

DATE ISSUED: April 15, 2005

REPORT NO. 05-101

ATTENTION: Land Use and Housing Committee
Agenda of April 20, 2005

SUBJECT: Request for the Formation of a Pacific Beach Community Parking District

REFERENCE: Manager's Report 04-214; Council Resolution R-299836; Council Policy 100-18 ("Community Parking District Policy")

SUMMARY

Issue - Should the City Council designate a "Pacific Beach Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b (regarding boundaries) of Council Policy 100-18 and authorize Discover PB to serve as its advisory board?

Manager's Recommendation - Designate a "Pacific Beach Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b (regarding boundaries) of Council Policy 100-18 and authorize Discover PB to serve as its advisory board.

Other Recommendations -

Pacific Beach Planning Committee: On March 28, 2005, the Pacific Beach Community Planning Committee voted to support Discover PB's proposal to form a Pacific Beach Community Parking District, including the amended structure of the advisory board as discussed in this Manager's Report. The vote was 7 in favor and 4 opposed.

Pacific Beach Town Council: On February 2, 2005, the Board of Directors of the Pacific Beach Town Council voted to approve of the proposal to form a PB Community Parking District.

Fiscal Impact – There is no fiscal impact at this time. Financial support from the Business Improvement District will be provided to the Pacific Beach Community Parking

District during the first year of operation. There are currently no parking meter revenues and/or other parking related revenues generated within the proposed boundaries of this district. Should parking meters be installed in the future, Council Policy 100-18 currently provides for the allocation of 45% of all parking meter revenue generated within the boundaries of the newly created Pacific Beach Community Parking District to the District. In addition, according to Council Policy 100-18, the City would also consider on a case-by-case basis additional allocations of revenue generated by other parking management programs within the Community Parking District. However, based upon the City's current fiscal position, any allocation of funds should be referred to the annual budget process. For any new districts created or existing districts which propose parking management solutions, it is recommended that the City Council be open to considering these alternatives.

Environmental Impact - This action is exempt from CEQA pursuant to the State CEQA Guidelines, Section 15262, "Feasibility and Planning Studies." Actual projects resulting from these planning activities will require further environmental assessment.

BACKGROUND

Council Policy 100-18, adopted March 1997, established the "Parking Meter District Program" as a mechanism to fund and implement solutions to parking problems in areas where parking meters are located. The Policy was renamed the "Community Parking District" policy and amended by City Council action on November 15, 2004 to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs.

A community planning group or a business improvement district may request the formation of a Community Parking District (CPD) when existing City mechanisms for implementing parking management solutions are demonstrated to have been insufficient.

Pursuant to the new Policy, the staff is presenting the request received for the formation of a new Pacific Beach CPD to the LU&H Committee for consideration prior to the review by the full City Council.

DISCUSSION

On December 20, 2004, Discover Pacific Beach (the board of the Business Improvement District for Pacific Beach) submitted an initial written request for the formation of a CPD to the City. Since that time, City staff and representatives of Discover PB have met to clarify the formation request and ensure all elements of Council Policy 100-18 are addressed. A copy of the final request from Discover Pacific Beach to form the Pacific Beach CPD is appended to this report as Attachment 1.

Policy Requirements and Details of the Request

A request to form a Community Parking District shall contain each of the following:

- A. Map - Council Policy 100-18 requires a map of the proposed Community Parking District for the purpose of identifying the boundaries of the district. The suggested geographic area of the Pacific Beach CPD corresponds to the boundaries of the Pacific Beach Community Planning District.
- B. Data - Section A.1.b of Council Policy 100-18 requires data to verify that the proposed geographic area is in fact adversely impacted by parking demands. The parking study conducted in 2001 by Wilbur Smith Associates is the primary source of data presented to fulfill this requirement. The study focused on areas within the proposed Community Parking District perceived to have the most significant parking impacts. The final study concluded that there are adverse parking impacts in the core business area. It is anticipated that parking solutions implemented in the core area may impact the surrounding residential areas.

It should be noted that the entirety of the area falling within the proposed Community Parking District boundary has not been studied as required by Council Policy 100-18. City Transportation Engineering staff has yet to confirm whether the areas outside of the Wilbur Smith study are in fact adversely impacted by parking demands as is required by the Council Policy. The CPD proponents have requested these broader boundaries in an effort to comprehensively address parking solutions within their community. These broader boundaries have been approved by Discover PB, the Pacific Beach Planning Committee, the Pacific Beach Town Council and the Cooperative Parking Committee (referenced below). Council Policy 100-18 requires a study of the entire proposed geographic area of the CPD in order to receive approval of the requested CPD boundary. In order to allow for broader boundaries and community representation as requested, a waiver of the policy is recommended for the proposed District. The full text of the Wilbur Smith Associates study can be found at:

<http://www.sandiego.gov/planning/voparking.shtml>

C. Conceptual Plan –

- (1) **Proposed Advisory Board** – Section A.1.c.(1) of Council Policy 100-18 requires that a request for formation of a CPD identify the requisite CPD Advisory Board. Council Policy 100-18 further specifies the requirements of a designated Community Parking District Advisory Board. These requirements indicate that an Advisory Board must be an existing board of either a business improvement district, redevelopment corporation, community development corporation or any other non-profit corporation approved by the City Council.

The proposal explains that, in October 2004, a Cooperative Parking Committee endorsed by neighborhood organizations including the Pacific Beach Planning Committee, the Pacific Beach Town Council and Discover Pacific Beach, was

formed in the effort to identify parking concerns and offer solutions. The Community Parking District proposal indicates that this “Cooperative Parking Committee” would serve as the Community Parking District Advisory Board with Discover PB providing “administrative support, financial management, office space, staff support and other logistical services as needed.”

The proposed Cooperative Parking Committee would consist of a total of thirteen (13) delegates including three (3) sent from the Pacific Beach Town Council - one representing the business community and two representing the residential Community; three (3) sent from Discover Pacific Beach – each representing the business community, three (3) from the Pacific Beach Planning Committee - two representing the residential community and one representing the business community; and four (4) at-large delegates from the four quarters of the community as divided by Garnet Street and Ingraham Street. The at-large delegates are proposed to be either residents or business owners representing their respective quartiles of the CPD.

Discover PB is the existing board of the Pacific Beach Business Improvement District and its organizational structure meets the requirements of CP100-18. Given that the City will contract with Discover Pacific Beach for all administrative, financial management, staff and other logistical services related to the Cooperative Parking Committee, City Staff supports the designation of Discover PB as the fiscal and contractual advisory board for the CPD.

As defined in the proposal, the Cooperative Parking Committee would continue its function as the mechanism to discuss and implement parking programs on behalf of the CPD. Community input and consensus could be reached by working within the structure of the Cooperative Parking Committee as defined in the proposal. The Cooperative Parking Committee would ensure that a wide representation of community interest is incorporated into the management of the CPD. Because the relationship between the City and the CPD Advisory Board is defined by contract on an annual basis, the process by which community input is obtained and shared between Discover PB and its Cooperative Parking Committee will be further specified within the contract.

Attachment 2 to this report includes a copy of the articles of incorporation for Discover PB and a current list of its board of directors.

Community Input – As required by Council Policy 100-18, initial input from the community was gathered at the Community Parking Forum held in Pacific Beach on January 13, 2005. In addition, a “Cooperative Parking Committee” consisting of representatives from three city recognized neighborhood organizations (PB Planning Committee, PB Town Council and Discover PB) has been meeting since November 2004 to provide input and suggestions for the

formation of the CPD. The February 28, 2005 meeting of the Pacific Beach Community Planning Committee was publicly noticed in the February 25, 2005 edition of the San Diego Daily Transcript. The notice included a statement regarding the availability of the proposal for public review and comment.

Ongoing input will be solicited from the public by way of open meetings of the CPD Advisory board and the Cooperative Parking Committee. Advisory Board staff will make regular reports to the neighborhood organizations at their regularly scheduled meetings. Once designated, the Pacific Beach CPD will work to incorporate the community's suggestions into the management of the district.

Meeting History

A brief summary of the public meetings held in the Pacific Beach community to discuss the formation of a CPD can be found at Attachment 3 to this Report.

Public Forum

On January 13, 2005, the Pacific Beach Town Council, Pacific Beach Planning Committee and Discover Pacific Beach (the entity requesting the formation of the CPD) hosted a joint public forum to review the initial proposal for the formation of a Pacific Beach Community Parking District. This public forum is required by Council Policy 100-18.

The public forum was well attended with over 65 members of the public participating in the exchange of information and ideas. Attachment 4 includes a description of how the meeting was publicly noticed and an abbreviated summary of the comments received from the public.

- (2) **Sources and Amounts of Revenues**— Section A.1.c.(3) of Council Policy 100-18 asks the proposer to list the sources and amount of revenues required for the operation of the CPD. For its first year of operations, the Pacific Beach CPD will rely upon Discover PB for operating revenues. This information is detailed in section C(6) below. For subsequent years, the sources and amounts of revenues available to the CPD will depend upon the parking management solutions developed and implemented for the community.

- (3) **Proposed Improvements** –

In accordance with Council Policy 100-18, Discover PB has also suggested several parking management solutions for the Pacific Beach CPD. These solutions include: variable on-street paid parking in the commercial district, residential permit parking, parking validation programs, changes in parking requirements for new development, a parking information campaign, increasing the parking inventory, shared parking arrangements, and additional enforcement of existing regulations. Discover PB and City Staff acknowledge that each of these solutions would need to be developed and community input sought before implementation. There are potential fiscal and environmental impacts, as well as Council Policies and other issues that would need to be addressed prior to forwarding any of these proposed solutions to City Council for final approval.

The purpose of creating the Pacific Beach CPD would be to provide a mechanism to fully examine these options and other options for solving its parking demands. Staff's support of the overall request for a CPD in Pacific Beach is not an endorsement of any or all of the proposed parking solutions presented in the request from Discover PB.

- (4) **Anticipated Financing** – As the proposal states, these proposed programs and solutions will require significant examination and community discussion before an implementation and financing plan can be developed.
- (5) **First Year Budget** – As discussed above, financial support from the Business Improvement District will be provided during the CPD's first year of operations. All functions of the new parking district would be supported by existing Discover PB staff, office space, and PB volunteers. The First Year Budget can be found under section A.1.c.(6) of Attachment 1.

CONCLUSION

The request for the formation of a Community Parking District by Discover Pacific Beach meets the requirements outlined in Council Policy 100-18, except with regard to section A.1.b.

It is recommended that the City Council designate a "Pacific Beach Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy), waive section A.1.b (regarding boundaries) of Council Policy 100-18 and authorize Discover PB to serve as its advisory board.

ALTERNATIVES

1. Do not adopt a Resolution to designate a “Pacific Beach Community Parking District” and authorize Discover PB to serve as its advisory board.
2. Direct staff to work with the Pacific Beach Community and/or specific community groups or organizations to resolve any remaining issues with the proposal to form a Pacific Beach Community Parking District.

Respectfully submitted,

Hank Cunningham
Director, Community and Economic
Development Department

APPROVED: Patricia T. Frazier
Deputy City Manager

CUNNINGHAM/JK/MS

- Attachments: [1. Final Request to Form the Pacific Beach Community Parking District dated 3/22/05](#)
[2. Articles of Incorporation and Board of Directors \(Discover Pacific Beach\)](#)
[3. Brief History of Public Meetings to Discuss the Formation of a CPD](#)
[4. Summary of Noticing and Public Comments from 1/13/05 Parking Forum](#)