CONSENT AGENDA

AGENDA ITEM 12.05
TO: Mayor and City Council
FROM: Wendy S. Saunders, Director
       Economic Development Department
SUBJECT: MOTION: SETTING A PUBLIC HEARING TO AMEND CITY SERVICE
         FEES BY INCORPORATING A CITY-OWNED MIRACLE MILE
         PARKING LOT RENTAL FEE SCHEDULE

RECOMMENDATION

It is recommended that the City Council adopt the following motion:

   Authorizing a Public Hearing on January 10, 2012, to amend the Community
   Services Department 2011-12 Fee Schedule by incorporating a City-owned
   Miracle Mile Parking Lot rental fee.

Summary

City staff has received several requests for use of City-owned parking lots in the Miracle
Mile Improvement District (MMID) for public and private events. No policy or fee
schedule exists for such use. Therefore, in cooperation with the MMID, staff has
prepared a policy and fee structure for use of the city-owned lots to host events.

DISCUSSION

Background

The City of Stockton owns and operates eleven parking lots within the MMID
(Attachment A - Map). The lots support commercial properties along the Miracle Mile,
and are generally located behind tenant spaces on both sides of the Miracle Mile.

On July 17, 2007, the City Council established the MMID 2007-02 Property-Based
Improvement District (PBID). This PBID, which is administered by the MMID, allows
property owners to assess themselves in order to pay for specific improvements,
maintenance, security and marketing functions along the Miracle Mile.

On June 7, 2011, the City Council approved a $250,000 reimbursement agreement with
the MMID to make improvements to three of the public parking lots (Lots B, D and E
"one lot," and F), including replacement of landscaping and removal of the raised
planter boxes.
MOTION: SETTING A PUBLIC HEARING TO AMEND CITY SERVICE FEES BY INCORPORATING A CITY-OWNED MIRACLE MILE PARKING LOT RENTAL FEE SCHEDULE

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Present Situation

Two events have recently been held on city-owned MMID lots. On Saturday, October 1, 2011, a Miracle Mile business owner held an Octoberfest party in the parking lot behind his place of business, and on Saturday, October 15, 2011, the MMID held the 90th anniversary of the Miracle Mile event on one of the lots. Several promoters have inquired about holding similar events. While events can be beneficial for businesses located on the MMID, some may be disruptive by temporarily eliminating parking for MMID customers. In coordination with the MMID Director, staff has prepared a policy to ensure that events on the City lots are in the best interest of the MMID businesses at large. The policy includes rental fees, security deposits and consent of adjacent business owners. Because the policy includes establishment of a fee schedule, it must be approved in the context of a public hearing. The policy and fee schedule will be presented at the public hearing set for January 10, 2012.

NOTIFICATION

Notice in The Record will be published once each week for two successive weeks prior to the hearing. In addition, a copy of the proposed adjustments to the 2011-12 City Service Fee Schedule will be available for public review in the City Clerk’s Office prior to final action is taken by the City Council.

FINANCIAL SUMMARY

There is no financial cost to the City for this action. Financial information regarding use of the lots will be included in the staff report for the January public hearing.

Respectfully submitted,

WENDY S. SAUNDERS, DIRECTOR
ECONOMIC DEVELOPMENT DEPARTMENT

WSS:GF:slw
Attachment A – Map

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