



MONTROSE PARKING ANALYSIS

DECEMBER 2025

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Prepared for the City of Glendale by



MONTROSE

PARKING ANALYSIS

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INTRODUCTION

Parking plays a key role in supporting the economic vitality of businesses in Montrose and is a valuable City resource. This analysis reviews the parking conditions and management strategies from the prior Montrose Parking Analysis in 2019, evaluates current parking conditions and identifies implementation options for updating the employee parking program as an important next step to support the management strategies implemented since 2019. Strategies identified for the employee parking program are based on the reevaluation of parking conditions since the 2019 analysis and stakeholder input.

BACKGROUND

Montrose is the historic old town neighborhood district located in the north part of Glendale, California. The business district of Montrose centers around its main street, Honolulu Avenue. There are nearly 200 businesses located within the neighborhood. These businesses consist of many restaurants, cafés, small retail shops, and other local businesses that cater to locals and visitors. The neighborhood also features Sunday Harvest Market, and regular events and family-friendly nightlife. The business district is surrounded by residential land use, which is mostly single-family and low-density multi-family buildings.

The business district also borders the La Crescenta-Montrose unincorporated area under Los Angeles County jurisdiction. Residents and employees of businesses in the County area have been observed parking within the Montrose business district, utilizing some of the available public parking. This presents additional challenges regarding parking policies, management strategies, and enforcement.





PARKING MANAGEMENT STRATEGIES IMPLEMENTED SINCE THE 2019 STUDY

The Glendale City Council approved the 2019 study report and its recommended parking management strategies in November 2019. The following list describes each of the recommended strategies and implementation steps the City has taken since the 2019 study report was approved.

- ✓ **Evaluate and Integrate Technology.** The City has equipped the parking enforcement team with state-of-the-art license plate recognition (LPR) technology and upgraded handheld devices to more efficiently enforce both time limit restrictions and on-street paid parking. With this technology, enforcement staff can quickly check each parked vehicle to verify payment and/or parking duration to comply with parking restrictions. This technology can also be adapted to help enforce digital permit systems that could be implemented in the future. **Implemented January/February 2020**
- ✓ **Increase Parking Prices Along Honolulu Avenue.** The City increased the hourly parking charge on Honolulu Avenue to \$1.50 per hour to better reflect the high parking demand observed for these convenient on-street spaces. The City also extended this price increase to the side streets in Montrose with on-street paid parking. **Implemented January/February 2020**

- ✓ **Extend or Change Paid Parking Hours.** The City adjusted the hours for on-street paid parking in Montrose to 10 a.m. to 8 p.m. to better reflect the hours of peak demand observed in the 2019 study. The City also made this adjustment to the hours for all on-street and off-street parking time limit restrictions in Montrose. **Implemented January/February 2020**
- ✓ **Change Time Limits on Wickham Way Blocks.** The City adjusted the time limit for on-street parking on Wickham Way between Honolulu Avenue and Broadview Drive, north of the midblock alleyway, to a maximum of 3 hours. The City maintained the 9-hour time limit for on-street parking on Wickham Way south of the midblock alleyway. **Implemented October 2021**
- ✓ **Develop a Consistent Brand and Wayfinding.** The City aligned the wayfinding signage along the streets in Montrose with the branding and design of signs in downtown Glendale to create a consistent citywide look and feel. **Implemented October 2021**
- ✓ **Pay-By-Phone.** The City has contracted with PayByPhone to provide a mobile app-based payment solution for residents, employees, and visitors to pay for parking in Montrose. **Implemented April 2023**



Other parking management strategies recommended in the 2019 study report have not yet been implemented, including an update to the employee parking program. This 2025 study both re-evaluates existing parking conditions in Montrose and considers implementation options to update the employee parking program.



STUDY AREA

Like the 2019 study, the 2025 study area focuses on the Montrose business district or the Montrose Shopping Park. This was identified as the area where the highest parking demand occurs and where management strategies are identified to support the future success of the Montrose commercial area.

The map on the following page illustrates the publicly available on- and off-street parking within the study area, which is bounded by Florencita Drive, Broadview Drive, Las Palmas Avenue and Verdugo Road/Montrose Avenue. The 2025 study area includes the Glendale Community College PDC off-street parking lots. The college is currently implementing redevelopment plans and, due to a pause in onsite activity, has opened these lots to be used as de facto public parking. In total, the 2025 study area includes 221 on-street spaces and 660 off-street spaces for a total of 881 parking spaces. However, with the planned redevelopment of the college, it is anticipated that the 92 parking spaces in the college lots will no longer be available for use as public parking. The parking management strategies recommended in this report assume

that the public parking demand observed in the college lots for this study will need to be accommodated in the other publicly available off-street parking lots in Montrose. The off-street parking occupancies shown in this report reflect this assumed shift in parking demand from the college lots.



With the planned redevelopment of the college, it is anticipated that the 92 parking spaces in the college lots will no longer be available for use as public parking.







PARKING REGULATIONS

The map on the following page illustrates the location of paid parking and unrestricted parking and the time limits that are provided for parking. The only paid parking in the study area is on-street located along Honolulu Avenue and on the blocks immediately north and south of this street. All the parking lots have free parking with time limits varying between 3 and 9 hours. The on-street parking has mostly 2-hour time limits with some short-term parking that has 30-minute and 1-hour

time limits. The only exception to these time limits on-street is along Wickham Way between Honolulu Avenue and Broadview Drive where the time limits are 3 hours north of the midblock alleyway and 9 hours south of the midblock alleyway. Parking restrictions are between 10 a.m. and 8 p.m. Monday through Saturday for the on-street parking and between 10 a.m. and 8 p.m. for the off-street parking Monday through Sunday.

“

All the parking lots have free parking with time limits varying between 3 and 9 hours.



PARKING OCCUPANCY

Existing parking conditions were documented through data collection and coordination with the City in October of 2024. The data collection captured parking supply (described previously), occupancy, and duration (or length of stay). Data were collected both for on-street and off-street parking lots.

Data related to parking occupancy and duration were collected on Thursday, October 17 and Saturday, October 19 to capture typical fall weekday and weekend conditions. This data collection was then validated through frequent spot checks of parking facilities by City staff and the project team throughout the Fall season of 2024. Hourly occupancy along each on-street block and within each lot were collected from 8 a.m. to 9 p.m. Duration of stay data were also collected during the same time period. The data collection provided an understanding of how utilized or occupied publicly available parking is in Montrose and how long vehicles park. The occupancy and duration characteristics provide valuable information to develop data driven parking management strategies for Montrose.

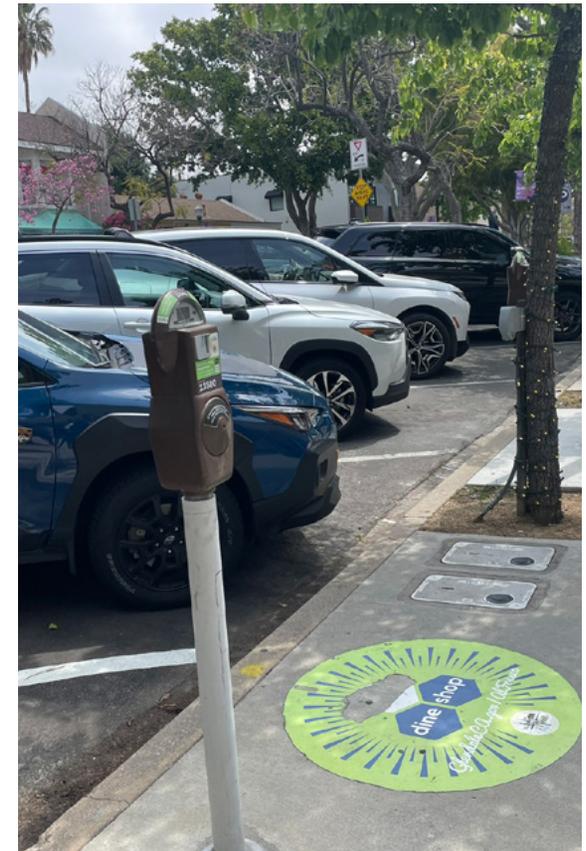
On-street parking occupancy between 70 and 85 percent typically indicates 1 to 2 available parking spaces per block making it easier for drivers to find parking.

Parking occupancies over 85 percent on-street and in larger parking lots typically indicate congested parking conditions where drivers have difficulty finding parking and may have to circulate the area more than once to find an available space.

A review of the hourly occupancy shows that peaking conditions occur at 12 and 7 p.m. on weekdays. The highest peak occurs at 7 p.m. with 65 percent of the parking spaces occupied, as compared to the 2019 study when the highest peak occurred at 6 p.m. with 78 percent of the parking spaces occupied. This indicates that peak evening conditions are likely driven by restaurant and retail activity.

The peak parking occupancy on Saturday occurs at 3 p.m with 50 percent of parking spaces occupied, as compared to the 2019 study when the highest peak occurred at 1 p.m. with 86 percent of parking spaces occupied. For the 2025 study, peak parking occupancy is 15 percentage points lower on Saturday compared to the weekday condition.

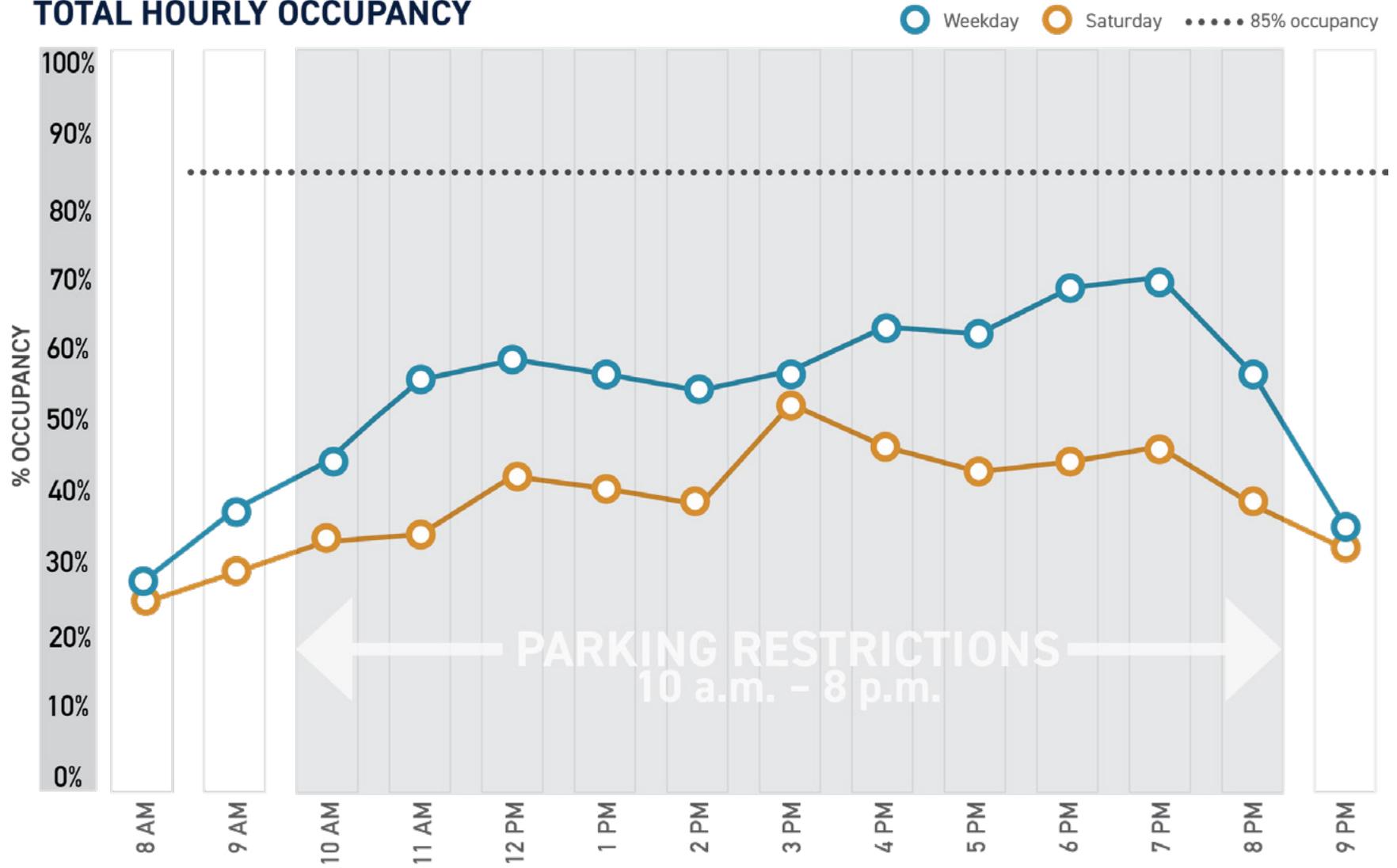
The total parking occupancy for the study area is below 85 percent during both weekday and Saturday conditions. However, there are certain areas where occupancy exceeds this target and management strategies



could better balance parking needs. The following pages provide more detail on findings related to on- and off-street parking as well as paid and unpaid parking.



TOTAL HOURLY OCCUPANCY





TOTAL ON-STREET OCCUPANCY (PAID AND UNPAID)

The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY ON-STREET** with the peak occurring at 7 p.m. with 66 percent of the spaces occupied. As mentioned, parking regulations were extended from 6 p.m. to 8 p.m. to include this peak occupancy period.

221
On-Street
Spaces Counted

★145
Vehicles Parked
at Peak Hour



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY ON-STREET** and shows that the peak parking occupancy also occurs at 7 p.m. with 65 percent of the spaces occupied. Like the weekday, parking regulations were extended from 6 p.m. to 8 p.m. to include this peak occupancy period. Saturday occupancy is generally lower than weekday conditions except during the early morning and late evening.

221
On-Street
Spaces Counted

★144
Vehicles Parked
at Peak Hour





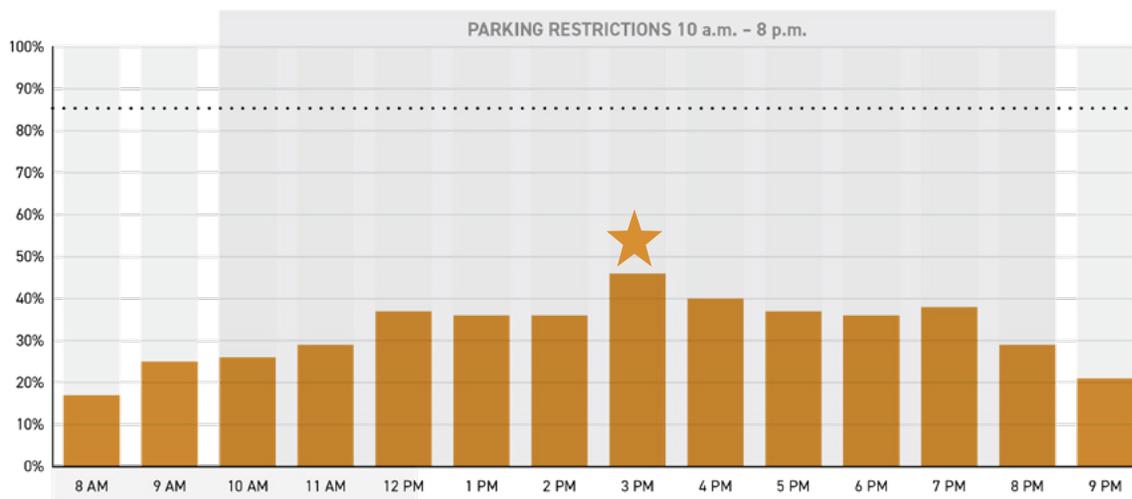
TOTAL OFF-STREET OCCUPANCY



The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY OFF-STREET** with the peak occurring at 7 p.m. with 65 percent of the spaces occupied.

568
Off-Street
Spaces Counted

★370
Vehicles Parked
at Peak Hour



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY OFF-STREET** with the peak parking occupancy occurring at 3 p.m. with 46 percent of the spaces occupied. Consistent with the overall study area, Saturday occupancy is generally lower than weekday conditions.

568
Off-Street
Spaces Counted

★259
Vehicles Parked
at Peak Hour



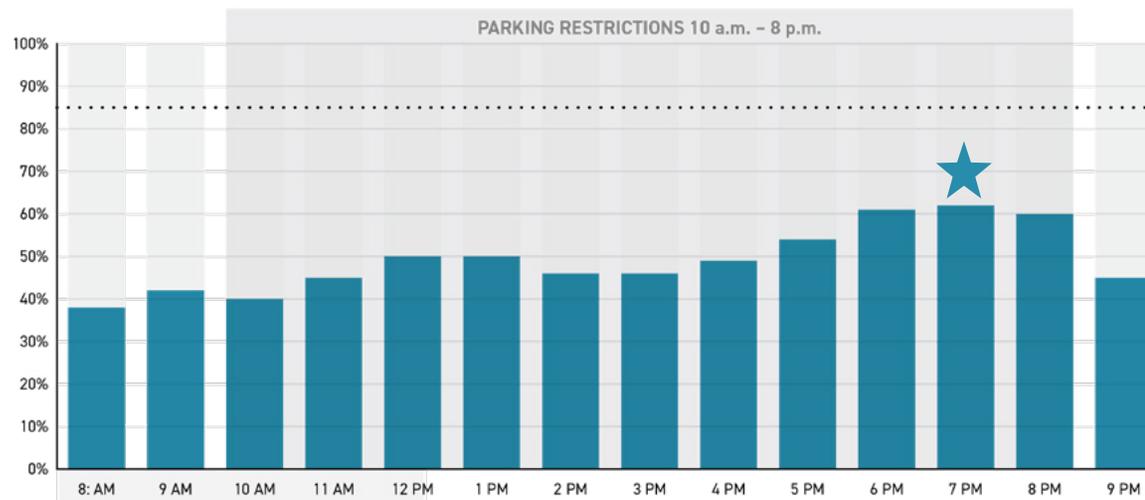


The top chart illustrates the **WEEKDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak occurs at 7 p.m. with 62 percent of the spaces occupied. As mentioned, the paid parking hours were extended from 6 p.m. to 8 p.m. to include this peak occupancy period.

149
On-Street
Spaces Counted

★92
Vehicles Parked
at Peak Hour

ON-STREET PAID OCCUPANCY



The bottom chart provides the **SATURDAY HOURLY OCCUPANCY FOR ON-STREET PAID PARKING** and shows that the peak parking occupancy also occurs at 3 p.m. with 66 percent of the spaces occupied. Unlike the overall study area, Saturday occupancy for on-street paid parking is generally higher than weekday conditions.

149
On-Street
Spaces Counted

★98
Vehicles Parked
at Peak Hour





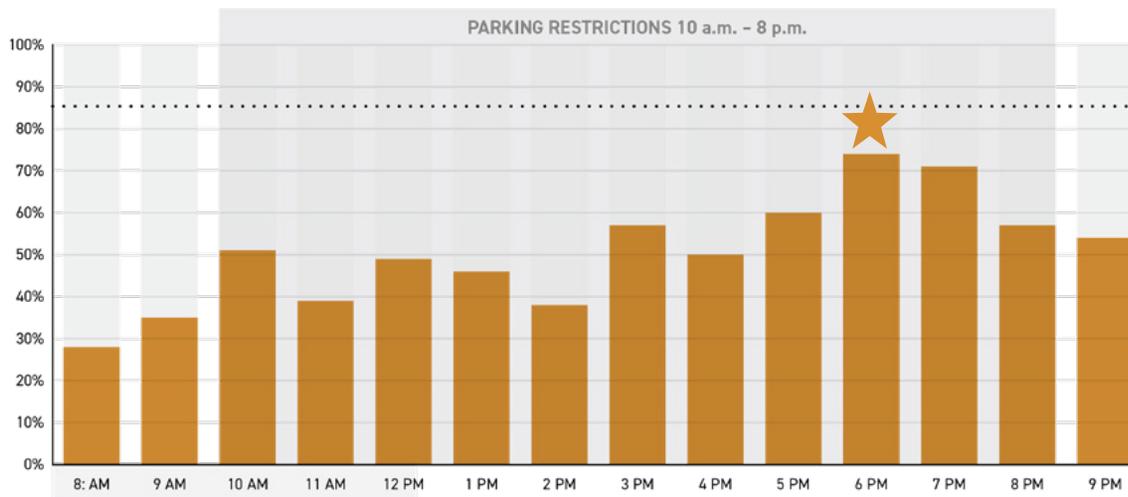
ON-STREET UNPAID OCCUPANCY



The **WEEKDAY HOURLY OCCUPANCY FOR ON-STREET UNPAID PARKING** shows that the peak occurs at 6 p.m. with 75 percent of the spaces occupied.

72
Off-Street
Spaces Counted

★54
Vehicles Parked
at Peak Hour



The **SATURDAY HOURLY OCCUPANCY FOR ON-STREET UNPAID PARKING** shows that the peak occurs at 6 p.m. with 74 percent of the spaces occupied. Weekday occupancy for on-street unpaid parking is generally higher than Saturday conditions. On-street parking is often the most desirable parking for short term retail and commercial uses as reflected in the high occupancy rates.

72
Off-Street
Spaces Counted

★53
Vehicles Parked
at Peak Hour





WEEKDAY PEAK HOUR OCCUPANCY (7PM)

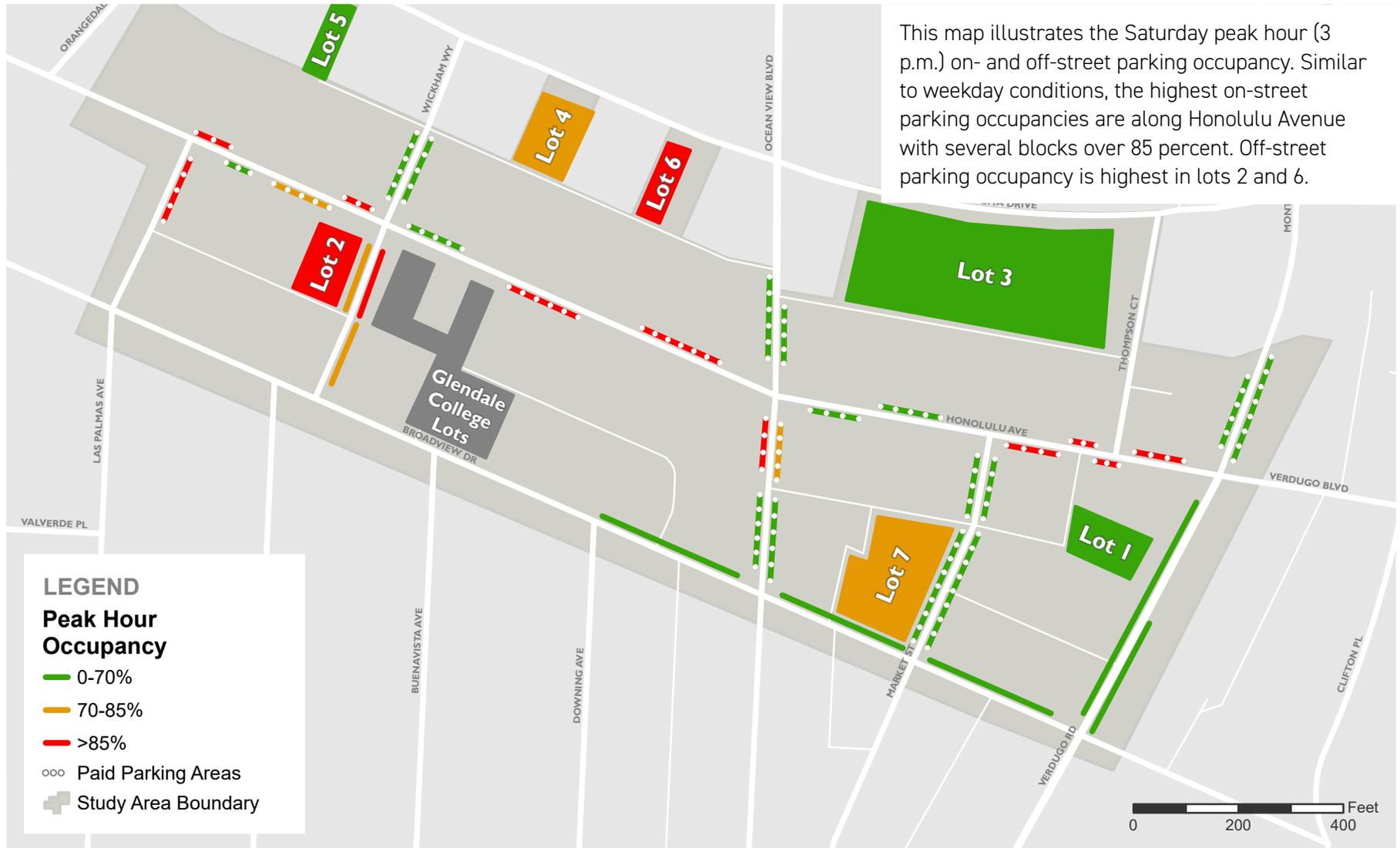
The peak hour (7 p.m.) on- and off-street parking occupancy for the weekday conditions is illustrated on this map. On-street parking occupancy is highest along the main street, Honolulu Avenue, and along Broadview Drive, where on-street parking is currently unpaid. Off-street parking occupancy is highest in lots 1, 2, and 7.





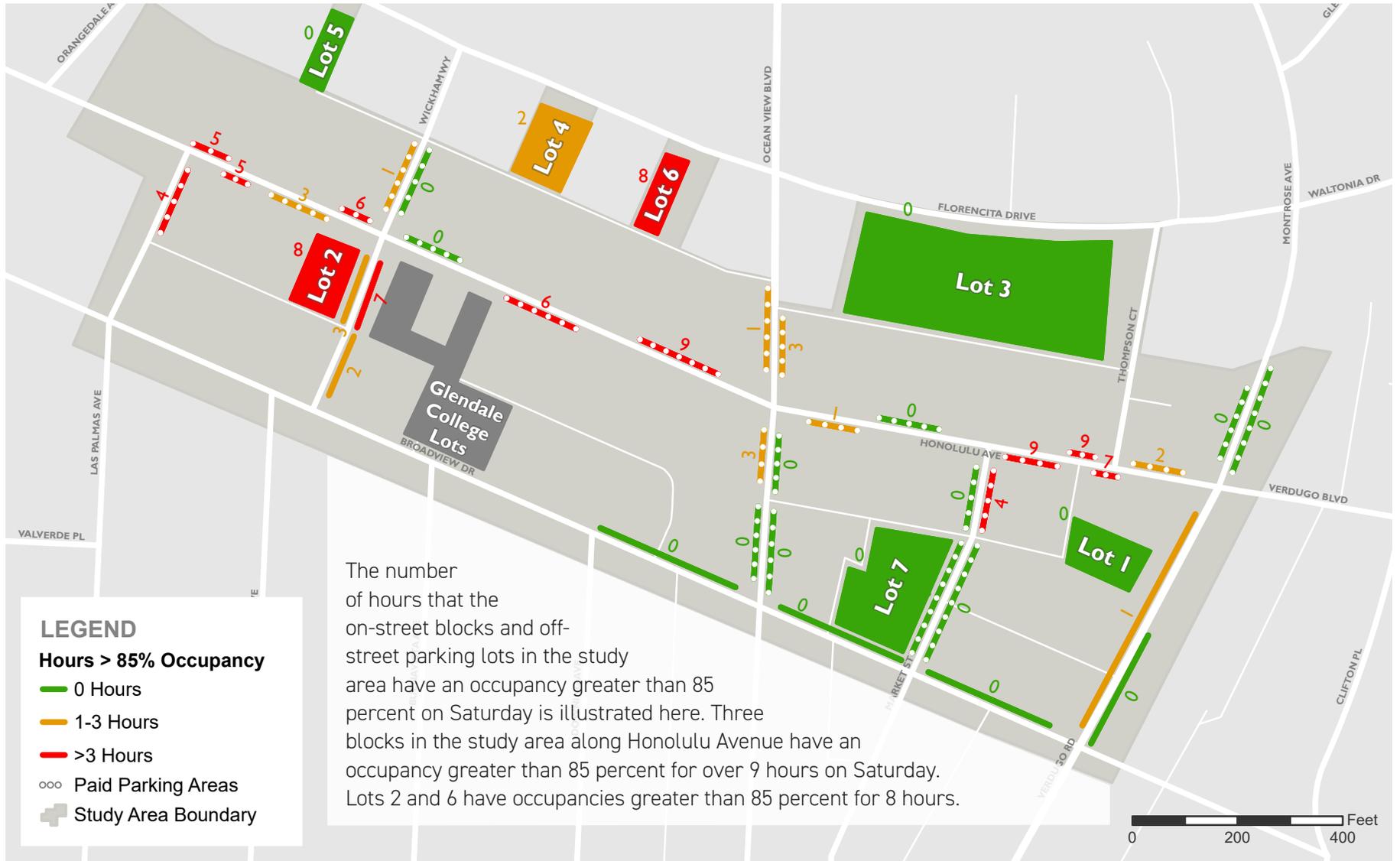
SATURDAY PEAK HOUR OCCUPANCY (3PM)

This map illustrates the Saturday peak hour (3 p.m.) on- and off-street parking occupancy. Similar to weekday conditions, the highest on-street parking occupancies are along Honolulu Avenue with several blocks over 85 percent. Off-street parking occupancy is highest in lots 2 and 6.





NUMBER OF HOURS OCCUPANCY EXCEEDS 85% (SATURDAY)





PARKING DURATION OF STAY

Duration of stay is evaluated to identify different types of parking users and to see if parking spaces are being turned over to support the specific type of parker desired. Duration of stay data was collected for all public on-street and off-street parking in the study area to see if vehicles were turning over to provide short term customer parking for nearby businesses, complying with the posted time limit restrictions, and to determine where employees of nearby businesses are likely parking.

Weekday and Saturday duration of stay for each off-street lot and for on-street parking overall are illustrated in the following tables. The data shows that the vast majority of vehicles parked on-street stay for less than 3 hours, with only 6 percent of weekday on-street vehicles and 4 percent of Saturday on-street vehicles parked longer than 3 hours.

TURNOVER (WEEKDAY)

LOT 1	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	35	40	13	21
% of Total	32%	37%	12%	19%

LOT 2	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	162	28	10	9
% of Total	78%	13%	5%	4%

LOT 3	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	303	69	76	157
% of Total	50%	11%	13%	26%

LOT 4	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	46	23	9	57
% of Total	34%	17%	7%	42%

LOT 5	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	17	3	4	7
% of Total	55%	10%	13%	23%

LOT 6	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	52	10	5	23
% of Total	58%	11%	6%	26%

LOT 7	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	154	77	40	108
% of Total	41%	20%	11%	28%

On-Street	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	729	220	43	60
% of Total	69%	21%	4%	6%



However, a significant portion of off-street vehicles park longer than 3 hours, including in lots with a 3-hour time limit restriction. This most commonly occurs in lots 4 and 7, where more than 30 percent of vehicles on the weekday park for more than 3 hours. These two parking lots are conveniently accessible to nearby businesses both within the Montrose Shopping Park and in neighboring jurisdictions, suggesting that these long-term parkers could be employees from these nearby businesses.

TURNOVER (SATURDAY)

LOT 1	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	58	45	12	8
% of Total	47%	37%	10%	7%

LOT 5	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	19	8	6	2
% of Total	54%	23%	17%	6%

LOT 2	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	86	33	39	16
% of Total	49%	19%	22%	9%

LOT 6	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	33	14	11	25
% of Total	40%	17%	13%	30%

LOT 3	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	326	99	34	29
% of Total	67%	20%	7%	6%

LOT 7	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	133	104	54	20
% of Total	43%	33%	17%	6%

LOT 4	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	58	45	11	29
% of Total	41%	31%	8%	20%

On-Street	TIMEFRAME/HOURS			
	0-1	1-2	2-3	3-4
# of Vehicles	684	242	78	43
% of Total	65%	23%	7%	4%





KEY FINDINGS AND STAKEHOLDER INPUT

Although parking occupancy in Montrose is less than 85 percent overall, there are specific areas where parking occupancies are exceeding the desired threshold during both Saturday and weekdays. Parking lots 2, 4, and 7 have more than 4 hours on the weekday when the parking occupancy is over 85 percent. Parking lots 2 and 6 have 4 or more hours on Saturday where the parking occupancy is greater than 85 percent. As noted in the Parking Duration of Stay section, a significant portion of off-street vehicles park longer than 3 hours and employees of nearby businesses are likely contributing to this long-term parking activity.



STAKEHOLDER INPUT

In discussions with key stakeholders, including Montrose Shopping Park Association board members, local business owners, and City of Glendale staff, the following input identifies key challenges for managing employee parking in Montrose.

- Montrose Shopping Park Association board members and local business owners observed while overall there is parking available, specific constraints exist in some off-street lots and on-street segments, consistent with the Fall 2024 data collection findings.
- Lot 3, which offers 9-hour parking and is currently underutilized, is not within convenient walking distance to all businesses within Montrose. Some employees feel unsafe walking long distances to and from their vehicle in the early morning or late at night.
- Vehicles not associated with the Montrose Shopping Park are utilizing some of the available parking supply, contributing to observed parking constraints in some lots. This includes vehicles from residents and employees of businesses in the County area and vehicles utilizing the Montrose lots for park & pool/ride activity to other employment areas.
- The current employee parking program is challenging to administer and enforce due to the use of physical permits and the time limit restrictions not being efficiently dynamic enough to balance demand between more and less desirable parking facilities. Due to these challenges, some employees have encountered difficulty finding available long-term parking.



PARKING STRATEGIES

Building on the parking strategies successfully implemented since the 2019 study, additional parking strategies to support the following Montrose goals and objectives are summarized below:

- Support local business needs within Montrose
- Provide adequate amount of parking for customers and employees
- Look to manage what parking is available before building more parking

PERFORMANCE-BASED PARKING APPROACH

The City adopted a performance-based parking approach where data driven triggers are used to guide decision-making to best manage parking. As part of the 2019 study recommendations, the City modified its desired target range for parking occupancy to be between 70 and 85 percent. While overall parking in Montrose does not exceed this threshold, some off-street lots and on-street segments do exceed this threshold based on the Fall 2024 data collection findings. The following sections outline parking management strategies that could be implemented to further balance the supply and demand of valuable parking assets in Montrose.



Look for this icon to denote the strategies suggested throughout this section.



PRICING STRATEGIES

More available parking improves the customer experience and economic vitality of the neighborhood. As needed, the City should monitor areas with paid parking and adjust pricing. Specifically, the adjustments should include:

 **ANNUAL ADJUSTMENTS.** It is recommended that parking rates continue to be evaluated on an annual basis and adjusted using the performance-based approach. The annual review is necessary to address changing conditions that are anticipated with other management strategies and be able to react to growth and development pressures that occur.

 **INCREASE PARKING PRICES ALONG HONOLULU AVENUE.** Some blocks along Honolulu Avenue are over 85 percent occupied for 8 or more hours. Given the occupancy level, it is recommended to increase the parking rate per hour by a further \$0.50 (from \$1.50 to \$2.00 per hour) to help reduce occupancy levels and encourage parking in other areas where parking is available. This rate would be consistent with the on-street parking rate for most of downtown Glendale.

EXPAND ON-STREET PAID PARKING TO CAPTURE WICKHAM WAY AND BROADVIEW DRIVE BLOCKS.

On-street parking occupancy on segments of Wickham Way between Honolulu Avenue and Broadview Drive and on Broadview Drive adjacent to Lot 7 exceeds 85 percent occupancy for up to 9 hours. Implementing paid parking along these blocks of Wickham Way and Broadview Drive would help manage occupancy and increase availability near the Montrose commercial area. As part of this update, the City should modify the time limit along these blocks of Wickham Way and Broadview Drive to 2 hours consistent with the time limit along Honolulu Avenue.

TRANSPORTATION DEMAND MANAGEMENT STRATEGIES

Employees can be encouraged to utilize other means of traveling to Montrose other than driving alone and parking in the public parking facilities. Strategies to consider should include providing information on available transit services and nearby park & pool/ride facilities, carpooling incentives offered by employers, and employers providing safe bike storage areas. Employees should be informed of available travel options through joint education efforts from the City, the Montrose Shopping Park Association, and their employers.

ENFORCEMENT

Enforcing parking regulations is an important component to making sure the parking regulations are followed. Without enforcement many parking management strategies will be ignored, abused, and ineffective. The City has recently made significant improvements to its enforcement program and can build upon these successes to further improve enforcement.

EVALUATE AND INTEGRATE TECHNOLOGY

Building upon the implementation of state-of-the-art LPR technology and upgraded handheld devices, the City should consider other opportunities to further streamline enforcement leveraging this technology such as utilizing digital permits for the employee parking program. Technology improvements can help improve the efficiency and accuracy of enforcement, leading to better parking management outcomes. A comparison of digital versus physical parking permits is discussed further below.

 **PAY STATIONS WITH PAY-BY-PLATE.** The on-street paid parking in Montrose utilizes traditional parking meters for each individual space. Other than the recently



DIGITAL VS. PHYSICAL PARKING PERMITS

The current employee parking program utilizes physical permits in the form of placards which employees can hang on their rearview mirrors. These physical permits could be replaced with a digital permit system to help make administering and enforcing the program more efficient. Some of the benefits and potential disadvantages of converting to a digital permit system include:

Benefits:

- Increases efficiency of administering and enforcing the program.
- Can be integrated into the City's existing license plate recognition enforcement system.
- Reduces production and materials cost of distributing physical permits.

Disadvantages:

- Requires upfront cost to set up the program and software with permit/payment system vendors.
- Education needed for employers and employees to learn about and register with the new system.

adopted pay-by-phone system, these parking meters are only capable of accepting coin payment. Upgrading the payment systems with new technology will provide better customer experience, be more convenient for customers, and result in higher compliance.

As parking meters are replaced, the system should be upgraded with pay stations that incorporate pay-by-plate applications and allow for credit card payment along with mobile payment options. One pay station serves multiple parking spaces, reducing the amount and cost of infrastructure and improving pedestrian mobility along the sidewalks with impediments.

Improved payment systems can also:

- Provide for better customer experience
- Reduce labor costs by eliminating manual payment collection, less maintenance, and remote programming
- Automate the transfer of payments to the City
- Integrate with enforcement technologies such as license plate recognition
- Allow credit card and mobile payment options
- Eliminate the need for numbered parking spaces, which fade and require frequent repainting, by using pay-by-plate methods

PARKING REVENUE AND FUNDING

The City should continue to review parking finances annually to ensure the program is self-sustaining. Currently only the administrative and near-term maintenance costs of the parking system are covered by revenues in the area. More significant long-term capital improvement projects, such as repaving the parking lots, replacing signage, or adding pedestrian amenities are not currently covered. Additional funding opportunities beyond what can be collected through the existing paid parking system would need to be identified to cover other improvements. This could include potential options to expand the paid parking system in relation to the employee parking program, which are discussed in the following section of this report.

BRANDING AND WAYFINDING

Branding and wayfinding signage similar to that found in the downtown area was added along streets in Montrose to provide a consistent look and feel throughout Glendale and distinguish public parking assets from private parking. This on-street branding and wayfinding signage could also be added within each off-street public parking lot to further create a consistent look and feel.

EMPLOYEE PARKING PROGRAM IMPLEMENTATION OPTIONS

Implementing updates to the employee parking program is an important next step, building upon the parking management policy successes from the 2019 study. The current employee parking program does not adequately address the challenges described by stakeholder input and the on-going off-street parking constraints identified in this 2025 study.

Long-term parking in high demand lots, likely due to employee parking, is preventing customer access to these lots during peak activity periods. The current free parking in the off-street lots has also led to parking from people not associated with the Montrose Shopping Park, such as residents and employees of neighboring jurisdictions. Additionally, current enforcement of the off-street parking lots poses several challenges. The time limit restrictions (3-hour and 9-hour) are different than the time limit restrictions for most of the on-street segments (2-hour), requiring a more dynamic enforcement strategy. These varied restrictions also cause confusion to parking users trying to understand the Montrose parking system.

For both options, to discourage employees from parking in the highest demand lots, employee permit parking would be restricted to only a select number of lots that still provide some geographic disbursement for walking convenience, such as Lots 2, 3 and possibly a portion of lot 4.

To address the identified challenges, this study considers two implementation options for updating the employee parking program – one focusing on a paid parking strategy for the off-street lots and one focusing on an adjusted time limit strategy for the off-street lots

OPTION 1 – CHARGE FOR OFF-STREET PARKING

One approach to help resolve the identified challenges would be to introduce paid parking for the off-street lots. Under a paid parking approach, parking demand would be balanced through a tiered pricing structure, with the highest price for on-street parking, a lower price for the off-street lots, and a discounted price or potentially no charge for employee parking permits. Lots 2, 4, 6 and 7 exceed 85 percent occupancy for more than four hours. Installing pay stations and charging for parking in these more heavily utilized lots could be justified based on observed demand alone; however,



Example pay station

charging for parking in only these lots will shift demand to the surrounding lots; therefore, introducing paid parking should be considered for all public off-street lots within Montrose.

A paid parking system for the off-street lots would also help streamline parking enforcement and management, as this would create an approach consistent with the current on-street paid parking. Due to the number of spaces in the off-street lots, pay stations are recommended instead of meters for each individual space. With the introduction of these pay stations for



the off-street facilities, consideration should also be given to converting all on-street segments into a pay station system and the upfront capital costs required to implement the system. Implementing this option would also require employers to educate their employees on how to obtain an employee parking permit and which lots allow employee parking.

The focus of funding generation for this option would be primarily through customers/visitors paying hourly rates for off street parking, and the focus of enforcement efforts would be primarily through enforcing customer/visitor paid parking.

OPTION 2 - ADJUST TIME LIMIT RESTRICTIONS

Another option to help address the identified challenges would be to adjust the time limit restrictions for the off-street lots. Under this approach, parking demand would be balanced by reducing the allowed time limits for parking in the off-street lots to discourage long-term parking in high demand areas. This option would maintain free parking for short-term visitors in the off-street lots and charge a higher fee for employee parking permits than for Option 1.

As mentioned, the off-street lots currently offer 3-hour parking and some 9-hour parking

in Lot 3; however, as shown in the Parking Duration of Stay section of this report, most visitors to Montrose park for 2 hours or less. To better reflect observed demand and further disincentivize long-term parking, all time limit restrictions in the off-street lots could be adjusted to 2-hour parking, aligning with the time limit restriction for most of the on-street segments in Montrose. This alignment would also alleviate parking user confusion from varied time limit restrictions.

Since this option would not introduce paid parking in the off-street lots, the employee permit fee would need to be set higher than that for Option 1 to help cover the cost of administering the program and long-term capital improvement projects. Implementing this option would also require employers to educate their employees on how to obtain an employee parking permit and which lots allow employee parking.

The focus of funding generation for this option would be primarily through employees/employers paying the cost of employee parking permits, and the focus of enforcement efforts would be primarily through enforcing time limit restrictions of both customers and employees.

A table comparing the key characteristics of the two options is provided on the following page.





EMPLOYEE PARKING PROGRAM OPTIONS COMPARISON SUMMARY

The following matrix summarizes the key characteristics of each employee parking program option:

	PAID PARKING	TIME LIMIT RESTRICTIONS	EMPLOYEE PARKING PERMITS	LONG-TERM CUSTOMER PARKING	UPFRONT CAPITAL COSTS	FOCUS OF FUNDING GENERATION	FOCUS OF ENFORCEMENT EFFORTS	REQUIRED EDUCATION/ OUTREACH
Option 1	Introduces paid parking for all off-street lots, at lower price than for on-street	Removes time limit restrictions for off-street lots	Free or discounted rate, restricted to lots 2, 3, and possibly a portion of Lot 4	Adds flexibility for customers to park longer if desired	Yes, for pay stations and signage	Primarily customers through hourly payments	Primarily through enforcing customer paid parking	Yes
Option 2	Maintains free parking for off-street lots	Reduces time limits for off-street lots to 2 hours	Higher rate than Option 1, Restricted to Lots 2, 3, and possibly a portion of Lot 4	No long-term customer parking available	Yes, for signage only	Primarily employees through cost of permits	Primarily through enforcing time limit restrictions of both customers and employees	Yes



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