



PARKING PERMIT PROGRAM – LA MESA BOULEVARD LOT

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 off-street 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 FOR THE LA MESA BOULEVARD MUNICIPAL PARKING LOT

Policies and Procedures:

- 1) *Park Only in the La Mesa Boulevard Municipal Parking Lot*

Purchasers of the brown \$40 permit are only allowed to park in the La Mesa Boulevard Municipal Parking lot. The permit does not provide parking privileges at any other location or at any other municipal parking lot. Parking in another municipal lot or on the street without paying the meters could result in a parking citation.

The La Mesa Boulevard Municipal Parking Lot is located on the south side of La Mesa Boulevard, just west of Acacia Avenue.

The lot contains 33 surface parking spaces on two tiers.

The lot was improved with new frontage landscaping and new lighting in 2008.



EXHIBIT A - LOCATION OF LA MESA BOULEVARD MUNICIPAL PARKING LOT

2) *No Street Parking for Parking Permit Holders*

The \$40 brown Parking Permit does not allow the Permit Holder to utilize metered street parking spaces free of charge for any reason. Parking in a metered street parking space without paying the parking meters could result in receiving a parking citation.

3) *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 the La Mesa Boulevard municipal parking lots is available on a first-come, first-served basis for Permit holders and the general public. If there are no parking spaces available in the La Mesa Boulevard municipal lot at a particular time of day, the permit holder is responsible for obtaining alternate parking elsewhere and must abide by all conditions and/or costs that apply to that alternate parking.

4) *Parking Permit Pricing*

The cost of a Parking Permit for the La Mesa Boulevard Municipal Parking Lot is \$40 per calendar year quarter. Pricing is subject to change.

La Mesa Boulevard Permit

Cost: \$40
Duration: 1 quarter (3 months)
Permit Color: Brown
Where Valid: La Mesa Boulevard lot only.

5) *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.

6) *Maximum Number of Parking Permits Purchased*

Because the La Mesa Boulevard Lot has been underutilized for such a long period of time, there is little data available to tell us about either the level of demand for parking in this lot or the sources of that demand. Over time, we will gather data that will inform our decisions on the maximum number of Parking Permits that can be sold for the La Mesa Boulevard lot. However at the current time, we are not placing any limits on the maximum number of Parking Permits for this lot that can be purchased by any business. If it should come to the City's attention that the lot's spaces are being consumed by a single business to the exclusion of other businesses, the City will implement limitations or other restrictions on the number of permits that can be purchased by individual businesses.

7) *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 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.

8) *Parking Permit Purchases Not Pro-rated*

The cost of a Parking Permit is never pro-rated. Parking Permits are always priced according to their price tier, regardless of when they are purchased or the number of days remaining in the quarter for which the Permit or renewal sticker is valid.

9) *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.

10) *All Parking Permit Sales Final*

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

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

Starting 4th quarter 2008 and continuing in subsequent quarters, 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) 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 given an email addresses to Downtown Operation/Parking Control staff.

Also starting 4th quarter 2008, the Parking Permit Application can be downloaded and printed from the City's website. It 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

12) *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, the lost/stolen permit will be rendered invalid, and a new Parking Permit will be issued to the Permit Holder.