

File No. 101483

Committee Item No. 8

Board Item No. 28

COMMITTEE/BOARD OF SUPERVISORS AGENDA PACKET CONTENTS LIST

Committee: Budget and Finance Committee

Date: February 16, 2011

Board of Supervisors Meeting

Date 3/1/11

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Budget Analyst Report |
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| <input type="checkbox"/> | <input type="checkbox"/> | Ethics Form 126 |
| <input type="checkbox"/> | <input type="checkbox"/> | Introduction Form (for hearings) |
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| <input type="checkbox"/> | <input type="checkbox"/> | Grant Information Form |
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OTHER

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Completed by: Victor Young
Completed by: Victor Young

Date: February 11, 2011
Date: 2-24-11

An asterisked item represents the cover sheet to a document that exceeds 25 pages. The complete document is in the file.

[Park Code - Kezar Parking Fees]

Ordinance amending the San Francisco Park Code, Article 12, by amending Section 12.08, to increase the parking fees at the Kezar Parking lot, and making environmental findings.

NOTE: Additions are single-underline italics Times New Roman; deletions are ~~strike-through italics Times New Roman~~; Board amendment additions are double-underlined; Board amendment deletions are ~~strikethrough normal~~.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Findings.

(a) The Planning Department has determined that the actions contemplated in this Ordinance are in compliance with the California Environmental Quality Act (California Public Resources Code section 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 101483 and is incorporated herein by reference.

Section 2. The San Francisco Park Code is hereby amended by amending Section 12.08, to read as follows:

SEC. 12.08. PARKING FEES ON RECREATION AND PARK PROPERTY.

(a) The following fees shall be charged for parking at the Kezar Parking Lot.

(1) Hourly Parking Rates.

0—1 hour	\$2.50
1—2 hours	\$5.00
2—3 hours	\$7.00
3—4 hours	\$10.00
4—5 hours	\$12.00

1	5—6 hours	\$14.00
2	6—7 hours	\$16.00
3	7—24 hours	\$18.00
4	Special Event Parking	\$10.00
5	Validation	\$1.25

6
7 **(2) Monthly Parking Rates.**

8	Resident	\$140.00-160.00
9	Seniors	\$60.00
10	Commercial (Monday—Friday)	\$165.00-185.00

11
12 **(3) Other Rates.**

13	Lost Ticket Fee	\$18.00
14	Validated Ticket Books (100 stickers)	\$150.00

15
16 **(b) Candlestick Parking Lots.**

17 (1) The daily fee for vehicles and trailers parking in the television compound
18 during football season and for televised soccer events shall be \$1,000.00 per day.

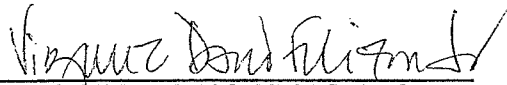
19 (2) The fee for automobile and tire manufacturer and/or dealer shows shall be
20 \$2,500.00 per day for set-up and breakdown and \$5,000.00 per day for the show.

21 (3) The fee for car clubs shall be \$2,500.00 per day plus an additional
22 \$1,250.00 for use of the entire lot which includes the RV section.

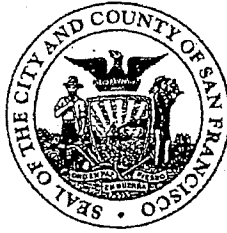
23 (4) The fee for photography shoots shall be \$2,500.00 per day for use of the
24 parking lot, and \$4,000.00 per day for use of the stadium.

1 (c) **Other Recreation and Park Property.** The daily fee for parking on other
2 Recreation and Park property, except for garages and specifically designated parking lots
3 subject to separate fee-setting procedures, shall be from \$0.50 (fifty cents) to \$1.00 per hour,
4 the amount to be determined by the Recreation and Park Commission after considering the
5 costs of parking in the areas adjacent to the park property.
6

7 APPROVED AS TO FORM:
8 DENNIS J. HERRERA, City Attorney

9 By: 
10 VIRGINIA DARIO ELIZONDO
11 Deputy City Attorney
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BOARD of SUPERVISORS



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TDD/TTY No. 554-5227

MEMORANDUM

TO: Planning Department
Environmental Review Officer

FROM: Angela Calvillo, Clerk of the Board *by MW*

DATE: December 15, 2010

SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS
Budget and Finance Committee

The Board of Supervisors Budget and Finance Committee has received the following, which is being referred to the Planning Department for determination as to whether the proposed fee increase will impact the environment.

Please provide your findings within 10 days from the date of referral.

File: 101483

Park Code – Kezar Parking Fee

Please return this cover sheet with the Commission's response to Victor Young, Clerk, Budget and Finance Committee.

cc: Nannie Turrell, Major Environmental Analysis
Brett Bollinger, Major Environmental Analysis

RESPONSE FROM PLANNING DEPARTMENT - Date: December 22, 2010

No Comment
 Recommendation Attached

Exempt from environmental review per CEQA Guidel. for Section 15273, Rates, fees, Dols, Fares and Charges Referral - Fees

Nannie R Turrell

Bill Wycko, Environmental Review Officer

*Nannie R Turrell
December 22, 2010*

2/27/08



RECEIVED
BOARD OF SUPERVISORS
SAN FRANCISCO

2011 FEB 23 PM 4:07

BY *[Signature]*
Mayor Gavin Newsom
Phillip A. Ginsburg, General Manager

Date: October 7, 2010
To: Recreation and Park Commission
Through: Nicole Avril
From: Chris Mack
Subject: Parking rate increase at Kezar Stadium parking lot

Agenda Item Wording:

Discussion and possible action to approve new parking rates for residential and commercial monthly parking at the Kezar Stadium parking lot.

Background:

The parking lot at Kezar Stadium (the "Lot") is a 321 space surface lot. The lot is open 24 hours a day, 365 days per year. On March 19, 2009, a rate increase for monthly customers was approved by the Commission and was implemented at the Kezar parking lot.

LAST RATE INCREASE (7/1/2009):

	Previous Rate	Current Rate
Resident	\$115.00	\$140.00
Commercial	\$140.00	\$165.00

Parking rates throughout San Francisco have been increasing precipitously the last three years. The Board of Supervisors approved a rate increase to \$200 for the parking at the Music Concourse in July of this year. Additionally, parking rates at nearby parking facilities have also been increasing, leaving Kezar considerably less expensive than those facilities. Exhibit A shows current and proposed Kezar parking rates in comparison to neighboring parking facility rates. As Exhibit A reveals, even at the proposed increased rates, the Kezar lot will remain less expensive than neighboring parking facilities.

Should these proposed rates be approved, they would be implemented in November of 2010, nearly two years since the last rate increase.

Staff is suggesting a rate adjustment for the monthly customers at Kezar Lot per the schedule attached as Exhibit A.

Financial Impact:

Gross parking revenues from monthly customers for the fiscal year July 2009 – June 2010 were \$682,800. With the rate adjustments, projected gross revenues for the fiscal year July 2010 – June 2011 subsequent to the rate implementation are estimated to be \$792,200. This projection would result in an increase in gross revenues of \$86,400.

Supported By:

Property Management Division

Opposed By:

None known.

Outreach:

Notice was posted at the parking lot on September 8, 2010.

Notice flyers were handed out as all customers, specifically customers using monthly parking passes, entered the lot.

Notice flyers were given to Kevin Cox who is in charge of parking services at UCSF and has approximately 216 staff with monthly passes.

The Haight Ashbury Improvement Association was contacted and there were no objections to this action.

The Manager of Amoeba Records was contacted and there were no objections to this action.

Andrea Jadwin – Inner Sunset Park Neighborhood

Attachments:

Exhibit A Current and proposed Kezar rates, percentage increase, and fees of surrounding parking facilities.

Exhibit A

MONTHLY	Kezar Current Rates	Kezar Proposed Rates	St. Mary's Hospital	Music Concourse Garage
	801 Stanyan		2250 Hayes	Golden Gate Park
Residential	\$140.00	\$160.00	\$191.00	\$200.00
Commercial	\$165.00	\$185.00	N/A	N/A
Senior	\$ 60.00	N/A	N/A	N/A



Mayor Gavin Newsom
Philip A. Ginsburg, General Manager

NOTICE

The Recreation and Park Commission will be considering a proposal to increase the monthly residential and commercial parking fees for the Kezar Parking lot, effective January 1, 2011.

Kezar Monthly Parking Rates

Category	Current	Proposed
Residential	\$140	\$160
Commercial	\$165	\$185

The meeting will be held at City Hall, Room 416, at 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102 on October 7, 2010 at 4 PM.

Any Questions please call 415-831-2775