



AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, April 17, 2018

City Administration Building, City Council Chambers
8130 Allison Avenue, La Mesa

1. Call Meeting to Order at 5:30 p.m.
2. Roll Call
3. Approval of Minutes for November 21, 2017
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS
 - a. Downtown Parking Fund Available Balance
 - b. Update on Parking Commission Work Plan for 2019
 - c. Update on Smart Parking Meters and Sensors
 - d. Update on Electric Vehicle Charging Stations
8. NEW BUSINESS
 - a. Funding for Gateway Sign Outreach and Design
9. Additions to the Next Agenda
10. Adjournment

Materials related to an item on this agenda submitted to the La Mesa Community Parking Commission after distribution of the agenda packet are available for public inspection in the Community Development Department located at La Mesa City Hall, 8130 Allison Avenue, La Mesa, California, during normal business hours.

The City of La Mesa encourages the participation of disabled individuals in the services, activities, and programs provided by the City. Individuals with disabilities, who require reasonable accommodation in order to participate in the Parking Commission meetings, should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619-667-1175, fax 619-667-1163, or rfreeman@ci.la-mesa.ca.us.



MINUTES LA MESA COMMUNITY PARKING COMMISSION

Tuesday, November 21, 2017

1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner Shea at 5:30 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

2. ATTENDANCE

Members Attending: Commissioners Baron, Kern, McCune, Shea

Members Absent: Franklin

Staff Attending: Chris Gonzales

3. APPROVAL OF THE MINUTES OF SEPTEMBER 19, 2017

Commissioner Baron made a motion to approve the minutes. Commissioner McCune seconded the motion. The motion carried, 4-0, with Commissioners Baron, Kern, McCune and Shea voting in favor and no votes opposed.

4. WRITTEN COMMUNICATIONS

None

5. PUBLIC COMMENT (NON-AGENDA ITEMS)

None

6. INFORMATIONAL ITEMS

Mr. Gonzales informed the Commission that the proposed upgrade of the smart parking meters and the reintroduction of the sensors had been scheduled for Tuesday, November 28, 2017.

7. OLD BUSINESS

a. Selection of Chair and Vice Chair

Commission by-laws state that Chair and Vice Chair terms are limited to one year and that no commissioner can serve in either capacity for more than four consecutive terms. As no commissioner has exceeded the four-term limit, all commissioners are eligible to serve in either capacity. The existing Chair is Commissioner Shea and the existing Vice-Chair is Commissioner

McCune. Commissioner Baron nominated Commissioner Shea as Chair and Commissioner McCune as Vice-Chair. Commissioner Kern seconded the motion. The motion carried, 4-0, with Commissioners Baron, Kern, McCune and Shea voting in favor and no votes opposed.

b. Parking Commission Work Plan for 2019

Mr. Gonzales provided the Commission with background on the work plan for 2017-18, which was reviewed and approved by Council in July 2017 and ratified by the Commission in August 2017. The Council has requested that work plans for subsequent fiscal years be presented to Council in February, well in advance of the start of the fiscal year. Staff made minor modifications to the work plan reflecting tasks pending or completed and asked that the Commission consider the addition of any goals for FY 2018-19. Commissioner Kern moved to add to Research & Evaluation of EV Charging Stations to the work plan. Commissioner Shea seconded the motion. The motion carried, 4-0, with Commissioners Baron, Kern, McCune and Shea voting in favor and no votes opposed.

8. NEW BUSINESS

None

9. ADDITIONS TO NEXT AGENDA

None

10. ADJOURNMENT

The meeting was adjourned at 5:44 p.m. until January 15, 2018.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: April 17, 2018
SUBJECT: Item 7.a. Downtown Parking Fund Available Balance
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues: This item informs the Commission as to the available balance in the Downtown Parking Fund.

BACKGROUND:

The Downtown Parking Fund (DPF) is a special revenue fund for the receipt of parking revenues generated within Parking District #1 (District). The boundary of the District encompasses the core commercial area of the Downtown Village. The DPF primarily funds expenses related to parking operations but can also be used for a range of projects or activities in the Downtown Village area, as determined appropriate by the City Council. In fact, the DPF supports a range of parking-related and non-parking-related activities in the Parking District/Downtown Village, including:

- Parking enforcement and parking management.
- Professional and City services supporting parking operations.
- Acquisition/maintenance of parking equipment.
- Maintenance of parking facilities.
- Maintenance and cleaning of Downtown Village public areas.
- Installation of annual holiday lighting in the Downtown Village.

The La Mesa Community Parking Commission (Commission) is an advisory body to the Council and, as such, is not vested with discretionary spending authority for DPF funds and all expenditures from the DPF must be approved by Council. Staff provides the Commission with periodic updates on the balance in the DPF and the availability of funds to finance various proposed projects.

DISCUSSION:

As of February 2018, the DPF had a balance of \$426,000 (rounded). Based on the Fiscal Year 2017-18 budget, an additional \$89,000 in revenue is anticipated to be realized by the end of the fiscal year and \$283,000 in budgeted expenditures and approved fund transfers remain unexpended. An available fund balance of \$232,000 results from the addition of budgeted revenue and subtraction of budgeted expenses.

DOWNTOWN PARKING FUND (DPF)	
February FY 2017-18 Ending Balance (1)	
Beginning Reserves - DPF	\$426,000
Add: Anticipated Revenue	\$89,000
(Less) Remaining Budgeted Expenditures (2)	(\$273,000)
(Less) Remaining Approved Fund Transfers (3)	(\$10,000)
Estimated FY 2017-18 Ending Balance	\$232,000
(1) Per City of La Mesa Finance Dept.	
(2) Includes \$137,000 budget for Smart Parking Meter upgrade project. Bulk of related invoices not yet processed as of February.	
(3) Includes Support Services, Downtown Maintenance and Annual Downtown Enhancements.	

CONCLUSION:

At the conclusion of the February 2018, the DPF had an available fund balance of \$232,000. Staff will continue to monitor the DPF and provide periodic updates.

Submitted by:



Chris Gonzales
Community Development Program Coordinator



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: April 17, 2018
SUBJECT: Item 8.a. Funding for Gateway Sign Outreach & Design
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

Issues: Should the La Mesa Community Parking Commission recommend to the La Mesa City Council that \$17,500 from the Downtown Parking Fund be allocated to finance public outreach activities and design of a downtown gateway sign for the Downtown Village?

BACKGROUND:

In January 2008, the La Mesa Community Parking Commission (Commission) supported the expenditure of \$300,000 from the Downtown Parking Fund (DPF) to pay for design and construction drawings for the Downtown Streetscape Improvement Project (DSIP). The final DSIP delivered extensive renovations to La Mesa Blvd., between 4th St. and Acacia Ave., and to portions of side streets east and west of Spring St., including Palm Ave. Other areas were not renovated and the design elements for these areas were halted at a basic, conceptual level due to funding limitations. One such design element was a downtown gateway sign that could serve as a signature, destination icon for the Downtown Village. A number of communities including Kensington, Normal Heights, Hillcrest and the City of El Cajon have introduced variations of this type of signage.

A gateway sign would be a key component in any Downtown Village branding campaign. It would be not only a prominent threshold but also a reflection of the community's collective image of the Village and a symbol of the district for regions beyond La Mesa. However, formal initiation of a gateway sign project has been hampered by a number of factors, including funding constraints and prioritization of other major projects, such as the DSIP. At this time, however, the City is poised to take the critical first steps of civic engagement and design formulations.

DISCUSSION:

Designing and erecting a downtown gateway sign is a long-held goal of City leaders, Village business and property owners and La Mesa citizens. Their participation in the process will be important and their feedback on aspects of design and location for a sign will be crucial to build support for a subsequent funding effort. In 2017, Council directed staff to pursue options for a new Downtown Gateway Sign, based on the recommendation of the Downtown Events and Marketing Subcommittee.

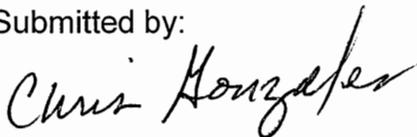
Accordingly, staff sought and received a proposal from Graphic Solutions to assist the City in developing preferred concepts and a location for a Downtown Gateway Sign. The City has worked with Graphic Solutions before on a number of successful signage projects, including the marquis sign at Civic Center and design of wayfinding signage throughout the Village. Graphic Solutions proposes a two-phase approach, comprised of planning and research activities and community outreach and concept design. The planning and research phase will include a community meeting where examples of other signs and location considerations will be presented to the community and input will be gathered for use in the design phase. The concept design phase will incorporate community feedback into concept renderings that will then be presented at a subsequent community meeting. Graphic Solutions will prepare budgetary estimates for the selected concepts, including costs for fabrication, installation and construction administration.

The total cost to implement the scope of services is \$17,500, including a 20% contingency amount to cover any additional meetings or services that may be needed. The expenditure of parking funds for this purpose is allowable under municipal code section 12.56.120 (g).

CONCLUSION:

Staff recommends the Commission entertain a motion to recommend the expenditure of \$17,500 from the Downtown Parking Fund to fund the scope of services proposed by Graphic Solutions for community outreach and design services for a Downtown Gateway Sign.

Submitted by:



Chris Gonzales
Community Development Program Coordinator