



DOWNTOWN COMMISSION AGENDA REPORT

DATE: September 19, 2013

AGENDA OF: September 26, 2013

DEPARTMENT: Public Works

SUBJECT: Arena Event Parking

RECOMMENDATION: That the Downtown Commission recommend to the City Council to approve changes to the Arena Parking Plan by discontinuing event parking sales at lots 22 and 3 and continuing reserving of pre-paid parking spaces and event parking sales for Santa Cruz Warrior games at the Kaiser Permanente Arena.

BACKGROUND: On September 12, 2012 this item was originally brought to the Downtown Commission and was supported unanimously. At the November 13, 2012 City Council meeting, Council approved the staff recommendations establishing a pre-paid parking program for Santa Cruz Warrior's games and event parking that would serve the Santa Cruz Warrior games and other events held at the arena.

DISCUSSION: Since the start of the Santa Cruz Warriors season on December 23, 2012 the Parking Services Division has been using parking lots on the south end of Front Street and the second level of the Cedar/Church Parking Garage (Lot 3) to accommodate arena visitors. The parking plan has been well received by arena visitors but there have been a few issues with neighboring downtown businesses. Public Works Staff have had some discussion with the businesses about impacts occurring during these events and we have been able to mitigate most of the specific issues, however some issues are still outstanding. Most of the issues appear to be from the removal of free parking near these businesses on Front Street at Cathcart Street. At its March 28, 2013 meeting the Downtown Commission reviewed last year's parking revenues from event parking and heard from some Downtown Businesses about arena parking issues.

An Ad Hoc Committee was established to identify issues surrounding arena event parking. They surveyed downtown businesses to get data on impacts during events and there was a general positive response about the impacts of the arena, with a few significant and notable exceptions. The recommendations from the ad hoc committee are attached to this report.

Staff is concerned that the effects of discontinuing the arena event parking for the Santa Cruz Warrior games will negatively impact the traffic in and around lower Front Street and would rather pursue a modified plan that would remove the parking lot that seems to be causing the most issues, Lot 22 located on Front Street at Cathcart Street, from the arena parking plan and also removing the Cedar Church Garage, Lot 3, from the plan as this lot was not used as extensively as was predicted.

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Staff is also proposing to adjust the time of public parking restrictions in parking lot 27, next to the Santa Cruz Community Credit Union on Fridays from 5pm to 6pm as the credit union is open at that time. Parking Staff will continue to work with the Santa Cruz Community Credit Union to mitigate any issues with the credit union customer parking by reserving parking meters for credit union customers on Front Street in front on the credit union and by providing short term parking in the adjacent lot 27 on Friday evenings.

The arena parking plan will remain only for Santa Cruz Warriors games and will not be in effect for any other arena events.

FISCAL IMPACT: Revenue to the Parking Fund from Santa Cruz Warriors event parking is \$500 - \$1000 per event.

Prepared and submitted by Marlin Granlund, Parking Program Manager.

Attachments:

Ad Hoc Committee Recommendations