



What you Need to Know About Ventura Harbor's Proposed Parking Management Plan

Why: Since 2015, the Ventura Port District has been monitoring parking demand at Harbor Village and at its beaches. As visitation to Ventura Harbor continues to increase, particularly during busy periods, parking management is now needed.

In 2021, an independent parking survey showed that parking demand in Harbor Village reaches 93+% on weekends and the beach lots are at 99%. On Fridays, these numbers are 86% and 95% respectively. The District regularly receives feedback that this is a major point of frustration for visitors and tenants and seeks to remedy that through parking management to increase turnover.

In 2017, the Ventura Port District adopted a Parking Management Study which incorporated several recommendations to address this growth in visitation. That plan included an intermediate goal of implementing paid parking.

Therefore, the Ventura Port District has approved the development of a Parking Management Plan with the goals of increasing parking turnover and maximizing access to the harbor and beaches, while minimizing negative experiences visitors face when parking is at capacity, and they are unable to find parking, potentially leaving as a result.



PAID PARKING:

Where:

- Harbor Cove & Surfers Knoll Beaches
- All of Harbor Village
- 1215 Anchors Way
(currently the dry storage parking lot)
- Public Boat Launch Ramp

Hours & Prices:

- Free Parking: Monday - Thursday
- Paid Parking:
 - 10:00 AM to 8:00 PM on Fridays, Saturdays, Sundays, and Holidays
 - \$1/hour up to 4 hours
 - \$10/day (greater than 4 hours)
- ADA Placard/Plates will be free or paid (TBD)

How to Pay:

- Physical pay stations
- Pay by Text
(text message to a phone no.)
- Paid parking app
(download app w/ QR code and pay via app)

When: Early 2025

This plan first requires a Coastal Development Permit being issued by the City and Coastal Commission before soliciting and procuring for services and equipment (pay-stations and pay-by-phone/app). The Plan also includes the Port District working with its tenants regarding employee and marina permit parking. These steps are expected to take the remainder of 2024 to complete.

Parking Permits A limited number of parking permits will be available to:

- Harbor Village Business Tenant & Employee Permits
- Boat Owner/Captain Permits
- Island Packers overnight campers (Turtle Lot)

These permits will permit parking during the paid parking periods and for multi-day periods without having to pay hourly or daily fees.

These parking permits will be for designated locations at Harbor Village and be limited based on needs such as mobility and safety.

Satellite Parking: The District has agreements with two of its marina tenants to provide free satellite parking for employees and/or visitors. 152 spaces are available at the Dolphin Lot at Ventura Isle Marina and 39 spaces are available at Ventura West Marina II (with free overnight permits issued by Island Packers). The plan also provides for 61 free spaces at the parking lot at the corner of Harbor Blvd. and Schooner Dr., across the street from the Four Points by Sheraton Hotel, which has been used for boat storage since August 2023 to accommodate the City's VenturaWaterPure pipeline project.

Dry Boat Storage: The plan also moves dry boat storage from its current location at 1215 Anchors Way to a portion of the parking lot at the corner of Harbor Blvd. and Schooner Dr. The plan will also expand overflow parking for launch ramp visitors. 1215 Anchors Way will become a public paid parking lot.



Enforcement: The District will contract with a parking operator to enforce parking regulations throughout all paid parking areas. A vehicle equipped with multiple cameras will scan license plate numbers. The number is then sent to a database to verify if the plate has paid for parking. If not, a citation is issued. This is the same system used at the City of Ventura's Surfers Point parking lot. This will allow vehicles that have paid for parking to move throughout the District's paid parking lots without paying twice or having to pass through a gated entry.

To avoid surprises to visitors, a public education campaign will be developed prior to implementation including warning notices to be used instead of citations for first-time offenders (first-time for each plate number). The District believes issuing warnings for first-time offenders is the best for the public and less likely to result in a negative experience for visitors who may be confused by the transition to paid parking.

This comprehensive strategy aims to address the challenges associated with the extremely high parking demand during peak times by providing parking management solutions to improve the visitor, customer, and employee experience. With the addition of affordable paid parking, a tenant permit system, compliance through enforcement, and thoughtful citation management, Ventura Harbor will have a viable program that will be publicly accessible, and self-sustaining.