



Agenda Report

DATE: OCTOBER 31, 2001

TO: CITY COUNCIL
FROM: SOUTH LAKE PARKING PLACE COMMISSION
SUBJECT: FY 2001 ACCOMPLISHMENTS AND FY 2002 WORK PLAN REPORTS

RECOMMENDATION:

It is recommended that City Council accept the FY 2001 Accomplishments and FY 2002 Work Plan Reports as submitted by the South Lake Parking Place Commission.

BACKGROUND:

In 1977, the South Lake Parking District was created and the South Lake Parking Place Commission was formed to provide common management of public parking. The purpose of the Commission is to develop a program, which will be more beneficial to all businesses that the District serves, and to more efficiently manage parking spaces. The South Lake Parking Place District currently consists of all public parking located within the boundaries of the South Lake Business Association.

In the past years, the South Lake Parking Place Commission has been successful in developing and implementing programs that have maximized the number of parking spaces available while providing employee parking for businesses in the District. This year, the Commission will be focusing most of their attention on determining a parking solution that will provide additional parking to the District with a smooth transition from retail to residential.

The South Lake Parking Place Commission looks forward to continuing development of programs that are practical, effective and creatively designed to improve parking throughout South Lake. The Commission looks forward to maintaining its very positive and productive relationship with City Council, South Lake business owners, managers and employees, and City staff.

Respectfully submitted,


JIM ELLIS, Chair
South Lake Parking Place Commission

SOUTH LAKE PARKING PLACE COMMISSION

OVERVIEW OF PARKING COMMISSION CHARTER

Prior to consolidation, parking lots between Shoppers Lane and Mentor Avenue from Cordova Street to San Pasqual Street were privately owned and operated. In some instances, private owners setup barricades to prevent customers of other businesses from using their parking lot. In 1977, the District was created and the South Lake Parking Place Commission was formed to provide a common management. The purpose of the Commission was to develop a program that would be more beneficial to all businesses for which the District serves and to more efficiently utilize parking spaces.

The purpose of the Commission is to operate, manage and control parking places within the District. The Commission makes and enforces all necessary regulation for the maintenance and operation of the District. Section 10.130.10 of the Pasadena Municipal Code (PMC) states that the Commission shall:

1. Have possession and complete charge, supervision and control of all parking places acquired or constructed for the use or benefit of the District;
2. Appoint in the same manner as other city employees are selected, such employees as it deems necessary; and
3. Take appropriate measures to operate and maintain the District.

The Commission is also allowed to:

1. Lease any or all parking places, in or outside the District, to any person for the sole purpose of the operation of public parking facilities on them by such person, or may grant a franchise, or make a contract with any person for such purpose;
2. Fix, regulate and collect rentals, fees or charges for maintenance and operation of the District and for the parking of vehicles in parking places under its control, and may provide different rates for different classes of customers or users. The annual maintenance and improvement charges shall be fixed after public hearing following such notice as the Commission prescribes. The Commission may operate parking places, or any thereof, as free public spaces without charge.

Parking in most public and private parking lots in South Lake is free to customers and the Commission is continually working on programs to ensure that customer parking remains free. The Commission's primary goal in FY 2001 was to review development impacts to the community. This report provides details of our achievements and plans for FY 2002 to increase the supply of free customer parking. The Commission is dedicated to bringing great parking programs to the public and presents the following reports to City Council.

FY 2001 ACCOMPLISHMENTS:

Parking Expansion

The demand for parking in the South Lake Business District has increased during the past two years and is anticipated to become high in demand with construction of the Macy's Expansion project because of a change in the tenant mix. During the past few years, the South Lake Parking Place Commission has discussed additional parking at length. The Commission reviewed plans for an interim measure to re-stripe the north and south parking lots and determined that the interim striping plan would not be fiscally feasible. However, the Commission has and will continue to investigate the possibility of a mixed-use development that will provide additional parking while providing a soft transition from the retail stores on South Lake and Shoppers Lane to the residential dwellings on Mentor Avenue.

Reviewed Proposed Parking Plan for the Champion Development (NW corner Cordova & Lake)

Early conceptual plans for the lot on the northwest corner of Lake Avenue and Cordova Street included hotel, retail and office land uses. To reduce some costs to the project, Champion development proposed a revised project for a low-rise office building. Because the parking structure could potentially create an impact to parking in the community, the South Lake Parking Place Commission reviewed the operation plan for the subterranean parking structure.

Reviewed of Pedestrian, Vehicle and Loading Activities in Shoppers Lane to Ensure Safety

The South Lake Parking Place Commission reviewed the hours of loading activities for the businesses and actual speed of vehicles driving on Shoppers Lane to ensure that pedestrian safety was not being compromised. As a result of the study, businesses were encouraged to limit their needs for loading of goods and supplies to the early morning hours before a majority of the customers are due to arrive. This simple measure would enhance the view for pedestrians and motorists.

Reviewed Proposal to Install an ATM in Shoppers Lane adjacent to 230 South Lake Avenue

Representatives of Bank of America expressed a desire to install an ATM in an area immediate adjacent to the sidewalk of Shoppers Lane. The Commission advised the representatives that the location would not be safe and secure for customers and suggested that other locations be analyzed.

Reviewed ARTS Bus System Expansion Plans

Staff made a presentation to the South Lake Parking Place Commission to obtain input regarding proposed changes presented in the Mobility of the Millennium (MOM) study and suggested that Staff investigate the possibility of allowing senior and disabled persons to continue receiving free parking if a fee schedule is implemented.

Reviewed Proposed Change in Land Use of Building at 388 S. Lake Avenue

Coldwell Banker, a real estate brokerage firm, expressed an interest in occupying the retail space located at 388 S. Lake Avenue requiring a change in land use from a retail store to an office use requiring many more parking spaces than the previous tenant. In FY 2000, the Commission reviewed the parking requirements of the brokerage firm and met with representatives of the company to discuss parking requirements for the businesses. At that time, Coldwell Banker decided that it would not be in their best interest to convert the use to a high-density office space. However, in FY 2001, Coldwell Banker reversed their decision and moved into the location. The Commission will continue to monitor the impact of changing uses and advise the Planning and Permitting Department of potential problems that may occur with changes in land uses.

Community Outreach Efforts

The South Lake Business Association hosts several family-oriented events annually that are not only fun for the families but introduce the many unique businesses to the community. In the past, focus has been primarily on promoting businesses. In FY 1998, the Association asked that staff assigned to the South Lake Parking Commission attend and participate in the events to provide parking information to the community. Since then, the Transportation Division has attended several of the events and has been a tremendous help to the Association. The Commission takes this opportunity to say thank you for their participation.

FY 2002 WORK PLAN REPORT:

Seek Alternatives for Additional Parking for the District

The South Lake Parking Place Commission realizes that the vitality of the community is dependent on parking available in the District and is seeking ways to increase the supply of parking for customers and employees. The most immediate results can be attained by the use of abundant parking spaces of private parking facility owners in the area who have not yet began construction on their sites. However, leasing spaces from private companies is not always cost effective. Therefore, the Commission will be seeking long-term solutions that are beneficial to the community and as cost effective as possible.

Survey of Monthly Parking Users & Implement Programs to Enhance Customer Parking

The South Lake Parking Place District consists of 750 parking spaces that are needed for customer and employee parking. The Commission is always in search of programs that will balance the parking uses for a successful retail, restaurant and office space district. This fiscal year, the commission will be studying uses of employees and agents that purchase monthly and daily parking permits to determine what programs will ensure that customers are not inconvenienced when trying to find a parking space and will return to our District of fine dining and shopping in the future.

Seek Proposals from Developers to Create a Mixed-Use Development that will Supply Additional Parking and Provide a Smooth Transition from Commercial to Residential Uses

The South Lake Parking Place Commission is interested in supplying additional parking to the community to enhance business in the South Lake Business District by the creation of a win-win development where the surface parking lots can be transformed into a development with possibly residential and retail land uses. The goal is provide additional parking while be supportive of other uses in the District.

Review New Developments Proposed in the South Lake Business District

The Commission has been actively reviewing new developments and business infill in the district and this year will develop written procedures that can be distributed by the Planning and Permitting Department to new businesses that would like to be established in the district so that every new business is aware of the procedures prior to investing a great deal of money into their project.

Review Parking Code Requirements

The South Lake Parking Place Commission will be inviting staff from the Planning and Permitting Department to a South Lake Parking Place Commission meeting to discuss concerns of this Commission when decisions are made to change from one land use type to another. Of particular concern to this commission are the requirements for high-occupancy office buildings, such as brokerage firms.