

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 08/20/2007		Item Number: _____	
AGENDA ITEM: Amend the Municipal Code to Create a Downtown Parking Meter Zone, Increase the Meter Rates in the new Downtown Zone by Resolution, Install Twenty-One Meter Spaces on Lafayette and Limit Parking to Two Hours of Continuous Use in the Downtown Meter Zone.			
Contact Person/Dept.: Christopher Evans		Phone Number: (310) 253-5760	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association, Chamber of Commerce, Master Notification List (07/18/07).			
Department Approval: Sol Blumenfeld (07/03/07)		City Manager Approval: Jerry Fulwood	
City Controller Approval: Marlee Chang		City Attorney Approval: Carol Schwab	
<u>RECOMMENDATION:</u> That the Culver City City Council (the "Council") amend the Municipal Code to create a Downtown Parking Meter Zone ("DMZ"); and increase the meter rates from \$0.50 per hour to \$1.00 per hour within the DMZ by resolution, authorize the installation of approximately 21 meter spaces on Lafayette and limit parking to two hours of continuous use in the DMZ. <u>BACKGROUND:</u> In November 2006, the Culver City Redevelopment Agency (the "Agency") considered a report regarding Parking Strategy and Parking Policies for all Agency-Owned and/or Operated Parking Facilities. As part of that report there was information presented regarding staff recommendations for on-street meter pricing in Downtown Culver City that would be taken to the City Council. Staff is now bringing those recommendations to the Council. Downtown Culver City is a growing and thriving area. The Agency has constructed three parking structures to assist in the revitalization. In addition to the Agency-owned and -operated parking structures, several other parking options exist in Downtown, including long-term private surface parking lots and parking on the P-1 level of City Hall, and short-term curbside metered parking. This parking supply, though sufficient to meet the existing needs of Downtown, is not coordinated in an efficient manner and will not meet the long range demands of the Downtown. In order to assist in the creation of an efficient parking system for Downtown, City staff is recommending that the following actions be considered by the City Council:			

City of Culver City, California
City Council Agenda Item Report

- That meters be installed on Lafayette Place;
- That all Downtown metered parking spaces be limited to two hours of continuous use to discourage meter feeding; and
- That meter rates be increased to encourage long-term parking in the parking structures rather than at curb-side spaces.

In order to implement the proposed parking strategy staff is recommending that the municipal code be amended to create a Downtown Meter Zone (“DMZ”) and approve by resolution an increase in meter rates to \$1.00 per hour in that new zone. Additional meters can be installed in the DMZ (see “Attachment 1”) and signs posted limiting parking at meters to two hours of continuous use, by a motion of the City Council.

DISCUSSION:

The goal of the meter rate increase and time limited parking is to create a coordinated pricing system for all public parking, and thereby encourage long-term parkers to park in parking structures or surface lots so that short-term parkers have access to convenient curbside parking.

There are approximately 187 curbside parking spaces in the Downtown area. This includes both metered and un-metered spaces. These spaces are generally located in front of businesses and government offices. Because of their location they are ideal for serving the needs of short-term parkers and customers. However, these convenient spaces are being utilized by long-term parkers because un-metered curbside and City Hall parking is free and curbside metered spaces are not priced appropriately in relation to the rates charged at the Downtown parking structures.

The current rate for metered parking Downtown is \$0.50 per hour. Time restricted but un-metered parking is available around City Hall and uncontrolled parking is available on P-1. These inexpensive or free parking opportunities encourage employees or long-term parkers to park on the street or in City Hall, thus reducing the supply of convenient short term parking and negatively impacting business that might benefit from having a ready supply of short-term parking in the immediate vicinity.

While there is a limited supply of convenient curbside short-term parking there is an abundance of longer-term parking available in Downtown parking structures. Structured parking is located within a block or two of almost all Downtown businesses. This parking is free for the first two hours. However, meter rates and

City of Culver City, California
City Council Agenda Item Report

P-1 are not coordinated with the parking structure system, making the parking structures the last choice rather than the first choice for transient parking. Currently, a long-term parker has an incentive to park on the street rather than a parking structure as is illustrated by Table 1.

Parking Location	8 Hours
Curbside Metered	\$4
Parking Structure	\$6

Table 1

By increasing the Downtown meter rate to \$1.00 per hour an incentive will be created for long-term parkers to seek structured parking as illustrated in Table 2.

Parking Location	8 Hours
Curbside Metered	\$8
Parking Structure	\$6

Table 2

Making the Downtown parking system even more challenging is the fact that most metered parking spaces are not time restricted, making meter feeding an option. By implementing a two-hour maximum parking limit we can be assured that savvy long-term parkers will seek structured parking.

In researching and preparing these recommendations staff has reviewed the meter rates for other municipalities on the west side of Los Angeles County and found that \$1 per hour falls well within the average (see "Attachment 2"). Staff has also found that a time limit on parking, ranging from 1 to 3 hours, is also well within the average (see "Attachment 2").

Staff has met with and received unanimous support for the meter rate increase from the Public Works Department, who will be installing and maintaining the additional meters, and the Police Department, who will be enforcing the two-hour limit. Staff has also discussed the meter increase with the Executive Director of the Downtown Business Association, who supports the increase.

City Hall P-1

Although adjusting rates and creating time restrictions would aid in freeing up many curbside parking spaces, the single largest supply of uncontrolled parking Downtown is located in City Hall and cannot be addressed through curbside restrictions. The first parking level at City Hall (P-1) contains 214 parking spaces. These spaces are free and uncontrolled, which they should be for persons who are conducting

City of Culver City, California
City Council Agenda Item Report

business in City Hall. Employees of local businesses have been observed parking on P-1 rather than in the Downtown parking structures because P-1 is free and uncontrolled. This usage affects the supply of parking for City Hall visitors and adversely effects parking structure revenue.

The Redevelopment Agency sale of the parking lot across from City Hall located at 9900 Culver Boulevard may impact P-1. The parking lot was closed following the sale on June 19, 2006 and reopened by the owner prior to December 25, 2006. The parking lot was again closed by the owner on May 21, 2007. During the times when this parking lot has been closed Public Works staff has reported a minor increase in general parking trends on P-1. As this is the case City staff are not recommending any change in parking on P-1.

If the City Council should decide to implement parking control on P-1 in the future likely methods include:

1. Attendant controlled parking. The attendant would charge upon exit from P-1, parkers on non-City business.
2. Automated kiosk parking. This would be accomplished by having parkers pull a ticket when entering P-1 and paying for the time they parked on exit. Those on City Hall business could have their ticket validated prior to exit.
3. Automated-pay in lane. Parkers would pay using an automated system as they left the structure. Those on City Hall business could have their tickets validated prior to exit.

If staff observes changes to parking trends on P-1, staff will return to the City Council with recommendations.

FISCAL ANALYSIS:

Amending the municipal code to create a Downtown Meter Zone and increasing the meter rate to \$1.00 per hour is estimated to increase Downtown meter revenues from a yearly total of \$131,437.57 to a yearly total of \$244,723.04 (see "Attachment 3").*

The Culver City Police Department does not foresee any additional costs with enforcing an imposed two hour limit on all metered parking spaces Downtown. Public Works has estimated that new meter signage stating the two hour limit will be a one time cost of \$2,000.00.

The total cost of installing 21 additional meters on Lafayette Boulevard and installing new rate signage on existing meters has been estimated by Public Works to be \$23,143.62

City of Culver City, California
City Council Agenda Item Report

*This does not include an estimate of revenues resulting from parking enforcement.

ATTACHMENTS:

1. Downtown Meter Zone
2. West Side Fee and Hourly Limit Review
3. Meter Revenue Analysis
4. Meter Cost Analysis
5. Proposed Ordinance Amendment No. 2007-
6. Proposed Resolution No. 2007-

MOTION:

That the City Council:

1. Amend the Municipal Code to create a Downtown Meter Zone; and
2. Adopt the Resolution increasing meter rates in the Downtown Meter Zone to \$1.00 Per Hour; and
3. Approve the limiting of Parking to two hours of continuous use in the Downtown Meter Zone; and
4. Approve the installation of twenty one meters on Lafayette Place.