



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, December 12, 2019
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) CALL TO ORDER

The meeting was called to order at 7:30 AM.

2) ROLL CALL

DPC MEMBERS

Trey Pinner (Chair)
Edward France (Vice Chair)
Robert Janeway
Matt LaBrie
Andy Newkirk
Sean Pratt

ATTENDANCE

Present
Present
Present
Present
Present
Present

CITY STAFF PRESENT

Rob Dayton, Transportation Planning and Parking Manager
Victor Garza, Downtown Plaza and Parking Manager
Sarah Clark, Administrative Supervisor
Dion Tait, Parking Supervisor
Roy Forney, Parking Supervisor
Nina Johnson, Senior Assistant to the City Administrator
Chris Rickerd, Parking Coordinator
Mindy Jackson, Administrative Specialist

OTHERS PRESENT

Lesley Wiscomb, Planning Commissioner
Alberto DiPadova, Director of the Sevilla Square
Merchant Association

LIAISONS PRESENT

Randy Rowse, City Councilmember

3) CHANGES TO AGENDA

None.

4) PUBLIC COMMENTS

None.

5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF OCTOBER 10, 2019

Motion:

To approve the minutes from the regular meeting of October 10, 2019.

Made By:

1st Ed France 2nd Matt LaBrie

Vote:

Yeas: 6 Nays: 0 Abstain: 0 Absent: 0 Excused: 0

Discussion:

None.

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6) VISION ZERO STRATEGY – DOWNTOWN LOADING ZONES

RECOMMENDATION: That the Committee receive an update on efforts to implement Vision Zero strategies by expanding commercial and passenger loading on the 00 blocks in the Downtown corridor.

Sarah Clark, Administrative Supervisor, Downtown Parking, gave the presentation.

Lower State Street is a priority corridor for implementing strategies to improve safety. Staff proposes to expand loading zones on the 00 blocks in the downtown core.

Phase 1: Outreach – Inform downtown stakeholders about the proposed changes.

Phase 2: Installation – February-March 2020 – Repaint curbs and post new signage.

Phase 3: Encouragement Phase – April-May 2020 – Encourage businesses and drivers to discontinue loading on State Street after 10:00 AM.

Phase 4: Enforcement Phase – June 2020 – Staff will begin enforcing the State Street loading restrictions.

PUBLIC COMMENT:

William Rehling, Accessible Santa Barbara, voiced his concerns about accessibility in loading zones if alternations are made. He would like staff to consult the City Attorney before any changes are made.

ITEM # 9 WAS PRESENTED AT THIS TIME

9) PARKING LOT 12 SIGNAGE

The Committee received a proposal from the merchants of Sevilla Square to place commercial-branded way-finding signage on two arches in the City's Downtown Parking Lot 12, located at 11 West Gutierrez Street.

Nina Johnson, Senior Assistant to the City Administrator, stated that the Sevilla Square merchants came to the City to have signage approved that would bring more visibility to their businesses.

Sign design concepts were presented. Ms. Johnson stated that the signs on the arches were approved by the Sign Committee on November 5, 2019.

Alberto DiPadova, Director of the Sevilla Square Merchant Association, mentioned that it is currently a difficult environment for retailers. The signage would bring attention to the businesses and direct pedestrians to the area.

DISCUSSION:

Mr. LaBrie would not like to see the way-finding signage to mention buildings.

Mr. Dayton stated that way-finding signage is more for pedestrians.

Mr. Newkirk is opposed to any branding on the arches. It would make it look like a private lot. Signage on the arches would be confusing.

Ms. Johnson mentioned that the lot is City property.

Mr. Janeway feels that there should be caution with setting a precedence. Other businesses would believe that these businesses are being given special consideration.

Chair Pinner asked if we are willing to name a lot.

Mr. LaBrie asked if there should be a goal to bringing identity to each lot.

Mr. Newkirk commented that there needs to be a reference to public parking on the arches.

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Committee Member Sean Pratt had to leave the meeting at this time.

Chair Pinner made a motion to place way-finding signage on the underpass stairwell.

Motion: To place way-finding signage and paint the name of Sevilla Square on the underpass stairwell.
Made By: 1st Ed France 2nd Andrew Newkirk
Vote: Yeas: 5 Nays: 0 Abstain: 0 Absent: 1 Excused: 0
Discussion: None.

Committee Member Ed France had to leave the meeting at this time.

7) FY20 Q1 REVENUE, OCCUPANCY AND TRANSACTION UPDATE

The Committee received an update on revenue and occupancy through the first quarter of Fiscal Year 2020.

Mr. Newkirk observed that the access capacity is steady in the 3 largest garages.

Mr. Garza pointed out that credit card usage has increased and is almost at 50%.

8) DOWNTOWN PARKING COMMITTEE 2020 WORK PROGRAM CALENDAR

The Committee was presented with the proposed work program calendar for 2020.

10) PROGRAM UPDATES

There was a program update on the following:

- Parking and Business Improvement Area (PBIA) Update

Rob Dayton said that staff is currently working with a stakeholder group.

A Parking and Business Improvement Area Information Sheet was provided to the committee.

9) ADJOURNMENT

The meeting adjourned at 9:12 AM