



## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

Thursday, November 12, 2015  
David Gebhard Public Meeting Room  
630 Garden Street  
Santa Barbara, CA 93101

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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  
Rob Dayton, Principal Transportation Planner  
Victor Garza, Parking /TMP Superintendent  
Rebecca Jimenez, Parking Supervisor  
Dion Tait, Parking Supervisor  
Jessica Grant, Project Planner  
Teri Green, Associate Transportation Planner  
Sarah Clark, Parking Resource Specialist  
Justin Berman, Parking Coordinator  
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

John Campanella, Planning Commission

OTHERS PRESENT:

3) **CHANGES TO AGENDA**

None.

4) **PUBLIC COMMENT**

None.

5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF SEPTEMBER 10, 2015**

**Motion:** To approve the minutes from the regular meeting of September 10, 2015.

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

**Discussion:**

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

6) **APPROVAL OF THE MINUTES FROM THE SPECIAL JOINT TCC AND DPC MEETING OF OCTOBER 8, 2015**

**Motion:** To approve the minutes from the special joint TCC and DPC meeting of October 8, 2015.

**Made By:** Edward France **Second:** Kate Schwab

**Discussion:** Committee Members Pinner and Pratt did not attend the October 8, 2015 meeting and said they would not be voting on this item.

**Vote:** Yeas: 4 Nays: 0 Abstain: 2 (Pinner, Pratt) Absent: 1 (McKnight)

7) **OCCUPANCY SURVEYS**

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Malcolm Hamilton, Administrative Assistant, presented occupancy surveys for the months of July through September, comparing 2015 to 2014.

Chair LaBrie asked if the impacted lots experience a drop in monthly permit subscriptions over time. Sarah Clark, Parking Resource Specialist, said those monthly permits are often not given up because the customers cannot get them back. Rebecca Jimenez, Parking Operations Supervisor, said some of the monthly permits are used by businesses with private parking that is accessed through the public parking lots.

Committee Member France asked if monthly permit holders can have their permit revoked if a lot is reaching capacity too often. Browning Allen, Transportation Manager, said permits are not revoked, but they will not be offered to another customer if they are not renewed.

Committee Member Pinner said it would be useful to understand the full capacity of downtown parking vehicle spaces including private parking lots. Developments, like the Arlington residential project, may further affect private parking capacity which then impacts the public parking lots and on-street spaces.

Committee Member Schwab asked if the MOXI museum has parking on-site. Browning Allen said that project is meeting its parking requirement with the Depot Lot.

Malcolm Hamilton presented the occupancy survey for the week of Old Spanish Days Fiesta.

Committee Member Pinner commented that the charts help show the increasing demand for monthly permits and the effects of downtown development.

Committee Member Williams reiterated that the city needs to plan for increased availability before the public develops a negative perception of downtown public parking.

Committee Member France said the occupancy data gives staff an important planning tool when studying parking demand. Mr. France added that in looking at the Granada Garage charts, there may an opportunity to sell more permits as the Granada Theatre events generally occur at night when most employees with permits have exited.

Referencing the Sunday occupancy charts and the decrease in 2015, Committee Member France commented that it would interesting to view what percentage of visitors the downtown parking lots accommodated compared to other forms of transportation – Uber, bicycles, and busses.

Planning Commissioner Campanella said the occupancy charts show there is capacity in the parking lots at night and said it may be possible to absorb resident parkers who may be living in new Average Unit-size Density (AUD) developments.

Rob Dayton, Principal Transportation Planner, said by design the AUD developments are under parked and the transportation storage for some tenants will not be sufficient. Those tenants will likely move to a location that works better for their vehicle storage needs. Mr. Dayton added that an ordinance allowing for car share services was approved by City Council and staff will be looking to position those near AUD projects.

**Motion:** To accept the occupancy reports.

**Made By:** Edward France **Second:** Kate Schwab

**Discussion:**

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

## 8) OPERATIONS UPDATES

### Free Parking For Holiday Parade

Victor Garza, Parking Superintendent, said customers leaving the public parking lots after 6:30 p.m. on December 4<sup>th</sup> will not owe parking fees. Committee Member Williams asked if there will be staff available to

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monitor and direct traffic. Mr. Garza confirmed that staff will be available to direct traffic.

Browning Allen, Transportation Manager, said the free parking promotion assists with a large outflow of vehicles and it supports the downtown businesses and their customers.

### Bicycle Master Plan (BMP)

Rob Dayton, Principal Transportation Planner, said the BMP was brought to a joint meeting of the Transportation and Circulation Committee (TCC) and Planning Commission (PC). Mr. Dayton said there was a lengthy discussion about the recommendations, including many public speakers. The BMP will be revised and brought back to separate meetings of the TCC and PC on Thursday, December 10, 2015.

### Capital Improvement Program

Jessica Grant, Project Planner, said staff recently got approval to fund design for the Cota Lot Access Control Project. The entrance to the Cota Lot will be on Santa Barbara Street and vehicles will exit on Cota Street. There will be 7 ADA spaces spread through the lot placed near pedestrian paths. Ms. Grant said two Electric Vehicle charging spaces and bike parking will be installed. The draft plans will be brought to the committee for viewing.

Browning Allen said the Lot 5 New Kiosk Project will be going to the Historic Landmark Commission (HLC) for final approval on Wednesday, November 18, 2015.

Committee Member Williams asked if the Lot 5 Lighting Project is moving along. Victor Garza, Parking Superintendent, said a contractor was selected for installation and the project costs are estimated to be within budget.

### Citywide Wayfinding Signage Project

Browning Allen distributed revised design drawings for the family of signs – pedestrian, vehicle, and landmarks – based on feedback from the HLC and Architectural Board of Review (ABR). The revised sign program will be brought to the Sign Committee on Wednesday, November 18, 2015 at 10:00 a.m. in the David Gebhard Public Meeting Room. The Citywide Wayfinding Directional Signage Project is scheduled for review by City Council on November 24, 2015.

Mr. Allen said the consultant, Hunt Design, prepared an installation phasing plan. Phase 1 would include the pedestrian and parking signs. The Downtown Parking Program would fund the replacement of the parking signs. Mr. Allen said Phase 2 would be the vehicle signs, Phase 3 the pedestrian maps, and Phase 4 the Waterfront signs.

Mr. Allen said staff discussed with the Ad Hoc Wayfinding Sign Committee the Downtown Parking Committee's desire to have the blue circle on parking signs. Staff will continue to discuss the blue background with the Sign Committee on November 18, 2015. Mr. Allen said there has been confusion related to ADA and hospital parking when using the blue background.

Chair LaBrie asked what Council is being asked to approve on November 24, 2015. Browning Allen said Council will adopt a citywide sign program with design and content. Mr. LaBrie said the Downtown Parking Committee has not commented on parking sign locations which also contributes to effectiveness and visibility. Browning Allen said Hunt Design, Downtown Parking staff and the city's Traffic Engineer, in conformance with the MUTCD, analyzed sign placement. Mr. Allen said the final sign placements have not been determined and there will be opportunities in the future for the committee to comment.

Chair LaBrie asked how the entire sign program will be funded. Browning Allen, Transportation Manager, said Phase 1 – pedestrian and parking signs – is the only programming with appropriated funds at this time. There are funds available from the initial Council appropriation for pedestrian signage, and there are Downtown Parking capital program funds available for the parking signs.

Committee Member France said he would like to see the complete design plan for the Citywide Wayfinding Directional Signage Project. Up to this point, Mr. France said the committee has only received highlights of the project by way of oral presentations. Browning Allen said staff has presented the sections of the project that are in the purview of the Downtown Parking Committee. Victor Garza said after City Council approval of the concept, staff and the consultants will write a complete bid package with materials and design

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specifications for installation.

Committee Member Williams said that while blue and white may not be the international standard for parking signs, it is the most common color scheme.

Two full scale parking sign mockups were presented to the committee: one with a blue background and one with a green background.

Committee Member Pinner said a public focus group may help support one sign color or the other. Browning Allen, Transportation Manager, said members of the public have been involved in the project since inception and there were opportunities for public comment at the design review meetings.

Chair LaBrie said he appreciates staff's hard work and dedication to the project. He said it is important to consider the best possible options for the parking signs as this opportunity may not present itself for many more years to come.

Having seen the design mockups, Committee Member Williams said he supports the blue parking signs and he believes they will be most visible to visitors not familiar with downtown Santa Barbara.

Chair LaBrie said he is not comfortable letting the recommendation in the September meeting represent the committee's current position on the parking signs and wayfinding signage project. Mr. LaBrie said it may be appropriate to call a special meeting to reformulate the committee's position. Browning Allen read the recommendation from September and said he believes it still represents the committee's position of preferring the blue parking signs. Committee Member France said he would like more clarity on the project before making a recommendation to City Council.

December Meeting – Tentatively Cancelled

The Downtown Parking Committee decided to meet in the month of December.

**9) ADJOURNMENT**

The meeting adjourned at 9:22 a.m.