



CITY OF GLENDALE CALIFORNIA  
REPORT TO CITY COUNCIL / AGENCY

October 21, 2008

**AGENDA ITEM**

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Review of the following Downtown Mobility Study tools:

- (1) In-Lieu Fee Ordinance
- (2) Establishing a Downtown Mobility Fund and the Downtown Mobility Fund Ordinance
- (3) Revising the existing Transportation Demand Management Ordinance

**COUNCIL ACTION**

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Public Hearing [ <input type="checkbox"/> ]	Ordinance [ <input type="checkbox"/> ]	Consent Calendar [ <input type="checkbox"/> ]	Action Item [X]	Report Only [ <input type="checkbox"/> ]
Approved for _____ calendar				

**ADMINISTRATIVE ACTION**

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**Signature**

**Submitted**

Hassan Haghani, Director of Planning..... \_\_\_\_\_

**Prepared**

Alan Loomis, Principal Urban Designer ..... \_\_\_\_\_

Michael Nilsson, Mobility Planner ..... \_\_\_\_\_

**Reviewed**

Philip S. Lanzafame, Director of Development Services ..... \_\_\_\_\_

Stephen M. Zurn, Director Public Works..... \_\_\_\_\_

Jano Baghdanian, Traffic & Transportation Administrator..... \_\_\_\_\_

Bob Elliot, Director of Finance..... \_\_\_\_\_

**Approved**

James E. Starbird, City Manager ..... \_\_\_\_\_

**Reviewed**

Scott H. Howard, City Attorney ..... \_\_\_\_\_

## **SUMMARY**

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The Downtown Mobility Study was adopted in March 2007. The Downtown Mobility Study compliments the Downtown Specific Plan (DSP) in outlining pedestrian and transit-friendly policies to direct future growth into Downtown Glendale. For Council's consideration are three implementation measures of the Downtown Mobility Study. Proposed by Nelson\Nygaard consulting associates, included are analysis and recommendations to establish an In-Lieu Fee Ordinance, a Downtown Mobility Fund, and revise the existing Transportation Demand Management Ordinance.

## **FISCAL IMPACT**

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There are no proposed Fiscal Impacts to initiate and adopt the proposed ordinances. Once adopted, it is anticipated that the application of the In-Lieu Fee ordinance will generate revenue to the City on a case-by-case basis.

## **BACKGROUND**

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On March 25th 2008, Council / Agency approved a contract with Nelson\Nygaard to prepare several measures of the Downtown Mobility Study to be produced and implemented. These are:

**In-Lieu Fee Ordinance** – (See Exhibits A and B) This ordinance will allow developers or existing change-of-use tenants within the DSP to pay a fee as a means of satisfying parking requirements as stated in the zoning code. Nelson\Nygaard researched existing city parking requirements and the parking reduction permit process, conducted a peer review of jurisdictions with existing In-Lieu Fee policies, and analyzed the approximate cost to build parking.

Based on the results of this research, Nelson\Nygaard has proposed the following In-Lieu Fee structure for the DSP area:

- Change-of-use - forgo up to 100% of required parking paid as an annual fee of \$600 per space
- New development - forgo up to 50% of required parking paid as a one-time fee of \$24,000 per space.

**Establishment of a Downtown Mobility Fund** – (See Exhibits C and D) The Downtown Mobility Fund will provide a new dedicated account to receive various existing and anticipated fees for the purpose of enhancing mobility downtown. Nelson\Nygaard evaluated the existing citywide Parking Fund and reviewed options to place new funding sources generated in the DSP. This included creating an entirely new parking fund, broadening the purpose of the existing fund to include transit and pedestrian improvements, or depositing new funding sources into the existing fund.

Based on the analysis performed by Nelson\Nygaard, it was determined that new funding mechanisms be implemented within the DSP in the following manner:

- New funding mechanisms generated within the DSP should be placed into a separate fund
- Funding mechanisms include Parking Meters on Brand Boulevard and proposed In-Lieu Fees
- Money placed into the new fund will be invested in transit and streetscape improvements

- Money will not be extracted from the existing Parking Fund
- The new fund will be flexible to allow for other funding and financing mechanisms to be placed into it when adopted by Council.

**Revised Transportation Demand Management Ordinance** – (See Exhibits E and F) The Mobility Study recommends strengthening the City's existing Transportation Demand Management (TDM) ordinance. Nelson\Nygaard reviewed the existing TDM ordinance, analyzed the current functionality of the existing Glendale Transportation Management Association (TMA), and conducted a peer review of successful TMA's and TDM ordinances.

From this overview, it was determined the City should assume the role of program monitoring and implement TDM strategies for TMA organizations within the City. The TDM Ordinance will be revised to include a clarification of the relationship between the TMA, the City of Glendale and local businesses. The City will define performance standards for TMA's within the City, including but not limited to the following requirements:

- Mandatory membership for new developments and companies
- Annual vehicle ridership surveys for all member companies
- Establish a yearly implementation schedule for TDM programs
- A minimum of four TMA board meetings per year
- TMA boards to be composed of representatives from member companies with a decision-making capacity

## **RECOMMENDATION**

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The Planning Department requests the City Council provide policy direction on the following Downtown Mobility Study implementation tools:

- (1) In-Lieu Fee Ordinance
- (2) Establishing a Downtown Mobility Fund and the Downtown Mobility Fund Ordinance
- (3) Revising the existing Transportation Demand Management Ordinance

## **EXHIBIT(S)**

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Exhibit A – In Lieu Fee Memo  
Exhibit B – In Lieu Fee Draft Ordinance  
Exhibit C – Downtown Mobility Fund Memo  
Exhibit D – Downtown Mobility Fund Draft Ordinance  
Exhibit E – Transportation Demand Management Memo  
Exhibit F – Transportation Demand Management Draft Ordinance