

Agenda Report

DATE: JULY 10, 2000
TO: CITY COUNCIL/COMMUNITY DEVELOPMENT COMMISSION
FROM: CYNTHIA J. KURTZ, CITY MANAGER/CHIEF EXECUTIVE OFFICER
SUBJECT: APPROVE THE PLAYHOUSE DISTRICT PARKING STUDY RECOMMENDATIONS

RECOMMENDATION:

It is recommended that the City Council and the Community Development Commission approve the Playhouse District Parking Study including the designation of two sites for future public parking structures, and parking policy recommendations and implementation strategies as identified in Attachment No. 1 to this report.

BACKGROUND:

The City Council adopted the Playhouse District Concept Plan (Plan) in April 1999. The Plan's vision for the Playhouse District (the "District") included support for a mixed-use district which contains office, retail and recreational uses creating a lively pedestrian environment both night and day. Critical to achieving these goals for the District is provision of adequate parking for patrons, residents and employees. In support of Playhouse District Concept Plan, the City and the Pasadena Community Development Commission (the "Commission") through a joint project undertaken by the Housing & Development and Public Works and Transportation Departments engaged the services of Meyer Mohaddes Associates, to prepare a strategy to address the parking needs for the twelve blocks bounded by Union Street, Lake Avenue, Green Street and Los Robles Avenue. Attachment No. 1 to this report is a copy of *the Playhouse District Parking Policy Recommendations and the Parking Demand Analysis and Recommendations for the Playhouse District, dated May 2000.*

The draft parking analysis and recommendations has been prepared in conjunction with staff from the City's Public Works and Transportation Department and Commission staff. The Plan has also been prepared with the direct involvement of the Playhouse District Association (the "Association") and a stakeholder group that included major property owners and tenants. The Association has reviewed and endorsed the recommendations. On June 16, 2000 the Parking Study was presented to the Transportation Advisory Committee ("TAC") as an information item, and although the TAC took no formal action on the plan, they were in concurrence with the recommendations presented in the study. Staff has also discussed the study with the Community Development Committee and has toured the Playhouse District with members of the Committee and representatives of the Association. This item is scheduled to be presented to the Committee for final recommendation on July 6, 2000. Included with this report for background information is Attachment No. 2, the *Status of Revitalization Activities for the Playhouse District* dated November 1, 1999.

PARKING STUDY RECOMMENDATIONS:

The Playhouse District Parking Analysis begins with a detailed inventory and analysis of short-and long-term parking supply and demand. This portion of the study evaluates the current conditions and projected future development in the area. Future development was assumed to include adequate parking for new development that would occupy many of the parking sites currently used by existing building occupants.

In response to the evaluation of future supply and demand for parking, the analysis includes Parking Management Strategies, Parking Improvement Strategies, Funding Strategies and final Policy Recommendations. It should be noted that the funding strategies are intended to be illustrative only. Any proposal to invest in public parking will be subject to a detailed analysis of costs and revenue based on the specific proposal.

Future Parking Lot Sites:

Based upon the analysis of future parking demand and supply in the District, the report demonstrates the need for construction of new public parking facilities. Two opportunity sites specifically recommended by the Consultant include the construction of new parking structures on City-owned parking lots located on Madison Avenue adjacent to the Pasadena Playhouse and the Union Street/El Molino lot. It further specifies that based on the demand analysis for the District, the Playhouse lot is the best location for construction of a new, centralized parking structure that will meet the District's future parking needs.

Parking Policy and Implementation Strategies:

Included in the Parking Study are fourteen policy recommendations for the Playhouse District as listed on Page 33 of the Parking Study (Attachment No. 1). The document also includes strategies to implement these policies such as providing centralized, publicly available parking, expansion of the ARTS bus connections, shared use parking, parking meter/posted time limit enforcement, and development of parking pricing strategies to discourage drive-alone employees.

If approved, City staff will develop a prioritized list of short-term and long-term implementation strategies for review by the Council/Commission.

IMPACTS ON CHILDREN, YOUTH AND FAMILIES

Implementation of the parking policy recommendations identified in this study will allow for a wider range of parking opportunities for visitors to the Playhouse District, including expansion of the existing ARTS Bus connections to the area. These resulting policies will enable families with children and youth easier access to the cinemas, theaters, retail uses and other cultural events provided within the Playhouse District.


FISCAL IMPACT:

The fiscal impacts associated with the implementation of this plan will be brought forward with a detailed analysis of costs and revenue based on the specific proposal. Funding strategies identified in the report are intended to be illustrative only.


Respectfully submitted,


CYNTHIA J. KURTZ
City Manager/Chief Executive Officer


Prepared by:

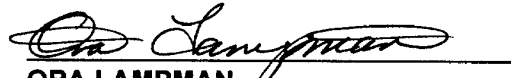

KAREN L. BALCHUNAS
Project Planner
Housing & Development Department

Concurrence:


JENNIFER I. JENKINS
Parking Manager
Public Works & Transportation Department

Approved by:


RICHARD J. BRUCKNER
Director
Housing & Development Department


ORA LAMPMAN
Interim Director of
Public Works and Transportation

Attachments: Attachment No. 1 Parking Demand Analysis and Recommendations for the Playhouse District, dated May 2000.

Attachment No. 2 Playhouse District Description and Status of Revitalization Activities, dated June 1, 2000.

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