

# Capitola City Council

## Agenda Report



**Meeting:** March 23, 2023

**From:** Finance Department

**Subject:** Temporary Village Parking Committee Recommendations

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**Recommended Action:** Direct staff to prepare the necessary documentation to approve the Temporary Village Parking Committee recommendations.

**Background:** On April 28, 2022, the City Council approved the Temporary Village Parking Committee (TVPC) goals and made appointments to the ad hoc committee. The appointments consisted of three City residents, three Village business representatives, one member of the Finance Advisory Committee, and two members of the City Council as follows:

- Dennis Norton – City resident – Committee Chairperson
- Margaux Keiser – Vice Mayor – Vice Chairperson
- Jacques Bertrand – City Councilmember
- Anthony Guajardo – Village business representative
- Vicki Guinn – Village business representative
- Carin Hanna – Village business representative
- Molly Ording – City resident
- Peter Wilk – City resident
- Anthony Rovai – Finance Advisory Committee representative

The ad hoc committee also received staff support during its duration. City staff included:

- Andy Dally – Police Chief
- Katie Herlihy – Community Development Director
- Tracie Hernandez – Police Records Manager
- Jessica Kahn / Steve Jesberg – Public Works Director
- Jim Malberg – Finance Director

The City Council approved the following committee goals at the time of formation:

- Examine parking meter rates to determine if there should be an inflation adjustment.
- Evaluate equity between permit costs/utility for Village parking.
- Examine changes to parking program rules and rates to encourage use of Upper and Lower Beach and Village parking lots.
- Evaluate opportunities to reduce parking impacts on neighborhoods, without expanding permit zones or Coastal Commission approval of permit rules.

The TVPC did NOT review the following:

- Changes in parking meter zone areas
- Changes to permit parking program boundaries.
- Consider new parking meter areas or permit areas.

Discussion: The TVPC met seven times during the summer and fall of 2022 to review and discuss parking meter rates, parking permits, parking signage, and renaming the Upper and Lower Beach & Village Parking lots. The TVPC is making the following recommendations for City Council consideration.

- Parking Rates
  - Increase parking rates from \$1.50 per hour to \$2.00 per hour in the Village and maintain three-hour maximum.
  - Increase parking rates from \$1.00 per hour to \$2.00 per hour on Cliff Drive and maintain twelve-hour maximum.
  - Increase parking rates from \$0.50 per hour to \$1.00 per hour in the Upper and Lower Beach and Village parking lots and maintain twelve-hour maximum.
- Parking Permits
  - Add Holidays as a parking permit requirement on Fanmar/Terrace and the 300 block of San Jose Avenue (currently only restricted on weekends)
  - Transferrable permits – Capitola Hotel – increase from \$50 per year to \$365 per year, maximum of 10 permits allowable.
  - Surf & Coffee Permits – increase from \$50 per year to \$55 per year and increase number of permits from 75 to 100.
- Parking Signs
  - Replace existing signs with surfboard design to be consistent with the new sign in the Village.
  - Install parking signs (banners) over Capitola Avenue near entrance to Beach & Village parking lots as well as over parking lot entrances on Bay Avenue and Monterey/Park Avenue.
  - City staff should work with County Assessor and USPS to change parking lot address from 426 Capitola Avenue to Bay, Monterey, and Park Avenue entrance addresses to make it easier to find with online mapping applications.
  - City staff should work with Google Maps, Apple Maps, Waze, etc. to move pin when searching for parking to Bay, Monterey, and Park Avenue entrances.
- Other
  - Rename Upper and Lower Beach & Village parking lots to Capitola Beach & Village Lot #1 and Capitola Beach & Village Lot #2 and make sure signs state that it is All Day Parking.
  - City staff should explore options to notify motorists when Esplanade parking is full.

If the City Council desires to implement any of the TVPC recommendations related to parking meter rates, staff will begin the process of updating the Municipal Code and submitting for Coastal Commission certification which takes approximately six months to complete.

Fiscal Impact: Increases to the rates for parking meters and parking permits would increase revenues from those sources depending upon the amount of increase. The TVPC recommendations as presented would result in an estimated increase in revenues of \$400,000 annually.

Attachments:

1. Temporary Village Parking Committee Summary & Recommendations

Report Prepared By: Jim Malberg, Finance Director

Reviewed By: Julia Moss, City Clerk; Samantha Zutler, City Attorney

Approved By: Jamie Goldstein, City Manager