STAFF REPORT

AGENDA ITEM NO: 6.a – Broadway Parking

MEETING DATE: April 9, 2026

To: **Traffic Safety and Parking Commission**

Date: **April 9, 2026**

From: **Andrew Wong, Senior Civil Engineer – (650) 558-7230**

Subject: **Proposed Changes to the Broadway Parking**

RECOMMENDATION

Staff recommend that the Traffic Safety and Parking Commission (TSPC) and public receive a presentation regarding proposed changes to the parking in the Broadway Downtown.

Following the presentation, staff requests that the TSPC not only provide feedback, but also a motion determining the level of support for the proposal.

BACKGROUND

Parking in the Broadway Downtown area has historically been challenging with high demands for both retail and employee parking. The City maintains and operates five surface lots in the Broadway Downtown providing a total of 161 spaces. Of these 161 spaces, 119 are 2-hour and 42 are 10-hour spaces.

Late last year, a business owner requested additional long-term parking for employees in the area. Staff recently completed a review of the area gathering parking occupancy over an entire day as well as feedback from Parking Enforcement Officers. With this input and data, staff also saw an opportunity to use the parking data to address a previous TSPC discussion regarding on-street parking spaces along California Drive between Rhinettte Avenue and Juanita Avenue.

DISCUSSION

In March, staff completed a survey for all five parking lots in the Broadway Downtown during regular enforcement hours (8:00 AM to 6:00 PM). These lots consist of Lot P (north of Broadway, east of Paloma), Lot Q (north of Broadway, west of Paloma), Lot R (south of Broadway, west of Capuchino), Lot S (adjacent to Goodwill), and Lot Y (south of Broadway, west of Chula Vista). ADA spaces were not included in the study and electric vehicle charging spaces were counted as short-term spaces. When reviewing the survey data, typical “capacity” is reached when 85% of the available parking is full. This approach implies that drivers seeking parking would not immediately find parking at 85% capacity and would have to drive around to locate an available space. The breakdown of parking spaces found in each lot are as follows:

LOT	2-Hour	10-Hour
Lot P	17	10
Lot Q	12	12
Lot R	34	-
Lot S	17	10
Lot Y	39	10
TOTALS	***119***	***42***

When reviewing the parking capacity in each lot for 10-hour parking, Lots P and Q consistently are at or exceeded 85% starting at 9:00 AM and maintained that level throughout the day, even after 6:00 PM. Lot Y has parking capacity that is at 80% capacity most of the day, while Lot S is at 60% capacity most of the day. Lot R does not currently have any 10-hour parking.

Additional observations by staff include the following:

- Parking usage begins increasing again after 5:00 PM as residents in multi-family buildings return from work and utilize parking in the City lots overnight.
- Long-term parking in the Broadway Downtown reaches maximum capacity after 10 AM.
- Lot R appears to have lower usage and higher turnover due to adjacent uses. Post Office typically has high turnover parking and Chase Bank has its own private parking lot for customers.
- Lastly, Lot R and Lot S also appear to have capacity due to their locations on the edges of the Broadway Downtown Core.

Based on the parking data, staff observations, feedback from Parking Enforcement, and local feedback, staff propose the following:

- Convert a portion of the 2-hour parking spaces in Lot R to 10-hours. Staff suggest referencing an aerial map showing the parking layout in Lot R when determining the number of spaces to be converted.

- Use this opportunity to address throughput issues along southbound California by mitigating the potential loss of five on-parking spaces along California Drive (Rhinette to Juanita) by converting five spaces in Lot S to durations consistent with the businesses along this stretch of California Drive.

- Better communication with businesses where 10-hour parking is available. This would be done through the Broadway Business Improvement District.

EXHIBITS

- Presentation