

September 11, 2006

INTERIM MIXED-USE DISTRICT PERMIT PARKING PROGRAM

The Jack London District Association (JLDA) has proposed a permit parking program for mixed-use districts such as the Jack London District. A copy of the proposal follows this summary.

SUMMARY OF PROPOSAL

JLDA reviewed provisions of the City's residential permit parking program and decided that a comparable program should be created for mixed-use districts in Oakland. After working with businesses and residents from throughout the district, an area of about 45 blocks (Brush to Oak and Embarcadero to 4th or 5th Streets) has been proposed for the Jack London District permit parking program with the following provisions:

- wherever curb and gutter has been installed and parking is currently unregulated by meters or signs, the City will install signs indicating a default time limit of 4-hour parking;
- business owners and residents in the district will be eligible to purchase parking permits to exempt vehicles from posted 4-hour time limits. Permits will cost \$100 per year. Vehicles will not be exempted from parking meter, painted curb, or street sweeping violations, or from 1-hour and 2-hour parking zones.

DISCUSSION

JLDA's proposal will reclaim on-street parking spaces for businesses and residents in the area. Without nearby on-street parking, the potential for retail growth in the Jack London District is non-existent. JLDA believes implementing this program will accomplish the following:

- attract prosperous retail tenants to small ground-floor spaces in the new mixed use buildings that have added nearly 60,000 sq. ft. of commercial space to the District since 2001 but few (if any) parking spaces for customers or clients;
- encourage train and ferry commuters to park in off-street parking facilities that were built to serve them or, better yet, to take public transit to the Jack London District;
- discourage those who work in other areas of downtown from parking for free on Jack London District streets and, perhaps, encourage them to use public transit;
- allow local businesses and residents to share on-street parking spaces;
- retain long-time businesses and jobs in the District;
- provide a parking solution that accommodates older businesses, encourages newer ones, and recognizes the urgent need for better public transit and new off-street parking facilities to serve both residents and businesses in the Jack London District.

HISTORY

Since the City last discussed creating a permit parking program nearly 3 years ago, parking has gotten much worse in the Jack London District. Consider the following:

- In the past few months two new condominium buildings have opened and by the end of the year two more will be completed, adding 358 residential units and over 18,000 sq ft of commercial space to the District. These four new buildings will have 445 parking spaces, which works out to 1.24 spaces per residential unit and no spaces for commercial. We know from experience and

surveys that demand is closer to 1.45 spaces per residential unit, which means by the end of the year there will be 74 more cars looking for a place to park in the District.

- On August 28, 2006 Amtrak increased its Capitol Corridor commuter service from Oakland to Sacramento and San Jose by 30%. Rail officials say that in nearly a decade, ridership on the Capitol corridor has tripled and shows no signs of letting up. The Capitol Corridor is now the third-busiest intercity passenger rail line in country.
- Ground broke recently on a new mixed-use building at Broadway and 2nd with 134 condominiums, 11,000 sq ft commercial, and 222 parking stalls.
- Three more buildings with up to 463 more residential units are currently in the planning process and likely to be built over the next few years.
- Sometime in the next year, the Amtrak parking lot will be closed for more than a year to allow construction of a garage to serve new development in Jack London Square. Alternative parking spaces have not been identified.
- Ground floor commercial spaces that the City requires in most of the new buildings sit empty and others are struggling. One reason is there are no on-street spaces where customers can park. Without nearby parking, retail and commercial growth in the District just cannot occur.

PROPOSAL FOR AN INTERIM MIXED-USE DISTRICT PERMIT PARKING PROGRAM

Prepared May 30, 2006 by the Parking & Transportation Committee of the Jack London District Association. The Committee is comprised almost equally of representatives of businesses and residents of the District.

Consistent with work completed in 2003 and 2004 by the Ad-Hoc Jack London District On-Street Parking Improvement Committee, the newly formed JLDA Parking & Transportation Committee recommends the following proposal to the Oakland City Council:

1. **PARKING PERMITS**: JLDA proposes that the City adopt an ordinance creating a Mixed-Use District Permit Parking Program that includes the following points:

- The area covered by permit parking must have non-residential zoning (not zoning that prohibits residential, just zones other than R- zones). Boundaries of the proposed Jack London Mixed-Use Permit Parking District are shown on the attached map (generally Oak to Brush and Embarcadero to 5th Street). *Appropriate areas for this program would be those that currently have unlimited, unregulated parking in most of the proposed area. Inappropriate areas would be those with mostly parking meters and/or 1-hour or 2-hour time-limited parking zones.*
- A permit will exempt the vehicle it is attached to from citations wherever there is 3-hr or 4-hr time-limited parking. It will not exempt that vehicle from citations at parking meters, in 1-hr or 2-hr parking zones, or in green, white, yellow, blue, or red zones.
- Every mailing address within the district will be eligible for one parking permit. An individual's association with that mailing address can be established with a utility bill, a driver's license, a business license, a lease document, or a property ownership document.
- Each permit must be attached to a licensed motor vehicle.
- All permits will cost \$100 per year.
- 1-day and 7-day permits, currently issued in residential districts for visitors and rental vehicles, etc., will be available in the Mixed-Use Permit Parking District at the same prices as in residential districts.
- A business license or non-profit organization document will entitle such an entity to additional parking permits.

- Additional permits can be purchased only by a business or non-profit organization's owner or CEO, or a representative with written authorization. Purchaser must certify that permits will be attached to vehicles that are used by employees of that entity or others conducting business with or for that entity within the Mixed-Use District's boundaries. Permits may not be used to store or park vehicles within the district while vehicle owners are conducting business outside the district. Violators will be penalized.
- The program will sunset in 3 years unless renewed by City Council.
- The program will be reviewed annually by JLDA and City Council. The purpose of this review will be for City Council to (A) continue program as is; (B) make changes; and/or (C) extend sunset date by one year, thereby keeping the 3-year program in place.

2. TIME LIMITED PARKING: Pursuant to OMC 10.28.180, 10.28.190, and 10.28.210, JLDA proposes the City approve a resolution to authorize installation of signs limiting parking to no more than four hours throughout the district shown on the attached map (generally Oak to Brush and Embarcadero to 5th Street). The resolution should include criteria for adding, changing, or removing signs on a block-by-block basis and notification procedures that include property owners, business owners, and residents on both sides of the street.

3. IMPLEMENTATION: JLDA proposes that the City install the approved time-limited parking zone signs in conjunction with adoption and implementation of the Mixed-Use District Permit Parking Program.

If not attached, a map of the proposed permit parking district can be found at www.jlda.org/parking.