

Proposal for the Formation of the  
LA JOLLA COMMUNITY PARKING DISTRICT



Submitted to the City of San Diego

By Promote La Jolla,  
The Business Improvement District of La Jolla

REVISED Version 1

March 24, 2005

## 1. INTRODUCTION

This proposal provides the framework for the formation of a new Community Parking District for La Jolla. For nearly 25 years, parking issues have been studied and discussed in La Jolla, particularly around the commercial village – a popular destination for community residents and local, national and international visitors alike.

Throughout that time, traffic congestion steadily increased as the community and the region around it grew. Parking supplies have failed to keep pace with demand and, as a result, residents, shoppers, tourists and small businesses are all adversely affected. Professional studies and local volunteer committees have equally concluded that there is no quick fix -- no one-step solution -- to solve the worsening parking situation in La Jolla. The answer lies in a comprehensive program that will benefit all stakeholders: local residents, merchants and visitors.

This proposal is intended to take advantage of recent policy changes of the City of San Diego that empower communities to exercise local control over parking management issues. Those policies now allow for the formation of Community Parking Districts that can administer parking programs on a community-wide basis and retain nearly half (and in some cases, more) of parking-related revenues for the benefit of the community in which they are generated. These funds can be used to create additional parking resources and improve the street and sidewalk environments for pedestrians.

The La Jolla Community Parking District is modeled on the successful collaboration that exists in La Jolla today. The Coastal Access and Parking Board (Coastal Access) is a collaborative committee with representatives from the La Jolla Community Planning Association, the city-recognized community planning group for the greater La Jolla area; the La Jolla Town Council, a private, non-profit association of local residents and merchants; and Promote La Jolla, the city- and state-authorized business improvement district for the commercial core of La Jolla.

Coastal Access oversees two parking-related programs in La Jolla: 1) a program to provide discounted transit passes to employees of businesses in La Jolla; and 2) subsidized monthly employee parking passes in off-street parking lots and garages. Promote La Jolla administers the finances of Coastal Access. In addition to Coastal Access, the La Jolla Traffic and Transportation Committee provides a collaborative forum for the discussion of traffic circulation and other transportation issues. Similar issues are also addressed at the neighborhood level by the Bird Rock Community Council and La Jolla Shores Association.

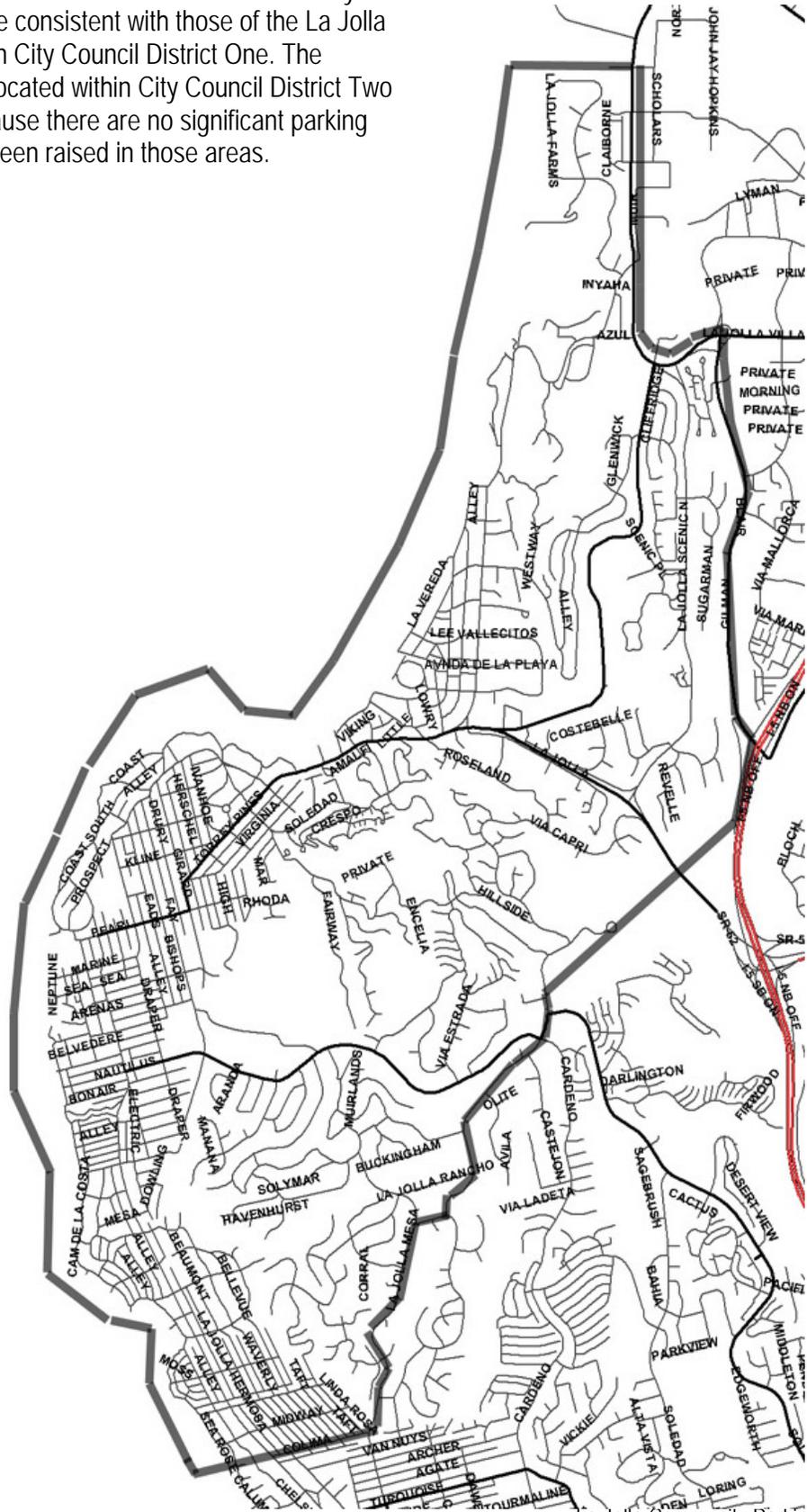
This proposal would expand the current Coastal Access and Parking Board to incorporate broader community representation from both merchants and residents throughout the greater La Jolla area.

It is critical to note that this proposal outlines a number of possible parking-related programs and solutions; however, its primary purpose is to establish a local body that will control the parking destiny of La Jolla. Specific decisions about parking time limits, paid on-street parking, residential permit zones, etc., would be made by the new La Jolla Community Parking District Advisory Board with extensive and ongoing community input.

Promote La Jolla presented this proposal to the La Jolla Community Planning Association on Thursday, January 3, 2005. The meeting was noticed to the public and advertisements were placed in both the La Jolla Light and La Jolla Village News promoting the meeting. In addition, Promote La Jolla has or will meet with every organized community organization in the La Jolla community to gain additional input.

# 1.a. PROPOSED DISTRICT BOUNDARY

The proposed boundaries of the La Jolla Community Parking District are consistent with those of the La Jolla Community Plan in City Council District One. The residential areas located within City Council District Two are excluded because there are no significant parking issues that have been raised in those areas.



1.b. SUPPORTING DATA

In 2002, the City of San Diego commissioned three visitor oriented parking studies in Old Town, Pacific Beach and La Jolla. "Visitor Serving Parking Facilities in San Diego - La Jolla Area Study" was conducted by Wilbur Smith Associates and accepted by the Land Use & Housing Committee of the San Diego City Council.

The Wilbur Smith study is only the latest in a series of studies, commissions and task force reports dating back 25 years in La Jolla (more information on these efforts is described further in Attachment A – Parking-Related Studies in La Jolla, 1979-2000).

***Wilbur Smith Study - Background***

The La Jolla study was initiated in fall 2000 and completed in May 2002 by Wilbur Smith Associates.

***Survey Area***

The study focused on the commercial core area of La Jolla, known as "the Village," and included the coast. Approximate boundaries were from Prospect Place to Draper Avenue and from Torrey Pines Road to Coast Boulevard.

***Finding: There is a Significant and Growing Parking Shortage in the Commercial District***

The report confirmed that La Jolla has a substantial parking deficiency. The shortage is most acute in the business/retail area from Prospect Avenue to Kline Street and from Ivanhoe Avenue to Girard Avenue. In this area, the study showed an average demand of 935 spaces and an existing supply of 533 spaces. During peak hours, a severe shortage exists in the business/retail area south of Girard Avenue as well. The report further finds that even if all off-street parking facilities (private parking garages) were used, there would still be a shortage of spaces. Over the next 20 years, the demand will steadily increase, while supply will remain relatively fixed.

***Finding: Free On Street Parking is a Leading Cause of Peak Hour Traffic Congestion***

One of the key findings of the study is that traffic congestion in the village is caused, in large measure, by drivers circling the blocks in search of free, on-street parking.

***Proposed Solutions***

The study recommends implementing a comprehensive parking program in La Jolla including the construction of one or more public parking garages in central locations. In addition, the study recommends:

- *Increasing on-street parking by converting parallel parking to diagonal, where feasible;*
- *Creating a well-designed signage program to direct cars to local parking facilities;*
- *Providing a residential parking permit program in select areas;*
- *Establishing a uniform 90-minute time limit for on-street parking (now 2 hours);*
- *Implementing paid, on-street parking in the central village area and along the coast;*
- *Using revenues from on-street parking to finance new public parking garages;*
- *Forming a La Jolla Parking District to administer the program within the community.*

### ***Potential Benefits of Paid On-Street Parking in La Jolla***

The study clearly found that public parking garages could not be constructed without significant and reliable revenues from paid, on-street parking. It further reported that if on-street parking remained free in the core area of the Village, the garages would be underused and traffic congestion would worsen as residents, visitors and employees vied for the free spaces.

### ***Alternatives to Conventional Parking Meters***

The study recommends implementing parking meters, or a modern alternative, on a pilot basis in the core area of the Village and along the visitor-serving areas of the coast. Alternatives to standard city parking meters include "Pay and Display" or "Pay and Walk Away" systems, that place a single collection station for multiple spaces and accept coins, tokens or pre-paid parking smart cards. Similar programs have been successful in cities including Aspen, Colorado, and Portland, Oregon. Similar pilot programs are being implemented in Hillcrest and Downtown.

### ***Potential Public Parking Garage Sites***

The parking study conducted a preliminary assessment of seven possible locations for future public parking garages. It does not recommend a preferred site. The analysis is only intended to provide approximate construction costs, project possible revenues, and estimate the number of parking spaces that could be provided in each location.

### ***Parking Garage Site Selection Process***

The Land Use & Housing Committee of the City Council eliminated all potential garage sites except for the "Dip" site, the Helen Smith property and the Union Bank parking lot. A final site would be selected after a future environmental study is completed.

### ***Additional Information***

The Executive Summary of the Wilbur Smith study is provided in Attachment B. A complete copy of the report is available at <http://www.sandiego.gov/planning/pdf/ljparking.pdf>.

1.c. CONCEPTUAL PLAN

1.c.1. Proposed Management Entity

The La Jolla Community Parking District will be guided by a diverse group of community interests and administered by Promote La Jolla, the city-recognized Business Improvement District (BID) for La Jolla. Promote La Jolla was established in 1992 under the California Parking and Business Improvement Act of 1989 and is currently the City’s largest BID. Promote La Jolla has a 15-member board of directors, a full-time executive director and has contracted with the City of San Diego for more than 14 years.

***Community Parking District Advisory Board***

The La Jolla Community Parking District would be guided by a nine-member Community Parking District Advisory Board proposed as follows:

- At-large Business or Commercial Property Owner
- At-large Resident
- Bird Rock Community Council Appointee (~~Business Owner~~)
- Community Planning Association Appointee
- La Jolla Shores Association Appointee
- La Jolla Town Council Appointee
- Promote La Jolla Appointees (3)

***Advisory Board Selection***

Advisory board terms will be one year in length. Members could serve a maximum of six consecutive years. They may be reappointed after a period of one year. Alternate advisory board members would also be appointed by the participating organizations.

At-large seats will be initially nominated by the City Councilmember. Advisory Board members will be selected initially by the Councilman based on nominations from designated organizations. The initial board would then be approved by a vote of the Mayor and City Council along with a first year budget and work program per City Council policy.

After the initial term of the at-large representatives, the at-large representatives will be solicited from throughout the broader La Jolla community through public notices, newsletters and community newspapers. Applications will be made available to interested parties for a period of thirty days annually. If no applications are received, the advisory board will form a three person nominating committee to solicit no less than two applicants for each open seat. Once the time frame has closed, at the next regular advisory board meeting, the advisory board will vote on the candidates, and the winners will be determined by at 2/3 vote of the advisory board.

The Advisory Board slate will be confirmed annually by the board of directors of Promote La Jolla. It is not the intention of Promote La Jolla, Inc. to intervene with the advisory board composition. Promote La Jolla shall not unreasonably withhold confirmation of any community group representative.

Standing rules for the Community Parking District will be established by Promote La Jolla, Inc. The Standing Rules will include contractual and fiduciary control mechanisms for the community parking district assets, and some reasonable method of removal of an advisory board member for misconduct. These Standing Rules will give the advisory board every opportunity to self-govern with the limited involvement of Promote La Jolla, Inc.

Representatives would serve until the new members are approved. Seats would not be allowed to be vacant.

Associate members may be recommended by the Community Parking District Advisory Board for appointment to select committees and invited to give community input on important issues as they arise.

There are geographic areas or communities within La Jolla and outside of the business district which experience parking impacts. The Advisory Board will identify these areas and, provided that these geographic areas generate significant revenue or require an investment in resources, the Standing Rules will provide the opportunity to appoint one ex-officio advisory board member per year. This ex-officio member will be representative of this geographic area/community within the La Jolla Community Parking District's boundary (i.e. UCSD). The ex-officio member appointment will follow the same process as the at-large representative.

## 1.c.2. Public Input Program

Programs implemented by the La Jolla Community Parking District Advisory Board and the City of San Diego would be guided by a thorough process of public input. For the purposes of this program, the “public” will include:

- La Jolla residents
- San Diego residents/customers/beachgoers/visitors
- Regional, national and international visitors
- La Jolla business owners
- La Jolla commercial property owners
- La Jolla Community Planning Association
- Local community or stakeholder organizations

Program elements will include, but not be limited to, the following activities:

### ***La Jolla Parking Information Web Site***

Promote La Jolla will maintain a Web site dedicated to current information on the La Jolla Community Parking District. The site will include notices of upcoming meetings, descriptions of planned programs and improvements, maps, and visitor information.

### ***La Jolla Community Planning Group Presentations***

Each year, the annual program recommendations of the La Jolla Community Parking District Advisory Board will be presented at a public meeting of the La Jolla Community Planning Group. This meeting will occur prior to the adoption of the annual program and budget by the San Diego City Council. The meeting will be publicly noticed in accordance with City requirements.

### ***Notices in Local Newspapers***

Notices of upcoming meetings of the La Jolla Community Parking District Advisory Board will be distributed to local community newspapers for publication.

### ***Quarterly Newsletters***

The La Jolla Community Parking District Advisory Board will produce a quarterly newsletter outlining parking-related improvements throughout the Parking District.

### ***Customer Satisfaction Surveys***

Each year, the La Jolla Community Parking District Advisory Board will conduct an annual satisfaction survey to gain feedback from residents, merchants, visitors and other stakeholders.

### ***Customer Feedback Forms***

The La Jolla Community Parking District Advisory Board will solicit input on a year-round basis through customer comment forms on the Parking District Web site, at the District office, at the La Jolla Visitor Information Center, and in other community locations.

### ***Speakers Bureau***

Representatives of the La Jolla Community Parking District Advisory Board will address community organizations throughout the year upon request.

### 1.c.3. Potential Revenue Sources

A goal of the La Jolla Community Parking District will be the retention of a majority of parking district revenues for local improvements including the construction of a public parking garage.

A more detailed revenue proposal is outlined in section 1.c.6 (First Year Budget). An expanded budget of revenue and expenditures would be provided in the program's second year budget, after a more specific program is developed by the CPD Advisory Board and approved by the City Council as part of the annual contractual process as outlined in Council policy. Potential revenue sources for the district include:

#### ***Coastal Access and Parking Funds***

These include existing and future revenues (and expenses) of the programs currently administered by Promote La Jolla on behalf of the Coastal Access and Parking Board. These revenues could include parking-related funds collected by the California Coastal Commission that are currently held by the City of San Diego.

#### ***Monthly Employee Parking Pass Revenues***

Revenues are currently collected under the existing La Jolla Coastal Access and Parking program for employee parking in privately owned garages. Future revenue might include fees for parking in a community parking facility operated by the LJCPD, if such a parking facility was to be built.

#### ***Employee Bus Pass Revenues***

Revenue from an existing program with La Jolla Coastal access and Parking Board which currently sells subsidized monthly MTDB bus pass for employees within the La Jolla BID.

#### ***Residential Parking Permit Fees***

A Residential Parking Permit (RPP) program could be implemented on public streets in residential areas around the UCSD mesa. Other residential areas near the commercial village should be considered for future implementation of RPP programs, if desired by those neighborhoods. The Advisory Board may wish to consider implementing an "all access" parking pass program similar to that of Laguna Beach, which allows local residents to purchase annual parking passes that can be used in paid on-street parking spaces in commercial areas. All access passes could provide increased revenues to the program.

#### ***Valet Fees***

Fees assessed on all valet/passenger (white) zones within the La Jolla BID. The hours and number of days that the valet zone is in effect should determine the fees on each parking space in this program.

#### ***Paid On-Street Parking Revenues***

Specific, high-impact commercial and visitor-serving streets could be targeted for new "pay and display" or other multi-space parking meter technology. No conventional, coin-operated public parking meters would be permitted in the boundary of the La Jolla Community Parking District. The Advisory Board will explore the implementation of all other management solutions prior to the consideration and installation of paid on-street parking.

#### ***In-lieu Parking Fees***

In-lieu parking fees might be a future source of revenue and such revenues should remain within the LJCPD, but are not currently proposed under this plan.

#### ***Additional Revenues***

Additional programs and revenue sources may be developed by the La Jolla Community Parking District Advisory Board.

Note: any or all of these programs would have to be approved by the City Council in the CPD's annual contract and work plan authorization.

1.c.4 Proposed Improvements

In accordance with City Council Policy 100-18, the following improvements would be considered for implementation by the La Jolla Community Parking District:

**Maximization of Existing Off Street Parking Inventory**

To increase the number of off street parking spaces used, the LJCPD would work with local garages to negotiate extended hours of operation on weeknights and weekends.

**Employee Parking and Education Programs**

Adoption of the existing La Jolla Coastal Access and Parking Board program, in which more than 150 parking spaces in existing private parking garages are purchased and resold at a discount to employees in the commercial village. This program gets employee cars off the street and encourages better utilization of existing private, off-street, parking garages. Within the first year of the CPD's operation, the existing employee parking program is proposed to be expanded by an additional 160 spaces in the BID area.

**Reconfiguration of Existing Parking Inventory**

Increasing the number of on-street parking spaces within the commercial village by converting some parking spaces from parallel to diagonal, wherever possible and safe. The result of this program is more on-street parking spaces. This would not apply to residential streets unless requested by the residents.

**Time Limit Parking Changes**

To increase parking turnover and discourage employees from parking on the street, one and two hour parking could be changed to 90 minute parking on targeted streets within the commercial village of La Jolla; establish four-hour time zones on streets near the La Jolla coastline; and create new green parking spaces (15-30 minutes) in the center of each block within the BID to support shorter trips.

**Residential Parking Programs**

As outlined in the previous section, Residential Parking Permit (RPP) programs could be implemented on public streets in residential areas around the UCSD mesa. Other residential areas near the commercial village should be considered for future implementation of RPP programs, if desired by those neighborhoods. The Advisory Board may wish to consider implementing a special "all access" parking pass program for residents similar to the program in Laguna Beach, which allows local residents to purchase annual parking passes that can be used in paid on-street parking spaces in commercial areas.

**Pedestrian Enhancements**

The program could provide funding for needed pedestrian and right-of-way improvements within the LJCPD. One project that should be considered is a community approved street/sidewalk enhancement project in La Jolla Shores. Funding could also be provided for a demonstration project in the LJCPD for a landscaping project within a public right of way. One project that should be considered is landscaping one of the new traffic calming roundabouts in Bird Rock.

**Parking Enforcement**

In order to better regulate parking with the LJCPD and particularly within the commercial BID boundary, the LJCPD could negotiate with San Diego City parking enforcement to provide an additional parking enforcement officer within the LJCPD. Additionally, the CPD would use new, state of the art technology to improve enforcement

**Paid On-Street Parking**

In order to increase turn-over and discourage long-term employee and student parking in high-impact areas, the District could purchase state-of-the-art, multi-space, parking pay stations. These stations would each serve approximately 12 parking spaces. The Advisory Board would determine suitable locations for paid on-street parking based on wide-spread community input. No conventional city parking meters would be installed within the La Jolla Community Parking District boundary.

### ***Public Parking Facility***

Expenditures could include the evaluation of several sites and a schematic design of a parking facility at one designated site together with ancillary costs and facilities such as landscaping, lighting, sidewalks, ingress and egress, engineering, soils, environmental, and financial studies and other preliminary costs.

### ***Signage and Wayfinding Programs***

The LJCPD could provide an enhanced signage program to promote the use of existing off-street parking facilities. In addition, a map of La Jolla showing parking facilities and options should be made available in print and on the internet.

### ***Community Shuttle***

A community shuttle program could be developed under this program to relieve parking pressures in high demand areas. If one or more community parking facilities were built, a community shuttle should be considered to transport employees, customers and visitors between the parking facilities, UCSD, other transportation centers, coastline attractions and/or their destination within the LJCPD. A pilot program could be developed utilizing a van or electric vehicles to provide scheduled and on-call trips during peak hours.

### ***Public Transit***

Continuation of the existing La Jolla Coastal Access and Parking program whereby up to 110 MTDB bus passes are purchased and resold (subsidized) each month to employees within the La Jolla BID. This program encourages bus ridership and thereby reduces traffic and the need for parking within the BID.

### ***Disabled Access***

Parking access for the disabled could be improved throughout the LJCPD area.

### ***Street Cleaning***

Additional funds might be used for signage to designate time and place of street cleaning on a given street to preclude automobile parking at that time. Funds could subsequently be used as a demonstration project to clean a limited number of streets in the LJCPD on a trial basis.

### ***Security***

Provides funds for a demonstration lighting project in the LJCPD whereby new street/sidewalk lighting is installed in one block within the public right of way.

### ***Public Input, Education and Outreach***

Costs associated with facilitating community input and creating public information materials.

### ***Administration***

An executive director and one other employee will ultimately be needed to implement the LJCPD plan. The initial expenses for the program (\$15,000 to \$20,000) will be underwritten by Promote La Jolla, including staffing, office space, materials, postage, and costs associated with public input and marketing activities.

### ***Reserves***

A reserve amount equal to approximately 2.5% of each year's budget will be prudent to cover cost overruns and unforeseen expenditures and is included in the plan.

Note: any or all of these programs would have to be approved by the City Council in the CPD's annual contract and work plan authorization.

1.c.5 Anticipated Financing

No financing will be needed within the first year operating budget of the La Jolla Community Parking District. Financing for any future parking facilities would be identified in subsequent annual budgets.

1.c.6 First Year Budget

Promote La Jolla is willing to fund most of the administrative costs associated with the first year of operation of the La Jolla Community Parking District. Promote La Jolla is also the existing fiduciary agent for La Jolla Coastal Access and Parking, which administers discounted parking and transit pass programs for employees of local businesses. Those proposed revenues and expenditures are also indicated below:

**In-Kind Administration by BID**

Staff support	\$19,800	25% of one FT position (gross costs)
Office space	\$750	25% of leased office space
Meeting space	\$5,500	Value of donated mtg. space/monthly mtgs.
Volunteer contributions	\$6,620	40 hours a month; valued at \$14 per hour
Public outreach consultant	<u>\$12,000</u>	Public information services, facilitation
<b>Total In-Kind Contribution</b>	<b>\$44,670</b>	

**Proposed Revenues**

Coastal Access Funds	\$115,000	Cash on hand from existing program
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## Attachment A

### PARKING-RELATED STUDIES IN LA JOLLA, 1979 - 2000

#### ***La Jolla Parking and Business Improvement Association Study, 1979-1985***

From 1979 to December 1985, the La Jolla Parking and Business Improvement Association, Inc. studied parking and traffic problems in La Jolla. Its members were composed of, over time, about 20 La Jolla business people and La Jolla residents, many of whom are still active in the community today. Amongst its 7 recommendations (see La Jolla Parking and Business Improvement Association) were:

1. Construct public parking facility in Central Business District (Village).
2. Formation of La Jolla Parking District Authority to administer the design and construction of such a facility.
3. Install parking meters or a reasonable workable substitute.

None of these recommendations were implemented.

#### **Mayor's Parking Task Force for La Jolla, 1997**

*In August of 1997, as a result of the previous denial of the Green Dragon Expansion Project by the San Diego City Council, then-Mayor Susan Golding suggested that the community form a task force to review parking and traffic issues throughout La Jolla and make recommendations to the Community and the City for potential improvements.*

*The Mayor's Task Force was thus formed, consisting of four members each from the La Jolla Town Council, La Jolla Community Planning Association, and Promote La Jolla (BID). It held open weekly meetings at the La Jolla Public Library for 12 weeks (August 5, 1997 to October 21, 1997), had significant input and cooperation from several departments of the City, and then presented its nine recommendations to each of the respective La Jolla Community parent groups for approval.*

*In November of 1997 each group (the La Jolla Town Council, La Jolla Community Planning Association, and Promote La Jolla (BID)) held public meetings on all nine recommendations and then conducted both group and room votes on each of the nine recommendations. All three groups, by both the vote of their respective boards and by room votes, approved each of the nine recommendations. The leading recommendation was to form a Parking District -- establish a La Jolla Parking District within the geographic boundaries of the existing Business Improvement District in order to develop new off street parking facilities.*

The La Jolla Shores Association also participated in the design and public hearings for recommendation number 2 - the redesign of the intersection of Ardath/Torrey Pines Road and La Jolla Shores Drive. On December 3, 1997 they had a public information community forum in Sumner Hall on this one issue. The room vote was 27 to 11 in favor of the intersection improvements. The Shores Association was very helpful in providing design alternatives and conducting informational meetings.

After this, the San Diego City Council voted to implement only those (least controversial) Mayor's Task Force recommendations dealing with the Ardath/Torrey Pines intersection (now complete) and signage. Unfortunately, the Task Force itself never envisioned, nor intended, that the recommendations should be taken individually – The Task Force believed that they were recommending a comprehensive solution to La Jolla's parking and traffic problems. No one recommendation would work as intended by itself – only if all recommendations were implemented would the community of La Jolla begin to solve its parking and traffic problems.

### ***La Jolla Parking Advisory Committee, 1998-1999***

Several weeks later (late 1998) and dissatisfied with the narrow limits of the City Council's actions, a number of La Jollans (approximately 12 – including Scott Peters and other members of each of the same three La Jolla community groups) decided to start meeting once a week, on their own, at Scripps Bank to further study possible solutions to these same parking issues. Thus the PAC (Parking Advisory Committee) was born. PAC met for approximately eight months. It discussed the apparent need for public parking facilities, seven potential sites, methods of funding, who might own and operate these parking facilities, and related issues. Its conclusions in June of 1999 were:

1. One or more quasi-public parking facilities were needed within the geographic boundary of the Business Improvement District.;
2. Seven underdeveloped sites were identified and three were prioritized as potential locations for these parking facilities; and,
3. Several methods of financing should be looked at including property assessment and business assessment.

### ***La Jolla Coastal Access & Parking Board Recommendations, 2000***

In the spring of 2000, The La Jolla Coastal Access and Parking Board (LJCA&PB) began to look at these same parking issues. LJCA&PB is a joint community board, consisting of three members appointed from each of the three major La Jolla Community Groups, is chartered by the California Coastal Commission and approved by the City of San Diego, and has operated since July of 1995. LJCA&PB, with support and presentations from City staff concluded, once again:

1. That there was an apparent shortage of parking (which will get worse) in La Jolla which frustrates residents, tourists, customers, employees, and beach goers.
2. That this shortage of parking was financially hurting existing businesses, contributing to the unreasonable number of business turnovers in La Jolla.
3. This problem could be alleviated by construction of several parking facilities (200 to 300 parking spaces each, for a total of approximately 800 spaces).
4. Narrowed down the number of practical parking facility sites to three.
5. That the City of San Diego could not and would not provide funding for building or operating a community parking facility in La Jolla.
6. Realized that any quasi-public garage would operate with an ongoing operating deficit until its construction loan was paid off.
7. That on-street parking time limits were being abused by employees, amongst others, contributing to a shortage of on-street parking.
8. That pay and display meters would have several benefits including forcing employee cars off the street and into parking facilities.
9. That parking time limits should generally be expanded and changed to a uniform 90 minutes within the BID, with increased number of 15 minute spaces.
10. That parking time limits should generally be expanded and changed to a uniform 3 hours along the coast adjacent to the BID.
11. Suggested that on-street parking could be improved and increased in the existing public right of ways within the BID boundary by increasing the use of diagonal, rather than parallel parking, and other improvements to streetscape, lighting and landscaping.
12. Determined that pay and display meters on the streets within the BID were the only practical method of financing all of this; including a parking facility, its ongoing operation, employee parking programs, transportation programs, and other desired street, lighting and landscape improvements.