

Community Focus Statement C: Become a model gateway community to Joshua Tree National Park.

Action Statement C.9: Establish a parking management plan within the downtown/gateway area.



Benchmark: A parking management plan is implemented.
Champion: Volunteer group or person or can be identified by the community
Estimated Cost: Variable depending on proposed infrastructure improvements

As a gateway community to one of California’s most famous parks, Joshua Tree has a substantial amount of visitors and through traffic. The availability, location, and cost of parking can affect community revenue, traffic, and the visitor experience, as well as contribute or detract from the quality of life for those who live and work in the area. Effective parking management is critical for all communities, and for Joshua Tree especially because of its location and size. By analyzing current parking conditions and creating a detailed plan for the future, Joshua Tree can create a stress-free and economically beneficial downtown environment.

The Joshua Tree Chamber of Commerce can lead this effort by providing data, analysis, and example policies to create a parking management plan that benefits businesses and tourists in Joshua Tree, is economically advantageous, and uses land efficiently. The County Board of Supervisors could then finalize, adopt, and implement the parking management plan with the community’s input and feedback.

PARK

Public parking

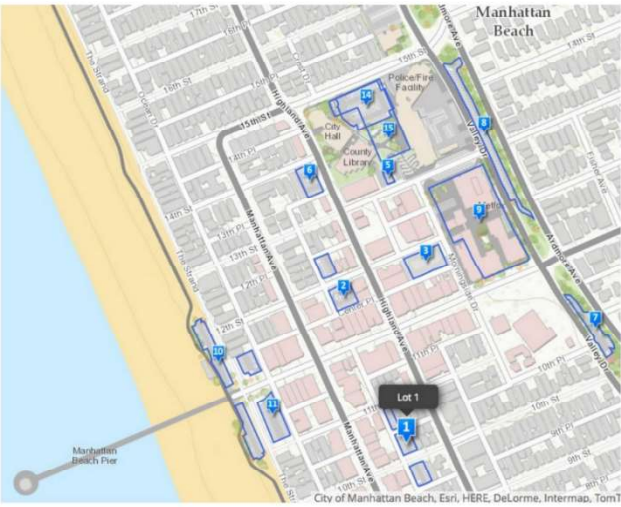
Parking enforcement hours are from 8:00 AM to 9:00 PM, with the exception of the beach parking lots at the Manhattan Beach Pier, which are enforced 24-hours a day.

The City runs twelve parking lots. These lot locations can be viewed using the [online Public Parking Lots Interactive Tour](#). Beyond lots, there are over 300 City street meters in the Downtown Manhattan Beach business district. These parking spaces serve to regulate the flow of transitory and business traffic.

Parking Rates:

- Beach Parking Lots- \$1.50/hour
- City Parking Lots- \$0.75/hour
- Street Parking- \$1.25/hour

There are 12 public parking lots in the Downtown area. Lot 9 is a two level underground parking structure with 200 2-hour metered spaces and 260 8-hour metered spaces. **Lot 8 is long-term free parking** and Lot 7 has 10-hour meters.



Excerpt from a parking management plan for Manhattan Beach, CA. Photo source: Michael Baker International

Action	Action Leader	Timeline	Resources
1. Identify interested parties to create a Parking Taskforce.	Champion with Chamber of Commerce and Morongo Basin MAC	Months 1 – 3	San Bernardino County EDA – Incentives, Services and Programs http://www.sbcountyadvantage.com/For-Site-Selectors/Incentives-Programs.aspx
2. Prepare an existing conditions report to evaluate the current state of parking: <ul style="list-style-type: none"> • Inventory of current parking supply • Research on prior studies and related documents • Comprehensive seasonal utilization counts for fall, winter, spring, and summer, with duration assessments • Interviews and collaboration with key stakeholders • Technical analysis of existing and future parking demands • Analysis of land use policies and future trends • Evaluation of parking code requirements 	Parking Taskforce	Months 1 – 3	Manhattan Beach Downtown Parking Management Plan http://www.citymb.info/home/showdocument?id=6943
3. Identify the issues and opportunities with downtown parking in Joshua Tree. Current issues to be based on information and analysis in the existing conditions report.	Parking Taskforce with Joshua Tree Chamber of Commerce, with support from MAC and community	Months 3 – 4	
4. Consider potential solutions to the issues identified, including an assessment of potential parking management techniques and prioritization.	Parking Taskforce with Joshua Tree Chamber of Commerce, with support from MAC and community	Month 5	
5. Develop a parking management plan, complete with implementation plan, project needs, and funding sources.	Parking Taskforce County	Months 6 – 9	
6. Submit parking management plan to County for review and possible adoption.	Parking Taskforce	Year 1	
7. Begin implementing the parking management plan with funding secured by the community.	Parking Taskforce	Year 1	