



PARKING PERMIT PROGRAM – EAST-END MUNICIPAL LOTS

I. OVERVIEW OF PARKING PERMIT PROGRAM

Purpose:

The Parking Permit Program (PPP) was established to improve management of the supply of downtown parking for the benefit of businesses, customers and visitors. The PPP accomplishes several important objectives, including:

- Makes street parking available to customers and visitors, encouraging turnover, reducing traffic and enhancing parking meter revenues.
- Providing business owners and employees with a supply of affordable parking.
- Exempting Permit holders from two-hour parking limits, thus eliminating the need to feed parking meters throughout the day or move vehicles at periodic intervals.
- Reduces the cost of parking for businesses and employees, as compared with parking in metered parking spaces and paying meter rates.

The PPP is administered by the City of La Mesa and enforced by La Mesa Police Department Parking Control. The La Mesa Community Parking Commission provides recommendations to the City concerning parking issues within the boundaries of Parking District 1, which includes the four municipal lots that serve the PPP. The Commission is an advisory body to the La Mesa City Council. The Commission meets at 5:30 p.m. in the City Manager's Conference Room at City Hall on the first Thursday of every month and all meetings are open to the public.

II. PARKING PERMIT PROGRAM POLICIES AND PROCEDURES

Policies and Procedures:

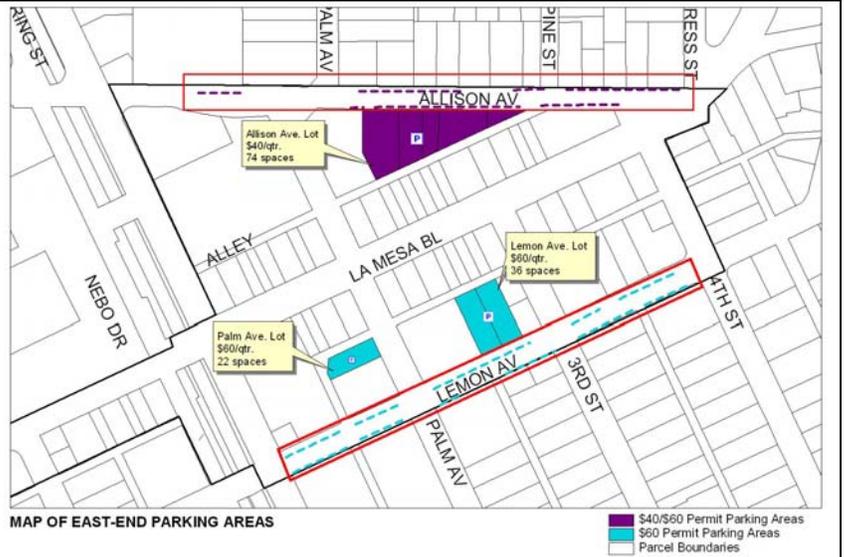
- 1) *Park Only in Designated Permit Parking Areas*

PPP parking is allowed only in designated parking areas.

As shown in the inset map, there are three municipal parking lots within the Parking District east of Spring Street containing a total of 132 metered parking spaces:

Allison Avenue Lot:	74 spaces
Lemon Avenue Lot:	36 spaces
Palm Avenue Lot:	<u>22 spaces</u>
Total	132 spaces

In addition, \$40 parking permits are valid on Allison Avenue, from Spring Street, east to La Mesa Blvd. (42 additional spaces) and \$60 permits are valid on Lemon Avenue, from Spring Street, east to 4th Street (50 additional spaces). In total, the PPP offers 224 parking spaces.



2) No Guaranteed/Assigned Parking Spaces

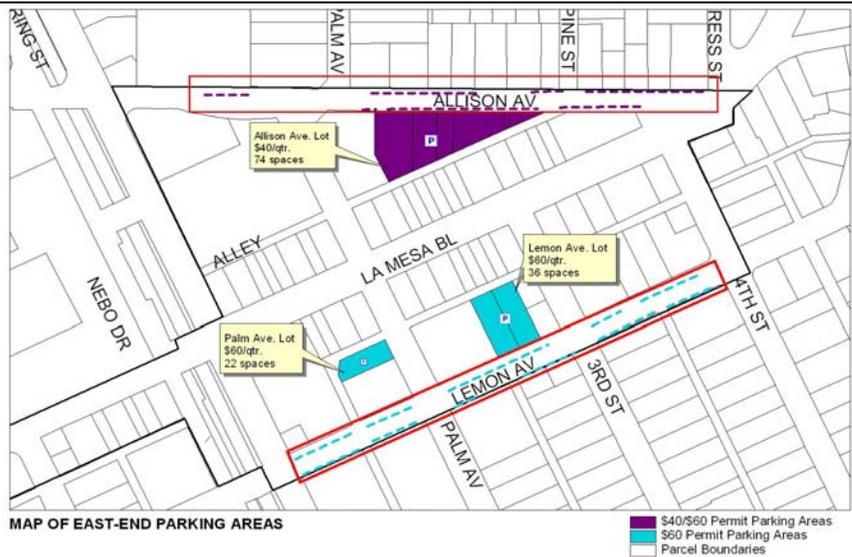
The PPP does not guarantee the availability of parking at any time nor does the PPP entitle Permit holders to assigned individual parking spaces. Parking in PPP parking spaces, whether in a municipal lot or on-street, is available on a first-come, first-served basis for Permit holders and the general public. If there are no parking spaces available in one area, there is likely space available in another nearby PPP area.

3) Parking Permit Pricing

There are currently two types of Parking Permits:

<u>Tier 1 Permits</u>		<u>Tier 2 Permits</u>	
Cost:	\$60	Cost:	\$40
Duration:	1 quarter (3 mos.)	Duration:	1 quarter (3 mos.)
Permit Color:	Teal Green	Permit Color:	Purple
Where Valid:	Allison, Palm, and Lemon Ave. lots; both sides Allison Ave., from Spring Street east to La Mesa Blvd.; both sides of Lemon Ave., from Spring St. east to 4 th Street.	Where Valid:	Allison Ave. lot; both sides of Allison Ave. from Spring St. east to La Mesa Blvd.

As shown in the map to the right, \$60 Parking Permits are all-inclusive and are valid in all East End PPP parking areas. Forty-dollar (\$40) Parking Permits entitle the user to park only in the Allison Avenue municipal parking lot and on both sides of Allison Ave., from Spring St., east to La Mesa Blvd.



4) *Parking Permits Sold on a First Come, First Served Basis*

Only a limited number of Parking Permits are sold each quarter. Permits are sold on a first-come, first-served basis and once the maximum number of permits has been sold, no additional permits or renewal stickers will be available until the start of the renewal period for the next quarter. Permit applications and fees will be processed in the order they are received at City Hall.

5) *Maximum Number of Parking Permits Purchased*

The maximum number of Parking Permits that can be purchased by any business is twenty-five (25).

Businesses are held to a maximum limit of twenty-five (25) permits for the first 30 days of the renewal period in order to give all businesses a chance to purchase a share of the permit inventory. However, 30 days from the renewal period's starting date specified in the notification email sent out by Parking Control, the City will make the remaining permit inventory, if any, available for sale to any interested business on a first-come, first-served basis.

6) *Parking Permits for the Sole Use of the Purchaser*

Use of Parking Permits is intended solely for the purchasing business and/or employees of the purchasing business. Parking Permits cannot be shared between businesses nor can one business purchase Parking Permits for use by another business. Such practices could result in the revocation of Parking Permits without refund and/or expulsion from the Parking Permit Program. The City reserves the right to request verification of employment from the purchaser for all permits purchased.

7) *Pro-ration of Parking Permits*

Parking Permits shall be pro-rated only when the permit being issued is a new parking permit, such as for a new business starting operations during the quarter or when a new employee is hired and purchases a new permit placard and parking sticker. Downtown Parking Control will review all requests for pro-rated permits to verify that the permit being issued is a new permit associated with a new individual/vehicle. All existing Parking Permits shall be renewed before the start of the new quarter and shall never be pro-rated. The pro-ration schedule shall be as follows:

	<u>Month 1 of 3</u>	<u>Month 2 of 3</u>	<u>Month 3 of 3</u>
\$40 Parking Permits	Full Price (\$40)	\$26.66	\$13.33
\$60 Parking Permits	Full Price (\$60)	\$40.00	\$20.00

8) *No Pre-payment for Future or Multiple Quarters*

The City will only sell Permits for the current quarter. At no time will the City sell or accept pre-payment for Permits applicable to one or more calendar quarter(s) beyond the current or immediately upcoming quarter.

9) *All Parking Permit Sales Final*

The City will not issue refunds for sold Parking Permits. No exceptions.

10) *Method for Renewing Existing or Purchasing New Parking Permits*

The City will post notice on its Parking Permit Program web page (go to <http://www.cityoflamesa.com> and type "Parking Permit Program" in the search box on the home page) providing the date that Permit sales and renewals will commence and a link to the application. Those with existing Permits will receive an email notification from Downtown Operations/Parking Control staff with a web link to Permit renewal information, provided the Permit holder has previously give an email addresses to Downtown Operation/Parking Control staff. The application must be filled out completely and returned to City Hall, either in person or by mail, along with the appropriate fee. Applications and fees should be mailed or hand delivered to:

City of La Mesa
Downtown Operation/Parking Control
8130 Allison Avenue
La Mesa, CA 91941

11) *Replacement of Lost or Stolen Permits*

If a permit is lost or stolen, the Permit Holder must contact Parking Control at (619) 667-1475 to report the lost/stolen permit and request a replacement. The Permit Holder must pay a \$25.00 permit replacement fee. The identification code of the lost/stolen permit will be deleted/retired from the Parking Permit database and the lost/stolen permit will be rendered invalid and a new Parking Permit will be issued to the Permit Holder.