

## MEMORANDUM - CITY OF PASADENA

**DATE:** March 24, 1999  
**TO:** City Council  
**FROM:** City Manager  
**RE:** Parking Management in the Civic Center

In response to Mayor Holden's request to discuss parking in and around the Civic Center, I want to update you about two parking problems staff is attempting to resolve with Trove Investments (who recently purchased the YWCA building), and the Pasadena Senior Center.

### YWCA Parking Concerns:

The YWCA has been purchased and Trove Investments is ready to renovate the building for office use. The project as proposed will include 39,000 Square feet of office space requiring 117 parking spaces. Unfortunately, satisfying code requirements for parking the office building has proven to be difficult. Their existing parking lot is too small to develop into a parking facility that will meet the zoning required parking, without seriously impacting the views and economics of the project.

Trove Investments has indicated that due to the size of the existing parking lot and available space for development, the company will be unable to accommodate all parking on-site unless the City allows development of a portion of their parking structure under Robinson Memorial Park. Without use of the park, Trove Investment has an option of applying for a variance to provide fewer parking spaces. However, it is not their desire to provide less than the required parking spaces.

Staff has also been advised by Trove Investment that approximately 50 people currently utilize their parking spaces that are currently working in nearby businesses. Once Trove Investments begins construction, these spaces will not be available to other businesses and parking in the area will be further impacted.

Staff has discussed the following parking options with Trove Investments in an attempt to meet their parking requirements:

1. **Use of Holly Street Parking Structure.** Trove Investment reviewed parking locations in the vicinity of the building and determined that the Holly Street parking structure would be the most ideal existing parking facility to meet their needs. Although the company is willing to enter into a long-term lease with the City to utilize the parking structure, we are unable to lease any parking spaces at this time because the parking structure is generally filled to capacity during business hours on weekdays. Users of the parking structure include: City employees, members and visitors of the Senior Center, transient parking for neighboring commercial businesses, employees of Pac Bell, members of the First Baptist Church, and residents of Centennial Place, the Brookmore Apartments and the Holly Street Village Apartments.

In order for the Holly Street Garage to be a viable solution, we would need to relocate some of the current users to another parking facility. At this time, the only convenient and under-utilized parking structures are those associated with the Plaza Pasadena. The parking towers at Green Street and Marengo Avenue and at Green Street and Los Robles Avenue could be used to relocate current users of Holly Parking Structure and the City Manager's Parking Lot, if they were available to City operation and management. It is unlikely that the tower parking structures will be available for long-term use and will only be available on a temporary basis, as staff has received a revised development plan for Plaza Pasadena earlier this week that requires all available parking.

2. **Develop a temporary parking lot on the north side of Holly between Garfield Avenue and Marengo Avenue.** The City General Plan does not support development of a parking lot on this site. Therefore, creating a parking lot on the site as an interim use will not solve the long-term parking requirement for the YWCA Building.
3. **Use of the Plaza Las Fuentes Parking Structure.** The parking structure is perceived as too far away for the YWCA rehabilitation project. The parking structure is also dedicated to the existing hotel, restaurants, businesses and All Saints Church.
4. **Use of Private-Owned Parking Facilities in the Area.** Other private parking facilities in the area include a surface lot operated by System Parking on the corner of Euclid and Union but it is typically parked to capacity with other employees in the area and will not provide additional parking. There are private parking structures on the Southwest corner of Euclid Avenue and Union Street and on the Southwest corner of Marengo Avenue and Union Street. The Euclid and Union structure appears to be full most of the time and will not be a viable parking solution. The Marengo and Union structure is owned and operated by Pac Bell and is filled to capacity and Pac Bell is looking to the City for additional parking.
5. **Use of the Plaza Pasadena Parking Structure.** The Plaza Pasadena parking structure has historically been used for exclusive use of customers and employees of Plaza Pasadena. Currently 2000 parking spaces located in the basement level and parking towers (located at Green Street and Marengo Avenue and at Green Street & Los Robles Avenue) are lightly

will free up parking spaces in these locations for lease to Trove Investments. Plans for the renovated Plaza Pasadena envision use of all available parking spaces so a long-term use of these parking facilities will not be available. Additionally, Trove Investments indicated that the Plaza Pasadena is not seen as a possible parking location for their building as it is viewed as too far away, and inaccessible from their building.

6. **Use of the County Parking Structure on Ramona Street.** The County Parking Structure is owned and managed by Los Angeles County and is filled to capacity with County workers, judges, lawyers and jurors. Approximately 6 months ago, the County reduced the number of parking spaces available to City employees due to capacity problems. Thus, use of the County Parking Structure is not anticipated to be a viable solution.
7. **Conversion of Holly On-Street Parking from Parallel Parking to Diagonal.** Trove Investments also asked about the possibility of converting Holly Street parking to diagonal parking as an enhancement to available parking for visitors of the Civic Center area. The requested change will not assist in meeting code parking requirements. Additionally, approved plans for this area recommend construction of a median on Holly Street as a grand entrance to City Hall and that will not allow diagonal parking.
8. **Use of the Marriott Hotel Public Parking Structure.** It was suggested that when the Marriott Hotel Public Parking Structure is constructed on Raymond Avenue, members of the Senior Center would be allowed to park in the Marriott public facility thereby, reducing the number of members parking in the Holly Street Parking Structure. This was viewed as making space available in the Holly Street for Trove Investments. Staff has discounted this option due to the fact that the parking structure will not be able to offer free unlimited time parking for the seniors, and be economically viable. Free unlimited parking would require funding from the General Fund to ensure the parking structure is financially sound. The Holly Parking Structure is financially sound in its current use, based on extensive monthly and transient paying customers, and a relatively small percentage of Senior Center users to total spaces.

Staff met with Trove Investments and discussed parking possibilities discussed above. Trove Investments indicated that many of these solutions were not acceptable due to their location and is requesting that the City allow construction of a parking structure using City property located beneath Robinson Memorial Park and use of the land currently owned by the City between Garfield Avenue and the YMCA building. However, the proposed parking facility is not completely underground and would require variances for a number of issues. Additionally, the plans are not in concert with future plans for the entire area. If the YWCA constructed a garage where their current lot exists, and below the Robinson Memorial, existing employees from businesses across the street that currently park in the YWCA parking lot would be displaced. These employees would then be seeking replacement parking in the area.

Because of the growing shortage of parking and apparent need for parking for all businesses and events held in and around the Civic Center, staff is revisiting underground parking opportunities under Centennial Square and under the Holly Street Parking Structure.

### Pasadena Senior Center Parking Concerns

On March 30, 1998, City Council reviewed staff's transportation plan for the Pasadena Senior Center and adopted the plan with an amendment that members of the Senior Center would receive free parking in the Holly Street Parking Structure, for 18 reserved stalls, and on a first come first served basis. The Senior Center has begun issuing temporary membership cards to non-members so that their visitors and guests that use or rent the facility can also receive free parking. Staff is in the process of resolving this issue with the Senior Center.

The March 30, 1998 plan also stipulated that the City reserve 18 parking spaces on the ground level for the exclusive use of Senior Center members who carpooled to the Center. Since implementation of the plan, staff has observed that the carpool spaces are typically vacant because carpooling efforts have not been successful at the Senior Center. Therefore, staff, a Transportation Advisory Commission sub-committee, and the Senior Center Executive Director are meeting to develop parking program revisions that will benefit the entire community. The Transportation Advisory Commission will review their plan on April 2, 1999.

As stated above, parking availability in and around the Civic Center has been scarce due to an increase of activity for all businesses in the area including City Hall, the Senior Center, and the County. Parking is becoming more expensive as it becomes harder to find a space, and staff is working on programs that will try to better manage the available parking for the benefit of the entire community.

I wanted to alert you to these efforts, as parking in the area is becoming a more critical issue, particularly as we plan the Central District and the Plaza renovation.

Respectfully submitted,



CYNTHIA J. KURTZ  
City Manager