



# AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING  
Meeting Date: August 4, 2015

Agenda Item 6D  
**Approvals:**  
City Manager [Signature]  
Dept. Head [Signature]  
Attorney [Signature]  
Finance [Signature]

**Department:** Community Development Department  
**Prepared By:** Cliff Jones, Associate Planner [Signature]

**Subject:** CABRILLO PARKING LOT TIME LIMIT CHANGE

**Fiscal Impact:** The cost to replace two signs is \$205.

**Summary:** Staff recommends that the City Council adopt the attached resolution, Attachment 1, to convert the all day public parking lot off Avenida Cabrillo between 121 and 145 Avenida Cabrillo to a 3 hour time limit. Attachment 2 is a location map. This parking management recommendation is intended to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am.

**Background:** On May 5, 2015 the City Council directed staff to convert the all day public parking lot off Avenida Cabrillo (closest to Avenida Del Mar) to a 3 hour time limit to free up parking supply for customers and shoppers during the day between 9am and 9pm. The Planning Commission recommended that the City Council support this parking management recommendation at its January 7, 2015 meeting. This recommendation was presented to the Downtown Business Association on March 18, 2015 and the membership did not express concern.

**Discussion:** On May 5, 2015 the City Council was presented Planning Commission and staff recommendations to better manage long term parking, with the goal of increasing parking supply in prime locations for customers and visitors shopping in the Downtown Core (see Attachment 3 and 4 Report and Minutes). At the meeting, the City Council directed staff to convert the all day public parking lot off Avenida Cabrillo between 121 and 145 Avenida Cabrillo to a 3 hour time limit to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am. With the removal of this lot from the all day parking pool, there is still adequate supply for employees and residents that park all day at the following locations: 1) Avenida Cabrillo, except between 2am and 5am; 2) City owned parking lot between 102 and 122 Avenida Cabrillo. Residents can still park overnight within both City lots, between 102 and 122 Avenida Cabrillo and 121 and 145 Avenida Cabrillo, with a resident parking permit. Attachment 5 is the current parking restrictions for Avenida Cabrillo and the City parking lots off Avenida Cabrillo. The attached resolution, Attachment 1, reflects the Council's direction.

A notice of intention to consider the conversion of the all day public parking lot off Avenida Cabrillo between 121 and 145 Avenida Cabrillo to a 3 hour time limit was sent to all adjacent property owners and businesses.

**Recommended****Action:**

PLANNING COMMISSION AND STAFF RECOMMENDS THAT the City Council:

1. Approve the conversion of the all day public parking lot off Avenida Cabrillo between 121 and 145 Avenida Cabrillo to a 3 hour time limit to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am.
2. Adopt Resolution No. \_\_\_\_\_, entitled "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, AMENDING THE MASTER TRAFFIC RESOLUTION NO. 1846, AMENDING 'RESTRICTED PARKING AREAS' WITHIN CITY PARKING LOT ON AVENIDA CABRILLO BETWEEN 121 AND 145 AVENIDA CABRILLO."

**Attachments:**

1. Resolution No.
2. Location Map
3. May 5, 2015 City Council Agenda Report (excerpted)
4. May 5, 2015 City Council Meeting Minutes (excerpted)
5. Current Parking Restrictions – Avenida Cabrillo and City Parking Lots off Avenida Cabrillo

**Notification:**

Downtown Business Association (DBA). City staff made a special presentation to the DBA regarding the report recommendations at their March 18<sup>th</sup> membership meeting. A notice of intention to consider the conversion of the all day public parking lot off Avenida Cabrillo between 121 and 145 Avenida Cabrillo to a 3 hour time limit was sent to all adjacent property owners and businesses within 300 feet of the property boundary.

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, AMENDING MASTER TRAFFIC RESOLUTION NO. 1846, AMENDING "RESTRICTED PARKING AREAS" WITHIN CITY PARKING LOT ON AVENIDA CABRILLO BETWEEN 121 AND 145 AVENIDA CABRILLO

WHEREAS, the City reviews the parking conditions within City parking lots on Avenida Cabrillo; and

WHEREAS, the City desires to accommodate a higher turnover of parking for the businesses within the City parking lots on Avenida Cabrillo; and

WHEREAS, the City of San Clemente Planning Commission ("Planning Commission") at its regular meeting of January 7, 2015 made a recommendation to the City of San Clemente City Council ("City Council") to approve the parking restriction at the location listed below; and

WHEREAS, the City Council has considered the recommendation by the Planning Commission, and the information provided by City staff and now wishes to implement the recommended parking restriction.

NOW, THEREFORE, The City Council of the City of San Clemente does hereby resolve as follows:

Section 1. Master Traffic Resolution No. 1846, Section 28, entitled "Restricted Parking Areas" is hereby amended to read as follows:

28.c-3 Cabrillo, Avenida, City-owned parking lot between 121 and 145 Avenida Cabrillo,

- a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted.
- b) No parking for street sweeping every Thursday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).
- c) Parking shall be limited to three hours between the hours of 9:00 a.m. and 9:00 p.m.

Section 2. The City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

PASSED AND ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

ATTEST:

\_\_\_\_\_  
 City Clerk of the City of  
 San Clemente, California  
 STATE OF CALIFORNIA     )  
 COUNTY OF ORANGE        ) §  
 CITY OF SAN CLEMENTE    )

\_\_\_\_\_  
 Mayor of the City of  
 San Clemente, California

I, JOANNE BAADE, City Clerk of the City of San Clemente, California, do hereby certify that Resolution No. \_\_\_\_\_ was adopted at a regular meeting of the City Council of the City of San Clemente held on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, by the following vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Clemente, California, this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

\_\_\_\_\_  
 CITY CLERK of the City of  
 San Clemente, California

Approved as to form:

\_\_\_\_\_  
 City Attorney



## ATTACHMENT 2

### LOCATION MAP

Public Parking Lot off Avenida Cabrillo between 121 and 145  
Avenida Cabrillo  
Tract 779, Block 5, Lot 13-16





## AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING  
Meeting Date: May 5, 2015

**Approvals:**

City Manager JM

Dept. Head EZM

Attorney SS

Finance SV

**Department:** Community Development Department  
**Prepared By:** Cliff Jones, Associate Planner

**Subject:** *DOWNTOWN CORE LICENSE PLATE SURVEY*

**Fiscal Impact:** The City Council previously approved the hiring of three interns to complete the survey at a cost of \$14,926. Comparatively, the cost for a private parking consultant to prepare the study was \$40,078, a cost savings of \$25,152.

Approval of recommendations 1-5 does not create additional fiscal impact and is covered under existing budget. Approval of recommendations 6 and 7 will require future City Council action for approval of fee and/or budget. The remaining recommendations that have "costs unidentified at this time" will require future City Council action, including approval of a budget for those recommendations.

**Summary:** Staff recommends that the City Council:

- Receive the License Plate Survey Report,
- Provide direction regarding staff recommendations to address long term parking,
- Continue current parking management polices, as identified in the report, and
- Consider a comprehensive parking and circulation strategy for the Downtown in the future as identified in the General Plan,

**Background:** The City Council directed staff to perform a license plate survey to determine how employee and other sources of long term parking demand impact the Downtown Core parking supply. The survey, conducted in August 2014, reveals various parking trends, such as the number of cars utilizing the Downtown Core parking supply and how long they stay. The attached report makes parking management recommendations based upon analysis of the survey data. The Planning Commission recommended that the City Council support these parking management recommendations at its January 7, 2015 meeting. The recommendations were presented to the Downtown Business Association on March 18, 2015.

**Discussion:** License Plate Survey Report Findings

The license plate survey report revealed areas where vehicles park for extended periods in the Downtown Core. Attachment 1, excerpted from the report, shows locations where the majority of cars (10 or more in each location) parked for more than five hours. Attachment 1 indicates that the majority of long term parkers (five hours or more) do so legally on Avenida Cabrillo (34 cars) and in "all day" public parking lots off Avenida Cabrillo (lots 8a and 7a-52 cars). Attachment 1 also shows that a large number of cars overstay time limits and additional enforcement is necessary in the 3

hour lot off Avenida Granada (lot 6a with 10 cars) and on the south side of the 200 block of Avenida Del Mar (11 cars). For further details on parking occupancy of each Downtown Core lot and street refer to Attachment 2, excerpted from the report.

#### License Plate Survey Report Recommendations

The report provides parking management recommendations to: 1.) better manage long term parking demand; 2.) continue current parking management policy; and 3.) consider other techniques as part of a future study.

The following recommendations address better management of long term parking, which in turn can increase parking supply in prime locations for customers and visitors shopping in the Downtown Core. The recommendations include those which may be implemented immediately and those that require further follow-up.

#### Recommendations for Immediate Implementation:

1. Consistently enforce existing time limits off Avenida Granada, Avenida Del Mar, lot 6a and 7c (no additional costs).
2. Consistently enforce the no parking without permit restriction between 2am and 5am in the all day public parking lots off Cabrillo (8a) and (7a) to ensure long term parkers do not monopolize use of these lots (no additional costs).
3. Encourage downtown restaurant employees to park at the public Fire Station/Senior Center lot (4C) on weekends and weekdays after 5:00 PM. Also, consider additional signs to identify that the lot is unrestricted and open to the public (\$205 to replace two signs).
4. Increase circulation of Public Parking brochure. Provide brochures at Downtown kiosks, provide brochures to the DBA office, place electronic version on DBA website and Facebook page, and have staff business liaison continue to distribute maps to businesses and encourage them to place the brochures in a visible location for customers (printing of maps is budgeted).
5. Convert the all day public parking lot off Avenida Cabrillo (7a) to a 3 hour time limit to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am (\$205 to replace two signs).
6. Investigate creation of a special Downtown resident parking permit. (Planning Commission added; start up cost offset by fee collected).
7. Consider installation of bicycle parking within the Downtown Core (\$1,000 per bicycle rack).

#### Recommendations Requiring Further Follow-Up:

8. Convert the all day public parking lot off Avenida Cabrillo (8a) and spaces along the south side of Avenida Cabrillo to 3 hour time limits to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am. This recommendation is contingent on securing alternative all day parking further away from the Downtown Core (costs unidentified at this time).
9. Convert the all day public parking lot off Avenida Granada (6c) to a 3 hour time limit to free up parking supply for customers and shoppers during the day, but continue to allow residents to park overnight between the hours of 9pm to 9am.

- This recommendation is contingent on securing alternative all day parking further away from the Downtown Core (costs unidentified at this time).
10. Investigate leasing the private Presbyterian Church lot (2e) for all day downtown employee parking use on weekdays (costs unidentified at this time).
  11. Investigate leasing the excess capacity of the Kehoe lot (9a) to increase public parking supply (costs unidentified at this time).
  12. Evaluate cost of adding parking spaces to the City owned public lot at the top, north side, of the block of Avenida Cabrillo (8a). The addition of parking spaces would require adding soil and creating a retaining wall on the downward slope of the property (costs unidentified at this time).

The following are general parking management recommendations from the report that are current City policy and it is recommended that the City continue these policies.

13. Continue enforcement of all posted parking regulations (no additional costs).
14. Continue to encourage the use of shared parking agreements between private businesses for future restaurant development (no additional costs).
15. Continue to convert private lots to public lots, with a focus on lots shown by the survey to be underutilized (costs unidentified at this time; current annual cost of \$34,800 to lease 111 private parking spaces for public use).
16. For new development, continue to ensure parking is available on-site, or can be provided through joint parking agreements or shared parking arrangements (no additional costs).
17. Continue to monitor and record parking occupancy along Avenida Del Mar to see how changes in time limits modify behavior (annual cost of \$10,000 for summer intern program).
18. Continue the policy of no more use of parking waivers unless additional public spaces are obtained.
19. Continue and promote use of overnight parking passes that restaurants distribute to discourage drinking and driving (nominal cost).

The final recommendation of the report is to develop a comprehensive parking and circulation strategy for the Downtown as identified in the General Plan. In developing a comprehensive parking and circulation strategy, specific parking management strategies identified will require detailed analysis and will likely involve substantial public outreach. These strategies are provided in bullet format after the recommendation below.

20. Initiate General Plan Implementation Measure, which states "Prepare comprehensive parking and circulation strategies for key commercial areas, including: North Beach, Pier Bowl, Del Mar/T-Zone and Plaza San Clemente" (costs unidentified at this time).
  - Require new development to use offsite employee parking lots to maximize parking for customers near businesses.
  - Consistent with the Walker 2003 Downtown Parking Needs Assessment, employees park longer than shoppers and visitors, and it is not unreasonable to expect them to park further from their destination. Currently, all code required parking must be within a 500' radius of the business it serves. Many cities allow employee parking to be located further away and we recommend that the San Clemente code be amended to allow



employee parking to be located more than 500 feet away from the business it serves. A 900' walking radius is reasonable; it will require less than a five minute walk. This recommendation is not meant to penalize employees, but to minimize the risk that a customer stopping to pick up a sandwich at a deli does not need to walk five minutes to pick up a take out order.

- Evaluate paid parking if time limits and enforcement are not effective. If implemented, consider use of parking revenue for parking management or to increase parking capacity in the Downtown area based on input from the Downtown Business Association and other community stakeholders.
- Evaluate cost of "smart" parking spaces or other technologies, which are sensors installed in parking lots that alert drivers with compatible interfaces when parking spaces are available. Additionally, the sensors can send signals to law enforcement when a car has overstayed its time limit.
- Evaluate leasing, purchasing, or building new parking to add to supply. (Planning Commission added).
- Evaluate new parking strategies for library parking and evaluate City and library employee parking. (Planning Commission added).
- Evaluate shuttle bus use as identified in new General Plan Implementation Measure, which states "Consider a community-serving shuttle or trolley type transit system that connects San Clemente's key destination areas (e.g., North Beach, Del Mar/T-Zone, Marblehead, Pier Bowl and Pier) and residential areas with public transit and bicycle routes." (Planning Commission added).
- Work with the Downtown Business Association and local merchants to consider feasibility of valet programs. (Planning Commission added).

### Conclusion

The license plate survey reveals there are employees and other long term parkers who are partially responsible for the high occupancy in the Downtown Core throughout the day. The short and long term recommendations, Recommendations 1-12, above will free up parking for customers and shoppers of the Downtown while maintaining available parking for employees and other long term parkers. Parking management recommendations 13-19 represent current City policy and it is recommended that the City continue these as they have been effective in managing parking supply. Recommendation 20, to prepare a comprehensive parking and circulation strategy for the Downtown, will require detailed analysis and study and may involve substantial public outreach and involve significant cost. It is recommended that the comprehensive parking and circulation strategy be pursued after higher priority General Plan Implementation Measures now in process are complete (e.g. Zoning Ordinance Update / Specific Plan update, Local Coastal Plan, etc.). Staff estimates that the comprehensive parking and implementation strategy could be initiated in the beginning of Fiscal Year 16-17.

### **Recommended**

**Action:** THE PLANNING COMMISSION RECOMMENDS THAT the City Council direct staff to:

1. Implement recommendations 1-7 at this time.

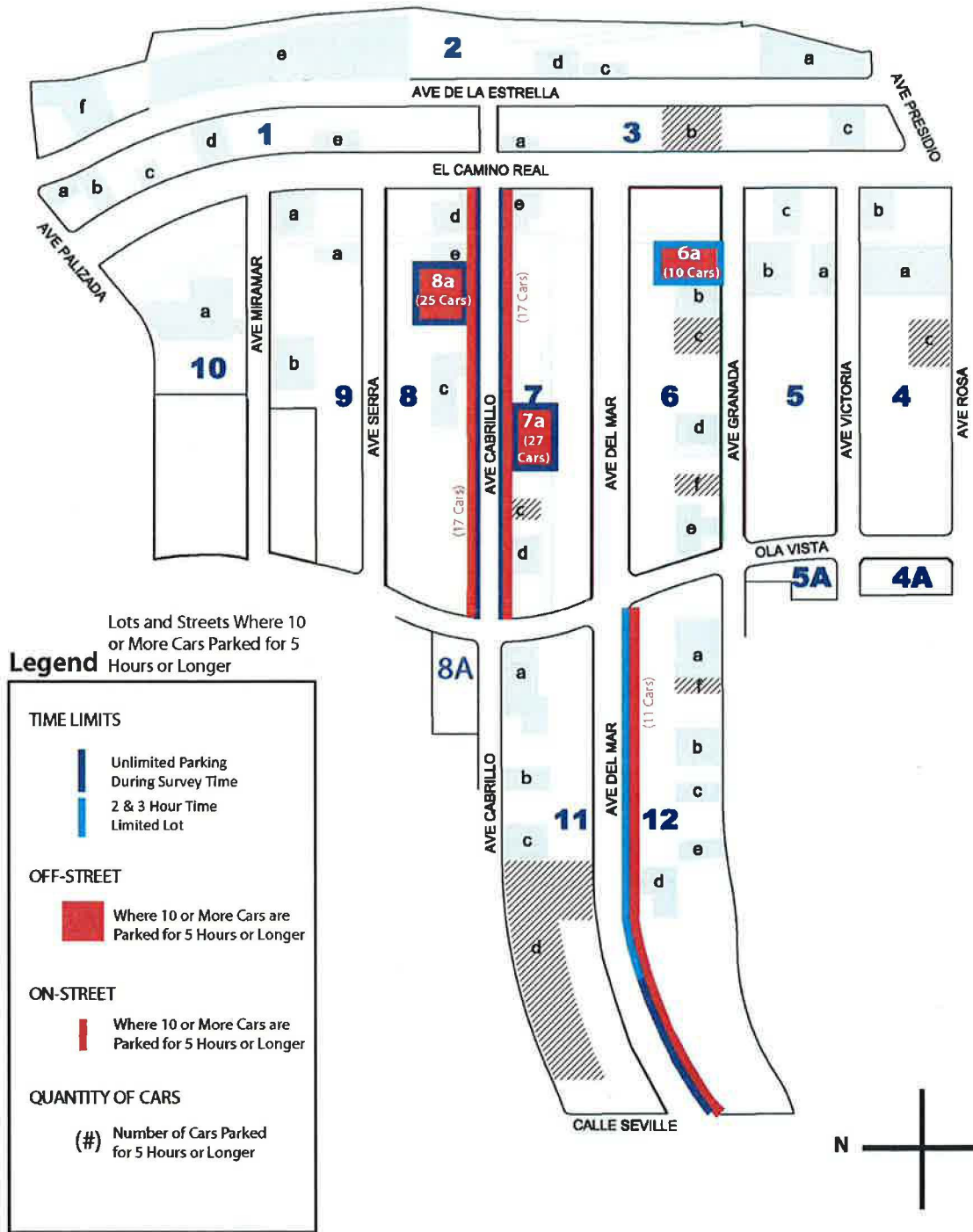
2. Investigate and implement recommendations 8-12 as opportunities present themselves.
3. Continue current parking management policy, recommendations 13-19.
4. Initiate comprehensive parking and circulation strategy, recommendation 20, after the higher priority Implementation Measures in process are complete (e.g. Zoning Ordinance Update / Specific Plan update, Local Coastal Plan, etc.).

- Attachments:**
1. Figure 5: Locations Where Long Term Parkers are Parking
  2. Table 5 Overall Occupancy Rate Per Individual Lot and Street
  3. Downtown Core License Plate Survey: August 2014

**Notification:** Downtown Business Association (DBA). City staff made a special presentation to the DBA regarding the report recommendations at their March 18<sup>th</sup> membership meeting.

FIGURE 5: LOCATIONS WHERE LONG TERM PARKERS ARE PARKING

The figure shows where long term parkers park. That is the locations where the majority of cars (10 or more in each location) are parked for more than five hours.



9. **NEW BUSINESS**

A. **Downtown Core License Plate Survey**

Report from the Community Development Director concerning the Downtown License Plate survey.

Associate Planner Jones narrated a PowerPoint entitled “Downtown Core License Plate Survey” and responded to Council inquiries. A hard copy of the presentation is on file with the City Clerk.

Josh Cunningham, representing the Downtown Business Association, spoke in support of the Planning Commission’s recommendations; noted that a three-hour parking limitation may be problematic for employees with longer shifts because they would need to move their car after three hours.

Don Brown, San Clemente, Vice Chair of the Planning Commission, summarized the Planning Commission’s deliberations and urged Council to approve the Commission’s recommendations; spoke in support of enhancing dialogue between the Planning Commission and City Council.

MOTION BY COUNCILMEMBER BROWN, SECOND BY COUNCILMEMBER DONCHAK, CARRIED 4-0 (MAYOR HAMM ABSENT), to:

1. Implement Recommendations 1 – 7 at this time. *Note: The recommendations are contained in the Administrative Report, dated May 5, 2015, that is on file with the City Clerk.*
2. Investigate and implement recommendations 8-12 of the Administrative Report as opportunities present themselves.
3. Continue current parking management policy, recommendations 13 – 19 of the Administrative Report.
4. Initiate a comprehensive parking and circulation strategy, recommendation 20, after the higher priority Implementation Measures in process are complete (e.g. Zoning Ordinance Update/Specific Plan Update/Local Coastal Plan, etc.)

Current Parking Restrictions - Avenida Cabrillo and City Parking Lots off Avenida Cabrillo

Master Traffic Resolution Section	Street/Parking Lot Location and Restrictions
28.c-2	<p>Cabrillo, Avenida, City-owned parking lot between 102 and 122 Avenida Cabrillo,</p> <p>a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted.</p> <p>b) No parking for street sweeping every Wednesday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).</p>
28.c-2A	<p>Cabrillo, Avenida, 100 block, parking shall be limited to 30 minutes between the hours of 2:00 a.m. to 5:00 a.m. for the north side on Monday, Tuesday and Wednesday and for the south side on Thursday, Friday and Saturday.</p>
28.c-3	<p>Cabrillo, Avenida, City-owned parking lot between 121 and 145 Avenida Cabrillo,</p> <p>a) Parking prohibited between the hours of 2:00 a.m. and 5:00 a.m. City parking permits are exempted.</p> <p>b) No parking for street sweeping every Thursday (except City Holidays) from 4:00 a.m. to 6:00 a.m. (no exemption).</p>