

Ventura, CA

Downtown Ventura Mobility and Parking Plan

The City of Ventura has developed an ambitious vision for reshaping its downtown. Acres of surface parking lots will give way to mixed-use buildings, forming a lively, pedestrian-friendly heart for the city. Nelson\Nygaard was asked to provide a set of practical, cost-effective parking and transportation demand management (TDM) strategies that could make this vision a reality.

To solve the existing problems and head off new ones, Nelson\Nygaard completed a comprehensive review of best practices in transportation and parking management, with special emphasis on communities that have succeeded in boosting transit ridership, reducing parking demand, and creating dense, walkable downtowns. Nelson\Nygaard also reviewed the state-of-the-art equipment in parking management technology. Most importantly, the study included extensive outreach to policymakers and stakeholders, ranging from city staff to downtown business owners, developers and residents.

The result of this intensive consensus building process was a set of twelve recommendations that entirely restructured the transportation plans for downtown. The recommendations replace free parking with market-rate parking, devoting all revenues to a Parking Benefit District that funds downtown services; phase out minimum parking requirements; institute strong transportation demand management requirements for new development, including parking cash-out programs and “unbundling” the cost of parking from the cost of housing and commercial space; and provide free transit for all downtown residents and employees.

Collectively, these recommendations constituted one of the most far-reaching programs to be considered by any downtown in the country for reducing traffic and achieving a pedestrian-friendly environment.



Project Duration: 2005

Total Budget: \$70,000

For more information:

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