

YES to Greener Solutions — NO to more Garages

To the Santa Cruz City Council:

We the undersigned oppose the plans to construct a five-story parking garage on the city-owned lot at Cedar and Cathcart Streets (the current site of our Downtown Farmers Market), and therefore urge that planning for this garage be halted.

Instead, we urge that greener, less costly solutions—involving Parking Demand Management as recommended by the City’s 2003 Master Transportation Study—be implemented.

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FOR DETAILS, SEE OVER

This petition is being circulated by the **Committee for a Vibrant Downtown**. For more information, or to return petitions, call (831) 425-7581. Also visit www.sensibletransportation.org/vibrantdowntown/.

Details regarding the proposed garage

- ❖ **Plans are now under consideration** to construct a **five-story parking garage** on the city-owned lot at Cedar and Cathcart Streets—**the current site of our Downtown Farmers Market**.
- ❖ **The projected cost is too high.** Construction: \$21 million for a net gain of 484 spaces. Total debt service: **\$42 million** over 30 years, or **nearly \$87,000 per new parking space**.
- ❖ **Contrary to our General Plan**, the planned-for garage **subsidizes auto use** rather than other transportation modes.
- ❖ The planned-for garage would make **Cedar Street the “back alley” of Pacific Avenue**, and would commit funds that otherwise could be invested in Downtown prosperity.
- ❖ The planned-for garage **would require relocation of the Downtown Farmers Market**.

Details regarding greener solutions

- ❖ **Greener, less costly solutions, involving Parking Demand Management, are recommended in the City’s 2003 Master Transportation Study, but have not been considered.** Here are some features:
- ❖ **Prioritize customer parking** over all-day parking;
- ❖ **Support the Downtown workforce to use alternatives**, including bus passes, emergency vouchers, credit for car-sharing, bicycles and parking cash-out;
- ❖ **The cost is only \$1250/year per commuter**, paid for from meter revenues and permit parking income;
- ❖ **The lower cost would allow the development of the lot location to enhance the Downtown experience**—it could be a Town Square serving not only the Farmers Market but also our many other Downtown events.