



CITY OF GLENDALE CALIFORNIA
REPORT TO CITY COUNCIL

Date: October 21, 2008

AGENDA ITEM

Agenda Item: Report regarding rates, time limits, hours of operation for parking meters and multi space meters in the downtown core district, establishment of a new parking meter zone, adjustments to parking meter and multi space meter time limits, hours of operation and rates.

- (1) Ordinance for Introduction
(2) Motion Directing Staff Regarding Operating Hours

COUNCIL ACTION

Public Hearing [] Ordinance [x] Consent Calendar [] Action Item [x] Report Only []

Approved for October 21, 2008 calendar

ADMINISTRATIVE ACTION

Submitted

Stephen M. Zurn, Director of Public Works [Signature]

Prepared

Rebecca Granite-Johnson, Executive Analyst [Signature]

Jeff Brown, Assistant Parking Manager [Signature]

Tad Dombroski, Parking Manager [Signature]

Approved

James E. Starbird, City Manager [Signature]

Reviewed

Christina R. Sansone, General Counsel-Public Works [Signature]

Jano Baghdanian, Traffic & Transportation Administrator [Signature]

RECOMMENDATION

Staff respectfully requests the City Council approve rates, time limits, hours of operation for parking meters and multi-space meters in the downtown core district, establishment of a new parking meter zone, adjustments to parking meter and multi-space meter time limits, hours of operation and rates, introduce the Ordinance amending Chapter 10 of the Glendale Municipal Code, 1995, (GMC), and adopt a Motion directing staff regarding the new hours of operation for the downtown area.

SUMMARY

On September 30, 2008 staff received City Council direction based on recommendations from the TPC for on and off street parking meter rates, hours of operation, parking facility rates, and establishing a new Parking Meter Zone for Brand Boulevard. Council's direction is as follows:

1. Establish new parking meter zone on Brand Boulevard and the installation of multi-space meters but maintain existing parking meter rates until after multi-space meters have been installed. Signs should reflect that the time limits will change after January 1, 2009.
2. Review and provide information for the possible exemption from parking meter charges for Zero Emission Vehicles.
3. Evaluate the cost of allowing those with disability placards to park without cost in City-owned parking facilities.
4. Improve directional signage for parking facilities in the downtown area.
5. Provide extensive outreach and notification to the public regarding the upcoming parking rate and hours of operation changes.

After the City Council meeting, members of the Executive Board for the Downtown Glendale Merchants Association's (DGMA) contacted staff and expressed their concerns that they would like the 6 a.m. to 10 p.m. operating hours to be implemented immediately rather than being postponed until after January 1, 2009. Their concern is that the employees will continue to park on Brand Boulevard early in the morning and after 6p.m. after the parking meters are installed. This situation is especially critical during the holiday season (November 15 to January 1) when on-street parking is most needed. Please see Exhibit A, a letter from the DGMA in this regard.

Staff is requesting the City Council to provide direction as to which of the following options regarding the on-street and off-street hours of operation it would prefer:

- OPTION A:** Change the hours of operation for all on-street and off-street parking meters in the central downtown business district from 9 a.m. – 6 p.m. to 6 a.m. – 10 p.m. on January 1, 2009, as directed by City Council on September 30, 2008.
- OPTION B:** Change the hours of operation for all on-street and off-street parking meters in the central downtown business district from 9 a.m. – 6 p.m. to 6 a.m. – 10 p.m. in November 2008 when the multi-space meters are installed on Brand Boulevard. This option is preferred by the DGMA.
- OPTION C:** Change the hours of operation for Brand Boulevard only from 9a.m. – 6p.m to 6a.m. – 10p.m. in November 2008 when the multi-space meters are installed and change the hours of operation for all parking meters and off-street lots in the downtown business district on January 1, 2009.

Table 1 below shows the recommended parking meter rates in the central downtown business district for on-street multi-space meters on Brand Boulevard, on-street meters, parking meter rates for off-street lots, and parking rates for visitor and monthly parking in the City's parking facilities. Please see Exhibit B for a summary of staff recommendations for parking meter hours of operation, time limits and days of operation for the on-street meters, off-street parking lots and the City's parking facilities.

TABLE 1

Parking Locations	Proposed Rates	Daily Maximum	Theatre Validation	Free Period	Monthly Rates
Brand Boulevard	\$1.00 per hour	N/A	N/A	N/A	N/A
Downtown Meters	\$1.00 per hour	N/A	N/A	N/A	N/A
Off-Street Lots	\$0.75 per hour	N/A	N/A	N/A	N/A
Marketplace Facility	\$2.00 per hour	\$6.00	\$1.00 for 4 hours	90 min.	\$50, \$55, \$60*
Exchange Facility	\$2.00 per hour	\$6.00	\$1.00 for 4 hours	90 min.	\$60
Orange Street Facility	\$1.50 per hour	\$6.00	\$1.00 for 4 hours	90 min.	\$30.00

* Monthly rate will increase \$5 a year until 2011.

Pursuant to the direction received from the City Council on September 30, 2008, staff has drafted the attached urgency ordinance for introduction. It is proposed to be an urgency ordinance so that the new Parking Meter Zone for Brand Boulevard and the installation of the new multi-space meters may go into effect prior to the holiday season. The ordinance also contains a few clean-up provisions that are necessary to update Chapter 10. of the GMC. Provided the urgency ordinance is introduced at this meeting, staff will return next week with a Resolution establishing hours and rates for parking meters in the downtown business district.

As is more fully discussed below, staff developed an implementation plan to address the various steps necessary to ensure a successful outcome of the proposed parking management plan. The implementation plan highlights the purchase, installation and testing of new multi-space meters as well as a full public outreach campaign. This implementation plan also indicates that the parking rates in the downtown meters and the off-street lots will be changed after January 1, 2009.

FISCAL IMPACT

Staff anticipates that the cost of installation of signage reflecting the new rates and operating hours for all metered locations in the central downtown business district will be approximately \$45,000. Sufficient funds are budgeted in project 51631 for these expenses.

Revenues from the new multi-space meters on Brand Boulevard, along with the increase in operating hours of on-street and off-street meters, and rate changes in the City's parking facilities, will generate an additional \$500,000 - \$750,000 per year.

BACKGROUND

On September 22, 2008 the Transportation and Parking Commission recommended that the City Council approve staff's recommendations regarding parking meters in the central downtown business district. On September 30, 2008 the City Council provided direction to staff in this regard.

Staff has drafted the necessary Ordinance for introduction. An Ordinance is required to establish the new parking meter zone as well as grant certain authority to the City Manager and Director of Public Works. In order to establish the parking meter zone on Brand Boulevard prior to the holiday season, the Ordinance is being introduced as an Urgency Ordinance. Staff will return next week with a Rate Resolution to establish the rates and hours for said parking meter zone provided the Ordinance is introduced at this meeting. In addition, Chapter 10 of the GMC had several sections that needed to be updated since the last revision date. The significant revisions to Chapter 10 of the GMC include:

- Several sections referred to parking meters but not multi-space meters as this is the first installation of multi-space meters in Glendale. These sections have been updated to include multi-space parking meters.
- Brand Boulevard between Colorado and Doran (Zone a) has been established as a Parking Meter Zone.
- The Director of Public Works has been given limited authority to change parking meter and multi-space meter time limits and hours of operation.
- The City Manager has been given the authority to waive or adjust parking rates as needed for specific unique or temporary events.

Staff has prepared the following information regarding the specific direction that City Council provided on September 30, 2008:

1. Maintain existing parking meter rates and hours of operation until January 2009 but continue with the parking meter zone on Brand Boulevard and the installation of multi-space meters. After the City Council

meeting, members of the Executive Board for the Downtown Glendale Merchants Association's (DGMA) contacted staff and expressed their concern that they would like the 6a.m. to 10p.m. operating hours to be implemented immediately rather than be postponed until after January 1, 2009. Their concern is the employees will continue to park on Brand Boulevard early in the morning and after 6p.m. after the parking meters are installed. This situation is especially critical during the holiday season (November 15 to January 1) when on-street parking is most needed. Please see Exhibit A, a letter from the DGMA in this regard. Staff is requesting City Council direction as to the following options regarding the on-street and off-street hours of operation.

- OPTION A:** Change the hours of operation for all on-street and off-street parking meters in the central downtown business district from 9 a.m. – 6 p.m. to 6 a.m. – 10 p.m. on January 1, 2009, as directed by City Council on September 30, 2008.
- OPTION B:** Change the hours of operation for all on-street and off-street parking meters in the central downtown business district from 9 a.m. – 6 p.m. to 6 a.m. – 10 p.m. in November 2008 when the multi-space meters are installed on Brand Boulevard. This option is preferred by the DGMA.
- OPTION C:** Change the hours of operation for Brand Boulevard only from 9a.m. – 6p.m to 6a.m. – 10p.m. in November 2008 when the multi-space meters are installed and change the hours of operation for all parking meters and off-street lots in the downtown business district on January 1, 2009.

2. Staff evaluated allowing free parking to "Zero Emission Vehicles" (ZEV) for on and off street parking. Based on public comment and City Council direction, staff will develop guidelines and procedures with the Glendale Police Department to allow "ZEV" to park for free in the on street and off street parking meters.

3. Staff researched the possibility of allowing free or discounted parking for disabled in parking facilities. In reviewing the California Vehicle Code, staff has determined that we are currently meeting our obligation to provide disabled parking stalls at the most convenient locations. There is no requirement to provide free parking in the parking facilities. Staff conducted a survey of similar cities and determined that most cities do not offer free disabled parking at parking facilities. It is estimated that the provision of free parking to customers with disabled placards would result in the loss of approximately \$15,000 - \$20,000 per year from the three City facilities in downtown, not including any additional lost revenue from abuse. As there are available disabled spaces along Brand Boulevard and in the off-street locations at no charge, staff recommends no additional changes.

4. Staff is currently working with the Planning Department to develop "Wayfinding Signs" for the downtown area. As multi-space meters are installed in the central downtown business district, clear directional and informational signage will be installed that is consistent with the recommendations in the Mobility Plan.

5. Staff has developed a marketing and outreach plan that includes:
- A short "public service announcement" for GTV6 to introduce the multi space meters on Brand Boulevard.
 - Flyers and signage for the off street lots that will include notification of upcoming parking meter rate and hours of operation changes.
 - Press releases, notifications, and news letters to the DGMA.

On-Street Parking Meter Rates

The City's current parking meter rates have been in effect since 1998. Minor changes have been made to the time limits of the on and off-street meters with no changes specifically to Brand Boulevard as no parking meters were approved in the last 10 years. Based on the recommendations of the Mobility Plan, staff recommends parking meter rates, time limits and hours of operation as outlined below for on-street meters on Brand Boulevard and other streets in the downtown area.

Rates: The existing rate is set at \$0.60 an hour for all on-street parking meters located in the downtown core district (See Exhibit C for existing meter locations). Staff recommends a rate of \$1.00 an hour for on-street parking meters in the downtown area for both existing meters and multi space meters on Brand Boulevard.

Time Limits: The on-street parking meter time limits are currently set at 30 minutes, 1 hour, and 2 hours. For Brand Boulevard (Between Colorado Boulevard and Doran Street) and the downtown area, staff recommends maintaining the existing time limits.

Hours of Operation: The existing hours of operation are Monday to Saturday, 9 a.m. to 6 p.m. The existing hours have some inherent problems because employees arrive and park for free before 9 a.m. and then continue to park an additional two hours until 11 a.m. The same process repeats in the evening where employees arrive at 4 p.m. and park on-street until they finish their shift. In order to remove this possibility and shift the employees into the surrounding parking facilities, the hours of operation need to be changed. Based on the Mobility Plan, staff recommends the hours of operation be from 6 a.m. to 10 p.m. Monday to Saturday for non-Brand Boulevard meters and 6 a.m. to 10 p.m. Monday to Sunday for Brand Boulevard. After implementation, staff will evaluate the hours of operation and obtain input from the public. If necessary, the hours of operation may be altered.

New Parking Meter Zone

New parking meter zones in the City of Glendale are established by an Ordinance of the City Council. Brand Boulevard is not currently a Parking Meter Zone and, therefore, is established as such in the attached Ordinance.

Off-Street Parking Meter Rates:

Rates: The City of Glendale currently operates ten downtown metered parking lots with rates of \$.40 an hour for long term lots and \$.50 an hour for short term lots. Based on staff analysis of market rates, a uniform \$.75 per hour parking meter rate is recommended.

Time Limits: The long term lots are currently lot 1, 4, 11, & 12 with 9 hour limits and the short term lots are 2, 3, 6, 10, 15, and 17 with 3 hour limits. With the exception of lot 4, staff is recommending maintaining the existing time limits for all other lots. Lot 4 is recommended to change from 9 hour parking to 3 hour parking to provide more short term parking for those who visit the Alex Theatre and restaurants, which are within walking distance.

Hours of Operation: Existing hours of operation in the off-street lots are Monday to Saturday, 9 a.m. to 6 p.m., which is similar to the on-street parking meter hours of operation. Staff is recommending that the hours of operation to be from 6 a.m. to 10 p.m. Monday to Saturday, for parking lots 1, 2, 3, 4, 11, 12, 15, and 17. Lots 6 and 10 are recommended for 7 days a week operation from 6 a.m. to 10 p.m. Monday to Sunday. Porto's Bakery has requested that the operating hours for lot 6 include Sundays so that employees do not park in this lot. The hours of operation for lot 10 will also include Sunday as it is in close proximity to many banquet facilities, the Americana, and serves Glendale Central Library patrons primarily on weekends.

Parking Facility Rates

The City operates the following three parking facilities in the downtown area as shown in Exhibit D:

- Marketplace (Northeast corner of Maryland Avenue and Harvard Street)
- Exchange (On Maryland Avenue between Broadway and Wilson Street)
- Orange Street (Southeast corner of California Avenue and Orange Street)

Visitor Rates: Currently, the City provides 2 hour validations to all businesses in the downtown area. Customers need to get their ticket validated at one of the downtown merchants participating in the validation program. The City's hourly rate is \$1.50 per hour with a daily maximum of \$6.00. The City also offers a theatre validation program which allows a theatre customer to receive a \$1.00 discount off their movie ticket and then pay \$1.00 when exiting the parking facility within 4 hours. To set the parking rates for the City's parking facilities, staff surveyed private parking facilities in the City of Glendale as well as other comparable cities.

The Mobility Plan recommended 90 minutes free parking to all visitors of the above mentioned facilities and the elimination of the validation program. Offering 90 minutes free in the parking facilities will give all visitors the benefit of free parking without having to validate their ticket. The average hourly rate in the private downtown area is \$3.00 per hour vs. \$1.50 per hour in the City parking facilities. To keep consistent with the same pricing strategy recommended for the on-street and off-street meters, the parking facilities should also be priced accordingly, with prime facilities at higher rates. Staff is recommending increasing the hourly rate from \$1.50 to \$2.00 at the Marketplace and Exchange facilities because of their high demand location. The parking rates in facilities were last changed in 1998. In the last 10 years, the operating and maintenance costs for the facilities have increased by 40%. In addition, the City is facing major capital improvement projects such as elevator replacement at the Exchange, security camera upgrades and installation, and replacement of outdated revenue control and access equipment at all parking facilities. Therefore, an increase in the parking rates is necessary to generate additional revenue for the above expenses and maintain comparable rates in the downtown area. While we are recommending that the hourly rate increase, it is important to note that over 60% of visitors park for free (less than 90 minutes) and this will not cause a financial hardship to visitor parking.

Given the high usage of the Marketplace and Exchange facilities and the low usage of the Orange Street facility, staff is recommending maintaining the existing \$1.50 per hour rate at the Orange Street facility. Staff is also recommending maintaining the existing \$6.00 daily maximum rate at all three facilities to encourage long term parkers use the facility although the average private maximum rate is \$8.50 per day. Table 3 below shows the existing rates and proposed rates for each facility.

Table 3: Existing and Proposed Daily Rates-Facilities

Facility	Existing Rates			Proposed Rates		
	Hourly	Daily Max	Movie/Alex	Hourly	Daily Max	Movie/Alex
Marketplace	\$1.50	\$6.00	\$1.00	\$2.00	\$6.00	\$1.00
Exchange	\$1.50	\$6.00	\$1.00	\$2.00	\$6.00	\$1.00
Orange Street	\$1.50	\$6.00	\$1.00	\$1.50	\$6.00	\$1.00

Monthly Parking Rates: As stated above, given the increase in maintenance and operating cost and the upcoming capital projects for the parking facilities, staff is recommending increasing the rate at the Marketplace and Exchange facility while lowering the monthly parking rate at the Orange Street facility. Table 4 below shows the current and proposed monthly rate for the Marketplace, Exchange and Orange Street facilities:

Table 4: Monthly Rate

Facility	Current Rate	January 2008	January 2010	January 2011
Marketplace	\$45.00	\$50.00	\$55.00	\$60.00
Exchange	\$55.00	\$60.00	\$60.00	\$60.00
Orange Street	\$45.00	\$30.00	\$30.00	\$30.00

The Orange Street facility has had the lowest occupancy of all City facilities due to the following reasons:

- Free on-street parking on Brand Boulevard
- Availability of City's parking lots and other private lots/facilities in the area.
- Display of signage to identify parking facility has been ineffective

To provide an incentive to employees in the area of the Orange Street facility, staff is recommending lowering the existing monthly parking rate from \$45 per month to \$30 per month and eliminating the existing part time rate. This strategy in conjunction with the installation of meters on Brand Boulevard and increasing the operating hours of on and off-street lots to 10 p.m. should increase the usage of the facility. The \$30 monthly rate will be offered to all existing monthly parkers at the Orange Street facility and to any new monthly parkers only.

Transfers of existing monthly parkers from the Exchange and the Marketplace facilities will not be allowed at this rate. Staff will monitor the operation of the Orange Street facility and should there be an impact to visitor parking, staff will reduce the sale of monthly parking permits.

Implementation Plan

Staff has developed the following implementation plan:

- | | |
|--|---------------------|
| 1. Outreach and notification of installation of multi-space meters on Brand Boulevard and changes to the parking meter rates and hours of operation. | Nov 2008 - Jan 2009 |
| 2. Installation of the multi space meters on Brand Boulevard, signage, and space numbering on street. | November 2008 |
| 3. Change the hours of operation for the on street and off street locations in the downtown area. | To Be Determined |
| 4. Implementation of the parking facility rate changes as follows: | |
| • 90 minutes free parking in all facilities. | November 1, 2008 |
| • \$30 monthly rate at the Orange Street facility. | November 1, 2008 |
| • Change hourly rate and monthly rate at the Marketplace and Exchange facilities. | January 1, 2009 |
| • Change on-street parking meter rates. | January 1, 2009 |
| 5. Installation of multi space meters in off street locations (rate increase to coincide with installation). | Jan – April 2009 |

Staff will monitor this new parking management plan and determine if we are meeting our goal of 85% occupancy. If minor adjustments are needed, staff will make those adjustments administratively pursuant to the authority granted to the City Manager as well as the Director of Public Works. If these minor adjustments are not successful, staff will prepare recommendations to present to the TPC and then to the City Council for necessary changes in hours of operation, parking rates, and time limits.

Staff respectfully recommends that City Council introduce the attached Ordinance amending certain sections of Chapter 10 of the GMC and approve the attached Motion providing direction regarding the new hours of operation for the downtown area.

EXHIBITS

- Exhibit A: Letter from Downtown Merchant’s Association
- Exhibit B: Recommended Downtown Parking Rate Summary
- Exhibit C: Existing Downtown Parking Meter Locations
- Exhibit D: Downtown Parking Lot and Facility Location Map

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF GLENDALE, CALIFORNIA AMENDING SECTIONS 10.40.020, 10.40.040, 10.40.050, 10.40.060, 10.40.070, 10.40.080, 10.40.090, 10.40.100, 10.40.120, AND 10.40. 170; AND ADDING SECTIONS 10.40.180 AND 10.40.190, OF THE GLENDALE MUNICIPAL CODE, 1995, REGARDING THE ESTABLISHMENT OF A PARKING METER ZONE AND RELATED ACTIONS, AND DECLARING THE URGENCY THEREOF.

WHEREAS, Chapter 10.40 of the Glendale Municipal Code, 1995 sets forth the requirements for the establishment of parking meter zones, rates and hours of operation thereof; and

WHEREAS, The Transportation and Parking Commission has recommended the establishment of multi-space meters stationed along various locations predominantly on sidewalks; and

WHEREAS, on July 22, 2008, the City Council adopted a motion, which among other things authorized the City Manager to execute an Agreement with a multi-space meter vendor to provide and install fifty (50) multi-space meters pay stations along Brand Boulevard; and

WHEREAS, said Glendale Municipal Code, 1995 is silent as to the installation of multi-space meters along Brand Boulevard Brand Boulevard between Colorado Street and Doran Street and, as a result, Council finds there is an immediate need to preserve public peace, health and safety insofar as such multi-space meters should be installed as soon as possible before the 2008-2009 holiday season in the area along Brand Boulevard between Colorado Street and Doran Street, in order to achieve the target 85% occupancy at all on-and off-street public facilities, match demand with available supply, and accommodate short-term parking for the businesses in the area; and

WHEREAS, it is of critical importance to have an efficient and effective parking control system that avoids, to the extent possible, congestion along the central business area of the City and the following Ordinance expressly would establish said system and achieve the goal of promoting more efficient parking control in said area; and

WHEREAS, it is in the best interests of the City and its citizens to install said multi-space parking meters and amend the Glendale Municipal Code, 1995 to be consistent therewith.

BE IT ORDAINED BY THE COUNCIL OF THE CITY OF GLENDALE:

SECTION 1. The above recitals are true and correct.

SECTION 2. The City Council finds and declares: The findings contained herein and in the City Council staff report dated October 21, 2008 are hereby adopted and incorporated by reference as though fully set forth herein.

SECTION 3. Section 10.40.020 of the Glendale Municipal Code, 1995, regarding the installation and construction of parking meters and parking pay stations, is hereby amended to read as follows:

10.40.020 Installation and construction.

Except for multi-space parking meters, the traffic and transportation administrator shall cause to be installed adjacent to each designated parking meter space such parking meters as approved by the council, or by the transportation and parking commission, with respect to meters on parking places acquired by a vehicle parking district. The traffic and transportation administrator shall cause to be installed such multi-space parking meters at various locations predominantly on sidewalks to provide metering for more than one parking space at a time. For the purposes of this chapter, "multi-space parking meters" means pay stations for multiple parking spaces placed at various locations along streets for the payment and control of parking thereon.

SECTION 4. Section 10.40.040 of the Glendale Municipal Code, 1995, regarding the payment of parking meter and parking pay stations, is hereby amended to read as follows:

10.40.040 Payment of proper fee.

A. No person shall park any vehicle in any parking space except as otherwise permitted by this chapter, without immediately depositing payment of the proper fee in the parking meter or multi-space meter adjacent to such space as required by such meter or multi-space meter, and when required by the directions on the meter or multi-space meter, setting in operation the timing mechanism thereof in accordance with such directions, unless the parking meter or multi-space meter indicates at the time such vehicle is parked that an unexpired portion remains of the period for which a payment had been previously deposited.

B. Exceptions.

1. A vehicle may be parked and remain parked in a parking meter or multi-space meter space without payment of the proper fee in the parking meter adjacent thereto during hours other than those designated by resolution of the council or the transportation and parking commission with respect to parking places acquired by a vehicle parking district, as hours during which such deposits are required.

2. Zero Emission Vehicles. Any vehicle displaying a Zero Emission Vehicle parking decal validly issued by the California Department of Motor Vehicles may be parked and remain parked in a parking meter or multi-space meter space without payment of the proper fee in the meter or multi-space meter adjacent thereto.

SECTION 5. Section 10.40.050 of the Glendale Municipal Code, 1995, regarding the prohibition against parking beyond the legal parking time, is hereby amended to read as follows:

10.40.050 Parking beyond legal parking time prohibited.

No person, except as otherwise provided by this chapter, shall permit any vehicle parked by such person to remain parked in any parking meter or multi-space meter space during any time, when the parking meter or multi-space meter adjacent to such space indicates that no portion remains of the period where parking fees had been previously paid, or beyond the time limited for parking in such space by virtue of the provisions of Chapter 10.36.

SECTION 6. Section 10.40.070 of the Glendale Municipal Code, 1995, regarding the prohibition against tampering with parking meters and multi-space meters, is hereby amended to read as follows:

10.40.070 Tampering.

No person shall deface, injure, tamper with, open or ~~wilfully~~ willfully break, destroy or impair the usefulness of any parking meter or multi-space meter, except by authority of the traffic and transportation administrator, the director ~~of finance of and~~ administrative services- finance or the council.

SECTION 7. Section 10.40.080 of the Glendale Municipal Code, 1995, regarding the prohibition against the use of slugs in parking meters and multi-space meters, is hereby amended to read as follows:

10.40.080 Use of slugs.

No person shall deposit or attempt to deposit in any parking meter or multi-space meter any slug or other substitute for a coin of the United States.

SECTION 8. Section 10.40.090 of the Glendale Municipal Code, 1995, regarding the installation maintenance and repair of parking meters and multi-space meters, is hereby amended to read as follows:

10.40.090 Installation, maintenance and repair.

The traffic and transportation administrator shall be responsible for the installation, servicing, maintenance and repair of all parking meters and multi-space meters.

SECTION 9. Section 10.40.100 of the Glendale Municipal Code, 1995, regarding the collection of funds from parking meters and multi-space meters, is hereby amended to read as follows:

10.40.100 Collection.

The director of finance and administrative services shall be responsible for the collection of all coins deposited in parking meters and multi-space meters.

SECTION 10. Section 10.40.120 of the Glendale Municipal Code, 1995, regarding the establishment of parking meter and multi-space meter zone (a), is hereby amended to read as follows:

10.40.120 Parking meter and multi-space meter zones on streets – Established.

It is hereby determined that parking conditions require the regulation of the parking of vehicles with the aid of parking meters. Parking meter zones are hereby established upon the following portions of street in said city. Parking meter rates shall be established by the City Council by resolution.

Zone (a) ~~Deleted.~~ Brand Boulevard. Colorado Street to Doran Street, two-hour type.

Zone (b) Broadway. Central Avenue to first alley east of Maryland Avenue, two hour type; from such alley east to Everett Street, one-hour type.

Zone (c) California Avenue, Orange Street to Maryland Avenue, two-hour type.

Zone (d) Central Avenue, ~~Colorado Street~~ Broadway to Lexington Drive, two-hour type.

Zone (e) ~~Colorado Street. Central Avenue to the southerly prolongation of the westerly line of the first alley east of Brand Boulevard, two-hour type.~~

Zone (f) Glendale Avenue. Harvard Street to Broadway, two-hour type; Broadway to Wilson Avenue, one-hour type.

Zone (g) Harvard Street. ~~Central Brand Boulevard Avenue~~ to first alley east of Maryland Avenue, two-hour type; from said alley to Louise Street, two-hour type.

Zone (h) ~~Hawthorne Street. Central Avenue to Orange Street, two-hour type.~~

Zone (i) Honolulu Avenue. Montrose Avenue to Las Palmas Avenue, two-hour type.

Zone (j) Lexington Drive. Central Avenue to Orange Street, and Brand Boulevard to Maryland Avenue, two-hour type.

Zone (k) Louise Street. Broadway to Wilson Avenue, two-hour type.

Zone (l) Market Street. Honolulu Avenue to Broadview Drive, two-hour type.

Zone (m) Maryland Avenue. Harvard Street to California Avenue, two-hour type.

Zone (n) Montrose Avenue. Honolulu Avenue to boundary of city of Glendale, two-hour type.

Zone (o) Ocean View Boulevard. Broadview Drive north to boundary of city of Glendale, two-hour type.

Zone (p) Orange Street. ~~Colorado Street~~ Broadway to Milford Street, two-hour type.

Zone (q) Wilson Avenue. Central Avenue to first alley east of Maryland Avenue, two-hour type; from said alley east to Louise Street, one-hour type.

Zone (r) Verdugo Road. Honolulu Avenue to Broadview Drive, two-hour type.

Zone (s) Milford Street. Orange Street to Maryland Avenue, two-hour type.

Zone (t) Towne Avenue. Verdugo Road to Canada Boulevard, one-hour type.

Zone (u) Verdugo Road. Towne Avenue to Canada Boulevard, two-hour type; east side of said street from Calle Vaquero to Glendale Avenue, four-hour type.

Zone (v) Canada Boulevard. Verdugo Road to Colina Drive, four-hour type.

Zone (w) Mountain Street. Verdugo Road to Verdugo Wash, four-hour type.

Zone (x) Isabel Street. Broadway to Wilson, west side of said street, 30-minute type; east side of said street, one-hour type.

SECTION 11. Section 10.40.170 of the Glendale Municipal Code, 1995, regarding the directions for payment at parking meters and multi-space meters, is hereby amended to read as follows:

10.40.170 Directions.

Payment locations on parking meters and multi-space meters shall be clearly visible on each parking meter or multi-space meter. Directions shall appear either on each parking meter, multi-space meter or on a sign located within each of the above parking meter zones stating the maximum time for which such meters or multi-space meters the meter or meters will operate, designating the denomination of coins, or other form of payment, which may be deposited and indicating the hours of the day and the days of the week during which such deposits are required.

SECTION 12. Section 10. 40.180 of the Glendale Municipal Code, 1995, regarding parking meter and multi-space meter time limits and hours of operation, is hereby added to read as follows:

10.40.180 Time Limits

Upon the request of one or more adjacent business owners, the director of public works is empowered on a case-by-case basis, to change parking meter and multi-space meter time limits and hours of operation in order to meet eighty-five (85%) occupancy in any parking meter or multi-space meter zone. Prior to the imposition of changing parking meter time limits and hours of operation, the director of public works shall notify all adjacent business owners within 300 feet of the meters or multi-space meters being changed. The decision of the director of public works is final.

SECTION 13. Section 10. 40.190 of the Glendale Municipal Code, 1995, regarding parking rate waivers, is hereby added to read as follows:

10.40.190 Parking Rate Waiver

Upon request by director of public works, the city manager may, for the benefit of the public, waive or adjust parking rates for specific exceptional, unique or temporary economic, cultural or civic events; or for the purpose of regulating, warning or guiding traffic.

SECTION 14. Urgency Measure. By virtue of the making of the aforementioned findings of fact, which facts are hereby declared to constitute an urgency, for the immediate preservation of the public health, safety, or welfare, this Ordinance is hereby declared to be an urgency measure, in accordance with Section 36937 of the Government Code of the State of California, and shall become effective immediately upon its adoption.

SECTION 15. The adoption of this urgency Ordinance is remedial in nature and is intended to maintain the status quo with respect to all other provisions of the Glendale Building and Safety Code.

SECTION 16. The adoption of this urgency Ordinance will not have any adverse effect on the environment and is in compliance with the California Environmental Quality Act ("CEQA") and the State CEQA Guidelines.

SECTION 17. Severability. If any section, subsection, subdivision, paragraph, sentence, clause, or phrase of this Ordinance, or any part thereof, is for any reason held to be invalid, such decision shall not affect the validity of the remaining portions of this Ordinance or any part thereof. The City Council hereby declares that it would have passed the remainder of this Ordinance, if such invalid portion thereof had been deleted.

SECTION 18. In the event the urgency component of this Ordinance is deemed invalid by a court of competent jurisdiction, the Council intends this Ordinance to become effective thirty (30) days from the date of passage.

Passed by the Council of the City of Glendale on the _____ day of _____, 2008.

Mayor

Attest:

City Clerk

STATE OF CALIFORNIA)
) SS.
COUNTY OF LOS ANGELES)

APPROVED AS TO FORM

CITY ATTORNEY
DATE 10-15-08

I, Ardashes Kassakhian, the City Clerk of the City of Glendale, certify that the foregoing Ordinance No. _____ was passed by the Council of the City of Glendale, California, by a four-fifths (4/5) vote of the members thereof, at a regular meeting held on the _____ day of _____, 2008, by the following vote:

Ayes:
Noes:
Absent:
Abstain:

Ardashes Kassakhian, City Clerk

MOTION

Moved by Council Member _____, seconded by Council Member _____, that with regard to the report dated October 21, 2008 addressing the hours of operation for the parking meters and multi-space meters in the central downtown business district, Council hereby directs staff to implement one of the following options:

[Option A] Change the hours of operation for all on street and off street parking meters from 9 a.m. – 6 p.m., to 6 a.m. – 10 p.m. on January 1, 2009;

[Option B] Change the hours of operation for all on-street and off-street parking meters from 9 a.m. – 6 p.m., to 6 a.m. – 10 p.m. in November 2008 when the multi space meters are installed on Brand Boulevard; or

[Option C] Change the hours of operation for Brand Boulevard only from 9 a.m. – 6 p.m. to 6 a.m. – 10 p.m. in November 2008 when the multi space meters are installed and change the hours of operation for all other downtown parking meters and off-street lots on January 1, 2009.

Vote as follows:

Ayes:

Noes:

Absent:

Abstain:

APPROVED AS TO FORM



CITY ATTORNEY

DATE 10-15-08



October 9, 2008

Honorable Mayor John Drayman
City of Glendale
613 E. Broadway, Room 200
Glendale, CA 91206

Dear Mayor Drayman:

I am writing on behalf of the Downtown Glendale Merchants Association with regards to the upcoming Ordinance that will be presented at the October 21st City Council Meeting.

At the September 30, 2008 City Council meeting, the Traffic and Transportation Division presented their plan for the installation of parking meters on Brand Blvd. as well as new times for street and meter parking lots.

Prior to this presentation, members of the Merchants Association met with City staff to discuss the project and agreed to the following timeline and terms:

- Parking meters and pay stations would be installed the first week of November.
- Hours of enforcement would be from 6:00 am to 10:00 pm, on Brand and in the surrounding metered lots.
- Parking rates would be changed for all of the parking structures and monthly parking would be lowered to \$30.00 per month in the Orange Street garage for employees of local businesses.
- Warning citations would be issued to customers and tracked through the Glendale Police Department.
- Downtown businesses would receive marketing materials and information to disseminate to our customers and patrons prior to the installation and program kick-off.
- The Alex Theatre, Glendale Center Theatre and surrounding movie theatre's would retain their parking validation allowing people to park in one of our three parking garages for four hours for one dollar.

At the September 30th meeting, several members of the Council requested some changes to the above, which have many of the members of the merchant's association concerned. The primary issue is the Council's request to postpone the implementation of the new hours of operation until January 1, 2009.

While we appreciate your sensitivity to the upcoming Holiday Season, our larger concern, as we move into the Holidays, is that without the new meters and pay stations in place, employees and staff at local businesses will continue to park and abuse on-street parking, thus leaving little space for potential customers – a problem we are currently experiencing. As you are aware, the staff/employee parking issue was the real

Exhibit A

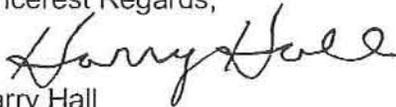
impetus behind the development and design of this program and the real reason as to why would like to see it implemented sooner, rather than later.

Additionally, we prefer to have one major change to times rather than one time change for a few weeks and then a new time schedule several weeks later. We feel strongly that schedule and time changes will only confuse and frustrate our customers and staff.

Throughout this process, the City has been very helpful in addressing our concerns and adjusting their plan to assist us in creating a rate and time schedule that would best serve the needs of our local businesses and customers. We greatly appreciate the City's desire and willingness to work closely with the merchants association and hope that each member of council will approve our collective recommendations.

Thank you so much for your thoughtful attention to this important matter and your on-going support of the Downtown Glendale Merchants. If you have any questions please don't hesitate to give me a call at (818) 445-3150.

Sincerest Regards,

A handwritten signature in cursive script that reads "Harry Hall".

Harry Hall

President, Downtown Glendale Merchants Association

Cc: Jano Baghdanian
Tad Dombroski

DOWNTOWN STREETS AND PARKING LOTS

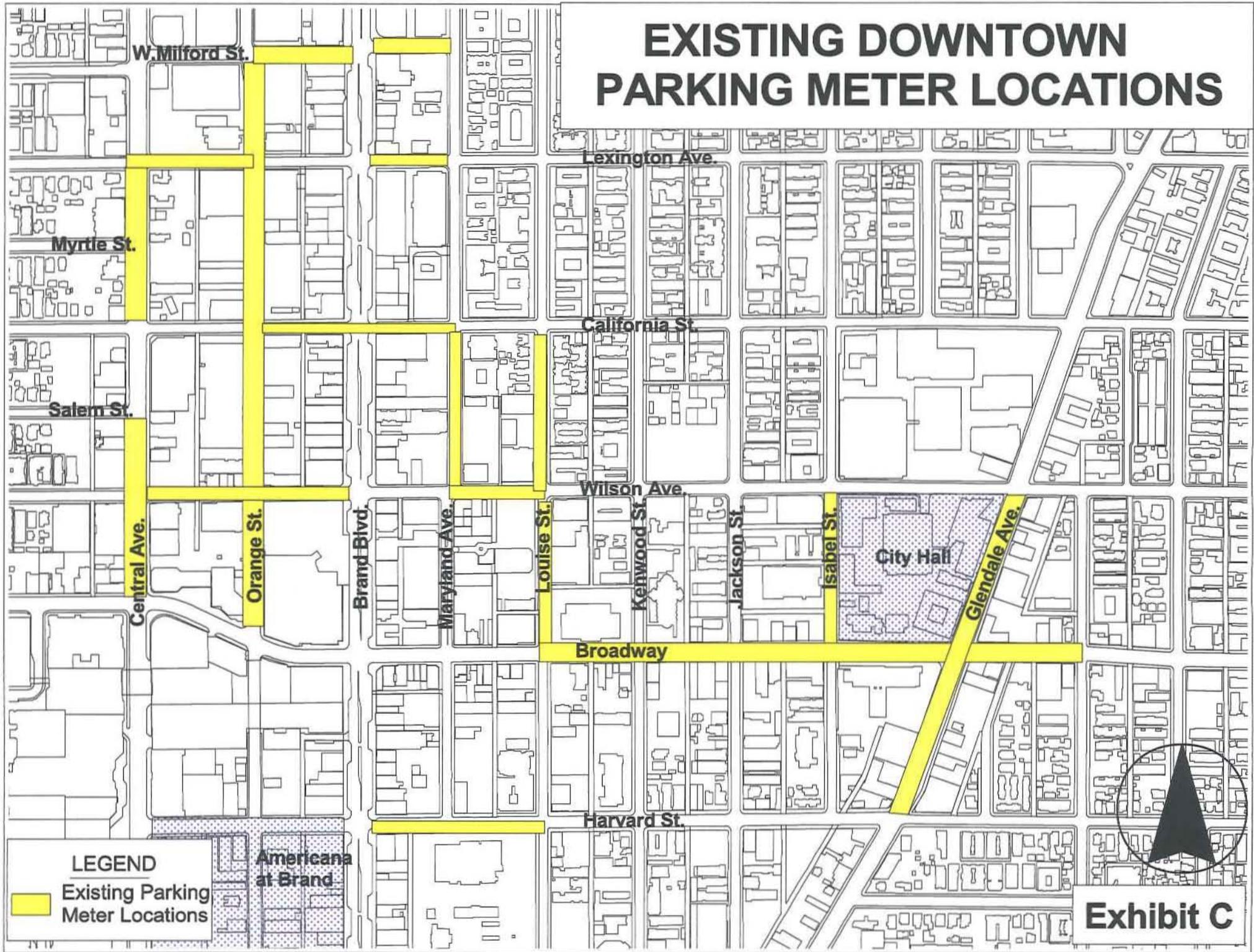
Location	Rate per Hour	Hours of Operation	Time Limits	Days of Operation	Free Period	Theatre Validation	Monthly Rate
All downtown Streets (except Brand)	\$1.00	6 a.m. to 10 p.m.	2 hour, 1 hour, 30 minutes	Mon. to Sat.	N/A	N/A	N/A
Brand Blvd.	\$1.00	6 a.m. to 10 p.m.	2 hour	7 days a week	N/A	N/A	N/A
Lots 1, 11, 12	\$0.75	6 a.m. to 10 p.m.	9 hour	Mon. to Sat.	N/A	N/A	N/A
Lots 2, 3, 15, 17	\$0.75	6 a.m. to 10 p.m.	3 hour	Mon. to Sat.	N/A	N/A	N/A
Lot 4	\$0.75	6 a.m. to 10 p.m.	3 hour	Mon. to Sat.	N/A	N/A	N/A
Lots 6,10	\$0.75	6 a.m. to 10 p.m.	3 hour	7 days a week	N/A	N/A	N/A

DOWNTOWN PARKING FACILITIES

Parking Facility	Rate per Hour	Hours of Operation	Time Limits	Days of Operation	Free Period	Theatre Validation	Monthly Rate
Marketplace	\$2.00 per hour \$6.00 maximum	8 a.m to 2 a.m.	All day	7 days a week	90 minutes	\$1.00 for 4 hours	50, \$65, \$60*
Exchange	\$2.00 per hour \$6.00 maximum	8 a.m to 2 a.m.	All day	7 days a week	90 minutes	\$1.00 for 4 hours	\$60
Orange St.	\$1.50 per hour \$6.00 maximum	8 a.m to 2 a.m.	All day	7 days a week	90 minutes	\$1.00 for 4 hours	\$30.00

* Monthly rate will increase \$5 a year until 2011.

EXISTING DOWNTOWN PARKING METER LOCATIONS



LEGEND
Existing Parking
Meter Locations

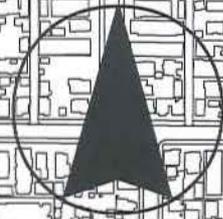
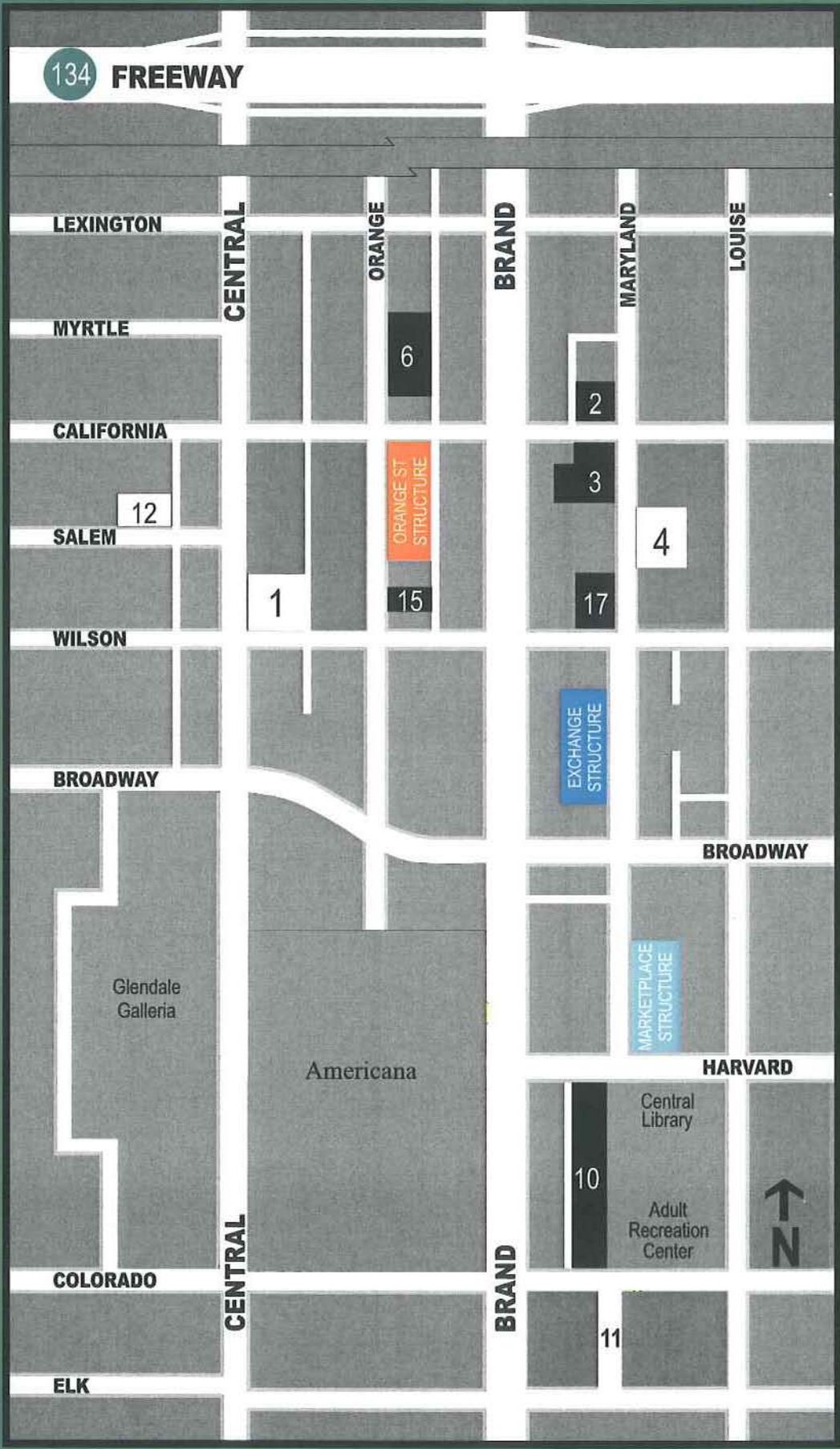


Exhibit C



DOWNTOWN GLENDALE



EXCHANGE STRUCTURE
 Exchange Structure
 115 North Maryland Ave
 2 Hour Validation
 694 Parking Spaces

MARKETPLACE STRUCTURE
 Marketplace Structure
 120 South Maryland Ave
 2 Hour Validation
 1124 Parking Spaces

ORANGE ST STRUCTURE
 Orange Street Structure
 222 N. Orange Street
 2 Hour Validation
 625 Parking Spaces

City Parking Lot
 Short-Term Parking
 30 minute to 3 hour limit
 Monday thru Saturday
 9 a.m. To 6 p.m.
 \$0.50/hour

City Parking Lot
 Long-Term Parking
 9 hour limit
 Monday thru Saturday
 9 a.m. To 6 p.m.
 \$0.40/hour

Exhibit D