

Old Pasadena Now



Parking Problems in Old Pasadena

- Employees and shop owners parked at the curb
- Merchants opposed meters because they feared customers would stay away
- Pasadena had no money to pay for public infrastructure in Old Pasadena

Parking meters with revenue return

- City of Pasadena offered to return all parking meter revenue to Old Pasadena
- Merchants and property owners immediately agreed to install meters
- 690 meters operate until midnight, and on Sunday
- Meters yield \$1.2 million a year for Old Pasadena's 15 blocks, about \$80,000 per block.

“The only reason meters went into Old Pasadena in the first place was because the city agreed all the money would stay in Old Pasadena. We’ve come a long way. This might seem silly to some people, but if not for our parking meters, its hard to imagine that we’d have the kind of success we’re enjoying. They’ve made a huge difference. At first it was a struggle to get people to agree with the meters. But when we figured out that the money would stay here, that the money would be used to improve the amenities, it was an easy sell.”

Marilyn Buchanan, Chair,
Old Pasadena Parking Meter Zone Advisory Board











TIFFANY & CO.

TIFFANY & CO.

DO NOT
BLOCK
INTERSECTION

W Lacey

ADDITIONAL
CROSSING
OK

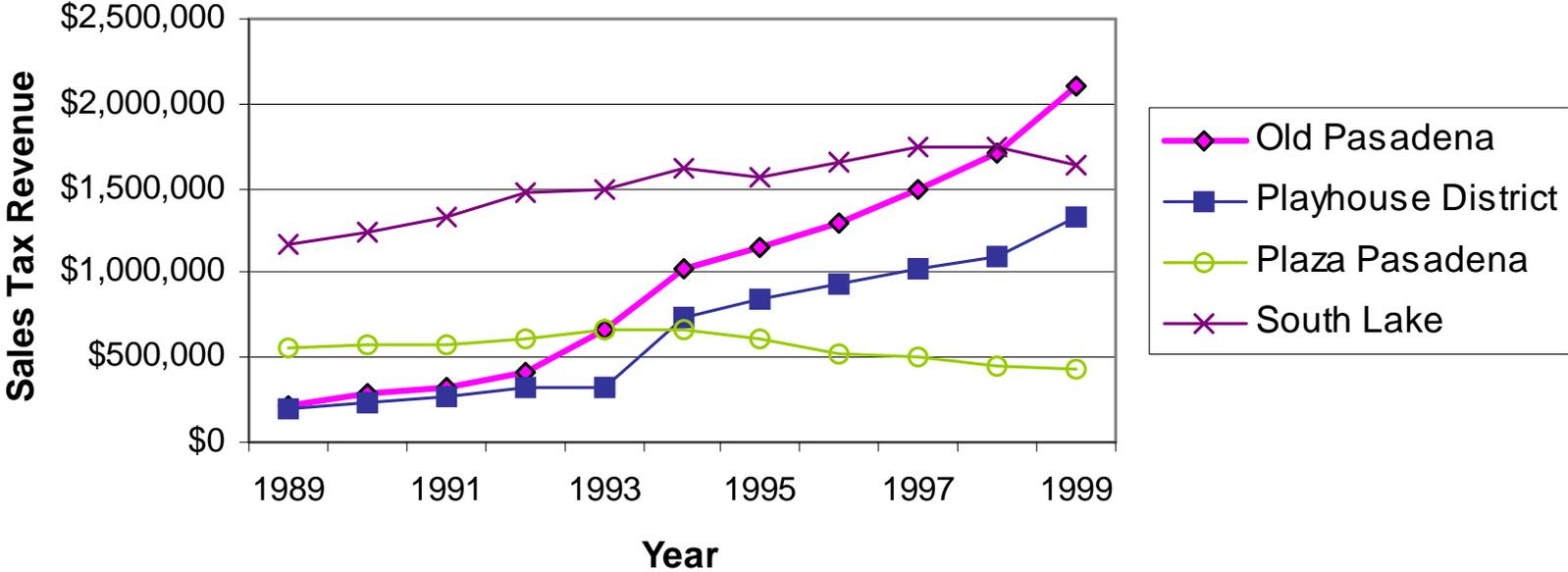




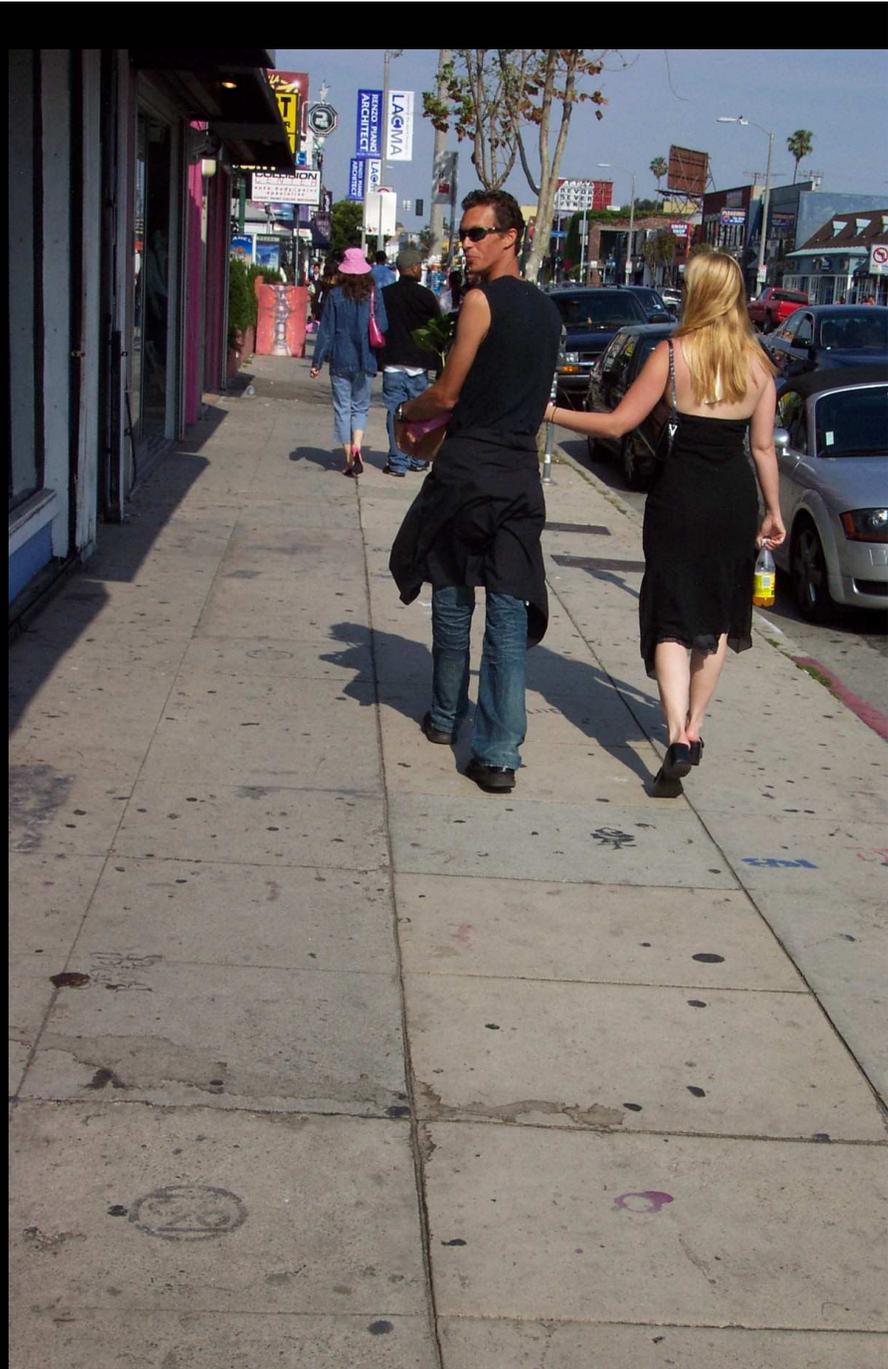
“This place, it’s perfect, really. They’ve kept the buildings and the streets well. That makes it so attractive. People are walking around because they like the way it looks and feels. It’s something you just don’t see in Los Angeles. As a driver, I don’t mind paying more for what you have here. I tell you what: For this, I will pay.”

Shopper interviewed by *Los Angeles Times*

Pasadena Retail Sales Tax Revenue











**A NEW
OLD PASADENA
COMING SOON**

STREET AND ALLEY WAY IMPROVEMENTS:

LIGHTING

REPAVING

TRASH RECEPTACLES

SIGNS AND BENCHES

DIRECTORY MAPS

TREES AND GRATES

NEWSRACKS

MAINTENANCE

SAFETY

**YOUR METER MONEY IS
MAKING A DIFFERENCE**

THE OLD PASADENA RENAISSANCE CONTINUES

CITY OF PASADENA

Redwood City parking ordinance

To accomplish the goal of managing the supply of parking and to make it reasonably available when and where needed, a target occupancy rate of eighty-five percent (85%) is hereby established.

The Parking Manager shall survey the average occupancy for each parking area in the Downtown Meter Zone that has parking meters. Based on the survey results, the Parking Manager shall adjust the rates up or down in twenty-five cent (\$0.25) intervals to seek to achieve the target occupancy rate.

Revenues generated from on-street and off-street parking within the Downtown Meter Zone boundaries shall be accounted for separately from other City funds and may be used only . . . within or for the benefit of the Downtown Core Meter Zone.

Available Parking Spaces at 3:46:52 PM



San Francisco Parking Meter Revenues

Parking Zone (a)	No. Parking Meters (b)	Hourly Parking Rate (c)	FY 2006- 2007 Average Revenue Collected per meter, per day (d)	<u>Paid</u> <u>Occupied</u> Hours (d)/(c)	Total collected 2004-2005	Total projected 2005-2006
Zone 1 – Downtown Core	2,980	\$3.00	\$2.61	0.87	\$1,805,522	\$2,222,489
Zone 2 – Ring Around Downtown Core	4,302	\$2.50	\$3.52	1.41	\$3,644,226	\$4,707,810
Zone 3 – Outlying Commercial Areas	14,591	\$1.50	\$4.41	2.94	\$13,724,757	\$19,828,635
Zone 4 – Fisherman's Wharf	474	\$2.50	\$5.59	2.24	\$711,506	\$916,015
Subtotal	22,347					
Off-street Meters	665	\$2.00	\$4.55	2.28	837,786	1,103,326
Total	23,012				\$ 20,723,797	\$ 28,778,275

Parking Increment Finance

1. The City continues to receive the current meter revenue.
2. The City splits any *increases* in meter revenue with the meter district.
3. The revenue stream creates a local incentive to increase the number of meters, the meter rates, the hours of meter operation, and enforcement.
4. Both the neighborhood and the City get new revenue











If you want to:

Reduce unnecessary vehicle travel

Reduce traffic congestion

Reduce air pollution

Reduce energy waste

Reduce greenhouse gas emissions

Improve neighborhood public services

Increase the supply of housing

And do all this quickly

GET THE PRICE OF CURB PARKING RIGHT

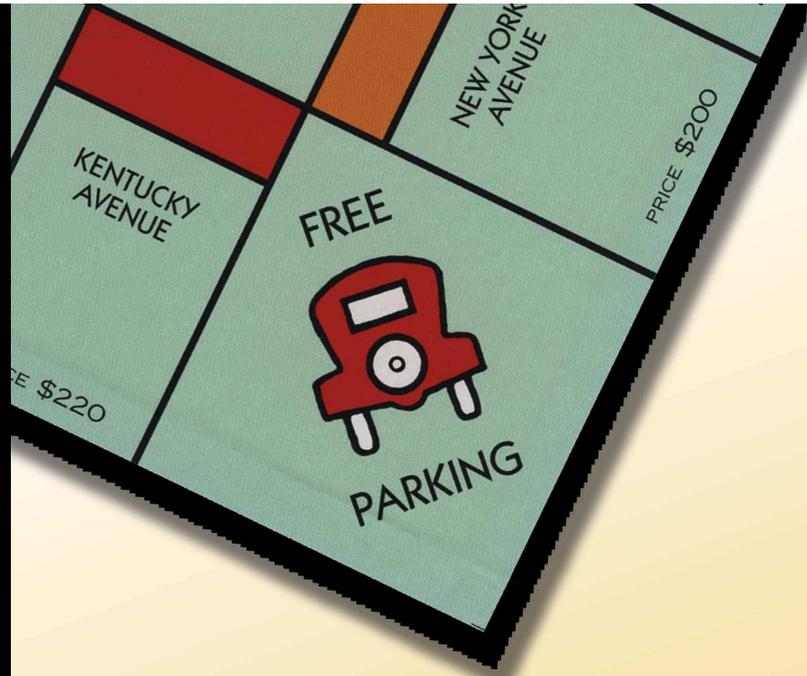
SPEND THE REVENUE FOR LOCAL PUBLIC SERVICES

REMOVE OFF-STREET PARKING REQUIREMENTS



“All of us, if we are reasonably comfortable, healthy and safe, owe immense debts to the past. There is no way, of course, to repay the past. We can only repay those debts by making gifts to the future.”

Jane Jacobs



The High Cost of Free Parking

DONALD SHOUP