02-26 Parking District Meeting: Pacific Beach Funding, and Ocean Boulevard Safety

Date: Feb 26, 2025 at 1:39 PM

The Pacific Beach Parking District reviewed its February financial report, acted on two short-term parking requests, and heard a city presentation on the comprehensive parking study. The group also heard an Ocean Boulevard safety request and received city staff commitments to seek evaluations for a bike corral and traffic or emergency-access measures.

Discover Pacific Beach office and board matters

Discover Pacific Beach may move to a coworking space at Garnett and Cass, above Dave’s Hot Chicken. Sunny said the organization plans to move there by the fifteenth and stay temporarily while it looks for a permanent space.

No nominations were received for the quadrant board election.

February financial report — reimbursement model and spending deadline

The February 2025 financial report showed only operating expenses. No project funding had yet been drawn down. Discover PB pays approved expenses first, then submits receipts, bank statements, and other required records to the city for reimbursement.

- **Annual authority**: The district is approved to spend **$50,000 in the current fiscal year**, which ends in June.
- **Reimbursement timing**: Packets are submitted monthly. Sunny estimated reimbursement takes **30 to 60 days** after submission.
- **No separate cash reserve**: The district does not receive a lump sum or hold cash dedicated solely to parking-district funds. It must front expenses, then recover approved costs.

- **Spent and unspent funds**: Sunny said $10,000 had been spent, leaving $40,000 in potential budget authority. She had already planned for **$25,000 in carry-forward funding** if it is not spent this fiscal year.
- **Fiscal-year cutoff**: Expenses must be incurred by **June 30**. A final packet can be submitted at the end of June or beginning of July for reimbursement.
- **Near-term uses**: The group was approved for a Bike Everywhere Day booth in May. Eligible costs could include supplies, printed materials, stickers, and giveaway items.

Sunny said the district probably will not spend all available money in the next two months. She said the budget narrative preserves flexibility for future neighborhood projects, pathways, and other ideas developed through upcoming presentations.

Beautiful PB said it had identified signs as a priority during its prior planning process, but has not selected specific locations or quantities. The group could seek parking-district funding for such work after board approval. Katie Matchett said prior signs and decals cost roughly $40,000 for materials, plus labor. The markings were thermoplastic rather than stencil decals.

The group approved the February financial report. It will receive similar reports monthly.

Fifteen-minute parking near California Dreams — approved

City staff recommended converting one angled space near California Dreams, by the hostel area, into a 15-minute space for grab-and-go customers. The space remains regulated from **8 a.m. to 6 p.m.**

The location contains one angled space, not four. The rest of the area remains subject to two-hour parking rules. Staff said 15 minutes would be enough for customers to order and leave.

Some members asked whether neighboring restaurants had been consulted. Claudia said she had not contacted Bearback Grill or other businesses because the request concerned the frontage of the business seeking the change.

The group approved the 15-minute space.

Party Time Liquor request — Garnett meter conversion failed

City staff presented a request from Party Time Liquor on Garnett to convert a metered space into a 15-minute green-curb space. The manager said customers often make brief purchases and do not want to pay for a meter.

The proposal would have changed one metered space to a 15-minute space during the existing **10 a.m. to 8 p.m.** paid-parking hours. Drivers would not pay the meter during the short-term period. A sensor would begin blinking when a vehicle arrived, then show a violation after the 15-minute limit.

Staff said similar short-term spaces are used in Mid-City and downtown for grab-and-go businesses. Claudia said the block has no other short-term spaces and consists otherwise of two-hour metered parking.

Several members opposed removing a metered space in the core meter district. Ryan Stock said meters are scarce and questioned giving special vehicle access to a business that sells alcohol. Charlie Nieto said granting one liquor store a special allocation could set a precedent for other grab-and-go businesses.

Katie suggested considering Dawes instead. Charlie supported an alternative near the corner because it would not serve only one business. Greg DeLorenz said he would vote against the Garnett request.

The motion to approve the Garnett conversion failed, with three votes in favor and six opposed.

Afterward, a motion called for asking the business whether it would accept a 15-minute location on Dawes or an arrangement involving Diamond Park, then returning with the response at a future agenda. The group framed the alternative as a Parking District suggestion after denying the Garnett request.

Parking citations — 2024 paid totals

Claudia obtained paid-citation data from the city Treasury Department for calendar year 2024.

- **All paid citations in the meter-area blocks**: **$243,605**. This includes red-zone, bus-zone, alley-parking, meter, and other citations. It includes the citation amount and late fee, but excludes state surcharges, collection fees, and administrative fees.

- **Meter-related paid citations**: About **$176,000**. Claudia filtered for expired meter, out-of-stall meter, overtime meter, and meter-zone violations.
- **Limits of the figures**: The totals exclude unpaid citations and accounts sent to collections. They do not show which specific meters or blocks generated the most citations.

Members noted that citation revenue does not flow to the parking district. Ryan asked whether parking-meter and citation revenue could be shared with districts because both involve public-space management. Claudia said the issue has been raised at other parking-district meetings, but no action has moved forward.

Some parking districts have also argued that outdoor-dining revenue should go to parking districts because the uses occupy former parking space. Claudia said the city's adopted policy does not currently direct those revenues to districts.

A member suggested a surcharge dedicated to the district as an alternative that would not take existing revenue from another city function.

Comprehensive parking study — high Pacific Beach demand

Claudia presented an overview of the city's comprehensive parking study. The study covered community parking districts and regional parks. Its goals were to improve curbside management, create a parking-management framework, and build a demand-management plan that can adapt over time.

Data collection and study approach

The city studied more than **16,500 spaces**. It collected parking data on a Thursday and Saturday, plus a smaller Sunday sample, in July from **8 a.m. to 8 p.m.**

The study compared regulated and unregulated conditions. Sunday data was important because parking restrictions generally are not enforced on Sundays. Pacific Beach data focused mostly on unmetered areas, many with two-hour restrictions, rather than the meter zones where staff had expected to rely on payment data.

Maps classify occupancy as follows:

- **Red**: 85% occupancy or more.
- **Orange**: 70% to 85% occupancy.
- **Yellow or green**: Below 50% occupancy.

Claudia said the maps and hourly data are in the study appendix for every reviewed parking district and regional park.

Pacific Beach occupancy and turnover

Pacific Beach's peak occupancy on each study day occurred from **7 p.m. to 8 p.m.**, the final hour studied. Some vehicles did not move for the full study period, roughly eight to 13 hours, while other areas showed two-hour turnover.

- **Thursday**: Average occupancy was about **78%**. Peak occupancy reached **94%**.
- **Saturday**: Average occupancy was about **85%**. Peak occupancy reached **88%**.
- **Sunday**: Pacific Beach had one of the highest occupancies among the studied community parking districts.

Claudia said Pacific Beach had the highest occupancy among the other studied community parking districts. The results showed strong demand and, in some locations, little turnover.

The study uses 85% occupancy as an industry-standard threshold. At that level, the intent is to leave roughly one space available on a block. Claudia said occupancy alone is not enough. The city must also consider how long vehicles stay and whether the parking pattern serves nearby businesses.

Market rates and pricing recommendations

The study compared on-street prices with private off-street parking rates. In Pacific Beach, on-street parking had been priced at about **10% of private-lot rates**. Claudia said this showed that on-street parking was not priced appropriately for demand, helping explain high occupancy and limited turnover.

The city increased the parking rate in February from **$1.25 to $2.50 per hour**.

The study recommends a framework for adjusting paid-parking rates. Options include:

- **Location-based pricing**: Higher prices closer to high-demand destinations, such as the beach.
- **Hourly flat rates**: The current approach.
- **Escalating rates**: Lower prices for the first period, then higher prices for longer stays.
- **Demand-based or dynamic pricing**: Different rates by time, use, or demand level.
- **Special-event pricing**: Primarily for areas around Petco Park and other event locations.

- **Later paid-parking hours**: Four of five community parking districts had peak demand after 6 p.m. when many parking regulations end.

Claudia said dynamic pricing could raise rates during known peak periods, such as Thursday through Saturday evenings, to manage demand and shift some parking to less-congested areas. She cited San Francisco near Oracle Park, where game-day parking can rise to about $16 or $20. Seattle, New York, and San Francisco also use dynamic pricing. She knew of no such system in San Diego, Los Angeles, or Southern California.

Big-data analysis and license plate recognition

For Mission Bay and Balboa Park, the study used data from a company called Streetlight. The data does not come from city smart streetlights. It uses connected-vehicle and Bluetooth-type information to estimate percentages, trip origins, destinations, and routes.

The study used geofenced destination areas. A vehicle had to stop in the designated Mission Bay or Balboa Park area, rather than merely pass through, to count as a destination trip. Claudia said more than half of trips into Mission Bay used West Mission Bay Drive and the newer bridge. Roughly 9% or 10% used Clairemont Drive from Interstate 5.

The city cannot currently collect license-plate data for this purpose under the surveillance ordinance, which treats it as personal information. The study instead identified vehicles by non-identifying descriptions, such as a red four-door Honda Civic, and tracked how long the vehicle remained.

The study recommends amending the surveillance policy to allow license plate recognition for parking-data collection. Claudia said other cities use the technology to identify unpaid parking and help enforcement staff locate violations.

Parking-district revenue request — phased increase sought

Sunny reviewed a letter sent on behalf of all parking districts. The districts seek a phased increase to **25% of gross parking revenue over three years**.

The districts are also discussing future changes to City Council policy and whether parking-district revenue may be used for additional purposes. Sunny said there had been no substantive update since the letter was sent.

The letter was sent by email and copied many city officials. Sunny said its purpose was to put the districts' request on the record in writing while advocacy and staff conversations continue.

The group did not vote on the letter. The split between old meter rates and new rate revenue had not been clarified.

Charlie Nieto said the mayor's first budget draft was expected around April 15, though an extension had been mentioned. He said the City Council would have two rounds of hearings where the public and parking districts could respond to the mayor's proposal.

Sunny said she would distribute announcements and agendas for upcoming meetings to anyone interested in speaking.

A member raised concern that paid commercial-street parking can spill into nearby residential streets. Sunny said District Three has discussed the issue, but she had not heard it raised in the Pacific Beach district. A residential permit system was mentioned as a possible approach, but no action was taken.

Neighborhood electric vehicles — state law change needed

The group revisited a prior presentation about parking for vehicles commonly called golf carts. The issue remained tabled pending more information and a draft support letter from Scott, the presenter.

Claudia said local changes would be constrained by state vehicle law. The law classifies golf carts as motorized vehicles. Except for motorcycles, vehicles must generally park with two wheels at the curb. The requested change would allow smaller golf-cart-type vehicles to park perpendicular to the curb, increasing the number of vehicles that could fit.

She said a city municipal-code change could not conflict with the state vehicle code. The appropriate course would be to ask the assembly member to seek a state-law amendment.

Sunny said Scott should return with a proposed letter for the group to review, revise, and potentially send to the assembly member. The item will not return to the agenda unless he contacts the group with further material.

Members also said the more accurate term may be **neighborhood electric vehicles**, not golf carts. They noted such vehicles have distinct rules, including weight and

street-speed limitations, and cannot legally use freeways or streets with speed limits above 35 mph.

Ocean Boulevard — residents seek safety and access improvements

Sherry Tab and Pierce Bryce presented concerns about traffic, illegal parking, emergency access, bike storage, and pedestrian safety on Ocean Boulevard near Loring Street and the North PB Pump House.

Sherry said she has lived on Ocean Boulevard for 38 years. Pierce has lived there more than 15 years. Their neighborhood group has grown to about **368 members** and has repeatedly raised conditions on Ocean Boulevard.

Existing street conditions

Ocean Boulevard is a narrow, one-way, dead-end street. The east side has four legal parking spaces. The west side borders the cliff. Much of the curb is red, including the street end and areas near beach-stair access.

Sherry said drivers regularly park in red zones, double-park, and triple-park to watch sunsets or access the beach. Vehicles block residential driveways, beach stairways, and the narrow road. Drivers also attempt to turn around near the cliff, causing conflicts with parked cars and worsening erosion around drainage gullies.

She said residents can be unable to reach their homes. One tenant who works as a mail carrier has only 30 minutes to return home for lunch and sometimes cannot get through the street. Pierce showed examples of blocked delivery vehicles and heavy sunset congestion.

The residents said police and parking enforcement have issued tickets, but cannot consistently control the problem. Sherry said people often continue to park illegally because they expect enforcement will not arrive quickly enough.

The location also lacks bike racks. Surfers and other cyclists secure bikes to unstable-cliff signs, fencing, or other available objects. Sherry said this increases conflicts between bike traffic, pedestrians, strollers, surfers carrying boards, and vehicles reversing or turning around.

Ideas raised by residents and members

Sherry and Pierce asked for options that could make the area safer while preserving the existing red curbs. Their ideas included bike racks, a bike corral, a curb extension, delineators, traffic-calming measures, and a more pedestrian-oriented street layout. They suggested placing bike parking at the end of Ocean Boulevard and near the end of Loring Street. A curb extension or other physical feature could keep vehicles from pulling up to the cliffside curb, prevent driveway obstruction, and direct people to legal parking.

Ryan said physical infrastructure could change behavior by placing a barrier between illegal parking activity and the street end. He said the area appears poorly configured and the wide end of Loring may offer room for a different layout.

Greg said the group is advisory and asked what would prevent drivers from ignoring a new layout. Sherry said a physical extension and bike-rack area would make it harder for people to pull directly to the sunset-view area and would improve access for residents, pedestrians, and cyclists.

Claudia said on-street bike facilities are called bike corrals. They can be an eligible use of parking-meter revenue through a parking district. She cautioned that roadway installations might be barred if the red curb is required for fire or emergency access.

A larger street change, slow-street treatment, or sidewalk and roadway redesign could require permits and possibly a coastal development permit. Claudia said bike parking alone might not require Coastal Commission review, but project requirements depend on the details and would be determined through Development Services.

Sunny said the board could later consider using parking revenue for permitting or a project if the city provides no recommendation or assistance. Sherry said nearby residents would also be willing to contribute financially.

Future location and project ideas

The next meeting is scheduled for May 13. The group will no longer meet at the current office, and Sunny said she would provide the new location once it is known.

Members raised wayfinding integrated with public art as a possible project. Ryan described it as a continuation of prior discussions and said examples show wayfinding can function as art. The group noted the district has projects that could be made visible in the community, including work that demonstrates how parking-meter revenue is being used.