



DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, September 10, 2015
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:30 a.m.

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie (Chair)
Trey Pinner (Vice-Chair)
Edward France
Gene McKnight
Kate Schwab
Sean Pratt
Tom Williams

Attendance

Present
Present
Present
Excused
Present
Present
Present

CITY STAFF PRESENT :

Browning Allen, Transportation Manager
Victor Garza, Parking /TMP Superintendent
Michele DeCant, Public Works Business Manager
Rebecca Jimenez, Parking Supervisor
Dion Tait, Parking Supervisor
Teri Green, Associate Transportation Planner
Sarah Clark, Parking Resource Specialist
Justin Berman, Parking Coordinator
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council
John Campanella, Planning Commission

OTHERS PRESENT:

3) **CHANGES TO AGENDA**

Malcolm Hamilton, Administrative Assistant, said Item 8 (Fiesta Occupancy Survey) will not be presented or distributed at the meeting.

4) **PUBLIC COMMENT**

None.

5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF JULY 9, 2015**

Motion: To approve the minutes from the regular meeting of July 9, 2015.

Made By: Trey Pinner **Second:** Kate Schwab

Discussion: Tom Williams said he will abstain from the motion because he was not present at the July 9, 2015 meeting.

Vote: Yeas: 5 Nays: 0 Abstain: 1 (Williams) Absent: 1 (McKnight)

6) **OPERATING AND CAPITAL BUDGETS FOR THE YEAR ENDED JUNE 30, 2015**

Malcolm Hamilton, Administrative Assistant, presented the operating and capital budgets for the year ended June 30, 2015.

Chair LaBrie asked if the Parking and Business Improvement Area (PBIA) assessments have increased due to Sonos moving offices into downtown Santa Barbara. Malcolm Hamilton said Sonos is being assessed, however, the payment amounts are confidential.

Committee Member Williams asked if the Downtown Parking Program will be reimbursed for rising

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electricity costs related to the operation of the 911 Call Center. Browning Allen, Transportation Manager, said the annual Police Department rent will be adjusted to cover increases in electricity costs related to the 911 Call Center.

Chair LaBrie asked if there were any significant design changes from when the Cota Lot Access Control Project was originally brought before the committee. Browning Allen said Sarah Clark, Parking Resource Specialist, worked with the equipment vendor to lower the quoted price of equipment. Victor Garza, Parking Superintendent, said vehicles will be entering from Santa Barbara Street and exiting onto Cota Street.

Malcolm Hamilton, Administrative Assistant, presented the Downtown Parking capital reserves projection.

Committee Member Williams asked staff to discuss the different components of the capital reserve requirement and explain why the council reserve requirement is relatively flat while operating costs are increasing. Malcolm Hamilton said the capital improvement program has been fairly consistent between \$900,000 and \$1.2 million, which is one component of the capital reserve requirement. In addition, the operating budget contributes two more components to the reserve requirement. Although the operating budget is increasing each year, the scale of the chart makes the reserve requirement seem fairly flat.

Committee Member France asked staff to provide further detail into why the reserve projection significantly increased between FY 13 and FY 14. Malcolm Hamilton said staff changed the underlying assumptions of Hourly Parking Revenue to be more realistic and in line with recent activity.

Committee Member Pinner commented that the projections are based on budgeted numbers and the Parking Program continues to receive more revenue than budgeted which pushes the reserve projection higher. Mr. Pinner added that the net income of the Parking Program depends on the difference of revenues and expenses, so underspending the budget also contributes to higher reserve balances.

Motion: To accept the operating and capital budgets report.

Made By: Trey Pinner **Second:** Sean Pratt

Discussion:

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

7) CITYWIDE WAY-FIND DIRECTIONAL SIGNAGE PROGRAM

Browning Allen informed the committee that City Council appropriated funds to hire a consultant to study and design a coherent wayfinding directional signage program. Mr. Allen introduced Teri Green as the project manager for the Citywide Wayfinding Directional Signage Project. Ms. Green gave a presentation on the project and showed draft designs for the city and parking specific signs. Ms. Green said the proposed signage will need to be reviewed and/or approved by the Historic Landmark Commission (HLC), Architectural Board of Review (ABR), and Sign Committee.

Chair LaBrie asked if the project has been reviewed by stakeholders outside of the city such as national or international groups for visibility and readability. Although staff has not explicitly sought feedback from stakeholders outside of the city, Teri Green said Hunt Design, the sign consultant, brings extensive wayfinding signage and municipal branding experience to the project. Ms. Green added that waterfront stakeholders provided their input to staff regarding their experience with guiding and directing visitors from out-of-town.

Committee Member Williams said the sign study needs to include signage with the international blue background, white "P" parking signs, otherwise he does not foresee a great benefit to downtown parkers.

Browning Allen said the ad hoc design subcommittee did not support a parking sign with a blue background behind the "P". After reviewing the first design drafts, staff recommended adding "Public Parking" to the signage to assist people that are not familiar with the common parking signage of a "P" set in a circle. Mr. Allen said the pedestrian signage is also important to assist people finding their way back to the public parking lots.

Chair LaBrie commended staff on the large undertaking of making revisions to the city signage. Mr. LaBrie

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said there is a tradeoff between effectiveness and how well the design fits the surroundings; extremely bright signs would be visible but also incongruent with the surroundings. Mr. LaBrie said he needs more assurance that the consultant and stakeholders believe the signage will be effective for drivers and pedestrians. Teri Green, Project Manager, said the ad hoc design subcommittee consisted of members from the HLC, ABR, and Sign Committee, and it was unanimous that the blue background for parking signs would not fit the Santa Barbara style. Browning Allen, Transportation Manager, said staff are confident in the consultant's ability to balance the needs of the community and effectiveness of the signs. Mr. Allen said Hunt Design is responsive to community requests but firm in their recommendations for visibility and effectiveness.

Committee Member Schwab asked if a Downtown Parking Committee (DPC) member should attend the design review meetings. Teri Green said it would be helpful and supportive of the project to have a DPC member present. Ms. Schwab asked if staff anticipates the maps being approved with the sign project. Ms. Green said staff does expect approval of the maps, which will be the same map that is currently used by the Downtown Parking Program in several of the parking garages, with a few updates.

Vice-Chair Pinner said it may be possible to test the effectiveness of the signs with a focus group of people that are unfamiliar with Santa Barbara. Mr. Pinner said there have been discussions about naming the parking lots and this project may be an opportunity to have that conversation again. Mr. Pinner asked what the net effect on the number of signs will be with this project. Browning Allen said staff envisions a small decrease in the total number of signs. The existing "P-arking" signs that direct traffic to the Downtown Parking Lots will be replaced. Mr. Pinner said he is supportive of the green parking signs if that is what the consultant recommends. Mr. Pinner said there are different hues of blue which are more subdued and possibly more appropriate in the downtown core.

Committee Member Schwab asked what colors are on the existing "P-arking" signs. Browning Allen said the signs have a white background with green lettering. Ms. Schwab asked if the major point of contention with a blue background and white "P" is the design preference. Teri Green said the blue color would conflict with the Santa Barbara style, which is a focus of the ad-hoc design subcommittee.

Committee Member Williams questioned if the city is gaining enough visibility from the new signs to justify the investment in a whole redesign and installation of new sign program. Teri Green said coloring is not the only issue with visibility as some signs are placed near the ground, have small lettering, or are set back from the street.

Chair LaBrie asked which committees and boards will receive the feedback given by the DPC. Teri Green said the DPC's comments will be received by the design review boards: HLC, ABR, and Sign Committee. Browning Allen said staff will ask Hunt Design to revisit the parking signage and confirm their belief that the green parking signs will be effective.

Committee Member Pratt said the new signs look great and he believes they are designed well. He said it is exciting to have a unifying approach to city signage. Mr. Pratt said it is encouraging to see that staff was thorough in their research and design.

Committee Member France asked what the timeline is for bringing the project to the design review boards and committees. Mr. France followed by asking when staff will receive estimated costs for installation. Teri Green said the project will go before the ABR in late September or early October, the HLC in October, and Sign Committee in November. Ms. Green said staff will request a phasing plan from hunt design with costs for each phase and the cost if all the signs are installed in one shot. Ms. Green said staff are hoping to use existing pole bases to save on installation costs.

Committee Member France asked if the design review boards will approve a general design style separate from the content and placement of signs. Browning Allen said the signs will be fairly set with content and design.

Councilmember Rowse recommended staff review this project with the City Attorney's Office due to a recent Supreme Court decision regarding municipal signage.

Planning Commissioner John Campanella said it is important that the signs are free standing and not

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attached to buildings. Mr. Campanella said he would be concerned about visibility at night. Teri Green, Project Manager, said the signs will meet all the Manual on Uniform Traffic Control Devices standards including reflective and anti-graffiti coatings. Hunt Design will produce full size mockups to test visibility and placement.

Motion: That the Downtown Parking Committee:

- A. Support the design concept of the wayfinding directional parking signs with noted concerns about the effectiveness of the signs; and
- B. Recommend the approving boards and committees revisit the coloring of the encircled "P" with the possibility of an international standard that fills with blue and has white lettering.

Made By: Trey Pinner **Second:** Sean Pratt

Discussion:

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (McKnight)

8) FIESTA OCCUPANCY SURVEY

This item was deferred to a future meeting.

9) SUBCOMMITTEE REPORTS

This item was not discussed.

10) OPERATIONS UPDATES

These updates were not discussed.

11) ADJOURNMENT

The meeting adjourned at 8:50 a.m.