

**A Proposal for Open Discussion on a
DRAFT-La Jolla Community Parking Management Plan
TO ADDRESS PARKING ISSUES AND UNIFY OUR COMMUNITY
March 1, 2008**

PURPOSE:

To manage parking in the village of La Jolla, without paid on-street parking, and without parking fees or taxes to residents or visitors.

GOALS:

1. To develop a La Jolla Community Parking District Plan that will unify the La Jolla community, and not divide it.
2. To increase parking availability in La Jolla through improved parking management and with effective enforcement of restrictions.
3. To explore and implement various parking management tools, except for paid on-street parking.
4. To define perceived parking and traffic problems, and to develop ways to measure improvements, during a two (2) year period after adoption and implementation of elements of the plan.
5. To re-evaluate the need for paid on-street parking at the end of that period, based on agreed-upon measurements.

ELEMENTS:

1. No paid on-street parking
2. Effective enforcement of parking regulations
3. Improve existing parking regulations
4. Re-evaluate time zones and curb markings
5. Increase diagonal parking spaces where appropriate
6. Identification and enforcement of existing permit conditions relating to parking
7. Enforcement of shared parking agreements and ordinances
8. Determine and receive fair market value for valet parking spaces
9. Equitable share of increased parking enforcement revenues between the City and the community of La Jolla
10. Analyze probable financial impacts before adopting material changes
11. Maintain free and open access to the parks and beaches
12. Improved public transportation and shuttle services
13. Re-apportioned representation on the La Jolla Parking Board
14. Consider other solutions, which may yet be identified

ACTION ITEMS AND PLAN:

For each of the fourteen (14) objectives listed, there would be an individual plan and schedule created. The basic plan for each objective would define the following:

1. Action item tasks to be defined
2. Individuals named to be responsible to complete each action item

3. Establish date by which the action item is to be completed
4. Coordination and approvals that are required to get the action item done
5. Cost or funding needed to complete the action item, if any.

OVERVIEW:

1) NO PAID ON-STREET PARKING:

The overwhelming opposition to “paid on-street parking” by the La Jolla residents and by a high percentage of La Jolla merchants and businesses requires this.

The concepts of “opt-in” and “opt-out” are neither logical nor practical. To use one or the other on a “street-by-street” basis or a “block-by-block” basis or on one side of a street and not the other is both illogical and impractical to any effective enforcement.

The no paid on-street parking principle also applies to residential permits. It is unfair to impose residential permits on any resident that is opposed to them. Using residential permits on one street will only move the parking problem to the next street that does not have residential permits.

2) EFFECTIVE ENFORCEMENT OF PARKING REGULATIONS:

Current enforcement of existing restrictions is not effective. As a result, parking spaces are not turning over in a timely manner. The violators of parking restrictions are not being held responsible. The current method of using chalk marking on vehicles as the primary means for enforcement is not effective.

Action:

- a. Recommend changes to City ordinances to allow for the use of the “Auto Vu,” or similar technology.
- b. Evaluate purchase of “Auto Vu,” or similar technology. The use of new technology is needed for effective enforcement. The cost of purchasing and operating a new system could be self-supporting. The economics of enforcement technology, and equitable revenue sharing, must be evaluated.
- c. Extend hours of enforcement. In order to have effective enforcement the hours of enforcement must be extended, to prevent abuses and a monopoly on parking from adversely affecting the evening businesses by some that are parking on the streets all evening.
- d. Initiate community outreach to provide successful implementation. The businesses will need to be informed as to the new plan and their need to consider parking alternatives for employees. Included in this outreach would be information on a subsidized parking plan for low wage employees. The public will need to be informed about the new plan and what options are available for parking, both for short times and longer periods.

3) IMPROVE EXISTING PARKING REGULATIONS:

Where current ordinances and regulations are inadequate, or inconsistent with desirable innovations, develop an action list of legislative changes.

4) RE-EVALUATE TIME ZONES AND CURBS – UNDERSTOOD & ENFORCED:

The general consensus is that too many time zones are not correct for the street or the block on the street for the businesses and merchants located there. Parking turnover would occur more efficiently if these zones were re-engineered. City traffic engineers and parking management could re-evaluate and re-time zone many areas in La Jolla to improve parking turnover.

All time zones and the curb markings must be clear and easily understood by both the parking enforcement personnel and by the general public. If there is to be more effective enforcement, there must be no doubt as to what markings mean.

Action:

Consider and evaluate each of the following:

a. **Block by block evaluation of time limits.**

1) **90 minute time zones:**

90-minute time limit could make enforcement more effective and uniform throughout the commercial area.

2) **15 or 30 minute time zones**

A few well placed 15 minute zones could work effectively in front of some merchants and 30 minute zones work better in front of others.

3) **Loading Zones/Commercial Zones**

In the case of “rainbow curbs”, with many different colors for many different purposes, there really needs to be some re-evaluation done. Too many “loading and unloading” zones are designated for special interests and are not really needed. These zones take up needed parking spaces and should be minimized, especially where alley access is available. Further, specific times or limits should be stated for public use.

4) **Red Zones**

In some cases it would appear that even some red zones are excessive and not justified, but have served special interests, and need to be re-evaluated.

5) **Valet Spaces**

An analysis of what is the optimal number of valet spaces per location is needed to provide the service, yet not unnecessarily remove parking spaces from the public use.

b. **Clear Signage**

1) Valet space signage should clearly indicate (from the street) when the valet service is in use and when the spaces are available for the general public to use.

2) Loading zone areas should clearly indicate the times of enforcement.

5) **INCREASED DIAGONAL PARKING SPACES WHERE REASONABLE:**

A number of new parking spaces can be created by increasing the number of diagonal parking spaces. Diagonal parking can provide two instant benefits to La Jolla drivers and parkers: One, diagonal parking creates more efficient spaces within each block; and two, diagonal parking will also serve to “calm” the traffic and slow down the drivers.

Action:

Select specific streets or specific blocks on a particular street for a new analysis by the Parking Board and submit that analysis to the City for review by City Traffic Engineering. This action could maximize the number of diagonal parking spaces available in a short time.

6) **IDENTIFICATION AND ENFORCEMENT OF PERMIT CONDITIONS RELATING TO PARKING:**

Many businesses were established, and many buildings constructed or expanded, subject to conditions requiring establishment and maintenance of off-street parking. Many of those conditions are not being enforced.

Action:

Review all commercial area buildings for the existence of such conditions. This may be accomplished by a review of (1) City files, and (2) documents recorded by the County Recorder. Develop means to enforce compliance.

7) ENFORCEMENT OF SHARED PARKING AGREEMENTS AND ORDINANCES:

Action:

a. Require City Planning to evaluate the requirements for new buildings, or expansions, for compliance with existing parking regulations.

It has been reported that several new or expanded businesses have been granted permits by the City without being required to provide the necessary off-street parking as required by City ordinances. This City practice, alone, creates some of the parking issues in La Jolla and must be stopped. As new restaurants or hotels open or are expanded, the off-street parking requirements must be reviewed and applied as the City ordinances require.

Further, the parking that is required for approval of the project by the city should be first for the use of the tenants of that building and not to be sold as an additional revenue generating operation, pushing tenants onto the street.

b. Require the enforcement of shared parking agreements.

Wherever a shared parking agreement is claimed to exist to meet the off-street parking requirement, that shared parking agreement must be reviewed and evaluated as to how it satisfies the (a) existing requirements and (b) the new or expanded requirement. Wherever shared parking agreements are being violated, licenses should be suspended until the condition is corrected and fines should be applied. Off-street parking shared agreements spaces can not be sold multiple times.

c. Require Parking Lots and Parking Garages to state Hours of Operation in permits.

One way to facilitate the off-street parking space requirement is to see that all parking lots and all parking garages are, in fact, open for use by the general public as well as by valet operators during the hours when they are needed and while businesses are open on those properties. It can be demonstrated that several public garages are, in fact, closed when they need to be open during the evening hours for both diners and shoppers. It would be logical for licensed public garages and parking lots to have defined hours of operation enforced as part of their operator's license.

8) DETERMINE AND REVIEW FAIR MARKET VALUE OF VALET SPACES:

It is possible that with recently granted valet privileges, that the valet system is being abused by some at the expense of local merchants, residents and visitors. The fair market value for exclusive commercial use of on-street parking spaces should be established.

There is some level of fair market value that should be paid for the valet privilege.

Action:

a. Establish fair market costs per space for valet spaces. It is time for a fair market value to be established for the valet privilege.

b. Establish fines for on-street parking by valet operators parking cars outside of their designated off-street spaces.

c. Commercial valet operators should be evaluated. It is now evident that some valet operators are not parking all of their valet vehicles off the streets in lots or in garages, as

required. It is evident the valet operators are simply moving the vehicles to other streets, more convenient to them. Further, it is recommended that any valet operator that is not using off-street parking for their valet privilege should have their valet license revoked.

d. Determine the minimum off-street parking requirement for valet operators. In addition, the City valet ordinance must define the minimum requirement for a number of off-street parking spaces based upon the number of valet spaces granted the privilege and as related to the frequency of turnover for each off-street parking space. Thus, if one valet space is used to park ten (10) cars per hour and the off-street parking space is expected to turnover every two hours, then something like fifteen (15) to twenty (20) off-street parking spaces should be required for each valet space granted that privilege.

9) **EQUITABLE REVENUE SHARING WITH CITY FOR LA JOLLA:**

Action:

Legally provide for revenue sharing with the City of San Diego based upon an equitable share of increased enforcement revenue.

The current La Jolla Parking Advisory Board has claimed the City of San Diego is willing to share some undefined amount of revenue with the La Jolla community, if parking meters were installed. The amount claimed has varied from 40% to 90%. This would be added income the City would not have received without La Jolla's Community endorsement. Therefore, it is only logical and reasonable to expect the City to share the revenue from added income as a result of increased and more effective enforcement resulting from the use of the "Auto Vu," or similar system provided by the La Jolla community.

In addition, since the La Jolla Community Parking District would be (A) purchasing the "Auto Vu," or similar system, and (B) taking on the risk of gaining increased revenue from more effective enforcement, it is only equitable that the La Jolla Parking District is to receive the major share of the increase in enforcement revenue.

10) **PROBABLE FINANCIAL IMPACT:**

Many claims have been made that are un-supportable without financial projections and analyses. Examples: New structures to be built must have realistic and factual cost projections and increased revenues to be returned to La Jolla must be based upon realistic projections with legal commitments.

Action:

Before any implementation of any item involving material potential costs or revenues, financial analyses, based upon rational and publicly transparent projections should be made.

11) **MAINTAIN FREE AND FAIR ACCESS TO THE PARKS AND BEACHES**

One of the attractions and benefits of our community is to have free and fair access to our parks and beaches. Local residents and visitors expect and deserve to have this right. These natural resources are an integral part of our community and life style for all to enjoy, equally, and not based on their ability to pay. In order to grant free and fair access to our parks and beaches, the local parking restrictions must be applied with that in mind. The parking privilege should not allow all day parking by employees or residents or visitors, if free and fair access is to be granted to all equally.

Action:

a. Define reasonable time zones for our parks and beaches:
Determine what reasonable parking time zone restrictions will be needed in the areas of our parks and beaches.

b. They should be determined and applied with consideration first for the reasonable use of the parks and beaches and not for other purposes.

12) **IMPROVED PUBLIC TRANSPORTATION, SHUTTLE SERVICES AND ALTERNATIVE TRANSPORTATION:**

Action:

a. Seek information about increasing public transit service. Since La Jolla was designated as part of a “transit area overlay zone”, the Municipal Transit Authority has actually reduced bus service in and out of La Jolla. This must be changed to provide more bus service to and from La Jolla. As part of the La Jolla Community Parking Plan, an express bus service from downtown and/or from the Old Town Transit Center should be required during commuting hours. Consider mini-shuttle buses from UTC and from UCSD. With improved public transit, efficient and cost effective, both the employees and visitors to La Jolla would benefit. Both parking demand and traffic could be reduced.

b. Suspend the transit overlay zone until public transportation is re-established

c. Seek information on what other communities have done to make the use of bicycles, mini-bus shuttles and other methods as more desirable for mass transportation.

13) **RE-APPORTIONED REPRESENTATION ON THE LA JOLLA PARKING BOARD:**

The current structure and representation of the La Jolla Parking District Advisory Board must be reevaluated and made equitable. The Board should fairly represent all of the business interests of La Jolla, as well as the residents of La Jolla, which is not now the case.

Action:

The appropriate action needed has yet to be determined.

14) **OTHER SOLUTIONS:**

This draft does not purport to be a complete or exclusive list of all possible means of alleviating perceived traffic and parking problems. Additional constructive and positive ideas and solutions are more than welcome.

Action:

Be receptive to additional creative thinking within the community. Send inquires to other successful committees whose circumstances, history, and values are like those of La Jolla.

THE UNDERSIGNED, SUPPORT THIS DRAFT AS AN ALTERNATIVE PLAN AND WANT THE LA JOLLA COMMUNITY PARKING DISTRICT ADVISORY BOARD TO USE THIS DRAFT PLAN AS THE STARTING POINT FOR BUILDING COMMUNITY CONSENSUS.

Signed By Many La Jolla Residents

Signed by Many La Jolla Businesses