



## MEMORANDUM

**TO: DOWNTOWN PARKING ADVISORY BOARD**

**FROM: MATTHEW DOWNING, PLANNING MANAGER**

**SUBJECT: CONSIDERATION OF METHODS TO ADDRESS VILLAGE PARKING CONCERNS**

**DATE: MARCH 29, 2018**

### **SUMMARY OF ACTION:**

The Downtown Parking Advisory Board (DPAB) will discuss actions directed by the City Council and provide feedback on opportunities to address Village parking concerns.

### **IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:**

Impacts to financial resources will total approximately \$600 for additional parking signage.

### **RECOMMENDATION:**

It is recommended that the Downtown Parking Advisory Board receive information regarding Village parking concerns and provide feedback.

### **BACKGROUND:**

On July 20, 2017 the DPAB recommended the City Council implement restricted time limitations on parking in the Village. These limitations were proposed to include:

1. Limitation of two (2) spaces on Branch Street in both the west and eastbound directions to twenty (20) minutes;
2. Limiting the Car Corral, portions of Olohan Alley, and portions of the Le Point Street parking lot to three (3) hours; and
3. Provide a mechanism for enforcement of parking limitations.

On August 22, 2017, the City Council directed staff to:

1. Restrict two (2) spaces in both the west and eastbound directions of East Branch Street to 20 minutes;
2. Designate the 20 minute parking restrictions with appropriate curb markings; and
3. Improve directional signage for parking, particularly to the Le Point Street parking lot.

The Council did not direct staff to implement the three (3) hour parking limitations recommended by the DPAB, The Council discussed its varying opinions on the implementation of paid parking in the Village. The Council also discussed its desire to

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have unscheduled enforcement of parking limitations, as Police Department staff is available.

**ANALYSIS OF ISSUES:**

Enhanced Directional Signage

At the direction of the Council, a Village merchant was consulted regarding ideas to enhance directional signage in the Village aimed at getting visitors to the various public parking areas in the Village. The result of this consultation was to add "Free Parking" signage below the existing directional signage, as it has been stated that the existing signage is not being understood by visitors. Additionally, it was recommended that a directional sign and "Free Parking" sign be added at the easternmost entrance of the Car Corral to alert eastbound traffic. The local sign contractor who made the existing directional signage was contacted regarding costs to produce the "Free Parking" signs. It was estimated that it would cost approximately \$600 to produce the necessary number of "Free Parking" signs. This cost would be paid from the Downtown Parking Fund. If the estimate proves to be low, the item will return to the DPAB for direction.

Letter to Village Business

In recent weeks, the City has been notified that the letter sent on August 11, 2017 by the Community Development Director and Planning Manager was being reproduced, the date removed, and left on vehicles in the Car Corral. The letter was attempting to inform vehicle owners that restrictions on those parking spaces were going into effect, which is not correct. In order to address this miscommunication, a revised letter has been drafted for distribution to Village businesses (Attachment 1). The letter discusses the importance of Village businesses working cooperatively so the entire Village can thrive, provides current information on parking limitations in the Village, and advises businesses of the private parking areas in the Village.

**ALTERNATIVES:**

The following alternatives are provided for the Board's consideration:

1. Provide feedback on additional parking signage and the draft parking letter; or
2. Provide other direction to staff.

**ADVANTAGES:**

Working to address Village parking concerns will help alleviate parking congestion in certain areas of the Village while providing education as to the location of parking areas in the vicinity.

**DISADVANTAGES:**

No disadvantages have been identified based on the direction previously provided by the City Council.

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**ENVIRONMENTAL REVIEW:**

In accordance with the California Environmental Quality Act (CEQA) and the State CEQA Guidelines, it has been determined that this item is not subject to CEQA per Section 15061(b)(3) of the Guidelines, regarding the general rule that where it can be seen with certainty that there is no possibility of a significant effect on the environment, an activity is not subject to CEQA.

**PUBLIC NOTIFICATION AND COMMENTS:**

The Agenda and staff report were posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachment

1. Draft Employee Parking/Village Parking Restrictions letter

March 29, 2018

**SUBJECT: EMPLOYEE PARKING/VILLAGE PARKING RESTRICTIONS**

Dear Business Owner:

In order to maintain a vibrant and lucrative Village Core, it is necessary to keep prime parking spots available for patrons of businesses located downtown. It has come to the attention of the Downtown Parking Advisory Board (DPAB) that a large number of parking spaces are being occupied by employees of Village businesses. These parking habits reduce turnover potential of Village parking spaces. When employees and other long term parkers take away these spaces from potential shoppers, it diminishes the vibrancy of the Village and the revenue it creates for Village businesses.

This impact to parking causes patrons to take their business elsewhere, not only hurting the establishment the patron originally intended to visit, but also surrounding businesses that could benefit from the exposure. Village businesses need to work cooperatively in order to produce the best customer experience. Therefore, in order to maintain a vibrant downtown atmosphere, it is the duty of each establishment to ensure that their employees do not park in prime parking spaces, including prime parking spaces of other businesses. Instead, the DPAB encourages businesses to direct employees to park in long term parking in the Le Point Street parking lot and on street spaces outside of the Village Core.

**At this time, please be advised that the following parking restriction are in place:**

- Two (2) hour parking limitation on street parking on Branch Street and Bridge Street;
- Twelve (12) hour parking limitation in all public parking lots, including the Car Corral, the Le Point Street Parking Lot, and Olohan Alley; and
- No public parking in private parking lots at 101 W. Branch Street, behind the Village Centre, on Hart Lane, and the private parking marked in Olohan Alley.

Again, employees are encouraged to park in the Le Point Street Parking Lot, outside of the Village Core, or use alternate modes of travel in order to keep prime parking spots available for all patrons and avoid parking violations. If you have any questions, please call the Community Development Department at 805-473-5420.

Thank you for your continued efforts to maintain a vibrant downtown for all businesses.

Sincerely,

Teresa McClish, AICP  
Community Development Director

Matthew Downing, AICP  
Planning Manager

cc: Downtown Parking Advisory Board  
City Manager  
Village Improvement Association