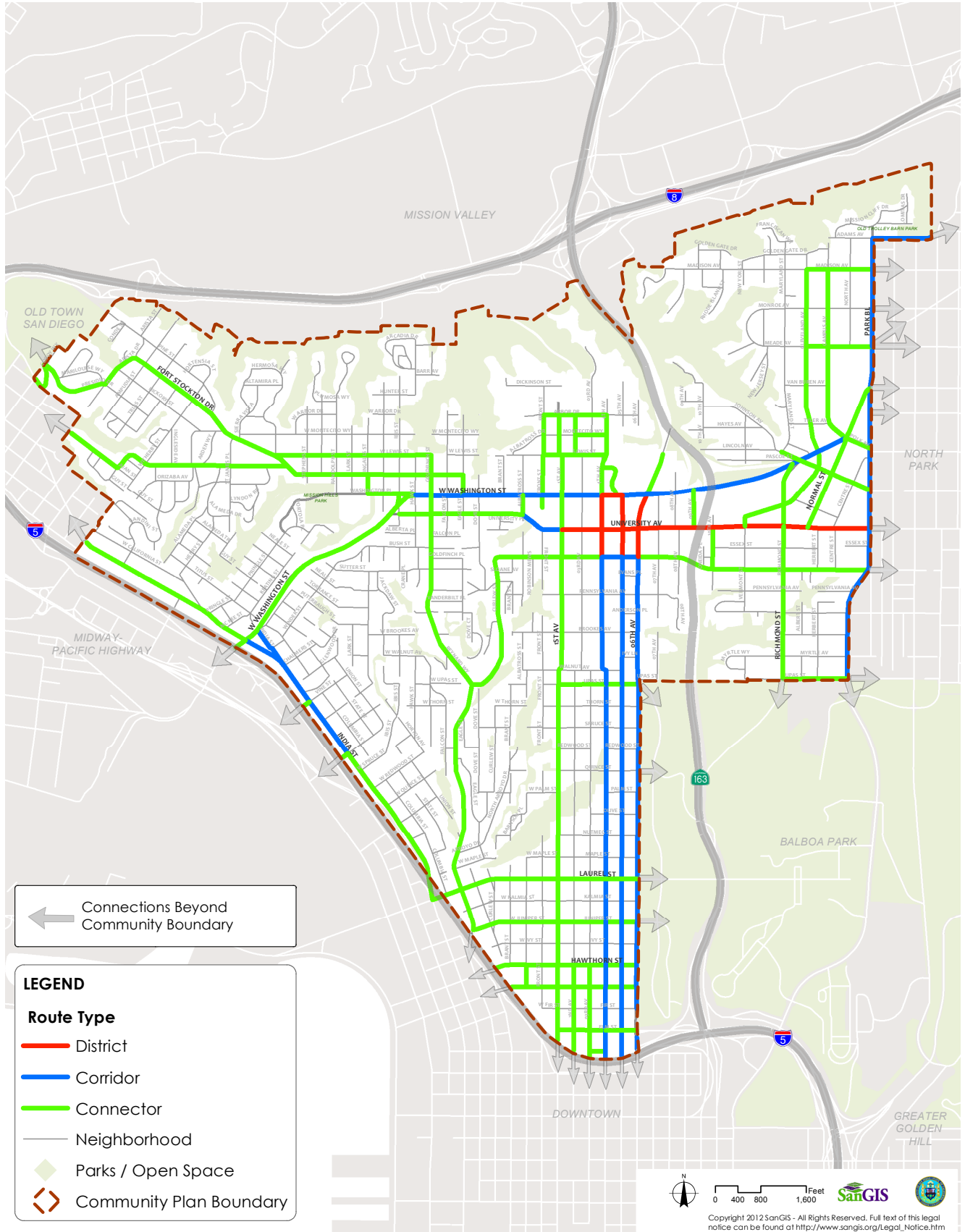
- MO-1.1 Enhance existing pedestrian travel routes with amenities such as pedestrian streetlights, street furniture, and wayfinding signs along commercial corridors and streets leading directly to community destinations such as Balboa Park, and schools, neighborhood parks.
- MO-1.2 Enhance pedestrian crossings at marked crosswalks through the implementation of advanced treatments that include but not limited to continental crosswalks, pedestrian activated crossing lights, flashing beacons, pedestrian countdown signals, and/or pedestrian phasing at signalized intersections within the focus areas identified in the City's pedestrian planning effort.
- MO-1.3 Consider the use of corner bulb-outs along the following pedestrian corridors:

- University Avenue at the intersections of First Avenue, Third Avenue, Tenth Avenue, Richmond Street, and Normal Street



Conceptual drawing for a mid-block crossing across the eastern portion of University Avenue. Graphic courtesy of J.T. Frost, AIA-E

FIGURE 3-1: PEDESTRIAN ROUTES



- Normal Street at Campus Avenue/Polk Avenue
- Polk Avenue at Park Boulevard
- Robinson Avenue at the intersections with Fourth Avenue and Fifth Avenue
- Fourth Avenue between Interstate 5 and Robinson Avenue
- Fifth Avenue between Interstate 5 and Robinson Avenue
- Park Boulevard at the intersections with Upas Street and Myrtle Avenue

**MO-1.4** Support pedestrian improvements that promote a safe connection along Washington Street between Hawk Street and India Street.

**MO-1.5** Consider mid-block crossings along commercial corridors and in other areas where warranted, to provide pedestrians additional opportunities to cross along streets with infrequent intersections, or where a direct route is needed to a popular destination.

**MO-1.6** Implement pedestrian enhancements within identified pedestrian focus areas developed as part of the pedestrian planning effort. These enhancements include but are not limited to bulb-outs/curb extensions, enhanced crossing treatments, traffic calming, leading pedestrian intervals, continental crosswalk phases and pedestrian recall phases.

**MO-1.7** Increase pedestrian safety from the west side of Bankers Hill to Balboa Park by providing pedestrian improvements, as identified in the Bankers Hill/Park West “Walk the Walk” plan; of particular interest are the following locations:

- First Avenue at Nutmeg Street, Quince Street and Upas Street
- Fourth Avenue at Juniper Street, Spruce Street, and Upas Street

- Fifth Avenue at Grape Street and Juniper Street
- Sixth Avenue at Grape Street, Juniper Street as Nutmeg Street.

**MO-1.8** Widen sidewalks where possible, especially along commercial streets and other high pedestrian traffic areas in the community, to allow two people to pass a third person comfortably.

**MO-1.9** Prioritize the completion of missing sidewalk segments identified by the City’s sidewalk survey efforts.

**MO-1.10** Continue to pursue school grant funding for safe routes to school and prioritize capital improvements that promote safe walking and biking routes to school and educational centers.

**MO-1.11** Provide adequate travel width for mobility devices such as wheel chairs and motorized scooters by avoiding excessive signage and utility boxes in the public right-of-way.

**MO-1.12** Support pedestrian improvements that promote safe connections along Washington Street from Lincoln Avenue to the bridge over State Route 163 in Hillcrest.

**MO-1.13** Support implementation of improvements in Uptown identified in the City’s pedestrian planning efforts and Bicycle Master Plan.

**MO-1.14** Implement traffic calming treatments on residential streets where excessive speeding occurs.

**MO-1.15** Explore the feasibility of providing a pedestrian bridge over Washington Street west of Goldfinch Street.

**MO-1.16** Create more definable pedestrian connections between the Medical Complex neighborhood and Hillcrest through the use of crosswalks, signalization, and pavement variations.

### 3.2 BICYCLING

The creation of an integrated bicycle network, will facilitate bicycling and help meet travel needs in the Uptown community. Bicyclists within Uptown utilize streets for both commuting and leisure bicycling. Existing bicycle facilities generally consist of bicycle routes (Class III facility), with limited bicycle lanes in the northeast and west areas of the community. Roadways within the community vary between flat topography in central business districts to very hilly areas in the western and southern portions of the community that extend to the Midway-Pacific Highway and Downtown San Diego communities. The Uptown community is accessible to Downtown, Balboa Park, Old Town, North Park and the San Diego Bay.

The community plan envisions an enhanced bicycle network, including bicycle boulevards which are identified as streets optimized for free-flowing bicycle traffic. These streets have enhanced safety measures, such as a separation from vehicular traffic, specialized paint, and priority signals that promote increased cycling rates among residents. The planned bicycle facilities for the community are shown in Figure 3-2. In addition to the Bicycling policies identified in this element, General Plan policies ME-F.1 through ME-F.6 should be considered for guidance.

#### POLICIES

- MO-2.1** Install bicycle parking facilities consistent with the regional and citywide bikeway network.
- MO-2.2** Utilize Uptown’s street grid to identify bicycle priority streets connecting areas within Uptown to Golden Hill, North Park, Midway-Pacific Highway, and Downtown.
- MO-2.3** Increase the level of bicycle comfort and safety as well as accessibility for all levels of bicycle riders with improvements designed specifically for accommodating bicycles such as: signs and bold pavement markings, actuated signal timing, priority parking, buffered bicycle lanes and, where feasible, protected bicycle facilities.

- MO-2.4** Support bicycle facilities on Washington Street, Laurel Street, Juniper Street, San Diego Avenue, Third Avenue, Fourth Avenue, Fifth Avenue, Sixth Avenue, and Bachman Place.
- MO-2.5** Support bicycle facilities on roadways that would connect Uptown to North Park such as: Washington Street, Lincoln Avenue, University Avenue, Robinson Avenue, and Park Boulevard.
- MO-2.6** Establish a protected bicycle facility running east-west from Park Boulevard to India Street which includes but is not limited to utilizing University Avenue with further details to be determined through feasibility studies and public input.

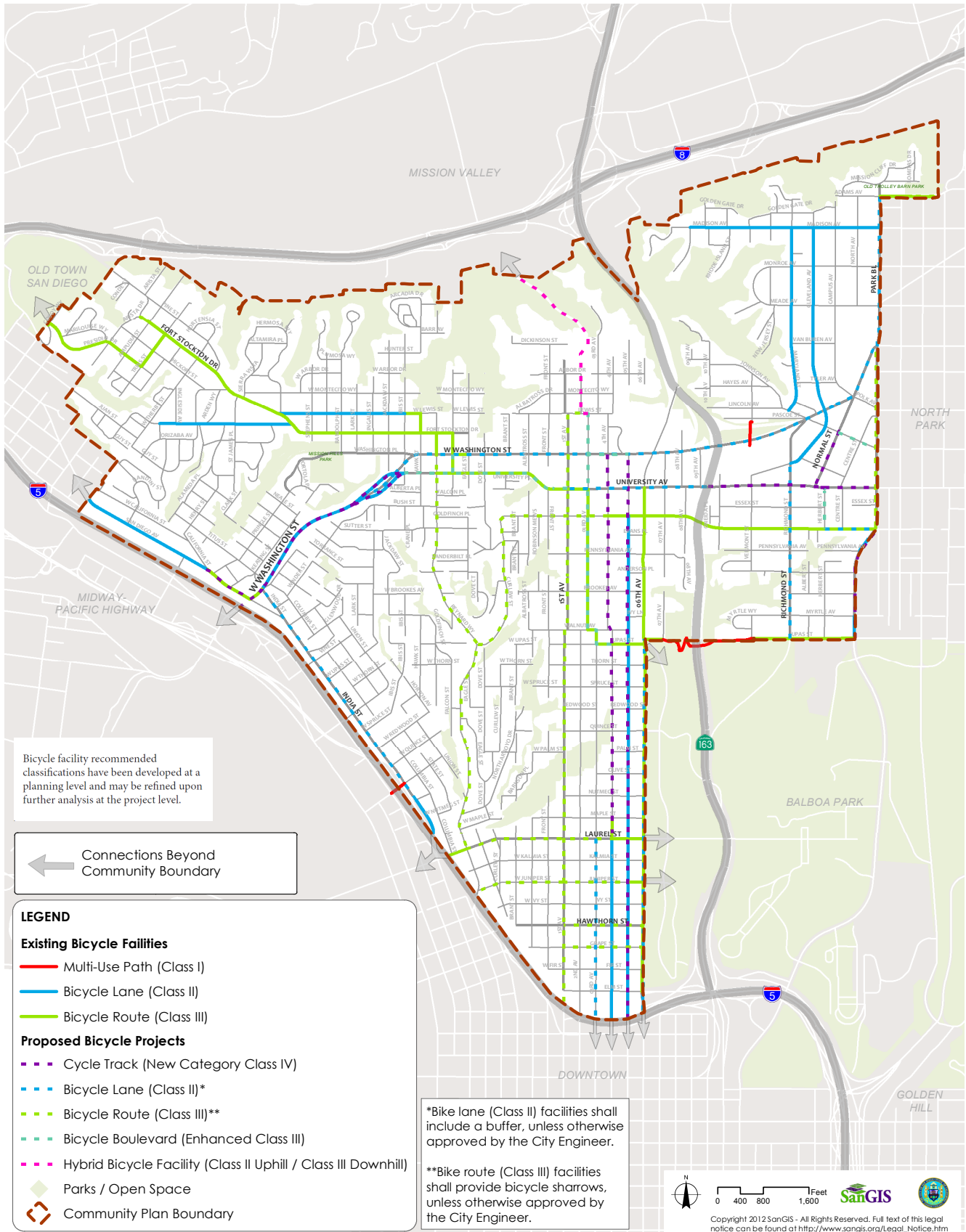


*Facilities that promote biking should accommodate all cyclists regardless of skill.*



*Buffered bike lanes along Fifth Avenue connect Downtown with Bankers Hill/Park West and Hillcrest.*

FIGURE 3-2: EXISTING AND PLANNED BICYCLE NETWORKS





- MO 2.7** Eliminate gaps in the bicycle network by creating and completing connections between bicycle facilities.
- MO-2.8** Accommodate future bicycle parking needs as ridership increases.
  - a. Encourage businesses to promote ridership through the acquisition and provision of bicycle parking facilities.
  - b. Consider the use of multi colored bicycle racks (e.g. integrated with existing parking meters) to promote visibility and awareness.
- MO-2.9** Coordinate with SANDAG on the planning and implementation of regional bicycle facilities.
- MO-2.10** Support the installation of bicycle corrals and other bicycle parking opportunities to enhance neighborhood identity within commercial corridors to support bicycle and foot traffic.
- MO-2.11** Encourage training and safety awareness programs related to sharing the road with motorists.

### 3.3 TRANSIT

A well-integrated transit network will improve community livability by increasing access to civic, commercial and employment destinations. Transit will need to be attractive, convenient and act as a viable choice of travel, reducing dependence on the automobile. Uptown is served by bus routes that run in the east-west and north-south directions through the community and provide connections to areas throughout San Diego. Expanding transit services is an essential component to the Uptown Community Plan. Future transit stations will need to be integrated into walkable, transit-oriented neighborhoods and centers.

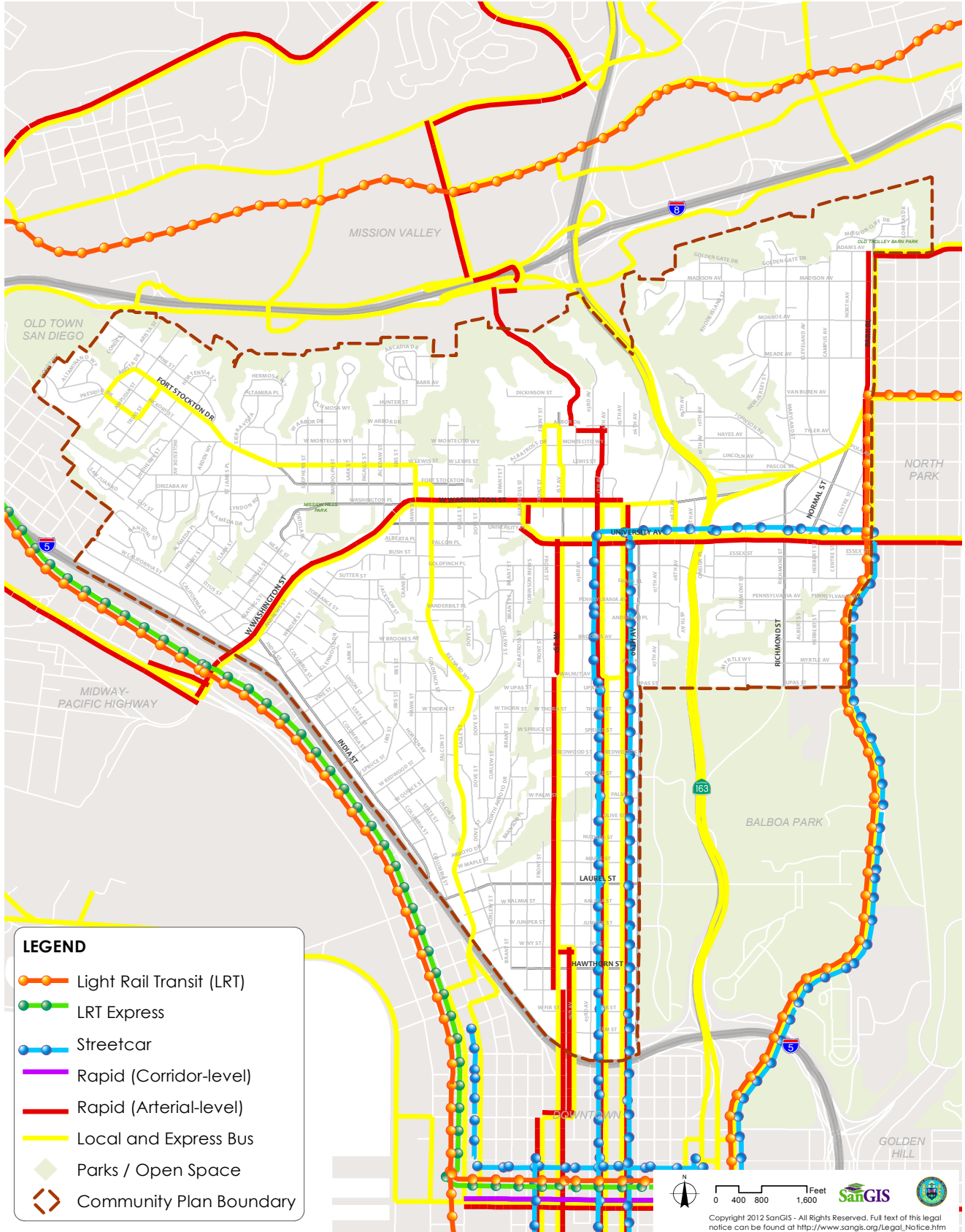
Future transit service is identified in SANDAG’s San Diego Forward: The Regional Plan (RP). The RP identifies Rapid Transit, Light Rail Transit (LRT), and Streetcar service within Uptown. The new improvements will improve the type of service, frequency of service and

areas patrons can access. Figure 3-3 illustrates the transit network with the buildout of the RP.

The following are planned transit service enhancements for Uptown contingent upon future funding:

- Route 10 will convert to a Rapid Bus Route with improvements to include expanding services to La Mesa and Ocean Beach. Route 10 currently travels along University Avenue and Washington Street in the Uptown corridor. The expected year for completion of this improvement is 2035.
- Route 120 will convert to a Rapid Bus Route along its current route along Fourth and Fifth Avenues and University Avenue in Uptown and continue to provide service between Kearny Mesa and Downtown, at 10-minute frequencies throughout the day. Improvements include transit priority measures and new transfer opportunities to the Green Line Trolley and Rapid Bus services. Service is planned to begin in approximately 2035.
- Route 11 will convert to a Rapid Bus Route along its current route. Route 11 currently provides local bus service from SDSU Transit Center to Skyline Hills and travels along Park Boulevard, University Avenue, and First Avenue in Uptown. The expected year for completion is 2035.
- Street Car Service will provide services from Downtown to the Hillcrest neighborhood and is planned to travel along Fourth and Fifth Avenues, University Avenue, and Park Boulevard. The expected year for completion is 2035
- Mid-City LRT will provide service from City College to San Diego State University via Park Boulevard to El Cajon Boulevard. Phase 1 will include a LRT extension from Downtown to Mid-City via El Cajon and Park Boulevard. Phase 2 will extend the Phase 1 construction efforts to the current SDSU transit center. LRT Service will be provided via Park Boulevard and University

FIGURE 3-3: PLANNED TRANSIT FACILITIES



Avenue in the Uptown. The expected year for completion of Phase 1 is 2035.

General Plan policies ME-B.1 through ME-B.10, should also be consulted for guidance in addition to the following transit system policies:

**POLICIES**

- MO-3.1** Coordinate with SANDAG to provide convenient public transit connections to Downtown and the San Diego International Airport from the Uptown community.
- MO-3.2** Coordinate with Metropolitan Transit System (MTS) to improve public transit amenities such as benches, shade structures, lighting, secure bicycle parking facilities and timetables where appropriate with input from the community.
- MO-3.3** Encourage the installation of electronic arrival schedules where appropriate and implement real time transit schedule updates to provide timely and efficient loading.
- MO-3.4** Include public art, shade trees, and landscaping surrounding bus stops, where appropriate, to improve the environment and encourage the use of public transportation.
- MO-3.5** Coordinate with SANDAG to implement transit infrastructure and service enhancements in the Regional Transportation Plan.
- MO-3.6** Coordinate with SANDAG to pursue efforts to implement a streetcar line connecting Downtown and Hillcrest.
- MO-3.7** Coordinate with SANDAG and MTS to install, where feasible, a minimum of 8-foot wide sidewalks at bus stop stations.
- MO-3.8** Design bicycle and pedestrian infrastructure improvements, such as bulb-outs, with consideration of bus stops and bus turning movements to avoid adverse impacts to

existing and planned bus services to the area.

- MO-3.9** Support the implementation of street cars along historic routes.
  - a. Incorporate public art to define streetcar routes.
  - b. Support seeking historic designation for restored streetcars from the State Office of Historic Preservation.
- MO-3.10** Coordinate with SANDAG to ensure that the Mid-City LRT extension and streetcar routes are included in the Regional Transportation Plan.
- MO-3.11** Coordinate with MTS on the relocation of bus stops where needed and the implementation of shuttles between transit routes to improve ridership accessibility.



*A streetcar line between Downtown and the Hillcrest business core would provide another travel option in the community and serve as a tourism booster for the community.*

**MO-3.12** Coordinate with SANDAG and MTS to implement transit priority measures to improve transit travel times.

### 3.4 STREET AND FREEWAY SYSTEM

Many of the surface streets within Uptown are segmented by canyons, focusing the majority of east-west traffic onto Washington Street, University Avenue, Robinson Avenue and Laurel Street. North-south traffic is concentrated on India Street, Reynard Way, First, Fourth, Fifth and Sixth Avenues and Park Boulevard. This concentrated effect contributes to congestion on most of these streets. Existing functional street classifications are presented in Figure 3-4 and buildout street classifications are presented in Figure 3-5.

Most of the public right-of-way is constructed with streets and sidewalks, and when adjacent property is developed. The community plan envisions repurposing streets to incorporate multiple modes of travel. By creating an efficient and attractive multimodal network, bicycling, walking, and transit will become more viable modes of transportation.

General Plan Policies ME-C.1 through MC-C.7 and Table ME-2 (Traffic Calming Toolbox) should also be consulted for guidance in addition to the following community-based policies for street, freeway, and intersection improvements:

#### POLICIES

- MO-4.1** Provide a complete streets network throughout Uptown, safely accommodating all modes of travel and users of the public right-of-way.
- MO-4.2** Repurpose right-of-way to provide high quality bicycle, pedestrian, and transit facilities while maintaining vehicular access
- MO-4.3** Implement focused intersection improvements to improve safety and operations for all modes of travel.
- MO-4.4** Provide street trees, street lighting, and implement a wayfinding program.

**MO-4.5** Incorporate balanced multi-modal concepts into planning, designing, retrofitting and maintenance of streets.

**MO-4.6** Ensure efficient movement and delivery of goods to retail uses while minimizing impacts on residential and mixed-use neighborhoods.

**MO-4.7** Coordinate with Caltrans and SANDAG to identify and implement needed freeway and interchange improvements along State Route 163 and Interstate 5 to improve community accessibility to regional facilities and enhance active transportation modes along freeway interchanges.

**MO-4.8** Implement traffic operational improvements that support and facilitate ingress and egress movements of emergency vehicles accessing the Medical Hospital Complex neighborhood.

**MO-4.9** Implement road diets and traffic calming measures where appropriate to improve safety and quality of service, and increase walking and bicycling in Uptown.

**MO-4.10** Prioritize safety improvements along transportation corridors to reduce transportation-related fatalities and injuries involving bicyclists and pedestrians as identified in bicycle and planning efforts such as Vision Zero and the Pedestrian Master Plan.

**MO-4.11** Implement focused intersection improvements to provide safety for all modes of transportation at major commercial intersections, at popular destinations in the community, and to and from Balboa Park.

**MO-4.12** Discourage vacating streets and alleys unless, in cases where the public right-of-way can still be utilized for significant public benefits such as linear, pocket, and joint use parks; access to open space systems;

FIGURE 3-4: EXISTING FUNCTIONAL STREET CLASSIFICATIONS

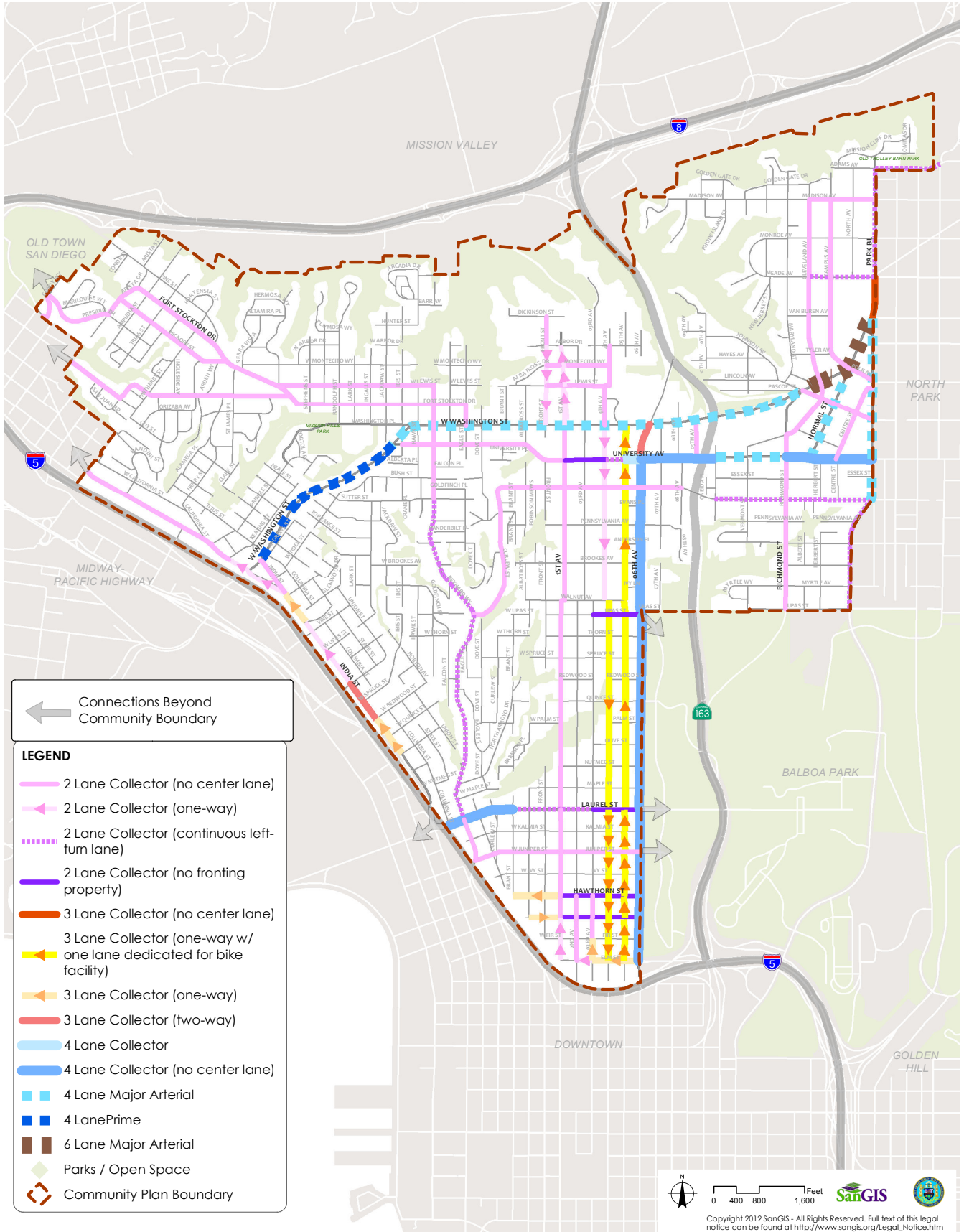
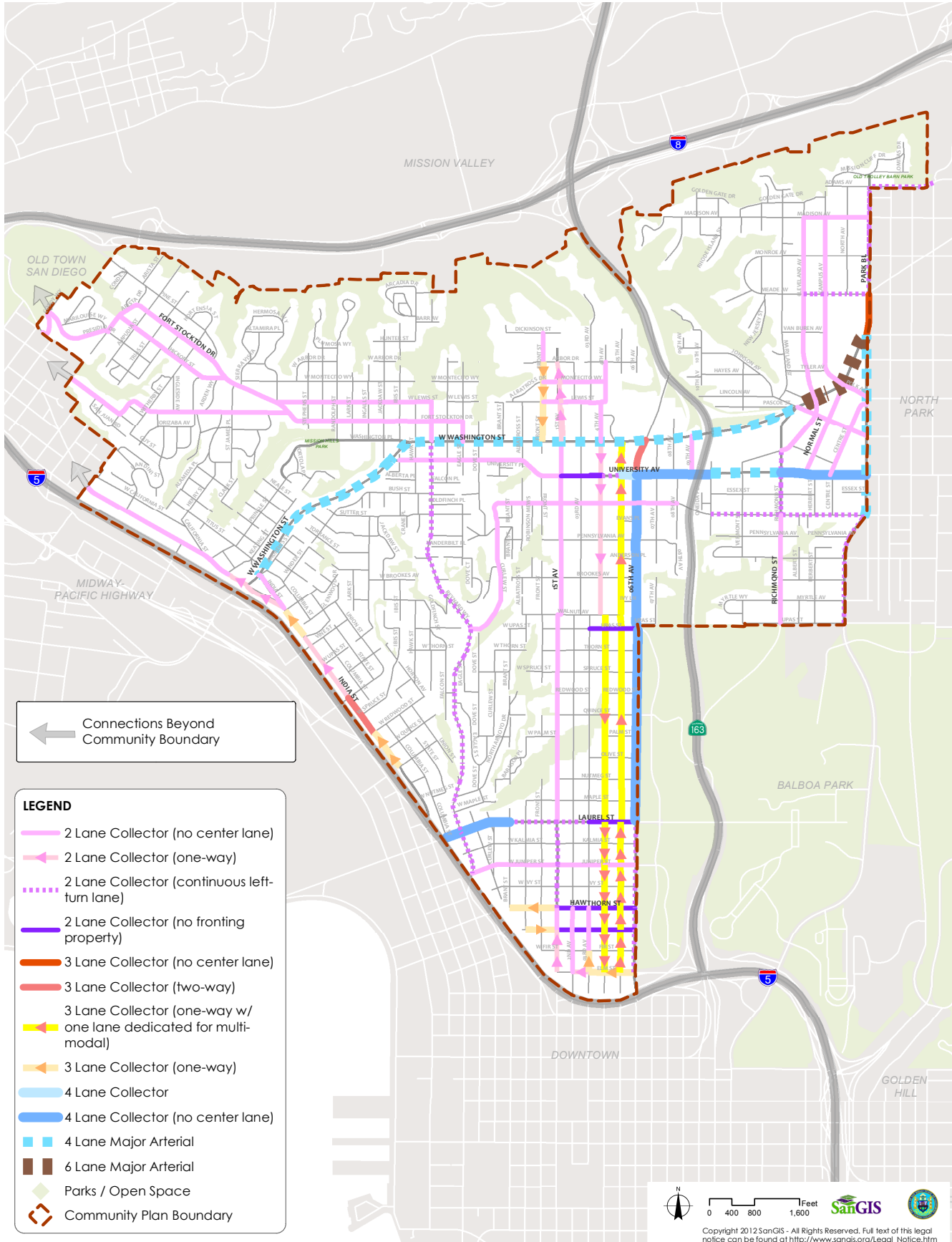


FIGURE 3-5: PLANNED STREET CLASSIFICATIONS



additional on-street public parking; and public access to individual parcels, or views of open space from public rights-of-way.

- MO-4.13** Support the restriction of new curb-cuts and the consolidation or removal of existing curb-cuts where possible to increase on-street parking.

### 3.5 INTELLIGENT TRANSPORTATION SYSTEMS

Intelligent Transportation Systems (ITS) are technologies that are applied to transportation systems such as vehicles, roadways, intersections, transit, and payment systems to improve their service. The goal of ITS application is to maximize efficiency of services, increase vehicle throughput, reduce congestion, and provide quality information to the commuting public. The application of ITS technologies can influence choices across all modes of travel by providing real-time and reliable information regarding transit arrivals and departures, parking structure space availability, electric and alternative fuel vehicle charging and fueling locations. Information may be relayed or provided in the form of flashing messaging boards, self-adjusting traffic signals during peak traffic hours, and variable tolls depending on roadway volumes. Such applications would be beneficial to the Hillcrest Business District and other neighborhood commercial areas where the location and availability of on-street and off-street

parking would make shopping, dining, and conducting businesses more convenient for patrons.

General Plan Policies ME-D.1 through ME-D.6 as well as the following community-based policies should be considered when evaluating ITS improvements.

#### POLICIES

- MO-5.1** Utilize Intelligent Transportation System (ITS) improvements to improve safety, efficiency, service and reduce congestion, including but not limited to traffic signal coordination, pedestrian and bicycle detection, traffic and transit information, and transit priority measures. Deployment of ITS improvements should be targeted along Park Boulevard, Washington Street, University Avenue, Fifth Avenue, and Sixth Avenue.
- MO-5.2** Support implementation of ITS strategies such as smart parking technology, traffic and transit information dynamic message signs, traffic signal coordination, and transit priority.
- MO-5.3** Encourage accommodation of emerging technologies such as car charging stations and self-driving/automated vehicles in future infrastructure and development projects, especially in new office and multifamily structures.



*Complete streets encourage street connectivity and aim to establish a comprehensive, integrated mobility network for all modes of travel.*

### 3.6 TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) combines marketing and incentive programs to reduce dependence on automobiles and encourage use of a range of transportation options, including public transit, bicycling, walking, and ridesharing. These management strategies serve to reduce congestion and parking demand in Uptown.

General Plan Policies ME-E.1 through ME-E.8 as well as the following community-based policies should be considered when evaluating the application of TDM strategies with new development.

#### POLICIES

- MO-6.1 Encourage new commercial and institutional developments, as well as any new stand-alone parking facilities to provide parking spaces for car-sharing.
- MO-6.2 Encourage new multifamily residential development to incorporate alternative measures to reduce any need to provide parking spaces in excess of required minimums, which could include, but are not limited to, incorporating car-sharing spaces or providing discounted transit passes to residents.



*Large employers within the community can also contribute to a more multi-modal community transportation network, by, for example, providing transit passes at a reduced rate.*

- MO-6.3 Encourage new multifamily residential rental developments to unbundle parking spaces from the rental cost of dwelling units.
- MO-6.4 Encourage large employers such as hospitals and the San Diego School District to provide transit passes at reduced rates to employees/students and to allow for flexible work schedules in order to shift trips to off-peak periods.

### 3.7 PARKING MANAGEMENT

Parking contributes to the viability of businesses, to the protection of pedestrians and to calm traffic. Depending on its availability, parking can influence decisions related to choosing transit as a transportation option. On and off-street parking are in high demand in Uptown's commercial areas. In the Hillcrest core, parking serves short-term shoppers and for loading. In the Medical Complex neighborhood parking is utilized primarily by residents, hospital employees, and visitors. In Bankers Hill, demands are placed on parking as a result of special events that take place in Balboa Park. Management of parking spaces through operational improvements, programs, and improvements associated with new development can assist in addressing the demand for parking and contribute to achieving mobility, and environmental goals.

The following community-based policies in addition General Plan Policies ME-G.1 through ME-G.5 and Table ME-3 (Parking Strategy Toolbox), should be considered when evaluating new parking facilities.

#### POLICIES

- MO-7.1 Implement creative parking programs with new development such as in-lieu programs managed by the community parking district that would contribute to the construction of new parking structures that are designed sensitively and sited appropriately adjacent to existing uses.



- MO-7.2 Consider public parking structures with shared parking arrangements to supplement the parking needs and serve Uptown businesses.
- MO-7.3 Encourage screening on-site parking by locating it in areas not highly visible from the street corridor or by using landscaped islands and border landscaping.
- MO-7.4 Implement below-ground parking and parking structures for new development as alternatives when surface parking is inadequate or would result in large paved areas without adequate space for landscaping amenities.
- MO-7.5 Limit driveway curb cuts to the extent possible to maximize the curb length available for on-street parking. Driveway access should be provided through alleys or shared driveways.
- MO-7.6 Support shared parking agreements with institutional uses, offices, and other businesses where associated parking could provide additional parking in the evening.
- MO-7.7 Provide electric vehicle charging stations in parking garages, near parks and public facilities and in mixed-use developments.
- MO-7.8 Consider strategies such as permit parking, limited-time parking, and car sharing opportunities in residential areas to reduce demand for on-street parking.
- MO-7.9 Implement a parking in-lieu fee for new development that would contribute to implementing parking demand reduction strategies or fund parking structures within the community.
- MO-7.10 Work with the Uptown Community Parking District to develop a comprehensive marketing and communication strategy to coincide with the development of a parking management plan.



*Public parking improvements can serve the dual purpose of providing commercial parking as well as public space and art.*

- MO-7.11 Identify and dedicate carshare and bike share spaces in business districts and within commercial districts.
- MO-7.12 Utilize diagonal parking on side streets adjacent to commercial districts and within multifamily neighborhoods to increase parking supply where feasible.
- MO-7.13 Provide on-street parking on all streets to support adjacent uses and enhance pedestrian safety and activity.
- MO-7.14 Include primarily parallel on-street parking on high-volume arterial and collector streets and angled parking on lower-speed and lower-volume streets.
- MO-7.15 Explore opportunities to incorporate reverse angle (i.e., back in) diagonal parking to improve safety for bicyclists, calm traffic and reduce conflicts with on-coming traffic. This is particularly appropriate in locations with street widths (50 feet or greater), where a narrower travel lane can accompany this configuration.
- MO-7.16 Avoid conflicts between front-in angled parking and marked bicycle lanes. In these locations, a six-foot buffer should be provided. Bicycle lanes may abut the parking area when back-in angled parking is used.

- MO-7.17** Use metered parking in commercial areas to provide reasonable short-term parking for retail customers and visitors while discouraging long-term resident and employee parking.
- Restrict time limits to 30 minutes or less to areas reserved for special, short-term, high-turnover parking such as passenger loading, convenience stores, dry cleaners, etc.
  - Restrict time limits to two hours where turnover of parking spaces is important to support nearby retail business.
  - Use flexible hours and rates for those meters located at a greater distance from the commercial core to encourage utilization of longer parking time zones and lower parking rates.
- MO-7.18** Maximize on-street parking by removing existing, underutilized curb-cuts and consolidating existing curb-cuts.
- MO-7.19** Explore opportunities to increase on-street parking within business districts.
- MO-7.20** Maintain the supply of on-street parking within business districts while balancing the need for multimodal improvements.
- MO-7.21** Utilize signage and striping to prevent oversized vehicles from parking overnight along West Washington Street and India Street.
- MO-7.22** Maximize utilization of off-street parking through shared parking agreements.
- MO-7.23** Evaluate extending priced parking periods (i.e. beyond 6pm) as part of a dynamic or demand-based parking pricing implementation program.



*Private developments can assist in addressing existing parking needs through shared parking opportunities during off-peak times.*



*Electronic parking meters can provide adjustable time duration rates and statistical data on parking utilization.*