



REPORT TO MAYOR AND CITY COUNCIL

AGENDA ITEM

TO: THE HONORABLE MAYOR
AND CITY COUNCIL

DATE: February 5, 2008

SUBJECT: Ordinance Adding Downtown Parking Standards, Establishing
Parking District Boundaries and In-Lieu of Parking Fee

Report in Brief

The proposed Ordinance will add Section 25.23.15 to the Municipal Code regarding Downtown Parking Standards and will establish the boundaries of the Downtown Parking District for the purposes of allowing an in-lieu of parking fee.

Staff recommends that the City Council:

1. Adopt the Initial Study and Negative Declaration for the proposed parking ordinance.
2. Introduce Ordinance _____ to add Section 25.23.15 to the Woodland Municipal Code for the purpose of downtown parking.
3. Approve Resolution _____ establishing Parking District boundaries and an in-lieu of parking fee.

Background

The purpose for the proposed Ordinance is to continue the actions necessary to facilitate implementation of the City's Downtown Parking Management Plan and General Plan goals and policies with regard to Downtown Parking. A first step in implementing an overall comprehensive parking strategy is the adoption of necessary Zoning Code revisions.

As discussed in the Planning Commission report dated November 1, 2007, **Attachment A**, typical suburban parking standards do not adequately address downtown conditions. Parking standards should be one component in the mix that helps to encourage smart growth principals and economic development by *providing reasonable and effective standards that are clearly defined and easily understood* and which meet the needs of the businesses, customers and development community. The intent is to proactively prepare for future parking needs. This will require revising standards, collecting fees toward future parking supply, and the implementation of innovative parking management policies.

Staff has worked with the City Attorney to develop the Ordinance to address the concerns on this issue. Staff has translated the concepts discussed in the November report into recommended code language.

Discussion

New Parking Standards

The City of Woodland's parking standards are recommended to be modified to reflect the existing and anticipated pedestrian orientation of the downtown, to retain the historical feel of the downtown core, and to avoid imposing suburban standards that would result in large paved areas on Main Street and within the City center. The following are the intended purposes for a revised parking program in the Downtown:

- Maintain and enhance a pedestrian oriented environment in the Downtown.
- Promote and encourage economic investment in the Downtown area.
- Promote re-use and renovation of historic buildings in the Downtown while encouraging new investment and construction.
- Enhance the vitality of the Downtown by encouraging an appropriate mix of future development and land uses.
- Encourage mixed-use development supporting residential and office uses on the upper floors, and ground floor offices, retail and restaurants.

The modifications include changes to residential and commercial related standards and incorporate special provisions to allow shared parking in limited cases, off-site parking also in limited situations, and in lieu-of-parking fees. See **Attachments B and C** for a flow chart on use of the standards and ordinance text language.

A significant feature of the ordinance is that existing buildings in the downtown will not be required to provide new parking, unless there is an addition or expansion or the addition of residential uses where there were none previously. New development will be required to provide parking. Provisions are included to allow shared parking, off-site parking, or in-lieu-of parking fees.

In-Lieu Fee

In-lieu fees provide an alternative for developers who wish to construct new projects or do major renovations to existing buildings where it is either not feasible or undesirable to construct on-site parking. In fact, the Downtown Specific plan prohibits the development of surface parking on Main Street. The purpose of the fee is to recover *some* of the capital cost of constructing new parking facilities.

In-lieu fees would be deposited in a special fund and used by the City to develop or assist in developing parking structures. Fees generally go to construct parking facilities at locations that support the parking needs of the area while not compromising safety and ambiance of the downtown area. The Downtown Specific Plan includes possible locations for future parking structures.

It is recommended that the In-lieu fee for downtown projects should be set at a rate that does not recover the full cost for structured parking downtown, but provides a “fair share” contribution toward the future development of such parking facilities. In a typical suburban situation new development would be required to pay the full cost for the construction of new parking. In this case, paying a partial fee is ultimately more cost effective and functions as an *incentive* toward encouraging development in the downtown. The balance of the cost for providing structured parking will likely be paid through a combination of Redevelopment funds, Major Projects Financing Plan fee, City/County/State Superior Court partnership contributions, and possibly through future assessment district and long term user fees.

The City conducted a land evaluation study of the downtown last year and more recently obtained cost estimates from area cities and determined that the estimated cost per structured parking space is \$20,000 to \$25,000 per space. At this time it is *suggested that the City set an in-lieu of parking fee at \$5,000*. However, should development and economic factors change, the City Council will have the ability to reevaluate and raise or lower fees. It is proposed that the City’s Code be amended to provide for in-lieu fees and state that from time to time the City Council shall establish by Resolution the value of off-street parking facilities and fee amount on a per parking stall basis. **Attachment D** includes the Resolution establishing the in-lieu-of parking fee.

Fiscal Impact

Funds from the General Fund have been utilized for Community Development salaries and the completion of the Initial Study. Limited Redevelopment funds were utilized on a land cost summary analysis. It is hoped that this ordinance will facilitate downtown redevelopment, increased investment, and enhanced City revenues through a rejuvenated commercial core.

Public Contact

Noticing has taken the following forms:

- Posting of the City Council agenda.
- Quarter page ad in the Daily Democrat published on January 16, 2008 with a second publishing on January 23, 2008.
- A quarter page ad was published prior to the Planning Commission meeting, held on January 3, 2008.
- The Woodland Chamber of Commerce was notified of the City Council meeting and a copy of this report provided to them.

In addition to the above notification efforts, the concept of proposed parking standard changes and an in-lieu fee was brought forward to the City Council in March of 2007. At that time the Council expressed general support of the proposed changes. Staff brought the proposed parking amendments before the Planning Commission for a first review on November 7, 2007. At that time, the Commission expressed general support and directed staff to work with the Chamber and stakeholders in the Downtown. Staff met with the Chamber Government Affairs group, on November 20, 2007 and the Chamber Board on December 13, 2007.

The Chamber Government Affairs representatives expressed support, but indicated that they would feel more comfortable if a broader group of board members and downtown business representatives had a chance to discuss the matter. They indicated that the proposed changes were consistent with ideas and proposals previously discussed as part of the Downtown Parking Management Plan. On December 13, 2007, staff gave a presentation on the proposed parking ordinance at the full Woodland Chamber Board.

The Board has 18 members and all received copies of the November 7, 2007 Planning Commission staff report. The Chamber placed a notice of meeting in the newspaper and sent a notice to 600 members that the parking ordinance discussion was on the agenda for that meeting.

Staff has received no comments expressing concern from the Chamber and the Woodland Chamber of Commerce has in the past supported policies and implementation of the Downtown Specific Plan.

Commission Recommendation

The proposed Ordinance and Resolution were heard as a public hearing on January 3, 2008 by the Planning Commission. The Planning Commission recommended 6-0 that the City Council approve the proposed changes.

During review the Planning Commission discussed the in-lieu fees. A question was asked regarding the in-lieu fees and why they should be considered. Discussion ensued wherein it was stated that the intent is to have a density of activity in the downtown with parking located to the periphery, off Main Street. The use of in-lieu fees provides that needed alternative when a project is not able to meet the full extent of its on-site parking. The downtown standards are intended to facilitate a pedestrian environment in which a “park once” strategy is encouraged, that multiple visits may be accomplished with one parking stop.

Environmental Review

An Initial Study and Negative Declaration were prepared to address the proposed code changes. These are included in Attachment F. No significant environmental effects were identified. A Notice of Intent to Adopt a Negative Declaration was published 21 days prior to the meeting date and a copy posted in the County Clerk’s office, January 16, 2008. The Initial Study and Negative Declaration are included as Attachment E.

Recommendation for Action

Staff recommends that the City Council:

1. Adopt the Initial Study and Negative Declaration for the proposed parking ordinance.
2. Introduce Ordinance _____ to add Section 25.23.15 to the Woodland Municipal Code for the purpose of downtown parking.
3. Approve Resolution _____ establishing Parking District boundaries and an in-lieu of parking fee.

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Attachments:

Attachment A: Planning Commission Report from November 1, 2007
Attachment B: Downtown Parking Standards Flow Chart
Attachment C: Downtown Parking Ordinance
Attachment D: Downtown Parking In-Lieu fee and District Boundary Resolution
Attachment E: Initial Study and Negative Declaration