

# San Ysidro Parking Study

Recommendation for Metered Parking

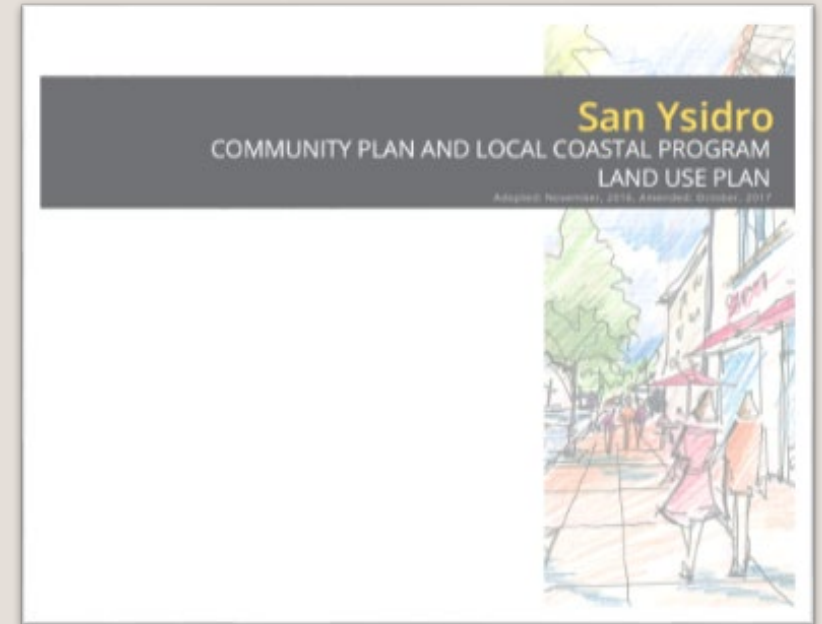
May 2026



# Background

## San Ysidro Community Plan

- Adopted in 2016
- Policies in Plan look to implement parking management strategies and the use of metered parking in commercial areas to increase turnover and discourage long-term and border user parking



3.10.4 Implement on-street parking management strategies in the Village and commercial areas to more effectively use street parking space and increase turnover and parking availability.

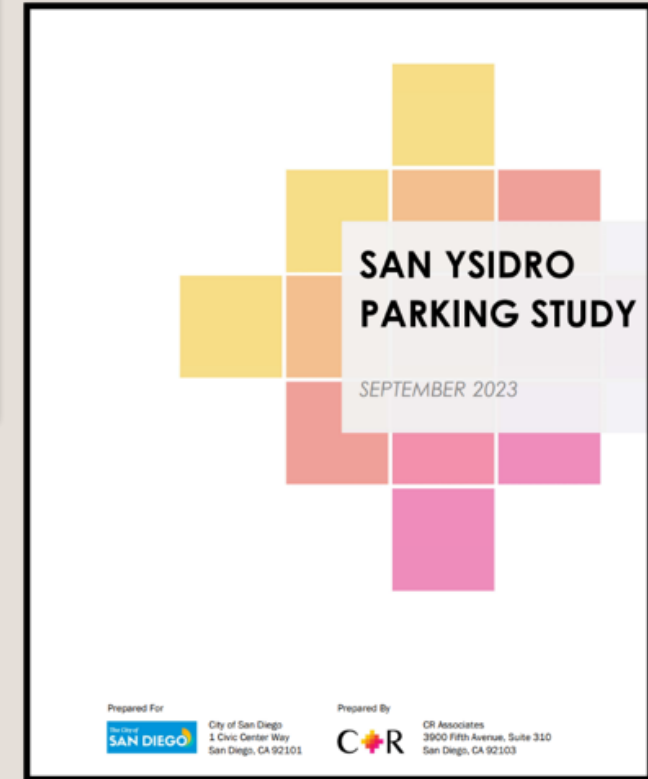
3.10.5 Consider the use of metered parking in commercial areas to provide short-term parking for retail customers and visitors while discouraging long term residential, employee, and border-user parking.

5.6.3 Pursue shared parking and parking district strategies that facilitate “park once” practices and encourage shoppers to navigate the area on foot.

# Background

## Parking Study in 2023

- City commissioned CR Associates to prepare a parking study
- Parking data collected Summer 2022 in Border Village District
  - Thursday, May 26, 2022
  - Saturday, June 4, 2022
  - Sunday, June 5, 2022
- Led to the establishment of Parking District and Parking Meter Zone



# Current Parking Study

**April 2026**

- Prepared by Transportation Department Staff
- Parking data collected February 2026 in Border Village District and nearby areas with commercial designations
  - Thursday, February 26, 2026
  - Saturday, February 28, 2026
- Street segments fall within Parking District Boundary, Parking Meter Zone and Business Improvement District



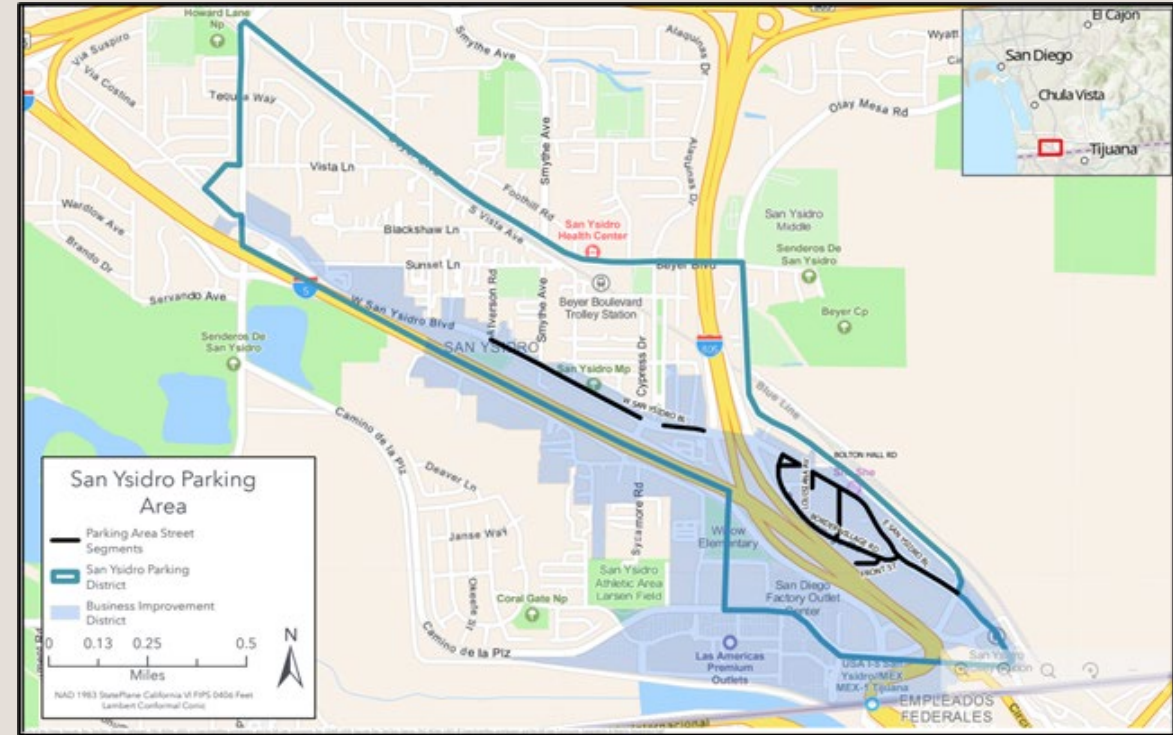
**SAN YSIDRO PARKING STUDY**

APRIL 2026

Prepared by:

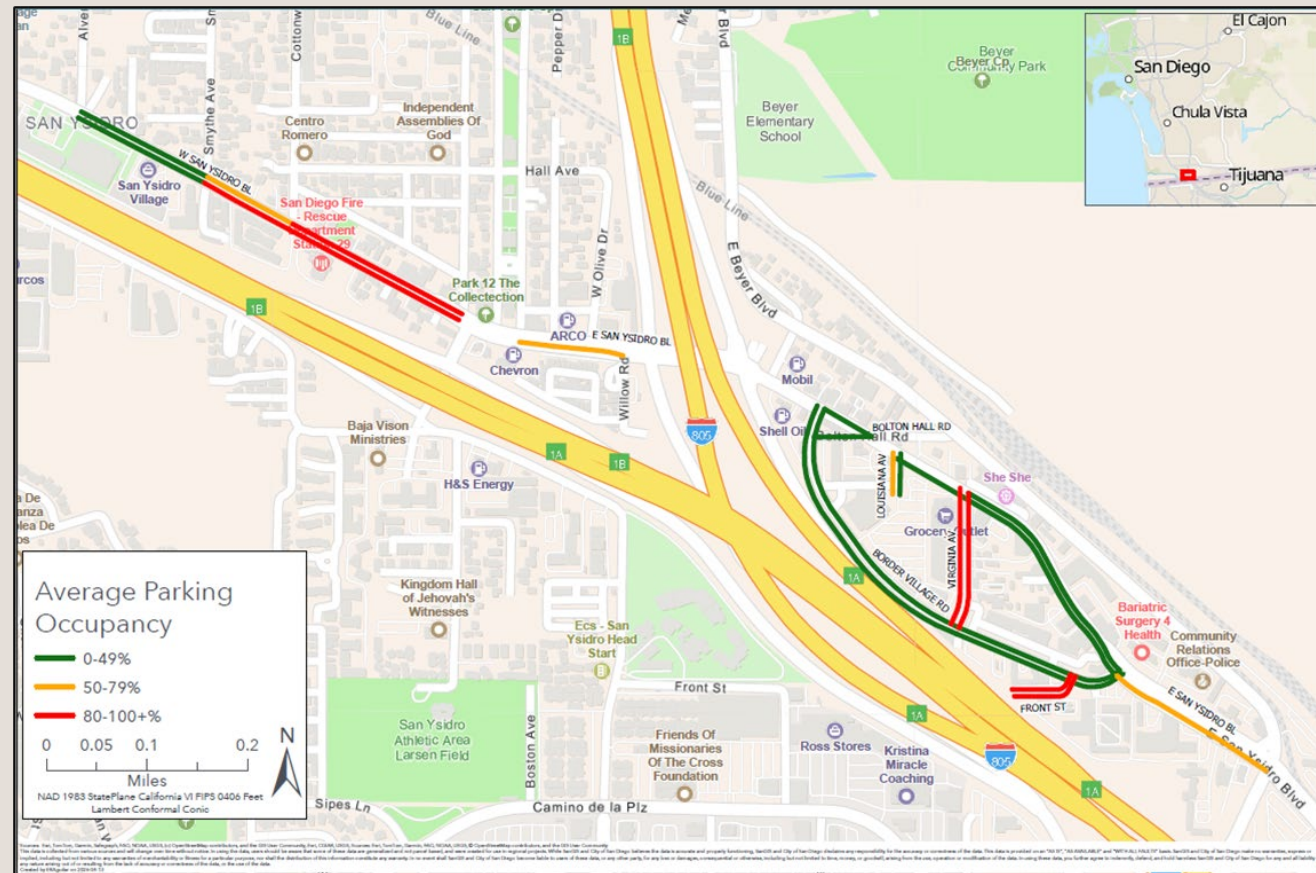


**TRANSPORTATION**



## Parking Occupancy

Results of the recent study determined unregulated segments (Louisiana Avenue, Virginia Avenue, Front Street & West San Ysidro Boulevard) continue to have high parking occupancy



## Parking Duration

37% of vehicles were observed to violate existing 2-hour time limit restriction.

Average duration observed along unregulated street segments was 5.2 hours.



**Table of Vehicles Violating Existing 2 Hour Parking Regulation by Study Date**

Study Day	# of Vehicles Violating Time Limit Restriction	% of Vehicles Violating Time Limit Restriction
Thursday, February 26, 2026	96	35%
Saturday, February 28, 2026	107	38%

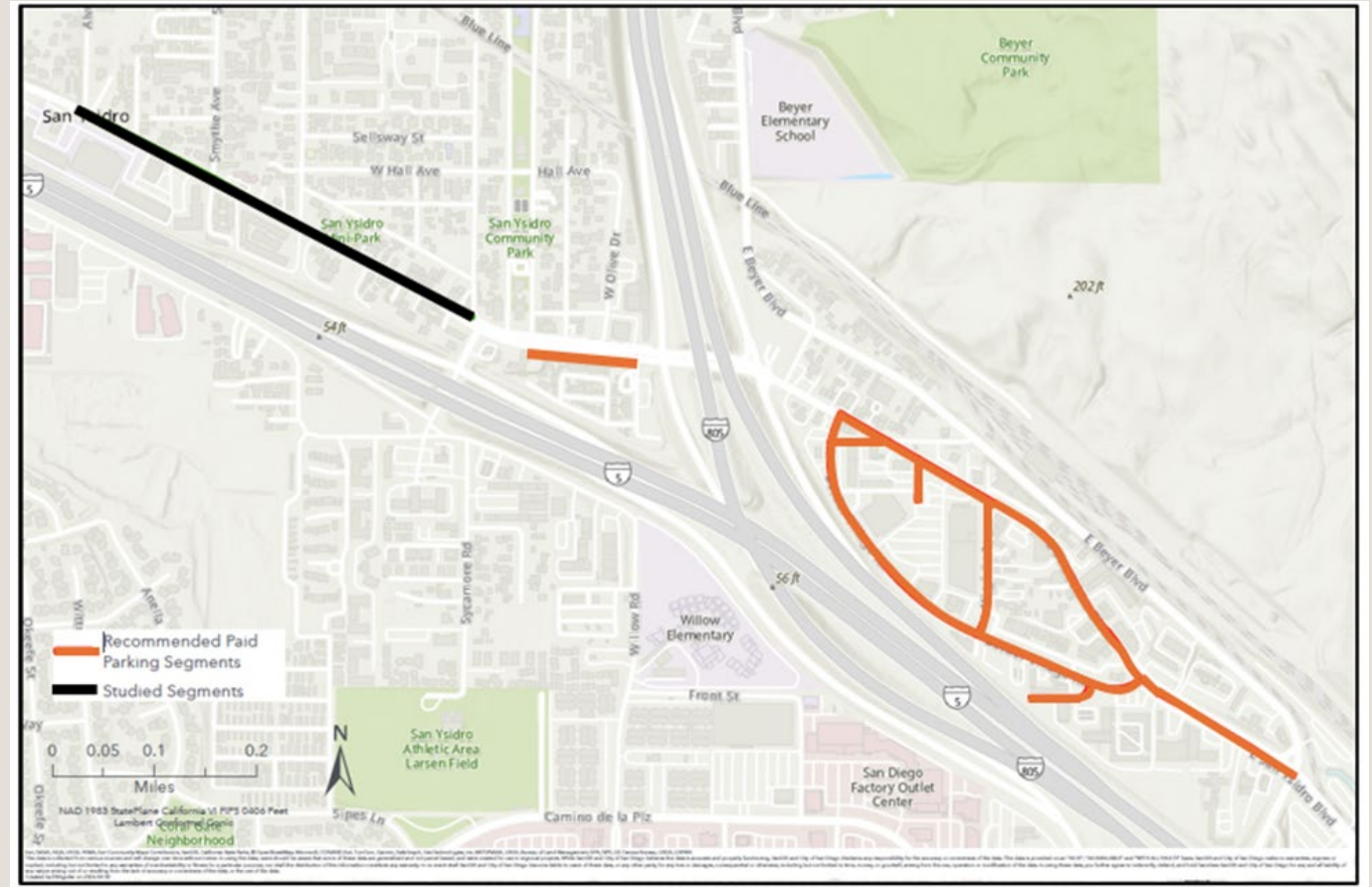
# Recommendations

Implement Metered Parking

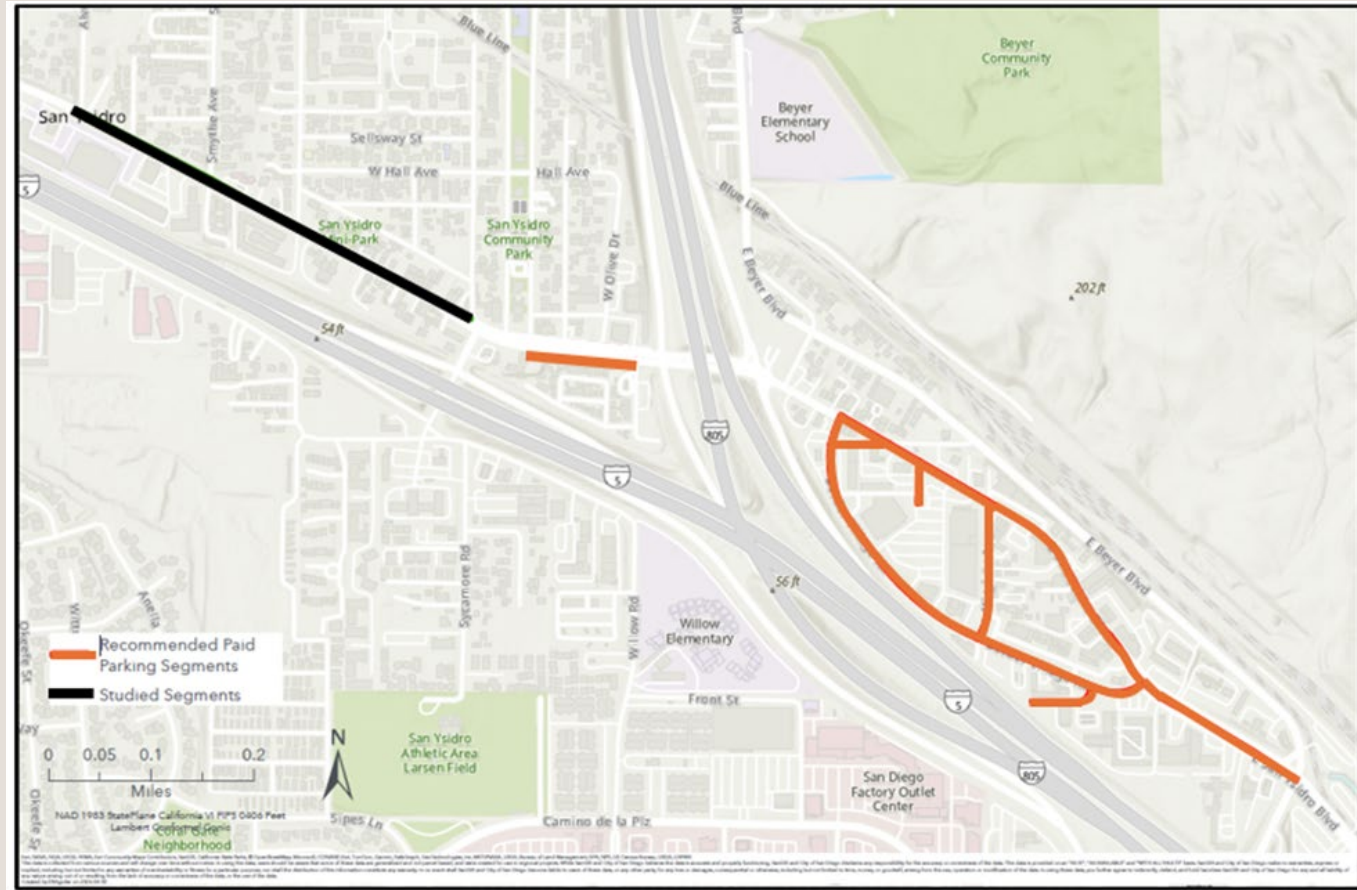
Continued Enforcement & Community Collaboration

Improve Existing Parking Designations

Provide Clarity in Parking Signs and Markings



# Recommendations of Metered Parking



- East San Ysidro Boulevard between Border Village Road to Camino De La Plaza – Both sides (67 spaces)
- Border Village Road between East San Ysidro Boulevard (N) to East San Ysidro Boulevard (S) - Both sides (138 spaces)
- Front Street between Border Village Road to end of cul de sac - Southside (7 spaces)
- Bolton Hall Road between East San Ysidro Boulevard to Border Village Road - South side (4 spaces)
- Louisiana Street between East San Ysidro Boulevard to end of cul de sac - Both sides (4 spaces)
- Virginia Avenue between East San Ysidro Boulevard to Border Village Road - Both sides (40 spaces)
- East San Ysidro Boulevard between Willow Road and E Park Avenue – South side (26 spaces)

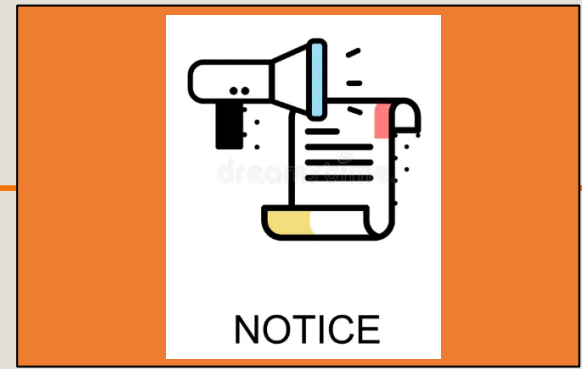
**Total: 286 Metered Spaces**

# Outreach



## Meetings with Various Stakeholders

Present Findings and Recommendations of Study



## Inform Property Owners & Tenants

Notices will be mailed to all properties within 250' of proposed metered parking segments





# Tentative Implementation Timeline

- Community Groups Outreach: April 20th-May 20th
- Community Notices: Mid May
- Signage and Meter installation: June 1st- June 30<sup>th</sup>
- Go Live date: Early July 2026.

# Thank You

Learn more at: [www.sandiego.gov/transportation](http://www.sandiego.gov/transportation)

