

UPTOWN PLANNERS

Uptown Community Planning Group

AGENDA

NOTICE OF PUBLIC MEETING

April 5, 2011 – 6:00-9:00 p.m.

Joyce Beers Community Center, Uptown Shopping District

(Located on Vermont Street between the Terra and Aladdin Restaurants)

- I. **Board Meeting: Parliamentary Items/ Reports: (6:00 p.m.)**
 - A. Introductions
 - B. Adoption of Agenda and Rules of Order
 - C. Election of Officers
 - C. Approval of Minutes
 - D. Treasurer's Report
 - E. Website Report
 - F. Chair/ CPC Report

- II. **Public Communication** – Non-Agenda Public Comment (3 minutes); Speakers are encouraged, although not required, to fill out public comment forms and provide them to the secretary at the beginning of the meeting. **(6:30 p.m.)**

- III. **Representatives of Elected Officials:** (3 minutes each) **(6:40 p.m.)**

- IV. **Consent Agenda:** None

- V. **Information Items: Projects: (7:00 p.m.)**
 1. **2001 FOURTH AVENUE (“SHARP REES-STEALY MEDICAL CENTER DOWNTOWN”)**
– Process One/ Permits Issued -- Bankers Hill/Park West – Presentation by Don Balfour, MD, President and Medical Director, Sharp Rees-Stealy Medical Group and Patricia Nemeth, Vice President, Facilities, Sharp HealthCare; regarding a new medical office being built on the lot bordered by Grapes Street, Fourth Avenue, Fir Street and Third Avenue. Building designed around historic Florence Hotel Moreton Bay Fig Tree; and includes a 300-space parking garage; project scheduled for completion in the summer of 2012. *(see attachments below)*

 2. **WATER PURIFICATION SYSTEM** – Presentation by Jennifer Casamassima, Recycling Water Program Manager, and Public Utilities Department, about effort to provide a local and sustainable water supply, the Water Purification Demonstration Project is examining the use of advanced water purification technology to provide safe and reliable water for San Diego's future. The City's 2005 Water Reuse Study identified reservoir augmentation as the preferred option for developing recycled water resources. Reservoir augmentation

VI. Action Items: Development Project Review: (7:45 p.m.)

- 1. REQUEST FOR LETTER OF SUPPORT BY SAN DIEGO GLBT PRIDE FOR THE 37TH ANNUAL SAN DIEGO PRIDE EVENT ON JULY 16, 2011.**
- 2. 301 UNIVERSITY PARKING LOT EXPANSION** -- Hillcrest – Request for a letter of support for demolition of existing vacant medical office building at 301 University, which would be replaced by an expansion of the existing parking lot, and would add an additional 25 new spaces. The additional parking would remain on a temporary basis pending development of the lot.
- 3. ATT 2400 SIXTH AVENUE AT&T MOBILITY 6TH AVENUE LTE SDP & CUP (“BELLAFOINTAINE AT&T SIXTH AVENUE LTE”)** – Bankers Hill/Park West – Process Four -- AT&T Mobility is proposing to modify an existing Wireless Communication Facility at 2400 Sixth Avenue, in the MCCPD-MR-800 Zone. The modification is part of a network upgrade for LTE technology. The project as proposed requires a site development permit and conditional use permit
- 4. PROPOSED REVISED COMMUNITY GARDEN ZONING ORDINANCE** - Revisions to existing regulations are proposed that would allow community gardens to be approved through a Process One permit, which would be valid for three years. Onsite sales would be allowed for produce grown onsite. All storage, refuse and composting we be required to be located in the center of the site.

VII. Action Items: Community (8:15 p.m.)

- 1. PARKING METER UTILIZATION IMPROVEMENT PLAN** - Uptown – On March 8, 2011 the City Council adopted an ordinance implementing the Parking Meter Plan. The ordinance amends the Municipal Code to establish an on-street target utilization rate of 85% for parking meters and ensure payment compliance by users of multi-space pay stations. In order to achieve the target utilization rate, the ordinance would authorize performance-based parking meter pricing (variable rates) and flexible meter operating hours as recommended by community-base organizations.

Additionally, the City Council adopted a resolution to amend Council Policy 100-18 to cover all administrative and parking meter related costs before meter revenues are allocated between the City and the Community Parking Districts, and allowed Community Parking Districts to use allocated funds for pedestrian comfort and convenience, or vehicular convenience. To ordinance specifies that CPD Boards or designated advisory groups will monitor meter activity and provide recommendations to the City in order to achieve great utilization rates.

VIII. Subcommittee Reports/ Community Plan Update Advisory Group Report: (8:45 p.m.)

IX. Adjournment: (9:00 p.m.)

X. NOTICE OF FUTURE MEETINGS

Uptown Planners: Next meeting: May 3, 2011, at 6:00 p. m., at the Joyce Beers Community Center, Hillcrest.

All times listed are estimates only: an item may be heard earlier than the estimated time:

Anyone who requires an alternative format of this agenda or has special access needs, please contact (619) 835-9501 at least three days prior to the meeting. For more information on meeting times or issues before Uptown Planners, contact Leo Wilson, Chair, at (619) 231-4495 or at leo.wikstrom@sbcglobal.net. Uptown Planners is the City's recognized advisory community planning group for the Uptown Community Planning Area.





THE CITY OF SAN DIEGO

March 2, 2011

Jim Kennedy
Agent for: AT&T Mobility
Representing TAIC

Dear Mr. Kennedy:

Subject: AT&T 6th Avenue LTE– First Assessment Letter
Project No. 225054; Internal Order No. 24001305
Located at: 2400 6th Avenue, San Diego, CA 92101

The Development Services Department [DSD] has completed its most recent review of the above-referenced telecom project. In order to expedite the return of DSD's comments to you, this brief cover letter is provided in lieu of a formal Assessment Letter.

Enclosed you will find a Cycle Issues Report, which contains review comments from staff representing various disciplines and outside agencies. Please resubmit your project with the information and the revisions requested in the enclosed Cycle Issues Report as soon as possible to facilitate the most efficient processing of your project.

If additional requirements arise during the subsequent review of your project, DSD will identify the issues and the reasons for the additional requirements. If you resubmit your project but fail to provide the information or make the revisions requested in the enclosed or subsequent Cycle Issues Reports, DSD will continue to process the project; however, the project may be recommended for denial, if the remaining issues cannot be satisfactorily resolved or the appropriate findings for approval cannot be made.

Please be advised of San Diego Municipal Code [SDMC] section 126.0114, which states:

The development permit application file shall be closed if the applicant fails to submit or resubmit requested materials, information, fees, or deposits 90 calendar days from the date the application was deemed complete or the last written request by the City, whichever is later. Once closed, the application, plans and other data submitted for review may be returned to the applicant or destroyed by the City Manager. To reapply, the applicant shall submit a new development permit application with required submittal materials and shall be subject to all applicable fees and regulations in effect on the date the new application is deemed complete.

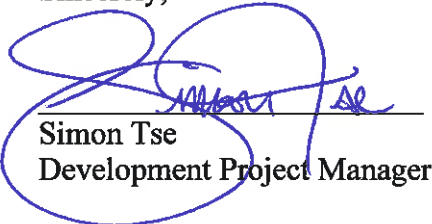
Jim Kennedy
AT&T 6th Avenue LTE PTS 225054

To avoid the closure of your application file under SDMC section 126.0114, you must resubmit your project with the information and revisions requested in the enclosed Cycle Issues Report **on or before April 1, 2011**. When you are ready to resubmit your project, please call (619) 446-5300 to make an appointment for a "Discretionary Resubmittal." Resubmittals may also be done on a walk-in basis, however, you may experience a longer than desirable wait time. In either case, please check in on the third floor of the Development Service Center at 1222 First Avenue, San Diego, CA 92101.

At your appointment, please provide the plans, information, revisions, and/or other documentation requested in the enclosed Cycle Issues Report and Submittal Requirements Report. The plans should be folded to an approximate 8 ½ x 11 inch size.

Please contact me if you have any questions regarding this letter, the information and revisions requested in the enclosed Cycle Issues Report, the plans and documentation listed in the Submittal Requirements Report, and/or any modifications to the project scope. I may be reached by phone at (619) 687-5984 or via e-mail at Stse@sandiego.gov.

Sincerely,



Simon Tse
Development Project Manager

Enclosures:

1. Cycle No. 6 Issues Report
2. Submittal Requirements Report
3. Red line zoning drawings

cc: File



L64A-003B

1222 First Avenue, San Diego, CA 92101-4154

Project Information

Project Nbr: 225054 **Title:** AT&T Mobility 6th Ave LTE
Project Mgr: Tse, Simon (619) 687-5984 **Stse@sandiego.gov**



Review Information

Cycle Type: 6 Submitted (Multi-Discipline)	Submitted: 01/26/2011	Deemed Complete on 01/27/2011
Reviewing Discipline: LDR-Environmental	Cycle Distributed: 01/27/2011	
Reviewer: Blake, Martha (619) 446-5375	Assigned: 01/28/2011	
Hours of Review: 4.00	Started: 03/02/2011	
Next Review Method: Completeness Review-Telecom	Review Due: 03/02/2011	
	Completed: 03/02/2011	
	Closed:	

The reviewer has requested more documents be submitted.
The reviewer has not signed off 1 job.

Completeness Check

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	1	Please identify on the plans the distance from the power & equipment cabinet to the nearest residential use. Please identify if any mechanical ventilation is or will be utilized with the equipment. (From Cycle 5)

1st Submitted Cycle

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	2	The project proposes additions and modifications to an existing WCF. This include relocating and replacing some equipment, and adding some equipment and screening. (New Issue)
<input checked="" type="checkbox"/>	3	The project has been determined to be exempt from CEQA pursuant to CEQA Guidelines Section 15301 (existing facilities), 15302 (replacement/reconstruction) and 15303 (new construction). (New Issue)
<input checked="" type="checkbox"/>	4	Staff will prepare the Notice of Right Appeal the Environmental Determination and have that posted. Staff will also prepare the Notice of Exemption and provide that to the City's Project Manager. (New Issue)
<input checked="" type="checkbox"/>	5	Please note that any revisions to the project may result in the need for a revised CEQA determination. (New Issue)



L64A-003B

Review Information

Cycle Type: 6 Submitted (Multi-Discipline)	Submitted: 01/26/2011	Deemed Complete on 01/27/2011
Reviewing Discipline: LDR-Engineering Review	Cycle Distributed: 01/27/2011	
Reviewer: Ocen, Julius (619) 446-5295	Assigned: 01/27/2011	
Hours of Review: 3.00	Started: 02/18/2011	
Next Review Method: Completeness Review-Telecom	Review Due: 02/25/2011	
	Completed: 02/18/2011	
	Closed:	

- . The review due date was changed to 03/07/2011 from 03/02/2011 per agreement with customer.
- . The reviewer has indicated they want to review this project again. Reason chosen by the reviewer: Partial Response to Cmnts/Regs.
- . The reviewer has requested more documents be submitted.
- . Your project still has 3 outstanding review issues with LDR-Engineering Review (3 of which are new issues).
- . The reviewer has not signed off 1 job.

1st Review Issues

<u>Issue</u>		
<u>Cleared?</u>	<u>Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	1	This project is proposing to upgrade all equipments at the rooftop. There is no proposed ground disturbance. However compliance with construction BMP is required as follows: (From Cycle 5)
<input checked="" type="checkbox"/>	2	Prior to the issuance of any construction permits, the Owner/Permittee shall incorporate any construction Best Management Practices necessary to comply with Chapter 14, Article 2, Division 1 (Grading Regulations) of the Municipal Code, into the construction plans or specifications. (From Cycle 5)
<input checked="" type="checkbox"/>	3	Prior to the issuance of any construction permits, the Owner/Permittee shall submit a Water Pollution Control Plan (WPCP). The WPCP shall be prepared in accordance with the guidelines in Appendix E of the City's Storm Water Standards. (From Cycle 5)

2nd Review Issues

<u>Issue</u>		
<u>Cleared?</u>	<u>Num</u>	<u>Issue Text</u>
<input type="checkbox"/>	4	The storm water applicability checklist needs to be revised to show a "yes" in part D No. 4. This project is proposing some painting and therefore a "Yes" is required accordingly. Additionally, item No. 7 should be unchecked. (New Issue)

Engineering Conditions

<u>Issue</u>		
<u>Cleared?</u>	<u>Num</u>	<u>Issue Text</u>
<input type="checkbox"/>	5	Prior to the issuance of any construction permits, the Owner/Permittee shall incorporate any construction Best Management Practices necessary to comply with Chapter 14, Article 2, Division 1 (Grading Regulations) of the Municipal Code, into the construction plans or specifications. (New Issue)
<input type="checkbox"/>	6	Prior to the issuance of any construction permits, the Owner/Permittee shall submit a Water Pollution Control Plan (WPCP). The WPCP shall be prepared in accordance with the guidelines in Appendix E of the City's Storm Water Standards. (New Issue)



L64A-003B

Review Information

Cycle Type: 6 Submitted (Multi-Discipline)	Submitted: 01/26/2011	Deemed Complete on 01/27/2011
Reviewing Discipline: LDR-Planning Review	Cycle Distributed: 01/27/2011	
Reviewer: Tse, Simon (619) 687-5984	Assigned: 02/25/2011	
	Started: 02/25/2011	
Hours of Review: 3.00	Review Due: 03/07/2011	
Next Review Method: Submitted (Multi-Discipline)	Completed: 02/28/2011	
	Closed:	

- . The review due date was changed to 03/07/2011 from 03/02/2011 per agreement with customer.
- . The reviewer has indicated they want to review this project again. Reason chosen by the reviewer: First Review Issues.
- . The reviewer has requested more documents be submitted.
- . Your project still has 8 outstanding review issues with LDR-Planning Review (4 of which are new issues).
- . The reviewer has not signed off 1 job.

11/24/2010 Comments

Admin

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	1	AT&T Mobility is proposing to modify an existing Wireless Communication Facility at 2400 6th Avenue. The modification consists of the removal of ten existing panel antennas and the installation of sixteen new panel antennas. The equipment associated with this modification will be concealed inside the existing enclosure, located directly above the parking entrance. (From Cycle 5)
<input checked="" type="checkbox"/>	2	The project is in the MCCPD-MR-800B zone within the Uptown Community Plan. The project as proposed requires a Site Development Permit and a Conditional Use Permit, Process level 4, Planning Commission decision, appealable to City Council. (From Cycle 5)

FAA Part 77

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input type="checkbox"/>	3	Due to the height and proximity of the proposed project to San Diego International Airport, your project must be submitted to the Federal Aviation Administration (FAA) for Obstruction Evaluation and Airport Airspace Analysis as required by the Code of Federal Regulations Title 14 Part 77, Subpart B to ensure that the structure will not be an obstruction or hazard to air navigation. The following is a link to the FAA website for submitting projects (form 4760-1) to the FAA: www.oaana.faa.gov (From Cycle 5)
<input type="checkbox"/>	4	The Federal Aviation Administration (FAA) has notified the City that the Airport Land Use Compatibility Plans for all Airports in the City do not include all areas that are subject to Federal notification requirements and structure height limits near airports. (From Cycle 5)

LDC 141.0420

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input type="checkbox"/>	5	In the future, please provide a photosimulations for each proposed sector. You are currently missing simulations for the north elevation and the east elevation. Be sure to clearly identify the proposed vertical and horizontal cable trays and the east elevation rooftop element. (From Cycle 5)
<input checked="" type="checkbox"/>	6	Staff is concerned with the cable tray configuration on the north elevation. AT&T must be able to present an effective design eliminating multiple horizontal cable trays to the FRP boxes. The current configuration is unsightly and cannot be supported by staff. (From Cycle 5)
<input checked="" type="checkbox"/>	7	Provide the width and depth of the proposed vertical cable tray. (From Cycle 5)
<input checked="" type="checkbox"/>	8	Provide the depth for the proposed FRP boxes. (From Cycle 5)
<input checked="" type="checkbox"/>	9	Table 1512-03D - Please clearly illustrate the appropriate setbacks identified in this section of the code. (From Cycle 5)
<input type="checkbox"/>	10	For the antennas located on the north and west elevation, consistency must be established when it comes to design and the overall height. Please note, that staff recently supported the existing height for several reasons. The antennas were at the same RAD center. This eliminated the need to route multiple cable trays to and from each sector. Instead, the originally approved configuration allow one cable tray mounted horizontally across to both sectors. Eliminating the additional cable trays would help reduce the clutter presented in the current proposal. (From Cycle 5)
<input checked="" type="checkbox"/>	11	"These differing antenna heights are a function of RF design requires..."

Ideally, staff would prefer to have the FRP boxes located on the top of the building similar to the south elevation design. If this can be achieved, the cable tray would run vertically up the side of the building and behind each FRP boxes from the rooftop, effectively reducing the excessive amount of cable run as currently proposed. If AT&T decides to stay at the current proposed height, the cable tray must be redesigned and reduced to better integrate with the existing building. (From Cycle 5)

General Plan

For questions regarding the 'LDR-Planning Review' review, please call Simon Tse at (619) 687-5984. Project Nbr: 225054 / Cycle: 6



L64A-003B

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	12	Please demonstrate how AT&T's WCF complies with the General Plan's Urban Design element. The City of San Diego's General Plan addresses Wireless Facilities in UD-A.15: a. Conceal wireless facilities in existing structures when possible, otherwise use camouflage and screening techniques to hide or blend them into the surrounding area. b. Design facilities to be aesthetically pleasing and respectful of the neighborhood context. c. Conceal mechanical equipment and devices associated with wireless facilities in underground vaults or unobtrusive structures. (From Cycle 5)
<input checked="" type="checkbox"/>	13	Continue: b. Design facilities to be aesthetically pleasing and respectful of the neighborhood context. c. Conceal mechanical equipment and devices associated with wireless facilities in underground vaults or unobtrusive structures. Revise your justification letter to respond to each design element. Please understand that the justification analysis will be used as part of the Planning Commission report. (From Cycle 5)

Findings

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	14	Note that some of the findings refer to the "applicable land use plan" which is the City's General Plan. Certain findings must be made in the affirmative for the Planning Commission to approve a Conditional Use Permit. Please submit draft findings with the next submittal. (From Cycle 5)
<input checked="" type="checkbox"/>	15	Conditional Use Permit - Section 126.0305 1. The proposed development will not adversely affect the applicable land use plan; 2. The proposed development will not be detrimental to the public health, safety, and welfare; 3. The proposed development will comply to the maximum extent feasible with the regulations of the Land Development Code; and 4. The proposed use is appropriate at the proposed location. (From Cycle 5)
<input checked="" type="checkbox"/>	16	Site Development Permit Section 126.0504 1. The proposed development will not adversely affect the applicable land use plan; 2. The proposed development will not be detrimental to the public health, safety, and welfare; and 3. The proposed development will comply with the applicable regulations of the Land Development Code. (From Cycle 5)
<input checked="" type="checkbox"/>	17	4. Conformance With Community Plan and Design Manuals. The proposed use and project design meet the purpose and intent of the Mid-City Communities Planned District (Section 1512.0101), and the following documents, as applicable to the site: the Mid-City Community Plan, the Greater North Park Community Plan, the State University Community Plan, the Uptown Community Plan, the Mid-City Design Plan (California State Polytechnic University, Pomona; Graduate studies in Landscape Architecture; June, 1983), Design Manual for the Normal Heights Demonstration Area and the City Heights Demonstration (From Cycle 5)
<input checked="" type="checkbox"/>	18	Area (HCH Associates and Gary Coad; April, 1984), The Design Study for the Commercial Revitalization of El Cajon Boulevard (Land Studio, Rob Quigley, Kathleen McCormick), The North Park Design Study, Volume 1, Design Concept and Volume 2, Design Manual (The Jerde Partnership, Inc. and Lawrence Reed Moline, Ltd.), Sears Site Development Program (Gerald Gast and Williams-Kuebelbeck and Assoc.; 1987) and will not adversely affect the Greater North Park Community Plan, the Uptown Community Plan or the General Plan of the City of San Diego; (From Cycle 5)
<input checked="" type="checkbox"/>	19	5. Compatibility with surrounding development. The proposed development will be compatible with existing and planned land use on adjoining properties and will not constitute a disruptive element to the neighborhood and community. In addition, architectural harmony with the surrounding neighborhood and community will be achieved as far as practicable; (From Cycle 5)
<input checked="" type="checkbox"/>	20	6. No Detriment to Health, Safety and Welfare. The proposed use, because of conditions that have been applied to it, will not be detrimental to the health, safety and general welfare of persons residing or working in the area, and will not adversely affect other property in the vicinity; (From Cycle 5)
<input checked="" type="checkbox"/>	21	7. Adequate Public Facilities. For residential and mixed residential/commercial projects within the park-deficient neighborhoods shown on Map Number B-4104 that are not exempted by Section 1512.0203(b)(1)(A) or (B), the proposed development provides a minimum of 750 square feet of on-site usable recreational open space area per dwelling unit. The on-site usable recreational open space area shall not be located within any area of the site used for vehicle parking, or ingress and egress, and shall be configured to have a minimum of 10 feet in each dimension. (From Cycle 5)

For questions regarding the 'LDR-Planning Review' review, please call Simon Tse at (619) 687-5984. Project Nbr: 225054 / Cycle: 6



L64A-003B

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	22	The area will be landscaped and may also include hardscape and recreational facilities;
		8. Adequate Lighting. In the absence of a street light within 150 feet of the property, adequate neighborhood-serving security lighting consistent with the Municipal Code is provided on-site; and
<input checked="" type="checkbox"/>	23	9. The proposed use will comply with the relevant regulations in the San Diego Municipal Code. (From Cycle 5) 10. The proposed structure height is appropriate because the location of the site, existing neighborhood character, and project design including massing, step backs, building façade composition and modulation, material and fenestration patterns when considered together, would ensure the development's compatibility with the existing character of the Uptown Community Plan Area.
		11. The proposed development includes an additional benefit to the community. (From Cycle 5)

➤ Cover Letter

<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input checked="" type="checkbox"/>	24	Prepare a cover letter that specifically describes how you have addressed each of the issues identified in the Cycle Issues Report and any issues identified in this cover letter, if applicable. If the issue is addressed on one or more sheets of the plans or the reports, please reference the plan, sheet number, report or page number as appropriate. If it is not feasible to address a particular issue, please indicate the reason. Include a copy of this Assessment Letter, Cycle Issues Report and your response letter if applicable, with each set of plans. (From Cycle 5)

➤ 2/18/2011

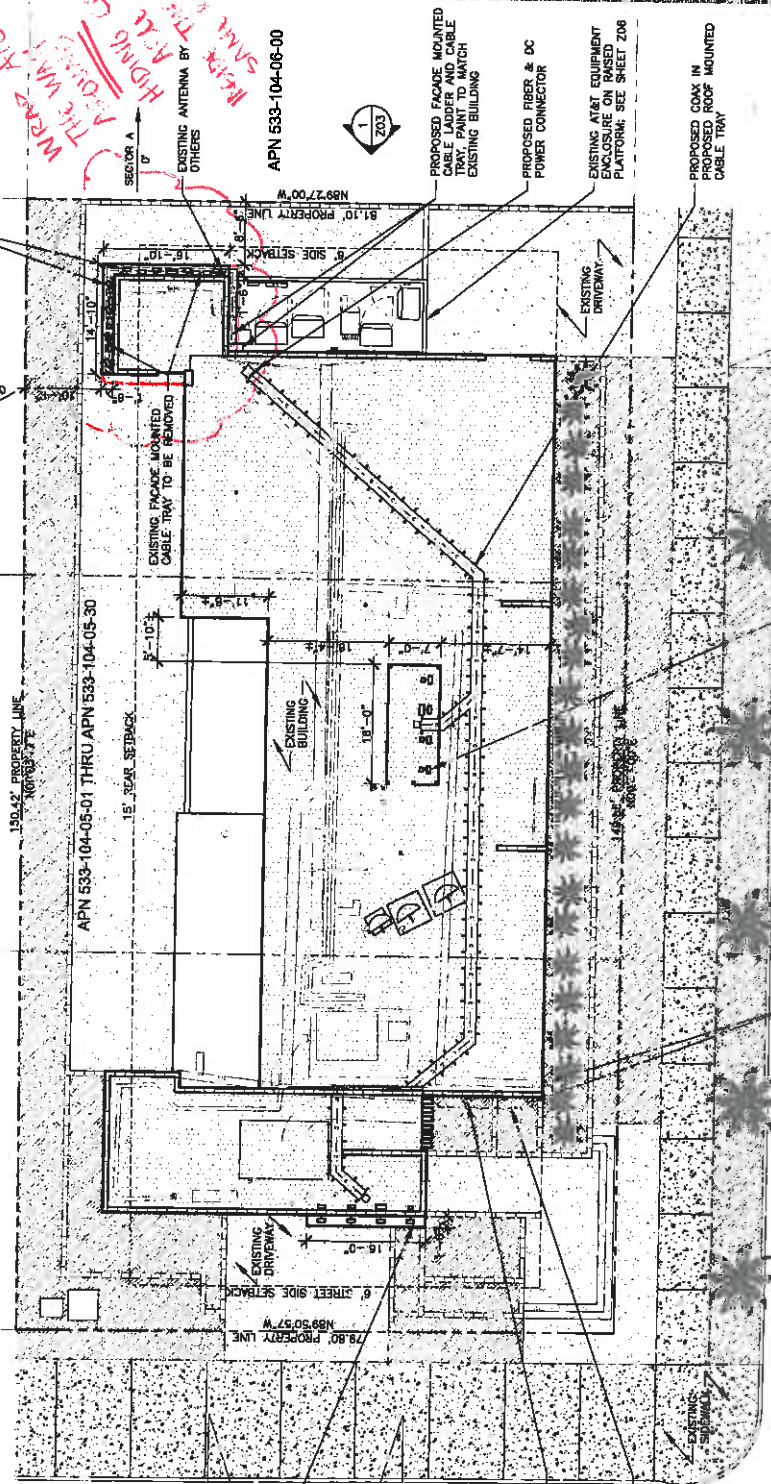
<u>Cleared?</u>	<u>Issue Num</u>	<u>Issue Text</u>
<input type="checkbox"/>	25	Please refer to sheet Z-01 and Z-02. Staff suggest a design that is similar to the current proposal with the additional screens for the east and south elevations so that the 18" extension is consistently wrapped around the entire structure on all four sides. (New Issue)
<input type="checkbox"/>	26	Please refer to sheet Z-01 and Z-02. Instead of the locating the coaxial cables inside a separate cable tray below the FRP screen design, the carrier should consider extending the FRP screen vertically to accommodate the cables similar to the redline ZD illustrated on Z-02, Z-03, and Z-04. Alternatively, AT&T can negotiate with Cricket to accommodate their antenna inside AT&T's proposed FRP screen wall on the north elevation. Consequently, AT&T can locate their screen wall at the very top of the similar to the south elevation, and also avoid running any horizontally mounted cable tray. (New Issue)
<input type="checkbox"/>	27	Please verify all photosimulation(s) in the future. For example, the proposed FRP screen wall for View 2 appears to be significantly lower than the actual design shown on the zoning drawings. (New Issue)
<input type="checkbox"/>	28	Revise photosimulation(s) if needed. (New Issue)

APN 533-104-04-00

APN 533-104-04-00

APN 533-104-03-00

APN 533-104-07-00



(4) PROPOSED 8'-3" AT&T ANTENNAS TO REPLACE EXISTING 4'-3" AT&T ANTENNAS AT NEW LOCATIONS. PROPOSED CONCEALMENT STRUCTURE, TEXTURE & PAINT TO MATCH EXISTING BUILDING. SEE SHEET 207.

(2) PROPOSED 4'-3" AT&T ANTENNAS AT NEW LOCATIONS. PROPOSED CONCEALMENT STRUCTURE, TEXTURE & PAINT TO MATCH EXISTING BUILDING. SEE SHEET 207.

(3) PROPOSED 4'-3" AT&T ANTENNAS AT NEW LOCATIONS. PROPOSED CONCEALMENT STRUCTURE, TEXTURE & PAINT TO MATCH EXISTING BUILDING. SEE SHEET 207.

EXISTING 4'-4" FACADE ANTENNAS (08 TOTAL) TO BE REMOVED & REPLACED WITH NEW IN PROPOSED LOCATION.

EXISTING CONCEALMENT TO BE REMOVED.

B.M.E. NOTES:

- PRIOR TO ISSUANCE OF ANY CONSTRUCTION PERMITS, THE OWNER/PERMITEE SHALL COMPLY WITH ANY CONSTRUCTION BEST MANAGEMENT PRACTICES NECESSARY TO THE MUNICIPAL CODE UNDER ARTICLE 2, DIVISION I (GRADING REGULATIONS) OF THE MUNICIPAL CODE INTO THE CONSTRUCTION PLANS OR SPECIFICATIONS.
- PRIOR TO THE ISSUANCE OF ANY CONSTRUCTION PERMIT, THE OWNER/PERMITEE SHALL SUBMIT A WATER POLLUTION CONTROL PLAN (WPCP). THE WPCP SHALL BE PREPARED IN ACCORDANCE WITH THE GUIDELINES IN APPENDIX E OF THE CITY'S STORM WATER STANDARDS.

COMMITMENT NO. 45

RECEIVED

(4) PROPOSED 8'-3" AT&T ANTENNAS TO REPLACE EXISTING 4'-3" AT&T ANTENNAS AT NEW LOCATIONS. PROPOSED CONCEALMENT STRUCTURE, TEXTURE & PAINT TO MATCH EXISTING BUILDING. SEE SHEET 207.

EXISTING FACADE MOUNTED CABLE TRAY TO BE REMOVED.

EXISTING ANTENNA BY OTHERS.

PROPOSED FACADE MOUNTED CABLE TRAY AND CABLE PATCH PANEL IN EXISTING BUILDING.

PROPOSED FIBER & DC POWER CONNECTOR.

EXISTING AT&T EQUIPMENT ENCLOSURE ON RAISED PLATFORM. SEE SHEET 206.

PROPOSED COAX IN PROPOSED ROOF MOUNTED CABLE TRAY.

EXISTING ANTENNA BY OTHERS.

PROPOSED 8'-3" AT&T ANTENNAS MOUNTED BEHIND PROPOSED CONCEALMENT STRUCTURE TO MATCH EXISTING BUILDING. SEE SHEET 207.

PROJECT NAME
SD0013 LTE OPTIMAL
2400 SIXTH AVENUE LTE OPTIMAL

DATE: 01/15/17
BY: JESSIE OBERMAYER
CHECKED: JESSIE OBERMAYER
SCALE: 1/16"=1'-0"

REVISIONS

NO.	DATE	DESCRIPTION
1	01/15/17	ISSUE FOR PERMIT
2	01/15/17	ISSUE FOR PERMIT
3	01/15/17	ISSUE FOR PERMIT
4	01/15/17	ISSUE FOR PERMIT
5	01/15/17	ISSUE FOR PERMIT
6	01/15/17	ISSUE FOR PERMIT
7	01/15/17	ISSUE FOR PERMIT
8	01/15/17	ISSUE FOR PERMIT
9	01/15/17	ISSUE FOR PERMIT
10	01/15/17	ISSUE FOR PERMIT
11	01/15/17	ISSUE FOR PERMIT
12	01/15/17	ISSUE FOR PERMIT
13	01/15/17	ISSUE FOR PERMIT
14	01/15/17	ISSUE FOR PERMIT
15	01/15/17	ISSUE FOR PERMIT
16	01/15/17	ISSUE FOR PERMIT
17	01/15/17	ISSUE FOR PERMIT
18	01/15/17	ISSUE FOR PERMIT
19	01/15/17	ISSUE FOR PERMIT
20	01/15/17	ISSUE FOR PERMIT

PROJECT NAME
SD0013 LTE OPTIMAL
2400 SIXTH AVENUE LTE OPTIMAL

DATE: 01/15/17
BY: JESSIE OBERMAYER
CHECKED: JESSIE OBERMAYER
SCALE: 1/16"=1'-0"

701
SITE PLAN

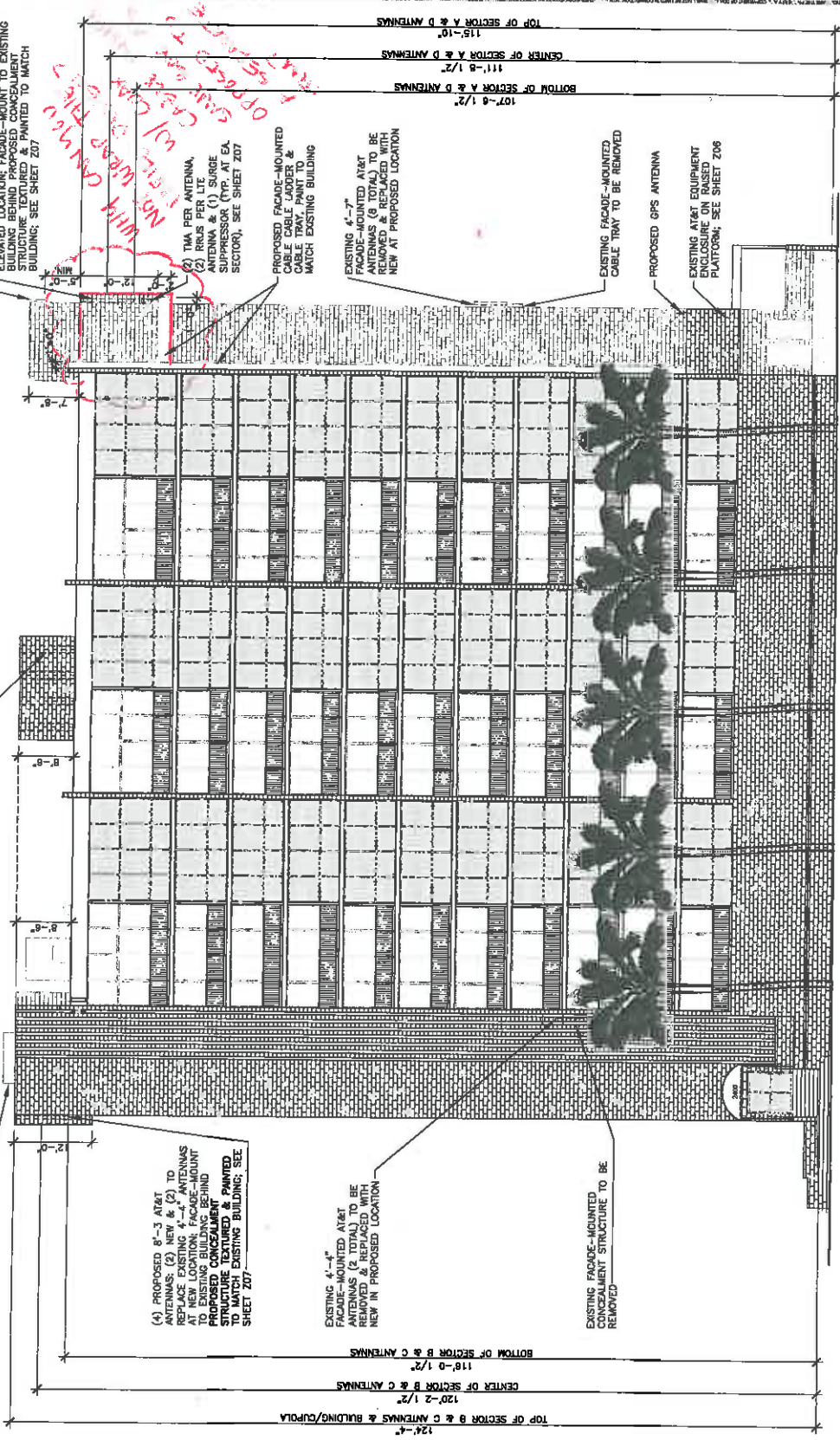
SITE PLAN
1/15/17-07

SIXTH AVENUE

KALMIA STREET



NO.	DATE	DESCRIPTION
01	01-11-11	DATE
02	01-11-11	DATE
03	01-11-11	DATE
04	01-11-11	DATE
05	01-11-11	DATE
06	01-11-11	DATE
07	01-11-11	DATE
08	01-11-11	DATE
09	01-11-11	DATE
10	01-11-11	DATE
11	01-11-11	DATE
12	01-11-11	DATE
13	01-11-11	DATE
14	01-11-11	DATE
15	01-11-11	DATE
16	01-11-11	DATE
17	01-11-11	DATE
18	01-11-11	DATE
19	01-11-11	DATE
20	01-11-11	DATE

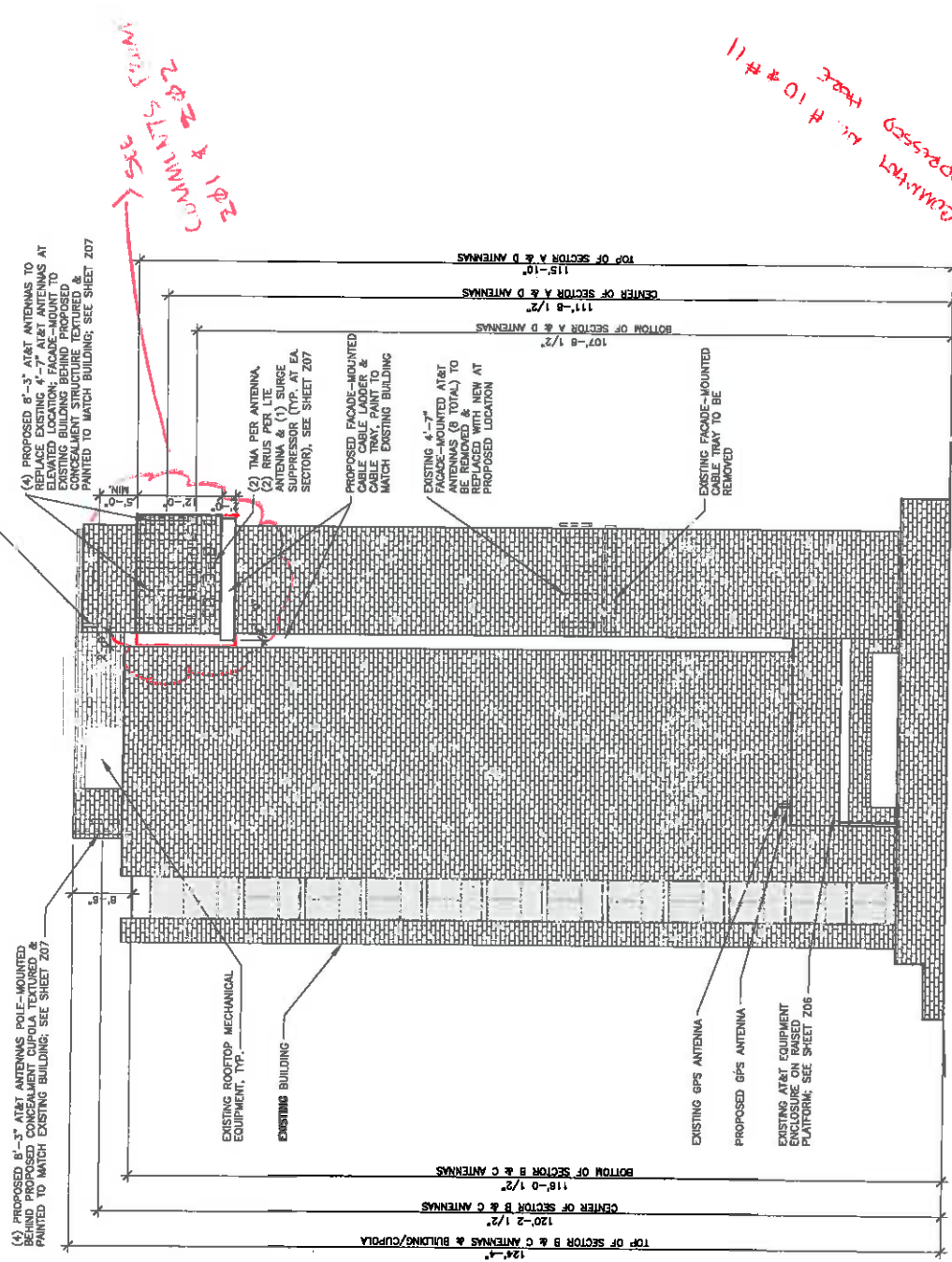


With 0.5\"/>

EAST ELEVATION
1/16"=1'-0"



NO.	DATE	DESCRIPTION
01	08-27-13	ISSUED FOR PERMIT
02	08-27-13	ISSUED FOR PERMIT
03	08-27-13	ISSUED FOR PERMIT
04	08-27-13	ISSUED FOR PERMIT
05	08-27-13	ISSUED FOR PERMIT
06	08-27-13	ISSUED FOR PERMIT
07	08-27-13	ISSUED FOR PERMIT
08	08-27-13	ISSUED FOR PERMIT
09	08-27-13	ISSUED FOR PERMIT
10	08-27-13	ISSUED FOR PERMIT
11	08-27-13	ISSUED FOR PERMIT
12	08-27-13	ISSUED FOR PERMIT
13	08-27-13	ISSUED FOR PERMIT
14	08-27-13	ISSUED FOR PERMIT
15	08-27-13	ISSUED FOR PERMIT
16	08-27-13	ISSUED FOR PERMIT
17	08-27-13	ISSUED FOR PERMIT
18	08-27-13	ISSUED FOR PERMIT
19	08-27-13	ISSUED FOR PERMIT
20	08-27-13	ISSUED FOR PERMIT



*COMMITTEE
 2014 2012
 WITH STS*

*COMMITTEE #10 #11
 APPROXIMATE*

1

NORTH ELEVATION
 1/16"=1'-0"



WATER PURIFICATION DEMONSTRATION PROJECT

SPEAKER BIO

Jennifer Casamassima

Recycled Water Program Manager
City of San Diego, Public Utilities Department

Jennifer Casamassima is the Recycled Water Program Manager for Public Utilities Department and her tenure with the City of San Diego spans more than 30 years. In this capacity, she manages a division responsible for enhancing local water supplies by diversifying imported and local water sources. This includes expanding conservation efforts, promoting recycled water use, developing groundwater storage programs and evaluating advance treatment of recycled water to augment drinking water supplies.

Jennifer is an active member of the WaterReuse Association and serves as the City's representative on the association's California Section Legislative & Regulatory Committee. She serves on the Advisory Board for the School of Science, Connections & Technology, Kearny Mesa campus and mentors local high school students on water related studies.

Jennifer earned a B.A. in Environmental Studies and Geography from the University of California at Santa Barbara.



THE CITY OF SAN DIEGO
REPORT TO THE CITY COUNCIL

DATE ISSUED: February 9, 2011 REPORT NO: 11-025

ATTENTION: Honorable Council President City Councilmembers

SUBJECT: Parking Meter Utilization Improvement Plan

REFERENCE: Land Use and Housing, March 11, 2009
City Council, March 30, 2009
Budget and Finance, October 7, 2009 – Report No. 09-057 Rev.
Budget and Finance, January 26, 2011

REQUESTED ACTIONS:

1. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to establish a target on-street utilization rate of 85 percent to optimize parking; to recover at least a portion of the estimated reasonable costs associated with parking and traffic control and management impacting or impacted by the parking of vehicles within parking meter zones; and to authorize the Mayor (based on recommendations from the affected Community Parking District Advisory Board) to set meter rates between \$0.25 and \$2.50 and to set hours of meter operation within the range of 7 a.m. to 11:00 p.m. Monday through Sunday to achieve the target utilization rate.
2. Adopt an ordinance amending sections of the Municipal Code Chapter 08, Traffic and Vehicles, to ensure payment compliance by users of the multi-space pay stations;
3. Adopt a resolution amending Council Policy 100-18 so that, on an annual basis, all of the costs of administering the Community Parking District (CPD) Program, including the services of a dedicated Traffic Engineer, and the City's Parking Meter Operations costs, shall be applied prior to the calculation and allocation of the 45 percent share of parking meter revenue to the CPD's. Further, that advisory boards to the respective CPD's, shall also be authorized to analyze meter and on-street parking utilization data and make recommendations on meter locations, rates, time limits, hours of operation; and new parking technology; in addition to the activities and improvements already authorized pursuant to this Policy.

STAFF RECOMMENDATION:

Approve all requested actions.

BACKGROUND:

The Parking Meter Utilization Improvement Plan came out of the Downtown Parking Management Group (DPMG) Pilot program (Pilot), based on the recommendations of the City Manager's Parking Task Force approved by the City Council in 2004.

The goals of the Plan are to:

- Provide tools for better parking management including flexibility in setting rates, time limits, and hours of operation;
- Set a parking meter utilization target rate of 85 percent¹; and
- Facilitate a community driven process to address neighborhood specific issues.

The Parking Task Force recommendations, as tested in the Pilot, demonstrated that implementing a combination of flexible management strategies and the installation of new meter technology can optimize on-street parking, increase utilization, and as a secondary benefit, increase revenue. Pilot highlights include:

- Doubling of the utilization rate and an 89 percent increase in parking meter revenue (to \$127,537) for on-street parking spaces by adjusting rates and time restrictions alone;
- An additional 12 percent increase in utilization rates and 24 percent increase in parking meter revenue with multi-space pay stations;
- Improved payment convenience and compliance marked by 65 percent credit card payment at multi-space pay stations and a decrease in citation revenue.

The Parking Meter Utilization Improvement Plan ("Plan") will allow for these parking management tools to be used on a wider basis. This would include improving the current citywide average meter utilization rate of 38 percent by authorizing the CPD advisory boards to analyze and make recommendations, which the Mayor may implement, on setting meter rates between \$0.25 and \$2.50 and setting hours of meter operations within the range of 7:00 a.m. to 11:00 p.m. Monday through Sunday (such that meters will still have a core daily operation period of not less than 10 hours Monday through Saturday with the exception of holidays). Council will still retain the authority to review any such changes (including at the request of constituents) and may docket an item to review the changes or to set meter rates and hours of operation.

The Plan was originally presented to the Land Use and Housing (LU&H) Committee on March 11, 2009, where staff was directed to present the Plan to the Community Planners' Chairs (CPC) Committee and return to the full Council.

At the March 30, 2009, City Council meeting staff was directed to conduct more public outreach, and the City Attorney was asked to research the proper use of parking meter revenues related to traffic. The City Attorney then issued a memo on April 29, 2009, on the Use of Parking Meter

¹ Shoup, D. The High Cost of Free Parking. Washington, D.C.: American Planning Association, 2005, page 297. Metered parking should be priced so as to balance the demand and supply of parking. To ensure easy ingress and egress for parkers and reduce cruising, roughly one in every seven spaces should be vacant which equates to a 15% vacancy rate or an 85% utilization rate.

Funds for Traffic-Related Issues. The City Council also directed staff to present the Plan to the Budget & Finance Committee.

Staff conducted the requested outreach and returned to the Budget & Finance Committee on October 7, 2009. The Committee directed staff back to the full Council and requested that staff prepare a list of appropriate traffic-related expenses.

DISCUSSION:

Eligible Expenses

As requested, CPCI staff conducted further research and worked closely with City Attorney staff to develop a list of expense types, consistent with the April 29, 2009 Memorandum and the San Diego Municipal Code Sections 82.08 and 82.09. These expenses are for traffic control and management purposes, including pedestrian and vehicle safety, comfort and convenience, which may affect or be affected by vehicles parking in parking meter zones. Staff also researched expense types that could be considered directly related to parking for inclusion with the list.

Concurrent to this research, the County Grand Jury released a report on May 24, 2010 concerning the management of the Uptown Community Parking District and provided a recommendation that the City analyze the contract between Uptown Partnership, Inc. and determine its impact on the City's general fund revenues. Therefore, staff incorporated the recommended analysis for the Grand Jury response into the process of creating the list of parking and traffic control/management eligible expenses ("list"). As part of this research, staff also determined the need to administratively identify geographic areas to be used in a cost allocation methodology to better facilitate the appropriate application of eligible broad-based traffic related expenses related to the parking meter zones.

The suitability of identifying geographic areas surrounding and encompassing parking meter zones for use in a cost allocation methodology can be demonstrated when considering parking and driving behavior. As a driver is searching for preferred parking, they may seek convenient, time limited, paid parking as close as possible to their destination or they may desire (time) unrestricted or free parking which happens to be further away from the destination. In either case, the search for the individual's preferred parking will generally lead to driving around within the vicinity of the metered blocks (cruising) to locate the desired parking thus generating impacts within that area.

Staff has labeled these geographic areas as "Parking Meter Impact Zones", which are separate and distinct from parking meter zones. In general, these zones encompass the area within a ¼ mile of the parking meters and coincide with areas zoned for commercial, professional, and multi-family uses. However, in certain areas in recognition of natural boundaries or other local features, the distance may be less than ¼ mile. The ¼ mile distance comes from general Planning principles and it is considered to be the distance, in general, which people are willing to walk between locations within a community². In this case we are applying the concept to

² According to the American Planning Association's Planning and Urban Design Standards (2006), "the average adult walks 3.0 to 4.0 feet per second. The speed at which people walk is the critical measure that helps define the

determine how far away someone would park and be willing to walk to a business or facility. The Parking Meter Impact Zones will only be used as an administrative tool for accounting-type purposes to estimate the reasonable costs associated with parking and the regulation, control, and management of traffic which may affect or be affected by the parking of vehicles within parking meter zones, and will not authorize the placement of any parking meters. Furthermore, the use of parking meter revenue for the actual reimbursement of activities associated with parking and traffic regulation, control, and management impacting vehicular parking in parking meter zones would still be analyzed by City staff on a case-by-case basis.

Parking Meter Technology

In light of the research/analysis and the time elapsed since the original report (Report No. 09-057 Rev.) was prepared, staff also revisited the assumptions relating to the Fiscal Impact section of the report. It had previously been assumed that all of the City's meters would be replaced with newer technology meters over the course of FY 2010 or 2011. A vendor process had been completed for multi-space meters but the Council process to authorize an initial purchase of the Downtown Parking Pilot meters and 80 additional meters resulted in renegotiation of terms and conditions leading to more favorable pricing but a much longer purchase process.

A procurement process to identify a single space meter vendor has not been completed. IPS is the vendor that provided 51 meter mechanisms to be retrofitted to existing housings to allow for a pilot demonstration of their technology. The IPS agreement with the City of Los Angeles has been submitted to Purchasing and Contracting Department for review to determine the suitability of San Diego piggy-backing off the Los Angeles agreement.

In either case, funding has not been identified to cover the cost of replacing all remaining meters. Furthermore, if we assume the use of new technology then the new operating costs primarily related to data transmission and credit card transactions would seem to be higher than had previously been estimated in the analysis.

It also appears that the revenue resulting from being able to pay by credit card was likely overstated. In reviewing the single Pilot results, there appeared to be an 8 percent increase in revenue for the year January 2009 through January 2010 as compared with the year before. The revenue increase is believed to be attributable to drivers using the credit card option and paying for the full amount of time allowed rather than using only their coins on hand and risking a ticket. This result was lower than the 24 percent increase in revenue observed as part of the Downtown multi-space meter pilot.

The merchant banking fees paid by the City for these credit card transactions are likely to be higher than had been previously projected. Analysis by the City Treasurer staff of the banking

size of a walkable community or neighborhood." Richard K. Untermyer noted in his book Accommodating the Pedestrian - adapting towns and neighborhoods for walking and bicycling (1984), "Most residents typically walk to destinations that are five minutes from their homes. If the distance is greater, people with access to an automobile are more likely to use it, unless the quality of the walking experience is high or there are constraints on driving such as traffic congestion, limited parking, or parking charges". Combining walking rates and times leads to a general walking distance of ¼ mile or less.

fees paid for such credit card transactions for both the single and multi-space meters indicates that these banking fees are mostly a function of the volume of transactions rather than the amount of the transaction.

Parking Meter Data

There are also constraints associated with the meter data. The newer meters allow for more frequent review of data, but the older meters are only audited quarterly and the data has to be downloaded into Excel or a data base application to compile information into a usable format. It is time consuming to extract the meter audit information, to transfer data, to aggregate the information, and to analyze the data.

The Centre City Development Corporation (CCDC), as the parking advisory board for the Downtown community Parking District, has recently been developing and testing a GIS application to make this process faster and easier. The City transferred a file to CCDC who then took the meter data and determined average utilizations by block face and then displayed the utilization rate range on maps as a colored block faces. While the process and resulting map have not been completely vetted, the results indicate that in Downtown almost all block faces are under-utilized and there may only be a handful of blocks where the average utilization exceeds 85 percent. A similar review of the data (without the maps) for Uptown and Mid-City indicates mostly under-utilization. This may be a result of meters being heavily used from lunch time on, but not being used in the early morning, which could skew the results.

Therefore, in absence of more detailed information, the assumption is that meter rates would stay the same or go down. The previous assumptions had included some rate decreases and some rate increases such that the average meter rate would stay the same. Under both scenarios, we assume there would be an increase in the average utilization. But the old assumption likely resulted in overly optimistic revenue projections.

Staffing

If we assume that none of the meters are upgraded, an additional parking meter technician would be required for the additional coin collection for approximately every 15 percent increase in projected revenue.

Modifying hours to operate meters before 8:00 a.m. or after 6:00 p.m. or on Sundays was not tested in the Pilot; however, preliminary analysis indicates that there are certain entertainment hot spots and other areas where the need to manage parking impacts likely extends outside the current operating hours. If the hours of meter operation are extended past 7:00 p.m., then at a minimum, a shift would need to be added and two (2) additional Parking Meter Operations Technicians along with one (1) Parking Meter Supervisor position (to supervise the parking meter technicians), would need to be added for this later shift. The staff would provide maintenance and repair of meters and enforcement during these non-traditional operating hours.

These extra staffing needs are difficult to quantify since there is such variability in the range of changes that could be recommended by the communities and the areas in which they could be

implemented. Also, changes in work schedules, duties and conditions would be subject to meet and confer. These scenarios were only partially included in the previous cost estimates.

Additionally, in order to provide the necessary staff capability to assist with utilization data analysis and to review recommendations, staff proposes adding one (1) Senior Traffic Engineer. This position would also serve as a resource to the Community Parking Districts and assist with implementation of appropriate activities and improvements. Existing staff in the City Planning and Community Investment Department would continue to provide contracting support to the Community Parking Districts and to the City Parking Advisory Board.

CONCLUSION:

1. Performance-based Pricing – Staff recommends that City Council establish a target utilization rate of 85 percent and authorize the Mayor to set meter rates between \$0.25 and \$2.50 to achieve the target utilization rate based on community input.
2. Flexible Operating Hours – Staff recommends the City Council authorize the Mayor to set hours of meter operations within the range of 7 a.m. to 11:00 p.m. Monday through Sunday (such that meters will still have a core daily operation period of not less than 10 hours Monday through Saturday with the exception of holidays) to achieve the target utilization rate based on community input.
3. Provide for Review of Changes - Council will still retain the authority to review any such changes (including at the request of constituents) and may docket an item to review the changes or to set meter rates and hours of operation.
4. Council Policy 100-18 Modifications – To accommodate the proposed staffing plan including the services of a dedicated Transportation (Traffic) Engineer, on-going costs associated with new technologies, and actual costs of Parking Meter Operations, staff recommends amending Council Policy 100-18 (Community Parking District Policy). Staff also recommends eliminating the 5 percent allocation from the Community Parking District share of parking meter revenue for administrative services and instead subtracting all Parking Meter Operations and Community Parking District program support costs from the total parking meter revenue prior to the calculation of the 45 percent allocation to the Community Parking Districts.

FISCAL CONSIDERATIONS:

It is anticipated that improving the utilization of City parking meters would also provide an increase in parking meter revenue. A range of revenue increases may be projected based on varying the assumptions related to the various factors which contribute to parking meter revenue. The timing of possible changes also impacts the projections. Projections previously provided to Council were based on implementing all changes in FY2010. Current projections are predicated on phased-in implementation starting late FY2011. Also, as noted above, additional research into the results of the Pilot for new technology single space meters indicated a smaller increase in

utilization than was observed for the multi-space meters. Factoring in the smaller increase reduces previous revenue projections by almost \$1 million annually.

Based on additional research and analysis of FY2009 and FY2010 meter rates and revenues, if meter rates were lowered to between \$0.50 and \$1.00 an hour in those areas where meters are utilized less than 85 percent then annual meter revenue could increase by around \$0.62 million. The resulting increase in coin deposited would require scheduling additional collections which would require an additional Parking Meter Technician or authorizing overtime by existing staff. Either way, additional annual costs would be incurred in the order of \$80,000 to \$100,000 plus one time sign costs of around \$6,500. Adding the Senior Traffic Engineer would cost around \$165,000 annually. Therefore, the projected net revenue would be approximately \$0.35 million.

There are so few locations at this time that indicate high utilization that it is unlikely that parking rates would be increased and therefore, no revenue is projected from such an option.

Extending the hours of operation of meters until 11:00 p.m. on Thursday, Friday and Saturday nights for the busiest 40+ block faces at the current rate of \$1.25 per hour could possibly generate another \$0.3 million annually. As discussed previously, the addition of a Parking Meter Supervisor would be required along with two Parking Meter Technicians thus increasing the annualized staffing costs to provide supervision for maintenance and enforcement on the affected meters. This cost would likely be around \$300,000 annually plus one-time sign costs of a few thousand dollars. While this option would provide turnover for affected businesses in proximity to these meters, the projected net revenue would be \$0.

If all meters operated for five hours on Sundays at the modified rates assumed in the projections above and at the same average utilization as during Monday through Saturday, then additional annual revenue could be around \$0.65 million. Depending on where the newer multi-space meters recently purchased are deployed in April 2011, it may be possible that the additional coin collection, meter maintenance and enforcement could be provided by the additional staff factored in above, however overtime may be required. The additional costs could be in the order of \$50,000 plus sign costs. This option, when combined with the staffing proposed for the evening hours, could result in net revenue of \$0.6 million.

Finally, if all of the non-new technology meters are updated and either replaced with multi-space pay stations or the existing meter housings are retrofitted with new technology single space meter mechanisms then we would expect to see an increase in revenue from the increased use of the credit card payment option. In the Downtown Pilot, there was a 24 percent increase in revenue associated with the introduction of the credit card payment option as part of the introduction of the new meters. In the new technology single space meter Pilot, revenue increased on average by 8 percent with the credit card payment option. Using the more conservative estimate of 8 percent and overlaying that on the other assumptions identified above then annual revenue could increase by \$0.6 million. On the expense side, additional banking costs associated with the credit card usage and the overall additional meter operation expenses could be more than \$1.0 million dollars annually. Once warranty costs start to be incurred that would be an additional expense of \$0.2 million annually. There would likely be costs savings in

staffing from the reduced collections of coin from the meters and the reduced maintenance, however, the timing of this would lag the installation of new or retrofitted meters. The expense of purchasing the meters and/or mechanisms would also be a consideration since the estimated cost is \$3.3 million. The Community Parking District's advisory boards have budgeted funds towards the cost of future replacement or upgrades of meters but the entire cost has not been budgeted nor has the City identified funding for any share it might be expected to cover.

In summary, the projected net impact to the City Budget resulting from the implementation of these recommendations, except the new or upgraded meters, is likely a net increase in Parking Meter Revenue of up to \$0.95 million on an annual basis with changes being phased in over Fiscal Year 2012.

Most of the additional revenue would accrue to the City if the amendment to the Council Policy is also passed which would allow the Parking Meter Operations and Community Parking District program support costs to be subtracted prior to the sharing of revenues. The Community Parking Districts would likely see no change in their share.

It is important to note that there are limitations on the use of parking meter revenues and these revenues are not necessarily available for general use. However, it is estimated that total General Fund expenditures for expenses which are consistent with the use limitations for parking meter revenue currently meet or exceed the total parking meter revenue projected. As such, the additional parking meter revenue would replace general purpose monies being expended on eligible parking meter and traffic management and control expenses and thereby making these general purpose monies available for other uses.

PREVIOUS COUNCIL and/or COMMITTEE ACTION:

The Parking Meter Utilization Improvement Plan was previously considered by the City Council on March 30, 2009. At that time the item was returned to the Mayor with instructions to conduct additional public outreach and resubmit the item to the City Council's Budget and Finance Committee at a later date. The item was re-submitted to the Budget and Finance Committee on October 7, 2009 at which time the committee moved to forward the item to City Council and approve the staff recommendation. On January 26, 2011 the Budget and Finance Committee directed staff to proceed to the full City Council.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

City staff provided information on the proposed changes for Parking Meter Utilization Improvement to the Downtown, Uptown, and Mid-City parking groups for the Community Parking Districts during December 2008 and January 2009. All of these groups approved the recommendations. The Uptown Planners, the Hillcrest Business Association, and the Hillcrest Town Council opposed the Plan. Also, in January 2009, the Parking Advisory Board, with citywide representation from the Council Districts, the BID Council, the Community Planning Committee, and the Community Parking Districts, approved the Parking Meter Utilization Improvement changes.

KEY STAKEHOLDERS AND PROJECTED IMPACTS:

The key stakeholders are the business owners, property owners, and residents in Downtown, Mid-City, and Uptown. There are just a few meters in other areas such as Mission Bay and Logan Heights. Within Downtown, the key stakeholders are the Downtown Residents Group, Cortez Residents, Gaslamp Quarter Association, Downtown San Diego Partnership, Centre City Advisory Committee, San Diego Padres, Little Italy, East Village, and the Centre City Development Corporation. Other stakeholders, who may be impacted by changes in staff support and enforcement technologies/strategies include the business owners, property owners, and residents in the other Community Parking Districts of La Jolla, Old Town, and Pacific Beach, as well as the rest of the City.

William Anderson
CP&CI Department Director

Jay M. Goldstone
Chief Operating Officer

Attachments:

1. Report No. 09-057 Rev.
2. City Attorney Memo dated April 29, 2009
3. City Attorney Memo dated September 30, 2010
4. Eligible Parking Meter Expenses List

3rd & University / New Proposal for Parking Lot

Monday, March 14, 2011 5:07 PM

From: "Walt Chambers" <WaltSDCA@aol.com>

To: leo.wikstrom@sbcglobal.net

Leo,

Bruce Leidenberger from La Jolla Pacific Development presented his latest proposal for the lot at 3rd and University at the March 2011 meeting of the Hillcrest Town Council. He is proposing to demolish the existing building, and turn the corner lot into a "temporary" parking lot. Incredibly, he was unable to describe to HTC what the new parking lot would look like - fencing? landscaping? lighting?; he did not know how long "temporary" would be; he did not know who would operate the parking lot, how much the parking would cost, or how many public spaces there would be; he did not know what would eventually be built on the site or when it would be built.

Essentially Mr Leidenberger was asking for blanket approval from the HTC to do whatever he wanted. Astonishingly, he got it by 21-4 vote.

Any urban planner or architect can tell you that a gapping hole in the urban streetscape (such as a parking lot) can be deadly to the vitality of the urban street. Corners are especially important to maintaining the streetscape. Our biggest fear should be a chain-linked, blacktopped, no landscape lot that will occupy this corner for the next 5-10 years. It could be a death knell for this section of Hillcrest.

Uptown is familiar with Mr Leidenberger's development group and should know to approach their proposals with healthy skepticism and lots of questions. This did not happen at the HTC meeting. Before this project proceeds, HTC and Uptown Planning Group should demand that Landscape Plans, Lighting Plans, and Fencing Materials be presented for approval. Likewise, a time limit of 3-5 years should be put on the "temporary" lot, so that it doesn't become permanent.

I hope the Uptown Planning Group doesn't let this proposal go through without verified plans, materials, and a time limit on "temporary". Thanks.

Sincerely,
Walter Chambers

EXECUTIVE SUMMARY

Parking Meter Utilization Improvement Plan

OFFICE OF THE INDEPENDENT BUDGET ANALYST REPORT

Date Issued: March 4, 2011

IBA Report Number: 11-12

City Council Docket Date: March 8, 2011

Item Number: 332

The City Council is being asked to adopt an ordinance to implement the Parking Meter Plan. The ordinance would amend the Municipal Code to establish an on-street target utilization rate of 85% for parking meters and ensure payment compliance by users of multi-space pay stations. In order to achieve the target utilization rate, the ordinance would authorize performance-based parking meter pricing (variable rates) and flexible meter operating hours.

Additionally, the City Council is being asked to adopt a resolution to amend Council Policy 100-18 to 1) cover all administrative and parking meter related costs before meter revenues are allocated between the City and the Community Parking Districts (CPDs), 2) allow CPDs to use allocated funds for pedestrian comfort and convenience, or vehicular convenience, and 3) to specify that CPD Boards or designated advisory groups will monitor meter activity and provide recommendations to the City in order more efficiently manage on-street parking.

On January 26, 2011, staff presented the proposed Parking Meter Plan to the Budget and Finance Committee. The Committee directed staff to return to City Council with the necessary actions to implement the Plan.

Based on its potential to enhance on-street parking conditions in the City's metered districts and, secondarily, the possibility of ensuring better recovery of eligible traffic and parking expenses, the IBA recommends the City Council adopt the proposed ordinance and resolution.

Staff estimates that a net increase in parking meter revenue of up to \$.95 million annually if the Parking Meter Plan is phased in over FY 2012. Based on our discussions with City staff, the IBA believes that accurately projecting additional net meter revenue is challenging given that Plan variables are difficult to accurately predict at this time (actual meter utilization, the timing of Plan implementation, subsequent meter modifications, other associated plan costs, etc.).

While additional parking meter revenue could be prospectively included in the Proposed Budget for FY 2012, the IBA recommends that the program first be implemented and evaluated with a goal of including additional meter revenue into the budget process once its receipt is more certain.

OFFICE OF THE INDEPENDENT BUDGET ANALYST REPORT

Date Issued: March 4, 2011

IBA Report Number: 11-12

City Council Docket Date: March 8, 2011

Item Number: 332

Parking Meter Utilization Improvement Plan

OVERVIEW

Following the receipt of recommendations from the City Manager's Parking Meter Task Force in 2004, staff has worked with parking meter communities to develop a plan for better parking management. A Parking Meter Utilization Improvement Plan (Parking Meter Plan) is now proposed to utilize community input to optimize the use of on-street parking in metered areas. A secondary benefit of the proposed Parking Meter Plan may be to nominally enhance the City's ability to recover traffic/parking related expenses in parking meter zones.

The City Council is being asked to adopt an ordinance to implement the Parking Meter Plan. The ordinance would amend the Municipal Code to establish an on-street target utilization rate of 85% for parking meters and ensure payment compliance by users of multi-space pay stations. In order to achieve the target utilization rate, the ordinance would authorize performance-based parking meter pricing (variable rates) and flexible meter operating hours as recommended by community based organizations.

Additionally, the City Council is being asked to adopt a resolution to amend Council Policy 100-18 to 1) cover all administrative and parking meter related costs before meter revenues are allocated between the City and the Community Parking Districts (CPDs), 2) allow CPDs to use allocated funds for pedestrian comfort and convenience, or vehicular convenience, and 3) to specify that CPD Boards or designated advisory groups will monitor meter activity and provide recommendations to the City in order to achieve greater utilization rates.

This report provides background information related to the development of the Parking Meter Plan, identifies the goals/key elements of the Plan, and discusses certain fiscal considerations associated with the proposed implementation of the Plan.

FISCAL/POLICY DISCUSSION

Background Information for Development of the Parking Meter Plan

In June 2003, the City Council asked the City Manager to form a Parking Task Force to make recommendations on parking related issues. The Parking Task Force presented recommendations to the City Council in September 2004. One of the recommendations was to create a Downtown Parking Management Group (DPMG) which subsequently recommended the implementation of a pilot program. The Downtown Parking Pilot Program was authorized in November 2004 with a goal of providing information and sample techniques that would optimize the use of on-street parking in the downtown area that could later be applied citywide.

The Downtown Parking Pilot Program was developed after a review of parking meter utilization rates, relevant parking research/literature and parking strategies in other comparable cities. The DPMG found that one of the most effective tools for managing on-street parking was to adjust pricing to meet a target occupancy/utilization rate of 85%. The results of Pilot Program suggested that a combination of flexible parking management strategies (primarily involving meter rates and time limits) and the installation of new meter technology can optimize on-street parking and increase meter utilization.

Utilizing results from the Pilot Program, City staff worked with the DPMG and CPD Boards to develop the proposed Parking Meter Plan. The Parking Meter Plan was presented to the Land Use and Housing Committee on March 11, 2009 and to City Council on March 30, 2009. The City Council requested that staff conduct more public outreach and asked the City Attorney to research the proper use of parking meter revenues. Staff conducted the requested outreach and initiated an evaluation of eligible expenses for parking meter revenues before returning to the Budget and Finance Committee on October 7, 2009. The Committee requested additional information on eligible parking related expenses and recommended the Parking Meter Plan be forwarded to the City Council for consideration.

The Parking Meter Plan

As noted in the staff report, the goals of the Parking Meter Plan are to:

- Provide tools for better parking management including flexibility in setting rates, time limits, and hours of operation;
- Set a parking meter utilization target rate of 85% (based on parking research suggesting that this is the optimal utilization rate to balance the supply and demand of parking); and
- Facilitate a community driven process to address neighborhood specific issues.

It is important to note that the primary goal of the Parking Meter Plan is to better manage the supply and demand of parking in metered areas. It is believed that a secondary benefit/outcome of the Parking Meter Plan will be increased meter revenue attributable to predominantly lower meter rates and significantly higher meter utilization. After recent discussions with staff, the IBA would emphasize that 1) additional meter revenue is a

possible secondary benefit/outcome in that may help the City recover eligible traffic and parking expenditures and 2) accurately projecting additional net meter revenue is challenging given that Plan variables are difficult to accurately predict at this time (actual meter utilization, the timing of Plan implementation, subsequent meter modifications, other associated plan costs, etc.).

In December 2009, as part of an 18 month plan to address \$179 million deficit, \$2.6 million was included as an ongoing resource. In developing the FY 2011 Budget, staff included \$2.6 million they estimated would result from implementation of the Parking Meter Plan in FY 2011; however, the Plan has yet to be implemented or receive the Council authorization that is now being requested. The City Council was recently asked to approve a FY 2011 mid-year budget adjustment that removed the \$2.6 million. The staff report now estimates "a net increase in Parking Meter Revenue of up to \$0.95 million (General Fund) on an annual basis with changes being phased in over Fiscal Year 2012". While additional parking meter revenue could be prospectively included in the Proposed Budget for FY 2012, the IBA recommends that the program first be implemented and evaluated with a goal of including additional meter revenue into the budget process once its receipt is more certain.

The proposed ordinance would amend the Municipal Code to provide for the following key elements of the Parking Meter Plan:

- Establishes a target utilization rate of 85% for all City parking meters.
- Existing hourly parking meter rates remain in effect unless otherwise set or adjusted by the Mayor; provided, however, that the Council may change meter rates at any time by resolution or ordinance.
- Establishes a range of allowable hourly parking meter rates from \$.25 to \$2.50 (the current rate is \$1.25 for all City parking meters except for certain meters in the Pilot area).
- Provides that parking meters shall be operated in parking meter zones every day between the hours of 8:00 a.m. and 6:00 p.m., except Sundays and holidays unless otherwise determined by the Mayor; provided, however, that the Council may change hours at any time by resolution or ordinance.
- Allows for hours of operation from 7:00 a.m. to 11:00 p.m. including Sundays and holidays.
- Defines and explains the use of multi-space parking meters.

The ordinance specifies that changes to existing parking meter rates or hours of operation must be consistent with achieving the target utilization rate of 85% based upon parking utilization data and community input as set forth in Council Policy 100-18. It should also be noted that Municipal Code Section 86.04 currently authorizes the Mayor to determine the parking time limit on any designated street (including metered streets) when appropriate signs giving notice thereof are erected.

Proposed Change to Council Policy 900-18

The resolution associated with this action would amend City Council Policy 900-18 as described in the Overview section of this report. A key proposed change to this Policy is to recover all administrative and operating costs associated with the CPD Program before the City shares 45% of meter revenue with the CPDs. The current practice is to take 5% of meter revenue to recover City administrative costs prior to sharing; however, this does not result in full recovery of all program related costs. Staff indicates the Policy change would result in the City additionally deducting the costs of parking meter operations (approximately \$1.4 million) prior to allocating the residual parking meter funds, which should positively impact the General Fund. The current 5% deduction (approximately \$160,000) covers CPD Program administrative support but does not cover parking meter operations.

Staffing Associated with Implementation of the Parking Meter Plan

Depending on the timing and the implementation of the Parking Meter Plan, the staff report indicates that 5.00 additional FTEs (1.00 Senior Traffic Engineer, 3.00 Parking Meter Technicians and 1.00 Parking Meter Supervisor) may be required at a cost of approximately \$565,000. If these positions are required, staff believes there will be sufficient additional parking meter revenue to cover all of the costs associated with these positions. Three of the positions would only be required if a decision is made to extend parking meter hours. The staff report indicates an additional Parking Meter Technician (\$100,000) is required for every 15% increase in projected parking meter revenue. A Senior Traffic Engineer (\$165,000) may be the only position immediately needed to help the CPDs and City staff evaluate parking utilization data and optimally implement the Parking Meter Plan.

Eligible Traffic and Parking Related Expenses

As noted in the staff report, there are limitations on the use of parking meter revenues and these revenues are not available for general use. The Office of the City Attorney provided staff with memoranda in April and May of 2009 regarding the appropriate use of parking meter funds for parking and traffic related expenses. Much of the delay in bringing the Parking Meter Plan back to the City Council for approval is attributable to the time staff required to research and analyze traffic/parking related data in and around defined Parking Meter Impact Zones. In summary, staff concluded:

“it is estimated that total General Fund expenditures for expenses which are consistent with the use limitations for parking meter revenue currently meet or exceed the total parking meter revenue projected. As such, the additional parking meter revenue would replace general purpose monies being expended on eligible parking meter and traffic management and control expenses and thereby making these general purpose monies available for other uses.”

Based on their expenditure analysis to date, staff has informed the IBA that they do not believe eligible parking and traffic related expenses significantly exceed projected parking meter revenues in the parking meter zones. If the Parking Meter Plan is implemented, then staff will need to annually analyze and monitor eligible revenue and expense data to ensure meter revenue is exclusively used for traffic and parking related

expenses. To the extent that eligible expenses continue to exceed meter revenues, any increase in parking meter revenues will benefit the General Fund.

New Technology Parking Meter Costs

New technology parking meters offer several useful features such as wireless/real-time data transmission, alternative payment methods (i.e., credit cards) and may reduce certain operating costs. Staff believes annual savings associated with new meters will offset the annual costs (merchant banking, meter operation and warranty expenses). The estimated cost to replace existing meters with new technology meters is approximately \$3.3 million. Although no funding for new technology meters has been identified, the CPDs may have available and eligible funds for this expense.

CONCLUSION

On January 26, 2011, staff presented the proposed Parking Meter Plan to the Budget and Finance Committee. The Committee directed staff to return to City Council with the necessary actions to implement the Plan.

Based on its potential to enhance on-street parking conditions in the City's metered districts and, secondarily, the possibility of ensuring better recovery of eligible traffic and parking expenses, the IBA recommends the City Council adopt the proposed ordinance and resolution.

Staff estimates a net increase in parking meter revenue of up to \$.95 million annually if the Parking Meter Plan is phased in over FY 2012. Based on our discussions with City staff, the IBA believes it is difficult for staff to accurately project additional parking meter revenue at this time. While additional parking meter revenue could be prospectively included in the Proposed Budget for FY 2012, the IBA recommends that the program first be implemented and evaluated with a goal of including additional meter revenue into the budget process once its receipt is more certain.

[SIGNED]

Jeff Kawar
Fiscal & Policy Analyst

[SIGNED]

APPROVED: Andrea Tevlin
Independent Budget Analyst