

AGENDA
CITY OF CAPITOLA
TRAFFIC AND PARKING COMMISSION

Wednesday, January 8, 2014
CAPITOLA CITY HALL
COUNCIL CHAMBERS
420 Capitola Ave
Capitola CA 95010
6:30 P.M.

1. ROLL CALL
COMMISSION MEMBERS: Ron Graves, Carin Hanna, Linda Hanson, Margaret Kinstler, John Martorella, Vicki Muse, Molly Ording, James Steven Ross, Nels Westman, Gary Wetsel
 2. WRITTEN AND ORAL COMMUNICATIONS:
(3 minutes will be allotted to all speakers to address the Commission)
The Commission will receive written communications and consider brief oral communications about items not on the agenda.
 3. APPROVAL OF MINUTES: November 20, 2013
 4. OTHER BUSINESS
 - a. Discussion considering recommendations for renaming the Pacific Cove Parking Lots
 - b. Continued Discussion of Village parking meter rates
 - c. Lower Pacific Cove Update , Opening Discussion and Signage Plans
 5. ITEMS FOR NEXT AGENDA
 6. ADJOURN TO THE TRAFFIC AND PARKING COMMISSION MEETING ON **March 12, 2014,** 6:30 PM CITY COUNCIL CHAMBERS, 420 CAPITOLA AVEUE.
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If you require special assistance in order to attend the meeting, including needs addressed by the Americans with Disabilities Act, please notify the City at least 3 days prior to the meeting by calling (831) 475-7300.

November 20, 2013
Traffic and Parking Commission
Meeting Minutes

The meeting began at 6:30 pm

1. Roll Call:

Members present: Ron Graves, Carin Hanna, Linda Hanson, Margaret Kinstler, , Vicki Muse, Molly Ording, James Ross, Nels Westman, Gary Wetsel

Members absent: John Martorella

City Staff Present: Steven Jesberg, Public Works Director

Community Members Present: None

2. Written and Oral Communications: - None

3. Approval of the minutes: July 10, 2013 minutes were approved

4. Other Business

a. New Commissioner Ron Graves was introduced and welcomed to the commission

b. Approval of 2014 Meeting Schedule – approved unanimously

c. Lower Pacific Cove Parking Lot Project Update – Steve Jesberg gave a short update of the project and indicated that if the weather continues to cooperate the project could be done by the end of January.

d. Approval of recommendation on retaining the 2-hour limit in the Village – Steve Jesberg and Nels Westman reviewed the written recommendation that was developed at a previous commission meeting. A short discussion ensued and the following edits were made to the second to last paragraph.

*Prior to our meeting we informally surveyed residents in and around the Village and various merchants. The BIA will likely present a recommendation to you. Frequently we found that initially a majority of **responding** Village residents and merchants were open to expanding time limits to 3 hours. However, typically after a discussion of the impact of less turnover many changed to retaining the current 2-hour limit. ~~There appears to us to be no clear consensus on this issue.~~*

With these changes, the recommendation was approved unanimously.

e. Continued Discussion of Parking Meter Program Parameters – Nels Westman discussed the on-going issues with the California Coastal Commission and the affects it was having on the City's ability to make changes to the parking meter program. He read the Coastal Commissions conditions of approval and stated he believed they we untenable.

Commission discussion ensued about the options in working with the Coastal Commission. Steve Jesberg informed them that city staff was scheduled to meet with the Coastal Commission staff to try to seek a middle ground.

Steve Jesberg then reviewed specific elements of the parking meter program and unanimous approval was made on the following points;

1. No changes to Meter Zone A(2) Cliff Drive
2. Recommend adding the Lower Pacific Cove Parking Lot to Meter Zone B and raise the rate for this zone to \$0.75 per hour.
3. See item 4.d concerning recommendation of the time limit in the Village
4. Previous recommendations were approved to table consideration of adding parking meters to the Cherry Avenue neighborhood until a parking structure financing plan is in place.

The concept of variable parking rates in Meter Zone A(1), the Village, were discussed. Steve Jesberg outlined that varying rates by season, day of the week, or even hour was possible with the new pay stations. The primary variable rate that was focused on was one with different rates in the summer and winter months.

Carin Hanna stated that this idea had been discussed at a recent BIA meeting and that there strong interest on their part in reducing the meter rate in the winter but they were concerned about the increase in summer necessary to offset the lost revenue and also suggested that there would be an increase in sales tax received by the city with an increase in business in the winter.

Steve Jesberg indicated that he has built a parking meter revenue model that may help answer those questions and that he would bring it to the next meeting.

Various commissioners wondered if it would be possible to do a trial period during the winter months to determine the total financial impacts.

Nels Westman stressed the importance of looking long term at the rates and only using any rate increases to help pay for debt service for the proposed parking structure. Nels also questioned Carin on the benefits of the free holiday parking program already in place. Carin responded that she gets lots of positive feedback from customers on this program.

- f. Update of the City's I-lieu Parking Program – Steve Jesberg gave a short update on the adopted City Administrative Policy establishing the framework for a Village in-lieu parking program. Steve relayed that the final policy closely reflects the recommendations of the commission. A short discussion ensued and no further action was taken.
- g. Discussion regarding new directional signage for Village and Pacific Cove Parking – Steve Jesberg reviewed the existing signs and passed out examples of the more widely used international parking symbol.

Nels Westman discussed the flaws in the design and locations of the existing signage and made specific recommendation regarding these issues.

Molly Ording stated that she believes the signs leading to the Pacific Cove lots need to state “Beach Parking” on them.

It was the consensus of the commission that the new signs should be the international parking symbol of a white P with a blue background. The signs should include white arrows to indicate direction. A separate, smaller sign, with “Beach Parking” should be used on signs along Bay Avenue, Capitola Avenue and Park Avenue leading drivers to the Pacific Cove parking lots.

Adjournment: The Commission adjourned to the next regularly scheduled meeting on January 8, 2014

Approved at meeting of January 8, 2014

Steven E. Jesberg
Public Works Director