

**PROPOSED PILOT PARKING PROGRAM
FOR VILLAGE OF LA JOLLA
AND SURROUNDING RESIDENTIAL STREETS
September 19, 2007**

Background and Objective

After 18 months of study, analysis, field trips, and discussion, the Board tentatively believes that both paid on-street parking in some high-demand locations and a residential parking program in neighborhoods adjacent to commercial areas should be part of a comprehensive plan to alleviate La Jolla's parking problems. The Board is sensitive, however, to the views of many residents and merchants that measures other than paid on-street parking would adequately address existing parking problems and that any system of paid on-street parking will adversely affect our community, injure retail businesses, and create a new source of revenue that the City will exploit to La Jolla's detriment.

Although La Jolla can reasonably draw on the experience of other California coastal communities that have successfully implemented paid parking and residential permit systems, many believe that La Jolla's distinctive character and its status as a community within the City of San Diego, rather than as an independent municipality, deprives those other models of their predictive value. In recognition of that view, and in response to suggestions made by several community members, the Board has determined that it should undertake a targeted, real-world test of its tentative conclusions that would permit the entire community to assess the pros and cons of paid on-street parking and residential parking permits.

Accordingly, the Board proposes to implement a limited one-year Pilot Program to test the feasibility and effect of (1) paid on-street parking in select portions of the Village and (2) a residential parking program in neighborhoods surrounding the Village commercial core.

Elements of Pilot Program

- 1. Paid on-street parking in portions of the Village.**
 - a. We propose to install an unobtrusive, state-of-the art system of paid on-street parking on both sides of the streets listed in Appendix A.

- b. To the maximum feasible extent, the system will be designed to permit real-time monitoring of parking spaces and adjustments of the applicable parking rate to reflect actual usage. The parking rate will be set at the lowest possible level consistent with maintaining approximately 10-15% availability of parking spaces on each affected block. Where a charge is not necessary to achieve the target level of availability, the rate will be reduced to zero.
- c. To encourage turnover, the rate on the affected streets will be set initially at \$1.50 an hour in the commercial zone, \$1.50 an hour in the beach zone on weekdays, and \$1.00 an hour in the beach zone on weekends and holidays. To accommodate regular visitors and short-term parkers, the initial 30 minutes of parking will be free of charge.
- d. Paid parking on the affected streets will be in force daily from 10:00 a.m. through 7:00 p.m.
- e. Parking on the affected streets will be subject to a time limit of 2 hours in the commercial zone, 4 hours in the beach zone on weekdays, and 9 hours in the beach zone on weekends and holidays. The time limit will not be extendable by replenishing the pay station. Those who need to park for longer than the posted time limit will have to use commercial parking facilities.
- f. Those who regularly visit La Jolla will be able to purchase either “smart cards” or “in-car meters” at the discount rate of \$1.00 per hour of parking time. “Smart cards” will function like debit cards in the pay stations. “In-car meters” will serve as a substitute for a display ticket; they will be hung on the rear-view mirror or placed on the dashboard and will be set by the individual to operate only during the time the car is parked on an affected street.

2. Residential parking program for neighborhoods adjacent to the Village commercial core.

- a. We propose to implement a residential parking program to protect the residential neighborhoods adjacent to the Village commercial area from all-day parking by commuters and others.
- b. The program will be implemented initially on the streets listed in Appendix B. If the residents of any of those streets prefer to be excluded from the program, or if the residents on any streets not listed in Appendix B wish to be included in the program, they may petition the Board for an appropriate adjustment.

- c. On each designated street, parking will be subject to a 2-hour time limit between the hours of 8:00 a.m. and 7:00 p.m. Residents may purchase Residential Parking Permits for up to 2 registered vehicles per household. When properly displayed, a Residential Parking Permit will exempt a vehicle from the posted time limit. Residential Parking Permits will be available for a fee of \$14 each per year.
- d. Residents of an affected street may also purchase Guest Passes for use by guests or household workers. If properly displayed, the Guest Pass will exempt a vehicle from the posted time limit. Residential Guest Passes will be available for a fee of \$3 per day or \$60 for 30 days (which need not be consecutive days).
- e. Licensed contractors who plan to work on homes in the affected area may purchase Contractor Parking Permits for themselves and their employees. A Contractor Parking Permit, if properly displayed, will exempt a vehicle from the posted time limit. Contractor Parking Permits will be available for a fee of \$3 per day or \$60 for 30 days (which need not be consecutive days).

3. Disposition of revenues.

- a. The Board will request that, during the pendency of the Pilot Program, the City allocate to La Jolla 80% of the resulting parking revenues to pay for implementation of the Pilot Program and to fund projects and activities approved by the Board.
- b. Some of the projects and activities that may be candidates for funding are the following, which are illustrative rather than exclusive:
 - (i) acquiring the use of a GPS-enabled parking enforcement vehicle,
 - (ii) expanding enforcement hours and increasing enforcement staffing,
 - (iii) installing new and improved parking signage,
 - (iv) expanding the existing subsidized bus-pass program,
 - (v) supplementing SANDAG's existing regional van-pool subsidy program,
 - (vi) funding improvements to Village streets, alleys, sidewalks, street lighting, and landscaping, and
 - (vii) expanding the existing parking inventory in the Village commercial area.

4. Evaluation and sunset.

- a. The Board will evaluate the Pilot Program on a monthly basis and will adjust or terminate any part of the program that proves to be ineffective or harmful to the community.

- b. The Pilot Program will sunset automatically at the end of one year unless the Board votes affirmatively to renew all or any part of the Program based on its demonstrated success.
- c. The Pilot Program will include information systems designed to provide the Board with the objective data it needs to assess the Program's success or failure and to measure its effect on businesses, residents, visitors, and employees.
- d. At each stage of evaluating the Pilot Program, the Board will solicit and fully consider the views of community groups and affected merchants and individuals.

5. Process.

- a. At its September 19, 2007, regular meeting, the Board will vote on whether to adopt this Pilot Program as its **proposed** recommendation to the City Council.
- b. If the Board votes to adopt the Pilot Program as its **proposed** recommendation to the City Council, it will then invite both written and oral public comment on the proposal during the ensuing 45-day period. The Board will confer with community groups during that period to solicit their suggestions and will devote most of its October regular meeting to hearing public comment on the proposed recommendation.
- c. At its regular meeting in November, the Board will consider possible amendments to the Pilot Program in light of the public comment it has received. Also at that meeting, the Board will vote on whether to adopt the Pilot Program, as it may be amended during the meeting, as a **final** recommendation to the City Council. If it votes to adopt the Pilot Program in final form, the Board will promptly transmit its recommendation to the City Council for its consideration and approval.

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Appendix A

Streets Designated for Pilot Paid Parking Program

Commercial zone:

1. Prospect Street from Cave Street to Fay Avenue
2. Fay Avenue from Prospect Street to Kline Street
3. Girard Avenue from Coast Boulevard South to Kline Street
4. Herschel Avenue from Prospect Street to Silverado Street
5. Ivanhoe Street from Prospect Street to Silverado Street
6. Silverado Street from Fay Avenue to Ivanhoe Avenue
7. Kline Street from Fay Avenue to Girard Avenue
8. Jenner Street from Prospect Street to Coast Boulevard South
9. All of Wall Street

Beach zone:

1. Coast Boulevard from Cave Street to #274 Coast Boulevard
2. All of Coast Boulevard South
3. Jenner Street between Coast Boulevard and Coast Boulevard South

Appendix B

Streets Designated for Pilot Residential Parking Program

1. Ivanhoe Avenue East from Virginia Way to Torrey Pines Road
2. Exchange Place from Prospect Street to Virginia Way
3. All of Park Row
4. High Avenue from Virginia Way to Torrey Pines Road
5. Virginia Way from Prospect Place to Torrey Pines Road