



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of the City Council
FROM: Mark Brodeur, Community & Economic Development Director
MEETING DATE: February 18, 2015
SUBJECT: Ordinance authorizing the City Traffic Engineer to permanently modify established parking time limits in the downtown area.
CEQA: This action qualifies for a Class1 Exemption for existing facilities (Guidelines Section 15301). The action involves negligible or no expansion of use.

RECOMMENDATION

1. Introduce and hold first reading of an ordinance to permanently amend Pacific Grove Municipal Code Chapter 16.40 "Stopping, Standing and Parking" time limits in the Downtown.
2. Direct that a summary of the proposed ordinance approved by the City Attorney be published in a newspaper of general circulation.

DISCUSSION

Parking time limits in Pacific Grove are established by ordinance and codified in Pacific Grove Municipal Code (PGMC) Chapter 16, "Traffic." Based on "best practices" research, it is likely the current two-hour parking limits are too short, as they do not promote a "park once" customer-friendly atmosphere for shoppers. Two-hour time limits tend to force patrons to eat quickly and get back in their car to leave downtown. Extending the time to a three-hour limit extends the time patrons can dine and shop in downtown without fear of having to move their car to avoid getting a ticket.

During the 2014 Holiday Season, the Council approved a 3-hour parking pilot program to ascertain if it improved the economic and customer-friendly atmosphere in the downtown. Several comments were received directly from the members of the Economic Development Commission and members of the Business Improvement District Board. With one exception, all comments were favorable and worked as planned. Several restaurateurs confirmed patrons did not feel rushed and stayed for dessert. The one negative comment was that the pilot program did not include upper Grand Avenue or upper Forest Avenue; businesses in these areas requested the 3-hour time limit be extended to that area.

If adopted, the proposed ordinance would allow the City Traffic Engineer, with the concurrence of the Chief of Police, to permanently modify established parking time limits within the downtown area (see map). Current two-hour limits would thus be permanently extended by one hour.

Under the proposed ordinance, the City Traffic Engineer will be authorized to place, erect, and maintain signage to reflect temporary parking modifications.

OPTIONS

1. Return to two-hour limits throughout downtown.
2. Make substantive modifications to the draft ordinance.
3. Adopt an Ordinance to permanently establish three-hour parking limits in the Downtown.

FISCAL IMPACT

Minimal impact on net parking revenues

ATTACHMENTS

1. Draft ordinance of Pacific Grove Municipal Code to temporarily amend Chapter 16.40
2. Boundary Map of Proposed 3-Hour Parking Limits in Downtown (to follow)

RESPECTFULLY SUBMITTED:



Mark Brodeur, Director

REVIEWED BY:



Thomas Frutchey

ORDINANCE NO. 15-____
AN ORDINANCE OF THE CITY OF PACIFIC GROVE
AMENDING PACIFIC GROVE MUNICIPAL CODE CHAPTER
16.40 STOPPING, STANDING AND PARKING IN DOWNTOWN

WHEREAS, parking time limits in Pacific Grove are established by ordinance and codified in Pacific Grove Municipal Code (PGMC) Chapter 16, "Traffic;" and,

WHEREAS, the downtown business community believes the current 2hr. parking limits are too short, and the 2 hour period does not promote a "park-once" and shop downtown attitude amongst patrons. Customers who are ticketed while shopping or dining may be reluctant to visit downtown again; and

WHEREAS, the City Council adopted a temporary 3-hour pilot parking program in the downtown to ascertain its effectiveness; and

WHEREAS, the Community Development Director reports, through interaction with the Economic Development Commission and Business Improvement District Board, that several businesses saw positive patron response to the extended parking time limit; and

WHEREAS, the proposed changes shall apply to all public parking spaces in the downtown currently limited to a two-hour period; and

WHEREAS, the City Traffic Engineer shall be authorized to place, erect, and maintain signs to reflect the permanent parking modification; and

WHEREAS, in the enactment of this ordinance, the City followed the guidelines adopted by the State of California and published in the California Code of Regulations, Title 14, Section 15000, et seq.; and

WHEREAS, in the course of the review of the draft Ordinance, the amendments proposed by this ordinance do not result in any new or significant impacts to the environment because they are either more protective or procedural in nature; and

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE:

SECTION 1. The foregoing recitals are adopted as findings of the City Council as though set forth fully herein.

SECTION 2. Section 16.56.071 of the Pacific Grove Municipal Code shall be renumbered without change, and shall henceforth become Section 16.56.072. Any reference to the former Section 16.56.071 shall be changed to refer to Section 16.56.072.

SECTION 3. Section 16.56.070 (Two-hour parking except Sundays and holidays) shall be amended so that text shown in ***bold italics*** is added: In accordance with PGMC 16.40.520, ***and except as otherwise provided by PGMC 16.56.071***, parking is limited to two hours between the hours of 9:00 a.m. and 6:00 p.m. of any day except Sundays and holidays upon any of the following enumerated streets and municipal parking lots:

[No other changes shall be made to Section 16.56.070.]

SECTION 4. A new Section 16.56.071 shall be added to the Pacific Grove Municipal Code as shown in ***bold italics***:

In accordance with PGMC PGMC 16.40.520, parking is limited to three hours between the hours of 9:00 a.m. and 6:00 p.m. of any day except Sundays and holidays upon any of the following enumerated streets and municipal parking lots provided the City Traffic Engineer, with the concurrence of the Chief of Police, has permanently modified the established parking time limits for the following areas:

(a) Lighthouse Avenue, from Twelfth Street to Lobos Avenue (north side and center).

(b) Lighthouse Avenue, from Thirteenth Street to Cypress Avenue (south side).

(c) Laurel Avenue, from Sixteenth Street to Fountain Avenue.

(d) Central Avenue, Grove Street to Lighthouse (east side and west side).

(e) Cypress Avenue, from Lighthouse to 211 Cypress (east side only).

(f) Congress Avenue, from Lighthouse southward for 180 feet on the east side and for 55 feet on the west side.

(g) Seventeenth Street, Lighthouse to Laurel (west side only).

(h) Seventeenth Street, Central to Lighthouse (east side only).

(i) Forest Avenue, from Central Avenue to Pine Avenue.

(j) Grand Avenue, from Park Place to Pine Avenue.

(k) Fountain Avenue, Park Place to Central (west side only).

(l) Fountain Avenue, Central to Pine (east and west sides).

(m) Sixteenth Street, Laurel to Central (east side only).

- (n) Central and Fountain, at the northeasterly curblin.
- (o) Municipal Parking Lot No. 1 (bounded by Fountain and Fifteenth Street, the northerly two rows).
- (p) Lighthouse Avenue, from Eighteenth Street to Park Street – center parking area.
- (q) Park Street, from Lighthouse Avenue southward for 82 feet on the east side and for 122 feet on the west side.
- (r) The municipal parking lot, consisting of 14 striped spaces, immediately west of Fourteenth Street approximately 50 feet north of Central Avenue.
- (s) South side of Central Avenue between Fountain Avenue and Fifteenth Street; first in two spaces easterly of Fifteenth Street on south side of Central Avenue between Fifteenth Street and Fourteenth Street.
- (t) Lighthouse Avenue between Twelfth and Thirteenth Streets, the two spaces easterly of the existing 20-minute space on the south side of Lighthouse Avenue.
- (u) Lighthouse Avenue, from Cypress Avenue to Lobos Avenue eight spaces – center parking area.
- (v) Laurel Avenue (both sides) between Grand Avenue and 15th Street and 18th Street.

SECTION 5. If any provision, section, paragraph, sentence, clause, or phrase of this ordinance, or any part thereof, or the application thereof to any person or circumstance is for any reason held to be invalid or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance, or any part thereof, or its application to other persons or circumstances. The City Council hereby declares that it would have passed and adopted each provision, section, paragraph, subparagraph, sentence, clause, or phrase thereof, irrespective of the fact that any one or more sections, paragraphs, subparagraphs, sentences, clauses, or phrases, or the application thereof to any person or circumstance, be declared invalid or unconstitutional.

SECTION 6. The City Traffic Engineer is authorized to place, erect, and maintain signs to reflect permanent parking modifications authorized by this ordinance.

SECTION 7. The City Manager is directed to execute all documents and to perform all other necessary City acts to implement this Ordinance.

SECTION 8. In accord with Article 15 of the City Charter, this ordinance shall take effect thirty days following passage and adoption hereof.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF PACIFIC GROVE
this ____ day of _____, 2015, by the following vote:

AYES:

NOES:

ABSENT:

APPROVED:

BILL KAMPE, Mayor

ATTEST:

SANDRA KANDELL, City Clerk

APPROVED AS TO FORM:

DAVID C. LAREDO, City Attorney

AGENDA NO. 11D
ATTACHMENT 2
(to follow)