

Appendix 4: City of Manhattan Beach Parking Management Plan Evaluation

Study Area

The Downtown study area is generally bounded by 15th Street to the north, Ardmore Avenue to the east, 8th, 9th, and 10th Streets to the south, and The Strand to the west. This area encompasses retail, office, civic, multi-family residential units, and single-family residences. There are three primary vehicle access routes: Manhattan Beach Boulevard, which runs east-west and leads incoming visitors directly into the Downtown retail core, and Highland Avenue and Manhattan Avenue, which each run north-south. Valley Drive and Ardmore Avenue are also frequently used access roads, and provide access between Sepulveda Boulevard in the north and Hermosa Beach in the south.

Purpose of Parking Management Plan

The purpose of this analysis is to reevaluate the 2008 Downtown Parking Management Plan (DPMP), confirm the strategies currently being used from the 2008 DPMP, and propose new strategies to address current needs and issues with parking in the project area. The updates and strategies are based on information and feedback received from the City of Manhattan Beach, in-person intercept surveys and online surveys conducted in August 2015, and two community workshops held in the fall of 2015. No new parking quantities or parking demand data were collected for this study. Instead, data collected for the previous 2008 DPMP was used as a benchmark for this analysis. There are approximately 1,400 public parking spaces within the nine City lots, and another 440 parking spaces on Downtown city streets.

Below is an overview of the 2008 proposed strategies, their implementation, and the results:

2008 Parking Management Plan Strategies	Objectives and Results
1. Raise street meter rates to prioritize on-street parking for customers and short-term users.	Encourage use of underutilized public parking lots and open up on-street spaces. <i>As of 2008, on-street meter rates were 75 cents an hour, and lot rates were 50 cents an hour. In 2010, the on-street rates were raised to their current rates of \$1.25 an hour, and the lot rates to 75 cents an hour. Street meter prices were kept higher to continue to encourage visitors to park in the structures, and the rate increase assisted in covering the ongoing maintenance of the meters.</i>

2008 Parking Management Plan Strategies	Objectives and Results
<p>2. Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.</p>	<p>Redirect long-term parking away from on-street parking.</p> <p><i>As noted above, the parking lots and structures maintain a lower rate. This does help direct visitors away from on-street parking.</i></p>
<p>3. Increase the number of 24-minute on-street parking spaces adjacent to certain businesses with short-term parking needs.</p>	<p>Improve street parking turnover rate and increase usage and convenience.</p> <p><i>Additional 24-minute street parking was implemented, and is found to be widely used and beneficial.</i></p>
<p>4. Increase time limits on the upper level of Metlox structure to 3 hours.</p>	<p>Encourage parking in underutilized lot for customers with multiple destinations.</p> <p><i>Time limits were increased and found to be beneficial.</i></p>
<p>5. Increase time limits on the lower level of Metlox structure to 10 hours and on the upper level of Lot 3.</p>	<p>Encourage employee parking in underutilized areas.</p> <p><i>Time limits were increased and found to be beneficial.</i></p>
<p>6. Pursue installation of ATM-style cash key recharge stations in public lots.</p>	<p>Encourage use and compliance of metered spaces in public lots.</p> <p><i>In lieu of cash key recharge stations, newer technology meters were installed that accept credit card payments. This has been found to be more convenient for all users.</i></p>
<p>7. Consider installing meters in unmetered public spaces.</p>	<p>Encourage greater parking turnover for short-term use.</p> <p><i>Additional meters were installed in unmetered parking spaces adjacent to commercial uses to increase the parking supply.</i></p>

2008 Parking Management Plan Strategies	Objectives and Results
8. Require all new restaurants to address increased parking needs through the use permit process.	<p>Reduce parking impacts caused by disproportionate parking generation.</p> <p><i>Use Permits have been used to monitor parking demand for various uses.</i></p>
9. Provide monthly merchant permits and stickers for employees who may not be able to afford biannual permits.	<p>Encourage use of merchant permits by employees.</p> <p><i>Monthly merchant permits were instituted and are popular. Monthly permits sold out in one day when they were offered.</i></p>
10. Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.	<p>Provide incentive for employees to park in public lots rather than on residential streets.</p> <p><i>Merchant permit costs were reduced for Metlox structure.</i></p>
11. Allow residents to override time limit parking restrictions in residential zones in the Downtown area.	<p>Relieve overflow parking demand in residential area without impacting residents.</p> <p><i>Residents are allowed to override the time limit restrictions every day of the week, which helped relieve overflow parking in those areas.</i></p>
12. Evaluate Parking Fund to determine operating expenses and revenue opportunities.	<p>Determine parking maintenance and operational needs.</p> <p><i>Parking Fund was used. Capital Program to be reestablished.</i></p>
13. Investigate opportunities for accessible parking for the disabled on streets and in public lots with minimal loss of general parking.	<p>Provide more accessible parking.</p> <p><i>ADA-compliant parking is provided in public parking lots. There are challenges to providing additional ADA-compliant parking on streets and lots due to existing site constraints and surface elevation conditions.</i></p>

2008 Parking Management Plan Strategies	Objectives and Results
<p>14. Investigate opportunities to provide carpool and “green vehicle” parking spaces in public lots.</p>	<p>Promote green practices by encouraging low emission vehicle use.</p> <p><i>Four electric vehicle charging stations were provided in the lower Civic Center parking structure. The charging stations are popular and the City is considering adding stations. Approximately 5 small car spaces were added on Downtown streets for use by electric cars.</i></p>
<p>15. Implement a Parking directional sign plan with a distinctive and clear identity.</p>	<p>Encourage greater use of public lots through education.</p> <p><i>New parking directional signs were installed in 2009 for all public lots. However, an overall review and redesign to better direct visitors to parking is needed.</i></p>
<p>16. Review effectiveness of implemented strategies.</p>	<p>Ongoing monitoring.</p> <p><i>Being conducted.</i></p>

Public Survey Results

As part of the Downtown Specific Plan community outreach process, in-person intercept and online surveys were conducted in August 2015 to garner input on a variety of issues. Several questions related to parking were included in the survey, and the survey results concluded the following:

- Improved and increased parking was identified by respondents as one of the top priorities for Downtown.
- 52.4% of respondents identified that additional parking would encourage them to spend more time Downtown.
- Respondents ranked the following ideas on how the City could increase parking Downtown from most to least favorable:
 1. Additional structured parking
 2. Additional on-street parking
 3. Valet parking
 4. Bicycle parking
 5. Remote parking with transit and/or bike share access to the Downtown area
- Between the options of having wider sidewalks and thereby eliminating street parking, versus retaining the existing sidewalks and thereby retaining on-street parking:
 - 47.7% people favored wider sidewalks and eliminating on-street parking
 - 52.3% people favored retaining sidewalks and on-street parking
- Some respondents believe there is plenty of existing parking; however, better signage is required to direct visitors to available parking locations.
- Respondents identified the following as items which other communities are doing that they would like to see Manhattan Beach utilize:
 - Phone applications to identify and direct users to available parking
 - A shuttle system to transport locals and visitors around Downtown

Community Workshop Findings

In the fall of 2015, two community workshops were facilitated by the Downtown Specific Plan consultant team. The purpose of the workshops was to introduce the project to community members, discuss the project's economic and business development efforts, and present overall design concepts and strategies to address those efforts. Similar to the surveys conducted at the onset of the project, the workshops allowed the community to provide input on parking-related issues and strategies.

For parking, the intent of the first workshop was to validate the findings of the 2015 Urban Land Institute (ULI) report and ensure that those findings and recommendations aligned with the community's vision. Participants were asked to select their top three parking strategies from a list of eight. The outcome of the rankings are as follows:

1. Reduce Employee Parking within the Residential Neighborhood (38 votes/31% of participants selected)
2. Better Utilize Existing Parking Lots and Structures (34 votes/28% of participants selected)
3. Increase Biking Options (17 votes/17% of participants selected)
4. Provide Additional Parking Supply (12 votes/10% of participants selected)
5. Improve Access to Parking (9 votes/6% of participants selected)
6. Reduce Residential Parking within the Downtown (6 votes/5% of participants selected)
7. Expand Valet Parking Program (4 votes/3% of participants selected)
8. Expand On-Street Parking (1 vote/<1% of participants selected)

For community workshop #2, the consultant team took the input gathered from the first workshop and refined the parking strategies to more specifically address the community's concerns. Five parking strategies were proposed and participants were asked to identify their most and least preferred parking strategy. The outcome of their preferences are as follows:

- Provide Additional Parking Supply
 - 24 votes Most Preferred
 - 19 votes Least Preferred
- Manage Employee Parking
 - 18 votes Most Preferred
 - 6 votes Least Preferred
- Utilize Existing Parking Lots and Structures
 - 13 votes Most Preferred
 - 0 votes Least Preferred
- Provide a City Operated Valet Program
 - 5 votes Most Preferred
 - 6 votes Least Preferred
- Increase Turnover of Vehicles and Available On-Street Parking (Demand Pricing)
 - 3 votes Most Preferred
 - 31 votes Least Preferred

Parking Management Plan Strategies

Based on the feedback received from the public survey, community workshops, and discussions with the City, a new set of parking management strategies is being proposed to address the current and future master planning needs for the City. The following are recommended strategies for implementation:

Proposed Strategy	Objectives
1. Begin to utilize demand pricing for street parking meters.	Direct visitors to parking structures and lots during peak periods, and to street parking in low periods.
2. Continue to provide lower meter rates in parking structures and lots.	Lower meter rates in parking structures and lots encourage long-term parking, thereby helping to reduce the amount of long-term parking on the street.
3. Redesign parking wayfinding signs.	Clearly and expeditiously direct visitors to available parking in Downtown.
4. Utilize smart parking technologies to increase the ability to find available parking and provide a higher level of service to visitors.	Direct visitors to available parking, thereby reducing the congestion created by visitors searching for parking. Technologies also provide a higher level of service for visitors and create appeal.
5. Introduce a City-regulated valet parking program.	Valet program provides the opportunity to take vehicles off the street and park them in remote parking locations. Public or private parking lots or structures can be utilized more efficiently because valet operators can stack vehicles and allocate more vehicles in an area than standard self-parking.
6. Continue to utilize existing private parking lots and structures to create shared parking opportunities during business off-hours.	City to maintain existing, and identify new agreements with local businesses to use existing parking areas during business off-hours. Additional parking will help with parking demands during nights and weekends.
7. Maintain parking enforcement personnel and extend enforcement activity to enforce parking violations.	Enforce compliance of parking spaces and other systems established by the parking management plan.
8. Reduce allowable on-street parking time limits in residential areas.	Discourage employees from parking in residential areas for long periods of time.
9. Provide parking at existing remote parking lots with a City shuttle service for visitors and customers.	City to form agreements with surrounding businesses and institutions for use of their existing parking. Provide parking and shuttles to reduce the amount of vehicles and congestion within the Downtown
10. Provide a City-operated shuttle service for employees/merchants to utilize remote parking locations.	Reduce the amount of employees/merchants parking in the Downtown and residential areas, thereby freeing up parking spaces in Downtown for visitors and residents.

Proposed Strategy	Objectives
11. Locate employee parking in remote locations in or near the Downtown area.	Increase the amount of convenient parking spaces for visitors, and provide designated parking areas for employees.
12. Create tandem parking options for employee parking.	Maximize the amount of employee parking that can be provided in a particular lot or parking structure level.
13. Reestablish Capital Program for operations, maintenance, and new construction expenses and to create revenue opportunities.	Funding to assist with ongoing and future maintenance for parking improvements.
14. Establish intra-Downtown resident parking system.	Consider providing a residential parking permit system that provides residents within the Downtown core, parking privileges in limited areas surrounding their residence.
15. Increase special vehicle parking stalls and loading zones.	Create additional parking for electric vehicle charging, ADA parking, motorcycle parking, and passenger loading zones.
16. Re-evaluate land use parking requirements	Review Section A.64.030 of the LCP to consider adjustments in how parking is calculated for different uses.
17. Utilize valet parking operations and flat rate payment systems during large events.	Help reduce traffic congestion, maximize efficiency of available parking Downtown, and increase speeds of ingress and egress during large events.

1. Begin to Utilize Demand Pricing for Street Parking Meters

Demand pricing is the method by which meter prices increase during periods of high demand and makes more street parking available for those visitors wishing to pay a premium. The price increase helps direct other visitors to the parking structures and lots where they may find lower-priced parking. When there are less visitors to the Downtown and parking demand is low, meter prices will lower to encourage visitors to park along the street near businesses and retailers. The existing meters are already capable of adjusting prices throughout the day, so the City would only need to establish a protocol for programming the meters to change at certain periods of the day. No additional cost to adapt or modify the meter would be necessary. This strategy was not favored by the community; however, demand pricing does help regulate the use of parking.

As reported in the 2008 DTMP, the peak overall demand for parking occurs between 1pm and 5pm, with both weekdays and weekends having similar usage. On-street parking typically becomes occupied first, and then the parking lots and structures. Demand pricing could be used so that street meter rates increase during the peak time between 1pm and 5pm, with lower rates before and after these times. It is recommended that meter rates in the parking lots and structures remain at a lower rate to continue encouraging vehicles toward the lots and structures in lieu of on-street parking. The time frame for increased meter rates could also be expanded to earlier than 1pm, possibly 11am, due to the likely increase in visitors on the weekend during the summer months.

2. Continue to Provide Lower Meter Rates in Parking Structures and Lots

Currently, parking meter rates are less in the City parking lots and structures than they are for on-street parking, excluding the beach parking lots, which have the most expensive rates due to their close proximity to the beach. Current rates in the various lots are as follows:

Beach Parking Lots - \$1.50/hour

City Parking Lots/Structures - \$0.75/hour

On-street Parking - \$1.25/hour

Providing a cost reduction for the public parking lots and structures encourages visitors to use these locations instead of the higher-priced street parking. The difference in price will help direct some vehicles away from the street, thus providing additional street parking for those willing to pay the higher prices.

The parking meter rates are comparable to the other neighboring beach cities:

Hermosa Beach: \$1.25/hour for on-street parking up to 8pm; \$1.50/hour after 8pm

Redondo Beach: \$1.50/hour in all locations

Santa Monica: \$2.00/hour at Downtown and Beach zones

To further encourage visitors to use the parking structures and lots, the beach parking lots and on-street parking could each be raised by \$0.25. Doing so establishes a premium for the convenient beach and street parking, and is still within the average of neighboring cities. However, if demand pricing were to be used, as described above, it is recommended to maintain the current meter rates as base rates. These base rates would then increase when demand increases.

3. Redesign Parking Wayfinding Signs

The City's current directional and wayfinding signage is an eclectic mix of various styles, color schemes, and branding that are not unified because they have been installed over the past few decades. As a result, the current design and layout of street signage directing visitors to parking locations is difficult to follow. An overall review of sign locations and their graphic design is currently being conducted in a separate effort outside of the Downtown Specific Plan project. The updated signage will provide consistent and clear signage to direct visitors to parking locations, and will also reference where parking is located for certain activities (e.g., parking, points of interest, Civic buildings, recreational areas, and various commercial districts). In addition, signs at the entrances of parking lots and structures will clearly identify the destination along with helpful information regarding parking availability, time limits, enforcement times, and directions to nearby activities. The new wayfinding signs will improve vehicle circulation conditions throughout the Downtown as well as aid in pedestrian flow and navigation.

4. Utilize Smart Parking Technologies to Increase Efficiency with Finding Available Parking and Provide a Higher Level of Service to Visitors

Smart parking technologies can be used to help address the public's comments and concerns of providing a clear path to parking and utilizing tools used by other cities. At a minimum, a mobile

application could direct visitors to the locations of parking lots and structures, relieving visitors of having to search for parking or rely on signage. To a greater extent, the mobile app could allow someone to reserve parking in a particular lot or structure, thereby providing the visitor a guarantee that they would have a parking space upon arrival to the Downtown area. The mobile app would help reduce the congestion created by visitors searching for available parking, and has the potential to greatly improve visitors' experience upon arrival knowing that they have a parking stall already reserved. Technical and communications coordination would need to occur in order to establish the system and synchronization with the City's existing metering system. Certain City parking lots or levels of parking structures could be allocated for mobile app reservations spaces. Based on demand, the quantity of reserved parking spaces could increase or decrease consistent with peak periods.

A mobile app can also allow for remote meter payments. The existing smart meters allow for credit card payments in addition to coins; however, the next step in technology would be to allow for payment to occur through one's smartphone. This service could be popular with beach-goers who may not want to carry coins or credit cards with them to the beach.

Finally, smart parking technologies can work with a City parking guidance system that uses dynamic signs to direct visitors to available parking. Not only would one be able to look for available parking through a mobile device, but dynamic signs can direct visitors to available parking with real-time information. At parking structure locations, signs indicating the quantity of stalls available and at what level would be helpful in indicating whether visitors could circulate through the structure or proceed to another lot. The City would also be able to extract and analyze parking usage and demand data from these smart technologies.

5. Introduce a City-Regulated Valet Parking Program

Currently, valet systems are utilized in the Downtown at a few select locations, and they are operated by a third party. This strategy to implement a City-regulated valet parking program includes a number of objectives:

- Reduce the number of vehicles circulating the Downtown by allowing them to valet at strategic locations.
- Enable valet operators to stack parking in parking lots and structures, which allows more vehicles to be parked in a given area than compared to a self-parked system.
- Place the City in control of the valet operations so that they operate as a Downtown-wide coordinated system. This empowers the City to be able to address operational concerns from the community directly.

Although this strategy was not as widely popular with the community, valet operations are already used in a number of similar Downtown settings with great success for collecting and efficiently moving cars off of the street. Existing parking locations can be used to store vehicles. A greater number of parking stalls will need to be dedicated to a valet system; however, an overall larger number of vehicles will be able to be parked at one time throughout Downtown. Similar streetscape improvements presented in Chapter 5 can be utilized for the valet drop-off and pickup areas. Although these areas are most convenient when adjacent to pedestrian crosswalks and pathways, consideration will need to be made regarding providing space for multiple vehicle queuing and how that interacts with pedestrians and other vehicles.

In addition to having valet operations for Downtown visitors, it could also be used to assist for employee parking. Valet operations for employees and merchants would allow the amount of employee parking to be maximized, and encourage employees to not utilize on-street or residential neighborhood parking. The current area for employee parking in the Metlox parking structure could be arranged to accommodate the employee valet parking, thereby utilizing an existing parking area, and increasing the efficiency of the vehicles parked in this area by approximately one-third.

6. Continue to Utilize Existing Private Parking Lots and Structures to Create Shared Parking Opportunities during Business Off-Hours

The private valet service already has agreements in place with a few local businesses, such as Citibank and Skechers, to utilize their parking lots during nights and weekends when those establishments are closed. It is recommended to continue those agreements as they add to the quantity of available parking in the Downtown. Although not many businesses have available parking lots, the City should continue to review the option to form similar agreements with other merchants in the Downtown area, as well as other remote locations that could potentially be used for valet operations.

7. Maintain Personnel and Extend Enforcement Activity to Enforce Parking Violations

Enforcement is required to ensure that parking is utilized correctly by the public and employees. The policies and strategies established by a DTMP rely on the systems being used correctly. Enforcement has improved in Downtown over the years, but must be augmented to more systematically monitor the systems that establish public parking time limits and locations, merchant and employee compliance, valet operations, and shuttle services. Any new parking structures will also require additional enforcement to accommodate the few hundred additional parking spaces that would likely be provided.

8. Reduce Allowable On-Street Parking Time Limits in Residential Areas

Residents are concerned with the amount of employee parking that occurs in the residential neighborhoods adjacent to the Downtown area. The availability of residential street parking is already limited for residents, and when employees park there for long durations of their workday, it reduces even more of a limited resource. This strategy focuses on the residential area east of Valley Drive, where residents receive parking permits to park in a defined area surrounding their neighborhood. Street parking would be limited to short durations of time, which would accommodate residents' visitors, while deterring employees who would otherwise be constantly required to move their vehicles during their work shifts. As mentioned above, enforcement would be critical to ensure that employees are adhering to the time limits in order to make this strategy work. If and when sufficient and convenient parking is provided for Downtown employees, this strategy can be phased out.

9. Provide Parking at Existing Remote Parking Lots with a City Shuttle Service for Visitors and Customers

Another strategy to reduce parking demand and congestion in the Downtown area is to provide a shuttle system for visitors between a remote parking area and the Downtown. Due to the cost of operating and maintaining a local shuttle system, the City should be strategic and use shuttles during the peak periods, which are typically during the summer and weekends. Doing so will help reduce costs and will focus the service at times where it is needed the most. The challenges to be evaluated are how to fund the shuttles, the part-time usage, and identifying routes that are quick and convenient enough so that visitors will use them.

10. Provide a City-Operated Shuttle Service for Employee/Merchant to Remote Parking Locations

The intent of this strategy is to relocate and consolidate employee parking in a remote location, allowing more of the parking spaces that are currently being occupied by employees in various lots and at Metlox to be dedicated to visitor parking. Currently, there are more merchant/employee permits in circulation than there are designated parking spaces.

Therefore, if there is a lack of available employee parking in those designated areas, employees may resort to parking in regular parking spaces or in the residential areas adjacent to the Downtown core. The six-month employee parking permit is already inexpensive, so a reduction in cost is not foreseen to make a difference on whether they use employee, visitor, or residential parking. The driving factor is the quantity of available employee spaces. Utilizing a remote lot can increase the options of available parking for employees when restricted from parking elsewhere.

Locating the employee parking remotely presents similar challenges as those discussed with the public shuttle strategy: how to fund the shuttles, and identifying routes that are quick and convenient enough so that employees will use them. Generally the community is supportive of this concept; however, merchants and employees are not as supportive.

11. Locate Employee Parking in Remote Locations in or near the Downtown Area

This strategy is similar to locating employee parking in a remote location outside of the Downtown area; however, the intent here is to locate parking in the Downtown area so as to not require the use of a shuttle system. Already, employee-designated parking areas are more remote than public parking. More focus would be required to identify an available area that can accommodate the quantity of employee parking that is lacking now, while still providing a safe and accessible path for employees to walk to their work.

12. Create Tandem Parking Options for Employee Parking

Creating tandem employee parking, paired per business, could allow for a greater quantity of employee vehicles to be parked in public or private lots. This strategy would require the employees from one place of employment to coordinate amongst themselves on the parking logistics. Employees choosing the tandem parking permit option may pay a reduced fee as a result of the coordination required.

13. Reestablish Capital Parking Program for Operations, Maintenance, and New Construction Expenses and to Create Revenue Opportunities

The City should evaluate the process for reestablishing a Capital Program. Funding from a prior Capital Plan was used to build the Metlox parking structure and pay for meters. A new Capital Parking Program can assist with operating expenses or future costs described in these strategies, such as a parking structure, City valet system, or City shuttle system.

15. Establish Intra-Downtown Resident Parking System

The intra-Downtown resident parking conditions are unique from those of the surrounding residential neighborhoods. In the Downtown core, parking for those residents is inherently limited due to the urban density found with living directly in such a location. There is a daily sharing of parking between the Downtown core residents, employees, and visitors. The residents living in the surrounding neighborhoods may have more opportunities for parking with a personal garage, driveway, or on-street parking. However the challenge is that employees and Downtown visitors park in these areas that are thought of by residents as more of a private parking area.

A possibility for assisting the intra-Downtown resident with parking is providing residential permits that allow for those residents to override the parking time restriction and meter enforcement. This would be an extension of the current residential permit program. Permits could be issued and valid for parking lots or on-street parking locations within a defined area. Fees for parking permits could be at a slightly discounted rate than what is required for the parking lots and meters.

16. Increase Special Vehicle Parking Stalls and Loading Zones

Creating additional parking for electric vehicles, and motorcycles, and to meet ADA requirements, especially when grouped together and in combination with loading zones, provides a greater level of service for the public. For an explanation of the Smart Parking Concept, see Chapter 5 of the Downtown Specific Plan.

There are four charging stations currently in the lower Civic Center parking structure. With the growing popularity and increased demand of electric vehicle charging, the City should evaluate converting additional standard parking stalls to EV stalls. Funding from outside sources can typically offset the costs of the equipment.

On-street ADA parking throughout Downtown is extremely limited. Creating additional ADA parking close to businesses and the beach would be a great benefit to those visitors. The challenge with providing such parking is the geographical and spatial constraints of the Downtown streets; in many locations slopes exceed the allowable 2% required for ADA parking and there is inadequate space for ADA loading access aisles. However with the various street improvements being proposed in the Downtown Specific Plan, ADA parking and access can be designed into the street improvements. Also, making improvements to accommodate ADA access at existing parking lots, such as what is being shown in the Beach Head Plaza design in Figure 7-77 of Chapter 7, can allow for additional ADA parking with convenient beach access.

Dedicating areas for motorcycle parking allows them to park together in a smaller area and eliminates the need for them to park in standard parking stalls. This will allow motorcyclists to park quickly since they do not need to circulate to find a standard parking stall, and makes those standard parking stalls available to regular vehicles. Design concepts indicating enhanced street designs with motorcycle parking can be found in Chapter 5.

Proposed designs for loading zones can also be found in Chapter 5. The primary locations for these zones are intended to be in the east end of Downtown in order to drop-off and pick-up passengers eliminating the need for those vehicles to circulate throughout the Downtown. The loading zones are outside of the travel lane, and provide convenient access to the pedestrian way and crossings. The loading zones are also designed to accommodate ADA passengers.

17. Re-evaluate Land Use Parking Requirements

The land use parking requirements specified in section A.64.030 of the LCP are generally consistent with other municipalities. Typically the requirements are evaluated in order to reduce the amount of parking required for each use in order to encourage the use of public transit and alternative modes of transportation. However, due to the location of Manhattan Beach and the limited transportation infrastructure currently available, these alternative modes of transportation are not likely to occur in a magnitude that would assist with mitigating the current parking challenges. Instead, a review to possibly increase the required parking per use for future developments may benefit the overall parking quantities available for residents, merchants, and visitors.

For future developments that require a large quantity of new parking, incentives could be offered to the owner to provide additional public parking beyond the minimum amount required. Many times the cost of adding additional parking stalls in a lot or structure is minimal once taking into account the overall construction cost. If a monetary incentive is provided the construction cost for the additional parking stalls could be covered, or often times, the owner could profit from providing the extra parking.

18. Utilize Valet Parking Operations and Flat Rate Payment Systems During Large Events

Large events typically draw additional visitors to Downtown. Valet operations can be used in order to mitigate the increase in congestion and parking shortage. Locating valet stands strategically in the east end of Downtown will help intercept some of these vehicles before they enter the Downtown core and help reduce traffic congestion during these peak times. The valet operators will also be able to maximize parking in the existing parking lots by stacking vehicles. A flat rate will also be desirable as visitors will not need to be concerned with meter times during the event, and processing the flat rate will help expedite the traffic flow in and out of the area.