



**CITY OF POMONA
VEHICLE PARKING DISTRICT
BOARD OF PARKING PLACE COMMISSIONERS
AGENDA REPORT**

October 9, 2025

To: Vehicle Parking District Board of Parking Place Commissioners

From: Meg McWade, Public Works Director

Submitted By: Ata Khan, Deputy Director, Office of Economic and Business Affairs (OEBA)

SUBJECT: DISCUSSION ON VEHICLE PARKING DISTRICT (VPD) LOT IMPROVEMENTS USING REMAINING RDA FUNDS

RECOMMENDATION:

It is recommended that the Vehicle Parking District Board of Parking Place (VPD) Commission discuss opportunities for lot improvements using remaining RDA funds and make recommendations to City Council.

DISCUSSION:

The City of Pomona (City) has discontinued its agreement to construct a parking structure at Lot 10 (Main Street), due to high cost of construction. The budget for the scope of work is approximately \$13 Million, sourced from Redevelopment Agency bond dollars. Staff is proposing alternative uses of those dollars to invest into Downtown Pomona (Downtown), with the goal of amplifying economic activity. Part of this strategy is physically improving VPD lots, their activation, and their operations. Staff is seeking VPD Commission input and recommendation to City Council on best practices to consider as part of any lot improvement strategy. This recommendation will be taken along with a broader strategy to City Council later this year.

Framework for Discussion

OEBA recommends a triple-bottom line approach to strategizing on VPD lot improvements. A triple bottom line looks not just at economic value, but also social and environmental value. Traditionally, VPD lots have only been analyzed for their economic output potential as revenue drivers for use as a parking lot. This remains a critical pillar to continue assessing. However, social and environmental variables are also important to value. Socially, the lots have the potential for activation for special events, microbusiness activation, temporary seating, public art, and related activities, which remain a key component of what makes Downtown a unique place. Environmentally, the lots have the potential to more sustainably capture rainwater, reduce heat island effect through smarter paving, and increase shading to help Downtown residents and patrons weather extreme heat, which creates more resilience for the community from future environmental events, while improving current quality of life.

Economic Value of VPD Lots

- Parking Revenue

Parking Revenue improvements center on modernized payment systems, more efficient operations, enforcement strategy, and pricing.

- Leasing Revenue

The City has leased its VPD lots to institutions such as Western University. This lease revenue serves as a major driver of economic value. In addition, there is additional potential for leasing or “facility use” strategies, such as allowing the staging of film production.

- Land Redevelopment

The City has redeveloped VPD lots, such as Lot 26T which is currently under construction by National CORE for affordable housing/artist lofts. Most recently, the City proposed to redevelop Lots 6 and 7, though that exclusive negotiating agreement has expired due to market conditions. Land redevelopment remains a key long-term economic value driver for the City’s lots.

Social Value of VPD Lots

- Frontage Activation

Several VPD lots are strategically located within the Downtown central business district. Their location affords an opportunity to activate the edges of such lots to further connect business activity together and increase both economic and social value. For example, Lot 10 across the street from Mi Cafecito is currently fronted with two trash enclosures. This approximate 15-foot depth from sidewalk could be better served with relocating the enclosures and activating the frontage with temporary seating, or pop-up locally owned vending and microbusinesses.

- Special Events

VPD Lots are routinely used for special events, such as one-off vending and markets, the Art Walk, car shows, and similar activities. These events provide a social value that is essential to the unique fabric of Downtown as an arts colony and entertainment district. The lots currently, though, are not designed with this intention, and have to be used in an “as is” condition for such events. There is an opportunity to improve the lots intentionally to facilitate social activation through special events, such as thinking through event loading and unloading, vending placement, areas for congregation and seating, and so forth.

- Public Art

The City’s Art in Public Places Program has invested in the Downtown arts colony and citywide public art. Some VPD lots currently display legacy public art panels. The lots can play an increased role in showcasing and activating public art. This could look like allocating space for sculptures

or installations, areas for temporary exhibits, adding to the public art panels that currently exist, or other creative public art projects.

Environmental Value of VPD Lots

- Landscaping, Water, and Shade

The VPD lots are largely solid black asphalt. This dramatically increases Downtown's urban heat island effect and significantly increases surface temperature for patrons. On a 95-degree day, an asphalt lot can reach temperatures of 140 degrees¹. Generally, a solid black asphalt lot will remain 20 degrees warmer than cooler, landscaped surfaces. Reimagining the lots through this lens can enable a more resilient redevelopment that considers shade, water systems, and native, drought tolerant landscaping.

- Solar and Electric Vehicle Charging

Electric vehicles have increased in availability, but their associated charging infrastructure lags. There is an opportunity to consider VPD lots for electric vehicle charging infrastructure. In addition, the use of solar carports could serve both as an environmental benefit and an energy cost saving measure to the City while decreasing heat island effect and increasing shaded areas for pedestrians.

Staff will facilitate a discussion with the VPD Commissioners on these topics and work towards formulating a recommendation to City Council for further consideration.

Prepared by:

Ata Khan, Deputy Director, Office of Economic and Business Affairs

¹ [How hot does pavement get in summer? | Climate and Agriculture in the Southeast](#)