

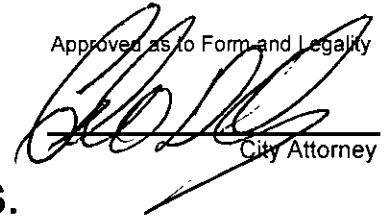
2013 SEP 26 PM 2:47

**OAKLAND CITY COUNCIL**

**RESOLUTION No. 84664 C.M.S.**

Introduced by Councilmember \_\_\_\_\_

Approved as to Form and Legality



City Attorney

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**A RESOLUTION ADOPTING PARKING PRINCIPLES FOR CITY OF  
OAKLAND COMMERCIAL DISTRICTS**

**WHEREAS**, these Parking Principles call for the active management of parking; and were first presented to the City Council in December, 2009; and

**WHEREAS**, these Parking Principles hold that parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas; and

**WHEREAS**, these Parking Principles hold that parking should be managed to achieve an approximate 85% maximum occupancy per block, so there will always be some available on-street parking for shoppers and visitors; and

**WHEREAS**, these Parking Principles hold that parking should be priced at market rates, and should be adjusted regularly to reflect current use; and

**WHEREAS**, these Parking Principles hold that pricing and policies should encourage the use of off-street parking lots where they are available; and

**WHEREAS**, these Parking Principles state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district; and, therefore be it

**RESOLVED**, that the City shall adopt the following Parking Principles as official policy to guide actions dealing with parking in commercial districts city-wide:

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
  - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
  - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.

- **Parking should be actively managed to maximize efficient use of a public resource.**
  - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
  - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
  - Parking should be priced to achieve usage goals (“market pricing”); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
  - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
  - Costs, rules and penalties should be easily comprehensible.
  - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
  - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
  - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
  - Pricing policies should encourage a “park once” approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
  - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

**OCT 15 2013**

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

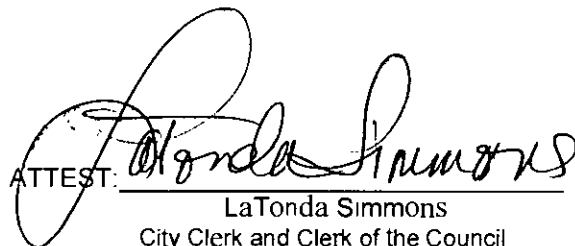
AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, ~~REID~~, SCHAAF ~~and PRESIDENT~~ *6*  
~~KERNIGHAN~~

NOES - *0*

ABSENT - *0*

ABSTENTION - *0*

*Excused - Reid, Kernighan - 2*

  
 ATTEST: \_\_\_\_\_  
 LaTonda Simmons  
 City Clerk and Clerk of the Council  
 of the City of Oakland, California