

CITY OF OAKLAND
SUPPLEMENTAL AGENDA REPORT

2007 JAN 11 PM 12:40

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: January 23, 2007

RE: Informational Update on Jack London District Interim Mixed Use Permit Parking Program

At their meeting on October 24, 2006, the Finance Committee recommended that the City Council approve the concept of the Interim Mixed-Use District Permit Parking Program for the Jack London District and directed staff to return to the Finance Committee with an implementation plan by January 2007. Subsequent to this meeting, the Chinatown Coalition submitted a letter to Development Director Claudia Cappio that outlined their concerns regarding the JLDA proposal and requested that the City postpone further consideration of the proposal until all parties and community groups affected by the plan could be consulted. The Chinatown Coalition letter is contained in Attachment A. A community meeting with stakeholders from both JLDA and Chinatown has been scheduled for January 22, 2007. The purpose of this meeting is to clarify issues and attempt to outline alternative strategies that can work for both neighborhoods. Staff will provide a verbal update about this meeting to the Finance Committee as well as a schedule for completing a full report for Finance Committee review.

Councilmember Nadel also requested that staff provide information on the existing parking supply in the Jack London District as defined in the JLDA proposal (Attachment B) and the proposed construction schedule for the Jack London Square Phase 2 parking structure (on the former Amtrak surface parking lot). Within the Jack London District there are approximately 1188 unregulated spaces, broken down into the following categories:

- 50 one hour spaces
- 170 two hour spaces
- 31 four hour spaces
- 53 one-hour metered spaces
- 244 two-hour metered spaces

The parking structure is scheduled to begin construction in summer 2007 and will take approximately one year to complete. This means that the structured parking will become available in late 2008 or early 2009.

Respectfully submitted,



Claudia Cappio
Director of Development, Community
and Economic Development Agency

APPROVED AND FORWARDED TO
THE FINANCE COMMITTEE



OFFICE OF THE CITY ADMINISTRATOR

Attachments: A. Worksheet on Costs for Permit Parking District
 B. JLNA map of proposed Permit Parking District

Item#: _____
Finance Committee
October 24, 2006

THE OAKLAND CHINATOWN COALITION

November 15, 2006

Claudia Cappio
Director of Development, Community
And Economic Development Agency
City of Oakland
250 Frank H. Ogawa Plaza
Oakland, CA 94612

Re: New Jack London District Interim Mixed Use Permit Parking Program

Dear Ms. Cappio:

We are writing you because of our concerns regarding the possible implementation of a new mixed use permit parking program for the Jack London District. This matter was brought to our attention just two weeks ago. Though we in Chinatown support the City's and the newly formed Jack London District Association's efforts to address the growing on-street parking crisis in Oakland, particularly in the business districts, we believe the plan being proposed for the Jack London District will adversely impact our community and other neighboring communities. We believe the plan is bad social policy for Oakland. We ask that you postpone further consideration of the proposal until those affected by the plan can be consulted and provide timely input. We believe that with the gathering of stakeholders on this issue, a more appropriate solution can be developed to address the parking concerns of the Jack London District.

There is no dispute that changes to unregulated parking in the Jack London District will impact both businesses and residents of Chinatown. No wall divides the Chinatown district from the Jack London district. Employees of Chinatown businesses, especially those in the lower wage brackets who cannot afford off-street parking, depend on these public parking spaces on a daily basis. One business, across the street from another, should not be penalized because it is in "Chinatown" and not "Jack London." Privatizing these parking spaces by giving permits only to Jack London businesses and condominium owners will adversely impact those who are most in need for these spaces and who have been utilizing these spaces for years.

The proposal will also force those who do not qualify under the new plan to seek parking in Chinatown, exacerbating Chinatown's parking crisis. Chinatown residents already have a difficult time finding street parking. As documented by *Revive Chinatown*, a community transportation plan funded by Caltrans and managed by the City of Oakland's Pedestrian Safety Project, parking demand has been a long-time issue in Oakland Chinatown. Completed in 2004, *Revive Chinatown* articulates recommendations to address Chinatown's pedestrian and traffic safety issues and cites the lack of parking and

need for additional parking facilities as one of the top four key transportation concerns for Oakland Chinatown's community members. An increased inflow of more cars seeking street parking in Chinatown from Jack London District will greatly exacerbate current parking problems and Chinatown patrons, businesses, workers, and residents will suffer as a result.

We are also concerned about the impact this proposal will have on future development. When the new condominium projects were developed in Jack London, developers understood approvals were guided by city policy which discourages multi-car ownership in urban transit oriented projects. This proposal speaks otherwise. If each owner is to be given an additional street parking space through the permit process, future developers will need to double the parking spaces being provided for their units.

The idea of privatizing the already scarce street parking with the permit process is bad social policy and a granting of special privilege. The program will negatively impact and penalize the businesses most in need for these parking spaces, such as restaurants with large numbers of employees and customer/patrons who depend on street parking. Businesses in other areas will want the same benefits for themselves and their employees. Other residents in commercial mix use districts will want the same program. The plan has no safeguard for potential abuses. Nothing prevents those who do not need the permit from selling their permit to others.

We understand the concerns of those in Jack London regarding the worsening parking conditions. However, we believe that if the appropriate parties are brought to the table, including the Port of Oakland, a reasonable solution can be developed. There appears to be several large parking lots in Jack London that are currently under-utilized during the day. We believe alternatives need to be explored before rushing into a plan that will have so many negative effects for our community and Oakland.

We remain available to meet with you and your staff to further explore these issues.

Very truly yours,

Jennie Ong, Executive Director
Oakland Chinatown Chamber of Commerce
510-893-8979

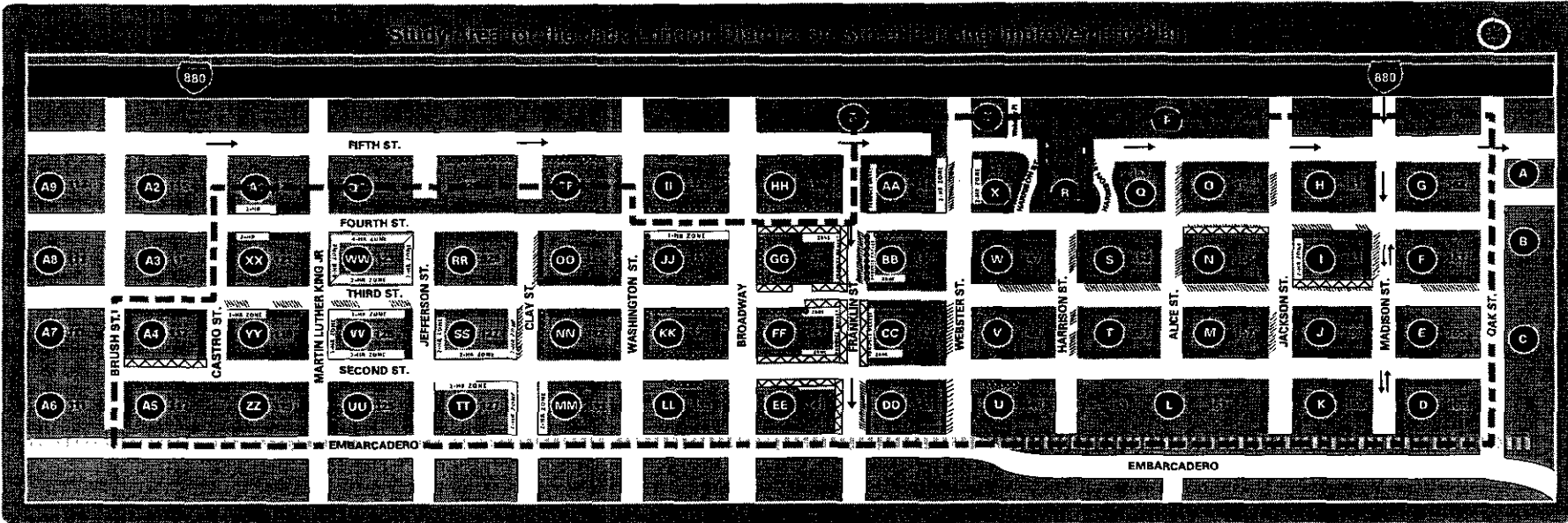
Sherry Hirota, CEO
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cc: Members of the Oakland City Council
Oakland Mayor-Elect Ronald Dellums






JACK LONDON DISTRICT MAP: PROPOSED TIME-LIMITED PARKING ZONES AND PROPOSED MIXED USE DISTRICT PERMIT PARKING (as of 6/02/2006)



SUMMARY OF JLDA's PERMIT PARKING PROGRAM PROPOSAL

1. Within the boundary of the proposed Mixed-Use District Permit Parking Program (dashed red line), wherever curb and gutter has been installed and parking is currently unregulated by meters or signs, JLDA proposes that the City install signs indicating that this is a time-limited parking zone.
2. Wherever parking is currently unregulated by meters or signs, JLDA proposes the City install signs indicating a default time limit of 4-hour parking (green line); apparently this was approved June 1, 2004 by City Council (Agenda Item S-22) but has never been implemented.
3. JLDA proposes that business owners and residents in the district be eligible to purchase parking permits to exempt vehicles from posted 4-hour time limits. Vehicles would not be exempted from parking meter, painted curb, or street sweeping violations, or from 1-hour and 2-hour parking zones.
4. JLDA proposes new 1-hour and 2-hour parking zones be installed wherever a majority of existing restaurants, retailers, and other businesses request them. Several blocks are shown on the map where discussions have already taken place (yellow line). Others may be requested and should be considered on a case by case basis.

KEY: TIME-LIMITED PARKING & PERMIT PARKING PROGRAM

-  Existing Time-Limited Parking Zones
-  Existing Parking Meters
-  Proposed New 1-HR & 2-HR Parking Zones (Permit Parking Prohibited)
-  Proposed New 4-HR Parking Zones (Permit Parking Permitted)
-  Proposed Boundary of Mixed-Use District Permit Parking Program