



# AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING  
Meeting Date: May 21, 2019

Agenda Item 9-D  
Approvals:  
City Manager [Signature]  
Dept. Head [Signature]  
Attorney [Signature]  
Finance [Signature]

**Department:** Public Works  
**Prepared By:** Tom Bonigut, Public Works Director/City Engineer

**Subject:** *UPDATE ON METERED PARKING AREAS.*

**Fiscal Impact:** None.

**Summary:** This report is to provide the City Council with information related to metered parking areas and seek further direction, if any, from the City Council.

**Discussion:** Background  
The City operates a number of pay parking spaces which are controlled either by an individual parking meter or a numbered space linked to a pay station. The table below summarizes the six pay parking areas all of which are near coastal access areas.

| Pay Parking Area           | Metered Hours | Number of Spaces                 |
|----------------------------|---------------|----------------------------------|
| Camino Capistrano          | 9 am – 6 pm   | 29 (meter)                       |
| North Beach                | 9 am – 6 pm   | 326 (71 meter, 255 pay station)  |
| Linda Lane                 | 10 am – 5 pm  | 129 (28 meter, 101 pay station)  |
| Pier Bowl                  | 10 am – 5 pm  | 266 (122 meter, 144 pay station) |
| Esplanade (T-Street Beach) | 9 am – 7 pm   | 51 (meter)                       |
| Avenida Calafia            | 9 am – 6 pm   | 23 (meter)                       |
| Total Pay Parking Spaces   |               | 824                              |

The parking fee for all areas is \$1.50 per hour. Individual parking meters accept coins, except those in the Pier Bowl which also accept credit card payment. All of the pay stations accept coins, bills and credit card payment. At the North Beach parking lot, there are 142 spaces for Metrolink commuter parking from Monday through Friday. The parking fee for these designated spaces is \$1 per day for users arriving before 9:00 a.m. After 9:00 a.m., the fee for these spaces reverts back to \$1.50 per hour. The required number of Metrolink parking spaces was established by an agreement between the City and the Orange County Transportation Authority. Typically those spaces are about 50-60% occupied throughout the day.

In Fiscal Year 2018, the City collected about \$982,500 in parking meter revenue, most of which (about 91%) was collected in the Pier Bowl and North Beach parking areas as shown in the following table. For reference the number of metered hours per day and percentage of total metered parking spaces for each of the six parking areas are also presented in the following table.

| Pay Parking Area           | % of FY18 Revenue | % of Total Metered Parking Spaces | No. of Metered Hours Per Day |
|----------------------------|-------------------|-----------------------------------|------------------------------|
| Pier Bowl                  | 63.2              | 32.3                              | 7                            |
| North Beach                | 27.8              | 39.5                              | 9                            |
| Linda Lane                 | 5.8               | 15.7                              | 7                            |
| Esplanade (T-Street Beach) | 2.8               | 6.2                               | 10                           |
| Camino Capistrano          | 0.1               | 3.5                               | 9                            |
| Avenida Calafia            | 0.2               | 2.8                               | 9                            |

The peak months for revenue for the Pier Bowl and North Beach parking lots are July and August, but revenue is fairly consistent for the other months at these two lots except in December when it is lowest.

Survey of Other Beach Communities

Staff recently surveyed selected other coastal communities to identify their parking rates for coastal parking areas. The results of that survey are summarized below.

| Location            | Hourly Rate   | Metered Times                               |
|---------------------|---|---|
| Long Beach          | \$0.75 to \$2, varies by area, all with 2-hour limit                                  | Varies, generally 9AM – 9PM                 |
| Seal Beach          | \$1.50 (first 2 hours); \$6 (all day); some metered areas \$1 with 2-hour limit       | 6AM – 10PM                                  |
| Huntington Beach    | Typically \$2, varies from \$1 to \$6 depending on location and time of year          | 6AM – Midnight                              |
| Newport Beach       | Typically \$2.10, varies from \$1.45 to \$4.40 depending on location and time of year | 6AM – 10PM                                  |
| Laguna Beach        | \$1 to \$3, varies by location  | 8AM – 7PM (Sept-Jun)<br>8AM – 9PM (Jul-Aug) |
| Doheny State Beach  | \$2   | 6AM – 10PM                                  |
| Calafia State Beach | \$2   | 6AM – 10PM                                  |
| Oceanside           | \$2 to \$4, varies by location and time of year                                       | 6AM – 11PM                                  |
| Del Mar             | \$1.50 to \$3, varies by location   | 8AM – 10PM                                  |
| San Diego           | \$1.25  | 8Am – 6PM                                   |

Changes to Metered Times and/or Parking Fee Rates

Parking meter hours of operation and parking fee amounts are codified in Chapter 10.40 of the City’s Municipal Code. The City Council may change the hours of operation and/or parking fee rates by approving an ordinance to reflect desired changes to the Municipal Code. However, since all of the metered parking areas are within the Coastal Zone, a Coastal Development Permit (CDP) from the California Coastal Commission will be required. The City’s Local Coastal Program Land Use Plan includes policy PUB-35 that requires CDP approval when changes to time limits, hours of operation and parking fees are proposed, as these have the ability to change the intensity of public use or public access to the shoreline. The timeframe for the CDP

process to consider changes to metered parking hours of operation and/or fees is estimated to be from six to nine months. A Council resolution approving any proposed metered parking changes in the Coastal Zone will be required to initiate the California Coastal Commission's CDP review.

As shown in the table above, there are several approaches to setting parking fee rates and hours of operation. Some cities have a fixed rate and hours of operation (including San Clemente), and others have rates and/or hours of operation that vary by location, and can also vary by time of year.

Staff performed some quick calculations to roughly estimate the increase in revenue associated with increases in metered parking hours and hourly parking fee rates. For example, at the Pier Bowl, if the metered hours were extended five hours to 10:00 p.m. (with no change in the hourly fee rate), the City could expect about \$220,000 in additional annual revenue. This conservatively assumes that the added metered time period is only 50% utilized. If the Pier Bowl hourly parking fee rate was increased from \$1.50 to \$1.75 (with no change in the metered hours), about \$103,000 additional annual revenue could be expected.

#### Programming of Pay Stations

As noted above, some parking spaces in the Pier Bowl, Linda Lane and North Beach parking lots are controlled by pay stations. Per prior City Council direction, staff updated the programming of these machines to not charge for time past the end of the posted metered hours, and also to not start counting paid parking time until the start of the metered hours. For example, at the Pier Bowl if a patron places money into the machine before 10:00 am, the machine won't start applying the paid time until 10:00 am. The individual meters in the Pier Bowl have also been similarly programmed. However, individual meters in all other parking areas are coin-only and can't be programmed.

#### Electronic Credit Card Payments

The pay stations at the Pier Bowl, Linda Lane and North Beach parking lots accept credit card payments, in addition to coin and cash bills. About six years ago staff looked into the possibility of replacing the individual parking meters in the T-Street area with two pay stations to provide the option of credit card payments in that metered parking area. The cost of two pay stations was estimated at \$40,000 at that time, and the City Council decided not to make the change. The other two remaining metered parking areas (Calafia and Camino Capistrano) generate such small revenue that these areas were not considered for possible conversion to credit card payment capability.

#### **Recommended**

**Action:** STAFF RECOMMENDS THAT the City Council receive and file this report, and provide further direction to staff if desired.

**Attachments:** None.

**Notification:** None.

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