

Agenda Report

TO: CITY COUNCIL

DATE: June 4, 2007

FROM: CITY MANAGER

SUBJECT: ESTABLISH THE SOUTH LAKE PARKING METER ZONE DISTRICT, AMEND THE SOUTH LAKE PARKING PLACE COMMISSION BYLAWS TO EXPAND THE ROLE OF THE COMMISSION TO AN ADVISORY BODY FOR THE METERS, AND ISSUE A PURCHASE ORDER TO PROCURE 19 MULTI-SPACE PARKING METERS

RECOMMENDATION:

It is recommended that the City Council:

1. Receive and file the *Implications of Changes to the Competitive Environment* from the Pasadena Parking Rate Study/Real Estate Market Considerations Report by Keyser Marston Associates dated January 10, 2007, Exhibit A;
2. Designate the South Lake Parking Meter Zone District with boundaries as shown on Exhibit B;
3. Direct the City Attorney to prepare an ordinance establishing the South Lake Parking Meter Zone District with an initial rate of \$1.00 per hour and return to City Council within 90 days after a legal description of the boundaries is provided to the City Attorney, consistent with the general description boundaries in the agenda report as shown in Exhibit B;
4. Direct the City Attorney to prepare an ordinance amending PMC Chapter 2.130, and any related PMC sections, to enable the South Lake Parking Place Commission to perform the functions of a parking meter zone advisory body, effective January 2008 and return to City Council along with the ordinance creating the South Lake Parking Meter District is brought to City Council.
5. Authorize the establishment of the South Lake Parking Meter Zone Fund and approve a policy to deposit all net revenue (after capital and maintenance) into the Fund for uses to improve South Lake; improvements shall be recommended by the Commission and staff with approval by Council. The funds may be used for any purpose within the Fund boundaries substantially connected with the problem of traffic control, regulation and reduction, including traffic enforcement, traffic

engineering, traffic circulation, streetscape improvements, purchase of off-street parking facilities, signalization, street signs, traffic enforcement officers, as well as the purchase, installation, supervision, protection, inspection and operation of the meters themselves.

6. Authorize the issuance of a purchase order in an amount not to exceed \$135,000, to Duncan Parking Technologies Inc. for the purchase and installation of 19 multi-space parking meters to be placed along South Lake Avenue from Green Street south to California Boulevard, both east and west sides of the street. The contract for the purchase of the machines will utilize an existing contract with Duncan Parking Technologies, Inc. Competitive Bidding is not required pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services

SOUTH LAKE PARKING PLACE COMMISSION:

The South Lake Parking Place Commission concurred with staff's recommendation that monies collected from the parking meters be spent within the boundaries of the proposed South Lake Parking Meter Zone District. Consistent with the Old Pasadena Parking Meter Zone District, the monies derived from the installation of parking meters may be used for any purpose which is substantially connected with the problem of traffic control and regulation, including traffic enforcement, traffic engineering, traffic circulation, streetscape improvements, purchase of off-street parking facilities, signalization, street signs, traffic enforcement officers, as well as the purchase, installation, supervision, protection, inspection and operation of the meters themselves. Establishment of the South Lake Parking Meter Zone Fund will account for monies collected from the parking meters.

BACKGROUND:

During the last four years, staff has prepared a variety of parking demand, control, and rate studies for the South Lake Avenue Parking District, including a report on the current retail market dynamics and possible impacts as a result of the pricing of public parking. Each report addressed the current parking conditions and supported the need for enhancements to the existing parking revenue control system in the District. One of the key elements in all the studies was the identification of the need for on-street parking meters to be installed on South Lake Avenue.

As indicated in the studies, competition for the free curb parking will increase, especially on the east side of South Lake Avenue once the new pay by space machines in the Shoppers Lane lots are installed in August. This will impact the availability of all the existing free curb parking in the South Lake Avenue Parking District, including the cross-streets adjacent to South Lake Avenue. To keep the curb parking available for

short-term customer use, installing parking meters along both sides of South Lake Avenue is necessary.

Staff presented the information concerning the proposed establishment of the South Lake Parking Meter Zone District to the South Lake Business Association on December 27, 2006 and January 17, 2007. During these meetings, attendees were afforded the opportunity to provide input and ask questions. Overall, the comments were favorable and in support of the proposed installation of on-street meters. Information gathered from the meetings was used to develop the boundaries and determine the best location for the meter installation. Information and public input was also obtained during regular and special South Lake Parking Place Commission meetings held from January 2005 through January 2007.

The use of meter monies collected in the proposed South Lake Parking Meter Zone District will be consistent with the recommendations made in the Traffic Reduction Strategies Study (Draft Report – Nelson/Nygaard Consulting Associates, 2007) which advocates, “Net revenues from paid parking at the curb should fund public improvements that benefit the blocks where the money is collected...”. This is the current practice in the Old Pasadena Parking Meter Zone District which has provided the funds needed for improvements to the streetscapes, walkways, and other projects which enhance shops and restaurant points of access.

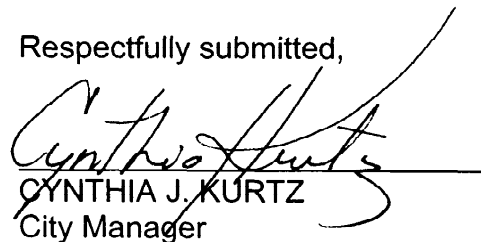
An amendment to the existing bylaws of the South Lake Parking Place Commission will be needed to establish an advisory commission for the proposed South Lake Parking Meter Zone District. The South Lake Parking Place Commission currently studies and examines parking related issues and reports to City Council on proposed changes and amendments for the North and South parking lots of Shoppers Lane. Staff believes it would be in the best interest of the District to expand the duties of the South Lake Parking Place Commission to include oversight of the proposed on-street parking meter district. Their expanded role will establish a process system to assure budget decisions are made in consultation with organizations, businesses, and key property owners within the South Lake Parking Meter Zone District.

The benefits received from the on-street parking meter program will greatly enhance the availability of short-term parking for the retail/business section of South Lake Avenue, will deter on-street employee parking, and will enable the city to improve overall parking management and simplify parking enforcement.

FISCAL IMPACT:

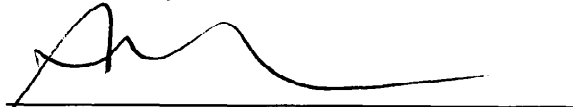
There is no fiscal impact with this action. Sufficient funding is available in the 2006 Equipment Lease Line of Credit Financing Program to cover the cost of purchasing the multi-space parking meters. The debt service to repay the financing will be budgeted from parking funds and has been included in the FY 2008 Recommended Operating Budget. Annual revenues are projected at \$197,000, assuming 50% occupancy with meter rates of \$1.00 per hour.

Respectfully submitted,



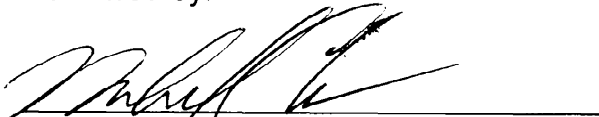
CYNTHIA J. KURTZ
City Manager

Prepared by:



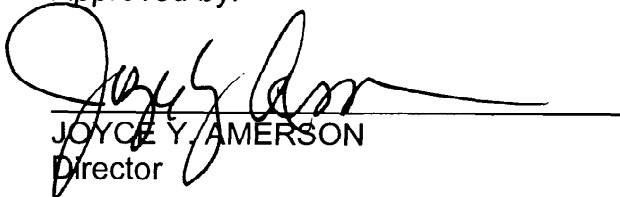
HOLLY IMLER
Management Analyst II

Reviewed by:



MICHAEL WOOLSON
Acting Parking Manager

Approved by:



JOYCE Y. AMERSON
Director

South Lake Parking Meter District
June 4, 2007
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- Exhibit A: Implications of Changes to the Competitive Environment from the Pasadena Parking Rate Study/Real Estate Market Considerations report by Keyser Marston Associates – January 7, 2007
- Exhibit B: South Lake Parking Meter Zone District

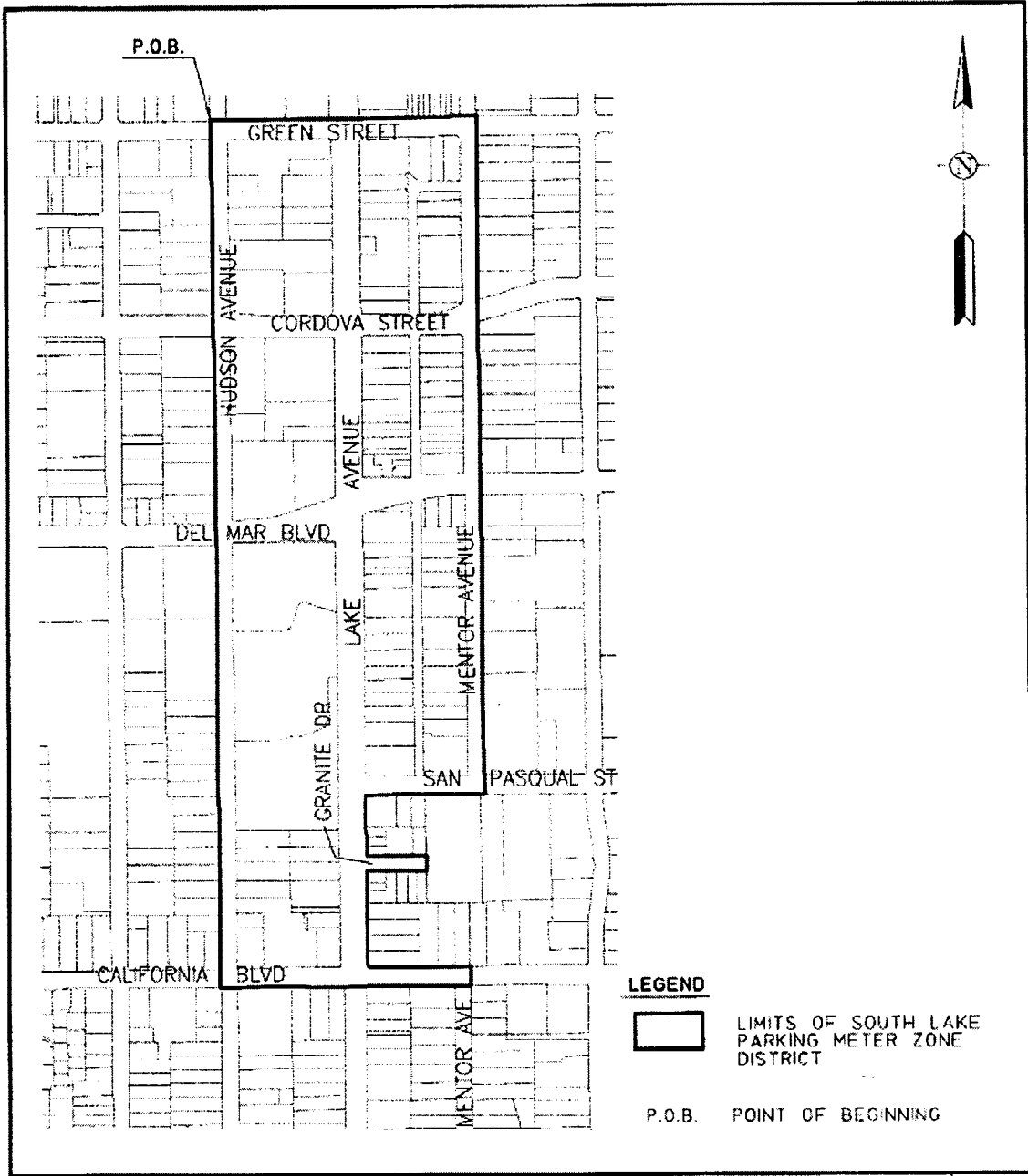
KEYSER MARSTON IMPLICATIONS OF CHANGES TO THE COMPETITIVE ENVIRONMENT

January 10, 2007

South Lake Avenue

- ⊛ The Parking Rate Study suggests that off-street parking is relatively available with the exception of Shoppers Lane parking north of Del Mar between noon and 2:00 on weekdays. This area has a concentration of financial institutions and restaurant space with peak demand over the lunch hours. A more aggressive valet parking strategy for full service restaurants during these hours may improve the parking conflicts during this limited period.
- ⊛ Reducing the free period parking for Shopper's Lane from 3 hours to 90 minutes will not affect the average shopper who currently spends less than 90 minutes in the District. It may result in some increased pressure on the Macy's garages that do not have such limitations.
- ⊛ Changing the hourly rate from \$1.00 to \$2.00 per hour (\$.50 per 15 minutes) would make the parking charges equivalent to those charged in Old Pasadena, a significantly higher amenity and patronized district. This may act as a deterrent to the casual shopper at South Lake. Currently, very few shoppers pay any fee to park in the District.
- ⊛ Shoppers spent an average of 79 minutes on South Lake per trip according to the 2003 Gentlemen's survey. This suggests that a free parking period of at least 90 minutes is necessary to accommodate the average shopper and maintain this key aspect of convenience. Two hours would be preferred.
- ⊛ On-street parking in area C represents approximately 183 of the total 2,055 spaces of on- and off-street retail oriented parking in this area, or less than 10%. Introduction of meters on-street as an enforcement device should not significantly impact the shopper perceptions of convenience, given that alternative low priced space is available in off-street parking locations most of the time. Currently, the District has ample off-street parking for most of the business day to accommodate the movement of on-street to off-street parkers that are price sensitive.

EXHIBIT A




DAVID EVANS AND ASSOCIATES INC.
 800 North Haven Avenue, Suite 300
 Ontario California 91764
 TEL: (909) 481-5750 FAX: (909) 481-5757

EXHIBIT
"B"

SOUTH LAKE PARKING
METER ZONE DISTRICT

 CITY OF PASADENA
 COUNTY OF LOS ANGELES
 STATE OF CALIFORNIA

SHEET NO.	1 OF 1
JOB NO.	PDAX0067
DRAWN BY:	RKSI
DATE:	03/09/07
SCALE:	NTS

EXHIBIT B