

## McMillan, Acquanette (Netta)

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**From:** Marjorie Lindbeck  
**Sent:** Sunday, May 19, 2024 9:01 PM  
**To:** PublicComment-AutoResponse  
**Subject:** Re City Council Agenda Item No. 21

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To Mayor Gordo and City Council Members:

I am writing to support the creation of the Playhouse Village parking meter plan, Agenda Item No. 21. The Playhouse Village Association Board of Directors has had many meetings over the past few years with the Department of Transportation and with parking consultant Julie Dixon, and we participated in community outreach meetings as well.

While there are always many strong opinions about parking, I have come to believe that this program will benefit Playhouse Village businesses and actually create a better experience for visitors and residents alike. The Board of Directors ultimately voted to approve this plan and look forward to implementation. It takes advantage of the latest technology in parking meters and will give us flexibility to, in effect, implement demand-based pricing for parking. There are also many features that will benefit both residents and businesses.

We hope that the Council will approve the recommendation as presented.

Thank you,

Margie

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Marjorie Lindbeck

## McMillan, Acquanette (Netta)

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**From:** Brian  
**Sent:** Monday, May 20, 2024 9:53 AM  
**To:** PublicComment-AutoResponse  
**Subject:** AR21 Comment

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Dear City Councilmembers,

Playhouse Village Association supports the staff recommendation for item 21 on today's City Council agenda. On December 6, 2023, the Playhouse Village Association Board of Directors voted to endorse City staff's proposal to:

- Expand the current boundaries of the Playhouse District parking meter zone;
- Establish a parking meter zone advisory commission; and
- Establish initial rates for implementation.

This decision came after many years of stakeholder outreach, internal discussion, consultation with City leaders, and numerous consultant studies and recommendations. While we accept that the transition to paid street parking may create short-term impacts, we feel it will create unique opportunities for expanded public and employee parking, management of valuable curb space, increased revenue for Playhouse Village initiatives, and greater utilization of our numerous off-street private parking facilities.

Thank you for the opportunity to comment and we look forward to working with staff and our stakeholders on implementation.

Regards,

**Brian Wallace**  
President/CEO

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