



# NEW MONTEREY

## Neighborhood ASSOCIATION

P. O. Box 2642 Monterey, CA 93942

January 12, 2018

RE: Parking Ordinance

City Council  
City Hall  
Monterey, CA 93940

Dear Mayor Roberson and Members of City Council:

As currently written, the city's parking policy directs that businesses that provide too little or no parking are to pay an in lieu fee.

We would like to suggest that the city reconsider this policy. If participation in a parking validation program were required instead of the in lieu fee, customers of these businesses would be encouraged to use nearby parking lots – or any participating parking lot in the city coupled with use of the shuttle.

The program could be advertised – park in any city lot, ride the shuttle, get your ticket validated for 1 or 2 hours of free parking.

What we have now is money that goes into a fund, but has no correlation or connection to actual parking usage.

As mixed use neighborhoods develop and already-taxed on-street parking is filled, a revision of the parking ordinance to encourage a citywide or district-wide parking validation program makes sense. We ask that you consider this alternative to the current in lieu fee.

Sincerely,

Laurie Hambaro, President  
New Monterey Neighborhood Association

cf: Cristie Steffy, Parking Division  
Kimberly Cole, Chief Planner  
Rick Johnson, NMBA  
Bonnie Adams, CRBID  
New Monterey Neighborhood Assn Board