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DOWNTOWN  
DEPARTMENT

PARKING LOT ADMINISTRATION

CITY OF SACRAMENTO  
CALIFORNIA

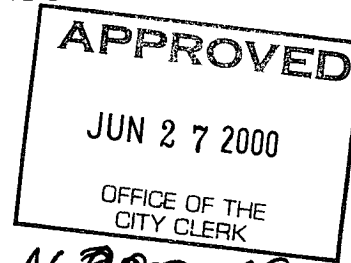
June 21, 2000

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City Council  
Sacramento, California

Honorable Members in Session:



**SUBJECT: Theatre District Transitional Parking Validation Program**

**LOCATION:** District 1

**RECOMMENDATION:**

It is recommended that City Council adopt the attached resolution, which would authorize the City Manager to negotiate and execute a Parking Validation Agreement with Allright Parking California Musical Theatre Company and Sacramento Theatre Company to provide transitional parking for the California Musical Theatre and Sacramento Theatre Company during the 2000 season.

**CONTACT PERSON:**

Richard Ramirez, Deputy City Manager, 264-7604  
Mark Miller, Parking Facilities Manager, 264-7610

**FOR COUNCIL MEETING OF:** June 27, 2000

**SUMMARY:**

Staff has been working with the business community and neighborhood associations on the fast track development of Parking Garage C. As a result by summer of 2001, additional parking capacity will be available in the downtown for both day an evening use. Crucial to the success of that project and its recent approval is a short-term accommodation for evening parking during the California Musical Theatre (CMT) Music Circus and Sacramento Theatre Company (STC) seasons. Since the construction Garage C will coincide with the opening of the CMT and STC 2000 season, staff has developed a transitional parking validation program tailored to both patron and neighborhood needs. Implementation of this transitional Parking Validation program will result in a parking solution for residents by freeing up On-street capacity and non-residents by providing an adjacent off-street parking capacity at the rate previously available at City surface parking Lot C.

Until City Garage C is constructed at 14<sup>th</sup> & H Streets, there will be insufficient public parking for use by patrons of the CMT and STC. Staff has worked with private parking operators to ensure that Theatre Company patrons have access to parking at the same price paid in previous years at surface parking lot C adjacent to the CMT site. In addition, approval of the attached resolution will make City validations available to the CMT patrons during the 2000 season in a privately operated garage at 13<sup>th</sup> & J Streets.

**COMMITTEE/COMMISSION ACTION:**

None.

**BACKGROUND INFORMATION:**

**Approval of Garage C**

On May 9, 2000 City Council approved parking Garage C (VD71) with additional mitigation Measures. Due to construction of Garage C, the surface lot formally operated by the City at the same location will not be available to patrons of the CMT and STC. In addition, residential permit parking restrictions in the area adjacent to the CMT facility were extended to weekends and evenings, thus eliminating access to several hundred on-street parking spaces. Approval of the attached resolution will make parking available to citizens coming downtown to attend entertainment events put on by these organizations during the construction of Garage C.

**Parking Validation Program History**

Several profit and non-profit businesses operate movie theatres or other stage facilities in the Central Business District and Old Sacramento. Because these theatrical events often run for ninety minutes or longer, use of the City's regular 2-hour retail parking validation is insufficient to cover the parking costs patrons incur while attending an event. Additionally, the validation program is designed to encourage visitors to Downtown Sacramento to patronize restaurants and retail stores.

As a result, the City offers a special theatre validation that provides three hours of parking. The validations are sold to the theatres that, in turn, provide the validations free to patrons. Currently, the validations cost \$1.00 each.

**Proposed Transitional Parking Validation Program**

A flat rate evening validation for use by theatre patrons during the summer 2000 season would support the vitality of both theatre and other restaurant and retail establishments in the downtown. To access this program event patrons would:

- Tear-off a parking stub from their theatre ticket
- Present the ticket to the parking attendant at the parking facility at 13<sup>th</sup> & I streets (Lot E), which is currently operated by Allright Parking.

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This prepaid ticket would provide a non-restricted validation for evening use. It would also limit the cost to three dollars per car regardless of the parker's length of stay.

Parking costs would be \$3.00 per car, per evening. CMT will pay the City one dollar per validation. For this season ONLY, the \$1.00 charge will be passed on to theatre patrons. The City will reimburse Allright Parking for \$3.00 per vehicle, which creates a \$2.00 per vehicle validation cost to the City.

The cost to the City is comparable to the loss of City parking revenues incurred when a validation is used in a City operated facility. The total obligation to the City shall be limited to seventy thousand dollars. Approximately 303 on-street parking spaces were removed from the evening parking inventory with extension of residential parking restrictions in the Mansion Flats area. Closure of Lot C during construction removes another 167 spaces. The maximum number of "validated" parking spaces is set at an average of 470 spaces per performance.

Patrons of the STC will have "first-come-first-serve" access to surface lot parking located at 14<sup>th</sup> and I Streets at a cost of \$3.00 per vehicle, per evening. This is the same rate the theatre paid for use of the City's surface Parking Lot C last year. This arrangement is between the theatre and Allright Parking and involves no subsidy by the City.

#### **FINANCIAL CONSIDERATIONS:**

This one time expense, which is directly linked to the removal of surface parking at 14th and H Streets for construction of Garage C and extension of residential parking restrictions, will be absorbed by the Parking Enterprise Fund's operating budget in FY 00/01. The total cost will not exceed seventy-thousand dollars.

#### **ENVIRONMENTAL CONSIDERATIONS:**

The Environmental Services Section has reviewed the proposed project and has determined it is categorically exempt from further California Environmental Quality Act (CEQA) review, per CEQA Guidelines Section 15301. The project consists of the continued operation of a public structure, Lot E, and does not expand the use beyond that which was originally approved.

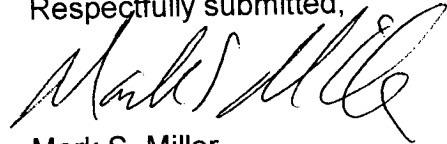
#### **POLICY CONSIDERATIONS:**

This project supports City Council's commitment to providing the citizens of Sacramento with access and services to the downtown core. It further supports Council's adoption of the Long-Term Parking Strategy by supplying additional parking capacity to commuters and event patrons.

**ESBD CONSIDERATIONS:**

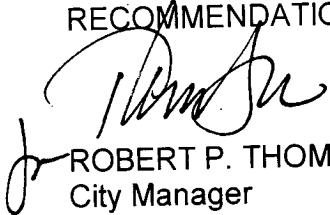
Staff will continue to involve the Office of Small Business Development to encourage ESBD participation.

Respectfully submitted,



Mark S. Miller  
Parking Operations Manager

RECOMMENDATION APPROVED:



ROBERT P. THOMAS  
City Manager

*Approved*  
*6/27/00*

**RESOLUTION NO. 2000 - 401**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF \_\_\_\_\_

**RESOLUTION AUTHORIZING THE CITY MANAGER  
TO IMPLEMENT A TRANSITIONAL VALIDATION PROGRAM  
FOR THE PURPOSE OF PROVIDING  
VALIDATED PARKING TO THEATRE PATRONS  
DURING THE CONSTRUCTION OF GARAGE C**

**BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:**

The City Manager is authorized to negotiate and execute a contract with Allright Parking, California Musical Theatre and Sacramento Theatre Company to provide a transitional parking validation program during the 2000 season for theatre patrons in an amount not to exceed seventy thousand dollars.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

**FOR CITY CLERK USE ONLY**

RESOLUTION NO.: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

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