



# CITY OF POMONA

## VEHICLE PARKING DISTRICT

### STAFF REPORT

Date: March 9, 2017 Agenda Item No. : 03-09-07

To: Chair and Commissioners of the Vehicle Parking District

Submitted by: Kirk Pelser, Deputy City Manager *P. Pelser*

Prepared by: Joaquin Wong, Sr. Project Manager

Subject: **REQUEST FROM THE POMONA BEAUTIFICATION DAY COMMITTEE FOR USE OF THE OFFICER SHAUN DIAMOND PLAZA AND VEHICLE PARKING DISTRICT LOTS 6, 9, 10 AND 12, ON MAY 13, 2017, AND WAIVER OF THE DAYTIME PARKING (8AM TO 8PM) FEES**

#### SUMMARY

**Recommendation** – That the Vehicle Parking District Board of Parking Place Commissioners approve the Pomona Beautification Day Committee's request to waive daytime (8am to 8pm) parking fees in VPD Lots 6, 9, 10, and 12, and allow the exclusive use of Lot 10 for the Pomona Beautification Day event on Saturday, May 13, 2017.

**Fiscal Impact** – By waiving the parking fees on May 13, 2017, the VPD will forego approximately \$75 to \$150 in daytime daily parking revenues.

**Public Noticing Requirements** - the applicant will post "No Daytime Parking Fee Required" signs 72 hours in advance of the permitted time.

#### BACKGROUND/ DISCUSSION

Staff received a request from the Pomona Beautification Day Committee - Anne Henderson, to utilize VPD parking Lots 6, 7, 10, 11 and 12 for Pomona Beautification Day participant parking. Since VPD Lot 11 is a heavily utilized central core parking lot, it is recommended to be excluded from the fee waiver for the event. Moreover, the School of Arts and Enterprise (SAE) and the Downtown Pomona Owners Association (DPOA) have requested the use of VPD Lot 7 for an Art Festival proposed on the same day and time (the SAE request will be presented to the VPD for approval at the next Commission meeting). In lieu of excluding parking Lots 7 & 11 from the fee waiver, staff is recommending that Commission waive parking fees in VPD Lot 9 instead. Lot 9 is currently leased by the SAE for their middle school campus parking during the weekdays. All but the first row of parking adjacent to their building is open to the public after 7 pm weekdays and all day on the weekends.

Pomona Beautification Day is a citywide effort to clean-up the City, including Vehicle Parking District lots and therefore, is a benefit to the VPD. Activities include, but are not limited to, trash pick-up, landscaping, graffiti removal, and in some instance minor construction.

This will be the third year the event will base operations at Officer Shawn Diamond Plaza/ VPD Lot 10. The Plaza will serve as a central location for registration, information, coordination, entertainment and a complementary lunch.

The event is open to public, private, faith based and other organizations and individuals. Although the event will end at 4 pm, and the VPD can waive parking fees until that time, this requires those who wish to stay a little longer to check in at the parking payment kiosks for an additional free parking or pay (\$2) for parking longer than 2 hours. This will create confusion and ultimately lead to parking citations. By waiving the parking fees until 8 pm, the VPD will not lose substantial revenues, but will prevent potential parking citations to those who forget or are unaware to check and pay for parking. Access to the parking lots will remain open to the public and residents. Those who wish to stay for the "Second Saturday Art Walks" will need to pay for nighttime parking.

## **CONCLUSION**

Pomona Beautification Day is a citywide volunteer effort to help improve the City, including VPD lots. The lead sponsor, Pomona's Promise, is made up of public, private, profit and non-profit corporations, small business entities, and individuals. They will all be volunteering their time and efforts towards the event. As such, the VPD can indirectly participate in the event by waiving daytime parking fees for the day in Lots 6, 9, 10 and 12. In addition, the event coordinator has assured the VPD that volunteers will pick-up trash in the VPD lots as part of their beautification efforts.

Attachment: Request Letter

To Kirk Pelser and the Vehicle Parking District Commissioners;

I write on behalf of the Pomona Beautification Day Committee. This year's event will be held on May 13, 2017. The Beautification Day Community Celebration will be held at Officer Sean Diamond Plaza from 11:30am to 4:00 pm. To make it easier for more community members to attend, I respectfully ask you to waive the daytime parking fees and time restriction for the downtown area on May 13, 2017 (especially Lots 6, 7, 10, 11, and 12). Our event would not impact resident parking or those visiting businesses. We plan a thorough clean up of the area. We are working with the City and DPOA regarding a street closure for part of Second Street.

Thank you for your consideration.

Anne Henderson

Pomona Beautification Day Committee