

DATE ISSUED: April 15, 2005 REPORT NO. 05-102

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

SUBJECT: Request for the Formation of an Old Town 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 an "Old Town Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy) and authorize the Old Town San Diego Chamber of Commerce (OTSDCC) to serve as its advisory board?

Manager's Recommendation - Designate an "Old Town Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy) and authorize the Old Town San Diego Chamber of Commerce (OTSDCC) to serve as its advisory board.

Other Recommendations -

**Old Town Community Planners:** The issue is on the agenda and scheduled for vote at the Old Town Community Planners meeting of April 13, 2005. Staff will verbally provide the results of this meeting along with the presentation of this report.

Fiscal Impact - There is no fiscal impact at this time. Financial support from the Business Improvement District will be provided to the Old Town 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 provides for the allocation of 45% of all parking meter revenue generated within the boundaries of the newly created Old Town 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 have been insufficient.

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

## DISCUSSION

On January 20, 2005, the Old Town San Diego Chamber of Commerce (OTSDCC) submitted an initial written request for the formation of a CPD to the City. Since that time, City staff and representatives of the OTSDCC have met to clarify the formation request and ensure all elements of Council Policy 100-18 are addressed. The OTSDCC also serves as the Business Improvement District for Old Town. A copy of the final request from the OTSDCC to form the Old Town 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 Old Town CPD corresponds to the boundaries of the Old Town Business Improvement District.

B. Data - 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. City Transportation Engineering staff has confirmed this, and other data, is credible and persuasive to support the fact that adverse parking impacts throughout the proposed boundary of the CPD exist. The full text of the Wilbur Smith 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 OTSDCC is asking that it be designated as the Advisory Board for the purpose of managing the CPD. The existing Board includes a cross-section of the community including members of the Old Town Community Planning Committee and representatives of businesses, property owners and residents.

The OTSDCC acting as the Business Improvement District has existing administrative resources and contractual relationships with the City and its organizational structure meets the requirement of Council Policy 100-18.

As the designated advisory board, the OTSDCC would serve as the fiscal agent for the CPD. It would be responsible for determining the annual implementation plan for the CPD and authorizing the projects to receive revenues from CPD funds. The Board would ensure that a wide representation of community interest is incorporated into the management of the CPD.

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

- (2) **Community Input** – As required by Council Policy 100-18, community input regarding the proposal to form an Old Town CPD was received through the regular monthly meetings of the Old Town Chamber of Commerce Economic Restructuring Committee. These meetings are open to the public and noticed at each meeting of the Old Town Chamber of Commerce and the Old Town

Community Planning Committee, as well as with the quarterly Old Town Chamber Newsletter and emails to interested parties.

Ongoing input will be solicited from the public by way of open meetings of the CPD Advisory Board. Advisory Board staff will continue to make regular reports to community organizations at their regularly scheduled meetings. Once designated, the Old Town 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 Old Town community to discuss the formation of a CPD can be found at Attachment 3 to this Report.

#### Public Forum

On February 22, 2005, the OTSDCC hosted a Public Parking Forum to review the initial proposal for the formation of an Old Town CPD and receive public comment. The public forum was attended by approximately 14 members of the public participating in an exchange of information and ideas. At the end of the meeting, a room vote was taken and the group supported the request to form an Old Town Community Parking District with a vote of 9-0-1. The discrepancy in the number of attendees and the number of votes was due to the fact that a few members of the public had left the meeting by the time the vote was taken.

At the writing of this report, an additional Public Parking Forum is scheduled for April 14, 2005.

- (3) 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 Old Town CPD will rely upon the OTSDCC/Business Improvement District 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.
- (4) Proposed Improvements** – In accordance with Council Policy 100-18, the OTSDCC has also suggested several parking management solutions for the Old Town CPD. These solutions include: converting parallel parking to angled parking where feasible; reviewing the necessity of red curb areas; installation of a parking signage program; formation of a residential parking subcommittee to provide input to the Old Town CPD; installation of paid on-street parking in the core commercial area; and construction of a public parking facility. The OTSDCC 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 the City Council for final approval.

The purpose of creating the Old Town 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 Old Town is not an endorsement of any or all of the proposed parking solutions presented in the request from OTSDCC.

- (5) **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.
- (6) **First Year Budget** – As discussed above, financial support from the OTSDCC/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 OTSDCC staff, office space, and Old Town volunteers. The First Year Budget can be found in section A.1.c.(6) of Attachment 1 to this report.

## CONCLUSION

The request for the formation of a Community Parking District by the OTSDCC meets the requirements outlined in Council Policy 100-18.

It is recommended that the City Council designate an "Old Town Community Parking District" consistent with Council Policy 100-18 (the Community Parking District Policy) and authorize the Old Town San Diego Chamber of Commerce (OTSDCC) to serve as its advisory board.

## ALTERNATIVES

1. Do not adopt a Resolution to designate an "Old Town Community Parking District" and authorize OTSDCC to serve as its advisory board.
2. Direct staff to work with the OTSDCC and/or specific community groups or organizations to resolve any remaining issues with the proposal to form an Old Town 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 Old Town Community Parking District dated January 2005](#)  
[2. Articles of Incorporation and Board of Directors \(Old Town Chamber of Commerce\)](#)  
[3. Meeting History and Noticing of Public Discussions](#)