

OFFICE OF THE CITY CLERK
CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612
2005 MAY 12 PM 1:53

DANNY WAN
Councilmember
District 2

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TO: Council President De La Fuente and Members of the Oakland City Council

FROM: District 2 Council office Staff

DATE: May 12, 2005

RE: **Item 18. Amendments to the Master Fee Schedule:**

Parking rate increase and Objection to the classification of the Pacific Renaissance (Chinatown) Parking garage as a Downtown garage.

The recent \$0.25 increase in parking fees to adjust the parking tax imposed by measure Y has brought to light a previous policy decision that has not been noticed or implemented since the passage of the last two-year budget. The Master Fee Schedule in the 2003-2005 Budget would have raised parking fees at the Pacific Renaissance (Chinatown) parking garage from \$1.00/hour to \$2.00/hour. Because the fee had gone un-noticed by the Public Works staff in charge of the garages, the District 2 Council office, and the managers of the garage, the fee increase was not actually implemented at the garage until two weeks ago, when City staff discovered the oversight.

The reason for the doubling of the parking rate at Pacific Renaissance was that the City raised the rates for downtown area garages dramatically compared with neighborhood retail areas, and classified the Pacific Renaissance garage as a "downtown" garage. The District Two City Council office urges the City to re-classify the Pacific Renaissance garage as a neighborhood commercial garage and impose the same parking fees as in all other neighborhood parking facilities.

The area served by the Pacific Renaissance garage is a neighborhood retail area in the heart of Chinatown. The parking garage is located under the two-story building that occupies the blocks bounded by 9th and 11th Streets and Webster and Franklin. The Pacific Renaissance building is comprised solely of small retail businesses and restaurants, a branch library, and the Oakland Asian Cultural Center. The building is also surrounded by more small retail businesses, such as produce stores, small restaurants, doctor and dental offices, drug stores, and the office of Asian Health Services, which provides culturally unique services to low income residents.

Item 18
City Council
May 17, 2005

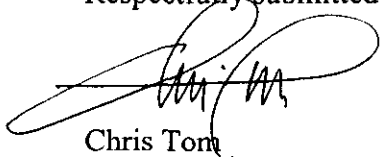
The size and type of commercial activity in this part of Chinatown is exactly like Oakland's other neighborhood commercial areas, such as College Avenue, Lakeshore Avenue, Piedmont Ave, Montclair, the Eastlake, and the Fruitvale shopping districts. How can the Chinatown merchants possibly compete for customers when there is low cost or free parking not only in the rest of Oakland but also in the many new suburban malls which cater to Asian customers?

In Chinatown there is very little street parking compared to the density of stores. The Pacific Renaissance garage essentially serves as street parking for the surrounding small retail. The average time garage customer park is 3 to 4 hours. Please consider what would happen in our other neighborhood retail areas if the only available parking cost \$2.25 an hour. Also, please consider that this is the cost 7 days a week, including evenings. Would restaurant customers on our avenues continue to patronize our restaurants if they had to pay \$6.75 to park for three hours? Many customers would not do that, which is just what has happened in the last two weeks in Chinatown since the new \$2.00/hour charge went into effect. Merchants have reported a substantial drop in business since the City implemented the fee increase.

The Pacific Renaissance parking garage does not serve a downtown clientele. There are no large office buildings or corporate offices served by this garage. There is no reasonable basis to charge "downtown" rates at this neighborhood retail-serving garage. **We ask that the Council change the classification of this garage to what it should have been all along: a neighborhood commercial area parking facility.**

Procedurally, the requested re-classification may have to take place at a later Council meeting. If that is so, we ask that the issue of parking rates at Pacific Renaissance garage be withdrawn from the rest of Item 18 and be considered separately at a later date.

Respectfully submitted,



Chris Tom
Acting Chief of Staff
District 2 City Council office



Pat Kernighan
Chief of Staff (on Leave)
District 2 City Council office



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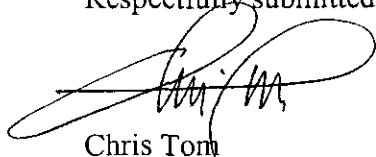
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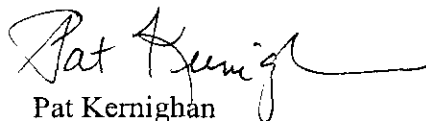
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