

CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

MEMORANDUM

Date: February 26, 2009
To: Harbor Commission
From: John N. Bridley, Waterfront Director
Subject: **Business Services Report- General Update**

Honor Fee Collection System in Palm Park Lot

Per Council Resolution, the 267 stall Palm Park parking lot is staffed seven days per week May through September and weekends only from October 1 through April 30. Although it is not cost-effective to staff the parking kiosk during the off-season on weekdays, the result is that the Department does not receive any revenue from the Palm Park lot for approximately 152 days per year.

On January 1, 2009, an honor fee collection system began operating in the Palm Park lot on weekdays. The lot will continue to be staffed on weekends during the off-season and seven days per week during the peak season. Parking fees are currently \$2 for three hours while the lot is on honor fee operation and \$1.50 per hour when the kiosk is staffed, which is consistent with the operation of the Garden Street lot across Cabrillo Boulevard adjacent to the Chamber of Commerce Visitor Center.

Expansion of NBCC Safe Parking Program in Garden Street Lot

New Beginnings Counseling Center (NBCC) operates an overnight RV parking program, referred to as the Safe Parking Project, as part of its Homeless Outreach program. The City Council passed a resolution in April 2007 permitting NBCC to use three City parking lots in the Safe Parking program, including the Carrillo/Castillo commuter lot and the Cota Street lot, which are managed by Downtown Parking and the Garden Street lot, which is operated by the Waterfront Department.

The Garden Street parking lot was first used in the NBCC Safe Parking program in September 2007. Up to three spaces may be used at night per Council resolution; however the Garden Street lot has an additional restriction that the RV dwellers must be families. The Waterfront Department has not received any complaints about the program and the Department has not incurred any costs related to the program.

Council has directed the Police Department to step up on-street enforcement in certain areas where the RV's congregate illegally in an effort to control problems associated with some RV dwellers. In order to balance the increased enforcement, Council directed

staff to make two more overnight parking spaces available in each parking lot to qualified RV dwellers enrolled in the NBCC program. The total number of RV dwellers allowed to park in the Garden Street lot overnight will now be five families. During the day while the lot is open for business, the vehicles are required to leave.

Please Don't Feed the Birds

Several years ago the Department initiated a program to discourage restaurant patrons from feeding birds. Staff purchased and distributed "table tents" (the clear plastic holders often used to advertise appetizers or specials on restaurant tables) fitted with laminated plastic signs with a logo and the phrase "Spread the Word—Don't Feed the Birds." With time, the signs and holders fade and/or disappear and restaurant owners tend to forget to request replacements from the Department.

The bird feeding problem is particularly prevalent on Stearns Wharf at the outdoor public tables and diners occasionally have their food stolen by the aggressive seagulls. At the suggestion of Commissioner Cramer, the Department is making additional efforts of informing the public about the inappropriateness of feeding restaurant scraps to birds.

Permanent 9" X 5" red vinyl signs have been installed on all outdoor public tables adjacent to Char West and Santa Barbara Shellfish Company which read, "Please not Feed the Birds—Feeding the Birds is Prohibited" and citing California Code of Regulations and California Fish & Game code prohibiting feeding wildlife (Attachment 1). A more aesthetically pleasing sandblasted redwood sign measuring 24" X 9" reading "Please Do Not Feed the Birds" will be installed at the take out window at Santa Barbara Shellfish Company to further emphasize the issue at the point of sale (Attachment 2).

The owners and staff of Char West and Santa Barbara Shellfish Company are supportive of the new sign program.

Attachments: 1. Vinyl Sign Photo
2. Redwood Sign Design

Prepared by: Scott Riedman, Waterfront Business Manager