



Isla Vista Downtown Parking Lot Meter Ordinance and Resolution

**Santa Barbara County
Board of Supervisors
Redevelopment Agency Board of Directors**

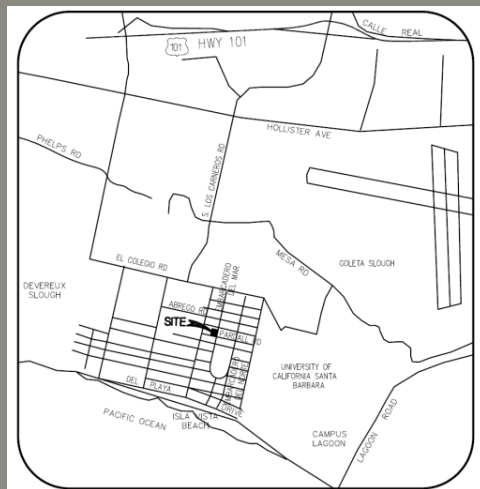
October 6, 2009



SBCO | RDA



Parking Lot Location



- Corner of Pardall Road and Embarcadero del Mar
- In the heart of the downtown IV business district

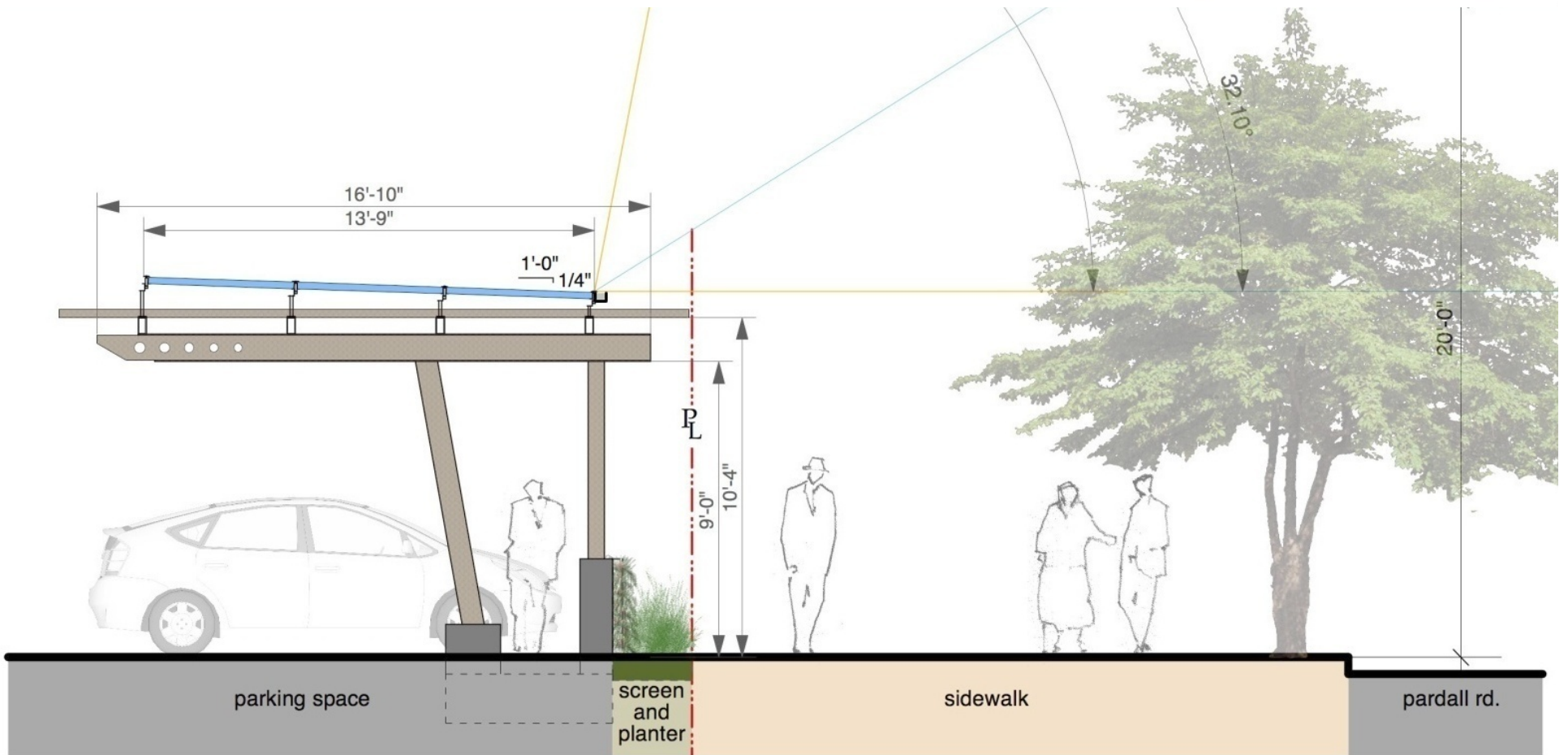




Background

Isla Vista Downtown Parking Lot

- Isla Vista Master Plan goal to increase parking for residents and visitors and to support local businesses
- Redevelopment Agency purchases land for parking lot – August 2008
- Planning Commission approval – December 2008
- Construction begins on 45 space parking lot – June 2009
- Partnership with County General Services Department
- Incorporates Green Construction methods





Pay and Display Meter

- Accepts credit and debit cards
- Transfers funds to County electronically, eliminating cash handling errors
- Can be programmed to notify user when time is expiring
- User must display ticket visibly on dash





Fee Structure and Revenues

Proposed Fee Structure

IV Downtown Parking Lot	Time	Hourly Rate
	1 hour	\$1
	2 hours	\$3
	Daily	\$12

- Estimate Gross Annual Revenue = \$24,000
- Annual Operations & Maintenance = \$8,000
- Net Annual Revenue = \$16,000
- Balance to be used for on-going transportation and roadway maintenance projects and programs in Isla Vista



Recommendations

Board of Supervisors

- Consider the introduction (first reading) of an ordinance adding Chapter 23E to the Santa Barbara County Code regarding Parking Lot Meters; and
- Receive report regarding a proposed resolution establishing the downtown Isla Vista parking lot meter fee amounts; and

Set hearing for October 13, 2009, to:

- Consider the adoption (second reading) of an ordinance adding Chapter 23E to the Santa Barbara County Code regarding Parking Lot Meters (Attachment A); and
- Consider adoption of a resolution establishing the downtown Isla Vista parking lot meter fee amounts (Attachment B); and



Recommendations (cont.)

Redevelopment Agency Board of Directors

- Receive report regarding authorizing the County to operate a parking program on the Agency's behalf on public parking lots owned by the Redevelopment Agency in the area covered by the Isla Vista Master Plan.
- Set a hearing for October 13, 2009, to authorize the County to operate a parking program on the Agency's behalf on public parking lots owned by the Redevelopment Agency in the area covered by the Isla Vista Master Plan.



Pardall Road Improvements

Completed Summer 2009