

TO: JAMES L. APP, CITY MANAGER

FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: DOWNTOWN PARKING FINANCING PROGRAM;
CONSULTANT SELECTION AND PROGRAM FUNDING

DATE: JULY 19, 2005

Needs: For the City Council to consider selecting a consultant team to prepare a Downtown Parking Financing Program and provide program funding.

Facts:

1. In October 2002 the City Council adopted a Downtown Parking and Circulation Action Plan. The components of the adopted plan are described in Attachment "A".
2. On December 31, 2005, code provisions that are designed to encourage new investment in the Downtown Area are scheduled to expire unless the City Council takes affirmative action to extend their effective date. A copy of the referenced Zoning Code Section is in Attachment "B".
3. When the City Council last extended the incentives in the year 2003, the Council expressed a need to create new off-street parking resources.
4. Adoption of an "in lieu" fee and/or other forms of revenue would be a step toward providing resources to increase the number of future off-street parking spaces.
5. With an "in lieu" fee and/or other revenue program to provide off-street parking, the Council would seem in a better position to consider a further extension of the incentives for Downtown investment.
6. "Developing Downtown Parking" was identified as the # 11 priority on the City Council's list of 22 priorities for 2005-2007.
7. On March 15, 2005 the City Council authorized circulation of a Request for Proposals (RFP) to hire a qualified consultant to prepare a report that would present both an in-lieu fee and other alternatives for City Council consideration.

8. Consistent with Council direction, an RFP was issued and mailed to ten (10) firms with expertise related to financing of off-street parking facilities. Two (2) firms / teams responded with proposals.
9. On July 11, 2005, the City Council's ad hoc Committee (Council members Picanco and Strong) and City staff representatives interviewed two consultant teams (David Taussig & Associates / Urban Crossroads; Economic & Planning Systems / Kimley-Horn).
10. Based on the content of their proposal and the results of the interview process, the consensus of the Council ad hoc Committee and City staff is to recommend selection of Economic & Planning Systems / Kimley-Horn as the most qualified firm to prepare the Downtown Parking Financing Plan.

Analysis
and

Conclusion:

As Attachment "A" indicates, the City Council has adopted a three-step process to address Downtown Parking needs.

Mid-term plans (2006-2009) call for budgeting funds for acquisition and design of a facility to expand the number of parking spaces. It would, therefore, be appropriate to start the process of funding future off-street parking spaces as soon as feasible.

At the March 15, 2005 Council meeting, the City Council received public testimony encouraging the Council to consider not only an in lieu fee but also other alternatives for financing of Downtown Parking. Based on its consideration of that testimony, the Council directed staff to broaden the scope of the RFP. The study will, therefore, address in lieu fees and/or other options for financing Downtown Parking.

It is proposed that the Downtown Parking Financing Plan be paid for through an advance from the City's General Contingency & Emergency Fund, and that the City's expense be repaid (and the subject account be replenished) from funds collected through the proposed Downtown Parking Financing Plan.

Policy

Reference:

Adopted General Plan and Downtown Parking and Circulation Action Plan

Fiscal

Impact:

There are adequate funds in the Contingency Account to accommodate this purpose as the newly adopted budget provides for a General Fund contribution to the Contingency & Emergency Fund in the amount of \$150,000. The fund had a beginning balance of \$56,500.

Options:

- a. (1)** Concur with the recommendation of Council's ad hoc committee to authorize the City Manager to enter into a Contract Services Agreement with the team of Economic & Planning Systems / Kimley-Horn to prepare a Downtown Parking Financing Plan; and
 - (2)** Adopt Resolution No. 05-xx approving a one-time budget appropriation from the General Contingency & Emergency Fund in the amount of \$63,000, to be repaid to that account from future parking program related revenues.
- b.** Amend, modify, or reject the foregoing option.

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RESOLUTION NO. 05-

A RESOLUTION OF THE CITY COUNCIL OF PASO ROBLES
APPROPRIATING FUNDS TO PREPARE A DOWNTOWN PARKING
FINANCING PROGRAM

WHEREAS, on March 15, 2005, the City Council directed that the City solicit proposals to prepare a Downtown Parking Financing Program, to include but not be limited to proposing an in-lieu parking fee and other financing alternatives; and

WHEREAS, at its meeting of July 19, 2005, the City Council considered entering into a contract services agreement with Economic & Planning Systems / Kimley-Horn for the preparation a Downtown Parking Financing Program based on a proposed cost of \$63,000; and

WHEREAS, it is intended that the appropriation from the City's General Contingency & Emergency Fund will be reimbursed from the Downtown Parking Financing Program.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of El Paso de Robles that a one time budget appropriation in the amount of \$63,000 to Budget Account No. 110-7105-5224-78 is hereby approved from the General Contingency & Emergency Fund.

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 19th day of July 2005 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Frank R. Mecham, Mayor

ATTEST:

Sharilyn M. Ryan, Deputy City Clerk

Attachment A

Paso Robles Downtown Parking Options

Short-Term (2002-2005); current / projected demand for 100 spaces:

- Provide angled on-street parking where feasible.
- Propose a budget in FY 03-04 for new/additional signs for parking lots.
- In cooperation with Main Street, mark curb faces in selected blocks to designate on-street parking spaces “for customers”.
- Allow loading zones to be established by the Streets & Utilities Committee.
- Establish a City Council ad hoc Committee to review options for ways to provide more off-street parking spaces (particularly in the form of parking lots that could later be used for parking structures). Considerations shall include potential locations and costs for the City to lease and improve vacant properties as interim locations for additional off-street parking.
- Direct staff to prepare the appropriate paperwork to extend the current favorable parking ratio that expires in December 2003 to December 2005.
- Encourage Main Street to work with downtown merchants to formulate and implement programs that provide incentives for employees to park outside of the downtown core area. (To the extent that these programs are successful, it may not be necessary to pursue less attractive and more expensive measures to free up customer parking in the downtown core area.)
- Do one of the following:
 - a. Determine to rely on business owners to control the parking of their employees, thereby freeing up additional on and off-street parking spaces for customers, for a three-year period (ending December 31, 2005). Prior to the close of the three year period, review the potential need for time restricted parking; or
 - b. Direct staff to prepare a FY 03-04 budget proposal to enforce parking time limits. The time limits would restrict parking between 10 AM and 2 PM weekdays and would apply to areas identified in the Kimley-Horn study:
 - i. No time limits in public parking lots at 12th & Railroad, Spring between 12th and 13th, and south of City Hall, and along 11th Street and outside of the core area defined below in ii, iii, iv.
 - ii. A time limit of 4 hours on Spring and Pine Streets south of 12th.
 - iii. A time limit of 2 hours on Park & Pine Streets from 12th to 14th Street and in the parking lot east of Marv’s Pizza.
 - iv. A time limit of 4 hours on 12, 13, and 14th Streets.

Attachment A

Paso Robles Downtown Parking Options

- When development occurs at the NE and SE corners of 4th and Spring Streets, propose a budget for modifying lane configurations to channel a lane of traffic east on 4th Street and north on Pine Street.

Mid-Term (2006-2009); projected demand for 350 additional spaces:

- Reevaluate the need for time-restricted parking (if not established in the short-term program or if there is a perceived need to consider expansion of either the time limits or geographic area to which they apply).
- Consider whether or not to further extend the favorable parking ratio for new development in the downtown area.
- Budget funds for acquisition and design of a facility to expand the number of off-street parking spaces within Area IV (as defined in the Kimley-Horn report). The location of the additional off-street parking would be based on opportunity for purchase of land. Property would be improved for surface level parking as an interim measure, with future structured parking as a long-range plan.
- Once the 13th Street bridge project is complete, as a trial measure, close off 13th Street for a two-week period in the block between Railroad and Park Streets, installing traffic counting devices elsewhere to determine the patterns of traffic that result from the change. This trial would include installing directional signs at 10th and 16th Streets, designed to channel traffic to Riverside and Creston Roads. Depending upon the outcome of the trial (measured in terms of reasonable success in redirecting traffic), consider the budget for a permanent barrier.

Long-Term (2010 and beyond); projected demand for 550 more spaces:

- Reevaluate the need for time-restricted parking (if not established in the short-term program or if there is a perceived need to consider expansion of either the time limits or geographic area to which they apply).
- Consider whether or not to further extend the favorable parking ratio for new development in the downtown area.
- Design and construct one or more multi-level parking lots to service Area IV as defined by the Kimley-Horn Report.
- Plan for and implement measures to direct Spring Street traffic east to the Riverside Avenue corridor, based on a new rail underpass or overpass being constructed at 4th and Pine / Riverside.

Attachment B

Downtown Parking Requirements:

21.22.030 Definitions.

"Downtown parking assessment district" means the boundaries of the district in effect on July 1, 1987.

"Downtown area" means the geographical area generally bounded by 7th Street on the south, 17th Street on the north, Oak and Vine Streets on the west, and State Highway 101 on the east; the more precise boundaries are illustrated in Figure 21.22-4.

"Fixed seats" means two lineal feet of pews, benches or other stationary seating.

"Freestanding" means one land use or combination of land uses, subject to a single business license, on one parcel of land. Except as specifically noted, all off-street parking standards apply to freestanding land uses.

"Multitenant" means multiple land uses (subject to multiple business licenses) on one parcel of land.

"Spaces" means off-street parking spaces, open or enclosed, developed in accordance with the provisions of this chapter. (Ord. 669 N.S. 1, 1994; Ord. 536 N.S. 1 Exh. A (part), 1987)

21.22.035 Downtown area parking space requirements. (current and scheduled to expire 12/31/05 unless extended by City Council)

A. Commercial, service and office land uses located within the downtown area shall be required to provide off-street parking spaces at the ratio of one space per one thousand seven hundred fifty square feet of land area, in order to encourage economic investment and a pedestrian oriented development pattern.

B. Exceptions to the downtown area parking space requirements:

1. Within the downtown area, buildings existing as of November 1, 1992, shall have no requirement to provide off-street parking spaces for commercial, service and office land uses.
2. There are no off-street parking requirements for the class and nature of land uses that includes movie theaters, theatrical productions, restaurants and other assembly type land uses that typically, but not exclusively, are in operation after usual business hours (i.e., after five p.m.); the applicability of this standard shall be determined by the planning commission.
3. The planning commission shall have the authority to waive the one space per one thousand seven hundred fifty square foot off-street parking requirement in the downtown area when such waiver would support the city's economic development strategy, dated May 18, 1993, and no health or safety concerns would be adversely impacted by such waiver.

C. Effective Dates. The off-street parking requirements and exemptions from said requirements that are provided for in this section shall apply from the effective date of the ordinance codified in this chapter through December 31, 2005. Prior to December 31, 2005, the city council may, by ordinance, determine to extend the effective period of said requirements and/or exemptions. In the absence of an affirmative action by the city council to extend the requirements and/or exemption provided for in this chapter, on January 1, 2006 off-street parking requirements for new constructions within the downtown area, as defined in Section 21.22.030 et seq. of the Paso Robles Municipal Code, shall revert to the off-street parking requirements contained in Section 21.22.040 of the Paso Robles municipal code. Even if the city council does not extend the off-street parking requirements and/or exemptions provided for by this chapter, any buildings and structures, existing as of January 1, 2006, shall continue to be exempt from off-street parking requirements. (Ord. 868 N.S., 2003; Ord. 756 N.S., 1999; Ord. 669 N.S. 3, 1994)

Attachment B

Figure 21.22-4

GEOGRAPHIC BOUNDARIES OF THE DOWNTOWN AREA

