



CITY COUNCIL

Public Hearing Agenda Item # 10

MEETING OF
February 23, 2016

CONSIDERATION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA APPROVING THE FORMATION, BOUNDARY, HOURS OF OPERATION, FOR THE SOUTHWESTERN COLLEGE ESTATES RESIDENTIAL PERMIT PARKING DISTRICT AND AMENDING THE MASTER FEE SCHEDULE TO ESTABLISH A PERMIT FEE AMOUNT



Background

- **The residential community of Southwestern College Estates has been significantly impacted by non-residents and commuters (students) parking in the neighborhood.**
- **Over the past few years, City staff met many times with the community, the college administration, Council Members, and law enforcement to develop and implement the best strategies to discourage students from parking in the neighborhood.**



Background

- **Increased parking enforcement, student awareness campaigns, reduced fee and free parking were some of the strategies implemented.**
- **Unfortunately, none of the strategies were successful in eliminating the student from parking in the neighborhood.**
- **In early 2015, City staff determined a new ordinance to allow the establishment of a Residential Permit Parking District (RPPD) would be needed to address the issue.**



RPPD Ordinance

- **The purpose of an RPPD is to improve permitted residents and guests the ability to find on-street parking near their residences by restricting the parking of non-residents.**
- **On November 10, 2015, the City Council adopted Ordinance No. 3356, establishing the process and procedures needed to create a RPPD in residential areas.**

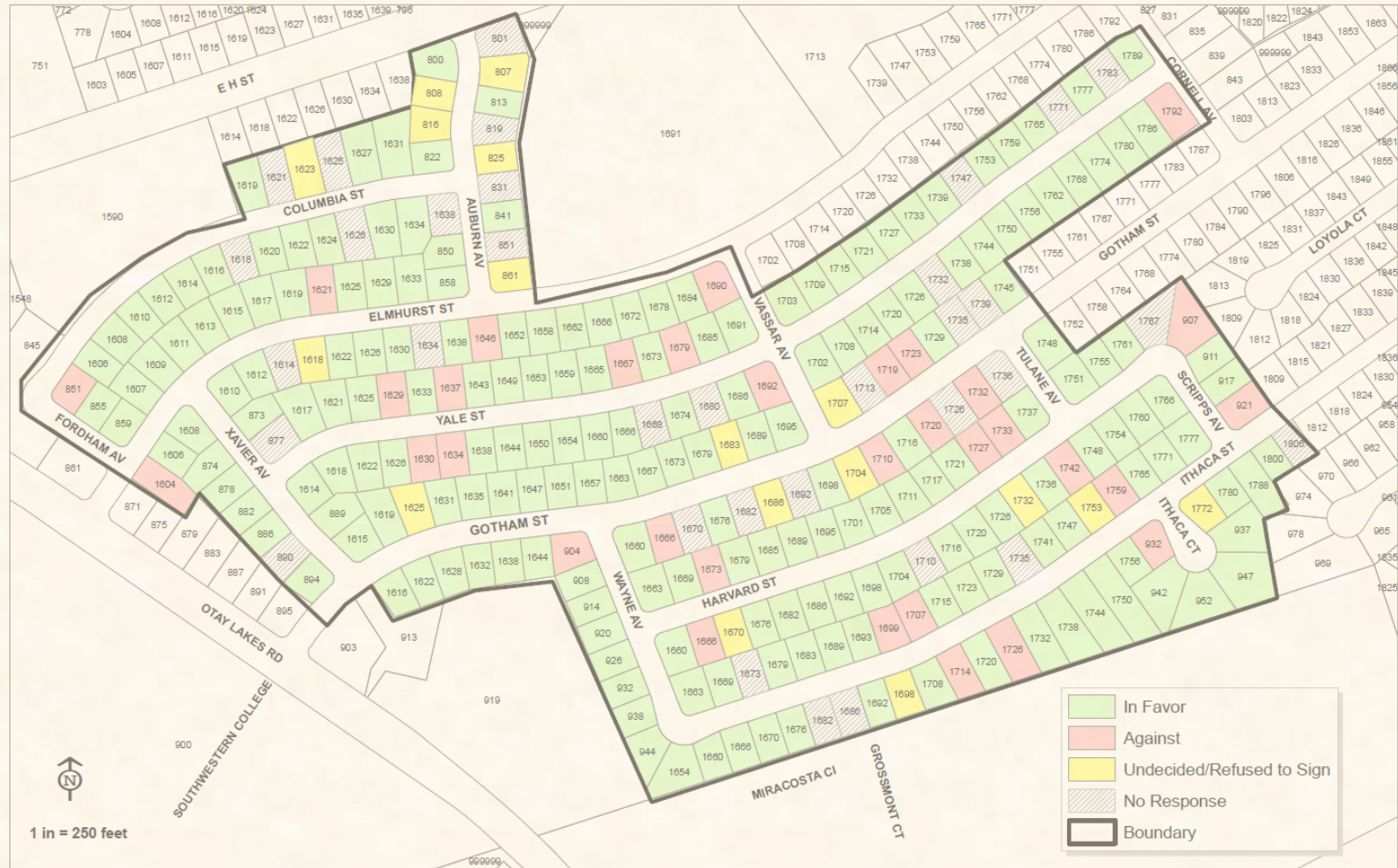


Petition of Interest

- **In the months of May and June 2015, a “Petition of Interest” was drafted and circulated within the neighborhood to establish the level of community interest for establishing an RPPD.**
- **The results indicated approximately 70% of the residents petitioned would be interested in forming a District.**
- **City staff contacted a random sampling of the residents by phone to validate the petition.**



Results of the Petition of Interest





Community Involvement

- **As a result of the petition, a community meeting was held at SWC on August 20, 2015 to present RPPD options and gather feedback from the residents.**
- **City staff (Engineering, Finance, Police) along with Southwestern College Administrative and Police staff discussed the limits of the restricted streets, the hours and days of restriction, the number and types of permits needed, the permitting process, the permit fee with residents.**



Safety Commission Meeting

- **City staff considered the residents comments and feedback provided at the community meeting as well as email and other correspondence that followed in developing a final proposal.**
- **On October 7, 2015, the Safety Commission held a Public Hearing where City staff presented the SWC Estates RPPD proposal.**
- **The Safety Commission approved a resolution accepting the proposal and recommending it for approval by the Chula Vista City Council.**



Final District Boundary and Restricted Streets

- **Based upon public input received at the Safety Commission meeting, the final district boundary and street restriction map was developed.**
- **Only the parcels (283 properties) shown on the map which abut the proposed restricted streets would be eligible to purchase parking permits.**
- **Any future revisions to the district boundary or restricted street segments would be made by following the process and procedures in the Ordinance.**

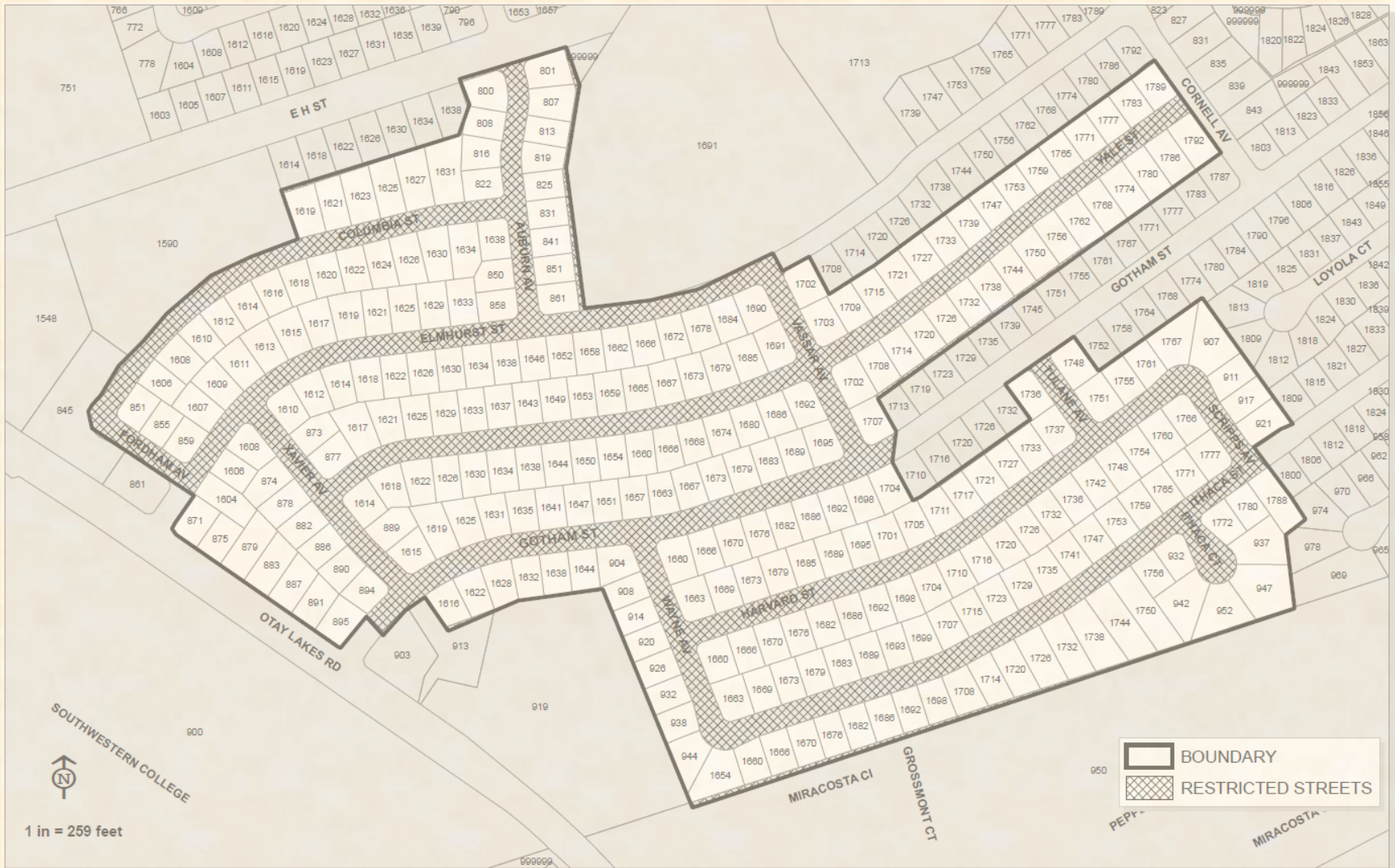


Proposed Restricted Street Segments

- **The proposed restricted streets in the District are:**
- **Auburn Avenue: 800 block**
- **Columbia Street: 1600 block**
- **Elmhurst Street: 1600 block and 1702 Elmhurst Street**
- **Fordham Ave: 800 block**
- **Gotham Street: 1600 block and 1704, 1707, 1736, and 1748 Gotham Street**
- **Harvard Street: 1600 and 1700 block**
- **Ithaca Street: 1600 and 1700 block**
- **Ithaca Court**
- **Otay Lakes Road: 871 to 895 Otay Lakes Road**
- **Scripps Avenue**
- **Tulane Avenue**
- **Vassar Avenue: Elmhurst Street to Gotham Street**
- **Wayne Avenue: 900 block**
- **Xavier Avenue: 800 block**
- **Yale Street: 1600 & 1700 block**



Final Proposed District Boundary and Restricted Streets





RPPD Parking Permits

- **Issuance of Permits:** Limit of 4 permits per residence (3 resident permits and 1 guest permit). The parking permits will be issued for a one (1) year period and will be required to be renewed annually.
- **Temporary Permits:** Limit of 4 permits annually per residence. Temporary permit are for a 2 week period.
- **District Parking Restrictions:** The parking restriction will be Monday-Friday from 7:00AM to 4:00PM. Exceptions will be as described in the Ordinance.
- **Permit Fees:** All permits types including replacements will be \$20.00 and nonrefundable.



Southwestern College Estates Permit Fee Estimate

SWC ESTATES PERMIT FEE ESTIMATE

| | FBHR | Processing Time | Permits | Estimated Cost |
|-----------------------------------|-------|-----------------|---------|----------------|
| Accounting Assistant (per permit) | 63.71 | 0.25 | 566 | \$ 9,015 |
| Printing & Mailing (Annual) | | | | \$ 1,250 |
| Sign Maintenance (Annual) | | | | \$ 1,130 |
| Total Estimated Cost | | | | \$ 11,395 |
| Permits | | | | 566 |
| Cost per permit | | | | \$ 20 |

283 Total Homes in District
2 Avg. Permits per Household
566 Number of Estimated Permits

\$26,000 for sign installation is not included and will be funded directly from CIP TF332, Signing and Striping.

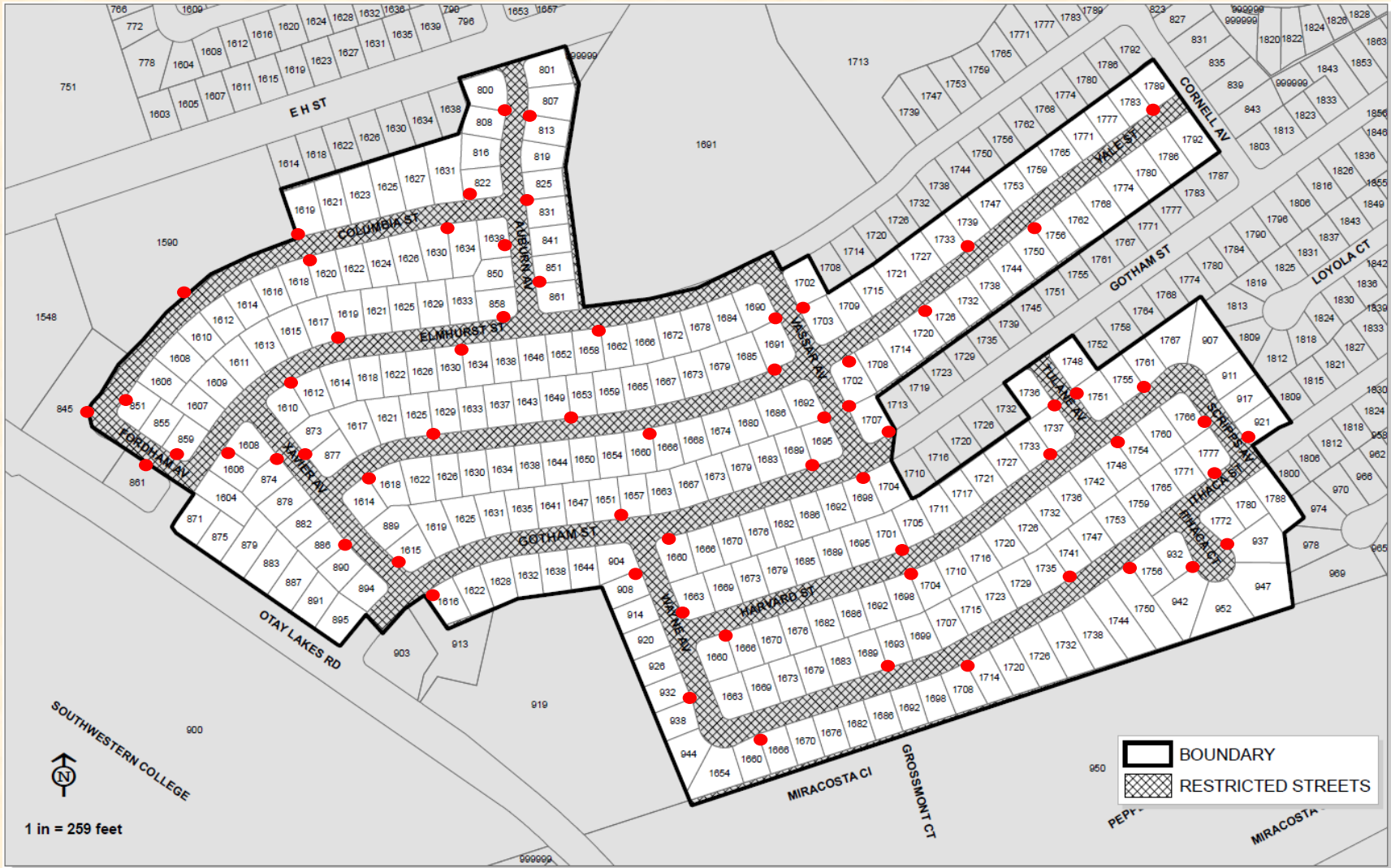


Signage and Enforcement

- Pursuant to California Vehicle Code section 22507, such a parking restriction shall not apply until signs or markings giving adequate notice are installed.
- Upon the City Council adoption of this resolution approving the Southwestern College Estates RPPD, signs will be installed indicating the parking restrictions along the street segments listed in the resolution.
- Additionally, enforcement will not begin until the City has implemented the permit process and allowed residents a minimum of 30 days to acquire permits.



65 Proposed Sign Locations





Parking District Signs and Stickers

Signs will define the District Boundary. Vehicles will be required to display a valid parking sticker or placard (Example from the City of San Diego).





Recommendations

The City Council of the City of Chula Vista approves the Resolution establishing the Southwestern College Estates Residential Permit Parking District, the District Boundary, Restricted Street Segments, days and hours of restriction, permit types and limits per residence and, amending the Master Fee Schedule to establish the permit fee amount.