



STAFF REPORT

AGENDA NO: 9a

MEETING DATE: January 6, 2020

To: Honorable Mayor and City Council

Date: January 6, 2020

**From: Syed Murtuza, Director of Public Works – (650) 558-7230
Kathleen Kane, City Attorney – (650) 558-7263
Andrew Wong, Senior Civil Engineer – (650) 558-7237**

Subject: Public Hearing to Introduce an Ordinance Amending Chapters 13.36.030, 13.36.040, and 13.40.010 of the Burlingame Municipal Code to Consider Extending the Parking Time Limit from One Hour to Two Hours, and Increase the Parking Meter Rate on Broadway from El Camino Real to California Drive

RECOMMENDATION

Staff recommends that the City Council hold a Public Hearing to introduce the attached ordinance amending Chapters 13.36.030, 13.36.040, and 13.40.010 of the Burlingame Municipal Code (BMC) to consider changing the parking time limit from one hour to two hours on Broadway from El Camino Real to California Drive, and increase the parking meter rate from \$0.50/hour to \$1.00/hour.

In order to do so, staff recommends the following actions:

1. Requesting the City Clerk to read the title of the attached ordinance;
2. By motion, waiving further reading and introducing the proposed ordinance;
3. Conducting a public hearing on the proposed ordinance;
4. Discussing the proposed ordinance and determining whether to bring it back for a second reading and adoption; and
5. Directing the City Clerk to publish a summary of the ordinance at least five days before the proposed adoption.

BACKGROUND

The City of Burlingame has two main commercial districts, Burlingame Avenue Downtown and Broadway. Parking in both areas consists of on-street parking and public parking lots, with either individual parking meters or pay kiosks. Durations and rates for each of these parking facilities vary.

In September 2018, the TSPC reviewed a request from the Broadway Business Improvement District (BID) to increase the parking duration along Broadway between El Camino Real to California Drive from one hour to two hours. Their proposal was based on input from their customers, who commented that the one-hour meters did not provide sufficient time to patronize the businesses on Broadway. The Broadway BID circulated and submitted a support petition from local businesses. Staff also received numerous emails from business owners, some of whom

supported the proposal, and some of whom opposed it. The TSPC recommended that the City Council create a six-month pilot program in which meters on the 1100 and 1400 blocks of Broadway would be converted to two-hour meters, while those on the other blocks would remain one-hour meters. The pilot program would be accompanied studies to determine the efficacy of the proposal before taking next steps.

At the October 15, 2018 City Council meeting, the Council discussed the matter and expressed concerns regarding the potential reduction in turnover of parking spaces as a result of making them two-hour spaces, which may be more problematic in meeting the parking demand, and recommended exploring other options. The Council recommended increasing the wayfinding parking signage and other improvements to assist individuals in finding the two-hour parking lots. Additionally, the Council determined that the City should revisit the matter after the signage improvements were complete. Subsequently, staff implemented wayfinding signage to increase awareness of the two-hour parking on the side streets.

On November 13, 2019, the Economic Development Subcommittee held its annual meeting with Broadway BID representatives. The BID members present advocated for changing the meters on Broadway to two hours and noted that their businesses were suffering with the current one-hour meters. The Subcommittee and staff asked the BID representatives to discuss the matter with their Board and send a formal request to the City, asking for the change to the meters. That request, which is attached, supported:

- Changing all current one-hour parking spaces on Broadway to two-hour spaces
- Maintaining all 24-minute meters in place and adding an additional meter on the 1400 block of Broadway
- Changing the parking meters rates from \$0.50 per hour to \$1.00 per hour

DISCUSSION

Staff reviewed the BID's proposal, and after analysis believed that the parking time limit can be increased from one hour to two hours, which would be consistent with Burlingame Avenue. In addition, increasing the parking meter rate from \$0.50 per hour to \$1.00 per hour would address the issue of turn-over of parking spaces.

The Broadway BID's proposal was presented to the TSPC at their December 12, 2019 meeting. After an extensive discussion, the TSPC did not agree with the proposal as presented, and voted against it 0-3-0. Though the TSPC voted down the proposal, they indicated support for a more comprehensive plan and studies to be done prior to implementing the two-hour time limit change. At the conclusion, the TSPC recommended the following items be analyzed as part of a comprehensive approach to address parking on Broadway:

- Review existing loading zones and red-curbing areas to determine if additional spaces could be freed up.
- Add more 24-minute spaces for service-related businesses.
- Provide an update on the electronic wayfinding signage project by Streetline.
- Shift or extend the parking enforcement time beyond 6:00 p.m.

Staff reviewed the TSPC's recommendations and found that there is only one location where an additional parking space can be gained from reducing the loading zones or red-curbing lengths. Staff will implement this recommendation. Per input from the Broadway BID, adding parking tees to the loading zones would better identify the spaces within the loading zones and allow for more efficient parking. Adding more 24-minute spaces can be done in coordination with both the Broadway BID and the affected business owners on a case-by-case basis. With regards to the Streetline electronic wayfinding signage project, the vendor will start the project at the beginning of the year. Lastly, with regards to extending the parking enforcement time beyond 6:00 p.m., staff believes this will create a staffing/scheduling issue for the parking enforcement division, and will also create an inequality between the Burlingame Avenue and Broadway commercial areas. Currently, parking enforcement ends at 6:00 p.m., and public parking is free after this time in both commercial districts.

Additionally, while reviewing the Burlingame Municipal Code, staff discovered that Burlingame Avenue from El Camino Real to California Drive is still listed as having a one-hour parking restriction. The parking restriction was changed to two hours during the Burlingame Avenue Streetscape Project. Chapter 13.40.010 Parking Meter Zones was previously updated, but not Chapters 13.36.030 (One-Hour Parking) or 13.36.040 (Two-Hour Parking). Staff recommends updating the code to reflect the current parking time limit.

FISCAL IMPACT

The costs associated with preparing and installing signage for these meter changes are minimal and will be absorbed within the Public Works Department operating budget.

Exhibit:

- Ordinance
- BMC Update
- Broadway BID Letter