



**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: September 25, 2008

SUBJECT: **2008 Downtown Parking Management Plan Implementation Measures
(Continued from June 26, 2008)**

RECOMMENDATION:

That the Commission review the study's findings and approved strategies of the 2008 Downtown Parking Management Plan, hear public comments from interested parties, and recommend certain implementation measures for each strategy.

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 (PPIC) 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. On March 25, 2008, the City Council and PPIC held a joint meeting to clarify the specific measures to be implemented.

On May 22 and June 26, 2008, the Commission held public hearings to discuss the list of approved strategies and gather public input. The public hearing has been continued to this meeting to finalize the discussion and make recommendations on the implementation of these strategies.

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 Final Report includes a thorough analysis of these issues and recommended numerous strategies to best manage the Downtown parking needs. The Report details the findings and conclusions of the Study, which included the following major efforts:

1. Detailed inventory of parking supply
2. Background research on prior studies and related documents
3. Comprehensive seasonal parking utilization counts in Fall, Winter, Spring and Summer. The Summer counts included parking duration assessments.
4. Distribution and tabulation of a parking survey
5. Interviews and collaboration with key stakeholders, including the Downtown Professional and Business Association (DPBA)
6. Technical analysis of existing and future parking demands
7. Analysis of land use policies and potential future trends
8. Evaluation of current parking code requirements
9. Assessment of potential parking management techniques and prioritization

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 each of the Commission's public hearings, Staff has invited participation to a variety of stakeholders through various methods, including:

- 800 mailed notices to property owners and residents
- 200 notices distributed through the DBPA
- Mailed notices to persons indicating prior interest in the Study
- Advertisement in Beach Reporter on May 8

- City Website Announcement
- Personal noticing by Commissioners

Staff also met with the DBPA Director on May 27, 2008 to discuss opportunities for the Association and merchants to provide comments, participate in the implementation process and promote the goals of the Plan. On June 26, July 29, and September 11, 2008, staff met with the DBPA Board and other downtown merchants to brainstorm ways to improve the employee parking situation. At these meetings, the method and details of the Plan’s implementation were refined and evaluated for feasibility. Where possible, consensus was sought from the Downtown stakeholders on particular implementation measures. Their comments, suggestions and concerns of the Downtown stakeholders have helped shape the following recommended implementation measures.

RECOMMENDED IMPLEMENTATION MEASURES

A comprehensive set of parking system strategies was identified for the City Council’s consideration that staff believed would most effectively address the parking deficiencies identified by the findings. Of these strategies, the City Council chose a partial list based on the greatest need and potential for success to be implemented through the Parking and Public Improvements Commission and Planning Commission and executed by various City departments. Each of these approved strategies is identified below, along with the recommended means of implementation:

NO.	STRATEGY	OBJECTIVE
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.

While it was acknowledged that the City’s current parking rates are far below market rates, many Downtown stakeholders felt that parking costs should be below market rate to compete with shoppers that may go to nearby shopping centers where parking is free. The participants also understood that an increase in street meter rates, coupled with a lower lot meter rate, would help achieve the intended goal of changing parking behavior by encouraging more use of the public parking lots.

Various increases in street parking meter rates from the current \$1.00 up to to \$2.00 per hour were considered. In addition, the Finance Department calculated the approximate revenue and operating/maintenance expenses to determine to what extent an increase would reduce the current deficit in the Parking Fund. After comparing peer city meter rates (See attached table) and discussing with DPBA members the potential effect on the merchants, the Traffic Engineer believes that an increase in the street meter rate to \$1.50 per hour would be the most appropriate street meter rate. This amount would not be expected to deter potential customers, but would be sufficiently higher than the lot meter rate to redirect some longer term parking to the public lots. This meter rate was evaluated by the Finance Department in the attached memo, in which it states that the expected revenue would significantly decrease the General Fund’s subsidization of the Parking Fund, but still not fully cover current operating and maintenance costs. In addition, the eventual replacement of the parking structures would continue to be deferred due to insufficient funding.

Recommended Implementation: Recommend the City Council increase the street parking meter rates to \$1.50 per hour in the Downtown Commercial District.

2	Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.	Redirect long-term parking away from street parking.
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This strategy would institute a discount of one-half the street parking meter rate in the public parking lots as a way to encourage more use of these lots and give a “break” to those wishing to park longer than the street parking time limits. Since the recommended street meter rate is \$1.50 per hour, one-half of this rate is \$0.75 per hour, which is the meter rate currently charged in City public lots. An even lower meter rate was considered for the underutilized lots, which include Metlox (Lot M), Civic Center and Lot 3 (upper Level). However, the Traffic Engineer does not recommend any further reduction at this time, due to the likelihood that those lots will soon begin filling up as the result of a resident override program and merchant permit incentives discussed below.

Finally, the existing meter rate in the Upper and Lower Pier lots has been \$1.00 per hour for several years. These lots have a four-hour time limit. This rate should be increased to the equivalent rate of the City public parking lots of \$1.50 to unify the City’s intent to encourage long-term parking in the underutilized lots.

Recommended Implementation: Recommend maintaining the current public parking lot rates at \$0.75 per hour in all lots.

Recommended Implementation: Recommend the City request an amendment to the County Agreement for a parking meter rate increase to \$1.50 in the Upper and Lower Pier lots equal to the City street meter rate.

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.
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Recommended Implementation: Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer’s recommendation.

4	Increase time limits in the upper level of Metlox structure to 3 hours.	Encourage parking in underutilized lot for customers with multiple destinations.
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Recommended Implementation: Recommend approval of an increase in parking time limits in the upper level of Metlox Parking Structure (Lot M) from 2 hours to 3 hours.

5	Increase time limits lower level of Metlox structure and on the upper level of Lot 3 to 10 hours.	Encourage employee parking in underutilized areas.
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Recommended Implementation: Recommend approval of an increase in parking time limits in the lower level of Metlox Parking Structure (Lot M) and upper level of Lot 3 from 8 hours to 10 hours.

6	Pursue installation of ATM style cash key recharge stations in public lots.	Encourage use and compliance of metered spaces in public lots.
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The City Public Works and Finance Departments have been pursuing purchase of an ATM style cash key recharge machine, however, the manufacturer does not currently have such a product.

There has been significant discussion on the maintenance logistics and potential vandalism of installing public change machines, Pay-and-Display or Pay-by-Space or Self-Pay kiosks in the Downtown area. If the City is to provide such convenience, the Finance Department prepared the following list to consider when making this decision:

- Vandalism – Because these machines contain cash, they are susceptible to theft attempts and destruction in the process.
- Infrastructure – The machines may require electrical power which would need to be considered when determining the location. Additionally, if the machines are configured to accept credit cards, telecommunications infrastructure will need to be installed.
- Servicing – The machines will require constant attention to ensure that adequate quarters are stocked, and that the bills inserted for change are removed in a timely fashion. We will need to determine if staff performs this function or, for security purposes, we utilize an outside service.
- Cost – Because these machines simply exchange one form of cash for another, it generates no revenue to offset the added costs. Additionally, the machines will require periodic maintenance, which may be frequent given the coastal environment. There will also be on-going power costs, and, if applicable, there will be expenses for telecommunications infrastructure and credit card processing fees.

Notwithstanding these concerns, the DPBA has emphasized that a short-term solution is needed to allow customers to conveniently pay the meters with 1) coins purchased from a nearby change machine and/or credit card machine, and/or 2) via an easily obtained cash key from a nearby source.

With Option 1, a change machine could be located at one or more retail stores with extended hours or in high-visibility street locations where vandalism would be minimized. To minimize the potential for vandalism, a special token could be dispensed in lieu of a quarter.

Option 2 could be implemented by installing a vending machine with pre-loaded cash keys at a store with extended hours, or have a secondary party, such as the Police Department, provide a cash key dispensing/recharge station at the front desk. Merchants can also pre-purchase cash keys and make them available to their customers and clients, either as a courtesy or for resale. Merchants could then recharge their cash keys during normal business hours without incurring the deposit fee for the cash key itself.

On a long-term basis, the City should explore and evaluate pay-for-parking systems with newer technologies, such as electronic payment, wireless payment devices, and central payment locations. There are many types of systems available that give users many payment methods. In fact, many of the newer systems have presence detection to determine vacancy/occupancy duration and aid in enforcement efforts.

Recommended Implementation: Recommend short-term trial installation of a multi-payment change machine stations at the Upper Pier, Metlox and Lot 3 parking structures and/or a downtown business with extended hours.

Recommended Implementation: Recommend Staff conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC.

7	Consider installing meters in unmetered public spaces.	Encourage greater parking turnover for short term use.
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Staff has provided a map of locations where parking meters could be installed adjacent to commercial businesses for the Commission’s review. Upon further discussion, it was not felt that meters should be installed along Manhattan Avenue adjacent to residential homes, or in the upper level of the Civic Center Lot at this time.

Recommended Implementation: Authorize the Public Works Department to install parking meters at the locations approved by the Commission.

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.
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In speaking with the Downtown Business and Professional Association members, it was felt that a monthly permit should be made available for use in the lower level of the Metlox lot and the 3rd level of Lot 3. Such a program could be amended into the current bi-yearly parking permit system in the Metlox structure. Staff suggests a monthly public parking program with the following terms:

- a. Expand the existing Metlox Parking Permit program to allow purchase of monthly permit stickers to be placed on a special hang tag.
- b. Permits could be purchased up to 6 months in advance.
- c. The monthly permit fee would be equivalent to monthly pro-rated amount of a bi-yearly permit. No pro-rated fee would be available for partial months.
- d. Monthly permit stickers would only be valid for the months that are purchased and displayed on the hangtag.
- e. The hangtag would be transferable to other vehicles or users.
- f. Business owners could obtain multiple monthly stickers on a consignment basis and only pay for those that were distributed to their employees. Unused permit stickers would be returned to the Finance Department at no cost.

Staff investigated the possibility of a vehicle sticker program that would allow employees to park in particular spaces and pay the meter at a reduced rate, but found that is would be in violation of the Metlox Coastal Development Permit conditions as well as against the intent of the Coastal Commission to keep all public spaces open for all users. In essence, it would create an inequitable condition where certain users would not have equal opportunity to park in public spaces.

Recommended Implementation: Recommend the City Council approve a monthly public parking permit program in the lower level of the Metlox lot and 3rd level of Lot 3 with the above conditions on a trial basis.

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.
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The current merchant permits are \$26.67 per month (\$160 on a bi-yearly basis). This equates to \$0.15 per hour for employees who work 40 hours per week. This is an 80% discount on the public lot meter rate and an 85% discount on the street meter rate. Employees who work less than 40 hours have a proportionately lower discount and those who work more receive a proportionately greater discount. The discount percentage would be even greater with an increase to the proposed street meter rates.

Staff believes that the combination of monthly parking permit program and resident override programs will significantly reduce overflow employee parking in the surrounding residential areas. As such, it is Staff's recommendation to defer further consideration of this measure until it is determined what effect the other measures will have on the occupancy of the underutilized lots.

As an alternative, the Commission could consider a volume discount where anyone purchasing more than five (5) bi-yearly permits at one time would receive a percentage discount. This discount would be made available to the general public as well as employers, so there is no potential for giving preferential rates to certain users but not others. This discount would act as an incentive for employers to purchase permits for their employees.

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.
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Staff proposed the implementation of a residential override permit program similar to the existing Mira Costa High School area, with the following distinctions:

- a. The area would encompass the downtown study area as identified in the DPMP.
- b. Residents can opt-in/out of the program in the same manner.
- c. Permits would be valid within a parking zone to be determined by the City.
- d. Posted parking restriction will be 1- or 2-hour time limit parking on both sides of the street at the preference of the petitioning residents.
- e. Up to two hangtags for vehicles registered to the residential address would be allowed, with one transferable guest permit.
- f. Permits would not be valid to override metered spaces.

It should be noted that this program would be subject to a Coastal Permit approval and/or review by the Coastal Commission for the area generally west of Ardmore Avenue. The Coastal Commission has historically objected to any parking restrictions that are preferential in nature, such that certain users are NOT allowed to park in public parking spaces within the Coastal Zone. While this type of program may be considered a preferential parking program, it could be argued that time-limit parking would still be available to any user, and the intent is to remedy an adverse impact to the public welfare by redirecting employee parking to a more appropriate location. Due to Coastal Zone considerations, staff recommends implementing the residential

override program in two areas: 1) east of Ardmore Avenue to be administered by the City, and 2) west of Ardmore Avenue to be submitted for approval by the Coastal Commission.

Recommended Implementation: Recommend the City Council approve a residential override program with the above conditions in two parts: east of Ardmore Avenue and west of Ardmore Avenue.

13	Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.	Provide more accessible parking.
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Staff will provide a map of locations where disabled parking can be provided on streets and in public lots for the Commission’s review.

Recommended Implementation: Authorize the Public Works Department to install disabled parking spaces at the locations approved by the Commission.

14	Investigate opportunities to provide carpool and “Green Vehicle” parking spaces in public lots.	Promote green practices by encouraging low emission vehicle use.
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Staff has provided a map of locations where additional “Smart” mini cars and motorcycle parking could be provided on streets and in public lots without decreasing the overall parking supply for the Commission’s review. These vehicles can fit into areas that are too small for full-size cars.

Staff has recently become aware that recent studies have found that preferential parking for “green” vehicles such as electric and hybrid cars has not influenced greater use of these vehicles, but rather by other market forces such as fuel costs and the public’s desire to reduce global warming. As a consequence, the implementation of preferential spaces for “green” and carpool spaces is not recommended at this time.

Recommended Implementation: Authorize the Public Works Department to install “Smart” and small vehicle parking spaces at locations approved by the Commission.

15	Implement a Parking directional sign plan with a distinctive and clear identity.	Encourage greater use of public lots through education.
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The implementation of this strategy can range from replacement and expansion of the existing sign program all the way to hiring a parking/marketing consultant to create and implement a plan that defines a new sign identity, specifies sign placement and develops an advertising campaign to raise public awareness, encourage more employer participation, and make better utilization of the City’s parking lots and structures. For example, an advertising campaign could also include and update of the “Downtown Map” for use on websites, flyers and on streetside kiosks to show where public parking is located with respect to particular businesses. Employees should be made aware of the substantial discount in parking costs and benefits offered through the merchant parking permit program. A PPIC/DBPA sub-committee and/or public workshops could also be used to solicit public and merchant comments and promote ownership of the program.

The City Council has already approved \$20,000 towards downtown parking sign updates. It is estimated that the replacement and installation of needed signs would start at \$20,000, while development of a full directional sign program and marketing campaign by a consultant would

cost \$40,000, not including implementation costs. Staff feels that the best fit solution would be to design a parking sign program and advertising campaign to be implemented by City staff and resources.

Recommended Implementation: Recommend formation of a small task-force to determine optimum sign placement and style as well as to create a joint City-DBPA promoted publicity program for the Downtown parking lots.

NEW	Modify parking restrictions in Lots 1 and 2 to remove exclusive merchant permit spaces.	Encourage greater use of public lots for customers and clients and relocate employees to underutilized lots.
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Pursuant to the June 26, 2008 PPIC meeting and further discussions with the DPBA members, it is expected that better parking utilization could be obtained by changing the merchant permit parking conditions in Lots 1 and 2. Both lots are located in the quadrants with highest parking demand, but many spaces are left unoccupied because they are restricted to merchant permits only. The following changes were proposed by the representatives at the joint City/DPBA meetings:

- a. Lot 1: Remove merchant parking only spaces, add meters in all spaces and open them to everybody on “First come, first serve” basis with merchant permit override.
- b. Lot 2: Move merchant permits to third level in Lot 3, meter the spaces and open them to everybody.
- c. Allow Lot 1 parking permit holders to park in Metlox and Lot 3 3rd level if there is no parking available in Lot 1.
- d. Designate a 30 min loading zone in both parking lots to address merchants’ needs to load and unload.
- e. Include sunset clause so when the business closes merchant permits cannot be renewed in Lot 1.

Recommended Implementation: Recommend that City Council approve the above changes to the merchant permit program for Lots 1 and 2 subject to Coastal Commission approval.

NEW	Provide aggressive parking enforcement of the meters in the Downtown area.	Obtain better compliance with time limits to increase parking turnover.
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Pursuant to the June 26, 2008, meeting and further discussions with DPBA members, the consensus is that more stringent parking enforcement is needed to break abusers of the habit of parking in excess of the maximum time limit, and to vacate the spaces for the next vehicle. There are at least two ways to achieve this objective: 1.) increase parking enforcement presence and hours for the purpose of meter enforcement, and/or 2) increase the parking fine for expired meters. More aggressive enforcement can be beneficial in achieving compliance, but has the potential of discouraging patrons to visit downtown if it is perceived that the parking experience is not friendly and convenient. On the other hand, increasing the parking fine may not have a direct influence on illegal parking practices if the high fine is not well known, or if it is felt that the chance of enforcement is low. Adding warning signs at strategic points that state the fine amount for expired meters could help educate the public that the City is serious about enforcement.

Recommended Implementation: Recommend additional parking enforcement at strategic times of the day and week to discourage meter violators.

- Attachments:
- A. 2008 Downtown Parking Management Plan Final Report (by reference)
 - B. PPIC Minutes June 26, 2008
 - C. Finance Department – Parking Fund Projections
 - D. Peer City Parking Meter Rates
 - E. Meeting Notice
 - F. Special Parking Space Opportunity Map
 - G. Items for Further Consideration By PPIC list (9/11/08)
 - H. Public Correspondence since June 26, 2008
 - I. Coastal Commission Jurisdiction Plan

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EXHIBIT B

Aviation Boulevard at 19th Street could be examined.

Commissioner Silverman suggested that this topic be re-visited after measures to improve the situation have been taken.

Traffic Engineer Zandvliet verified that traffic counts could be taken before and after measures to improve the situation have been taken.

A motion was MADE and SECONDED (Stabile/Gross) to:

- Prohibit left turns from northbound Aviation Boulevard to westbound 12th and 19th Streets;
- Prohibit left turns from 12th and 19th Streets onto Aviation Boulevard;
- Create right-turn pockets on Aviation Boulevard at 19th Street;
- Revisit this situation in six months; and
- Examine ways to improve sight lines at 12th Street.

AYES: Adam, Gross, Silverman, Stabile and Chair Donahue.
NOES: None.
ABSENT: None.
ABSTAIN: None.

Management Analyst Stevenson advised that the Commission's recommendation will be considered by the City Council on July 22, 2008, 6:30 p.m.

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At 8:05 p.m., there was a recess until 8:20 p.m., when the meeting reconvened in regular agenda order with all Commissioners present.

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2. Downtown Parking Management Plan – Continue Public Hearing

This item was introduced by Management Analyst Stevenson.

Traffic Engineer Zandvliet explained that this item was continued from the Parking and Public Improvements Commission meeting on May 22, 2008 and that the Commission's discussion of the item this evening was re-noticed. He outlined the Downtown Parking Management Plan Strategies recommended by the City Council and clarified that the middle level of Lot 3 is not under utilized; that various areas in the City are designated as unmetered zones by the Coastal Commission and the Coastal Commission's approval would be necessary for areas in the Coastal Zone; that the idea of installing parking meters in unmetered areas adjacent to commercial establishments is being examined; and that staff would not be in favor of installing meters in the upper level of the Civic Center lot because of the government-type uses it serves. Traffic Engineer Zandvliet noted written material provided by Mr. Don McPherson distributed during the meeting and he thanked Commissioner Gross for his additional thoughts, which helped stimulate discussion this evening.

Management Analyst Stevenson advised that the Coastal Commission has jurisdiction over all aspects of public parking close to the beach and that Lot 8 used to be metered, but the Coastal Commission required the removal of the meters. She mentioned that a requirement to park within 1,000 feet of a business is attached to some Conditional Use Permits.

Chair Donahue related his impression that many drivers will park in unmetered residential areas rather than pay for parking.

Commissioner Stabile discussed that the upper level of the Civic Center Lot could be metered after 6:00 p.m. He voiced his understanding that the Commission's recommendations will be considered by the City Council and anticipated that raising parking meter rates/installing more meters adjacent to commercial properties would be approved by the Coastal Commission.

Commissioner Gross related his viewpoint that the elimination of merchant parking spaces in Lots 1 and 2 should be discussed under Strategy No. 9 (Provide monthly merchant permits and stickers for employees who may not be able to afford biannual permits).

Traffic Engineer Zandvliet advised that one alternative to Strategy No. 10 (Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces) would be to raise the six-month permit parking rate and implement an employer incentive program to lower rates for employees and that the idea of Strategy No. 11 (Allow residents to override time limit parking restrictions in residential zones within the Downtown area) is to provide hang tags tied to vehicles and temporary visitor permits tied to residents' addresses.

Chairman Donahue opened the public hearing.

Michael Zislis, President of the Downtown Business and Professional Association and owner of various businesses in Manhattan Beach, related his concern that various ideas provided by staff are not as the DBPA understood them to be, and that they differ from the Strategies recommended by the Council as well. He discussed that lots under utilized at the current parking rate will be very much under utilized at an increased rate; that ATM style cash keys are a good idea and could be sold at various Downtown establishments; that employee parking in the lower level of the Metlox structure could be offered at \$10.00 per month; that high impact uses should pay parking taxes; that, if the system were equitable, he could support merchants paying for employee parking permits; that problems on Valley could be resolved with three-hour parking; that Strategy No. 15 (Implement a parking directional sign plan with a distinctive and clear identity) is necessary and should be installed immediately. Mr. Zislis felt that this matter has been extensively discussed and that action should be taken as soon as possible.

Commissioner Gross related his feeling that parking in under utilized lots would have to be free in order for employees to park there and that there are many small parking spaces Downtown in which micro cars could fit. With regard to concerns expressed by the Downtown Business and Professional Association, he clarified that the information presented by staff was compiled prior to receiving input from the public and the Commission.

Ron Koch, Chairman of the Business Improvement District (BID) in the Downtown area, echoed Mr. Zislis' comments. He suggested that consideration be given to

how doubling the parking meter rates in the Downtown area will affect the customer base; that there appears to be a disconnect between the people who are administering the parking plan and the users; that employers should be required to provide parking spaces/fees for their employees in under utilized lots; that this item needs to be further addressed and the Commission should not make recommendations to the Council this evening; and that care must be taken not to make too many changes at once.

David Arias, 1219 Morningside Drive, provided input regarding his examination of the existing parking situation and recommendations for the Downtown area, including the excessive revenues that would be generated from the proposed parking rate increases. It was his opinion that behavior could be changed through an employer parking program requiring employees to park in the least desirable areas; that parking rate increases will not deter drivers from parking where it is convenient; that it is not necessary to extend the metered parking hours to 7:00 or 8:00 a.m.; that parking rates for part-time employees should be less, but not free; that more revenue will be generated by issuing more permits at lower rates; and that the proposed parking plan will tax business owners in the Downtown area and could discourage customers from shopping there.

Commissioner Gross explained that the main purpose of this effort is to change behavior, not generate revenues, and that any extra revenue generated could be used to subsidize an employer parking program.

Noting that her comments are centered around one block on 11th Street, **Edna Murphy, 625 11th Street**, related her agreement with the majority of the proposed Strategies, including increased parking meter rates to encourage short visits to the Downtown area, but not an extension of metered parking to 7:00 a.m. She asked that the idea of crafting parking permit programs for specific areas be considered and that the Commission examine Hermosa Beach's resident permit parking plan and problems resulting from employees of Advanced Painting parking on 11th Street.

Mary Ann Barney, Executive Director of the Downtown Business and Professional Association, shared information on her efforts to inform Downtown business owners of the importance of educating employees about parking. She indicated that some of the proposed Strategies are different than those to which the DBPA agreed; that pass keys need to be made available to patrons, and she would be willing to assist in this process; that the biggest issue appears to be encouraging employees to park in the lower Metlox Lot; that monthly parking permits should be issued for part-time employees; and that a parking fee of \$2.00 per hour seems excessive.

Commissioner Silverman commented on the importance of considering every group during the decision-making process. He noted the objective to alleviate stress of parking Downtown.

Traffic Engineer Zandvliet explained that a resident parking permit program for a portion of the City could be approved and that approximately one-half or more of the Downtown business owners have indicated they would not pay for employee parking permits on a voluntary basis.

Referring to written material he provided during the meeting, **Don Macpherson, 1014 1st Street and owning residential property at 10th and Bayview**, stressed the importance of

coordinating with the Coastal Commission far in advance of presenting a Downtown parking plan to them. He entertained the idea of freeing up parking spaces for the public to use in Lots 1 and 2 and moving merchant parking elsewhere.

Jackie May, 10th Street and Highland, observed that discussion of parking problems has addressed businesses and residents, but not beachgoers. Ms. May explained that she does not have problems parking in her neighborhood, but parking there is difficult for visitors, and that she could support residential parking permit requirements with temporary visitor permits.

Chair Donahue closed the public hearing at 10:00 p.m.

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At 10:00 p.m., there was a recess until 10:15 p.m., when discussion of the Downtown Parking Management Plan continued with all Commissioners present.

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The Commissioners generally agreed that, given the late hour, it would be a good idea to express their thoughts and continue the item.

Management Analyst Stevenson clarified the three big issues at hand: raising parking meter rates; implementing a residential parking permit program; and implementing a merchant parking program whereby employers pay employee parking.

Commissioner Adami observed that implementing a directional sign plan for parking would be a quick fix.

A MOTION was MADE and SECONDED (Gross/Adami) to form a subcommittee consisting of two Parking and Public Improvements Commissioners to examine the idea of installing directional parking signage Downtown, with the understanding that immediate temporary signs that fit within the directional sign program are a priority.

AYES: Adami, Silverman, Stabile, Gross and Chair Donahue.
NOES: None.
ABSTAIN: None.
ABSENT: None.

A MOTION was MADE and SECONDED (Silverman/Stabile) to nominate Commissioners Gross and Adami to serve on the Parking and Public Improvements Commission subcommittee to examine the idea of installing directional parking signage Downtown, with the understanding that immediate temporary signs that fit within the directional sign program are a priority.

AYES: Adami, Silverman, Stabile, Gross and Chair Donahue.
NOES: None.
ABSTAIN: None.
ABSENT: None.

Mentioning that this is his first meeting as a Parking and Public Improvements Commissioner, Commissioner Adami said that he would like more information prior to making any determinations. However, he stated his disagreement with parking meters in residential areas and that requiring parking meters after 10:00 p.m. would create problems. He noted a residential parking permit program in another city that includes the capability of obtaining visitor permits over the internet, as well as machines in another city that accept credit cards for payment of parking.

Commissioner Stabile voiced his understanding that removing employer/employee parking from the streets and into parking lots/redistributing parking into under utilized lots are of high priority and he indicated the following: that he would like to see a system where employers are required to either provide on-site parking for employees or pay for employee parking permits that would be valid only in the lower Metlox Lot, upper Lot 3 and lower Civic Center Lot, with the permits being tied into the business license renewals; that employer/employee parking should be eliminated in Lots 1 and 2 to free up spaces for beach and customer parking in the southwest quadrant, where there appears to be a shortage; that he could not support metered parking in residential areas or a residential override program (complicated and difficult to enforce), but could support a residential parking permit system for residents only, that is as close to free as it can be and includes a mechanism to obtain visitor parking permits over the internet; that he could support the proposed recommendations for parking meter rates and meters in commercial areas; and that meters on the upper level of the Civic Center Lot should be from 6:00 p.m. forward so parking there during business and Library hours would be free.

Commissioner Silverman stated his opposition to extending parking meter hours to 7:00 a.m.; his concern that the Downtown Business and Professional Association had a different impression than the recommendations before the Commission this evening; his agreement with proposed Strategy Nos. 3 (Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs), 4 (Increase time limits in the upper level of Metlox structure to 3 hours), 5 (Increase time limits lower level of Metlox structure to 10 hours and on the upper level of Lot 3) and 6 (Pursue installation of ATM style cash key recharge stations in public lots), but not for a profit. He commented that he would like additional information prior to requiring parking meters after 10:00 p.m.; that \$2.00 per hour for parking seems excessive; that the concentration should be on removing employer/employee parking from the streets; that an employer parking program for employees could be subsidized and he would prefer providing incentives rather than requiring such a program; and that he could agree with a residential parking permit system as a pilot program with a review in the future.

Commissioner Gross expressed his concern over being able to adequately sell the program to the Council and the Coastal Commission. He indicated his agreement with many of Commissioner Stabile's ideas and pointed out that their success would depend on how they are implemented. Commissioner Gross pointed out that parking payment machines were previously utilized at the lower beach lot, but they failed, and that a subcommittee could be formed to help avoid any more surprises such as those mentioned this evening by various speakers from the Downtown Business and Professional Association, to examine possible locations for free employee parking, which could be subsidized by businesses and, possibly, the City, with different parameters for small and large businesses, and to examine means of distributing cash keys in the near future on a temporary basis. It was his opinion that a \$2.00 per hour parking rate is a good idea because there should be a big enough differential

between where drivers want to park and where the City wants them to park, but this has been poorly communicated; that directional parking signs are very important in changing behavior; that he could agree with implementing 24 minute street parking adjacent to businesses with short-term parking needs and increasing time limits in the upper level of the Metlox Lot to three hours; that parking meters should accept tokens or dollar coins, instead of other coins; that it is very important to remove employer/employee parking from Lots 1 and 2; and that enforcement is a very important issue that must be addressed.

Traffic Engineer Zandvliet clarified that a \$2.00 per hour parking rate has been a recommended policy from the beginning of the discussions about Downtown parking.

F. COMMISSION ITEMS

Parking Meter Revenues and Traffic Violations Revenues Report

Provided in agenda packets.

G. STAFF ITEMS

None.

H. ADJOURNMENT

The meeting was adjourned at 10:50 p.m.

Parking Fund Projections - \$1.50 On-Street Rate

<u>Parking Fund Revenue (Projected)</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
A Parking Fund Projected Operating Revenues (Includes \$.50 increase on-street)	\$ 2,059,249	\$ 2,334,249	\$ 2,334,249	\$ 2,334,249	\$ 2,334,249
<u>Parking Fund Operating Costs/Minor Capital</u>					
B Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (738,733)	\$ (768,282)	\$ (799,014)	\$ (830,974)	\$ (864,213)
C Minor Capital Projects (Annual)	\$ (325,000)	\$ (400,000)	\$ (416,000)	\$ (432,640)	\$ (449,946)
D Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
E Subtotal	\$ (1,923,733)	\$ (2,028,282)	\$ (2,075,014)	\$ (2,123,614)	\$ (2,174,159)
F Projected Income (A+E)	<u>\$ 135,516</u>	<u>\$ 305,967</u>	<u>\$ 259,235</u>	<u>\$ 210,635</u>	<u>\$ 160,090</u>

Assumptions:

- Rates increased January 1, 2009 on street to \$1.50 per hour. No further meter rate increases beyond that (A)
- No change in existing merchant permit revenues (A)
- 4% inflation for operational and maintenance costs (B)
- No funding is set aside for future replacement of existing structures
- No change in demand included in revenue projections



Parking Fund Projections - \$1.25 On-Street Rate

	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
<u>Parking Fund Revenue (Projected)</u>					
A Parking Fund Projected Operating Revenues (Includes \$.25 increase on-street)	\$ 1,921,749	\$ 2,059,249	\$ 2,059,249	\$ 2,059,249	\$ 2,059,249
<u>Parking Fund Operating Costs/Minor Capital</u>					
B Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (738,733)	\$ (768,282)	\$ (799,014)	\$ (830,974)	\$ (864,213)
C Minor Capital Projects (Annual)	\$ (325,000)	\$ (400,000)	\$ (416,000)	\$ (432,640)	\$ (449,946)
D Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
E Subtotal	\$ (1,923,733)	\$ (2,028,282)	\$ (2,075,014)	\$ (2,123,614)	\$ (2,174,159)
F Projected Income (A+E)	\$ (1,984)	\$ 30,967	\$ (15,765)	\$ (64,365)	\$ (114,910)

Assumptions:

- Rates increased January 1, 2009 on street to \$1.25 per hour. No further meter rate increases beyond that (A)
- No change in existing merchant permit revenues (A)
- 4% inflation for operational and maintenance costs (B)
- No funding is set aside for future replacement of existing structures
- No change in demand included in revenue projections

Parking Fund Projections - No Change in Rates

	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
<u>Parking Fund Revenue (Projected)</u>					
A Parking Fund Projected Operating Revenues (No Increase)	\$ 1,784,249	\$ 1,711,832	\$ 1,713,873	\$ 1,714,575	\$ 1,713,834
<u>Parking Fund Operating Costs/Minor Capital</u>					
B Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (738,733)	\$ (768,282)	\$ (799,014)	\$ (830,974)	\$ (864,213)
C Minor Capital Projects (Annual)	\$ (325,000)	\$ (400,000)	\$ (416,000)	\$ (432,640)	\$ (449,946)
D Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
E Subtotal	\$ (1,923,733)	\$ (2,028,282)	\$ (2,075,014)	\$ (2,123,614)	\$ (2,174,159)
F Projected Income (A+E)	\$ (139,484)	\$ (316,450)	\$ (361,141)	\$ (409,039)	\$ (460,325)

Assumptions:

- No change in existing merchant permit revenues (A)
- 4% inflation for operational and maintenance costs (B)
- No funding is set aside for future replacement of existing structures

EXHIBIT D

	City	Parking Meter Rates \$	Parking Citation Meter Expire \$	Parking Citation Street Sweep \$	Parking Citation No Parking Red Zone \$
1	BEVERLY HILLS 310-285-2420	.50 - 1.50	\$ 35.00	\$ 45.00	\$35.00 - 65.00
2	EL SEGUNDO 310-524-2300 *(Commercial Only)	NO METERS	N/A	\$ 35.00	\$ 35.00
3	GARDENA 310-217-9500	NO METERS	N/A	\$ 35.00	\$ 40.00
4	HAWTHORNE 310-970-7902	NO METERS	N/A	\$ 35.00	\$ 35.00
5	HERMOSA BEACH 310-318-0225	\$ 1.00	\$ 35.00	\$ 25.00	\$ 35.00
6	HUNTINGTON BEACH 714-536-5237 **(Seniors Exempt)	\$ 1.50	\$ 42.00	\$ 38.00	\$36.00 - 55.00
7	INGLEWOOD 310-412-5301	\$ 0.50	\$ 30.00	\$ 47.00	\$47.00 - 70.00
8	LONG BEACH 562-570-6845	1.00 - 2.00	\$ 35.00	\$ 39.00	\$ 37.00
9	LOS ANGELES 213-485-2121	.50 - 1.50	\$ 40.00	\$ 50.00	\$ 70.00
10	MALIBU 310-456-2489	NO METERS	NO METERS	L A CNTY SHERIFF	L A CNTY SHERIFF
11	MANHATTAN BEACH 310-802-5000	.75 - 1.00	\$ 30.00	\$ 35.00	\$ 35.00
12	NEWPORT BEACH 714-644-3126	.50 - 1.50	\$ 44.00	\$ 41.00	\$ 59.00
14	REDONDO BEACH 310-372-1171	.50 - 1.00	\$ 30.00	\$ 35.00	\$ 35.00
15	SANTA MONICA 310-458-8301	.50 - 1.00	\$ 35.00	\$ 47.00	\$ 47.00
16	TORRANCE 310-618-5880	NO METERS	N/A	\$ 35.00	\$ 35.00

EXHIBIT
€

Continue Public Hearing ...



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.

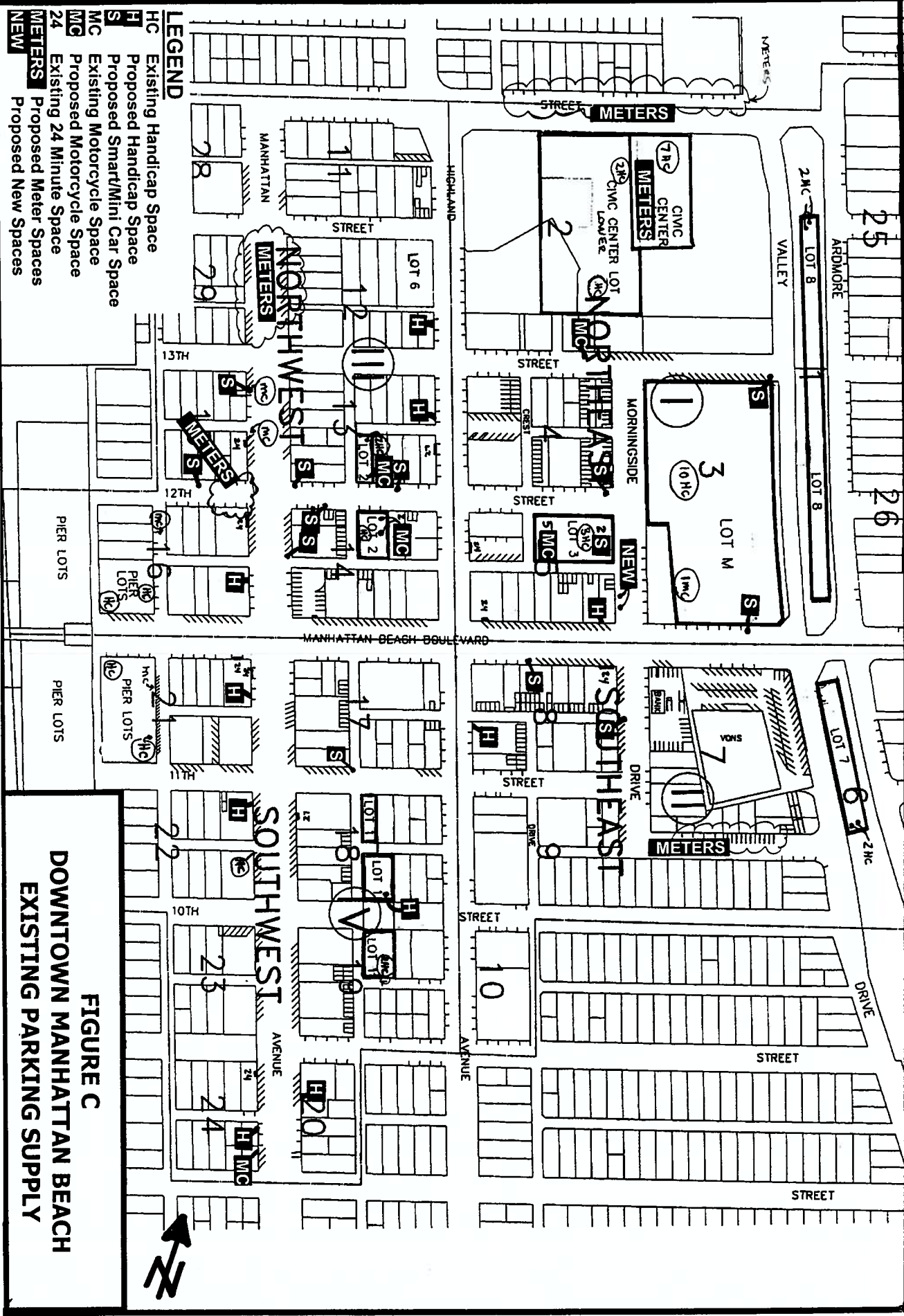
PARKING AND PUBLIC IMPROVEMENTS COMMISSION
DOWNTOWN PARKING MANAGEMENT PLAN - 3RD PUBLIC HEARING

WHEN: September 25, 2008 at 6:30 pm

WHERE: Council Chambers (1300 Highland Avenue)

Residents and businesses are encouraged to attend and participate. A copy of the 2008 Downtown Parking Management Plan is available at www.citymb.info

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



- LEGEND**
- HC Existing Handicap Space
 - H Proposed Handicap Space
 - S Proposed Smart/Mini Car Space
 - MC Existing Motorcycle Space
 - MC Proposed Motorcycle Space
 - 24 Existing 24 Minute Space
 - METERS Proposed Meter Spaces
 - NEW Proposed New Spaces

FIGURE C
DOWNTOWN MANHATTAN BEACH
EXISTING PARKING SUPPLY

EXHIBIT
F

DOWNTOWN PARKING MANAGEMENT PLAN

Downtown Business and Professional Association Meeting - September 11, 2008

ITEMS FOR FURTHER COSIDERATION BY PPIC *

Comprehensive strategy that would include the following measures:

1. Parking Permit Program with a discount. Open to everybody, not just merchants. Encourage employers to participate in the program and buy parking stickers for their employees.
2. Changes in Lots 1 and 2:
 - a. Lot 1: Remove merchant parking only spaces, add meters in all spaces and open them to everybody on "First come, first serve" basis with merchant permit override.
 - b. Lot 2: Move merchant permits to third level in Lot 3, meter the spaces and open them to everybody.
 - c. Allow Lot 1 parking permit holders to park in Metlox and Lot 3 3rd level if there is no parking available in Lot 1.
 - d. Designate a 30 min loading zone in both parking lots to address merchants' needs to load and unload.
 - e. Include sunset clause so when the business closes merchant permits cannot be renewed in Lot 1.
3. Aggressive parking enforcement in the Downtown Area, especially the 24 minutes meters.
4. Research additional pay systems to make more convenient to pay for parking meters:
 - a. Immediate solution: make meter keys/coins easily available
 - b. Explore new technologies for the future
5. Improve parking directional signs in downtown.
6. Implement a Public Relations Campaign to promote business participation.
7. Implement moderate increase in street meter rates to encourage parking in parking lots with lower meter rates. Rate increase to cover Parking Fund deficit.
8. Implement a Residential Override Parking Permit program.
9. Evaluate opportunities for additional metered spaces and disabled parking spaces.

* These measures are the result of a joint meeting between the Manhattan Beach Downtown Business and Professional Association and City Staff on September 11, 2008.



Ana Stevenson

From: todthebod@gmail.com on behalf of Todd Dipaola [tdipaola@alum.berkeley.edu]
Sent: Monday, August 11, 2008 4:04 PM
To: Ana Stevenson
Subject: Re: FW: City of Manhattan Beach: Parking and Public Improvements Commission (PPIC) Meeting

Dear Parking and Public Improvements Commissioners,

Thank you for embarking on the Downtown Parking planning process. I will be out of town at your next meeting, but Ana Stevenson has been extremely helpful in allowing me to submit my comments electronically.

Thank you for taking the time to consider points below as you work on your improvements to parking downtown. I have lived for years in numerous cities with residential parking programs (Berkeley, Santa Clara, Oakland, San Francisco) and would like to offer my suggestions based on my experiences.

After reading through your study, it is clear that staff's suggested changes to downtown parking would make many helpful improvements. One of the repetitive findings in the study was that there were too few spaces available to residents on the streets and more were being removed due to construction. The current plan does not address this issue thoroughly, and one component, new parking meters, would make the issue worse.

Part of the proposal in front of you would increase the number of parking meters along 15th and Manhattan Ave. These will eliminate more spaces available to residents that your study already indicates already has too few. If there are not enough spaces for residents to park now, why convert more of the few available spaces into meters where residents can never park?

I believe you can achieve your goal of more turnover parking for stores as well as preserving spaces for residents through a modified residential parking pass program.

If existing spaces along 15th and Manhattan Ave were converted to either 1 hour parking or metered spaces, and residents were able to override those new restrictions you would achieve this goal.

In the parking study it was recommended to follow the "Mira Costa model" of block by block opting in. While this method makes sense for the large blocks with 10+ parking spaces on each block near the high school, downtown has a different urban plan. In downtown, single blocks range from about 0-5 parking spaces per block. Therefore, the residents on each block opting into the program will have few if any available spots for their block. If your commission created significantly larger parking districts where residents could park anywhere inside of, then residents would be more likely to find an available spot. Perhaps the city could create one district for the new restricted spaces north of Manhattan Beach Blvd and one district south of Manhattan Beach Blvd.

To summarize, my recommendations for increasing merchant turnover and preserving spaces for residents in the streets around downtown:

- Any unlimited residential space removed should be able to be overridden by residents so as not to decrease residential capacity**
- Convert existing unlimited spaces to 1hr limits (chalked tires)**
- Allow residents to bypass these new restrictions through a residential parking program**
- Create significantly larger districts to reflect the fewer parking spaces per block compared to the Mira Costa area**

09/18/2008

I am available via phone and email to answer any questions you might have regarding my comments. Thank you for considering my suggestions.

Warm Regards,
Todd Dipaola 310-986-2303, downtown homeowner
123 14th Pl

Erik Zandvliet

From: david@tranceboutique.com
Sent: Monday, July 07, 2008 10:17 PM
To: Erik Zandvliet; Ana Stevenson; Signs@PacificSignDesign.com
Cc: Mary Ann Varni; David Oliver; Susanne Lee
Subject: Downtown Parking Study

Dear Committee,

My name is David Oliver, Co-owner of Trance Boutique, 310 Manhattan Beach Blvd. I am also a newly elected Board Member of the DBPA.

I am writing in response to an email that was sent to me that was a "recap" of your meeting on June 26th. If I understand correctly, there are two or three "suggested" changes that were discussed that night that the DPBA was not aware of prior to the meeting. I would like to offer my thoughts on these issues as a member of the downtown business community.

1. Increase the street parking meter rates to \$2.00 per hour and extend the "hours of enforcement" an additional four hours per 24 hour period.

I am strongly opposed to this as I believe that it will "discourage" many of our "Local" Customers from shopping downtown. Admittedly, I am not certain of the reason that this is being proposed.....ie. does the City need more revenue? Are you trying to discourage Store and Office employees from parking on the street?

2. Increase rates in "underutilized" parking lots (ie. Lower level of Metlox) to double the current rates.

I don't understand the logic here! How will this help to encourage more use of these lots? Lowering the rates would make more sense.....not that it is necessary from my perspective.

3. Increase in Merchant Permit rates: I am o.k. with a "nominal" increase, but to hit businesses with a 60% to 100% increase during these relatively tough economic times doesn't seem justified. I do like the idea of some sort of incentive for Employer sponsored parking.

I hope my comments are taken constructively and with the understanding that because I am relatively new in town, I may not see the whole picture. It is my hope that in the coming weeks, I will have a chance to become more educated on these issues. In the meantime, I thank you for your consideration.

Sincerely,

David Oliver
Trance Boutique

07/08/2008

Erik Zandvliet

From: Dana McFarland [danamcf@adelphia.net]
Sent: Wednesday, July 02, 2008 7:45 PM
To: Erik Zandvliet; Ana Stevenson; Signs@PacificSignDesign.com; Mary Ann Varni
Subject: Meters, Plastic Bags

Dear City Council,

I am very concerned about the recent issues the city is pondering. Issues that I feel are anti-business. The two current issues I am speaking about are the meter increases and the plastic bag ban.

My parents owned one of the first houses on the strand in Manhattan Beach and my Mom still lives there. I've lived here my entire life and have owned Wright's for 20 years, Baby Wright's for 16 years, Lulu's for 10 years, and The Beehvie for 8 years. The town obviously changed a great deal and everyone did well. Starting about 5 years ago things began to change for the worse. Landlords were all of a sudden asking for "key" money to lease their spaces. We lost our Baby Wright's location because the landlord wanted \$10,000 and a 30% increase in rent to renew our lease after 16 years. Other businesses were asked to pay much more to buy leases and some as much as \$250,000 just for the lease.

I'm sure you can see from the sales tax and business licenses that business is no longer booming. Many of the businesses that payed the key money must be close to going out of business. This is not your fault, but you shouldn't pile on to the problems.

Why should the City Council or the community care about downtown business?

Just using my stores as an example:

- 1) My stores raise hundreds of thousands of dollars in sales tax every year, which I'm not sure, but would assume the city gets some of.
- 2) We pay our business license, which goes to the city.
- 2) We offer unique places to shop, which helps make Manhattan Beach a destination for an upper scale clientele.
- 3) We donate to Mira Costa, Grand View, Pennekamp, Robinson, Pacific, American Martyrs, MBEF, Boys and Girls Volleyball, basketball, Richstone Center, pre-schools,

- 4) We employ approximately 50 local people, including 4 single Moms who rely on us to make ends meet.

The plastic bag ban will cost businesses money and be bad for the environment and it only takes a little common sense to figure this out.

IT TAKES 8 TRUCKS TO DELIVER PAPER BAGS, COMPARED TO ONE TRUCK FOR PLASTIC!

THE LAND FILLS ARE SEALED AND IT DOESN'T MATTER IF THERE IS PAPER OR PLASTIC IN THEM!

The meter increases are another anti-business ploy.

How about 25 cents for 2 hours to encourage people to come to town, rather than discourage them?

You people are going to destroy the town that I grew up in!

Dana McFarland

Erik Zandvliet

From: Ana Stevenson
Sent: Friday, June 27, 2008 12:10 PM
To: 'Dana McFarland'; Erik Zandvliet; Signs@PacificSignDesign.com; Mary Ann Varni
Subject: RE: Parking

Dear Mr. McFarland,

Thank you for your email. I will add your comments to the next PPIC meeting package, for the Commissioners' consideration.

Sincerely,

Ana Stevenson
Management Analyst

City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266
Phone: (310) 802-5540
Fax: (310) 802-5501
astevenson@citymb.info

-----Original Message-----

From: Dana McFarland [mailto:danamcf@adelphia.net]
Sent: Friday, June 27, 2008 12:04 PM
To: Erik Zandvliet; Ana Stevenson; Signs@PacificSignDesign.com; Mary Ann Varni
Subject: Parking

I strongly oppose any parking meter increases. As downtown merchants for 20 years we have seen customers leave town in favor of the shopping malls such as Manhattan Village and El Segundo where they can park for free.

Increases to the parking meters would be bad for businesses and bad for the city.

Thank you, Dana McFarland

Wright's, The Beehive, Lulu's

David Arias
6/26/08

	May 2008 Revenue *	Meters	Per Meter Per Month	Per Meter Per Day	Hourly Rate **	Hours Per Day	Recommended Rate	Projected Revenue
Streets	72,467.12	417	173.78	5.79	\$ 0.75	7.72	\$ 2.00	193,245.65
Lot 1	2,312.65	28	82.59	2.75	\$ 1.00	2.75	\$ 1.50	3,468.98
Lot 2	4,186.71	46	91.02	3.03	\$ 1.00	3.03	\$ 1.50	6,280.07
Lot 3	14,310.64	143	100.07	3.34	\$ 0.75	4.45	\$ 1.33	25,377.53
Lot 4	6,949.38	66	105.29	3.51	\$ 1.00	3.51	\$ 1.50	10,424.07
Lot 6	2,323.58	26	89.37	2.98	\$ 0.50	5.96	\$ 1.50	6,970.74
Lot 7	929.92	20	46.50	1.55	\$ 0.50	3.10	\$ 1.50	2,789.76
Metlox	14,767.84	460	32.10	1.07	\$ 1.00	1.07	\$ 1.25	18,459.80
Pier 65A	27,275.91	118	231.15	7.71	\$ 1.00	7.71	\$ 1.50	40,913.87
65B Lot	5,899.71	68	86.76	2.89	\$ 1.00	2.89	\$ 1.50	8,849.57
65C Lot	21,065.46	228	92.39	3.08	\$ 1.00	3.08	\$ 1.50	31,598.19
Civic Center	1,029.67	110	9.36	0.31	\$ 1.00	0.31	\$ 1.50	1,544.51
Totals	173,518.59	1,730	100.30	3.34				349,922.72

* Revenue does not include Fees for Permit Parking of about \$15,000 per month

** Hourly Rates are as of June 25, 2008
The Hourly Rate for a 24 Minute Meter is \$0.30;
or \$.05 for 12 minutes; \$0.10 for 24 minutes; or for convenience \$0.25 for 24 minutes

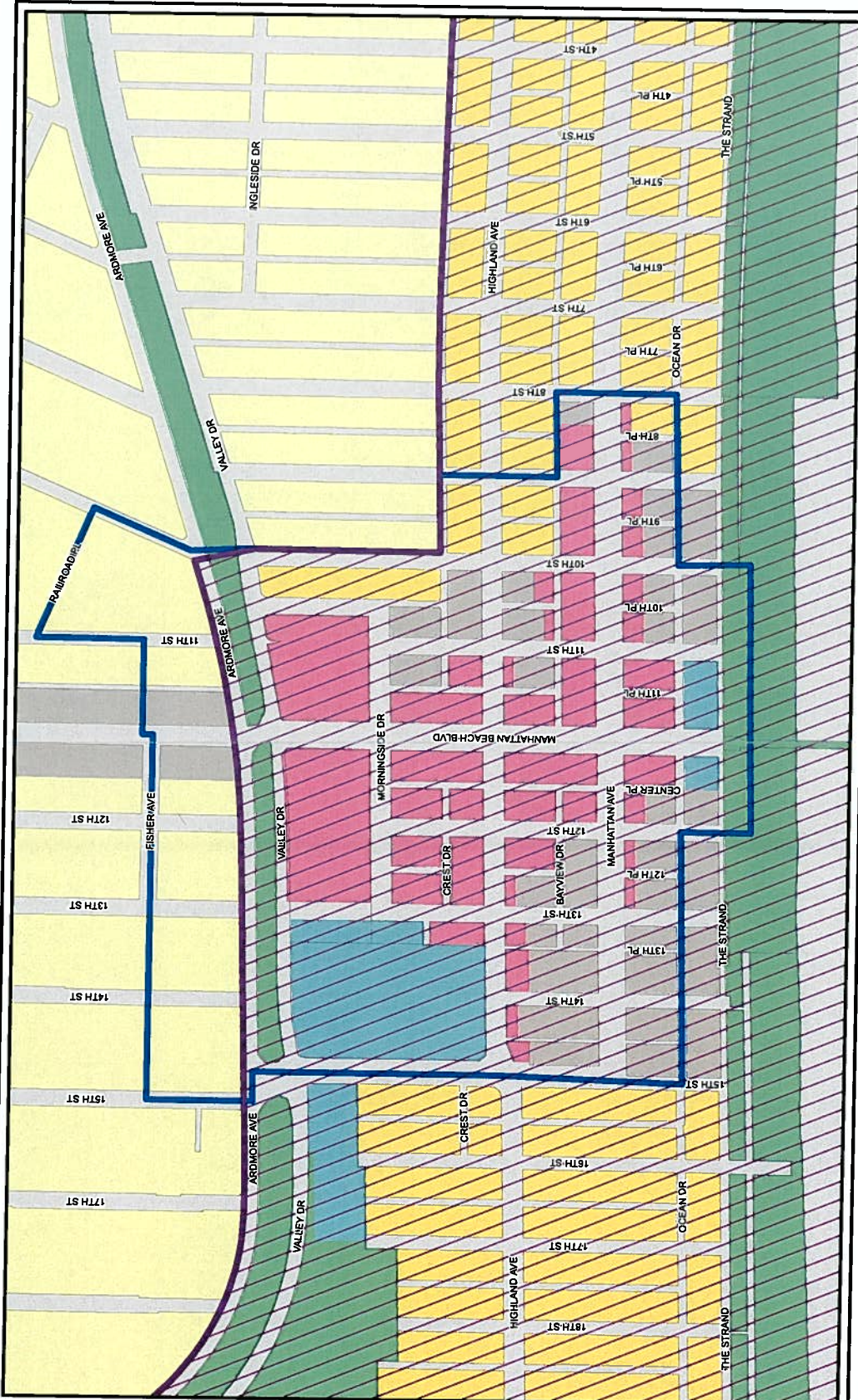
Dennis Arias
6/28/08

	May 2008 Revenue *	Meters	Per Meter Per Month	Per Meter Per Day	Hourly Rate **	Hours Per Day	2008/2009 Rate	2008/2009 Revenue
Streets	72,467.12	417	173.78	5.79	\$ 0.75	7.72	\$ 1.00	96,622.83
Lot 1	2,312.65	28	82.59	2.75	\$ 1.00	2.75	\$ 0.75	1,734.49
Lot 2	4,186.71	46	91.02	3.03	\$ 1.00	3.03	\$ 0.75	3,140.03
Lot 3	14,310.64	143	100.07	3.34	\$ 0.75	4.45	\$ 0.75	14,310.64
Lot 4	6,949.38	66	105.29	3.51	\$ 1.00	3.51	\$ 0.75	5,212.04
Lot 6	2,323.58	26	89.37	2.98	\$ 0.50	5.96	\$ 0.75	3,485.37
Lot 7	929.92	20	46.50	1.55	\$ 0.50	3.10	\$ 0.75	1,394.88
Metlox	14,767.84	460	32.10	1.07	\$ 1.00	1.07	\$ 0.75	11,075.88
Pier 65A	27,275.91	118	231.15	7.71	\$ 1.00	7.71	\$ 1.00	27,275.91
65B Lot	5,899.71	68	86.76	2.89	\$ 1.00	2.89	\$ 1.00	5,899.71
65C Lot	21,065.46	228	92.39	3.08	\$ 1.00	3.08	\$ 1.00	21,065.46
Civic Center	<u>1,029.67</u>	<u>110</u>	<u>9.36</u>	<u>0.31</u>	\$ 1.00	0.31	\$ 0.75	<u>772.25</u>
Totals	173,518.59	1,730	100.30	3.34				191,989.48

* Revenue does not include Fees for Permit Parking of about \$15,000 per month

** Hourly Rates are as of June 25, 2008
The Hourly Rate for a 24 Minute Meter is \$0.30;
or \$.05 for 12 minutes; \$0.10 for 24 minutes; or for convenience \$0.25 for 24 minutes

EXHIBIT I



- Legend**
- Downtown Study Area
 - Coastal Zone
 - Blocks
 - Zoning**
 - CD - Downtown Commercial
 - OS - Open Space
 - PS - Public and Semi-Public
 - RH - Residential High Density
 - RM - Residential Medium Density
 - RS - Residential Single Family



Coastal Commission Jurisdiction Downtown Parking Study



City of Manhattan Beach
Community Development

8/27/2013