

Old Town Chamber of Commerce
Board of Directors

Request to Form the
Old Town San Diego
COMMUNITY PARKING DISTRICT



**Submitted to the City of San Diego
By Old Town San Diego
Business Improvement District**

January 2005

Request to Form the
Old Town San Diego

Community Parking District

Purpose:

Devise and implement parking management solutions to meet the specific needs and resolve undesirable parking impacts within the San Diego Community of Old Town. Establish and manage the Old Town San Diego Community Parking District (OTSDCPD).

A. Establishment of Community Parking District

The Old Town San Diego Business Improvement District (BID) requests formation of a Community Parking District. This request does not affect any existing Community Parking District.

1. This request to form a Community Parking District contains the following:
 - a. The geographic area proposed to be designated, as the Community Parking District will encompass the boundaries as illustrated in Attachment A.
 - b. Parking Issues in Old Town:
 - Government entities within Old Town do not have sufficient parking for visitors and staff:
 - California State Historic Park.
 - City and County Parks.
 - Caltrans – New campus complex with over 1,000 employees and visitors.
 - Parking variances have been granted to businesses within the core of Old Town for employee parking.
 - Thomas Jefferson School of Law C.U.P. needs to be reviewed. The current C.U.P. does not cover all students enrolled.
 - San Diego Trolley parking overflow takes up parking daily within the core of Old Town.
 - Events (Chargers, Padres) take all of Old Town parking and many businesses do not open on game days, as there is no parking for customers or visitors.
 - San Diego Trolley expansion to SDSU in early summer will create an environment where students who want cheap parking will take the trolley from Old Town to school.
 - A permanent loss of 80 parking spaces resulted from California State Parks recent relocation their District Headquarters into Old Town.
 - Overflow parking has been lost in Old Town with the construction of the Caltrans building.

In 2002, the City of San Diego retained Wilber Smith Associates (WSA) to provide an assessment of existing parking supply and demand conditions; estimate future parking

demand conditions; determine the extent of parking deficiencies; develop a set of practical alternatives to mitigate these deficiencies; and to conduct a conceptual analysis identifying parking program costs and financing techniques to implement parking improvements in the visitor oriented area of Old Town.

Survey Area

The study focused on the commercial core area of Old Town consisting of approximately 230 acres of historic preserved structures and recreational and commercial attractions including historic buildings, plazas, shops, restaurants, hotel and offices. The study area also includes single-family and multi-family residential units, the Old Town State Historic Park, Caltrans District Office, and the Old Town Transit Center. Old Town is a visitor-oriented historic, recreational, and commercial community containing the historic site of the first pioneer settlement of the City of San Diego.

Findings

- On-street parking occupancy in the primary activity areas generally exceeds practical capacity on both weekdays and weekends.
- Parking demand levels in the major activity areas tend to remain high during all survey periods (peak and off-peak, weekdays and weekends).
- Parking demand levels are highest during the mid-day lunch period, the evening dinner period, and weekends.
- Prime parking spaces are occupied with employees parking on-street and off-street in public lots in the core area. These employees are occupying spaces that should be utilized by visitors.
- Visitors use resident spaces.

Based on the data analysis and observations conducted by the Wilbur Smith Associates, **there is clearly a parking deficiency throughout Old Town.** The analysis of existing conditions indicates the need for additional parking facilities in the core area of Old Town.

- c. A conceptual plan for how the Community Parking District will be managed will include, but not be limited to:

(1) The Board of the Old Town San Diego BID will be designated as the Community Parking District Advisory Board for the purpose of managing the District. The existing Board of Directors is comprised of a cross section of the community with members from the Old Town Community Planning Committee, businesses, property owners and residents.

(2) Community input has been received and issues addressed through regular monthly meetings conducted by the Old Town Chamber Economic Restructuring Committee that are open to the public. Meetings are noticed at each Old Town Chamber of Commerce Meeting, Old Town Community Planning Committee meeting, in the Old Town Chamber Newsletter published quarterly, and noticed by email to the Old

Town Community members, and other community and government organizations who have provided their email address. Updates have been presented regularly to the Old Town Community Planning Committee. The Old Town Community Planning Committee has approved a facility not to exceed 2 stories above street level. This is the result of meetings beginning in March 2003 and a June 2003 presentation of proposed parking facility to the Old Town Community Planning Committee. We are proposing a facility, which will provide approximately 1,000 spaces, which includes over 300 spaces for employees. A public meeting is scheduled for February 22, 2005 to discuss the formation of the OTCPD.

(3) In the event the Old Town BID is selected to manage the Parking District, we will provide initial funding. We will then seek public or private funding for the parking facility.

(4) Proposed Improvements:

- Increase on-street parking by converting parallel parking to diagonal, where feasible;
- Review necessity of all red curb areas;
- Create a well-designed signage program to direct cars to different parking locations within Old Town;
- Protect the interests of residents and mitigate the impact to residents by forming a Residential Parking Committee which a sub-committee would provide input to the Old Town Community Parking District;
- Implement paid on-street parking in the core area;
- Build and finance a new public parking facility.

(5) Anticipated financing for these improvements will not jeopardize existing financing obligations or commitments.

(6) A first year budget will consist of time and resources provided by the Old Town BID. See Attachment B.

2. This proposal has been available for review. The Old Town BID has made this proposal available to all affected Community Groups. A noticed meeting regarding this proposal by the Old Town Community Planning Committee is scheduled for January 2005.
3. The OTSDCPD will be part of the San Diego Community Parking District Program will be administered by the City Manager.

B. Allocation of parking management-related revenues

1. A fiscal impact analysis has determined that additional sources of revenue including parking meters in excess of 50 percent are necessary to finance the proposed parking

facility. This will allow the OTSDCPD to repay the debt and provide cash flow to the City. Prior to construction and upon debt payoff, the percentage of the total parking meter revenues generated shall be forty-five (45%) each fiscal year. Upon the commencement of the construction of the parking facility, the revenue allocation will increase to approximately 90% of parking revenues as indicated above. Additionally, a portion of the City administrative costs is allocated in the operating expenses.

2. Additions to parking meter revenue, if any, may include:
 - a. Fees paid by users to park in the parking facility operated by the Community Parking District;
 - b. Valet parking fees;
 - c. Residential parking permit fees which are limited to cost recovery only;
 - d. Any other authorized fees obtained to regulate parking in the OTSDCPD.
3. A map will be maintained showing each and every meter and other revenue sources.
4. Annual fiscal year-end reconciliation of actual parking management-related revenues will be conducted by the city.

C. Use of Allocated OTSDCPD Funds

1. Upon formation of the Old Town San Diego CPD, the use of allocation of parking management-related revenue by the OTSDCPD shall be made only from the implementation of management activities within the District.
2. The OTSDCPD revenues will be primarily used to address parking supply and mobility issues. Improvements and activities that increase the availability, supply, and effective use of parking for residents, visitors, and employees within the OTSDCPD will be the principal focus of expenditure of the funds. The OTSDCPD revenues shall be used in accordance with Municipal Code §82.08 and §82.09 and may be used for such purposes as, but not limited to, the following:
 - a. Revenues will finance and operate the proposed public parking facility that will increase the existing parking supply by 760 parking spaces. Additional revenues may be used to increase the parking supply (e.g., self-parking, valet-parking, on-street parking, surface parking, and additional structured parking lots). This will include the acquisition of land, project design, financing, and construction.
 - b. OTSDCPD will manage the existing parking inventory, including but not limited to, parking evaluations, reconfiguration of existing on-street parking inventory, residential permit parking programs, employee parking programs, enforcement,

and/or mitigation of any adverse effects resulting from the implementation of such program(s).

- c. OTSDCPD will provide mobility information such as signage, marketing, and communicating the location, availability, cost, etc. of district-wide parking options.
 - d. We do not anticipate the use of shuttles within our district.
 - e. OTSDCPD will promote alternative forms of transportation to reduce parking demand (e.g., public transit, bicycling, and walking) via outreach programs.
 - f. OTSDCPD will provide for extraordinary maintenance and landscaping activities associated with or required by any of the activities to the facility.
 - g. OTSDCPD will provide for extraordinary security activities associated with or required by any of the activities to the facility.
- 3. OTSDCPD revenues shall supplement, and not supplant, existing City funding sources and program revenues.
 - 4. The cost of new meters or other parking related equipment and their installation in the OTSDCPD would be shared between the City and the OTSDCPD based upon the percentage by which the meter revenues are shared as described in Section B.
 - 5. The use of solar-powered parking technology shall be encouraged. Credit card and City parking card technology will be a requirement.

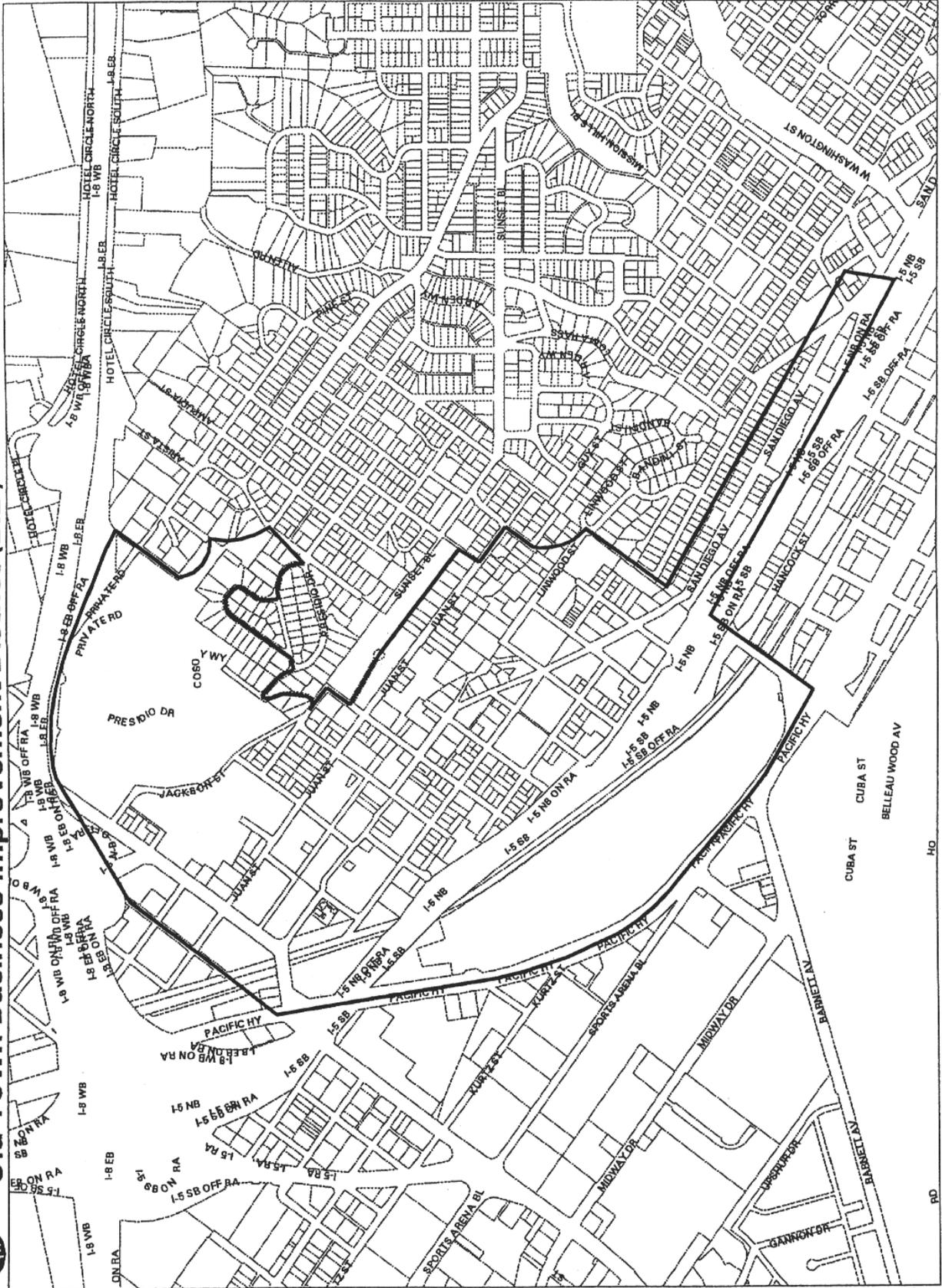
D. Community Parking District Management

- 1. The OTSDCPD Advisory Board will develop and recommend to the City Council on annual improvement/implementation plan and budget for the following year based on community input.
- 2. The OTSDCPD plan will include the following:
 - a. Community input will be obtained through announced ERC meetings, Old Town Community Planning Committee and the Old Town San Diego Chamber of Commerce. Input will include proposed improvements to address the District's parking impacts and their proposed financing.
 - b. A budget, including the sources and amounts of revenues and how each are proposed to be used, will be compiled annually.

3. In conjunction with the City, the OTSDCPD will establish proposed improvements, and include other relevant parking management programs, which may include the following:
 - a. Parking meter rates, hours of meter enforcement, parking meter time limits, and additions or removals of parking meters;
 - b. Establishment or removal of time limited parking areas;
 - c. Implementation of valet parking fees, residential or shopper permit parking fees, and in-lieu fees;
 - d. The acquisition of any private property for a public purpose necessary to implement the plan;
 - e. Any other relevant matters pertaining to the effective management of parking demand within the District.
4. The OTSDCPD Advisory Board will comply with all State and Federal laws and regulations pertaining to nonprofit corporations, including making its annual filing of IRS Form 990 available to the public, and shall comply with State public records and open meeting laws with regard to the use of Community Parking District funds.
5. The OTSDCPD Advisory Board nominates Chuck Catania, Chair of the Old Town Chamber Economic Restructuring Committee to serve on the City's Parking Advisory Board as he represented Old Town on the City Manager's Parking Task Force and he is the Chair of the Old Town BID Economic Restructuring Committee.

APPENDIX A

City of San Diego - Office of Small Business Old Town Business Improvement District (BID)



Attachment B

Old Town San Diego Community Parking District

First Year Budget

It is anticipated that during the first year, the Community Parking District will be examining programs to move forward. As parking problems continue to be exacerbated in Old Town, the group will move forward with proposed improvements within the first year of operations. All functions of the new group would be supported through existing staff, office space, and Old Town volunteers. The numbers below represent an estimation of the time and resources the Old Town Bid will continue to contribute in the first year for this project.

	<u>Cost</u>	<u>Funding Source</u>
Staff	\$10,000	Old Town BID
Office Overhead	\$2,500	Old Town BID
Office and Meeting Space	\$2,500	Old Town BID
Residential Materials	\$2,500	Old Town BID
Information Materials	<u>\$1,500</u>	Old Town BID
Total Old Town BID Contribution	\$19,000	See Note
Volunteer Contributions	\$20,000	Volunteers @ \$20/hr
Design Services	<u>\$25,000</u>	BID Council
Total	\$64,000	

Note: The \$19,000 Old Town BID Contribution is reflected in the Old Town San Diego BID Budget.

Attachment C

Old Town San Diego Community Parking District

Projected Revenues

Parking Facility - 6 Story, 960 Spaces

Income Pro Forma analysis (estimates; assume 10-hour days; holidays free)

Space Type	% Mix	Spaces	\$/sp/day	\$/mo	\$/yr	Notes
Employee spaces	33%	320	\$ 1.00	\$ 9,600	\$ 115,200	[See Assumptions]
Daily rate spaces	10%	100	\$15.00	\$ 45,000	\$ 540,000	[See Assumptions]
Visitor spaces	57%	540	\$15.75	\$ 255,150	\$ 3,061,800	[See Assumptions]
Total	100%	960		\$ 309,750	\$ 3,717,000	
Scheduled gross income						\$ 3,717,000
Other income - on-street spaces		650	\$13.13	\$ 256,035	\$ 3,072,420	\$ 3,072,420
Other income - retail spaces		10,000 sf	@ \$2/sf/mo	\$ 20,000	\$ 240,000	\$ 240,000
Less vacancy & collection loss @ 15%						\$ (1,054,413)
Total Revenue (year)						\$ 5,975,007

Assumptions

A. Space Type

	Spaces	%	
- Employee spaces	320	33%	monthly @ \$30
- Daily rate spaces	100	13%	daily max @ \$15
- Visitor hourly spaces	540	57%	see below for rate calculations
	960	100%	

B. Visitor space hourly rate:

- # "prime" hours per day	10	[this applies to street spaces as daily enforcement hours]
- rate break point - initial # hours	3.00	[this applies to street spaces as max time enforcement limit]
- hourly rate for initial hours	\$1.25	[this applies to street spaces @ all times]
- hourly rate after initial hours	\$2.50	[this doesn't apply to street spaces]
- average hour/stay/space	4.00	
- daily turn over /space	2.50	
- "overlapping" factor	5%	
Weighted average hourly rate	\$15.75	[this also applies to street spaces]

C. Parking rate annual inflation % 0%