



CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

DOWNTOWN COMMISSION (DTC)

Regular Meeting

May 23, 2019

8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at www.cityofsantacruz.com.

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

Visit the City's Web Site at www.cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail gruble@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

Downtown Commission (DTC)

8:30 AM

Call to Order

Roll Call

Announcements

The Chair may announce and set time limits at the beginning of each agenda item.

Oral Communications

Presentations

1. Climate Action Annual Update

Approval of Minutes

2. January 24, 2019 Downtown Commission Meeting Draft Minutes

General Business

3. Downtown Commission Work Plan for 2019 - Draft

Motion to approve Downtown Commission Work Plan for 2019 with comments.

4. Updates to Downtown Parking Resolution: Phase 2

That the Downtown Commission recommend that the City Council adopt a resolution updating parking in lieu fees and related regulations in Parking District Number 1 and rescinding Resolution 29464.

Information Items

5. Bike to Work Program Sponsorship

Written Material

6. Downtown Change in Calls for Service (CFS)

Subcommittee/Advisory Body Oral Reports

Commissioner Work Plan Updates

7. Commissioner Work Plan Updates
Ad Hoc Committees
 - In-lieu Fees - Hamilton, Farrell, and Garrett
 - Garage Financing - Cube
 - Traffic and Transportation Issues - Davis

Items Initiated by Members for Future Agendas

8. Field Trip to View Parking Structures
The Trolley and Ecology Action Funding for FY 2020

Adjournment



CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

DOWNTOWN COMMISSION (DTC)

Meeting

January 24, 2019

8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at www.cityofsantacruz.com.

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

Visit the City's Web Site at www.cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail sruble@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

Downtown Commission (DTC)

Draft Minutes

The Draft Minutes is an unofficial reflection of meeting actions.

8:30 AM

Call to Order 8:30 a.m.

Roll Call: Vice Chair Deidre Hamilton; Commissioners Dexter Cube, Zach Davis, Matt Farrell, Manu Koenig, and Patrick Prindle

Announcements

Welcome to new commissioner Brett Garrett
Casey Coonerty Protti declined reappointment

Absent with Notification

Statements of Disqualification

Staff: Jim Burr, Claire Fliesler, Hayden Glines, Shizue Shikuma

Oral Communications

Vice Chair Hamilton opened the meeting for Oral Communications. The time limit is 3 minutes per speaker.

Rick Longinotti
Mike Saint

Vice Chair Hamilton closed Oral Communications.

Presentations

Approval of Minutes

1. September 27, 2018 Downtown Commission Meeting Draft Minutes

Recommendation: Motion to approve the minutes of the September 27, 2018 Downtown Commission Meeting as submitted.

MOTION: Commissioner Davis moved, seconded by Commissioner Farrell to approve the minutes as submitted.

ACTION: The motion carried with the following vote:

AYES: Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: Commissioner Garrett (was not at the meeting; he is a new appointment).

Consent

General Business

2. Election of Officers 2019

Recommendation: That the Downtown Commission elect a Chair and a Vice Chair for 2019.

MOTION: Commissioner Cube nominated, seconded by Commissioner Davis, Vice Chair Hamilton for Chair. There were no other nominations.

ACTION: Motion passed with the following vote:

AYES: Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.

MOTION: Commissioner Koenig nominated, seconded by Commissioner Prindle, Commissioner Farrell for Vice Chair. There were no other nominations.

ACTION: Motion passed with the following vote:

AYES: Chair Hamilton; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: Commissioner Farrell.

3. 2019 Downtown Commission Meeting Calendar

Recommendation: Motion to approve 2019 calendar for Downtown Commission Meetings.

MOTION: Commissioner Garrett moved, seconded by Vice Chair Farrell to approve the 2019 calendar for the Downtown Commission meetings.

ACTION: The motion passed with the following vote:

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.
ABSENT: None.
DISQUALIFIED: NONE.

4. Transportation Demand Management (TDM) Survey Results and Program Recommendations

Recommendation: That the Downtown Commission consider the results of the Downtown Employee Commute Survey and options for enhancing Transportation Demand Management downtown, and recommend that City Council adopt Scenario 3: Multimodal Program.

The Chair opened the public comment period.

Rick Longinotti
Piet Canin
Mike Saint
Susan Cavalieri

Barrow Emerson, SCMTD, made comments and answered questions regarding bus passes.

Mark Dettle, Director of Public Works, made comments regarding bus passes.

The Chair closed the public comment period.

MOTION: Commissioner Davis moved, seconded by Commissioner Farrell, that the Downtown Commission recommend that the City Council adopt Scenario 3: Multimodal Program, as well as increase the funding by \$217,000 to fully fund the EcoPass Program and to budget an additional \$50,000 to allow staff to reallocate within the program budget to fund popular components of the TDM program, if needed.

ACTION: The motion carried unanimously with the following vote:
AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.
NOES: None.
ABSENT: None.
DISQUALIFIED: NONE.

5. Updates to Downtown Parking Resolution- Phase 2

Recommendation: That the Downtown Commission provide feedback and guidance on updates to the Downtown Parking Resolution Phase 2 updates and establish an ad-hoc subcommittee related to in-lieu fees.

The Chair opened the public comment period. There were no comments, and the Chair closed the public comment period.

MOTION: Chair Hamilton, Vice Chair Farrell, and Commissioner Garrett volunteered to be members for the ad hoc subcommittee related to in-lieu fees. Commissioner Davis moved, seconded by Commissioner Koenig to approve the volunteers for the subcommittee.

ACTION: The motion carried unanimously with the following vote:

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.

6. FY 2019-2021 Capital Investment Program (CIP) - Administrative Draft

Recommendation: That the Downtown Commission review the FY2020-2025 Public Works Capital Investment Program and provide input to staff for City Council consideration.

The Chair opened the public comment period. There were no comments, and the Chair closed the public comment period.

At 10:50 a.m., Chair Hamilton asked for a motion to extend the meeting past 11:00 a.m.

MOTION: Commissioner Cube moved, seconded by Commissioner Farrell to extend the meeting to 11:30 a.m.

ACTION: Motion carried to extend the meeting to 11:30 a.m.

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.

MOTION: Vice Chair Farrell moved, seconded by Commissioner Prindle to approve the CIP with the addition of \$20,000 to fund the Trolley and to fund

the District's normal contribution to Ecology Action for Bike to Work Day.

ACTION: The motion passed unanimously with the following vote:

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.

7. Downtown Commission Work Plan for 2019 - Draft

Recommendation: Motion to approve 2019 calendar for Downtown Commission Work Plan for 2019 with comments.

MOTION: Commissioner Cube moved, seconded by Vice Chair Farrell to table this item until the next meeting on March 28, 2019.

ACTION: The motion passed unanimously with the following vote:

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.

Information Items

8. Bike Share Program Update

Written Material

Subcommittee/Advisory Body Oral Reports

Commissioner Work Plan Updates

Ad Hoc Committees

Garage Financing - Cube

Traffic and Transportation Issues - Davis

Items Initiated by Members for Future Agendas

Field Trip to View Parking Structures

The Trolley and Ecology Action funding for FY 2020

Adjournment 11:24 a.m.

MOTION: Commissioner moved, seconded by Vice Chair Farrell to adjourn.

ACTION: The motion carried with the following vote:

AYES: Chair Hamilton, Vice Chair Farrell; Commissioners Cube, Davis, Garrett, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: NONE.



Downtown Commission AGENDA REPORT

DATE: 5/13/2019

AGENDA OF: 5/23/2019

SUBJECT: Downtown Commission Work Plan for 2019 - Draft

RECOMMENDATION: Motion to approve Downtown Commission Work Plan for 2019 with comments.

BACKGROUND: The Draft Downtown Commission Work Plan for 2019 is attached for your comments.

DISCUSSION: None.

FISCAL IMPACT: None.

Prepared by:
James Burr
Transportation Manager

Submitted by:
James Burr
Transportation Manager

ATTACHMENTS:
Downtown Commission Work Plan for 2019 Draft - Table



**City of Santa Cruz
Downtown Commission**

2019 Work Plan

**Commissioners
Chair Deidre Hamilton
Vice-Chair Matt Farrell
Zach Davis
Dexter Cube
Brett Garrett
Patrick Prindle
Manu Koenig**

**City Staff
Brian Borguno**

2019 - Workplan

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
3.3 1. The Downtown Commission supports the management of existing parking, the development of new parking, and the creation of long-term parking strategies.	a. Provide direction on new parking garage financing.	Public Works staff Planning Economic Development Agency	Ad-Hoc Committee of Commissioners –	Sunset in July 2018 – per bylaws
	b. Support the objectives of the Master Transportation Study parking policies: 1. Implement paid parking measures 2. Promote TDM Strategies 3. Enlarge Electric Vehicle Charging Station program	Public Works staff Sustainability & Climate Action staff	Borguno, Burr, Transportation Coordinator (TDM)	Ongoing
	c. Provide input on maintenance project priorities.	Public Works staff	Borguno, Burr	Ongoing
	d. Provide input on Parking Division Budget	Public Works staff Finance	Borguno, Burr	Ongoing
2. The Downtown Commission makes recommendations to the City Council regarding traffic and transportation plans for downtown.	a. Work with Public Works to address traffic and transportation issues.	Public Works staff Planning Economic Development Agency	Ad-Hoc Committee of Commissioners –	Sunset in July 2018 – per bylaws

	b. Provide input on Bike Share Program - downtown	Public Works staff	Fliesler, Transportation Coordinator	Ongoing
3. The Downtown Commission solicits and utilizes community input in decisions and activities that affect the health and vitality of the downtown community.	a. Attend meetings of downtown business and residential groups and provide oral and/or written reports to Commissioners	-Downtown Neighbors Association -Downtown Association -Visit Santa Cruz County -Downtown Management Corporation -Transportation/Public Works Commission - Sustainable Transportation Group	2018 Assignments Cube Protti Davis Prindle Hamilton Koenig	Ongoing

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
3.4 The Downtown Commission evaluates public and private activities in the Districts and recommends policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown community.	a. Solicit updates from city staff and key stakeholders in the downtown business district as well as the general public	City staff through program staff reports, Council updates, Tina Shull/Asst. City Manager, Bonnie Lipscomb/Economic Agency, Chip /DTA, Downtown Rangers, Police, Merchant representatives, concerned members of the public	Commission Chair	2018 Schedule Jan: Trolley Update – EDA Feb: TDM Incentive Program - PW March: Homeless Issues Downtown - SCPD May: Market Retail Analysis - EDA July: DT Ranger Review – P&R Sept: Parklet Update - Planning Dec: OPEN

	b. Attend Council meetings that include agenda items of concern to the Downtown Commission	Designated Commissioners appointed by Chair	Feb – Mar – Apr – May – June – July - DARK Aug – Sept – Oct – Nov – Dec –	Ongoing
--	--	---	---	---------

Goal	Action Items	Resources	Lead(s)	Target Dates: Start/End
3.5 5. Downtown Commissioners serve as informed and active advocates for effective city government and a healthy downtown community.	a. Review and update Work Plan annually	Commissioners, Public Works staff, Council	Commission Chair, Borguno	Annually in January
	b. Commissioners meet regularly with Council members and others as appropriate and provide updates to the Commission	Council members, City officials, Chip/DTA, representatives of the public, other stakeholder groups	All Commissioners	Ongoing
	c. Commissioners provide updates on issues of concern to the Commission	Commissioners	All Commissioners, Public Works staff	As needed

For Reference:

Downtown Commission By-Laws
a. Advise Council on all matters pertaining to the maintenance and management of the Districts.

b. Develop long-range plans and recommendations for providing parking in Districts. Report to Council on recommendations and conclusions regarding the Districts improvements including estimated costs of such recommendations.
c. Study traffic problems in the Districts
d. Make recommendations regarding the allocation of funds derived from revenues collected on behalf of the Districts. Such recommendations shall be consistent with state and local law and outstanding bond covenants.
e. Perform other functions and duties as may be directed by Council or prescribed or authorized by any city ordinance.
f. Evaluate public and private activities in the Districts and recommend policies and programs to preserve, enhance, and advance the viability and attractiveness of the downtown.

3.6



Downtown Commission AGENDA REPORT

DATE: 5/13/2019

AGENDA OF: 5/23/2019

SUBJECT: Updates to Downtown Parking Resolution: Phase 2

RECOMMENDATION: That the Downtown Commission recommend that the City Council adopt a resolution updating parking in lieu fees and related regulations in Parking District Number 1 and rescinding Resolution 29464.

BACKGROUND: On November 27, 2018, City Council adopted Phase 1 of updates to the Downtown Parking Resolution to facilitate improved mobility options and implement adopted policy goals related to housing and urban form. These changes included a sunset of the deficiency fees paid by businesses and removal of a distance requirement to utilize off-site parking resources, as well as removal of obsolete language related to post-earthquake recovery. This report covers Phase 2 of updates to the Downtown Parking Resolution, which focuses on updating the parking in-lieu fee and the related regulations in the resolution.

Parking has been a key focus of the Downtown Commission and City Council's work over the past two years in order to facilitate the City Council Two-Year Work Plan goal of Housing, in particular Focus Area 1: Community Outreach and Education, Focus Area 2: Housing Policy Updates, and Focus Area 4: Downtown Projects.

To address Focus Area 1: Community Outreach and Education, the City Council conducted focused work on addressing the regional housing crisis. As the result of the December 2017 "Community Voices on Housing" report, Council formed the Housing Blueprint Subcommittee (HBS) to prioritize actions related to the topics of community vitality, housing protection, and housing production. The HBS included direction on several parking-related items, both City-wide and Downtown.

At the September 11, 2018 City Council meeting, Council approved a new parking rates strategy, and directed staff to work with the Downtown Commission to revise the Downtown Parking Resolution to sunset the deficiency fee over a five year period, beginning in 2019. At their September 27, 2018 meeting, the Downtown Commission reviewed this item and recommended that City Council approve updates to the Downtown Parking Resolution to sunset deficiency fees over a five year period.

In addition to Council action from September 11, 2018, the Council has been working on a wide variety of strategies to address the regional housing crisis to address Focus Area 2: Housing Policy Updates. Staff was directed to return to Council by late 2018/early 2019 with an analysis of Code updates to the downtown parking standards for residential development, including

direction to staff to continue their pursuit of developing additional parking supply for off-site/shared parking facilities to facilitate redevelopment downtown. Related to this longer-term goal, Council directed staff to return with proposed approaches to achieving the following tasks:

1. Allowing a downtown project's entire parking requirement to be located off-site (complete November 27, 2018);
2. Updating Downtown in-lieu parking fee program in an effort to improve cost recovery and incentivize use by future development (this item);
3. Tiering of in-lieu parking fee rates such that affordable housing units pay a lower rate than market rate housing would, in an effort to encourage affordable housing development (this item);
4. Implementing an off-peak residential parking permit program to better utilize existing parking supply (future);
5. Updating of downtown parking requirements to incentivize residential development that increases affordability and efficiency of available land (this item); and
6. Consolidate parking in structures to provide increased opportunities for affordable housing at adjacent sites or surrounding properties. (future)

DISCUSSION: The Parking District has had a Parking In-Lieu fee available for the residential component of mixed-use projects for decades. A parking in-lieu fee is a common parking management strategy utilized by municipalities throughout California that gives proposed projects or uses the option to pay a one-time designated fee rather than provide some or all parking spaces required by the parking requirements within the project. In the City of Santa Cruz, this fee currently ranges from \$8,000-\$13,000 per unit in the downtown, depending upon unit size. There are no discounts in the existing code for affordable housing projects. To date, this tool has never been utilized.

The purpose of the in-lieu fee is to provide an alternative method for development projects or new uses to meet on-site parking requirements. The purpose of the in-lieu fee is not to impose an additional cost on development, but to provide a completely voluntary option for projects or uses that are unable to meet on-site parking requirements because of site constraints, financial feasibility, the desire to accommodate more active uses, or other issues. This program is not mandatory; rather it provides the option should a project wish to exercise that option. The developer can choose to provide the required parking, or seek approval to provide less parking and pay a fee, at their option.

In the context of related revisions to the Downtown Parking Resolution, in particular the sunset of the Parking Deficiency Fee, the existing In-Lieu Fee was in need of updating. In order to update this fee, the Downtown Commission formed a three-member ad-hoc subcommittee to discuss and provide guidance on how to make changes to this fee. The subcommittee met three times and discussed in detail how to form and implement changes to the in-lieu fee and related regulations in the Downtown Parking Resolution. Key items of consideration included the cost recovery rate, discounts to incentivize affordable housing, supply issues, and supporting active land uses in the downtown while being good stewards of managing the public supply of parking. At the conclusion of the three meetings, the subcommittee came to consensus on key items related to updates to the Downtown Parking Resolution. These include:

1. The in-lieu fee will be available to all uses, not just residential
2. Setting the in-lieu fee as a per space fee rather than per unit.

3. No finding of sufficient supply is needed for any housing requirements. A finding of sufficient supply is needed for all other uses parking requirements.
4. This fee will apply to both new uses and intensification of existing uses when the calculated parking requirements increase. In the case of intensification, the in-lieu fee will only apply to the increase in requirements over the previous use, not the entire requirement.
5. A tiered rate will be set for the in-lieu fee to encourage deeper levels of affordability.
6. In-Lieu fees for affordable units will be assessed first from the deepest level of affordability; subsequent assessments will increase in levels of affordability. The last fees assessed will be for market rate and non-residential requirements.
7. The in-lieu fee for market rate and non-residential uses shall be set at \$20,000 per space. The in-lieu fee for moderate income housing unit requirements shall be set at \$15,000 per space. The in-lieu fee for low income housing requirements shall be set at \$10,000 per space. The in-lieu fee for very low income requirements shall be set at \$5,000 per space.

The above items support the goals of City Council’s Two-Year Work Plan goal of Housing, as well as Council’s direction from the Housing Blueprint Subcommittee recommendations to update parking requirements to incentivize housing and to set a tiered in-lieu fee to encourage low-income housing.

FISCAL IMPACT: This project has no impact on the General Fund.

Prepared by:
Claire Fliesler
Transportation Planner
Submitted by:
James Burr
Transportation Manager

Prepared by:
James Burr
Transportation Manager

Submitted by:
Claire Fliesler
Transportation Planner

ATTACHMENTS:
Resolution

RESOLUTION NO. NS-XX,XXX

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA CRUZ UPDATING
PARKING IN-LIEU FEES IN PARKING DISTRICT NO. 1 AND RESCINDING RESOLUTION
NS-29,464

WHEREAS, proceedings for the formation of Parking District No. 1 were initiated by the City Council of the City of Santa Cruz in Resolution No. NS-2233, adopted June 25, 1956;

WHEREAS, thereafter Parking District No. 1 was duly formed and now exists in the Central Business District of the City of Santa Cruz, pursuant to said resolution, City ordinances, and the Parking District Law of 1951, California Streets and Highways Code, Section 35100 et seq.;

WHEREAS, the system of off-street automobile parking spaces in Parking District No. 1 has been acquired and improved for the benefit of the properties in said Parking District No. 1, and for the use by business owners, their employees, customers, and others in Parking District No. 1.

WHEREAS, bonds of Parking district No. 1 have been issued, sold, and delivered to finance the acquisition and improvement of parking supply and funds have been required to pay a portion of the principal and interest of said bonds;

WHEREAS, Santa Cruz Municipal Code Section 12.32.420 and California Streets and Highways Code Section 35108(g), authorize the City to fix and collect rentals, fees, and charges for the use of parking places in Parking District No. 1;

WHEREAS, the Downtown Commission recognized the need to create deficiency fee equity for sole medical practitioners with 1200 square feet or less office area;

WHEREAS, the Downtown Commission, in an effort to establish equity and fair standards for all businesses downtown, has recognized the need to assess deficiency fees from ongoing special events that do business in public parking lots at least once a month.

WHEREAS, on September 11, 2018, the City Council adopted a revised parking rates strategy to sunset the deficiency fee;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz as follows:

SECTION 1: DEFINITIONS. Terms used herein shall have the following meaning unless the context otherwise requires:

(a) AFFORDABLE. "Affordable" as defined in Santa Cruz Municipal Code Section 24.16.015(1), 24.16.015(2), and 24.16.015(3)

(b) BUSINESS PREMISE. "Business premise" means any land, building, or structure, or any portion thereof, used or occupied for business or commercial purposes or for the production of

RESOLUTION NO. NS-XX,XXX

income, including any rented or leased residential property consisting of three dwelling units or more.

(c) DECISION MAKING BODY. "Decision making body" shall mean the Santa Cruz City Council which is the final approval body for matters pertaining to Parking District No. 1.

(d) DWELLING UNIT. "Dwelling Unit" means any building, or any part of a building, which is designed or used exclusively as a residence.

(e) DEFICIENCY FEE. "Deficiency fee" means the Parking Deficiency Fee.

(f) HOURS. When calculating the number of hours a special event occupies a City parking lot, the event shall base its percentage of use on a factor of nine (9) hours per day seven days per week.

(g) GROSS FLOOR AREA. "Gross Floor Area" shall mean the sum of the gross horizontal floor area of a building measured from the exterior face of exterior walls, or from the centerline of a wall separating two (2) buildings; in cases where no walls exist or a roof projects more than two (2) feet beyond exterior wall, the gross horizontal floor area shall be that area covered by the roof excluding two (2) feet for standard roof projection. In buildings where multiple tenants share common area, the common area shall be divided among the tenants based on their percentage of privately occupied floor area.

(h) OFF-STREET PARKING SPACE. "Off-street parking space" has the meaning set forth in the Santa Cruz Municipal Code, Title 24 (Zoning Ordinance), Chapter 24.10.

(j) ORDINANCES AND PROCEEDINGS. "Ordinances and proceedings" refers herein to any City codes, ordinances, resolutions, and proceedings referring to such codes, ordinances, resolutions, and proceedings, as they now exist, or as they may be now or hereafter amended or modified.

(k) PARKING PLACES. "Parking places" means all public parking lots owned or leased by the City, and located within Parking District No. 1.

(l) PERSON. "Person" means any individual, corporation, general partnership, limited partnership, trust, or any other form of business organization.

(m) SPECIAL EVENT. "Special event," means a promotional event or other special event that occupies a City public parking lot on an ongoing basis at least one time per month or more.

SECTION 2. OFF-STREET PARKING REQUIREMENTS IN PARKING DISTRICT NO. 1.

For the purpose of computing the parking space requirements, the requirements of Chapter 24.12 shall be modified below. These modifications incorporate

RESOLUTION NO. NS-XX,XXX

shared parking standards. No ability to gain additional parking space reductions under Chapter 24.12 of the Zoning Ordinance are permitted.

(a) Unless otherwise required in this resolution, all parking ratios will be computed on the basis of one space for each four hundred (400) square feet of gross floor area.

(b) Existing or reconstructed residential, hotel, or mixed-use residential uses shall pay fees based on the following standards: 0.25 space/unit

(c) Residential parking requirements: New dwelling units, or dwelling units added to existing structures are required to provide on-site off-street parking or pay the required in-lieu fee based on the following parking requirements:

Affordable SRO Unit: 0.25 space/unit

Market-rate SRO Unit: 0.50 space/unit

Single-family Unit (townhouses included): 1.0 space/bedroom

Multiple-family Dwelling Unit: 1.0 space/bedroom

(d) Medical and dental offices in excess of 1,200 square feet shall be computed on the basis of one space for each two hundred square feet (200 s.f.) of gross floor area, with a maximum requirement of five spaces for each practitioner, based on a maximum number of full-time equivalent practitioners at any given time

(e) Food carts on private property and the kiosks on Pacific Avenue shall be computed on the basis of 0.25 space for each food truck or kiosk.

(f) Special events operating at City of Santa Cruz Parking District lots with a frequency of at least once a month shall pay deficiency fees. Special events shall be computed on the basis of one space for each 400 square feet (400 s.f.) of parking lot area used, adjusted for the number of hours the special event uses the public parking lot.

SECTION 3: CALCULATION OF PARKING SHORTAGES IN PARKING DISTRICT NO. 1.

The parking space shortage for any use in Parking District No. 1 shall be computed as follows:

- (1) First, determine the number of off-street parking spaces that would be required for the business premise or residential use under Santa Cruz Municipal Code Title 24 (Zoning Ordinance), Chapter 24.12 as modified in this resolution, where the owner or occupant of such use or project is required to provide such off-street parking spaces on the date the fee is due.

RESOLUTION NO. NS-XX,XXX

- (2) Second, subtract therefrom the number of off-street parking spaces actually being provided for the premise by the owner or occupant of the premise, in conformity with the requirements of Chapter 24.12 as modified in this ordinance; include in the subtracted number only such spaces as are open to the public free of charge, or provided to residents when the shortage is being calculated on residential uses.
- (3) The number obtained by this subtraction is the parking space shortage for the premise. This shortage will be used in calculation of deficiency fees and in-lieu fees.
- (4) In the event that the project is a change of use of an existing development, the parking shortage will only be calculated for any intensification in required parking over the existing requirements. In-lieu fees for any parking shortage will only be assessed on difference between current requirements and new requirements. There will be no refunds of fees if the new project has a lower parking requirement than the proposed project.

SECTION 4. PARKING FEES IMPOSED. Deficiency fees and In-Lieu Fees for use of the parking spaces and other Parking District No. 1 facilities are hereby fixed and imposed.

These fees shall be as set forth in Section 5 and remain in effect until modified or repealed by a subsequent resolution of the Santa Cruz City Council. During the time set forth in Section 5(a), new projects will not be eligible to use the deficiency fee for parking shortfalls. For projects that cannot meet their on-site parking requirements, the in-lieu fee that is in place at the time of building permit shall apply.

SECTION 5. PARKING FEES FOR DEFICIENCY FEE AND IN-LIEU FEE.

(a) Deficiency Fee Rates. Effective November 25, 1997, is hereby established at \$425 per space per year.

- (1) As of January 1, 2019, this will reduce to \$340 per space per year
- (2) As of January 1, 2020, this will reduce to \$255 per space per year
- (3) As of January 1, 2021, this will reduce to \$170 per space per year
- (4) As of January 1, 2022, this will reduce to \$85 per space per year
- (5) As of January 1, 2023, the Deficiency Fee will be eliminated.

(b) ONE TIME IN-LIEU FEE RATE. Where the Downtown Commission and the decision making body determine that a one time in-lieu fee is appropriate, the in-lieu fee shall be paid at the following rates:

- (1) Non-residential and market-rate residential requirements: \$20,000 per parking space
- (2) Affordable Housing:

RESOLUTION NO. NS-XX,XXX

- a. Moderate Income: \$15,000 per parking space required
- b. Low Income: \$10,000 per parking space required
- c. Very Low Income: \$5,000 per parking space required

SECTION 6. IN-LIEU FEES. For any project within Parking District No 1, the developer shall have the option of paying a one-time in-lieu fee rather than providing off-street parking within the project, subject to the requirements below. The developer shall include in all tenant leases a disclosure statement stating that Parking District No. 1 does not guarantee dedicated parking.

(a) For non-residential uses where Public Works staff and the Downtown Commission are able to determine that there is sufficient supply in Parking District No 1 or there is a public benefit in allowing such a project to proceed, even though its anticipated parking demand cannot be served in public parking facilities, the property owner of a project is allowed to proceed with the project by paying a one time in-lieu fee. The decision making body must make a finding that Parking District No 1 is capable of providing sufficient off-street parking supply to meet at least one half of the expected parking demand of the new project, or that the project provides a public benefit for new non-residential uses, or any net increase required parking for non-residential uses that results from change in use.

(b) Residential uses do not require a finding of sufficient supply.

(c) The in-lieu fee shall be paid on the shortage of parking spaces as calculated in Section 3.

(d) This fee will apply to both new uses and intensification of existing uses when the calculated parking requirements increase. In the case of intensification, the in-lieu fee will only apply to the increase in requirements over the previous use, not the entire requirement.

SECTION 7. CALCULATION AND PAYMENT OF PARKING DEFICIENCY FEES.

(a) The Director of Public Works, or the Director's designated subordinates, shall first determine the parking space shortage for each business premise which is liable for the deficiency fee as described in Section 3, and shall provide such information to the Director of Finance, or the Director's designated subordinate.

(b) The Director of Finance, or the Director's designated subordinate, shall determine the deficiency fee for each person subject to the deficiency fee, with respect to each business premise, by multiplying the parking deficiency fee rate by the parking space shortage for each business premise.

SECTION 8. PERSONS LIABLE FOR PAYMENT OF DEFICIENCY FEES.

(a) **BASIC RULE.** Any person who regularly maintains business premises within Parking District No. 1, and/or regularly conducts business thereon, is liable for payment of any required deficiency fee.

(b) **INDIVIDUAL OR JOINT AND SEVERAL LIABILITY.** Individual or joint and several liability for payment of the deficiency fees shall be as follows:

(1) If the person subject to the deficiency fee is a corporation, the corporation shall be individually liable for payment of the deficiency fee;

(2) If the person subject to the deficiency fee is a limited or general partnership, then the partnership and each of the general partners shall be jointly and severally liable for payment of the deficiency fee;

(3) If the person subject to the deficiency fee is an individual doing business as a sole proprietor, then such individual shall be individually liable for the deficiency fee;

(4) If the person subject to the deficiency fee is in some other form of business organization, then any individual or entity who may ordinarily be held responsible for the debts of such business organization shall be liable for the deficiency fee, either individually, or jointly and severally, as may be appropriate under the circumstances.

(c) **LANDLORD AND TENANT.**

(1) **RESIDENTIAL.** When any leased or rented premises is used as a residence, either temporary or permanent, by a tenant, the landlord shall be liable for the payment of any required deficiency fee. In the case of residential uses, the deficiency fee shall only be collected on occupied units. To be billed for less than the full number of units, the landlord must deliver to the Director of Finance an affidavit stating the total number of occupied units. The following deadlines will be required for this affidavit:

January 1 billing deadline: December 15

April 1 billing deadline: March 15

July 1 billing deadline: June 15

October 1 billing deadline: September 15

Where the deadline date falls on a weekend or holiday, the deadline will be the next business day. These affidavits must be received in the Finance Department office, or have the deadline date postmark.

(2) **NON-RESIDENTIAL.** In the case of leased or rented premises which are used for any non-residential purposes, by a tenant, the tenant shall be liable for payment of any required deficiency fee.

RESOLUTION NO. NS-XX,XXX

- (3) IN-LIEU FEE OPTION. Where a property is eligible for a one time in-lieu fee, the property owner shall be liable for the in-lieu fee, and the fee shall be calculated and paid at the time of the issuance of a building permit.

SECTION 9. QUARTERLY CHARGES FOR DEFICIENCY FEES. The deficiency fee shall be imposed, and shall be paid quarterly (four times per year) by the person who is liable for the deficiency fee when the deficiency fee is due. The deficiency fee shall be imposed no more than four times per year with respect to any particular business premises.

SECTION 10. DUE DATES FOR PAYMENT OF DEFICIENCY FEES. The first deficiency fee shall be due and payable in full on July 1 of each year; the second deficiency fee shall be due and payable on October 1 of each year; the third deficiency fee shall be due and payable on January 1 of each year; and the fourth deficiency fee shall be due and payable on April 1 of each year. If the due date falls on a Saturday, Sunday or holiday, then the payment is due on the next business day.

SECTION 11. LATE DEFICIENCY FEE PAYMENT PENALTIES. If the deficiency fee is not paid within thirty (30) days after the due date, a ten percent (10%) penalty shall be added to the deficiency fee, and if the deficiency fee is not paid within sixty (60) days after the due date, a twenty percent (20%) penalty shall be added.

SECTION 12. PURPOSES AND PROCEEDS. The purpose of this resolution is to provide revenue for Parking District No. 1 to assist in meeting bond payments. The proceeds of the fees herein fixed shall be deposited in the Bond Fund created by Section 30 of Resolution No. NS-2757, a resolution providing for issuance of bonds, adopted September 4, 1957, and applied to the purposes therein provided. Any excess not required for the purposes stated in said bond resolution shall be deposited in the Bond Fund created by subsequent bond resolutions authorizing the issuance of addition bonds for Parking District No. 1, and shall be applied to the purposes therein provided. Any excess thereafter shall be applied to enforcement, maintenance and other capital and operating costs of Parking District No. 1.

SECTION 13. COLLECTION AND ENFORCEMENT. The Director of Finance may adopt such billing procedures as are appropriate to the prompt and effective collection of the Parking Deficiency Fee. Collection of delinquent deficiency fees may be made and enforced in the same manner that provides for the collection and enforcement of the Business License Tax, and in any other manner provided or permitted by law.

RESOLUTION NO. NS-XX,XXX

SECTION 14. ADMINISTRATIVE REGULATIONS. The Director of Finance may adopt regulations consistent with the provisions of this resolution, whenever necessary or convenient, for the proper administration of this resolution.

SECTION 15. EFFECTIVE DATE. This resolution shall take effect immediately upon the date of its adoption.

SECTION 16 ARBITRATION. The Director of Public Works, or the Director's delegated subordinates, shall have the administrative authority to review deficiency fee billings which are contested by the person or party who is liable for the deficiency fee payment. The contesting person or party must notify the Director of Finance, or delegated subordinates, in writing within 10 days of the parking deficiency fee billing due date.

BE IT FURTHER RESOLVED that Resolution No. NS-29,464 is hereby rescinded.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Santa Cruz as follows:

PASSED AND ADOPTED this ____ day of X, 201 by the following vote:

AYES:

NOES:

ABSENT:

DISQUALIFIED:

APPROVED: _____
Mayor

ATTEST: _____
City Clerk Administrator



1/24/2019

Santa Cruz City Downtown Commission
RE: 2019/20 Bike to Work Sponsorship Request
Request Amount: \$7,500

Dear City of Santa Cruz Downtown Commission,

From the Ecology Action, we'd like to extend a heartfelt thank you for your legacy support and sponsorship over the years for Ecology Action's Bike to Work program. This program turns 32 this year and your support over the years has allowed us to grow this event from a small neighborhood affair to a large-scale community tradition with more than 14,000 kids and adults participating. For some members of the community, this event represents the first time they will bike to work or school. We think that's incredible and it inspires us every year to keep making this event a reality.

Ecology Action has been helping people act now by creating effective programs that benefit the environment, businesses, and communities for almost fifty years. Our Bike to Work program continues to recruit new commuters, encourages students to choose active forms of transportation, and engages more businesses every year. Additionally, this year Ecology Action is piloting a Workplace Bike Commute Challenge with local employers to engage more commuters at their place of work. Bike to Work provides a great opportunity for sponsors to reach a wide range of community members and supports a fun and celebrated community event.

Ecology Action is requesting your continued sponsorship support at the \$7,500 level for our 2019/20 Bike to Work program from the Downtown Commission. Your sponsorship funds will allow us to provide educational materials and promotions as well as direct services and advocacy to encourage and inspire more people to bike for transportation. With more experience and growing awareness, your support helps us widen our reach within the community.

In Santa Cruz County, nearly 50% of greenhouse gases are contributed by transportation. In addition, on average Santa Cruz County youth sees higher than CA average rates of obesity. The simple act of riding a bike to work or school improves health, saves money, and reduces greenhouse gas emissions. Healthier people makes for a healthier environment.

To give you an idea of the impact of this program, the following are a few program highlights from our 2018 program year (numbers include combined figures for Spring & Fall events)

County of Santa Cruz - 2018 Accomplishments

- 18,255 youth and adults participated, including 7,880 K-12 students, 1,787 adults, and an estimated 7,935 people who participated in Spring Bike Week events.
- 12 public Bike to Work breakfast sites in spring, 10 public breakfast site in fall including our largest site in downtown Santa Cruz, a new site at Cat and Cloud in Live Oak and 42 participating schools.
- 14% of Bike to Work participants indicated they never bike commute, and 33% indicated they bike commute infrequently.
- 63% noted they biked more due to the Bike to Work program.
- Around 16,000 vehicle miles were reduced on our Bike to Work Days, which translates to the prevention of roughly 15,000 pounds of carbon dioxide being emitted into our atmosphere

City of Santa Cruz - 2018 Accomplishments

- 24% of all Bike to Work participants attended the downtown Santa Cruz breakfast site, making this breakfast site the most popular in the County.
- 75% of all Bike to Work participants attended a breakfast site within the City of Santa Cruz.
- 26% of all Bike to School participants are from Santa Cruz City schools. 10 Santa Cruz City schools participated with 2,061 students.

Downtown Santa Cruz Benefits

- Downtown businesses who sponsor/donate/participate in BTW: Santa Cruz Warriors, Santa Cruz Museum of Art & History, New Leaf Community Market, Spokesman Bicycles, Verve Coffee Roasters, Penny Ice Creamery and The Glass Jar, Café Gabriella, The Bagelry, Looker, Jamba Juice, Zachary's, Woodstocks Pizza, Firefly Cafe, Current eBikes, Next Space, and the Santa Cruz County Regional Transportation Commission.
- Improved traffic flow due to more people transitioning to bike commuting from passenger vehicles.
- More available parking for visitors and tourists due to downtown employees biking instead of driving to work.
- Increased security and safety with greater presence of people biking and walking downtown.

Sponsorship Recognition

The City of Santa Cruz is recognized as a Bike to Work Big Wheel Sponsor, which is reserved for only the highest level of support. As a Big Wheel Sponsor, the City receives maximum placement with the City logo or name on promotions including:

- City logo prominently featured at all breakfast sites (once in Spring + Fall)
- 600+ t-shirts
- 2,000 color posters with 1000 school posters distributed to 45+ schools
- Print ad recognition in the Good Times (4 color ads)
- Website listing on our premiere website at – ecoact.org/biketowork
- Feature in minimum of 4 e-newsletters distributed to 4,500+ recipients

The City of Santa Cruz, compared to all other jurisdictions in the County, has the highest percentage of bike commuters at 10.5%, many of whom utilize our services. Our staff regularly distributes City bike parking brochures, Santa Cruz County Regional Transportation Commission bike maps, bike safety information and other bike related literature. Additionally, select downtown businesses have been involved in our pilot workplace bike challenge and have received bike commute workshops.

For these reasons, we hope the Downtown Commission will continue your critical sponsorship support of this community program. For questions or comments please contact Matt Miller.

Thank you,



Matt Miller
Program Specialist
Ecology Action
mmiller@ecoact.org
831-515-1324

Downtown Change in CFS

Generated 2019-04-16
John Mitchell

December 2017 to December 2018

6.2

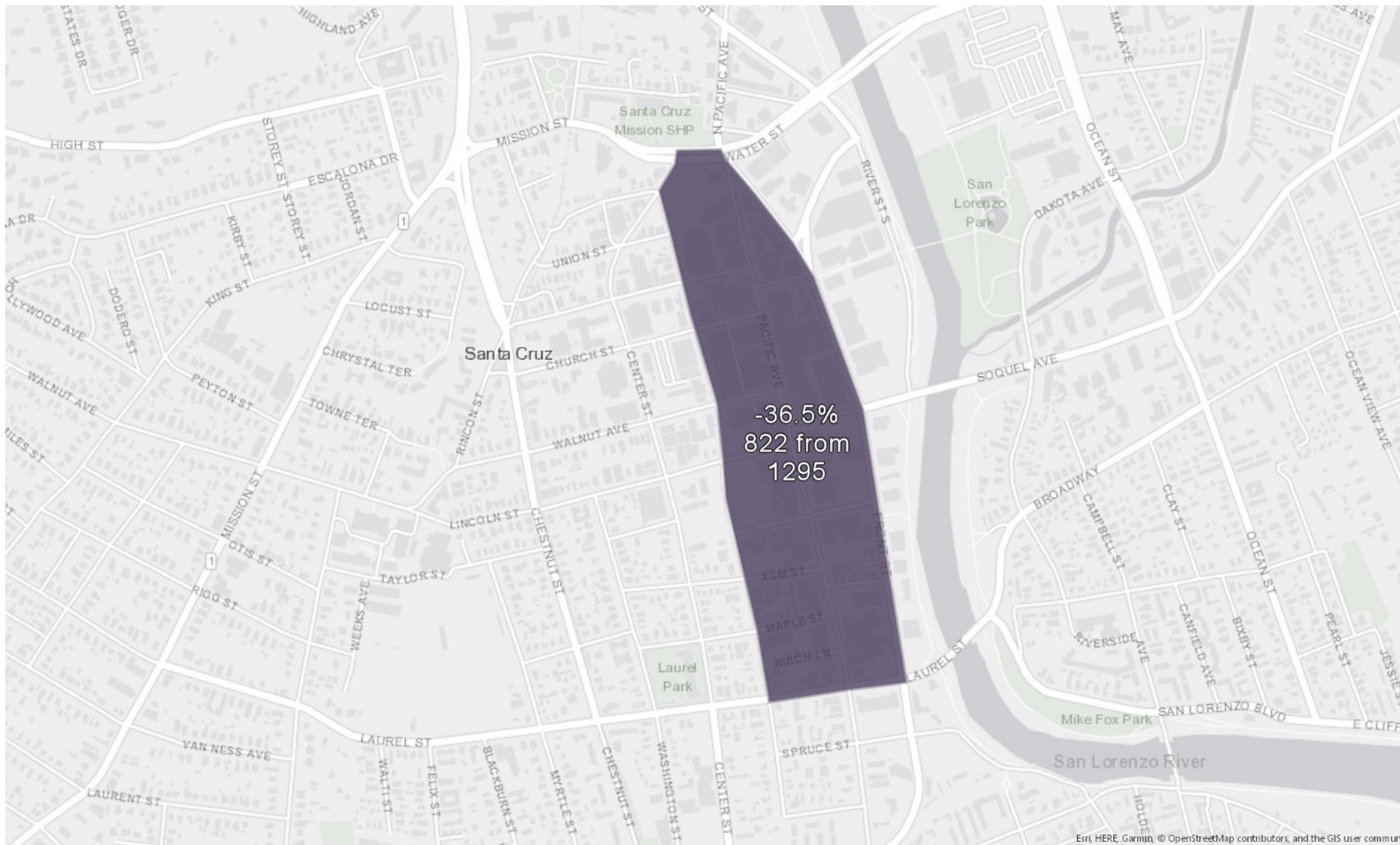


Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community



January 2018 to January 2019

6.3

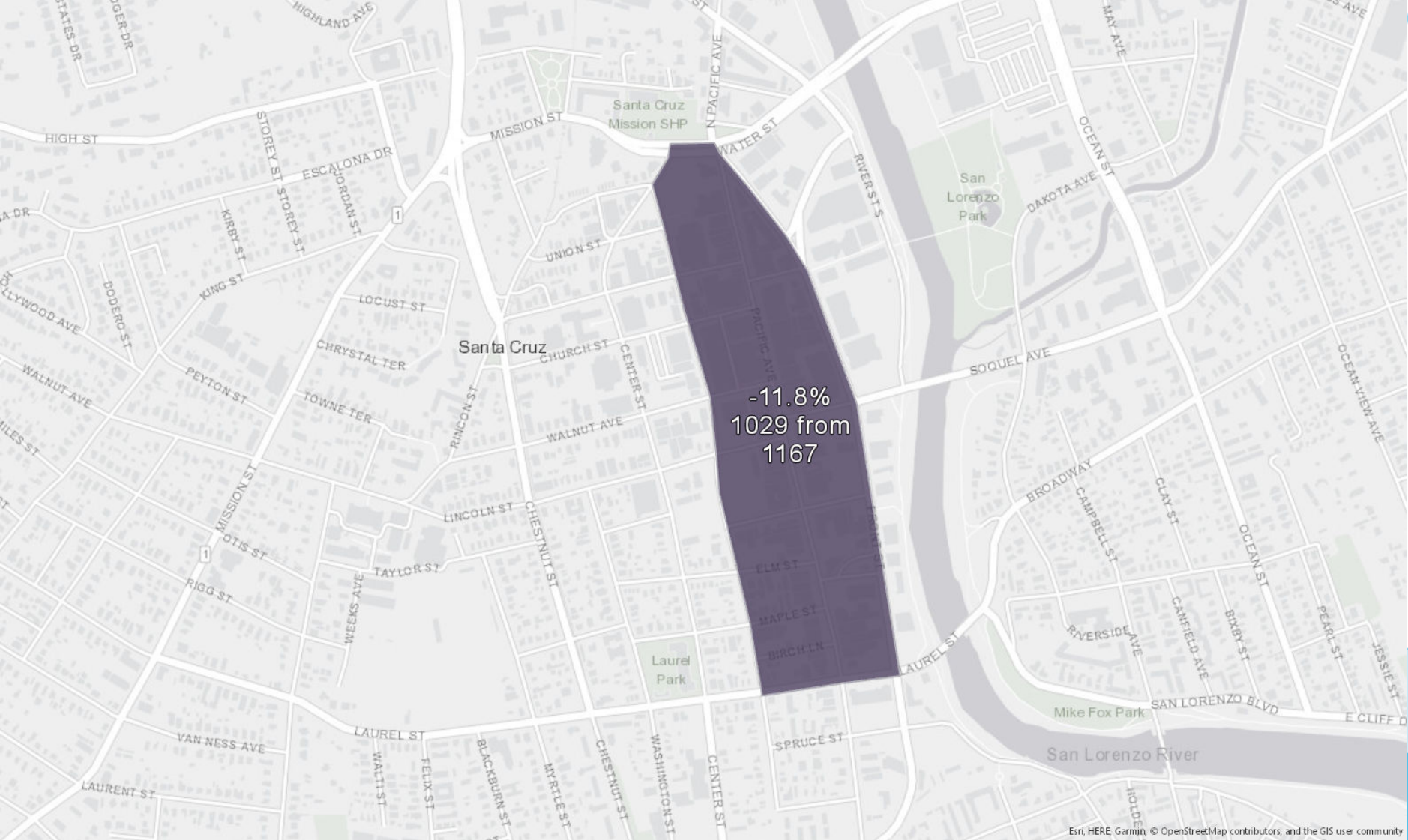


Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community



February 2018 - February 2019

6.4

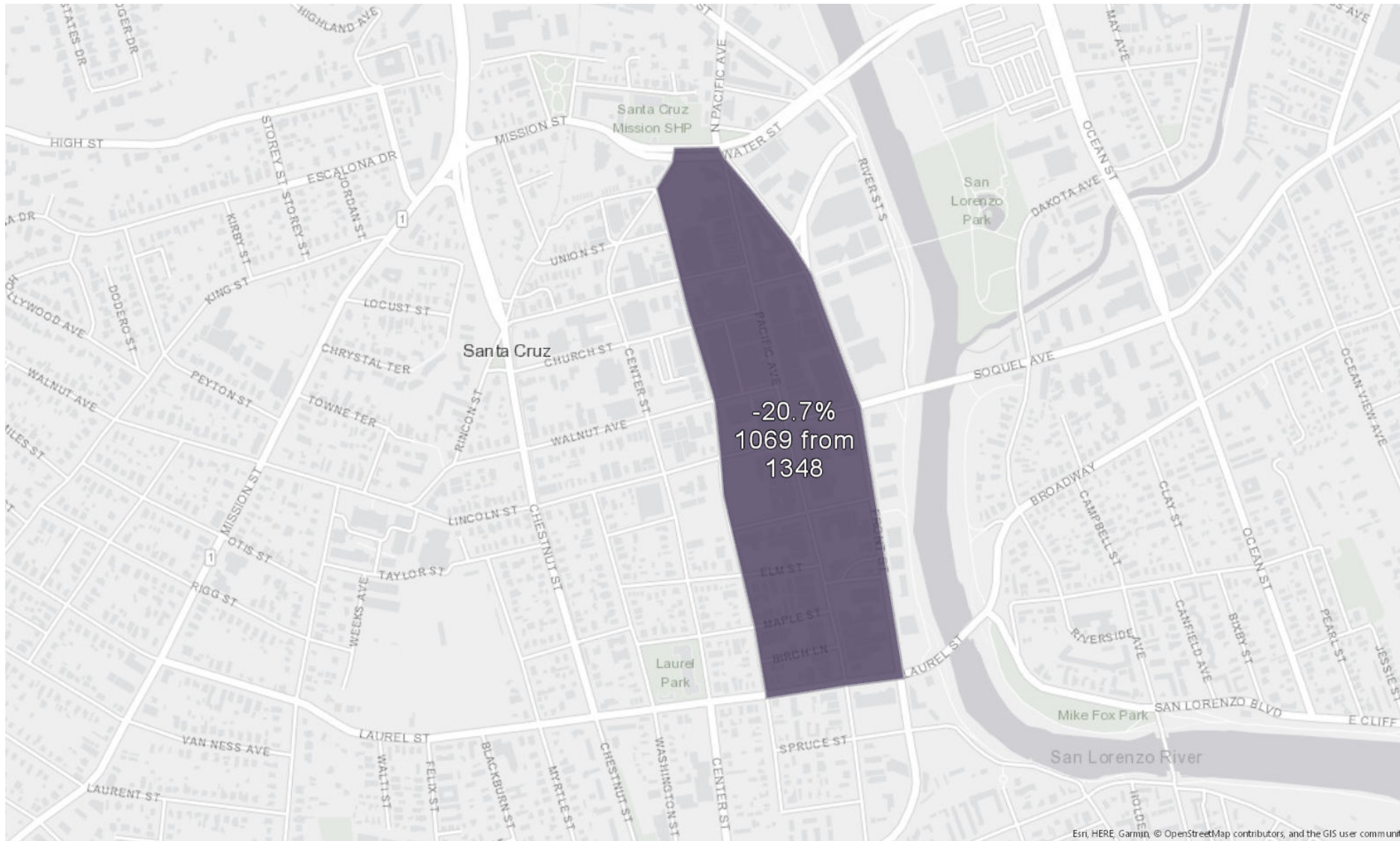


Esri, HERE, Garmin, © OpenStreetMap contributors, and the GIS user community



March 2018 - March 2019

6.5



Esri, HERE, Garmin © OpenStreetMap contributors, and the GIS user community

