



PARKING PERMIT PROGRAM GUIDELINES – REVISED 2020

I. OVERVIEW OF PARKING PERMIT PROGRAM (PPP)

Purpose of the Program:

The Parking Permit Program (PPP) was established in the 1980s to better manage the supply of parking in the Downtown Village. The goals of the program are to provide business owners and employees with parking options in designated areas and to improve parking availability for business customers. By concentrating business owners and employees in specific areas away from the most sought-after parking spaces in the core of the business district, customers can find parking quicker and park closer to their desired destinations. This reduces block-circling and improves parking turnover. The PPP provides business owners and employees, who's vehicles can tend to remain sedentary and who tend to park for extended time periods, with a supply of affordable parking that is not subject to time limits.

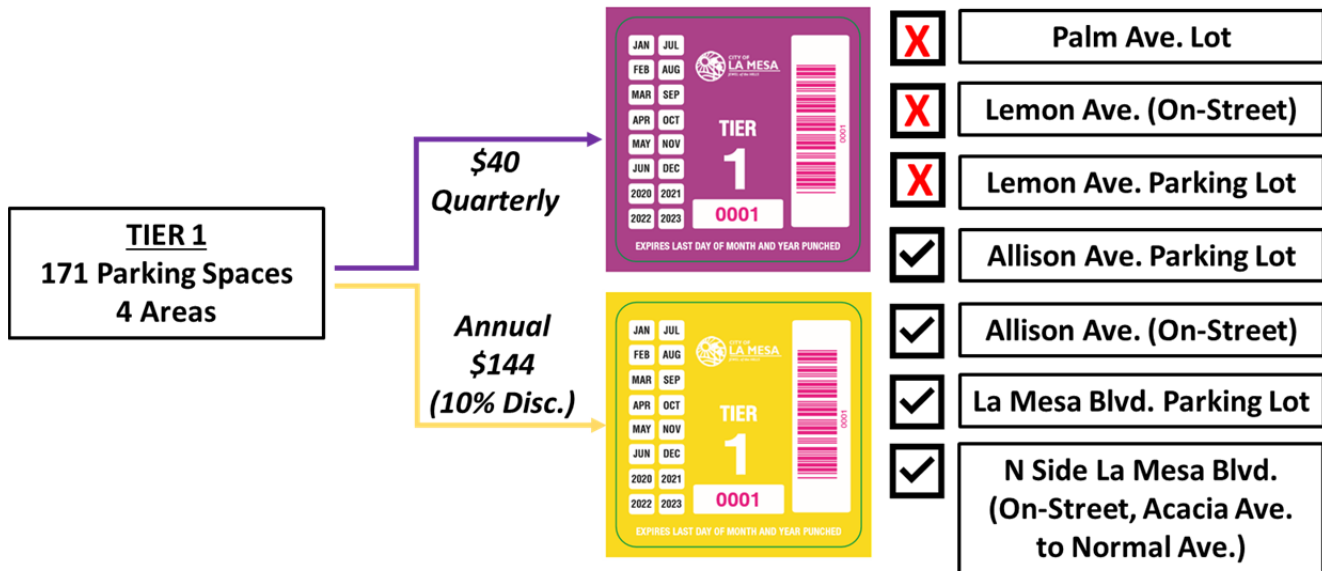
Program Administration:

The PPP is administered by the City of La Mesa and is one element of a multi-faceted, data-driven parking management and enforcement system. Enforcement is provided by the La Mesa Police Department Traffic Division and policy recommendations are developed by the La Mesa Community Parking Commission (Commission), a citizen advisory body to the La Mesa City Council (Council). Commission meetings are scheduled for the third Tuesday of every month at 5:30 pm. During the pandemic, scheduled meetings are held digitally via Zoom. Agendas, meeting materials, and Zoom links are posted in advance of each meeting on the City's website at www.cityoflamesa.us. The meetings are open to the public and participation is both welcome and encouraged.

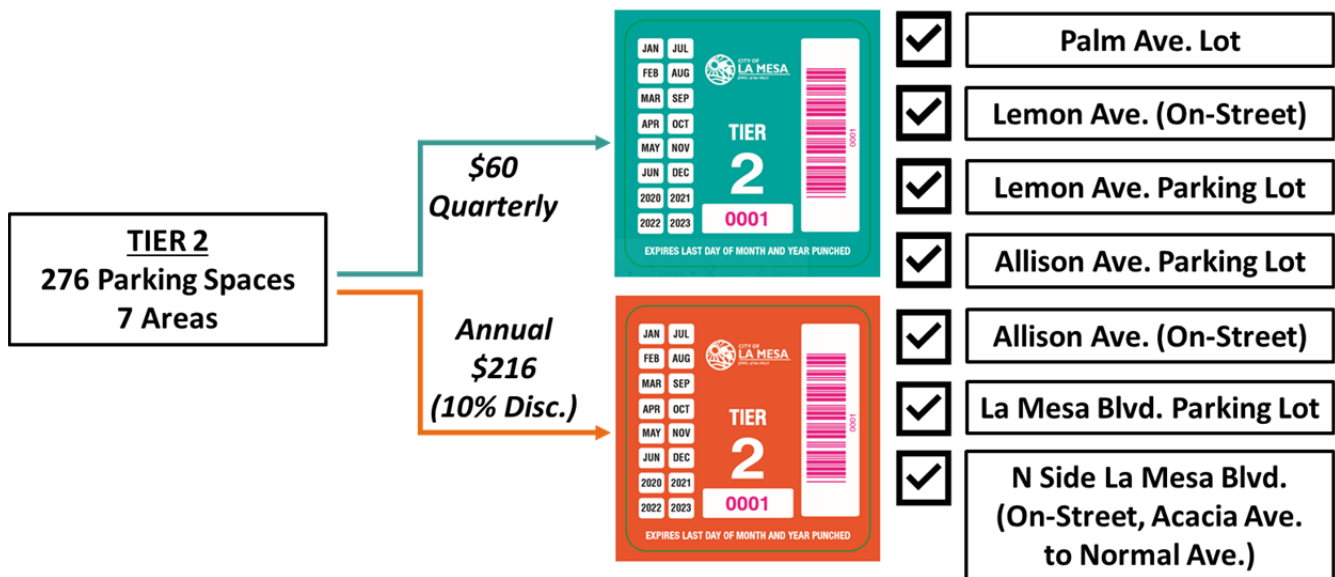
II. PERMIT TIERS AND PRICING OPTIONS

Permit Tiers:

The PPP provides participants with access to as many as 276 parking spaces in seven different locations throughout the Downtown Village area. Program participants can select either a short-term quarterly permit or a long-term annual permit option. Tier 1 provides access to 171 parking spaces spread across four different locations for a quarterly cost of \$40/quarter or a discounted annual rate of \$144/year. In addition to lower permit cost, purchasing an annual permit also relieves the purchaser of the task of quarterly permit renewal, reduces the total cost of processing charges. Annual permits also run on a 365-day calendar from the date of purchase. The illustrations below shows the quarterly and annual permit colors, pricing, and parking areas provided to Tier 1 quarterly and/or annual purchasers.



As shown in the illustration below, Tier 2 provides access to 276 parking spaces spread across seven different locations for a quarterly cost of \$60/quarter or an annual cost of \$216/year. Tier 2 includes all 171 Tier 1 spaces and an additional 105 spaces east of Spring St. and south of La Mesa Blvd.



III. PARKING PERMIT PROGRAM POLICIES

Purchasing New or Renewing Existing Parking Permit:

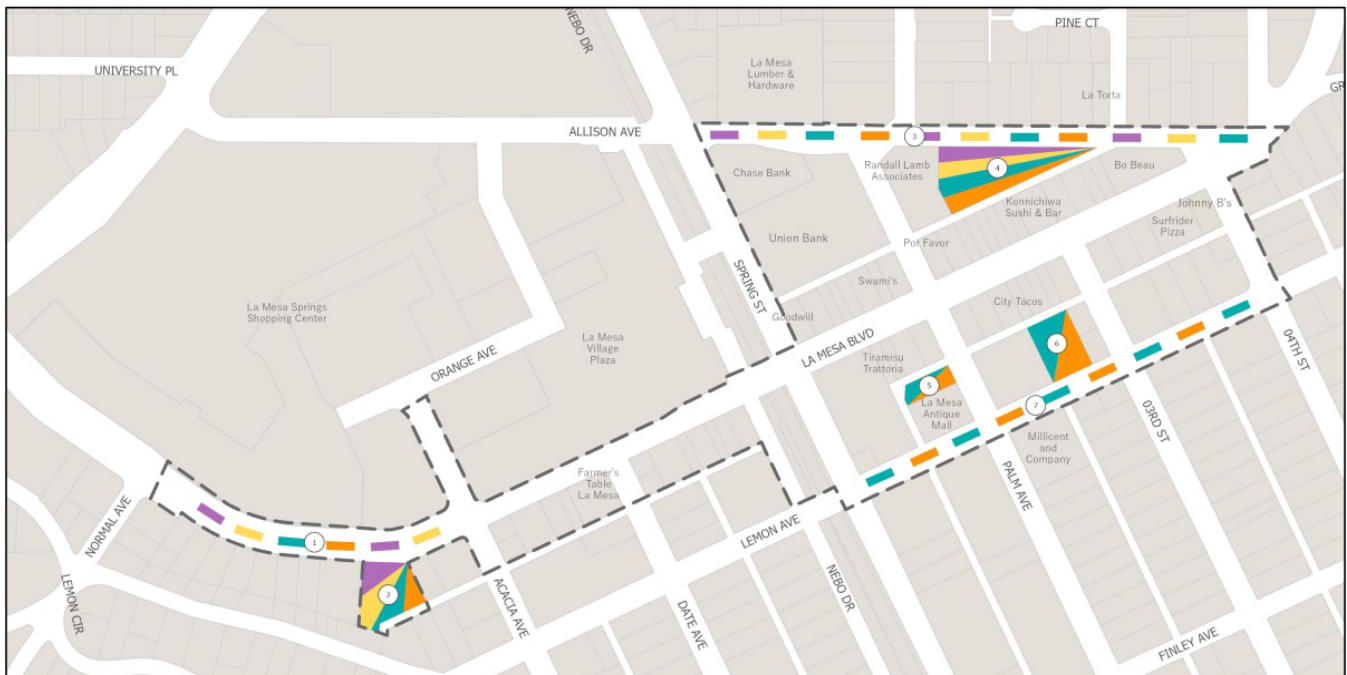
Starting July 1, 2021 the City of La Mesa will partner with Phoenix Information Systems Group to serve as the City's third-party agent to accept online parking permit applications, process online payments, fulfill permit orders, and transmit quarterly and annual renewal notifications. The online system will become active on the date noted above in this section and can be accessed by visiting www.paymycite.com. Phoenix Group will charge a vendor service fee equivalent to the greater of \$3.95 or 3.25% of the total price of the permit order.

All Parking Permit Sales Final:

All permit sales are final and the City will not issue refunds for sold parking permits or related vendor service fees. Lost or stolen permits will incur a replacement charge of \$25 for each quarterly permit and \$50 for each annual permit.

Park Only in Areas Designated for Permit Parking:

Program participants may only park in the areas designated for the Permit Tier within which they have purchased a quarterly or annual permit. Parking outside these areas without paying the parking meter may result in issuance of a parking citation. Please familiarize yourself with map below, which correlates permit tier colors with allowed parking areas.



 <p>CITY OF LA MESA JEWEL OF THE HILLS</p> <p>--- Parking District</p> <p>--- Tier 1 and Tier 2</p> <p>--- Tier 2</p>	<h3 style="text-align: center;">Parking Permit Program</h3> <h4 style="text-align: center;">Designated Permit Parking Areas</h4> <ul style="list-style-type: none"> ① La Mesa Boulevard On-Street Parking (20 metered spaces on north side of street) ② La Mesa Boulevard Parking Lot (30 spaces) ③ Allison Avenue On-Street Parking (47 metered spaces) ④ Allison Avenue Parking Lot (74 spaces) ⑤ Palm Avenue Parking Lot (22 spaces) ⑥ Lemon Avenue Parking Lot (34 spaces) ⑦ Lemon Avenue On-Street Parking (49 Spaces) <p style="text-align: center;">Total Spaces: 276</p>	 <p style="text-align: center;">N</p> <p style="text-align: center;">Feet</p> <p style="text-align: center;">0 250 500</p> <p style="font-size: small;">Source: SANGIS (Roads, Parcels, Incorporated City Boundary, Lakes)</p>
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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 desired permit-eligible area on a particular day of week or time of day, the permit holder is responsible for seeking parking in another permit-eligible area.

Proper Permit Display Required:

Permit sticker must be properly displayed at all times. Permit number and sticker must be affixed to, and fully visible on, the front portion of the driver-side windshield (either upper or lower corner), with sticker color, permit number, and sticker facing outward. Failure to display the permit may result in issuance of an expired parking meter citation. Forgotten, lost or misplaced parking permits do not qualify as a reason to dismiss a valid parking citation. If permit is not displayed the vehicle has no parking privileges and must pay the parking meter and observe posted time limitations. If permit has been lost or misplaced and is, therefore, unavailable to display please call Phoenix Group at 888-300-9915 to purchase a replacement. Lost or stolen permits will incur a replacement charge of \$25 for each quarterly permit and \$50 for each annual permit.

Permit Duplication or Tampering Prohibited:

Tampering with or duplicating of a permit sticker(s) is strictly prohibited and will result in a citation and may merit criminal prosecution.

Maximum Number of Parking Permits Purchased:

At the present time, there is a 25-permit maximum limit on the number of permits that can be purchased by one individual or business. If additional permits remain available after 30 days, they can be made available to any purchaser seeking permits in excess of the 25-permit limit.

Limitation on Privileges:

Purchase and possession of a parking permit does not provide exemption from any other parking laws or requirements.

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.

New-First-Issue Quarterly Parking Permit Purchases May Be Pro-rated:

The cost of a quarterly 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 quarterly permits that are being renewed may not be pro-rated, regardless of when they are renewed during a given permit quarter. Annual permits may not be pro-rated, as they run on a 365-day calendar from date of purchase.