

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>08/09/10</u>		Item Number: <u>J-3</u>	
JOINT CITY COUNCIL/REDEVELOPMENT AGENCY BOARD AGENDA ITEM: Consideration of the Comprehensive Downtown Parking Study Recommendations, Including Parking Structure Rates and the Pooled Parking Program.			
Contact Person/Dept.: Christopher Evans, Phone Number: (310) 253-5744/5783 Redevelopment; Todd Tipton, Redevelopment			
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☒ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒ Date: _____			
Public Notification (USPS) All Downtown Businesses within the Commercial Downtown Zone (07/28/10); (E-Mail) Meetings and Agendas – City Council (08/05/10); m(E-Mail) Meetings and Agendas – Redevelopment Agency (08/04/10); Chamber of Commerce (07/28/10); Culver City School District (07/28/10); Downtown Residential Organization (08/02/10); OliverMcMillan (08/02/10); Downtown Business Association (08/02/10).			
Department Approval: Sol Blumenfeld 08/04/10		City Attorney Approval: Carol Schwab (by H. Baker) (08/05/10) Murray Kane 08/03/10	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (08/05/10)		Acting City Manager/Executive Director Approval: Martin Cole (08/05/10)	
<u>RECOMMENDATION:</u> Staff recommends the City Council and the Culver City Redevelopment Agency Board(Agency Board) consider the Comprehensive Downtown Parking Study (Study) recommendations and provide direction to staff on the Study. <u>BACKGROUND:</u> On July 12, 2010, following public input and a presentation of their findings by Walker Parking, the City Council and Agency Board were introduced to the Study (See Attachment 1). Due to the scope of the Study and need for in-depth review, the City Council and Agency Board continued the discussion. On August 9, and September 13, 2010, Walker Parking will provide a presentation of key Study findings and recommendations to the City Council and Agency Board. The City Council and Agency Board will then be asked to provide specific direction on a limited number of recommendations. During the July 12th meeting, the public expressed concern about increasing rates in the public parking structures and meters that could result in spillover parking in residential neighborhoods; elimination of free parking in the public parking structures resulting in loss of downtown business; the expense of hiring additional Parking			

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Enforcement Officers and lack of vigorous parking enforcement in the residential neighborhood adjacent to downtown (See attached July 12th meeting minutes).

DISCUSSION:

Given the breadth of the Study recommendations staff recommends the following items be considered this evening:

1. Pooled Parking Program

Recommendation:

Eliminate the current pooled parking program and replace with a monitored system of parking credits.

The pooled parking program was established approximately 10 years ago in anticipation of the need for parking that would result from future growth in the downtown. The program provides that surplus public parking that exists either in downtown or within 750 feet of downtown can be considered for utilization by area businesses to meet their Zoning Code required parking pending approval by the City Council/Agency Board.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

2. Public Parking Structures Supply and Demand

During City Council's consideration of the budget in June 2010, staff was directed to study increasing parking rates as a means to generate revenue. At the time, staff recommended that the Council consider parking management objectives as well as revenue concerns, since proposed parking rate increases will influence customer parking decisions at these structures. The Study contains recommendations for rate increases at the Ince, Cardiff and Watseka Parking Structures which are intended to reduce use of the congested Watseka and Cardiff Parking Structures and promote increased use of the Ince structure.

Recommendation:

- A. Eliminate two hours free parking period at the Watseka and Cardiff Parking Structures and replace with \$1.00 per hour fee.

Due to the potential impact on downtown business a phased reduction in free parking hours could be implemented with direction from the Agency Board and City Council, to allow time for businesses and visitors to adjust.

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Recommended Action: That the Agency Board and City Council direct staff to study potential phasing of this item for inclusion in an implementation plan.

Recommendation:

- B. Eliminate two hours free period at the Ince Parking Structure and replace with \$0.50 per hour fee.

The Ince Parking Structure is subject to revenue restrictions because it was built with 'tax-exempt' bond proceeds. The Watseka and Cardiff Parking Structures are not subject to these restrictions because they were funded using tax increment. The Agency owns the Ince and Watseka Parking Structures and the City owns Cardiff. In summary the rates at Watseka and Cardiff structures may be raised without consideration of bond finance restrictions, however the tax exempt bonds used to finance the Ince structure restricts how much revenue may be generated at Ince.

Net revenues at Ince cannot exceed \$250,000 annually over the remaining 15 years of the bond's term (until 2025). If the Study's recommendation is adopted to eliminate the first two hours of free parking at Ince and to instead charge 50 cents, it would generate \$455,000 annually. When coupled with additional anticipated sources of revenue for use of Ince, staff anticipates the \$250,000 net income limit would be exceeded by a total amount of \$379,480 annually. Staff is now studying the feasibility of converting the 'tax-exempt' bond to a 'taxable' or method of eliminating the revenue restriction.

Recommended Action: That the Agency Board and City Council direct staff to study the feasibility of including this in an implementation plan given the revenue restrictions.

2. Operation of the Public Parking Structures

Recommendation:

- A. Utilize pay-on-foot technology (POF) at the public parking structures.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Recommendation:

- B. Implement functional design changes at the public parking structures.

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Walker Parking recommends opening an additional exit lane at the Cardiff Parking Structure and reconfiguring the Culver Boulevard entry lane at the Ince Parking Structure.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

3. Revenue Enhancement

Recommendation:

Implement the parking structure and meter rate recommendations and recommended rate schedule contained in the Study for parking permits and citations in residential permit areas. (See Residential Parking below). (Staff has prepared a matrix comparing the cities identified in Appendix C of the Study for your reference – Please See Attachment 3)

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

4. City Hall Parking Structure

Recommendation:

- A. Install parking access control equipment at the entrance to City Hall, parking structure level P-1.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Recommendation:

- B. Utilize a parking attendant pay-on-entry system if needed to regulate the use of City Hall, parking structure level P-1.

Recommended Action: That the City Council and Agency Board direct staff to include this item in an implementation plan.

Residential Parking

Walker Parking considered the effect of implementing their recommendations relative to the residential areas adjacent to downtown, recognizing that rate increases may increase parking incursion into residential areas. To address the potential impact, Walker Parking made the following recommendations:

- Implement permit parking in the residential area adjacent to downtown;

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- Vigorously enforce the residential permit parking program when/if established;
- Create tiered fines for repeat residential parking offenders; and,
- Increase enforcement of downtown metered parking, ensuring that short-term parking spaces are available and will aid in reducing residential parking incursion.

Next Steps

Staff has already provided notice that the City Council and Agency Board would consider this item this evening and again on September 13, 2010. Therefore, contingent and based upon any direction the City Council and Agency Board provide to staff, it is expected this item would return to the City Council and Agency Board on September 13, 2010. Additional meetings may be necessary to finalize discussion of Walker Parking's recommendations. Upon completion of the Study review staff will create a detailed implementation plan that will incorporate City Council and Agency Board direction.

The purpose of the implementation plan will be to determine the cost, feasibility and time needed to implement each of the Study recommendations. Upon completion of the implementation plan staff will then return at a future date to the City Council and Agency Board to present findings and obtain direction.

FISCAL ANALYSIS:

The Agency Board authorized contract amount for Walker Parking to complete the Study is \$166,100.

Staff will identify potential cost and resource impacts associated with recommendations in the Study as a component of the implementation plan, which will be considered at a future City Council Agency Board meeting.

ATTACHMENTS:

1. July 12, 2010 Staff Report, Item Number: J-1
2. Walker Parking Executive Summary matrix
3. Matrix comparing parking rates of other cities
4. July 12, 2010 Meeting minutes

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MOTION:

That the City Council and the Redevelopment Agency Board:

Consider the Study recommendations and provide staff direction regarding the Study.