

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2003 DEC -4 PM 6:13

TO: Office of the City Manager
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: December 16, 2003

RE: ORDINANCE APPROVING THE REMOVAL AND INSTALLATION OF PARKING METERS IN THE JACK LONDON DISTRICT ON PORTIONS OF CLAY STREET, WEBSTER STREET, WASHINGTON STREET, MARTIN LUTHER KING, JR. WAY, THIRD STREET, AND FOURTH STREET

SUMMARY

An ordinance has been prepared approving the removal and installation of parking meters in the Jack London District (JLD). The ordinance was prepared in response to the recently submitted Jack London District On-Street Parking Improvement Plan (the Plan) proposed by the Ad-Hoc Jack London District On-Street Parking Improvement Committee (the JLD Committee). The Plan contains several proposals including converting existing parallel parking spaces to diagonal spaces, regulating the use of on-street spaces through time-limited/permit parking, and relocating parking meters. A separate report and resolution addressing implementation of diagonal parking and time-limited parking was presented to the December 9th Public Works Committee.

Section 10.36.140 in the Oakland Municipal Code (O.M.C.) allows, by ordinance, the establishment of parking zones.

The proposed relocation of parking meters is consistent with the following Mayor/City Council goal and citywide objective:

Improve Oakland Neighborhoods by enhancing neighborhood commerce.

FISCAL IMPACTS

The cost to remove and install the parking meters is approximately \$15,700. Funds are available in the Public Works Agency's operating budget.

Funding for the installations will come from the State Gas Tax Fund (2230); Transportation Services/Traffic Maintenance Organization (30247); and Miscellaneous Building Supplies Account (52519).

The additional meters are expected to generate approximately \$22,100 annually from parking fees. There will also be additional revenue from citations and minimal additional expenses from enforcement and maintenance.

BACKGROUND

The JLD Committee, a self-selected, volunteer committee representing diverse business, residential, and real estate interests in the Jack London District, submitted the Jack London District On-Street Parking Improvement Plan to the City of Oakland on September 15, 2003. The JLD Committee was formed as a result of discussions between the City and the JLD community concerning on-street parking problems back in November of 2002. Those discussions were furthered by a proposed City ordinance to install more parking meters in the JLD. The proposed ordinance was not developed due to a lack of community support.

During the development of the Plan, the JLD Committee met several times with the Public Works Agency, Transportation Services Division staff to identify problems, objectives, and viable strategies to improve on-street parking in the JLD, defined in the Plan by boundaries along Brush Street, Oak Street, 5th Street, and the Embarcadero. The JLD Committee asserted that on-street parking is insufficient in the JLD, especially during weekdays, for its employees, residents, and patrons. The JLD Committee attributes the parking shortage to the inefficient use of on-street capacity, which could be increased by converting existing parallel parking spaces to diagonal parking spaces on many streets, and the lack of regulation restricting all-day commuter parking on-street. In response, staff has prepared a resolution (presented to the Public Works Committee) and this ordinance for Council to implement many of the proposals in the Plan to increase and manage the on-street parking supply.

PROJECT DESCRIPTION

The Plan also proposes to relocate several existing parking meters to consolidate their locations, move them closer to Broadway, and serve specific needs. Existing two-hour meters will be relocated from portions of Clay Street to portions of Washington Street, Webster Street, Third Street, and Fourth Street, resulting in a loss of seven two-hour meters. New five-hour meters will be installed on portions of MLK Jr. Way and Fourth Street, resulting in a gain of 20 five-hour meters. The Plan states that the JLD Committee's ultimate objective is to replace all parking meters within the JLD with time-limit signs (to remain competitive with regional shopping districts that offer free customer parking). However, in an effort to create a plan that is "revenue neutral or even revenue-enhancing as a matter of principal (and politics)", the JLD Committee has decided not to pursue that objective in this Plan for now. The Plan also proposes that staff collaborate with the JLD Committee to develop specific procedures for adding or relocating parking meters in the JLD. There is already an ordinance that defines the procedures

for installing parking meters, but the JLD Committee is concerned that it has not been followed in some of the recent meter installations in the JLD.

KEY ISSUES AND IMPACTS

The Plan's proposal to relocate existing parking meters will result in a loss of seven two-hour meters and a gain of 20 five-hour meters. The purpose for the relocations is to consolidate the currently scattered meters, move them closer (within two blocks) to Broadway (the main retail strip), and to meet specific needs. These purposes are consistent with the City's approach to installing parking meters—define a consistent area, ensure equal treatment, and generate high parking turnover rate. The proposal is both approach and revenue-friendly to the City.

The Plan also states that the JLD Committee's ultimate objective is to replace all parking meters within the JLD with time-limit signs to remain competitive with regional shopping districts that offer free customer parking. From the perspective of generating parking turnover, there is no material difference between time-limit signs and parking meters. If the decision belongs to the businesses, they would mostly likely choose signs over meters (the perception is that the difference could impact business). Therefore, if parking meters become entirely community-driven, they could eventually decline in number. This is the reason why, currently, installing meters is staff initiated; nevertheless, the public process is ensured through the requirement of an ordinance.

SUSTAINABLE OPPORTUNITIES

Economic

The strategic placement and the overall increase in the number of parking meters will provide better on-street parking opportunities for visitors to the JLD. This improvement will benefit the businesses in the JLD.

Environmental

There are no significant environmental opportunities under this ordinance.

Social Equity

City staff will continue to work with the JLD Committee to install/remove parking meters, as it will with other communities citywide. As prescribed in the O.M.C., the public process is ensured through the requirement of an ordinance.

DISABILITY AND SENIOR CITIZEN ACCESS

There is no direct impact on disabled or senior citizen access.

RECOMMENDATION AND RATIONALE


Based on the facts stated in this report, staff recommends approval of the ordinance removing and installing parking meters on the street segments listed below.

- Remove parking meters from both sides of Clay Street from the Embarcadero to Second Street, and the west side of Clay Street from Second Street to Fourth Street.
- Install parking meters on the west side of Webster Street from the Embarcadero to Third Street, the north side of Third Street from Broadway to Washington Street, the east side of Washington Street from Third Street to Fourth Street, the east side of MLK Jr. Way from Third Street to Fourth Street, and the south side of Fourth Street from MLK Jr. Way to Jefferson Street.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve the ordinance.

Respectfully submitted,



CLAUDETTE R. FORD
Director, Public Works Agency

Reviewed by:
Raul Godinez II, P.E.
Assistant Director, Public Works Agency
Design and Construction Services

Prepared by:
Joe Wang, P.E.
Supervising Transportation Engineer

APPROVED AND FORWARDED
TO THE CITY COUNCIL



OFFICE OF THE CITY MANAGER

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

APPROVED AS TO FORM AND LEGALITY

2003 DEC - 4 PM 6:13
[Signature]
CITY ATTORNEY

INTRODUCED BY COUNCILMEMBER _____

ORDINANCE NO. _____ C.M.S.

**ORDINANCE APPROVING THE REMOVAL AND INSTALLATION OF
PARKING METERS IN THE JACK LONDON DISTRICT ON PORTIONS OF:
CLAY STREET, WEBSTER STREET, WASHINGTON STREET, MARTIN
LUTHER KING, JR. WAY, THIRD STREET, AND FOURTH STREET**

WHEREAS, the Ad-Hoc Jack London District On-Street Parking Improvement Committee (the JLD Committee), a self-selected, volunteer committee representing diverse business, residential, and real estate interests in the Jack London District (JLD), submitted the Jack London District On-Street Parking Improvement Plan (the Plan) to the City on September 15, 2003, which includes a proposal to remove existing and install new parking meters; and,

WHEREAS, the proposal will consolidate currently scattered meters, move them closer (within two blocks) to Broadway (the main retail strip), and meet specific parking needs; and,

WHEREAS, the proposal is consistent with the City's approach to installing parking meters—define a consistent area, ensure equal treatment, and generate high parking turnover rate; and,

WHEREAS, the proposal will yield a gain of 13 parking meters in the JLD; and,

WHEREAS, the proposal may benefit JLD businesses by increasing short-term parking supply for their customers; and,

WHEREAS, Section 10.36.140 in the Oakland Municipal Code allows, by ordinance, the establishment of parking meter zones by the City Manager; now, therefore,

COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN, THAT

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ORA/COUNCIL
DEC 16 2003

1. Parking meters be removed from both sides of Clay Street from the Embarcadero to Second Street, west side of Clay Street from Second Street to Fourth Street; and,
2. Parking meters be installed on west side of Webster Street from the Embarcadero to Third Street, north side of Third Street from Broadway to Washington Street, east side of Washington Street from Third Street to Fourth Street, east side of MLK Jr. Way from Third Street to Fourth Street, and south side of Fourth Street from MLK Jr. Way to Jefferson Street; and
3. The Transportation Services Manager shall have the final authority to remove and install parking meters on the subject street segments based on location consistency,

social equity, parking demand, community input, and economic, environmental, and fiscal considerations.

In Council, Oakland, California, _____, 20__

Passed by the following vote:

AYES – BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND
PRESIDENT DE LA FUENTE

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

CEDA FLOYD

City Clerk and Clerk of the Council
of the City of Oakland, California

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NOTICE AND DIGEST

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This ordinance approves the removal and installation of parking meters on the following street segments:

- Remove parking meters from both sides of Clay Street from the Embarcadero to Second Street, and the west side of Clay Street from Second Street to Fourth Street.
- Install parking meters on the west side of Webster Street from the Embarcadero to Third Street, the north side of Third Street from Broadway to Washington Street, the east side of Washington Street from Third Street to Fourth Street, the east side of MLK Jr. Way from Third Street to Fourth Street, and the south side of Fourth Street from MLK Jr. Way to Jefferson Street.

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