

**DOWNTOWN PARKING COMMITTEE
OF THE CITY OF RIVERSIDE**

M I N U T E S

**Fifth Floor
Large Conference Room**

**Oct. 21, 2009
3:00 PM**

Members Present: Brian Pearcy, Janice Penner, Bill Bromley, Craig Johnston,
Barry Hildebrandt, Krysti Bellavia, Bob Krieger, Norm Gritton
Members Absent: Cindy Thielman-Braun
Staff Present: Steve Libring, Arlene Armendariz, Dawna Fuller, Joel Belding, Kevin Palmer
Diamond Staff: Myron Spiegel, Griselda Santos
Guests: Councilman Gardner, Geraldine Gour

1. Call to order

Chairman Pearcy called the meeting to order at 3:00 P.M.

2. Request approval of Minutes dated July 16, 2009 and September 17, 2009

Action: Motion by Bill Bromley, seconded by Janice Penner, to approve the revised Minutes of July 16, 2009 as presented. Motion carried.

Action: Motion by Janice Penner, seconded by Bill Bromley to approve the Minutes of September 17, 2009 as presented. Motion carried.

3. Community Comments

This time is provided for questions and comments from the community. The Downtown Parking Committee can take no action on issues raised from the community; however, such issues will be referred to staff for inclusion in the following agenda, as appropriate.

There were no comments received.

4. Old Business

a. Wayfinding Program – Downtown Parking Facilities

Development Department staff members, Joel Belding and Kevin Palmer, provided a brief update on the Wayfinding Program. Joel explained that the comprehensive program would be executed in two stages, the first for vehicles coming into the downtown area and the second for pedestrians traversing the downtown pedestrian mall and area streets. The first stage will focus on directing vehicles to significant downtown structures such as City Hall, the County Courts, the Convention Center, the Fox Theatre, the Mission Inn, etc., as well as public parking facilities. Kevin added that due to budget limitations staff is in the process of assessing the feasibility of in-house sign fabrication and reviewing signage options to ensure use of the most cost effective, aesthetically pleasing and clear/concise signage available. The goal is to have the first stage wayfinding signage in place prior to the opening of the Fox Theatre. Member Bromley inquired if business and merchant input was being obtained and considered. Joel advised that the second stage will be directed at guiding pedestrians through the downtown area and to individual businesses and attractions. Member Penner indicated that the Riverside Downtown Partnership was in the process of working with City staff on updating the downtown map to provide a color, tear-off listing of all

businesses and services free of charge for pedestrian level wayfinding. Chairman Percy and Member Penner inquired about remaining funds allocated to the Hunt study and Arlene advised that all allocated Parking funds had been exhausted. Member Penner discussed tests conducted as part of the Hunt study on readability of fonts and colors and requested that staff conduct similar testing. Member Hildebrandt asked if the Hunt test results had been reviewed and considered and Joel replied that the results had been reviewed, however, the program was never implemented due to aesthetic and other issues. Chairman Percy requested further update on the Wayfinding Program at the upcoming November meeting.

b. Garage 6 Update

Staff advised that the City Attorney's Office had reviewed the lease and determined that the 138 parking spaces in question are included as part of the lease to Public Utilities, however, those spaces are still available to the public after 6:00 p.m. in addition to the County spaces. Chairman Percy inquired about the location of the 138 spaces, indicating that the desirability of the site from a tenant perspective may depend on the designated parking area (roof less desirable). Steve advised that matter is under review. Member Penner requested that information be provided on the number of available spaces in the garage once determined and noted that most downtown businesses are closed during evening hours. Councilman Gardner advised that staff is working on finalizing a plan for the garage and advised that County plans to relocate the Public Defender's office to the old District Attorney's office will result in a shift in some parking. Geraldine Gour briefly discussed the County's plans to remodel the building within the next 18-24 months and the upcoming proposal to designate the facility as a County only structure. This would open up spaces in the Twelfth Street garage for jurors. Councilman Gardner noted that the City continues to seek opportunities for expansion of downtown parking facilities and he is willing to consider ideas for proposed locations. He noted that the City has made an offer to acquire the Lube N' Tune property for such a purpose. Member Bromley suggested removal of the Imperial Hardware Building. Councilman Gardner advised that he is anticipating changes to or a remodel of the Imperial Hardware Building in the coming year.

5. New Business

c. Fox Theater Project – Garage 7 Update

Development Department staff members, Joel Belding and Kevin Palmer, provided an update on the Fox Theatre and Garage 7 projects. Joel advised that generally all buildings north of the Fox Theatre had been acquired and staff was seeking relocation sites for the tenants. The garage will include approximately 400 spaces and Market Street retail frontage. Design details are in process and estimated to be completed within 6 to 8 months. Consultant selection and bid award will take several months. Chairman Percy inquired about the bid specs for style and indicated that Member Penner could provide information on an innovative concept utilized in Milwaukee. Member Penner discussed a 600+ space 6 story garage constructed in Milwaukee at significantly reduced cost in approximately half the normal construction time. The project utilized prefabricated materials poured offsite and constructed onsite. Member Penner indicated that the garage was aesthetically pleasing and offered to obtain information from the developer if so requested. Councilman Gardner noted that the Fox Theatre garage will have an unusual configuration due to the incorporation of facades along Market Street, the cut out of a small plaza area between the theatre and adjacent businesses, and the need to work around the Press Bindery historical building. The garage will sit lower than the theatre to ensure the Fox is the main focal point. Kevin added that the Press Bindery building may be used to store sets, props, etc. Member Bromley inquired about the seating in the Fox Theatre and Councilman Gardner replied that there is seating for 1642 patrons. Councilman Gardner added that estimating 2 patrons per vehicle, the theatre may require parking for approximately 800 vehicles. He noted that Garage 3 and the new Fox Theatre garage would house 700 spaces and Lot 40 could provide 50 additional spaces as well as spaces near the Police Station. Options

for bus parking include surface lots that belong to nearby businesses. Member Penner mentioned the possibility of following other cities in using murals to camouflage a larger garage if necessary. Chairman Percy indicated that bus parking needs to be considered for security reasons.

c. Parking Website Demonstration

Staff presented a live demonstration of how to access Parking Services information on the city website. She reviewed the steps required to move from the home page to the city government page to the Public Works Department page, to the Parking Services page. Chairman Percy asked if a link to parking information could be included on the home page or possibly under the "How Do I" section. Arlene advised that the parking guide is undergoing revision and Chairman Percy suggested that a direct link to the parking map without requiring scrolling through the guide would be beneficial. Member Hildebrandt noted that the current agenda was not posted on the website and inquired about the requirement to do so under the Brown Act. Arlene advised that the Brown Act does not require posting on the web, however, she will work on getting the agenda posted.

6. Reports

- Diamond Parking Financial Reports – Parking Lots and Metered Area

Myron Spiegel from Diamond Parking briefly reviewed the financial picture for the parking lots and parking structures for the month of September 2009. He reported that the City of Riverside had a negative amount in September for \$3,900.00 due to the balance of Garage 2 maintenance and expenditures and the replacement of fire extinguishers in all garages. He advised that all planned major projects for the garages have been completed. Mr. Spiegel briefly reviewed the financial picture for the metered area for the month of September 2009. Member Bromley questioned staffing Garage 6 due to low revenue vs. payroll costs. Griselda indicated that staffing was in accordance with the contract. Myron advised that the location could be automated to eliminate labor costs. Geraldine mentioned that staff can provide a friendly face at the garage, provide information and enhance security. Staff indicated that the matter is currently under review.

- Repairs Update – provided by Diamond

Mr. Spiegel briefly reported on the repairs completed in the month of September 2009.

- Occupancy Report – September 2009

Member Hildebrandt raised questions regarding revenues in the metered area and the threshold for consideration of lowering prices or removal of meters. Staff advised that the parking study would formulate a threshold and assess if a change in price would impact demand. Staff indicated that the occupancy goal is 85%. Chairman Percy explained that the theory operates not on a revenue target, but occupancy with adjustments as necessary to find the proper balance. Discussion ensued regarding the RCOE vacation in near future and how the unoccupied spaces would impact the metered area. Staff advised that the area currently has less than 50% occupancy depending on events and overflow parking. Enforcement was also halted due to construction at the RCOE facility and has recently been reinstated which may improve area revenues. Chairman Percy inquired if the parking duration was actual or potential and staff advised it was actual paid. Chairman Percy recommended changes in the report format to include information on opportunity minutes, excluding temporary parking restriction times to more accurately reflect available minutes. Member Penner discussed the fact that lots with combined permit and metered stalls do not reflect adjustments for the permit stalls. Staff responded that Lot 3 was a first come first serve lot that did not allow for precise determination of permit vs. metered occupancy.

Member Hildebrandt noted that none of the lots were near the target 85% occupancy. Member Penner suggested that information on lots be removed from the reports to reflect only on-street parking. Staff will evaluate.

- Security Update

Member Penner briefly provided an update on security issues downtown indicating that there has been a decrease in skateboarding as the result of increased enforcement, however, an increase in loitering has been observed. She advised that the four recently purchased cameras have been installed and settings have been adjusted at garages to provide improved visibility. Thirty days of video archive are retained. She mentioned the upcoming 10/22/09 security forum to be held at the Marriott which will focus on proactive and preventative measures to address the increase in parolees entering the area with no corresponding increase in Police staffing. Member Johnston mentioned that he recently installed cameras in the alley area adjacent to the Mission Galleria to monitor activity.

- Parking Fund Monthly Report

No comments received.

- Staff Report
 - Update on Parking Meter Vignette

Staff reported that the parking meter vignette is scheduled to occur in front of the Superior Court building and will provide an operation “how to” to assist parking patrons. The video will be posted on the city website.

- IPS Meter Update

Staff reported that IPS meters are to be installed in the Justice Center area. An additional 49 meters are planned for the downtown area and estimated to be installed in January 2010.

- Parking Map Update

Staff reported that the parking guide and maps are undergoing revisions at this time.

- Reopening Orange Street

Staff reported on the reopening of Orange Street and the creation of 8 new parking parallel spaces on the west side of the street near Garage 6. Chairman Percy asked if diagonal stalls could be used. Staff indicated that diagonal stalls may be considered at a later date. Staff also advised that 30-35 additional parking spaces will be added to the downtown area in conjunction with various repaving projects.

- Brief Reports on conferences, seminars, and meetings attended by the Chairman or Vice-Chairman

No report presented.

7. Parking Committee Comments

Parking Committee members can bring up topics of conversation for possible future agendas at this time.

Chairman Percy recommended the addition of a line item on the agenda for County input on a regular basis.

Action: Motion by Janice Penner, seconded by Bob Krieger to approve addition of a County Report as a line item in future agendas. Motion carried.

Geraldine Gour briefly discussed the movement within County parking lots and structures and advised of an upcoming review of parking designations. She also indicated that that County is in the process of amending their parking ordinance and will share additional information as available. Member Hildebrandt asked about the future plans for the First American property. Geraldine indicated that some of the parking lost in conjunction with the upcoming freeway construction will shift to the First American site. The building retrofit will take some time and who will occupy the building is unknown at this time.

Member Penner inquired about the possibility of City/County joint ventures. Arlene advised that the facility at 12th and Lemon is a current City/County joint project.

Member Bromley requested a review of proper parking signage for paid parking areas, specifically University Avenue, be placed on the upcoming November 18 agenda.

Discussion of the possibility of canceling the November meeting due to staffing vacations and lack of agenda items ended with members indicating a November meeting was needed to further address current and ongoing issues.

Member Penner requested an update on Garage 6 at the upcoming November meeting.

8. Adjournment

The Chairman adjourned the meeting at 5:00 P.M., to November 18, 2009, 5th Floor Conference Room, City Hall.

The City of Riverside wishes to make all of its public meetings accessible to the public. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct request to the City's ADA Coordinator at (951) 826-5269 or TDD at (951) 826-2515 at least 48 hours before the meeting, if possible.