

Downtown Parking Management Program

FACT SHEET

- 1** Downtown Ventura has more than 2,500 free public parking spaces in 15 public parking lots located just around the corner from most businesses. Only 318 on-street spaces are metered.
- 2** The Parking Management Program ensures availability of premium on-street parking spaces so that customers who come downtown have convenient access to the businesses they visit.
- 3** There are 48 free green parking stalls located near the parking pay stations for quick errands under 24-minutes.
- 4** Revenue from the pay stations funds a cleaner, safer Downtown for everyone.
 - The program is funding a full-time officer dedicated solely to downtown.
 - The program is providing upgrades where light levels were inadequate, and new lighting to be installed where no lights exist, allowing a greater degree of public safety for residents and visitors.
- 5** The Parking Management Program is providing free public Wi-Fi access that is attracting people and business to Downtown.
- 6** The Downtown Parking Management Plan and the Downtown Specific Plan were adopted in 2007 after extensive outreach with the support of the Downtown Ventura Organization, the elected body that represents property owners and merchants.
- 7** Last year, the following changes were made in response to community and merchant feedback:
 - Removed the pay stations from the 700 block
 - Removed the 4-hr parking restrictions in 200 block public lot
 - Eliminated second tier pricing
 - Eliminated payment for 24 min green zones
 - Hours of operation were changed from 10 am – Midnight to 10 am – 9 pm
 - Simplified the parking pay station electronic menu to make it more user-friendly for customers
- 8** Sixteen new businesses have opened in the Downtown since the parking pay stations went into operation in October 2010.