

From: L. Engel <lengel466mgmt@gmail.com>
Sent: Tuesday, June 19, 2018 2:56 PM
To: Sheri Hartz
Cc: Lorryne Leong
Subject: Submittal to City Council Study Session, tonight.
Attachments: 2018 0619 Ltr to City Council Emery.pdf

Hi Ms. Hartz:

I realize that this is very late to be submitting my remarks to the City Council for their study session tonight on the Draft Parking Management plan.

If at all possible, kindly include the attachment with my remarks to all of the City Council members and staff (who typically receive a copy of citizen remarks.) thanks.

Louise Engel

To: City of Emeryville, City Council
Mayor, John J. Bauters
Vice Mayor, Ally Medina
Council Members: Scott Donahue, Dianne Martinez, Christian R. Patz

June 19, 2018

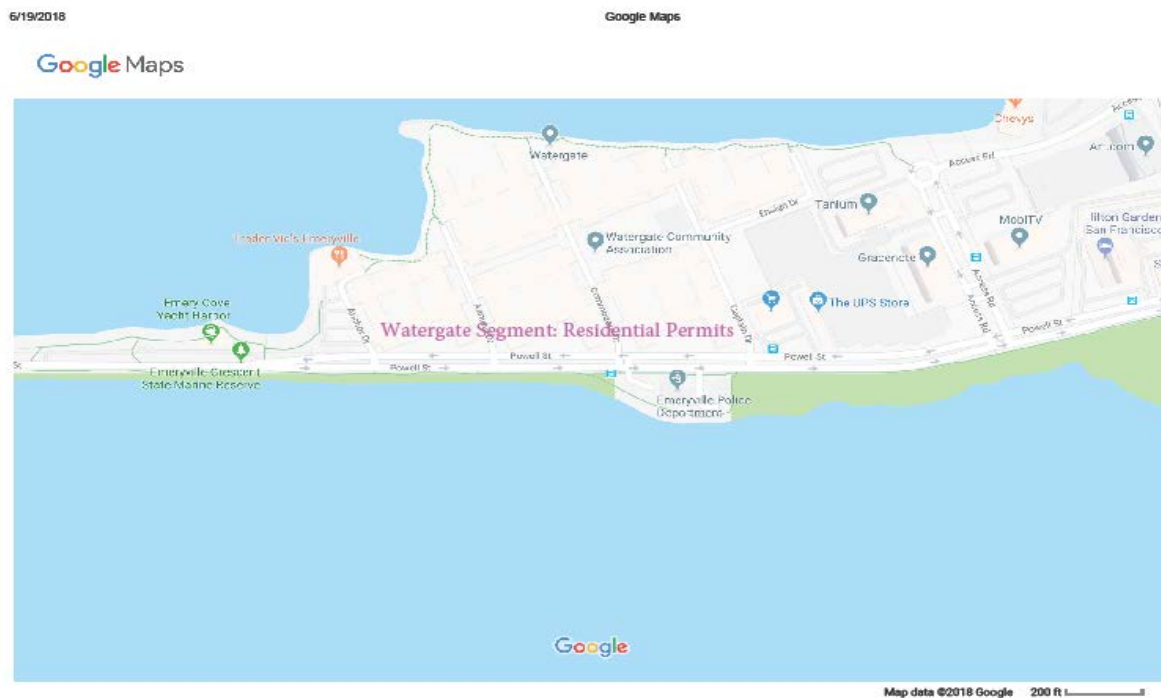
From: Louise Engel, A.I.C.P. - Emeryville Resident, Small Business Owner

Subject: Revisions Necessary for Peninsula Neighborhood, Draft Parking Management

Request: Revise the Draft Parking Management Plan to provide for Residential Parking Permits along the northerly side of Powell Street adjacent to the Watergate residential complex. This is the segment of Powell between Captain Drive and Anchor Drive. **NO PARKING METERS** in this segment.

I urge the City Council to adopt a Parking Management Plan with the following revisions within the Peninsula Neighborhood section:

1) Provide for **RESIDENTIAL PERMIT PARKING** along the northerly side of Powell Street between Captain Drive and Anchor Drive. This approach will recognize the neighborhood need by residents for on-street parking on Powell. **DO NOT INSTALL PARKING METERS** in this segment. About 45 parking spaces exist in this segment adjacent to Watergate.



<https://www.google.com/maps/@37.836829,-122.3048324,17z>

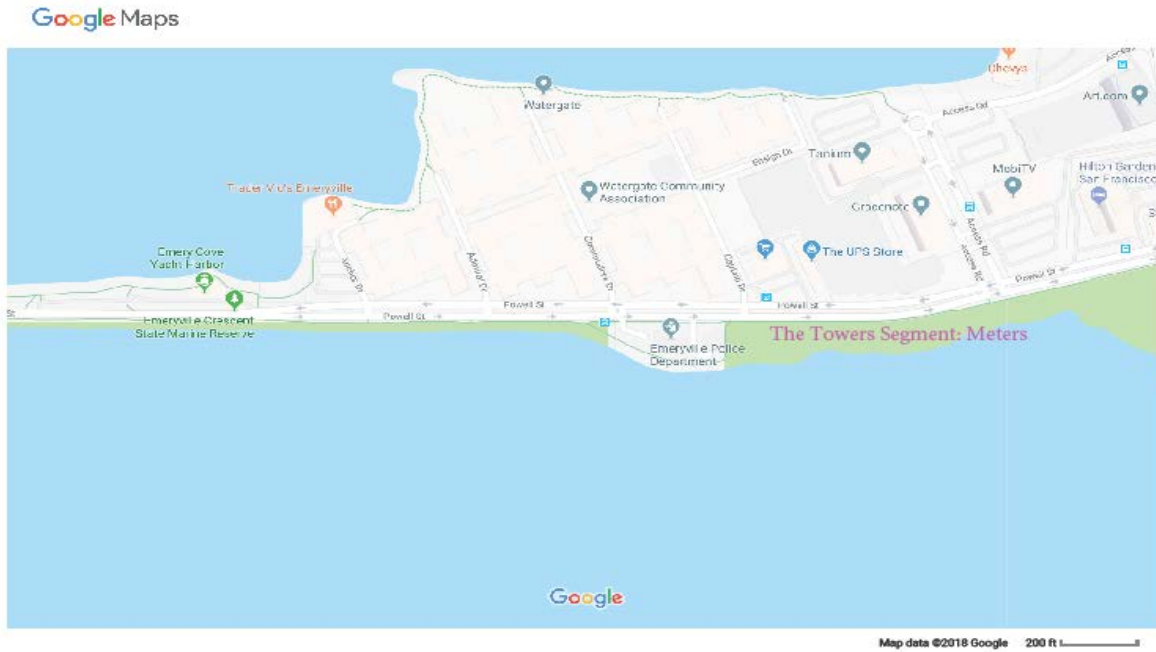
1/1

2) Install parking meters on the southerly, waterfront side of Powell.

a) Install meters between The Towers office buildings and Captain Drive. Non-residents would mainly pay for these meters. They drive into Emeryville each day.

6/19/2018

Google Maps



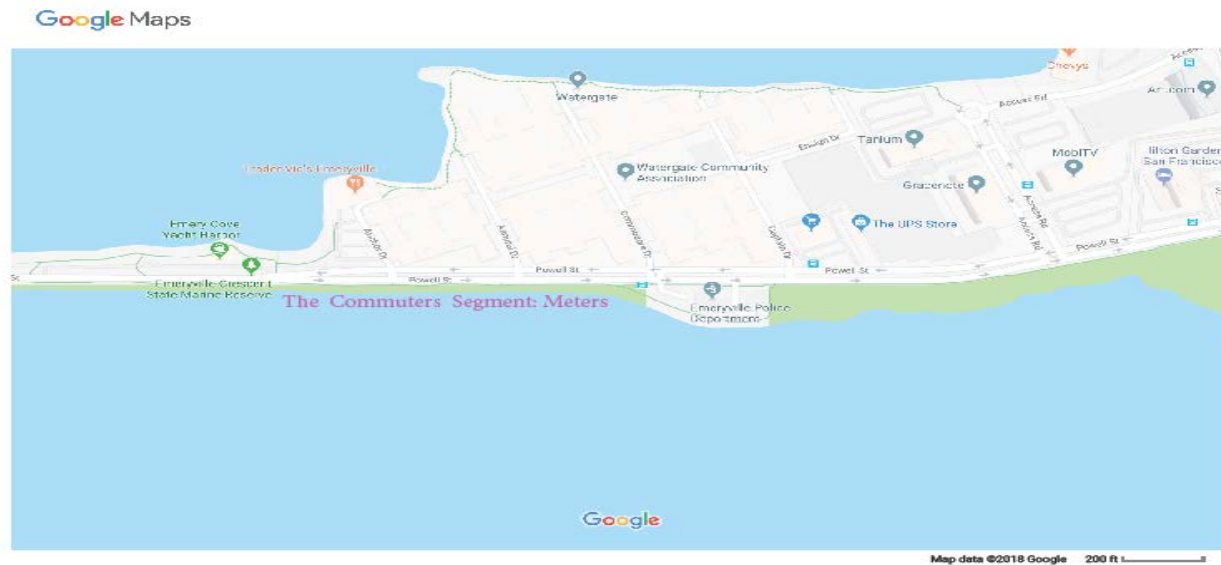
<https://www.google.com/maps/@37.836829,-122.3048324,17z>

1/1

2b) Install parking meters on Powell in the segment that spans between the Police Department, and ending across from the Private Marina. Commuters, non-residents, who drive into Emeryville each day to use the Shuttle and/or to use the casual carpool would pay for the meters.

6/19/2018

Google Maps



<https://www.google.com/maps/@37.836829,-122.3048324,17z>

1/1

3) Enforcement is critical. Revise the Financial plan to increase the Parking Management budget to provide for three (3) staff for the parking enforcement within the Police Department. Three staff are needed to accommodate sick leave and vacations.



The balance of the letter provides supporting details and information for the requested revisions within the Peninsula section.

Parking meter costs: a draconian “tea” tax imposed on Peninsula Residents

Parking meter costs will impose a draconian “tea” tax (add an excess cost) to the residents who live along Powell at Watergate.

Two (2) plus cars are a necessity for households, with two or more people who live within the Watergate residential complex. These households include: couples, families, singles and people sharing an apartment, as roommates, to deal with the high cost of rentals in Emeryville and the SF Bay Region. Currently at Watergate, 48 % of the units are rental units.

Built in the 1970s, the City zoning guidelines, at that time, only required one parking space to be assigned to each unit, irrespective of the number of people who live at the unit within the Watergate property. Residents who live with 2 or more people, must seek on-street parking on Powell to accommodate their second auto. A 2nd space is also needed for caregivers, household workers and visitors. Refer to photo of residents, living at Watergate, who participated as volunteers at the City Triathlon in March this year.



Weekend Use of Powell by Watergate Residents. At dawn, this last fall and this spring, I walked on both sides of Powell along the segments that extend between Captain Drive and Trader Vic's. (My walks occurred on two weekends in November 2017 and one weekend in April 2018, at 6:00 AM, on both Saturday and Sunday mornings.) Autos were solidly parked along ALL of the street segments - a 100 percent pattern of parked cars. For me that weekend parking pattern is a strong indication that Watergate residents are using Powell for "overflow" parking for their 2nd cars, on both weekends and weekdays. That supports the fact that many of the Watergate units are occupied by at least 2 people, both of whom have a car.

Economic studies continue to confirm that residents in the East Bay, including Emeryville over the past 10 years, travel mainly by auto to jobs in the nine county region due to the limited coverage by Bus/Bart and Amtrak. The Bay Region experiences a high cost of living combined with the lack of transit coverage. Working adults are forced to each possess a car in order to be competitive within the job market. Frequently, both spouses work, full or part time. That pattern for working adults spans from the "lower" paying jobs up through the "higher" paying jobs. (Source: East Bay Economic Development Alliance report, 5/17/18.)

Watergate residents already pay City and County Taxes. Parking Meters impose an added penalty. This "penalty" completely ignores the fact that since the 1970s, for over 40 years, Watergate residents here have been contributing City and Alameda County taxes -that have benefited the City - paying for City services. Residents typically live numerous years within the complex. Our taxes, and shopping in Emeryville, have helped to build the City during all of the years when very few people lived here. Many of us have participated regularly through the years on the City Council, City Committees, the ECCL and on City Arts events.

Powell South Side: office workers use Powell for parking

Office Workers consistently park the full day on Powell, the southerly waterfront side, between The Towers Office buildings and Captain Drive, by the Fire Department. For example, last month on Thursday morning, May 31st, at 7:30 AM, there were 18 cars already parked within the green zone that extends from the Towers to the Fire Department Buildings. In contrast on Saturdays and Sundays three or four cars might park a couple hours within that area of Powell. Refer to photo.



The office workers avoid paying for parking available to them within the Office Towers complex. For over 20 years I've observed this all day parking use along Powell Street, by office workers at the office Towers. This parking pattern has persisted day in and day out, through all seasons of the years. Weekend users have a recreation purpose: dog walkers, runners, and waterfront/Bay Trail enthusiasts.

In more recent years, I've also observed that *the Towers continue to have considerable excess parking capacity throughout the Towers off street parking structure by Powell.* (My in-home office space faces east towards The Towers parking structures and high rise buildings.) In May I asked, Diana Rivers, CPM, LEED AP O+M, General Manager for The Towers, about that excess capacity that I've seen in recent years. Ms. Rivers advised me that tenants who lease space are granted three (3) parking spots per 1,000 RSF of office space. The Towers actually falls short just a bit on that ratio. Thus on paper, The Towers doesn't have any spare parking. **"It just looks that way because one of our towers is more than 50% vacant."**

Powell South Side: Non-resident Commuters Use Powell for Parking

Commuters, who live in other East Bay cities, consistently park the full day on Powell. A "casual car pool" location exists westerly of the Police Department. This is also a stop for the Emery-Go-Round shuttle. This parking pattern persists in this other segment of Powell, along the waterfront, southerly side, between the Police Department and extending along to the area across from the Trader Vic's restaurant.

This parking behavior and pattern exists Monday through Friday by commuters. These commuters, who live in other East Bay Cities, drive to park in Emeryville on weekdays to take advantage of the "casual car pool" and the Emeryville shuttle, thus avoiding SF Bay Bridge tolls and the high downtown San Francisco parking costs.

In contrast, the Saturday- Sunday weekend parking pattern is considerably different on that segment of Powell. On the weekends, residents at Watergate use Powell to park their second car. (Refer to preceding discussion under the section on Parking Meter costs.)

Conclusion

I would like to thank all of the City people who worked on this complex draft plan: City Council, City staff, Committees, Planning Commission and Consultants. I personally attended all of the city activities relating to the city parking strategy plan: the Planning Commission (May 17, 2018); the City workshops (April 18, 2018 and on November 16, 2018); and, through the on-line survey - the City parking strategy website.

Many of us within the community, in all of the neighborhoods and business areas, have spent numerous hours working together to balance our neighborhood, business and citywide interests. We look to the City Council to "hear us" and to seriously consider all of the points that we raise to your attention to revise this citywide plan so that it contributes to our quality of life living in Emeryville.

Sincerely,

Louise Engel, American Institute of Certified Planners (A.I.C.P.)
Watergate Resident and Business Owner for over 20 years