



PARKING PERMIT PROGRAM – WEST END PERMIT AREAS

I. OVERVIEW OF PARKING PERMIT PROGRAM (PPP)

Purpose of the Program:

The Parking Permit Program (PPP) was established to improve management of the supply of downtown parking for the benefit of businesses, customers and visitors. The PPP accomplishes some important objectives benefiting both the businesses and the general public, including:

- Providing business owners and employees with a supply of affordable parking that is not subject to time limits.
- Freeing up prime commercial parking areas for the customers and visitors, which make parking more convenient for the public and reduces traffic and circling in search of available parking.

The PPP split into two programs – The West End Program and the East End Program. The West End Program covers two (2) parking areas west of Spring Street, as illustrated on the map on the following page of this document. The East End Program covers five (5) parking areas east of Spring Street. You may participate in either program, depending on which is most beneficial to you, based on the location of your business or place of employment. Regardless of which program you participate in, permit parking is strictly limited to the areas designated as permit parking areas for the respective programs.

The PPP is administered by the City of La Mesa and enforced by La Mesa Police Department Parking Control. The La Mesa Community Parking Commission is an advisory body to the La Mesa City Council and provides recommendations to the Council concerning parking issues within the boundaries of Parking District 1, which includes all PPP parking areas. The Commission meets at 5:30 p.m. on the third Tuesday of every month in the City Council Chamber of City Hall. The meetings are open to the public and your attendance and participation is both welcome and encouraged.

II. PARKING PERMIT PROGRAM POLICIES AND PROCEDURES FOR THE WEST END AREAS

Policies and Procedures:

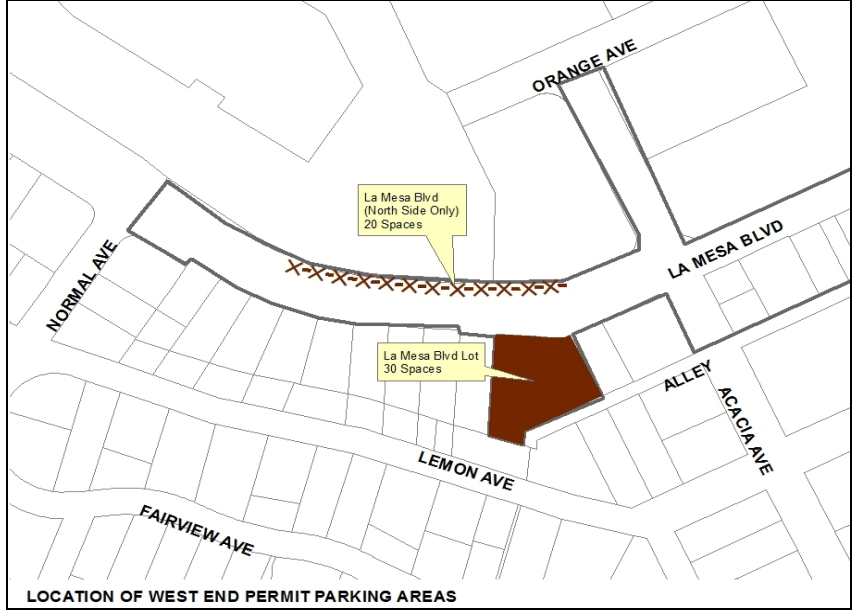
1) *Park Only in the Designated Areas*

Purchasers of the brown \$40 permit are only allowed to park in the following locations, as shown on the map below:

As shown in the inset map, there are two (2) designated permit parking areas, along La Mesa Blvd., west of Acacia Ave.

(1) The La Mesa Boulevard Municipal Parking Lot is located on the south side of La Mesa Boulevard, just west of Acacia Avenue. The lot contains 30 surface parking spaces on two tiers.

(2) On-street permit parking is allowed only at the 20 metered spaces on the **north** side of La Mesa Blvd., between Acacia Ave. & Normal Ave.



2) *No Guaranteed/Assigned Parking Spaces*

The PPP does not guarantee the availability of parking at any time nor does the PPP entitle permit holders to assigned individual parking spaces. Parking in the designated areas is available on a first-come, first-served basis for permit holders and the general public. If there are no parking spaces available in the La Mesa Boulevard municipal lot at a particular time of day, the permit holder is responsible for obtaining alternate parking elsewhere and must abide by all conditions and/or costs that apply to that alternate parking.

3) *Parking Permit Pricing*

The cost of a parking permit for the West End Areas is \$40 per calendar year quarter. West End permit placards are brown in color.

4) *Parking Permits Sold on a First Come, First Served Basis*

Only a limited number of parking permits are sold each quarter. Permits are sold on a first-come, first-served basis and once the maximum number of permits has been sold, no additional permits or renewal stickers will be available until the start of the renewal period for the next quarter. Permit applications and fees will be processed in the order they are received at City Hall.

5) *No Maximum Number of Parking Permits Purchased*

At the present time, there is no maximum limit on the number of West End permits that can be purchased. If it should come to the City's attention that occupancy levels and purchasing patterns are preventing equitable distribution of permits among local business, the City will implement limitations or other restrictions on the number of permits that can be purchased by individual businesses.

6) *Parking Permits for the Sole Use of the Purchaser*

Use of parking permits is intended solely for the purchasing business and/or employees of the purchasing business. Parking Permits cannot be shared between businesses nor can one business purchase Parking Permits for use by another business. Such practices could result in the revocation of Parking Permits and/or expulsion from the Parking Permit Program. The City reserves the right to request verification of employment from the purchaser for all permits purchased.

7) *New-First-Issue Parking Permit Purchases May Be Pro-rated*

The cost of a parking permit may be pro-rated but only if the permit is a new, first-issue permit being issued after in the second or third month of the permit quarter. Existing permits that are being renewed may not be pro-rated, regardless of when they are renewed during a given permit quarter.

8) *No Pre-payment for Future or Multiple Quarters*

The City will only sell permits for the current quarter. At no time will the City sell or accept pre-payment for Permits applicable to one or more calendar quarter(s) beyond the current or immediately upcoming quarter.

9) *All Parking Permit Sales Final*

The City will not issue refunds for sold parking permits. Lost or stolen placards/stickers will incur a replacement charge of \$25/placard. If your placard is current/valid and is damaged, cracked or broken the City will provide a replacement at no charge. To arrange for a replacement please contact Parking Control at (619) 667-1475

10) *Method for Purchasing New or Renewing Existing Parking Permits*

If you are new to the Parking Permit Program, you can download a permit application by visiting the City's website, <http://www.cityoflamesa.com>, and navigating to the Parking Permit Program web page (just type "Parking Permit Program" into the search box on the City's home page). From there, you can navigate to the West End and East End applications for the current quarter by selecting the "Permit Renewal" link. Applications should be filled out completely and delivered in person or mailed to the address below (address is also listed at the top of the application form) along with a check or money order for the amount due. If paying in person at City Hall, a credit or debit card may also be used for payment.

City of La Mesa
Downtown Operation/Parking Control
8130 Allison Avenue
La Mesa, CA 91942

Those with existing permits will receive a renewal email notification from Downtown Operations/Parking Control staff approximately 10 days prior to the start of a new quarter with a web link to permit renewal information, provided the permit holder has listed an email addresses on their previous permit application. After your purchase you will receive a placard and quarterly sticker in the mail if you are a first-time purchaser. If you are an existing permit holder renewing your permit, you will receive only a current quarterly sticker you can affix to your existing placard.