

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF
CHULA VISTA APPROVING THE DOWNTOWN PARKING
MANAGEMENT PLAN REPORT DATED AUGUST 2022

WHEREAS, the City of Chula Vista established the Downtown Parking District (the “Parking District”) in 1963 and expanded the Parking District boundaries in 2009; and

WHEREAS, the Parking District encompasses an approximately 120-acre area bounded by E Street to the north, Del Mar Avenue to the east, H Street to the south, and Garrett Avenue to the west; and

WHEREAS, Third Avenue, a major commercial thoroughfare, runs through the center of the Parking District and provides various streetscape amenities that facilitate pedestrian circulation and access to fronting businesses, which include bars, restaurants, offices, commercial shops and others; and

WHEREAS, there are 1,528 public parking spaces in the Parking District, consisting of on-street spaces, spaces in surface parking lots, and spaces in the Park Plaza Parking Structure; and

WHEREAS, public parking facilities within the Parking District are managed by City personnel with the support of a parking management contractor; and

WHEREAS, the City retained a consultant in August 2018 to prepare a Downtown Parking Management Plan (the “Downtown PMP”) report, which included parking data collection, public outreach, analysis of management practices, projection of future parking demand, and development of recommendations; and

WHEREAS, the Downtown PMP report documents the analysis described in the preceding recital and makes 14 recommendations to optimize management of the Parking District; and

WHEREAS, Staff will implement the following recommendations from the Downtown PMP as a result of this action:

1. Recommendation Number 1: Convert all Parking District meters to Smart Meters. Authorizing the City Manager, or designee, to enter into an agreement for the purchase or lease of Smart Meters.
2. Recommendation Number 9: Modify Parking Restrictions at Norman Park Senior Center Parking Lot by removing the existing meters and increase the time limit to 4 hours.
3. Recommendation Number 11: Expansion of the Parking District Boundary to include all existing parking meters. There are approximately 21 existing parking meters located north of E Street on Garrett Avenue and Landis Avenue that will be added to the Parking District.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Chula Vista, that it hereby approves the Downtown Parking Management Plan report, dated August 2022.

Presented by:

Approved as to form by:

Laura Black, AICP
Interim Director of Development Services

Glen R. Googins
City Attorney