

Final Report

Capitola Village
Parking Master Plan
2001-2006

*Proposed by: The "Ad Hoc Parking Sub-Committee" of the Village Master Plan
Advisory Committee;
Reviewed and Recommended for adoption by Village Master Plan
Advisory Committee on September 25, 2001*

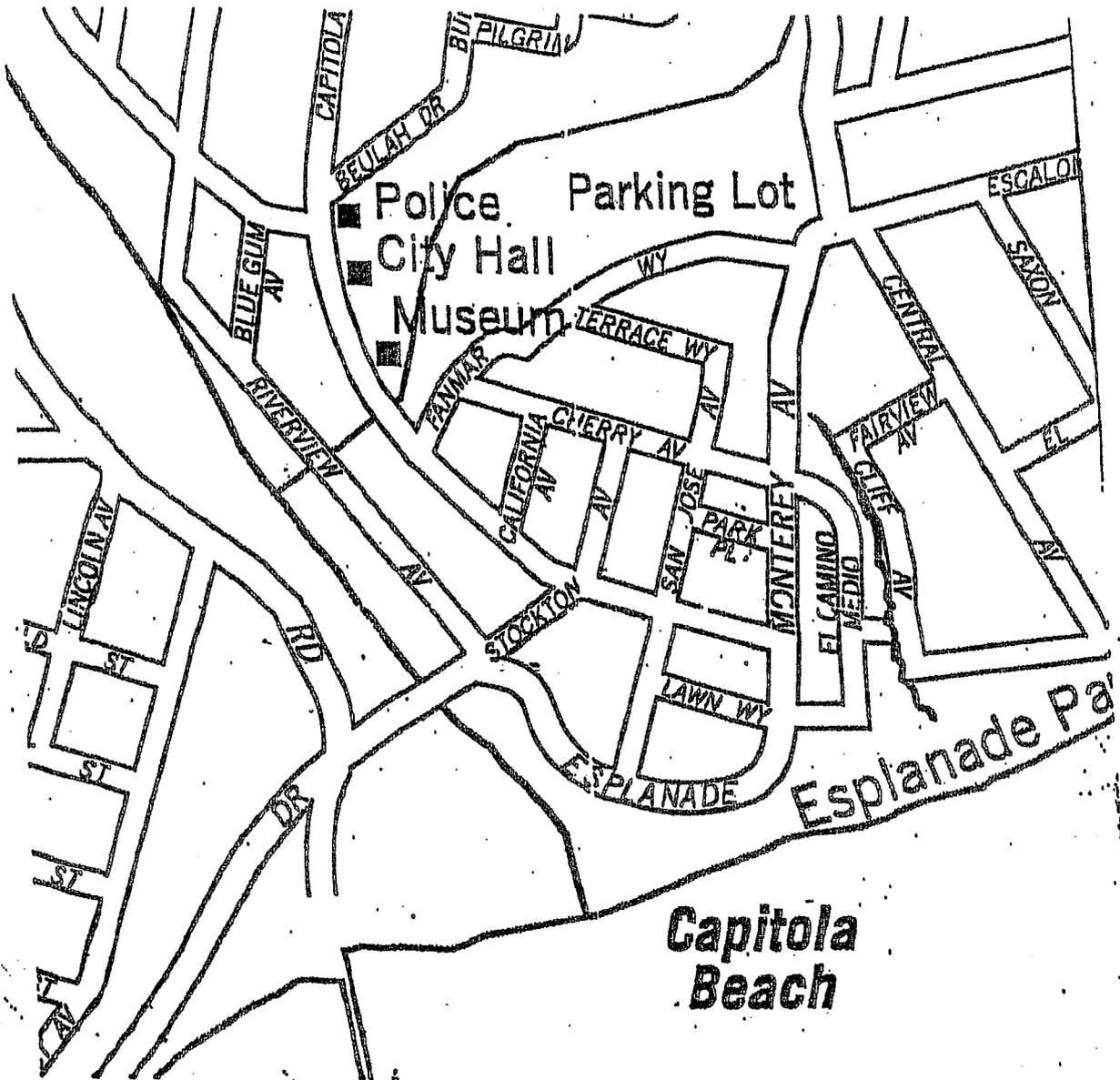


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PREAMBLE:

In order to begin a fruitful discussion of parking in Capitola Village, several assumptions, understandings and statements of facts should be agreed upon:

1. The use of public right of way for any purpose, including parking, is a privilege granted by the City.
 - Use of the public right of way is granted by the City for uses deemed to be in the best public interest and may be revoked at any time. Parking is not a right that accrues to individuals by virtue of their owning or operating a business, residing within, or visiting Capitola Village.
2. There is not sufficient parking in Capitola Village to meet the existing or anticipated demand.
 - There are occasions when those seeking parking in the Village must park as far away as the McGregor lot and take a shuttle to the Village.
 - Future increases in parking spaces will occur primarily, if not exclusively, at the perimeter of the Village (Pacific Cove lot, Depot Hill, Wharf Road, and Cliff Drive).
3. Among the stakeholders in Capitola Village are merchants (retail, restaurants, services), residents (renters and homeowners), non-resident landlords (commercial and residential), visitors (those who patronize businesses and those who do not), government (City, Coastal Commission, etc.), pass-through drivers, and service providers (commercial and public).
4. Revenue from parking operations may come from one of three sources: 1) meter fees; 2) violation fines; and 3) permit sales.
 - Revenue from parking meters may be increased by one or more of: raising rates, installing more meters, or increasing turnover of metered spaces.
 - Parking violation revenue may be increased by enhanced enforcement and/or or raising fees for violations.
 - Permit revenue may be increased by selling more permits (not an option for Village Resident permits) or raising rates.
5. Demand for parking is highly variable.
 - It is seasonal, varies within any given week, and is weather dependent.
 - Demand for parking comes from the needs and desires of customers, residents, those who work in Village businesses, those who come for recreation, and service providers.
6. The demand for parking may not be intensified (in terms additional commercial/residential development), nor may parking spaces be removed from Capitola Village, without the expressed permission from the California Coastal Commission.
 - Such permission is not likely to be granted without a "one-for-one" replacement of any parking spaces lost or required by the new development.
7. The vitality of Capitola Village is due to a unique mixture of commercial, recreational, and residential uses.
 - Such a mixture of uses is desirable and will be encouraged.
8. The City of Capitola wishes the Village to become more pedestrian-friendly.
9. In order improvements to Capitola Village, the City of Capitola requires increased revenues from parking in Capitola Village.
10. The long-term plan for Capitola Village includes an expansion of Esplanade Park and continued sidewalk improvements (widening and placing of benches). To be constructed, such plans will require additional parking for the spaces lost in these projects, and additional revenue. The Committee agrees that adding a second deck to the Pacific Cove parking lot is an integral component of addressing the long-term parking supply problems in Capitola Village. Therefore, we conclude that everyone must accept some inconvenience, expense, and compromise in order for these plans to be realized. The goal of the process of formulating a Parking Master Plan is to develop a plan that is reasonable, serviceable, and fair to all those with a stake in the economic and social vitality of Capitola Village.

Introduction and Overview

The Capitola Village Master Plan Advisory Committee (the "Village Committee"), a citizen's advisory committee appointed by the City Council, sees as its primary goal the improvement of Capitola Village, the heart and soul of Capitola. As we work to improve the Village, to make it a more hospitable place for residents, merchants and visitors, it has become apparent that changes in our parking programs are necessary. If we want to discourage visitors from driving around in circles trying to find a parking place, we need to make more parking spaces available in the central Village. If we reduce the number of parking spaces in the central Village to create a more pedestrian-friendly environment as part of our streetscape and Esplanade Park improvements, the California Coastal Commission will require any parking places taken away to be replaced elsewhere in the Village when the improvements are implemented. Finally, if we want to reduce the demand for parking as we continue to make improvements to the Village, we will need to provide alternatives to private cars with better bus service, shuttle service, bicycle parking and other transportation alternatives to those traveling to Capitola Village.

Due to our desire to make the heart of Capitola even more charming and accessible, the Village Committee realized the City of Capitola needs to make a coordinated set of changes to the current Village parking programs. To order to effectively deal with the complicated and inter-related issues involved in "re-setting the balance" of supply and demand for parking in the Village through the modifications of several parking programs, the Village Committee formed a Parking Sub-Committee. After many meetings, and many hours of research and discussion, the "Ad Hoc Parking Sub-Committee" drew up the preliminary draft of the recommendations made in this Capitola Village Parking Master Plan. After review and discussion by the entire Village Committee, this Final Report is forwarded to the City Council for consideration.

The goals for this Parking Master Plan are to allow us to make coordinated improvements to parking that will make Capitola Village a more hospitable place for all. The Parking Sub-Committee adopted the following goals to guide the process of developing this Parking Master Plan:

1. Reducing drive-through and "drive around" traffic in the Village that is created by those seeking a parking space in the central Village.
2. Increasing the number of parking spaces available to visitors in the central Village, in a manner that better balances the demands visitors, residents, and merchants in the Village.
3. Increasing revenues generated by parking programs to help finance future streetscape projects such as "Phase II", "Phase III", and Phase IV" of the Village Master Plan, as well as the parking projects proposed in this Plan.

The Ad Hoc Parking Sub-Committee was formed with the firm conviction that before future streetscape improvements can be continued in "Phase II", "Phase III", and "Phase IV" of the Village Master Plan, parking problems in Capitola Village needed to be addressed on a comprehensive, Village-wide basis, and all parking programs needed to be reviewed for their effectiveness. The purpose of this plan is to coordinate many recommendations for major and minor modifications to several Village parking programs, and present these proposed changes in a comprehensive "package" that are consistent in their objectives.

Finally, and perhaps most important, this plan responds to the City Council's request for recommendations on the appropriate measures to take to increase revenue, which will be required to

finance the construction of future "Phases" of the Village Master Plan, as well as financing the recommended parking improvements. **One of the primary goals of the recommendations made in Part I of this plan, "Modifications to Existing Parking Programs", is to provide the necessary increases in revenues to develop the parking projects proposed in Part II of this plan, "Development of New Parking Spaces/Parking Lots".**

This plan is the product of careful consideration of existing parking programs and parking problems by many long term residents, property owners and business owners who serve on the Village Master Plan Advisory Committee, several of whom volunteered to develop preliminary drafts of the plan in an "Ad Hoc Parking Sub-Committee". This "Final Report" of the "Village Parking Master Plan - 2001-2006" includes the changes and recommendations made after the entire the Village Committee gave input on the plan in their meetings of August, September, and October, 2001. Additional comments were received, especially from Village residents, at the special "Study Session" conducted at the October meeting of the Village Committee. This "Final Report" was recommended by the Village Committee for the review and consideration by the City Council after these changes were made.

City staff would like to sincerely thank the volunteers who served on the "Ad Hoc Parking Sub-Committee" for their dedication and generosity in donating considerable time and energy to the development of the preliminary draft of this plan. Those individuals are Peter Hubback, Carin Hanna, Barbara Graves, Bob Duncan, Debbie Hale, and Bill Steinke. This plan is truly the product of community members who have lived and worked in the Capitola Village for many years, and are dedicated to its improvement.

PART 1: Modifications to Existing Parking Programs

Section I: Recommended Modifications to Village Parking Permit Programs

A. Village Residential Permit Parking Program

The Village Residential Permit Parking Program was established to preserve the viability of residential uses in the Village by exempting Village residents from paying for parking or abiding by the two-hour parking limit after the purchase of a Village Residential Parking Permit for a nominal fee of \$10. The Coastal Commission imposed a limit on the total number of Village Parking Permits issued to 350, including summer rental "transferable permits" (there are an estimated 319 residential units in the central Village, including approximately 50 seasonal rentals). The number of Village Parking Permits purchased each year approaches the limit imposed by the Coastal Commission. At present, to receive a Village Parking Permit, residents must demonstrate proof of residency (lease agreement, PG&E bill, or similar proof of residency) and must have their car(s) registered at their Village address. Village Parking permits were never valid on Capitola Avenue between Stockton and Monterey, with the intent of keeping these parking spaces open for use by visitors to the Village.

The consensus of the Village Committee is that Village Parking Permits are tremendously undervalued at a cost of \$10 per year, and the fee for the permit should be raised to \$60 per year. There is also consensus in the perception that the Village Residential Parking Permit Program is subject to some abuse by some residents and business owners, which is costing the central Village valuable parking spaces that should be available to customers. For example, it was reported that some business owners and/or employees receive Village Parking Permits by claiming they reside in residential units when in fact they do not, or the unit they claim to live in is not fit for occupancy. In addition, and probably more important, some residents have several cars registered at their address that are not used on a regular basis, which occupy valuable parking spaces throughout the day that would be much better utilized by visitors. This situation led to the recommendation that, regardless of the number of residents in an eligible unit, a limit of two parking permits per residential unit be established without exception.

The current regulation of the Village Residential Permit Program is that if a residential unit has an off-street parking place, it is not eligible for a Village Permit. However, if a resident has two or three cars registered at that address, this resident is eligible for one or two Village Parking Permits – but not for the car to be accommodated by the off-street parking space. This regulation was carefully examined in the recommendation to limit the number of Village Permits to two permits per unit. It is strongly recommended that this regulation stay in place; that "off-street" parking spaces be accounted for and expected to be used before the resident can receive additional Village Parking permits, up to a limit of two. After careful consideration, it is the position of the Village Committee that the perceived lack of equity between those housing units provided with off-street parking and those without off-street parking spaces is essentially "grandfathered in", and cannot be remedied any further than keeping this regulation in place.

Currently, at least eight residences in the Village have several more than two Village parking permits for cars registered at that address, and imposing the "two permit limit" on these eight residences would result in an additional fifteen (15) additional parking spaces in the Village. The Village Committee recommends this is a significant loss of parking spaces that requires correction with the "two permit limit". Additional cars, in excess of two, will be able to receive a "Pacific Cove Only"

permit at no cost, and it is recommended that all Village Parking Permits be valid at the Pacific Cove parking lot, which is not currently the case.

“Transferable Village Parking Permits” are designed to accommodate non-resident owners of property in the central Village, and visitors who rent short-term vacation rentals. Non-resident owners are entitled to one transferable permit only, and the owners (or managers) of transient-rentals are entitled to one permit per rental unit. This year, the Police Department issued 129 Transferable Village Parking permits. No changes are recommended to the “Transferable Village Parking Permit” program, other than extending the area where “Village permits” are not valid.

The third key proposal for modifications to the Village Residential Parking Program is to extend the area where “Village Permits” are not valid, that is, where “Village Permit Holders” would not be exempt from the Two-Hour parking limit or paying the parking meters. Due in part to the loss of 14 parking spaces on Capitola Avenue as a result of the Streetscape Improvement Project on Capitola Ave. (“Phase I” of the Village Master Plan) where “Village permits” were never valid, and in part by several “informal” surveys conducted by Village Committee members indicating a majority of cars parked on various streets in the heart of the Village, at several different times of day, are “non-paying” Village Permit holders, this modification is considered critical to both raise parking meter revenue and “freeing-up” parking spaces for visitors.

The Village Committee appreciates that if this recommendation is implemented, it will make parking harder to find for Village residents at certain times of the day. The Village Committee wishes to reiterate that this recommendation does not “take” parking spaces away from residents (the number of parking spaces in the heart of the Village is fixed), it means that Village residents will have to pay for parking (only up until 8:00 p.m. at night and beginning at 8:00 am in the morning) at the 59 spaces recommended below as exempt from the Village Permit Program. This recommendation is also aimed at encouraging Village residents to make more use of the Pacific Cove parking lot for cars not regularly used, and to use Pacific Cove, where the “new” Village Permits will be valid, when parking is not available in the central Village.

Proposals:

- 1.) Raise the annual fees for Village Parking Permits from \$10 each to \$60 each.**
- 2.) Limit the number of Village Parking Permits to two permits per residential address in the central Village, without exception. Additional permits for vehicles owned by eligible residents will only be issued for the Pacific Cove parking lot, at no cost. In the case of three residents sharing a two-bedroom apartment, for example, the third resident will only be able to receive a permit for Pacific Cove.**
- 3.) Extend the area where Village Parking Permits are not valid. “Village Permits Holders” will longer be exempt from the “Two Hour parking Limit” or paying the parking meters at the following locations:**
 - a. The 24 "Ocean View spaces" on The Esplanade (described in more detail below).**
 - b. The 11 diagonal spaces on San Jose between Capitola Ave. and The Esplanade,**

between April 1 and September 31 only (summer tourist season).

c. The 22 spaces (including 4 in loading zones) on Capitola Ave. between Stockton Ave. and "the Trestle".

d. The "Front City Hall Parking Lot" was not included in the original resolution designating areas where Village Residential Permits would be valid. Over time, Village Permit holders have been parking cars throughout the day in this parking lot. It is recommended these twenty-one (21) spaces no longer allow Village Residential permit holders to park in these spaces any longer than the Two-Hour maximum. The Village Permit holders that park in these spaces throughout the day should park in Pacific Cove, in the spaces designated for Village permit holders.

An additional concern of the Village Committee is the length of time a car can be parked in a public parking space without being moved. Throughout the City, including cars in the central Village with Village Parking Permit, can be left unmoved for 120 hours (five days) before it is in violation of the Municipal Code. It is recommended this provision of the Municipal Code be changed to shorten this period to 72 hours for an "unmoved" vehicle.

The Village Committee acknowledges that the regulations of the Village Parking Permit Program are rigorously enforced by the Capitola Police Department and sincere efforts are made by Parking Enforcement Officers to limit the perceived abuses discussed above. Nonetheless, correcting the abuses of the program could add many valuable parking spaces in the heart of the Village for Village visitors and customers. A summary of the current regulations governing the administration of Village Residential Parking Permit Program and proposed changes are outlined in the table appearing on the next page.

Village Resident Permits	Current	Proposed
Maximum Allowed	350	350
Annual Cost	\$10.00	\$60.00
Eligibility	Verifiable Resident with car registered to address in Village	No Change
Number per resident	Unlimited	2 per address
Effect of off-street parking	Reduces number of permits issued by number of off-street spaces.	No Change
Places valid	All streets EXCEPT 100 & 200 blocks of Capitola Avenue. Not valid in Pacific Cove parking Lot	Pacific Cove lot plus all Village streets EXCEPT 100, 200, & 300 blocks of Capitola Avenue, west side of 100 block of San Jose Avenue, and 16 (?) spaces south side of Esplanade, north of Esplanade Park. Valid in the 100 block of San Jose Avenue from October 1 through March 31. North row of Pacific Cove lot (30 spaces) to be Resident Permit only parking at all times.
Additional Pacific Cove lot	Not valid	Unlimited free permits.
Commercial Vehicles over 18' in length	Permissible	Not Valid
Time limit for unmoved vehicle	5 days	3 days
Transferable Village Parking Permits	Current	Proposed
Places valid	All streets EXCEPT 100 & 200 blocks of Capitola Avenue	Same as above for Village Residential Permits
Pacific Cove lot	Not valid	Valid
Number	One per non-resident owner	No Change
Transient Rental	One	No Change
Annual Cost	\$ 10.00	\$ 60.00
Time limit for unmoved vehicle	5 days	3 days (Longer stays permitted by prior arrangement with Police Department.)

B. Newly Proposed "Employer/Employee Parking Permit Program"

There is reason to believe that many parking spaces that could be available to visitors and customers in the Village are routinely occupied by cars owned by both business owners and their employees, who may or may not have Village Parking Permits. In order to free up these spaces for use by visitors and customers, it is recommended that an incentive be provided to encourage both employers and employees to park in the Pacific Cove parking lot and walk to and from their shops in the central Village.

Proposal:

Establish a new "Employer/Employee" permit program that, for a \$60 fee per year (issued for six months periods at \$30 each), and with proof of ownership of a business or employment in a central Village business, employers and employees can park free in the Pacific Cove lot.

Currently, Village Residential Parking Permits are not valid in the Pacific Cove parking lot. Village residents can now purchase an additional, "different color" Pacific Cove parking permit for an additional \$15 per year, but very few of these "Pacific Cove Only" permits are sold. It is recommended this "different color"/ Pacific Cove "residential permit" be eliminated, and this new "Employer/Employee" permit program be initiated. It is recommended that that "Employer/Employee Permits" be limited to five (5) parking permits per business, and be issued for six month periods of time, to control for the "turnover" of Village employees.

Expected gain in revenue-producing parking spaces from Parking Permit modifications:

Village permit parking program limited to two per address (est.)	10 -20
Extending areas where permits are not valid (est.)	10- 20
<u>Employer/employee permit program (est.)</u>	<u>10 -20</u>
TOTAL:	30- 60

In terms of making the Village more hospitable to visitors, without too great of a sacrifice of the privileges currently enjoyed by Village residents, these 30-60 additional parking spaces in the heart of the Village expected to gained by these modifications are considered extremely valuable to the Village, comparable to developing a multi-million dollar parking structure in the heart of the Village.

Section II: Recommended Modifications to Existing Parking Meter Programs

A. Parking Meter Rates: "Getting the Prices Right"

Currently, the parking meter rates along the Esplanade, as well as the rest of the central Village, are \$.25 for 25 minutes (\$.60 per hour), with a Two-Hour maximum stay for any single vehicle, which is rigorously enforced. Parking meter rates in the Pacific Cove lot are \$.25 for 30 minutes (\$.50 per hour) with a 12-hour time limit.

The Parking Sub-Committee surveyed the cities of Palo Alto, Sausalito, Santa Cruz, Burlingame, Laguna Beach, Pacific Grove, and Monterey, and found no parking meter rates in excess of \$1.00 per hour. In attempting to reconcile the apparently conflicting goals of making improvements

in Capitola Village to make it a more hospitable and charming place for both residents and visitors and the need to increase parking revenues to help pay for these improvements, the Village Committee makes the following recommendations after a great deal of scrutiny:

Proposal:

- 1.) Raise the parking meter fees for all parking meters in the central Village from \$.60 per hour to \$1.00 per hour (or from \$.25 for 25 minutes to \$.50 for 30 minutes). This price hike in parking meter fees will be applied to all of the approximately 144 metered spaces in the central Village.
- 2.) For the twenty-four (24) "Premium Ocean-View" parking spaces on The Esplanade (defined as those parking spaces directly adjacent to the "sea-wall" between the Ill Pirata Restaurant and Esplanade Park), the time limit for the parking meter shall be reduced from two hours to one hour. This change is to be accompanied with relatively small signs on these "24 premium spaces", including a map highlighting the location of the Pacific Cove parking lot, emphasizing that longer term, less expensive parking is available in this lot.
- 3.) Raise the parking meter fees at Pacific Cove to \$1.00 per hour (or from \$.25 to \$.50 for 30 minutes).

B. Raise Parking Meter Violation Fines

It has been reported that because parking is in such high demand on summer weekends that some visitors willingly receive the parking violation(s) in order to park all day in a spot by the beach. Currently, parking violation fines are \$13 for an expired meter, and \$15 for exceeding the Two Hour parking limit, and violators can receive tickets for both violations (Please see Attachment 1, "City of Capitola Parking Violation", for a list of violation fines). However, if a violator keeps "feeding" the meter, the violator will spend \$6 for the parking meter and \$15 for the fine for exceeding the Two-Hour parking limit, and spend a total of \$21 for a six hour stay at the beach, which is apparently acceptable to some visitors.

Proposal:

Provide a stronger disincentive for violating the Two-Hour time limit and expired parking meter with higher violation fines. An increase in fines from \$15 to \$22 is considered appropriate for exceeding the Two-Hour time limit, and an increase from \$13 to \$20 is considered appropriate for an expired meter (an increase of \$7 for both violations). The primary objective of these increases is to reduce the incidence of intentional violation and improve the turnover of parking spaces on "peak demand" days, and secondarily to increase revenue. The amount of the violation fee accruing to the County for processing costs (currently a total of \$6.10 for each ticket) is expected to remain fixed, with the increase in violation fees accruing to the City.

Implementation: This recommendation will require modification of ordinances governing the administration of parking meters. Below is a summary of the current and proposed regulations discussed above.

Section III. Additional Parking Meters in Selected Locations

Upon close review of the existing parking resources throughout the Village, it became clear to Parking Sub-Committee members that additional parking meters should be added in several locations. **Recommendation: Add new parking meters in the following locations:**

1.) **Cliff Drive "Ocean Overlook" parking spaces:** **21 spaces**
Two strips of parking spaces overlooking Monterey Bay on Cliff Drive (one with 10 spaces, the other with 11) are currently unmetered and are without time restrictions. It is proposed to meter these spaces at the cost of \$1 per hour, with a 4 Hour time limit.

2.) **California, Stockton, and San Jose Avenues between Capitola Avenue and Cherry Ave. in the central Village, and, Cherry Avenue between Fanmar Way and Monterey Road, and, along Park Place between San Jose Ave and Monterey Road:** **(Approx.) 42 Spaces**
The parking allowed on the west side of the above named streets are currently unmetered, and although most of these streets are residential, the parking spaces are close enough to Capitola Avenue to be primarily used by visitors to Capitola Village. Again, turnover of the spaces by non-residents is the primary goal, enhanced revenue is the secondary goal.

3.) **Entrance to Capitola Wharf on Wharf Road :** **8 spaces**
There are eight parking spaces in the public right-of way on the "last section" of Wharf Road approaching the entrance to the Capitola Wharf that should be metered. Four of these spaces are currently subject to a posted Two-Hour time limit, but it is proposed to meter these spaces with a 4-Hour time limit. The longer time limit is intended to accommodate parkers who may use the boating facilities offered at the Wharf, and are unable to return within the normal Two-Hour time limit.

Total - New Parking Meters installed in proposed locations: **71 meters**
(Expected revenue detailed in Part III: Financing for the Village Master Plan)

A summary of these recommendations for the administration of parking meter programs is detailed on the table on the following page.

Parking Meter Rates	Current	Proposed
Pacific Cove lot	\$ 0.50 per hour (12 hour limit)	\$ 1.00 per hour (12 hour limit)
Village Meters	\$ 0.60 per hour (2 hour limit)	\$ 1.00 per hour (2 hour limit EXCEPT 16 (?) spaces north of Esplanade park on south side of Esplanade to be 1 hour limit)

Employer / Employee Parking Permit program	Current - none	Proposed
Pacific Cove lot		Only valid @ Pacific Cove
Cost?		\$ 30.00 for 6 months
Number?		Certified by owner (subject to verification by City)
Transferable?		Yes

Violations	Current	Proposed
Expired Meter	\$ 13.00	\$ 20.00
Exceed the posted time limit	\$ 15.00	\$ 22.00
Additional Meters to be Added		
Location	Time Limit	Rate
California, Stockton, and San Jose Avenues between Capitola Avenue and Cherry Avenue, Cherry Avenue between Fanmar Way and Monterey Rd., Park Place between San Jose Avenue and Monterey Rd. (42)	2 hour	\$ 1.00 / hour
Wharf Road between Cliff Drive and the Wharf (8)	4 hour	\$ 1.00 / hour
Cliff Drive (south side overlooking the Ocean) (21)	4 hours	\$ 1.00 / hour
New spaces on Cliff Drive (north side beyond current spaces) (24)	4 hour	\$ 1.00 / hour
Depot Hill railroad Spur	Need to negotiate agreements before implementation.	
Shadowbrook Parking lot	Need to negotiate agreements before implementation.	

Section IV: Improved Signage, Improved Lighting, and Designated Spaces for "Village Residents" at Pacific Cove Parking Lot

A public information/ public outreach program is recommended as part of this "Parking Master Plan", intended to make the Village community more aware of the need for the changes in the existing parking programs, the need to enhance parking revenue, and the need to coordinate these recommendations across all the parking programs. It is strongly recommended that as part of the this plan's implementation process, a public communication-outreach program be initiated, including the following: a "Blue Line" directional stripe be painted in the center of the northbound lane of Capitola Ave, starting at the intersection of Stockton Ave. and Capitola Ave, and directing traffic to the Pacific Cove parking lot. It also includes new signage, with strategically placed signs with the "International P" (for Parking) signs, accompanied by small "Follow Blue Line to Parking Lot" signs, as well as small signs showing the location of the Pacific Cove Parking Lot to be placed on the "24 Premium" spaces on the Esplanade that are limited by the "One Hour" time limit. This outreach program will also include promotion of the to the "Employee/ Employer Parking Permit Program" at Village Merchants Association meetings and in Chamber of Commerce mail outs. Public awareness and "acceptance" of the proposed changes in the parking programs is considered critical to the success of the "Parking Master Plan".

Because many of the recommendations in this plan are designed to increase the use of Pacific Cove Parking Lot by both residents and visitors to Capitola, this plan must include a strong recommendation from many participants in the process: public lighting must be improved in the Pacific Cove Parking Lot, particularly in the access way toward Monterey Avenue, in order for these recommendations to work. The input from Village residents on this plan, particularly women, has been that if they must park in the Pacific Cove parking lot, the City must improve the lighting. The lack of proper lighting is reported as a significant deterrent from using the parking lot by several participants in the process of developing this plan. The Village Committee has long recognized the poor lighting at Pacific Cove as a safety hazard, particularly along the access way to Monterey Ave., and recommends this capital improvement project be budgeted as part of Village Master Plan improvements.

In addition to improving the lighting at Pacific Cove, another recommended attraction to Pacific Cove is the designation of thirty (30) parking spaces, on the north row of the parking lot (adjacent to the mobilehome park) be reserved as "Village Parking Permit Permit Only" spaces. The goal of this recommendation is to practically guarantee that Village residents, businesses owners and employees who take advantage of the Pacific Cove parking lot will have a space to park in, even on the busiest of days of the "peak season". Thirty spaces is almost 13% of the 232 spaces that are available in lot. This recommendation is considered a significant benefit to those Village residents and employers who take advantage of the changes proposed in the Village Permit Program. The "guaranteed" spaces at Pacific Cove are designed to help change some long practiced parking behavior by many residents of the Village, and these "guaranteed" spaces are considered necessary to draw the users to Pacific Cove. It is recommended the designation of 30 spaces for "Village Permit Holders Only" be initiated on a "trial basis" for the first year of the plan, and studied for its effectiveness.

Recommendations:

- 1.) A Coordinated program of Improved Signage: including a "Blue-Line Directional Stripe" from the heart of the Village to Pacific Cove Parking Lot, coordinated with small signs with the

internationally recognized "P" for Parking.

2.) Improved Public Lighting at Pacific Cove Parking Lot: Public safety is primary, and currently Pacific Cove is perceived as a very dark and somewhat forbidding parking area at night. As evidence of the City's interest in making these modifications in Village parking programs work, investment in improved public night lighting of the parking lot is considered critical.

3.) Designate thirty (30) parking spaces, on the north row of the parking lot (adjacent to the mobile home park), as reserved for use by Village Permit holders only. These spaces would only be available to Village residents, employers or employees.

PART II: Development of New Parking Spaces/Parking Lots

A. Develop "Double-Deck" Parking Structure over the Pacific Cove Parking lot

Proposal: Develop a "Second Deck" parking structure over the existing Pacific Cove parking lot, which is envisioned to nearly double the number of parking spaces available at Pacific Cove. The parking structure is proposed to have access and egress on Monterey Ave., at the same location as the exiting access to Pacific Cove parking lot. This major improvement to Village parking is estimated to cost between \$2.5 and \$3.2 million, and is the largest, single parking improvement project proposed in this plan. However, the Parking Sub-Committee wished to emphasize that this project alone will not remedy the shortage of parking throughout the Village, and should be considered as only one part, albeit a large part, of this Parking Master Plan. Conceptual drawings of the "Double Deck" are included as "Attachment 3", which shows the "Double Deck" accommodating 206 additional parking spaces.

It is proposed to construct this major project during Fiscal Year 2003-2004, pursuant to the "Conceptual Time-Line of Implementation: 5-year Plan", attached as "Attachment 5". This proposed schedule of capital improvements projects is designed to coordinate "Phase II", "Phase III", and "Phase IV" of the Village Master Plan, and the proposed parking projects, so that not one space of parking is lost to the Village as these streetscape projects are implemented.

For example, it is anticipated that "Phase III" of the Village Master Plan, which is proposed to improve the eastern half of The Esplanade including the redesign and enlargement of Esplanade Park, could remove as many as 17 to 22 parking spaces that currently exist along the Esplanade at the entrance to Esplanade Park. Before this project proceeds, the Village Committee strongly recommends that the "Double-Deck" parking structure over Pacific Cove is built first, to "over compensate" for this prospective loss of parking.

The Village Committee recommends that the "second deck" over the existing Pacific Cove parking lot be designed and constructed in such a way as to not preclude the possible future development of a 'Pacific Cove Arterial Street', that is, the extension of Park Ave as a one-way, west-bound connector to Capitola Avenue. This proposal for a "Pacific Cove Arterial" was made in the original "Capitola Village Circulation, Parking and Streetscape Plan" (1998) that has served as the original "master plan" for Capitola Village improvements.

Potential gain in parking spaces: 170 to 200 spaces: Potential cost to construct: \$2.5 to \$3.2 million

B. Extension of Cliff Drive Parking Area

Proposal: Develop an estimated 24 new parking spaces along Cliff Drive, extending the existing "land side" parking area on Union Pacific right-of-way "up the hill" as far as possible, before the road curves making sight lines a hazard. These spaces would be metered at the same rates (\$1.00 per hour-4-hour time limit) as the other spaces in this parking area. Please see a conceptual drawing of this parking lot expansion, Attachment 4.

Potential gain in parking spaces: est. 24 spaces
Potential cost to construct: (est.) \$60,000- \$100,000

C. Extension of Shadowbrook Parking Lot

Proposal: Enter into a "public/private partnership" with the owner of the Shadowbrook Restaurant to extend the existing parking lot of 34 spaces to include as many as 47 additional parking spaces (options include an additional 16 spaces, 19 spaces, and 47 spaces, depending on circulation patterns within the lot, and potential traffic impacts to Wharf Road). This "public/private" partnership would include an agreement on the sharing of cost for the project and time limitations for public use. Visitors to the Shadowbrook could obtain a "one day" permit, allowing restaurant patrons to park free in the newly developed spaces.

The "Conceptual Time of Implementation: 5 Year Plan" (Attachment 5) proposes to implement this project in fiscal year 2002/2003 (next fiscal year), simultaneously with the construction of "Phase II" of the Village Master Plan, which is the "western half" of The Esplanade (between Stockton and San Jose). "Phase II" of the Village Master Plan is not expected reduce the number of parking spaces along this section of The Esplanade, but parking will be lost temporarily due to construction, which will be "compensated" by this project and the extension of parking along Cliff Drive.

Potential gain in parking spaces: est. 16-26 spaces, depending on agreement of public use.
Potential cost to construct: Unknown at this time

D. Depot Hill Railroad Spur

The undeveloped property on the southwest corner of the intersection of Monterey Ave. and Park Ave. (assumed to be Union Pacific right-of-way), across the railroad tracks from the "Depot Inn", presents the opportunity for additional parking. Depending on negotiations with Union Pacific, the Parking Sub-Committee speculates that the site could accommodate between 10 and 20 parking spaces, which, because of the site's close proximity to the Pacific Cove parking lot, would be readily used during "peak" demand periods when the Pacific Cove lot is full. After discussion by the Village Committee, it was clear that this area is something of a gateway or "marquis site" on Monterey Ave. before it drops down into Capitola Village, and should be developed as a parking lot only as a "last resort", after other parking improvements are made. The need for additional parking at this location needs to be explored in the later stages of this plan, after the "Second Deck" parking structure is built.

Potential gain in parking spaces: est. 10-20 spaces, depending on agreement of public use
Potential cost to construct: unknown at this time

Total projected gain of parking spaces from development of New Parking Spaces/Parking Lots:

Pacific Cove Structure	170 - 200 spaces
Cliff Drive Parking Area	20 - 24 spaces
Shadowbrook Parking Area	16 - 26 spaces
<u>Depot Hill RR Spur area</u>	<u>10- 20</u>
Total:	216 - 270 spaces

Total potential cost: \$2.7- 3.5 million

Section II: Expand Alternatives to Driving in the Village: Better Transit, Bicycle and Pedestrian Access

The Parking Sub-Committee and larger Village Committee recognized the need for additional parking in the central Village can be reduced by providing incentives and options for visitors to not drive private vehicles to the Village when they visit. The following are suggested programs for better accommodating visitors who choose not to drive into the Village. The Village Committee wished to emphasize the first recommendation for improved "Metro" bus service to the Village:

- Increase Metro bus service from Santa Cruz and surrounding areas to Capitola Village from its current "once-per-hour" service to two to four times per hour. Consider adding new Metro Bus service from remote parking lots to Capitola Village, as well as a regular "connector" to Cabrillo College.
- Encourage bicycle and pedestrian access to the Village with improvements to sidewalks and signage, with the use of bicycles encouraged with plenty of bike racks, safety lockers, bike paths and signage.
- While the Beach Shuttle is in service, extend shuttle service to the Village from the Nob Hill Shopping Center and Capitola Mall, i.e., establish new "Park & Ride" shuttle stops at these locations, as well as the regularity and dependability of the shuttle to the MacGregor remote parking lot.
- Long range planning should include establishing a "Coastal Trolley" system linking the Village to other important points in Capitola, as well as possibly points in Santa Cruz (the Boardwalk) and Aptos Village. The overall objective of regional transportation planning should be to increase tourism without increasing automobile traffic in the Village.

Part III: Financing and Funding Mechanisms for Village Parking Master Plan

Below is a rough summary of the increases in revenues expected as a result of the proposals made in Part I of this plan. The "goal" of the proposed price hikes for Village Permits, parking meters and parking violation fines, as well as installing additional meters in selected locations, is to meet the expected cost of continuing the implementation of the "Village Master Plan", and developing the necessary parking facilities these improvements will require. A rough estimate of the cost of the improvements planned for the central Village over the next five years is summarized as follows:

Expected Costs to Implement Village Improvements

"Phase II" of the Village Master Plan: (Streetscape improvements from Stockton Ave. around the Esplanade to San Jose Ave., including San Jose Ave.)	\$1.5 million
"Phase III" of the Village Master Plan: (Streetscape improvements on The Esplanade from San Jose Ave. around to Capitola Ave., including an expansion and re-design of Esplanade Park)	\$1.5 million
Parking Structure over Pacific Cove parking Lot:	\$2.5 million
Possible replacement of the Stockton Street bridge:	\$1 million
Additional, summer season "Service Enhancement" of the central Village: (enhanced maintenance/clean-up)	<u>undetermined</u>
Total estimated cost of planned improvements:	\$ 6.5 million
Total, estimated annual expense for debt service: (approx.)	\$600,000 per year

Expected Revenues From Implementation of Village Parking Improvements

Expected Increases in Revenue from "Part 1" Proposals

Permit Modifications		
Village Permit Parking Program		
350 permits, each with a w/ \$50 increase in annual fee =		\$17,500 per year
New "Employer/Employee Permit Program		
(Estimated) 20 new permits @ \$25 each =		\$ 500 per year
Sub - Total: Permit Modifications:		\$ 18,000 per year

Modifications to Existing Parking Meter Programs		
Raising Parking Meter Rates;		
Raising Village & Pacific Cove meters to \$1.00 per hour =		
Projection Method #1	Current Revenue	Expected
Estimated "strait-line" approach to revenue increases	(approx.) \$358,000	\$561,333
Assumes no decrease in demand:		
Estimated Revenue as a result of price hike:	(approx.) gain=	\$203,333
Projection Method #2		
*Estimated "54% Paid Occupancy" approach to revenue increases	(approx.) \$358,000	\$490,200
Assumes no decrease in demand		
Estimated revenue as a result of price hike:	(approx.) gain=	\$132,210
*(Please see "Memo on Expected Parking Meter Revenues", attached to this section as "Exhibit 1" for an explanation of how this figures were derived).		
Estimated increase in annual revenue from raising parking meter fees= (between) \$132,210 and \$203,333		
Sub-total: Parking Meter Rate Increases =		(approx.) \$ 168,000 per year

Additional Parking Meters in Selected locations	
70 additional parking meters, at the proposed \$1.00 per hour price level (@ est. 54% paid occupancy, estimated revenue) =	\$ 165,500 per year

Raise in Parking Violation Fines	
"\$13 meter expiration" violation	
1,600 tickets (year 2000) X \$7 increase =	\$11,200
"\$15" exceeding two hour time limit" violation	
1,400 tickets (year 2000) X \$7 increase =	\$ 9,800
Approximate total = \$ 21,000 per year	
Sub-Totals: (all amounts are approximate)	
Increased Permit Fees:	\$ 18,000 per year
Parking Meter Rate increases =	\$ 168,000 per year
New Parking Meter Revenue =	\$ 165,500 per year
Parking Violation Fine Increases =	\$ 21,000 per year
	\$ 372,500 per year

TOTAL PROJECTED INCREASES IN REVENUE FROM "PART I" PROPOSALS	\$ 372,500 per year
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Proposed Parking Plan A

The committee surveyed the cities of Palo Alto, Sausalito, Santa Cruz, Burlingame, Pacific Grove, and Monterey, and found no parking meter rates in excess of \$1.00 per hour.

The table below summarizes Capitola's current meter rates:

Current Rates

<u>Location</u>	<u># meters</u>	<u>Rate</u>	<u>Hrs of Operation</u>
Village spaces	144	\$.60	12 per day
View Spaces	16	\$.60	12 per day
Handicap	5	free	not applicable
Green Zone	5	free	not applicable
Yellow Zone	12	\$.60	7 per day
Pacific Cove	218	\$.50	12 per day
Cliff Drive	46	\$.60	12 per day

The committee proposes the following meter rates:

Proposed Rates (# of meters and hours of operation same as current)

<u>Location</u>	<u>Summer</u>	<u>Winter</u>
Village Spaces	\$1.00	\$1.00
View Spaces	\$2.50	\$2.50
Loading Zone	\$1.00	\$1.00
Pacific Cove	\$1.00	\$1.00

Listed below is the theoretical revenue if all meters were 100% utilized by paying parkers.

<u>Location</u>	<u>Current</u>	<u>Proposed</u>
Village Spaces	\$373,000	\$622,000
View Spaces	42,000	173,000
Loading Zone	18,000	30,000
Cliff Drive	119,000	199,000
Pacific Cove	471,000	471,000
Total	\$1,023,000	\$1,495,000

Proposed increased rates equals a 46% theoretical price increase. We now compared the current actual revenue received with the current theoretical rates to determine present meter paid occupancy.

Memo on Expected Parking Meter Revenues

	Theoretical Revenue	Actual Revenue	Paid Occupancy %
Pacific Cove	\$471,000	\$50,000	11%
All other meters	\$552,000	\$300,000	54%

Assuming the increases proposed will not affect the current occupancy rates, i.e. the meters will be utilized the same amount of time at a higher rate, we can calculate anticipated revenue under the proposed rate plan.

	Theoretical Revenue At Proposed rates		Projected Actual Revenue At Current Paid Occupancy
Pacific Cove	\$471,000	@ 11%	\$50,000
All other Meters	<u>\$1,024,000</u>	@ 54%	<u>\$553,000</u>
Total	\$1,495,000		\$603,000

As indicated above, if the rate increase does not decrease the occupancy, our best case scenario shows parking revenues could increase from \$350,000 to \$603,000 or a gain of \$253,000. Clearly this projection is our best case expectation: for every 10% decline in meter occupancy (excluding Pacific Cove) will result in a meter revenue loss of \$100,000. For example, we currently experience in the village a 54% paid occupancy, should this decline to a 44% rate, this proposed program will produce only \$150,000 of additional revenue. Conversely, for every 10% we can increase occupancy by eliminating permit parkers and abusers, we will increase revenue by \$100,000.

Conclusions:

Adoption of this plan could produce additional revenue of about \$250,000. More emphasis must be placed on marketing of Pacific Cove (Pacific Cove has 46% of the current meters but produces only 14% of the revenue). Additionally the Village Parking Program must be modified with regard to cost of permit, numbers of permits and where permit holders are permitted to park, with the goal of making more meters available to paying customers.

Potential Revenue from "Other" Village sources

Proposed "Business Improvement District"

Based on performance of previous "Parking Assessment District" = \$ 30,000 per year

Parking "In-Lieu" Fee = \$ 10,000 to \$20,000 per year
\$ 40,000 to \$60,000 per year

Possible addition of \$40,000 to \$60,000 per year in BID & Parking "In-lieu" fees

Potential Additional Sources of Revenue/ Disposition of Funds

A. Revenue from a Newly Established Business Improvement District (BID)

Proposal: Establishing a Business Improvement District (BID) in the central Village has been discussed as an important mechanism to assist in the financing of proposed additions to parking, as well as covering the cost of additional clean-up and maintenance in the Village that has been recognized as necessary, especially during the summer months. While projected revenues and expenditures of a proposed business improvement district are not possible to project at this time, the need for additional revenue for enhanced clean-up and maintenance in the Village is certain, and a "BID" appears to be one of the best financing mechanisms available to generate this revenue.

B. Parking "In-Lieu" fee

Proposal: The Coastal Commission has indicated a lack of support for "Parking In lieu" fee program in a Coastal Zone, without certainty as to how the "in lieu" fees will be spent to replace the parking not supplied and paid for "in lieu" of. However, if the development of the "Second Deck" parking structure over the Pacific Cove parking lot becomes more certain, the Coastal Commission may permit the establishment of such a "parking in-lieu" fee program. The "in lieu fee" would be a one-time charge paid by new development in the Village that is unable to provide adequate parking pursuant to the Local Coastal Plan. It would be very speculative to project any revenue from such a "Parking In-Lieu fee", but it is a potentially valuable source of funding.

Disposition of Parking Related Revenue

There was a good deal of discussion by the Parking Sub-Committee about a recommendation to create a dedicated "Parking Fund" in the City budget to keep the revenues gained from the parking-related sources separate from the rest of the General Fund. Upon consultation with the City Manager, the Parking Sub-Committee decided not to make this recommendation for several reasons. First, the parking projects proposed in this Master Plan, especially the "Double Deck" parking structure over the Pacific Cove parking lot, will most likely be financed by municipal bonds, the interest rate of which will in part be determined by the overall fiscal health and integrity of the City as a whole. The City Manager made clear that increasing the reserves of the City with some of the revenues expected to be received from the proposals made in this Parking Master Plan would serve the purpose of lowering the overall cost of these project-related municipal bonds. At the time the bonds are underwritten, dedicated revenue accounts may well be required to finance the proposed project(s), but first the overall fiscal integrity of the City, particularly with regard to reserves, should be improved with the increases in parking-related revenue proposed in this Parking Master Plan.

A recommendation of the Parking Sub-Committee is that the "adoption" of this Parking Master Plan by the City Council be accompanied by a City Council "Resolution of Intent" to construct the projects

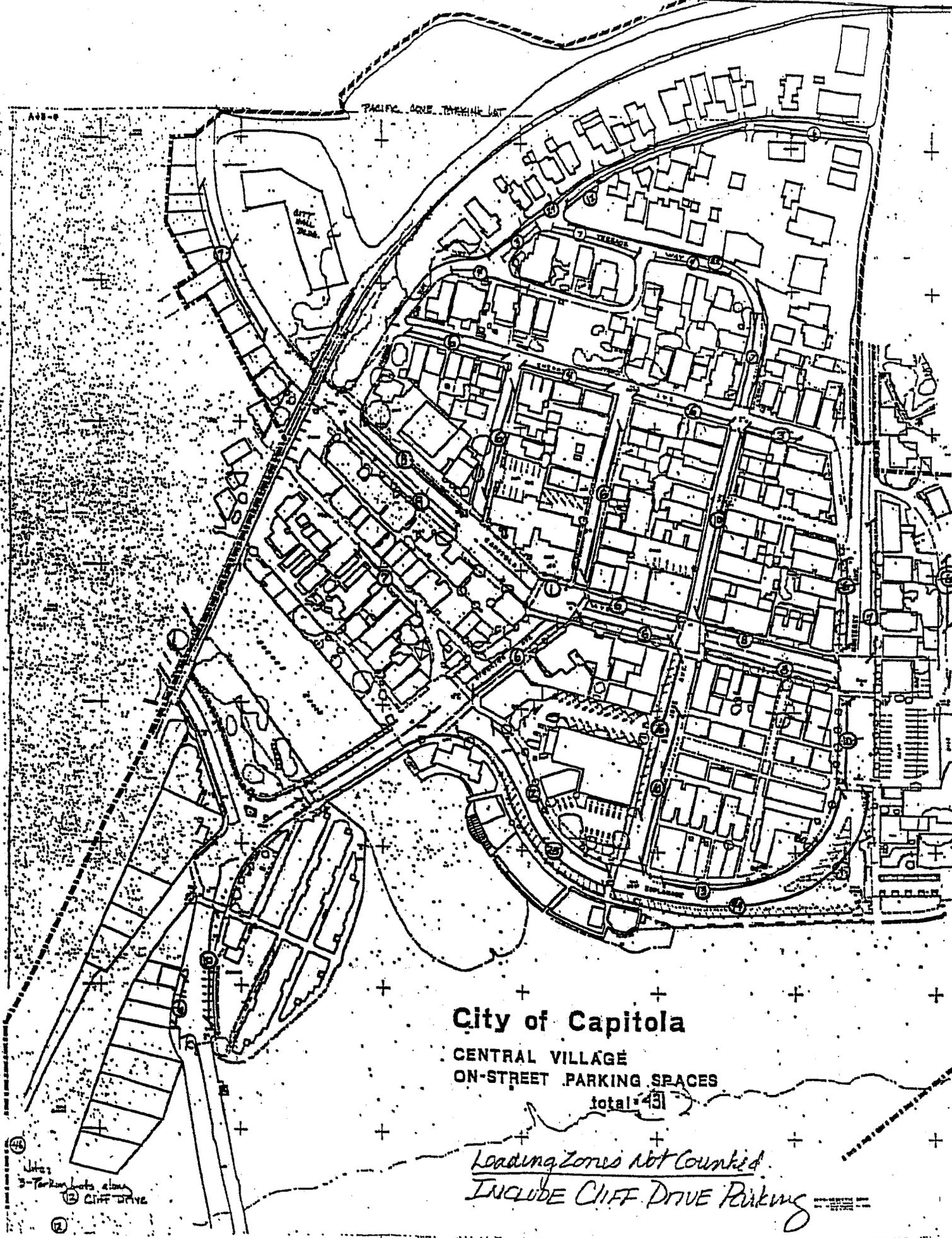
outlined in the "Conceptual Time-Line of Implementation", attached as Attachment 5. This "Resolution of Intent" was thought adequate assurance that the additional revenue received by the City as a result of the proposals made in this Parking Master Plan would eventually be used to finance the parking projects recommended in this plan, and that a separate, dedicated "Parking Program Account" was not necessary.

Monitoring & Evaluation

A final recommendation of the Parking Sub-Committee is to establish accounting practices prior to the implementation of the "revenue generating" proposals made in this Plan for the purpose of checking if the revenue projections in this plan are accurate. For example, a separate account, if possible, should be established for the newly installed parking meters, as well as careful accounting of the parking meter receipts before and after the increase in fees. It is the hope of the Village Committee that the proposals made in this plan can be implemented as soon as possible, and evaluated accurately after about one year of implementation.

Summary of Costs and Benefits for Various Stakeholders

	“Costs”	“Benefits”
Village Residents	<p>Higher “Village Residents” Permit fees Reduction of areas where Village permits are valid “Two Permit” limit per Village residence</p>	<p>“Village Permits” valid in Pacific Cove 30 parking spaces designated as “Village Permit Holders Only” at Pacific Cove (guaranteed parking spaces)</p>
Village Merchants	<p>Additional assessment fees for Capitola Village “Business Improvement District” (to be implemented)</p>	<p>“Employer/Employee Parking Permit Program- unlimited parking in Pacific Cove with permit. Additional parking for customers in central Village Additional parking generally with newly proposed parking areas</p>
Village Visitors/Customers Tourists	<p>Higher parker meter fees One Hour limit on 24 “Premium Ocean-View” parking spaces on Esplanade</p>	<p>More parking available, less “driving around time” looking for a space.</p>



City of Capitola

CENTRAL VILLAGE
ON-STREET PARKING SPACES
total 43

*Loading Zones Not Counted.
INCLUDE CLIFF DRIVE PARKING*

3-7 parking lots along
CLIFF DRIVE

PACIFIC AVE. PARKING LOT

CITY HALL

VILLAGE WAY

CLIFF DRIVE

CITY OF CAPITOLA

422 CAPITOLA AVE. • CAPITOLA, CA 95010

CP 92821

PARKING VIOLATION

TIME 1236 A.M. DATE 5-19-01 DAY ST

VEHICLE LICENSE OR V.L.N. NO. STATE CA REG. YEAR 01

MAKE TOYOTA MODEL PRISM COLOR SILVER

LOCATION OF VIOLATION PAC COVE METER NO. 881

<input type="checkbox"/>	1	TWO HOUR PARKING (PREFERENTIAL)	\$15	<input type="checkbox"/>	9	PARALLEL PARKING 18 INCH. FROM CURB	\$20
<input type="checkbox"/>	2	NO PARKING AREAS AS POSTED	\$25	<input type="checkbox"/>	10	DIAGONAL PARKING	\$20
<input checked="" type="checkbox"/>	3	EXPIRED METER	\$13	<input type="checkbox"/>	11	PARKED OUT OF SPACE	\$13
<input type="checkbox"/>	4	RED ZONE	\$33	<input type="checkbox"/>	12	PARKED IN CROSSWALK	\$22
<input type="checkbox"/>	5	YELLOW ZONE 20 MIN.	\$33	<input type="checkbox"/>	13	PARKED ON SIDEWALK	\$22
<input type="checkbox"/>	6	GREEN CURB/30 MIN. MAXIMUM	\$33	<input type="checkbox"/>	14	DOUBLE PARKED	\$22
<input type="checkbox"/>	7	NO PARKING WITHOUT PERMIT	\$33	<input type="checkbox"/>	15	HANDICAPPED PARKING	\$275
<input type="checkbox"/>	8	NO CURRENT TAGS	\$75	<input type="checkbox"/>	16	EQUIPMENT VIOLATION	\$25

SECTION(S) CLEARED

AGENCY BY I.D. NO. DATE

CP 92821

THE REGISTERED OWNER OR LESSEE OF THE VEHICLE CITED SHALL WITHIN 21 DAYS:

1. PAY THE PARKING PENALTY.
2. SUBMIT A WRITTEN EXPLANATION BY MAIL OR IN PERSON REQUESTING AN ADMINISTRATIVE REVIEW OF THE CITATION TO THE CAPITOLA POLICE DEPARTMENT.
3. UPON CORRECTION OF REGISTRATION AND EQUIPMENT VIOLATIONS, PENALTY IS REDUCED TO \$10.00.

CALL (800) 538-2421 FOR FURTHER INFORMATION.

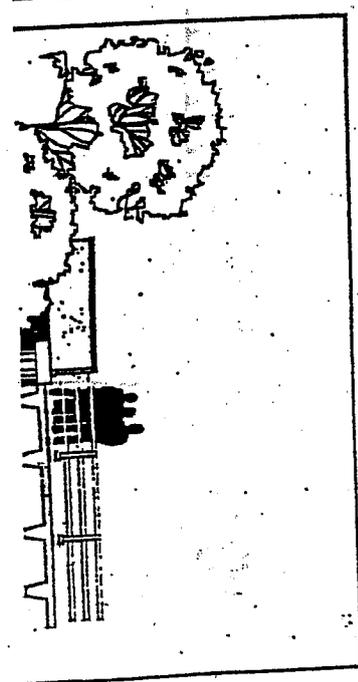
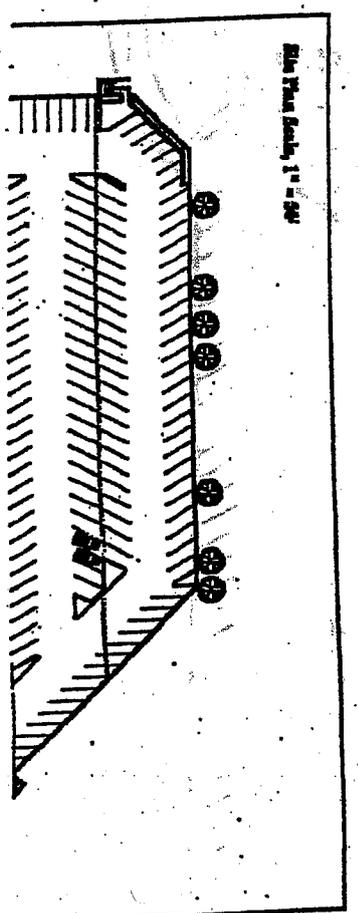
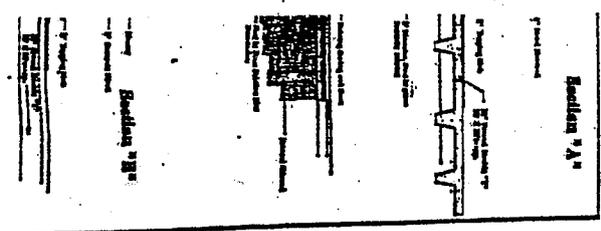
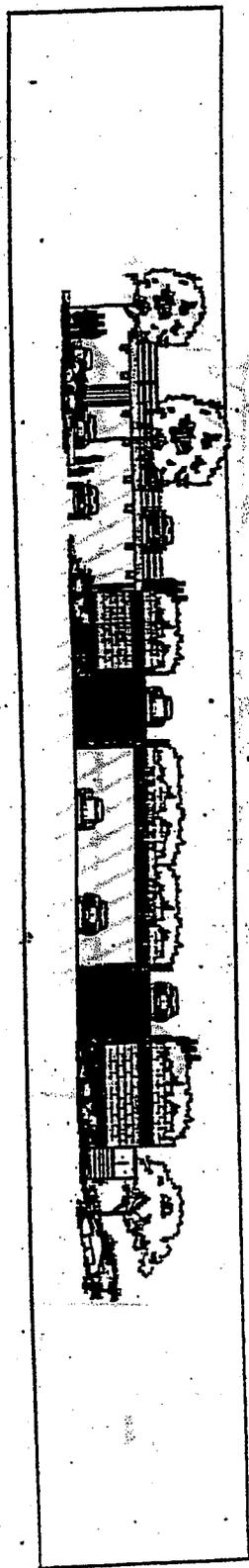
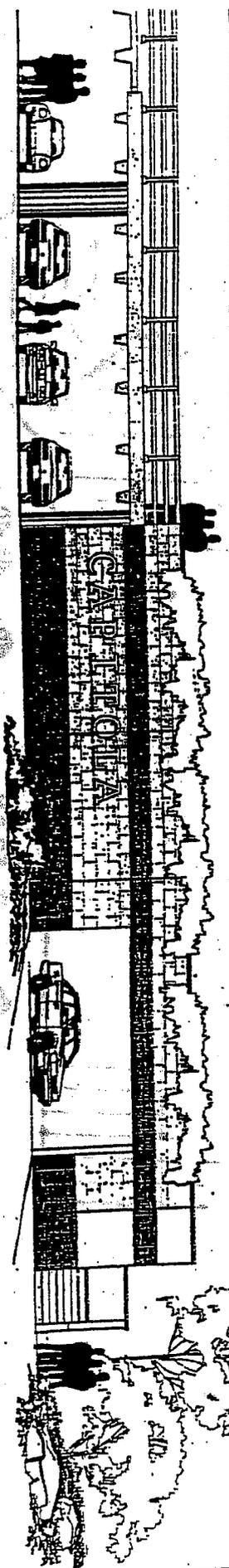
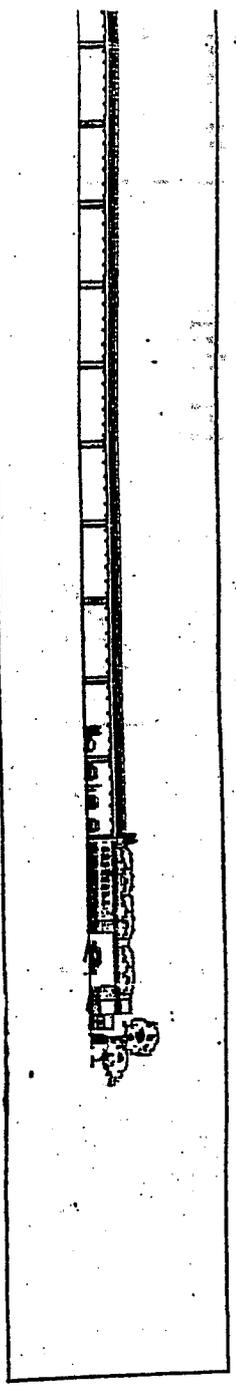
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ISSUING OFFICER

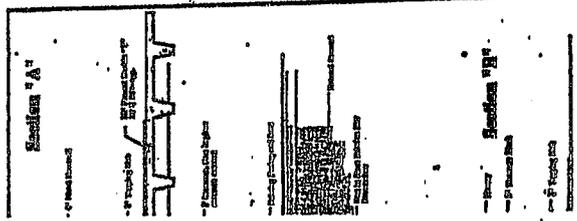
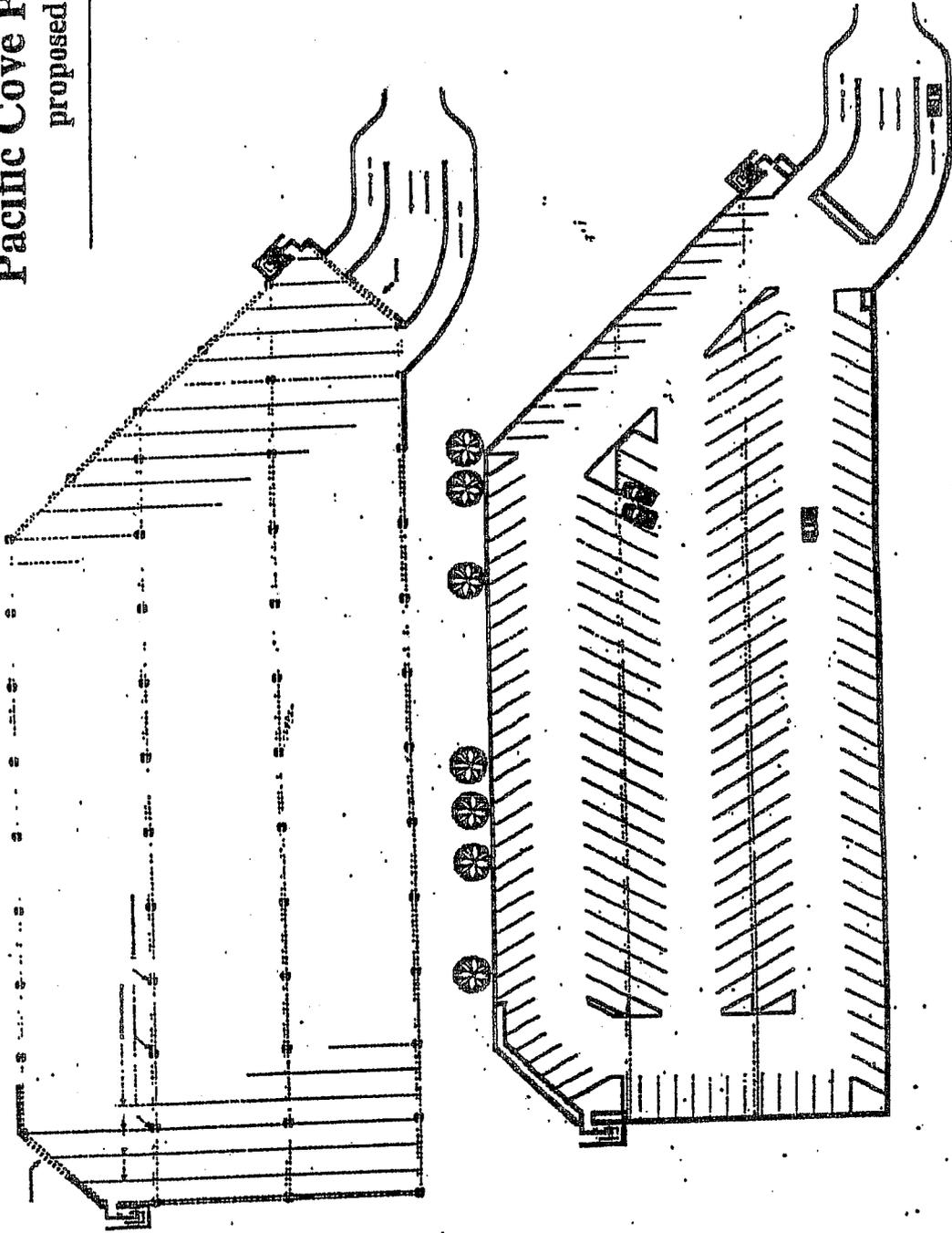
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Pacific Cove Parking proposed expansion



Pacific Cove Parking proposed expansion



Attachment 3 (pg 2)

Proposed Time-Line of Implementation: 5 Year Plan

Tasks	FY 2001-02	FY 2002-03	FY 2003-04	FY 2004-05	FY 2005-06
Construction	Parking Master Plan adopted; forwarded to Coastal Commission for comment Implement Permit/ Parking meter modifications rec'd In Parking Master Plan	Construction of additional parking @ Cliff Drive, Depot Hill, Shadowbrook Construction of "Phase II": (Esplanade around to San Jose Ave.)	Construction of "Second Deck" parking structure over existing Pac Cove parking lot. (winter)	Construction of "Phase III": (Esplanade Park Expansion)	Construction of "Phase IV": (Upper Cap. Ave between Stockton and Pacific Cove)
	Design/approvals for additional parking @ Cliff Drive, Depot Hill, and Shadowbrook pursued.	Design/approvals of "Second Deck" parking structure over Pac Cove parking lot.	Design of "Phase III" Esplanade Park Expansion	Design/ approvals of "Phase IV": (Upper Cap. Ave between Stockton and Pacific Cove)	
Planning Approvals/	Design /approvals of "Phase II" (Esplanade around to San Jose Ave.)	Prop 218 approval of Parking District- begin collecting assessments			
	Pursue Coastal Plan amendment for Coastal Com. approval of "Phase II" of Village Master Plan	Pursue Coastal Plan amendment for "Phase III" (Esplanade Park expansion) w/ "Second Deck" from Coastal Commission (General Plan Revision in progress- land use plan			
Funding	Grant application for "Phase II" Recommendations for establishing Parking Assessment District in Village- prepare for Prop. 218 voter approval				