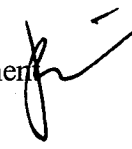



**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT**

TO: Parking and Public Improvements Commission

FROM: Richard Thompson, Director of Community Development 

BY: Erik Zandvliet, Traffic Engineer
Ana Stevenson, Management Analyst 

DATE: May 22, 2008

SUBJECT: **Presentation of the 2008 Downtown Parking Management Plan Recommendations**

RECOMMENDATION:

It is recommended that the Commission review the study's findings and recommendations of the 2008 Downtown Parking Management Plan, hear public comments from interested parties, and provide staff with direction on the implementation of recommended parking demand strategies.

BACKGROUND:

The City Council's 2005-2007 Work Plan includes a task to conduct a comprehensive analysis of parking conditions in the downtown area. The most recent study of this type was conducted in 1997. With the addition of the Metlox development and Civic Center parking structures, the parking conditions have changed significantly. On August 24, 2006, the Parking and Public Improvements Commission conducted a public forum and made recommendations on the suggested scope of the study. On September 19, 2006, the City Council approved initiation of the study and authorized up to \$110,000 from the Council Contingency Fund.

On February 19, 2008, the City Council reviewed the Draft Report and discussed its findings at a study session. On March 18, 2008, the City Council finalized the list of strategies and recommendations to be implemented, and forwarded the Report to the Planning Commission and Parking and Public Improvements Commission for additional hearings and implementation.

A public hearing has been scheduled for the City Council on June 3, 2008 to consider increasing all City parking meters in the downtown area in order to keep pace with expenses associated with the Parking Fund.

DISCUSSION:

The purpose of the Downtown Parking Management Plan is to evaluate the overall parking situation in the downtown area and develop strategies for optimizing usage of public parking lots and on-street parking spaces. The Plan intends to help answer the following issues and questions:

- When and what duration is the peak parking demand?
- Who are the users of the different parking areas?
- Is the existing parking supply located near the parking demand?
- How can the existing parking supply be best managed? What parking management strategies should be implemented?
- What is the relationship between public and private parking in the downtown area? Between on-street and off-street parking spaces?
- Is overflow commercial parking occurring in the residential areas surrounding the downtown area? How can this condition be remedied?
- Are the existing parking policies, meter rates and time limits appropriate for the downtown parking needs?
- Should city land use and parking codes be changed to better suit the overall parking strategy? How will future development affect parking demand?
- Should the Merchant Parking Permit or Downtown Parking Credit policies be modified?

The attached Scope of Work details the elements that have been included in preparing the report. Staff has completed the existing parking inventory, background research, parking questionnaire survey and conducted meetings with various stakeholders such as the Downtown Professional and Business Association (BPBA). The parking consultant has completed and submitted parking demand studies for Fall, Winter, Spring and Summer seasons. The City's Traffic Engineer has compiled all of the information, analyzed the findings, evaluated possible management strategies and prepared the Draft Report with a list of recommended strategies for the City Council's consideration.

The Final Report includes a summary of the recommended strategies and recommendations as approved by City Council. The City Council has directed the Planning Commission and Parking and Public Improvements Commission to conduct the appropriate hearings, evaluations and actions as necessary to implement the approved strategies.

In preparation for this meeting, invitations were sent to a variety of stakeholders, including:

- 800 notices to property owners and residents
- 200 notices distributed through the Downtown Business and Professional Association
- Phone calls to persons indicating prior interest in the Study
- Advertisement in Beach Reporter on May 8
- City Website Announcement
- Personal noticing by Commissioners

Attachments:	A.	Downtown Parking Management Plan Scope of Work
	B.	2008 Downtown Parking Management Plan Final Report
	C.	March 18, 2008 City Council Recommendations
	D.	Meeting Notice
	E.	Beach Reporter Ad - May 8, 2008

City of Manhattan Beach
Downtown Parking Management Plan
Project Scope of Work

GOALS AND OBJECTIVES

The following Scope of Work has been prepared to objectively determine the existing and future parking demand within the downtown area and to update the City's overall Parking Management Strategy. The following issues and questions to be addressed in the study include:

- Is there sufficient parking in the downtown area for all users?
- When and what duration is the peak parking demand?
- Who are the users of the different parking areas?
- Is the existing parking supply located near the parking demand?
- How can the existing parking supply be best managed? What parking management strategies should be implemented?
- What is the relationship between public and private parking in the downtown area? Between on-street and off-street parking spaces?
- Should more parking be added downtown?
- Is overflow commercial parking occurring in the residential areas surrounding the downtown area? How can this condition be remedied?
- Are the existing parking policies, meter rates and time limits appropriate for the downtown parking needs?
- How will future development affect parking demand? Should city land use and parking codes be changed to better suit the overall parking strategy?
- Should the Merchant Parking Permit or Downtown Parking Credit policies be modified?
- How has the valet parking program benefited downtown parking?

SCOPE OF WORK

The proposed method and schedule to complete the Downtown Parking Study is detailed below:

MEETINGS (See Schedule Below)

- Hold a public workshop during a Parking and Public Improvement Commission meeting to solicit resident and business owner concerns and to fine-tune Scope of Work. (August 27, 2006)
- Finalize Study Scope with City Council and initiate tasks. (September 19, 2006)
- Hold periodic staff meetings to assign and review work tasks. (Continuous)
- Conduct at least two stakeholder meetings with Downtown Business Association to survey businesses and gather empirical information. (Oct. 2006 and Jan.2007)
- Conduct a public hearing at a City Council meeting to review study findings and approve recommendations. (Aug. 2007)

PRIOR HISTORY (Sept. 2006)

- Gather prior downtown parking study documents and history.
- Review and summarize existing municipal codes relating to downtown parking
- Review and summarize General Plan policies and objectives related to downtown parking

- Summarize findings and conclusions of prior studies to be used as a basis for comparison to current trends.

PARKING INVENTORY (Sept.-Nov. 2006)

- Define study boundaries and sub-areas for parking supply data collection. Staff recommends using similar boundaries to prior studies to easily compare past and current parking trends.
- Conduct field inventory of total public and private parking supply for each type of parking space within each quadrant and sub-area, such as private, public, on-street, off-street, time-limit, reserved, etc.
- Tabulate total parking supply for each area and sub-area by type within the study boundary.
- Prepare a graphic map of existing parking supply locations within the downtown area.

DATA COLLECTION (See schedule below)

- Conduct seasonal parking utilization field survey of all existing parking spaces in downtown.*
 - Conduct fall off-season parking data collection (October 2006)
 - Conduct winter season parking data collection (December 2006)
 - Summer peak season summer parking data collection with vehicle turnover study (July 2007)
- Summarize parking utilization for each parking quadrant and sub-area in tabular and graphic formats for subsequent analysis. Parking data will also be summarized by time period and geographical location to determine key problem areas.

* Data collection criteria:

- Weekday counts shall be conducted for two days on consecutive Thursdays and Fridays.
- Weekend counts shall be conducted on two consecutive Saturdays.
- All counts shall be made hourly within each sub-area.
- All counts shall be conducted between 8am and 9pm.
- All counts shall be made on days without special events or non-typical parking conditions.
- On-street and off-street parking counts shall be made concurrently on the same days and same time.
- License plate turnover study shall identify exact location of vehicles by license plate to determine duration of parking needs.
- Use same counting person for each parking count area, using same route.

ANALYSIS (January-July 2007)

Parking Utilization

- Analyze parking counts to determine utilization and duration of parking demand.
- Summarize parking data
- Determine merchant permit usage percentage and parking space utilization.
- Compare new parking utilization results to prior study conducted in 1997.

Future Parking Demand Forecast

- Estimate future parking needs based on land use trends and identify potential deficiencies.
- Prioritize ranking of parking deficiencies and future parking needs for each sub-area and quadrant.
- Discuss alternatives to encourage use of underutilized parking locations for certain long-term users.
- Recommend actions to balance future parking demand with expected parking supply.

Land Use and Parking Codes

- Discuss effects of current land use codes on parking demand.
- Evaluate future trend of parking demand for small properties based on current parking credit system.
- Determine extent of overflow parking in surrounding residential areas.
- Discuss benefits and impacts of the downtown valet parking program.
- Compare City parking code requirements to other selected city code requirements.
- Discuss any deficiencies in current parking code requirements that potentially create unbalanced parking demand and supply conditions in downtown.
- Recommend changes to existing parking code requirements that will help balance future parking demand and supply.

Parking Management Strategies

- Recommend strategies to address existing and future needs, including shared parking, merchant permits, meter pricing, time limit restrictions and enforcement.
- Determine recommended quantity of each type of parking use in each sub-area, such as time-limit parking, metered parking, short-term and long-term parking, merchant parking permits and spaces, etc.
- Discuss potential effects of changing meter rates for particular public parking zones.
- Determine if longer term parking is needed in certain areas based on vehicle turnover study.
- Evaluate potential changes to public parking restrictions to discourage employee parking in certain parking zones.
- Determine effect of potential downtown parking strategies on overflow parking in residential areas.
- Prepare a list of recommendations to address issues identified above, such as over- or underutilized parking areas, meter rates, meter duration, time limit parking, on-street vs. off-street parking policies, private parking usage, merchant parking program, zoning code incentives/disincentives, etc.

REPORT PREPARATION (July-Sept. 2007)

- Prepare draft report.
- City staff review of draft report.
- Revise draft report based on city comments.
- Presentation of draft report to PPIC for recommendations.
- Presentation of draft report to City Council for approval.
- Prepare final report.
- Implement plan.

Options:

Prepare and distribute a Parking User Survey.

Prepare and distribute Business Owner/Employee Survey to solicit concerns from downtown businesses.

G:\Traffic Engineering\Projects-Studies\Downtown Parking Study\downtown parking study scope.doc

ATTACHMENT C: MARCH 18, 2008 CITY COUNCIL RECOMMENDATIONS

**DOWNTOWN PARKING MANAGEMENT PLAN STRATEGIES
TO STUDY AS RECOMMENDED BY CITY COUNCIL ON MARCH 18, 2008**

PROPOSED STRATEGY		OBJECTIVE
OPERATIONAL		
1	Raise street meter rates to prioritize curb parking for customers and short term users.	Encourage use of underutilized public parking lots and open up street spaces.
2	Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.	Redirect long-term parking away from street parking.
3	Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.	Improve street parking turnover rate and increase usage and convenience.
4	Increase time limits in the upper level of Metlox structure to 3 hours.	Encourage parking in underutilized lot for customers with multiple destinations.
5	Increase time limits lower level of Metlox structure to 10 hours and on the upper level of Lot 3.	Encourage employee parking in underutilized areas.
6	Pursue installation of ATM style cash key recharge stations in public lots.	Encourage use and compliance of metered spaces in public lots.
7	Consider installing meters in unmetered public spaces.	Encourage greater parking turnover for short term use.
ZONING CODES		
8	Require all new restaurants to address increased parking needs through the Use permit process.	Reduce parking impacts caused by disproportionate parking generation.
EMPLOYEE PARKING		
9	Provide monthly merchant permits and stickers for employees who may not be able to afford biannual Permits.	Encourage purchase of merchant permits by employees.
10	Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.	Provide incentive for employees to park in public lots rather than on residential streets.
OVERFLOW PARKING IN RESIDENTIAL AREA		
11	Allow residents to override time limit parking restrictions in residential zones within the Downtown area.	Relieve overflow parking demand in residential area without impacting residents.
ADMINISTRATIVE		
12	Evaluate Parking Fund to determine operating expenses and revenue opportunities.	Determine parking maintenance and operational needs.
13	Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.	Provide more accessible parking.
14	Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in public lots.	Promote green practices by encouraging low emission vehicle use.
15	Implement a Parking directional sign plan with a distinctive and clear identity.	Encourage greater use of public lots through education.
16	Review effectiveness of implemented strategies	Ongoing monitoring.

ATTACHMENT D: MEETING NOTICE



DOWNTOWN PARKING MANAGEMENT PLAN

On March 18, 2008, the City Council directed the Parking and Public Improvements Commission (PPIC) to conduct a public hearing and review the Draft 2008 Downtown Parking Management Plan findings and strategies.

**PARKING AND PUBLIC IMPROVEMENTS COMMISSION
DOWNTOWN PARKING MANAGEMENT PLAN - PUBLIC HEARING**

WHEN: May 22, 2008 at 6:30 pm

WHERE: Council Chambers (1300 Highland Avenue)

Residents and businesses are encouraged to attend and participate. A copy of the Draft 2008 Downtown Parking Management Plan is available at www.citymb.info (Traffic Engineering/Public Parking webpage).

For additional information, please call Ana Stevenson at (310) 802-5540 or email at astevenson@citymb.info



DOWNTOWN PARKING MANAGEMENT PLAN

The Draft 2008 Downtown Parking Management Plan provides a comprehensive analysis of parking conditions in the downtown area and develops strategies for optimizing usage of on-street parking spaces and public parking lots.

On March 18, 2008, the City Council directed the Parking and Public Improvements Commission (PPIC) to conduct a Public Hearing and review the Draft 2008 Downtown Parking Management Plan findings and recommendations.

PARKING AND PUBLIC IMPROVEMENTS COMMISSION

DOWNTOWN PARKING MANAGEMENT PLAN - PUBLIC HEARING -

WHEN: May 22, 2008 at 6:30 pm
WHERE: Council Chambers, City Hall
1300 Highland Avenue, Manhattan Beach

Downtown residents and businesses are encouraged to attend and participate. A copy of the Draft 2008 Downtown Parking Management Plan is available at www.citymb.info (Traffic Engineering/Public Parking webpage).

For additional information, please call Ana Stevenson at (310) 802-5540 or email at astevenson@citymb.info