

DATE ISSUED: July 11, 2002..REPORT NO. 02-160

ATTENTION: Land Use and Housing Committee
Agenda of July 17, 2002

SUBJECT: Visitor Oriented Parking Facilities Study for La Jolla, Pacific Beach and Old Town

REFERENCE: City Council Hearing on La Jolla Traffic and Parking Task Force
Recommendations September 8, 1998;
City Manager's Report No. P-9-169, August 19, 1998;
Appropriation Ordinance (No. 18827), July 25, 2000.

SUMMARY

THIS IS AN INFORMATION ITEM ONLY. NO ACTION IS REQUIRED ON THE PART OF THE COMMITTEE.

BACKGROUND

At the July 15, 1997 City Council Hearing on the Green Dragon Colony, the Mayor and City Council directed the formation of the La Jolla Traffic and Parking Task Force. The Mayor and City Council appointed the Task Force to make recommendations to improve traffic circulation and parking in the La Jolla Community. Over the course of its existence (August 8 - October 21, 1997), the Task Force met weekly to discuss possible solutions to La Jolla's traffic and parking problems. City staff acted as a resource to the Task Force. On February 2, 1998, the Task Force presented nine recommendations to the Mayor and City Council. Along with the evaluation of parking issues, the task force established a formal process for the community for estimating parking deficiencies, evaluating parking management strategies, and recommending parking improvement measures in La Jolla.

In April 2000, City and state officials met in Old Town to discuss the parking needs of Old Town. During budget deliberations in July 2000, the City Council appropriated \$150,000.00 for the Visitor Oriented Parking Facilities Study in La Jolla, Pacific Beach, and Old Town. In September 2000, the City contracted with Wilbur Smith Associates (WSA) to conduct parking studies to evaluate parking conditions, determine the extent of parking deficiencies, and provide conceptual analysis of parking program costs and financing mechanisms to implement parking improvements in these communities.

The draft report and findings were presented at numerous meetings in each of the communities. Comments were solicited and those received were analyzed and addressed in the final Visitor Oriented Parking Facilities Study for La Jolla, Pacific Beach, and Old Town.

Staff is currently reviewing issues involving potential funding of public parking structures in the three studied communities and the implementation of metered parking in La Jolla. We will return to the Land Use and Housing Committee in September with fiscal impact analysis and recommendations on these issues and other parking management strategies identified in the visitor oriented parking study.

DISCUSSION

General:

The study areas for the communities of La Jolla, Pacific Beach, and Old Town are depicted in Attachment 1, 2, and 3, respectively.

For each community, a parking survey was conducted during peak and off-peak visitor seasons for weekday and weekend conditions. The data was used to determine existing parking characteristics such as parking supply, occupancy, accumulation, and turnover. Parking occupancy is a measure of how many vehicles are observed on the street or in lots at a given time of the day and is usually expressed as a percentage. Typically when parking occupancy is at 85 percent or higher for a street or area, parking deficiency exists and additional supplies may be needed.

The analysis of existing and future parking needs indicate that there are significant shortages of convenient parking spaces in all three studied communities. Estimated parking shortages for existing and future target years 2005 and 2020 for each community are shown in the table below:

Estimated Parking Space Deficiencies

COMMUNITY	EXISTING	YEAR 2005	YEAR 2020
La Jolla	730	860	1,170
Pacific Beach	430	560	880
Old Town	365	455	675

Parking management strategies help to balance parking supply and demand, and also improve parking efficiency. Many of these strategies were evaluated for these communities including: conversion of on-street parallel parking to diagonal parking; posted parking time limits; parking enforcement; signage; residential permit parking program; shuttle service and satellite parking facilities; pay on-street parking; zoning regulations; and strategies to reduce parking demand, such as improving transit service and increasing the participation in car pools.

The study shows that current supply and demand conditions would justify the construction of one or more parking structures in each community, even after the appropriate parking management strategies are implemented.

In addition to parking management strategies to address parking demand and improve on-street parking supply, Wilbur Smith Associates and City staff, with assistance from the community planning group members, identified candidate sites for parking structures in each community. For each of the candidate sites, parking structure concepts were developed to determine approximate parking capacity and to provide a basis for planning-level cost estimates.

To help finance the construction of public parking structures, the study recommends establishing a valet parking lease and/or a valet franchise program in each community. Other sources of revenue recommended by the study include pay on-street parking, and inclusion of commercial and/or residential spaces within the parking structure. However, even after including these sources of revenue, the capital outlay estimated for the parking structures is much larger than the estimated revenues in all three communities.

Issue 1: Potential Financing of Parking Facilities

WSA's initial analysis indicates that for *all* the proposed parking facilities, in *all* three communities, there would be a deficit between the net revenues generated by the parking facilities and the annual debt service amount required to construct the facilities (not including any additional coverage required by investors). As a result, none of the proposed parking facilities would be self-supporting, and all would require some type of additional revenue pledge.

In addition, it should be noted that revenues estimated from the establishment of paid on-street parking assumes that 80 percent of these revenues could be used to assist in offsetting the cost of the parking structures. Existing parking districts in the City currently receive 45 percent of the parking meter revenues.

Therefore, if the City desires to construct visitor oriented parking facilities, the central fiscal policy issue is to determine how these facilities can be supported in order to make them financially feasible without impact to the General Fund.

Issue 2: Implementation of Metered Parking in La Jolla

The current Council Policy on parking meter revenue allocation (CP 100-18) establishes criteria for the formation of Parking Meter Districts and their receipt of revenues from parking meters within the District. A number of uses for the revenues are identified in the Policy including "increasing the parking supply including self-parking, valet-parking, on-street parking, surface parking, and structured parking lots." The Policy states that 45% of the gross revenues from parking meters in the City shall be allocated to Parking Meter Districts with each district receiving an allocation based on the percentage of average annual gross collections generated within each district.

The Wilbur Smith Associates Visitor Oriented Parking study suggests funding alternatives for parking structures in the three studied communities including using all net parking revenues generated within the communities as partial funding for the structures. This proposal is inconsistent with adopted Council Policy. We are evaluating the impacts of the suggested parking meter revenues allocation as well as the funding opportunities that could be provided for the parking structures under the current parking meter revenues allocation policy. In addition, we will be determining the cost of installing multi-space parking meters in the areas proposed for metered parking in La Jolla and will include those costs in the funding analysis for the parking structures.

Respectfully submitted,

S. Gail Goldberg, AICP
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Approved: P. Lamont Ewell
Assistant City Manager

GOLDBERG/SP

Note: The attachments are not available in electronic format. A copy is available for review in the Office of the City Clerk.

- Attachments: 1. La Jolla Study Area and Sub Areas
2. Pacific Beach Study and Sub Areas
3. Old Town Study Area and Sub Areas