

# Agenda Report

October 27, 2014

**TO:** Honorable Mayor and City Council  
**THROUGH:** Finance Committee (October 27, 2014)  
**FROM:** Department of Transportation  
**SUBJECT: CHANGE OF METER RATE AND HOURS IN THE OLD PASADENA PARKING METER ZONE**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the increased meter rate is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Direct the City Attorney to prepare an ordinance within 60 days, amending Section 10.45.100 (Old Pasadena Parking Meter Zone District) of the Pasadena Municipal Code to reflect new parking rates and hours of operation for the Old Pasadena Parking Meter Zone effective upon adoption.

## **OLD PASADENA METER ZONE ADVISORY COMMISSION RECOMMENDATION:**

On February 6, 2014 the Old Pasadena Parking Meter Zone Advisory Commission recommended that the City Council adopt the recommended rate change of \$1.25 per hour on selected meters and extend meter hours to 2 A.M. on weekends (hours would extend from midnight on Friday to 2:00 A.M. on Saturday and from midnight on Saturday to 2:00 A.M. on Sunday)

## **BACKGROUND:**

In 1995, in response to low utilization in the outer portions of the Old Pasadena Parking Meter Zone (OPPMZ), the City Council changed the parking meter rates from \$1.00 an hour to \$0.50 an hour. At that time, there was very little activity in the outlying areas to warrant turning over the parking spaces. In 2006, the City Council adopted the current meter rates of \$1.25 per hour in the core area and \$0.75 per hour in the outlying areas.

Currently, the outlying area has benefitted from increased business expansion and construction of a number of residential units, which has increased activity in area and warranted an analysis of occupancy rates and parking management policies.

In 2013, a parking study of the OPPMZ was conducted to determine if changes in the meter hours were needed to address noise complaints in the residential area of the southwest portion. The study was designed to identify parking patterns to determine whether or not the current parking meter hours of operation warrant adjustment. A map showing current parking time limits and parking rates is shown in Attachment 1.

Based on the summarized study and internal discussions, staff made the following additional findings and recommendations:

1. While the parking data did not conclusively show strong arguments to adjust meter hours based on the parking demand, staff determined that extending the meter hours after midnight on weekend days will improve the management of on-street parking during those additional hours. Therefore, staff recommends extending meter hours within the district until 2 A.M. on weekends.
2. The study revealed that the current two-tier on-street parking rate system in the district is not keeping pace with parking demand in the district. In the time since this rate structure was implemented, the edges of the district have been developed with active uses that are increasing demand for on-street parking. Staff recommends implementing a uniform parking rate of \$1.25 per hour throughout the district to minimize possible parking diversion to the lower parking rate streets.
3. A review of parking time limits found inconsistencies throughout the area. Staff recommends implementation of a uniform time limit of 2-hour parking throughout the district. This will facilitate the management of parking in the area and will result in improved parking availability in the district.

#### **COUNCIL POLICY CONSIDERATION:**

The proposed action is consistent with the following goal of the Strategic Plan: Support and promote the quality of life and the local economy.


#### **ENVIRONMENTAL ANALYSIS:**

The recommended meter rate and hour changes are exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment. The proposed action will not result in any new development or physical changes.

**FISCAL IMPACT:**

The above recommendations will require noticing of changes, modification of existing parking signage and modification of existing meters. The meter changes and noticing are activities that are part of the regular meter maintenance in the District and, as such, will be accommodated within the FY 2015 operations budget for the Parking Division of the Department of Transportation. The estimated cost of signage changes is \$ 14,000 and will be accommodated within the FY 2015 CIP budget for Project 75905 (Old Pasadena Traffic Improvement). The added hours of meter operation and the modified meter rates are estimated to increase meter revenue in the amount of \$5,000 annually. These same changes are estimated to increase the number of parking citations that would be issued for violations during the extended meter hours, which could result in up to \$100,000 in additional citation revenue annually (based on current citation patterns). This estimate of citation-related fiscal impact is dependent upon how parkers use the metered spaces and could be considerably less if the late hour parkers abide by the posted meter operations.

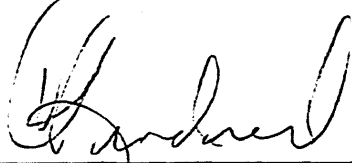
Respectfully submitted,



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FREDERICK C. DOCK  
Director  
Department of Transportation

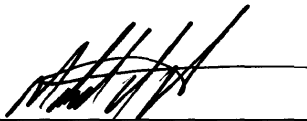
Prepared by:



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Charles Kindred  
Parking Manager

Approved by:



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MICHAEL J. BECK  
City Manager

Attachments: (1)

- 1) Attachment A – Parking Time Limits and Hourly Rates in Old Pasadena Parking Meter Zone