2008 DOWNTOWN PARKING MANAGEMENT PLAN

CITY OF MANHATTAN BEACH

Final Report Prepared By
CITY OF MANHATTAN BEACH
COMMUNITY DEVELOPMENT DEPARTMENT

With Professional Engineering Services by:
WILLDAN
Serving Public Agencies

And Parking Demand Counts by:
WILTEC, INC.

TABLE OF CONTENTS

BACKGROUND AND OBJECTIVE

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 1998. With the addition of the Metlox Center 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.

The Study elements include the following major efforts:

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

Based on the above work tasks, parking issues and conditions were identified and parking improvement strategies developed to address existing and future parking demand needs in Downtown.

Objective

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 employee 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?

It is not the intent of this Plan to determine the number of parking spaces needed during peak summer weekends or special events or to manage the parking demand during these periods.

Prior Studies

There have been many studies and evaluations of the downtown parking conditions, beginning in the 1050's. Some of the key studies include:

- In the 1950's and 1960's, three parking assessment districts were created to serve downtown business.
- In 1983, the City prepared the *Downtown Parking and Traffic Circulation Report* that identified existing parking and traffic conditions in Downtown. Pursuant to its findings, land use codes were changed to allow development of small properties without on-site parking requirements.
- In 1990, the City Public Works Department conducted the *City of Manhattan Beach Downtown Parking Study Update*, which determined that parking supply opportunities were available and recommended several management strategies.
- In 1996, the City conducted the *Downtown Strategic Plan* and *Downtown Manhattan Beach Parking Management Plan Report* that recommended several strategies for more efficient use of the parking lots.
- In 1998, the City updated the Local Costal Plan that implemented several policies related to public parking and access.
- In 2003, the City adopted the General Plan Update, which established several downtown policies that were used as guidelines in the preparation of this Report.

STUDY AREA

The study area is generally bounded by 15th Street to the north, Fisher Avenue to the east, 8th Street to the south and The Strand to the west. Retail, restaurant and other commercial land uses are generally located along Manhattan Beach Boulevard, Highand Avenue and Manhattan Avenue. The Downtown study area also includes the Civic Center comprised of City Hall, Police-Fire Headquarters, and the Library. The study area is divided into four quadrants: I – Northeast, II – Southeast, III – Northwest, and IV – Southwest along Manhattan Beach Boulevard and Highland Avenue. The study area is further divided into 29 block numbers, so that localized parking demand and supply patterns can be evaluated and addressed.

Summary of Parking Inventory Findings

- There are a total of 2,258 spaces within the Downtown area, consisting of 1,130 off-street public parking spaces, 371 on-street commercial parking spaces, 287 on-street residential spaces, and 470 private parking spaces.
- 50% of the total parking supply is comprised of off-street public parking lots. The remaining parking types are fairly evenly split with between 13% and 21% of the total parking supply.
- Off-street public parking increased by 415 spaces (+58%) since 1998.
- 52% of the on-street parking supply is limited to 2 hours with meters.
- There are a total of 303 available parking spaces for merchant parking permits.
- The number of merchant parking spaces has tripled since 1998.
- Only five of the private parking lots contain more than 15 parking spaces.

Summary of Parking Utilization Findings

- Peak Overall Demand occurs between 1 and 5pm.
- Weekday and weekend usage is very similar.
- Street parking fills up first, then parking lots follow.
- Peak overall non-summer parking demand is about 70% of all spaces.
- At least 680 of the 2,258 parking spaces are available on non-summer days.
- Commercial street spaces fill-up by 11am daily and remain so until after 9pm.
- Vehicles often park in excess of 2 hours in metered spaces.
- About 58% of all private spaces are occupied on non-summer weekdays.
- Free residential street parking encourages employee parking.
- All downtown residential street parking is impacted.
- Only Metlox, Civic Center and Lot 3 have available parking on non-summer days.

- There are about 400 public parking spaces available on a non-summer day versus 229 in 1998.
- Parking demand for long-term public parking lots has increased significantly since 1998.
- About 550 merchant permits are issued biennially.
- About 100 merchant spaces are occupied daily.
- Approximately 550 vehicles are parked by valet service each month.
- Short-term and long-term parking needs are the same on weekdays and weekends.
- 15% of vehicles in Downtown are parked more than 5 hours.
- 45% of vehicles in Downtown are parked less than one hour.
- Residential streets have a high percentage of long-term parking demand generated by both resident and employee users.
- Commercial streets have the highest percentage of short-term parking demand.

Summary of Downtown Questionnaire Findings

- Over half of respondents felt there were not enough public lot, on-street or private parking spaces.
- 68% of respondents indicated there were not enough street parking spaces.
- About half felt the parking time limits were adequate.
- 75% employees start work after 9am.
- Over two-thirds of employees leave work after 6pm.
- 39% of employees admitted to parking on residential streets.
- 32% of employees use public lots.
- 77% of employees have difficulty finding parking, mainly because there are not enough all-day spaces.
- Approximately 35% of employees use alternate transportation modes to travel to work.
- 58% of employee respondents use merchant parking permits. About half of those permits are paid for by the employer.
- Most employees work the entire day.
- 41% of customers need to park less than 30 minutes according to business owners.
- 42% of customers need to park one to two hours according to business owners.
- 17% of customers need to park more than two hours according to business owners.
- 84% of customers have difficulty finding parking, especially during summer according to business owners.
- 53% of Downtown residents feel there is business related parking on their street.

- 51% of residents also feel there is not enough private off-street parking for themselves.

Summary of Land Use and Parking Code Findings

- In 24 years, a few business owners have leased merchant permits, but none have utilized in-lieu fees to satisfy their parking requirement.
- Existing land use patterns discourage construction of large commercial buildings and new parking spaces.
- High parking demand land uses such as restaurants that replace other uses on lots less than 10,000 square feet (and not exceeding 1:1 building to land ratio) disproportionately increase parking demand without being required to increase their parking supply.
- Retail and office uses are the predominant land uses, totaling 163 of the 251 total number of Downtown land uses.
- About 41% of the parking demand is generated by restaurant uses, 24% by retail uses, 23% by office uses, and 12% by miscellaneous uses.
- Restaurant uses generate 41% of the Downtown parking demand but comprise only 20 percent of all businesses.
- Mixed uses and off-set peak parking demand for different uses help reduce the overall code required parking from 3,436 code required spaces to 1,561 actual spaces.
- The Northeast quadrant generates 30% of the parking demand followed by the Southwest at 28%, Northwest at 26% and the Southeast at 16%.
- Since 1984, about 600 spaces have been added to the Downtown area. In that same time, parking demand has increased by 824 spaces.
- Existing parking supply is expected to accommodate anticipated future development.

Summary of Downtown Commercial District Operation Findings

- Current parking fund reserves are expected to be exhausted in 3-4 years.
- City meter rates are 50% less than other cities.
- Over 4,300 cash keys have been sold.
- When used by full-time employees, merchant parking permits cost 75% less than paying meter fees.

PARKING MANAGEMENT PLAN RECOMMENDATIONS

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. Table E-1 identifies the approved list of initial measures to be implemented.

Table E-1
PARKING MANAGEMENT PLAN STRATEGIES
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 AREAS	
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.

STUDY OVERVIEW

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 1998. With the addition of the Metlox Center 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.

The Study elements include the following major efforts:

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

Based on the above work tasks, parking issues and conditions were identified and parking improvement strategies developed to address existing and future parking demand needs in Downtown.

Objective

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 employee 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?

Items Not Studied

At the scoping meeting for this study, the City Council clearly indicated it is not the intent of this Plan to determine the number of parking spaces needed during peak summer weekends or special events. Adding parking spaces to handle parking demands that only occur a few days per year is an inefficient use of valuable land and resources. As such, this study did not conduct studies on dates with special events. It was also not the intent of this Plan to set out to manage these special event days. Lastly, the Plan does not attempt to estimate beach visitor demand, although it is recognized that beach visitors do occupy parking spaces in the downtown area, primarily in the summer months.

PREVIOUS STUDIES AND HISTORY

In the 1950's and 1960's, three parking assessment districts were created to serve downtown business. Originally created with the purpose to construct parking structures for the business within each district, the districts were eventually incorporated into a single operational and functional entity, known as the Downtown Business District (DBD). From the time the parking assessment districts were established until they were abandoned, all commercial properties within the parking districts were exempt from on-site parking requirements.

In 1983, the City conducted a parking demand study entitled *Downtown Parking and Traffic Circulation Report* that identified existing parking and traffic conditions in Downtown. Pursuant to the findings in that parking study, the land use codes were changed to allow small properties under 10,000 square feet and less than a 1:1 floor area ratio to remain exempt from on-site parking requirements. Any floor area above

1:1 was required to be parked at the current parking rates. The codes also required large sites to provide on-site parking for building area in excess of 5,000 square feet.

In 1990, the City Public Works Department conducted a downtown parking study, named *City of Manhattan Beach Downtown Parking Study Update*, which determined that parking supply opportunities were available. Some of the implemented strategies were the Merchant oversubscription program, which allowed the perpetual purchase of merchant parking permits in lieu of required on-site parking subject to Coastal Permit restrictions, posting of directional parking signs, and removal of metered parking from Lot 8 (Veteran's Parkway).

As part of the City's 1996 Downtown Strategic Plan, the City compiled a list of downtown properties and calculated the existing parking demand based on current parking rates without any allowed reductions. As the result of findings that showed existing and future parking supply deficits, the City hired a consultant to conduct an update of the existing parking conditions and to determine the current to the downtown parking conditions. The Strategic Plan and Downtown Manhattan Beach Parking Management Plan Report recommended several strategies for more efficient use of the parking lots, including raising meter fees, installing long-term meters, developing a card key system, modifying the merchant parking permit program, instituting valet parking, Downtown Design Guidelines to preserve the village character, and improving awareness of the public parking lots by creating a downtown parking guide and enhancing directional signs.

In 1998, the City updated the Local Costal Plan that implemented several policies related to public parking and access. The policies related to the Downtown area are:

- Policy I.B.1: The City shall encourage public transportation service to mitigate excess parking demand and vehicular pollution. All transportation/congestion management plans and mitigation measures shall protect and encourage public beach access.

- Policy I.B.7: The City shall provide adequate signing and directional aids so that beach goers can be directed toward available parking.

- Policy I.C.1: The City shall maintain and encourage the expansion of commercial district parking facilities necessary to meet demand requirements.

- Policy I.C.2: The City shall maximize the opportunities for using available parking for weekend beach use.

- Policy I.C.3: The City shall encourage additional off-street parking to be concentrated for efficiency relative to the parking and traffic system.

- Policy I.C.4: The City shall ensure that future residential and commercial development provides the parking necessary to meet the standards set forth in Section A.64 of Chapter 2 of the Implementation Plan, except that residential parking requirements shall not be reduced for units less than 550 square feet.

- Policy I.C.6: The City shall require existing residential and commercial buildings to comply with parking standards set forth in Section A.64 of Chapter 2 of the Implementation Plan upon substantial remodeling or expansion, as defined in Sections A.64.020 and A.68.030 of Chapter 2 of the Implementation Plan except that residential parking requirements shall not be reduced for units less than 550 square feet.

- Policy I.C.7: The City shall require, when feasible, that commercial development using on-site ground level parking provide vehicular access from the rear of the lot only, so as not to conflict with pedestrian traffic.

- Policy I.C.8: Use of the existing public parking, including, but not limited to, on-street parking, the El Porto beach parking lot, and those parking lots indicated on Exhibit #9, shall be protected to provide public beach parking. The City shall continue the implementation of the residential parking permit program for the El Porto parking lot or ensure that the County continues such efforts if, at some future time, the County assumes operational functions. Any change in the El Porto parking permit program shall not reduce existing public access opportunities, and shall require a Coastal Development Permit.

- Policy I.C.10: Concentrate new parking in the Downtown Commercial District to facilitate joint use opportunities (office and weekend beach parking uses).

- Policy I.C.11: Maintain the existing public parking system in the vicinity of Valley/Ardmore/Manhattan Beach Boulevard to provide parking out of the downtown area.

- Policy I.C.12: Require surface or on-site parking for commercial uses that exceed 1.5 times the area of the lot as prescribed in Section A.16.030 of Chapter 2 of the Implementation Plan.

- Policy I.C.15: Continue management of existing parking facilities through enforcement to improve efficiency by keeping on-street spaces available for short-term users and encouraging the long-term parkers to use off-street parking lots.

- Policy I.C.16: Improve information management of the off-street parking system through improved signing, graphics and public information and maps.

- Policy I.C.17: Provide signing and distribution of information for use of the Civic Center parking for beach parking on weekend days.

- Policy II.A.4: Discourage commercial lot consolidations of greater than two standard city lots.

- Policy II.A.5: Commercial development eligible to participate in off site parking and in lieu fee parking programs under Sections A.64.050 and A.64.060 of Chapter 2 of the Implementation Plan shall participate only if parking spaces required by Section A.64 of Chapter 2 of the Implementation Plan do not exceed the available parking supply.

- Policy II.A.6: Encourage development of adequate parking facilities for future development through ground level on-site parking or a requirement to pay the actual cost of constructing sufficient parking spaces. Maximize use of existing parking facilities to meet the needs of commercial uses and coastal access.

- Policy II.B.5: Development of the former Metlox site shall provide the parking necessary to meet the standards set forth in Section A.64 of Chapter 2 of the Implementation Plan. All required parking shall be provided on the Metlox site.

In 2003, the City adopted the General Plan Update, which established several downtown policies:

- Goal LU-7: Continue to support and encourage the viability of the Downtown area of Manhattan Beach.

- Policy LU-7.1: Encourage the upgrading and growth of businesses in the Downtown area to serve as a center for the community and to meet the needs of local residents and visitors.

- Policy LU-7.5: Support the efforts of business improvement districts (BIDs) to enhance and improve Downtown.

- Policy LU-7.6: Recognize the unique qualities of mixed-use development and balance the needs of both commercial and residential uses.

- Goal I-3: Ensure that adequate parking and loading facilities are available to support both residential and commercial needs.

- ·Policy I-3.1: Review the existing Downtown Parking Management Program recommendations, re-evaluate parking and loading demands, and develop and implement a comprehensive program, including revised regulations, as appropriate, to address parking issues.

- Policy I-3.3: Periodically evaluate the adequacy of parking standards in light of vehicle ownership patterns and vehicle sizes in the City.

- Policy I-3.5: Encourage joint-use and off-site parking where appropriate.

Between 2004 and 2006, two new parking structures were added in Downtown, a 459 space structure under the Metlox Center at Manhattan Beach Boulevard and Valley Drive, and the 178 space parking structure including the Civic Center surface lot (not including the secured Public Safety gated parking lots). These improvements have changed the dynamics of parking in downtown, which is the catalyst for this 2008 Downtown Parking Management Plan.

STUDY AREA

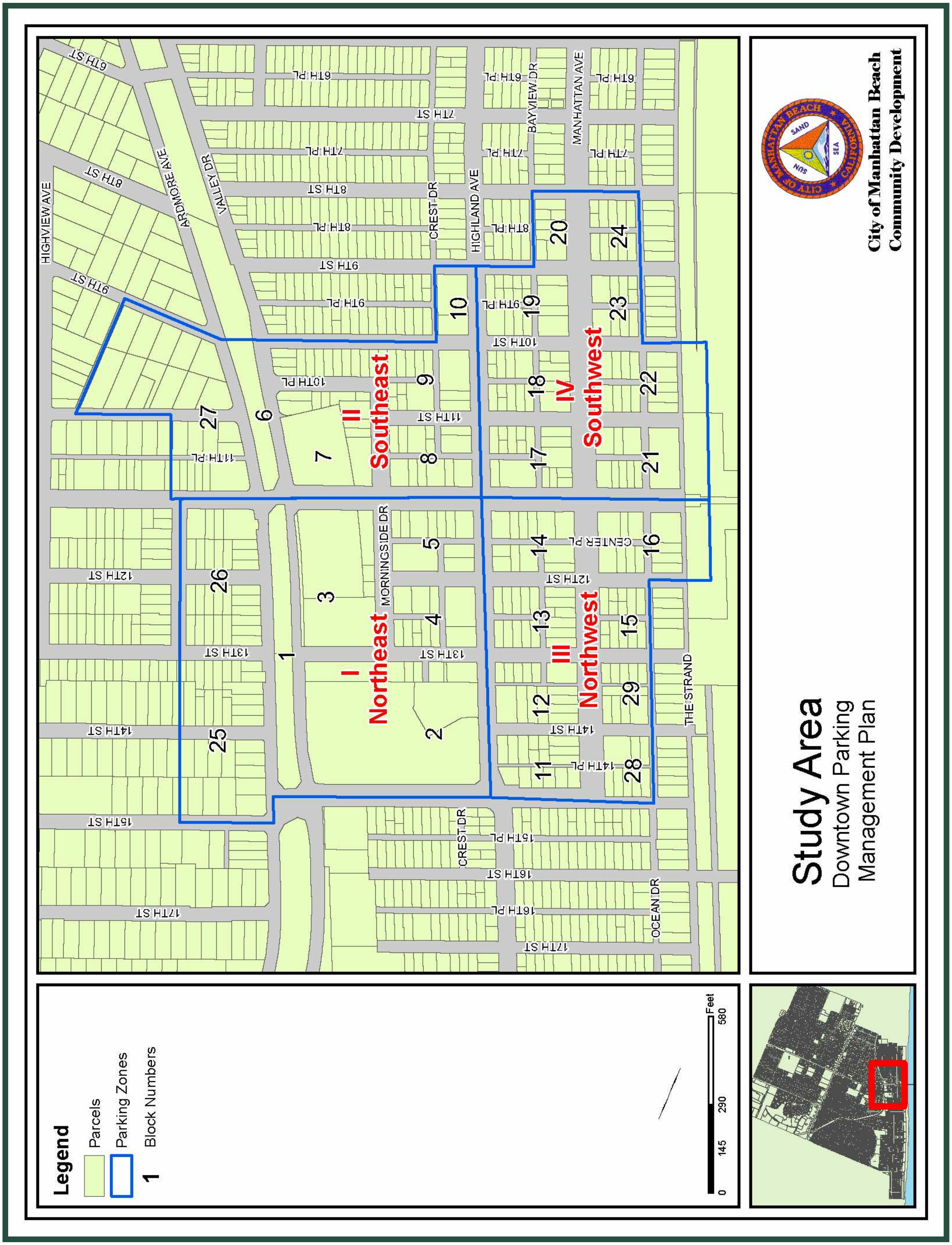
The study area is generally bounded by 15th Street to the north, Fisher Avenue to the east, 8th Street to the south and The Strand to the west. The boundaries of the study area are shown in Figure A. The study area matches and exceeds the area covered in the *1998 Downtown Manhattan Beach Parking Management Plan* which in turn matched the area covered by prior parking studies in 1984 and 1990. Within the study area, the property development is a mix of retail, office, civic and residential land uses. Most of the residential land uses are multi-family dwelling units within the core, while single-family residences are common along the outlying areas. Retail, restaurant and other commercial land uses are generally located along Manhattan Beach Boulevard, Highand Avenue and Manhattan Avenue. The Downtown study area also includes the Civic Center comprised of City Hall, Police-Fire Headquarters, and the Library.

The primary access to the downtown area is via Manhattan Beach Boulevard from the east, and Highland Avenue and Manhattan Avenue from the north and south.

Manhattan Beach Boulevard is classified as a secondary highway, while Highland Avenue and Manhattan Avenue are collector roads. A third commonly used access is the Valley Drive/Ardmore Avenue couplet that begins at Sepulveda Boulevard at its north end and extends south to Hermosa Beach. Valley Drive is a one-way southbound street between 2nd Street and 13th Street while Ardmore Avenue is a one-way northbound street between 2nd Street and 15th Street. The downtown area is laid out in a grid pattern, with numerous local streets and alleys providing local access and commercial loading. Several "walk" streets also cross the study area in an east-west direction.

The study area was expanded for this Plan to better evaluate the existing and potential future parking impacts caused by commercial land uses within the downtown. The City is sensitive to the reported overflow parking issues related to employee parking in residential areas. The expansion of the study area is an attempt to quantify the extent of this impact so that an effective solution can be initiated.

The study area is divided into four quadrants: I – Northeast, II – Southeast, III – Northwest, and IV – Southwest along Manhattan Beach Boulevard and Highland Avenue. This subdivision helps reveal the relationship between parking demand and available parking supply. The study area is further divided into 29 block numbers, so that localized parking demand and supply patterns can be evaluated and addressed.


Study Area
Downtown Parking
Management Plan
City of Manhattan Beach
Community Development
Legend
Parcels
Parking Zones
Block Numbers
Feet
0 145 290 580
I Northeast
II Southeast
III Northwest
IV Southwest
HIGHLAND AVE
MANHATTAN AVE
VALLEY DR
ARDMORE AVE
HIGHVIEW AVE
CREST DR
MORNINGSIDE DR
BAYVIEW DR
CENTER PL
OCEAN DR
THE STRAND

EXISTING PARKING CONDITIONS

TYPES OF PARKING AVAILABLE

The Downtown area provides several parking choices:

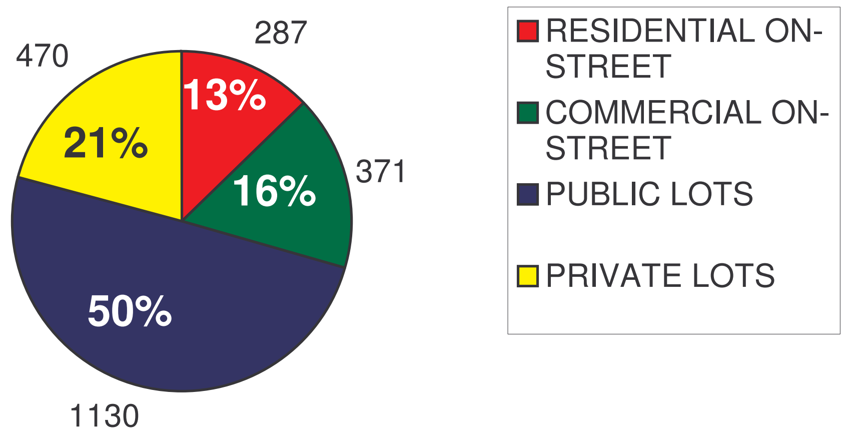
- Time-Limit Metered Street Parking
- Time-Limit Metered Off-Street (Lot) Parking
- Time-Limit Unmetered Street Parking
- Time Limit Unmetered Off-Street (Lot) Parking
- Private Off-Street Parking
- Merchant Permit Parking
- Valet Parking (Seasonal and Weekends)

The vast majority of street parking in the Downtown Commercial District is limited to 2 hours, and almost all spaces adjacent to commercial uses are metered. Street parking meter rates are 75 cents per hour, while parking lot meters are 50 cents per hour. Street parking adjacent to residential uses is generally unmetered.

PARKING INVENTORY

A field investigation was made to identify the number and types of parking spaces available in Downtown, including private commercial spaces. The investigation determined there are a total of 1,130 off-street public parking spaces, 371 on-street commercial parking spaces, 287 on-street residential spaces, and 470 private parking spaces for a total of 2,258 spaces within the study area. Approximately 34 disabled parking spaces were included in the total parking counts, but not evaluated as part of the occupancy counts due to the special nature and use of those spaces. Figure B shows the parking space breakdown by type:

FIGURE B
TOTAL PARKING SUPPLY
2,258 SPACES



One-half of the total parking supply is comprised of off-street public parking lots. The remaining parking types are fairly evenly split with between 13% and 21% of the total parking supply.

When compared to the parking inventory in 1998, the largest change occurred in the supply of public parking lot supply, which increased from 715 spaces to 1,130 spaces. Conversely, the number of private parking spaces decreased from 493 spaces to 470 spaces in the same time period.

Finding: Off-street public parking increased by 415 spaces (+58%) since 1998.

Public Parking Lots

The City maintains ten (10) off-street parking lots within the downtown area, mostly metered with 2-hour time limits, with some 8-hour unmetered spaces in the outlying City parking lots. The County of Los Angeles owns the Pier Lots but the City maintains them. The publicly maintained parking lots are shown in Table 1 below:

TABLE 1
PUBLIC PARKING LOT INVENTORY

LOT	LOCATION	TYPE OF PARKING	TOTAL SPACES
1	Bayview Dr. near 10th St.	28 2-hr meter, 20 Merchant	48
2	Bayview Dr. near 12th St.	45 2-hr meter, 22 Merchant, 1 HC	68
3	12th St. at Morningside Dr.	145 2-hr meter, 1 HC	146
6	Highland Dr. at 14th St.	24 2-hr meter, 2 HC	26
7	Valley Dr. near 11th St.	20 unlimited meter, 1 HC	21
8	Ardmore Dr. north of Manhattan Beach Blvd.	49 10-hr free, 2 HC	51
Metlox	Morningside Dr. north of Manhattan Beach Blvd.	194 2-hr meter, 255 8-hr meter (merchants allowed), 10 HC	459
Civic Ctr	15th St. between Highland Av. and Valley Dr.	96 2-hr meter, 53 2-hr free, 19 reserved, 10 HC	178
Upper Pier	Manhattan Beach Blvd. East of The Strand	50 5-hr meter, 4 HC	54
Lower Pier	Manhattan Beach Blvd. West of The Strand	68 5-hr meter, 8 reserved, 3 HC	79
TOTAL			1,130

Some off-street (Lot) parking spaces are designated for vehicles with merchant permits, which allow permit holders to park all day. Lots 1, 2 and Metlox parking lots allow merchant parking permits. In these three lots, there are a total of 303 available parking spaces for merchant parking permits.

Figure C below shows the physical layout of the on-street and off-street parking supply within the study area. Double parallel lines on private property indicate private commercial parking spaces.

On-Street Parking

Table 2 lists the inventory of on-street parking spaces by type of parking and block number. Nearly 52% of the on-street parking supply is limited to 2 hours with meters. The remaining parking consists of limited time free spaces located primarily adjacent to residential properties, and 24-minute meters located in front of certain high-turnover businesses.

Finding: 52% of the on-street parking supply is limited to 2 hours with meters.

TABLE 2
ON-STREET PARKING INVENTORY

BLOCK	TYPE OF PARKING				
	24-MIN METERS	2-HOUR METERS	2-HOUR NON-METERED	ALL DAY NON-METERED	TOTAL
2		27	9		36
3		26			26
4		19			19
5		25		17	42
7		18		16	34
8		38			38
9		4		6	10
10				14	14
11		2	19		21
12		2	7		9
13		9		8	17
14	3	29			32
15		10			10
16	3	28			31
17	2	32			34
18	1	10		5	16
19	2	17		15	34
20		9		1	10
21	2	22			24
22	1	8			9
23		7			7
24	1	10			11
25				43	43
26				30	30
27				83	83
28				8	8
29				10	10
TOTAL	15	352	35	274	658*

*Note- Motorcycle spaces not included in on-street parking inventory.

Private Commercial Parking

Table 3 lists the inventory of private parking spaces by block number. The inventory includes tenant, employee and customer spaces, some reserved and others not. The majority of the private lots are small, surface level lots.

TABLE 3
PRIVATE COMMERCIAL PARKING INVENTORY

BLOCK	PRIVATE SPACES
4	70
5	17
7	100
8	37
11	13
14	33
15	1
16	4
17	146
18	6
19	15
20	15
21	6
22	2
23	5
TOTAL	470

Merchant Permit Parking

Finding: There are about 303 parking spaces available for merchant parking.

The City has a parking permit program that allows merchants to park in designated areas within certain public lots: Lot 1, 2 and the lower level of Metlox parking structure. Lots 1 and 2 have exclusive Merchant Only parking between 8am to 7pm daily, while the lower level of Metlox parking structure allows merchants and the general public to purchase biannual permits rather than pay full meter rates. The permit holder is provided a hang tag to override the parking meters in the designated lots. Permits are valid for six months and cost $160. Merchant permits are assigned to specific business owners, and are not transferrable.

Permits for Lots #1, and #2 have a waiting list (ranging from 1 year to 4 years), while the number of permits for Metlox are currently unrestricted due to the additional spaces provided by this lot. Merchant permits do not guarantee merchants a parking space, and are restricted for use in the assigned lots only. Permits for Lots 1 and 2 cannot be used in the Metlox lower parking level. Since not all merchants may use their permits every day, the City issues more permits than merchant parking spaces in each lot. Subsequent to the completion of the Metlox parking structure, the City has not received complaints from this oversubscription policy.

Valet Parking

The Downtown Business and Professional Association, in cooperation with the City, contracts with a private parking firm (currently Parking Company of America) to provide valet services in the Downtown Business District on select days and seasons. This service is in response to demand from the downtown merchants as well as a way to make better use of off-street parking. The following locations operate Thursday, Friday and Saturday nights from 6 PM to Midnight (Sunday service was recently discontinued):

- 12th Street and Manhattan Avenue
- 10th Street and Manhattan Avenue
- Manhattan Beach Blvd – Hennessey's (May 1 – September 30 only)

At each location, several on-street parking spaces are posted for No Parking and used as valet zones. In exchange for the lost spaces, the City receives $5,000 per year from the valet company as a "rental" cost to offset the loss of parking meter revenue during those hours.

The valet service has contracted with several private owner parking lots (Skechers, Union Bank and Washington Mutual bank) in order to provide the necessary parking spaces. The valet rate is currently $9.00. Recent reports provided by the valet indicate valet average usage of 550 cars per month.

Finding: Approximately 550 vehicles are parked by valet service each month.

Total Parking Supply

Figure C shows the entire parking supply within the study area, including public parking lots, on-street, and private parking spaces. Private residential parking spaces were not included in the inventory due to the inability to determine if private garages were occupied. It was assumed for the purposes of this study that residential uses would provide sufficient parking supply to meet their individual demand. It should be noted that many older homes in the study area do not provide code-compliant parking, however, it is expected that remodeling trends will eliminate the non-conforming properties over time.

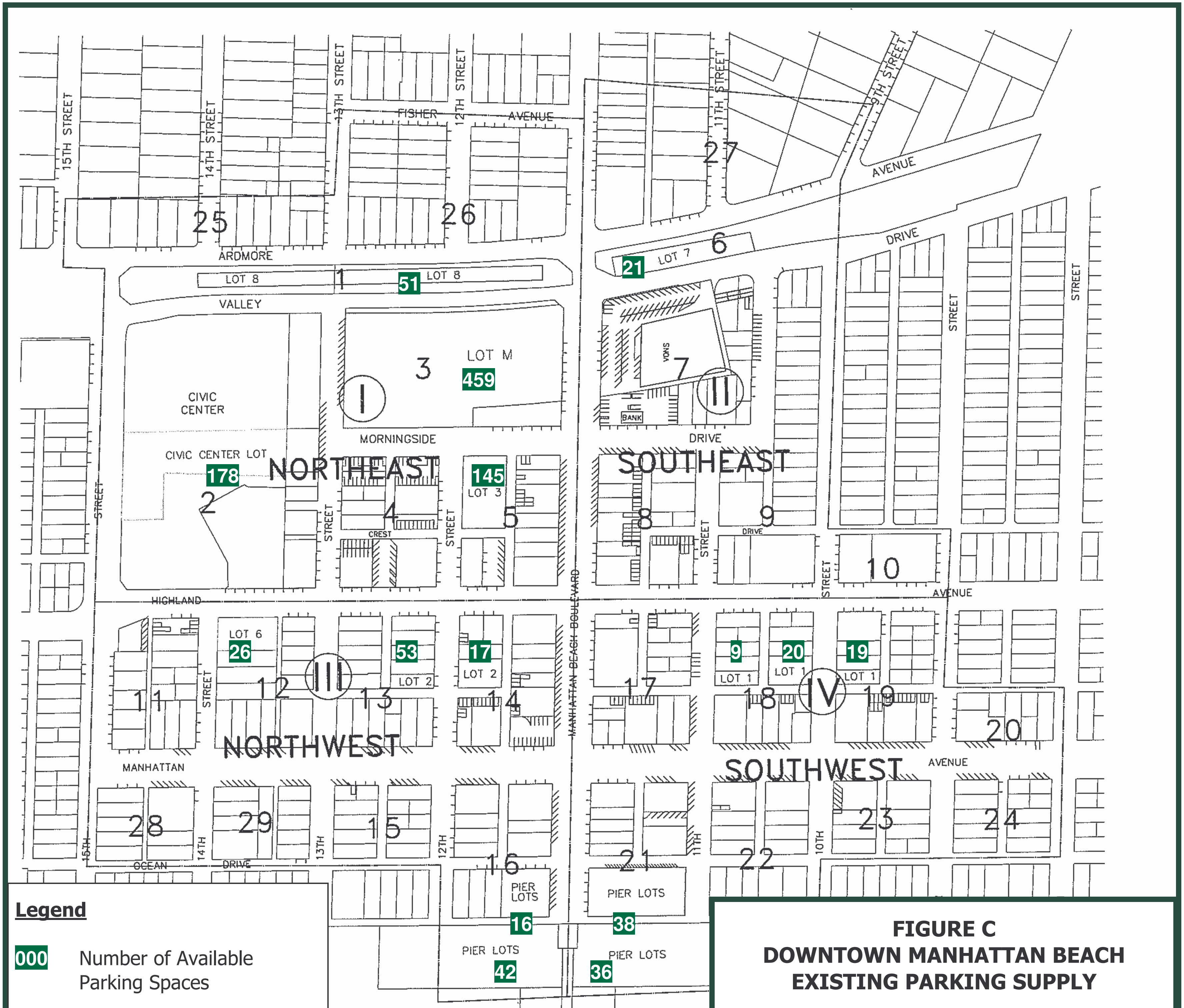


FIGURE C
DOWNTOWN MANHATTAN BEACH
EXISTING PARKING SUPPLY

Table 4 shows total number of parking spaces for each parking type in each quadrant of the study area. As indicated, the Northeast quadrant provides almost half of the total available parking supply. This is because the Northeast quadrant has three of the largest parking lots: Metlox, Civic Center and Lot 3.

Table 4
Parking Supply by Quadrant

	RESIDENTIAL ON-STREET	COMMERCIAL ON-STREET	PUBLIC LOTS	PRIVATE LOTS	TOTAL
NORTHEAST	90	97	833	87	1,107
SOUTHEAST	124	51	21	137	333
NORTHWEST	52	91	154	51	348
SOUTHWEST	21	132	122	195	470
TOTAL PARKING SUPPLY	287	371	1130	470	2,258

It should be noted that while the on-street commercial spaces are evenly distributed within the study area, the off-street public parking spaces are concentrated in the Northeast quadrant. This leads to underutilization of these lots and oversaturation of the lots in the remaining three quadrants. This condition is more fully described in the following section.

PARKING DEMAND STUDY

Wiltec, a traffic counting firm, was hired by the City to conduct seasonal traffic utilization counts within the study area. All public and private parking spaces were included in the study, while private residential spaces were excluded. The counts were conducted on an hourly basis between 8am and 10pm on a Thursday, a Friday and two Saturdays in each of the four seasons. During each survey, merchant, government and general vehicles were recorded for each space, and categorized by type of parking restriction, lot and/or block.

Fall counts were taken on November 17-30, 2006. Winter counts were taken on December 9-16, 2006. Spring counts were taken on May 3-12, 2007. Summer counts were taken on July 21-28, 2007. The Summer season parking demand study also included a parking duration analysis, in which the parking consultant recorded the length of time each car was parked in each parking stall over the course of the day. Summaries of the current parking utilization of public and private parking spaces within the study area are shown in the following charts:

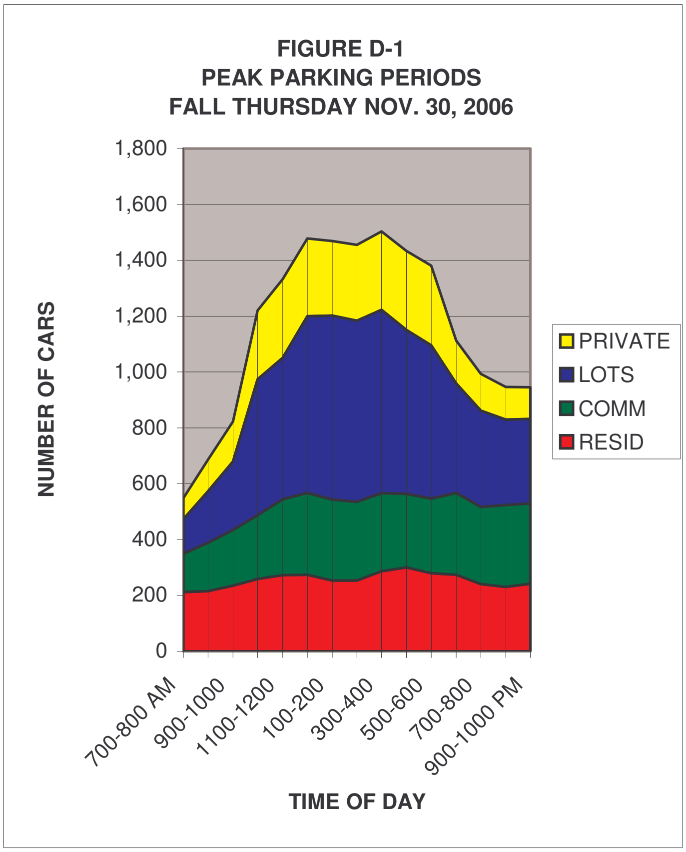


FIGURE D-1
PEAK PARKING PERIODS
FALL THURSDAY NOV. 30, 2006
NUMBER OF CARS
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
PRIVATE
LOTS
COMM
RESID
700-800 AM
900-1000
1100-1200
100-200
300-400
500-600
700-800
900-1000 PM
TIME OF DAY

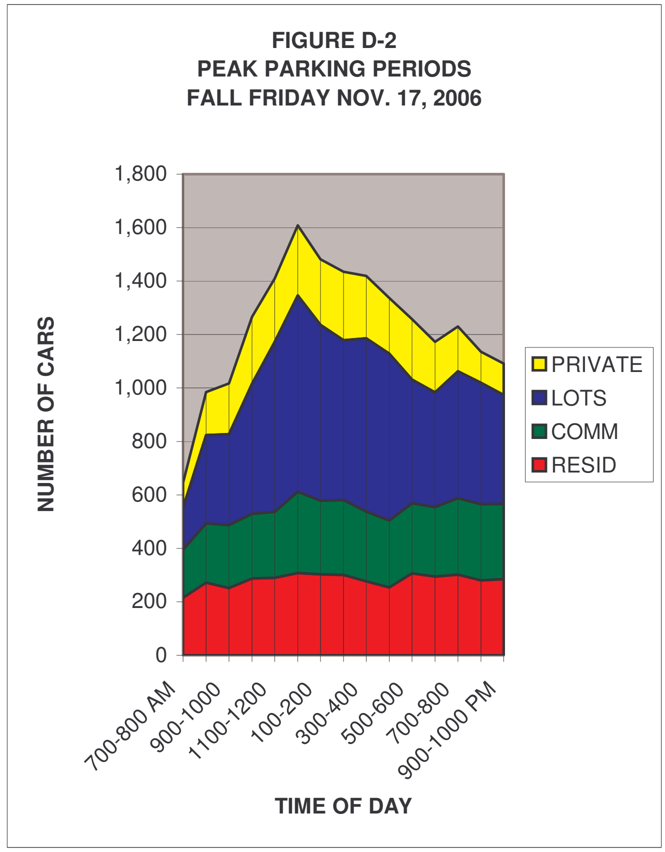


FIGURE D-2
PEAK PARKING PERIODS
FALL FRIDAY NOV. 17, 2006
NUMBER OF CARS
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
PRIVATE
LOTS
COMM
RESID
700-800 AM
900-1000
1100-1200
100-200
300-400
500-600
700-800
900-1000 PM
TIME OF DAY

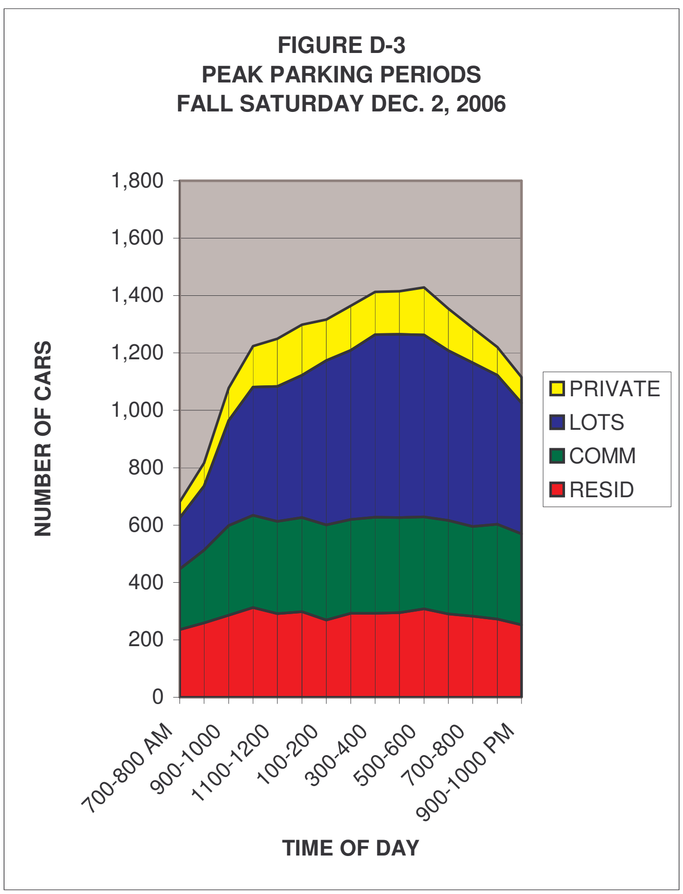


FIGURE D-3
PEAK PARKING PERIODS
FALL SATURDAY DEC. 2, 2006
NUMBER OF CARS
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
PRIVATE
LOTS
COMM
RESID
700-800 AM
900-1000
1100-1200
100-200
300-400
500-600
700-800
900-1000 PM
TIME OF DAY

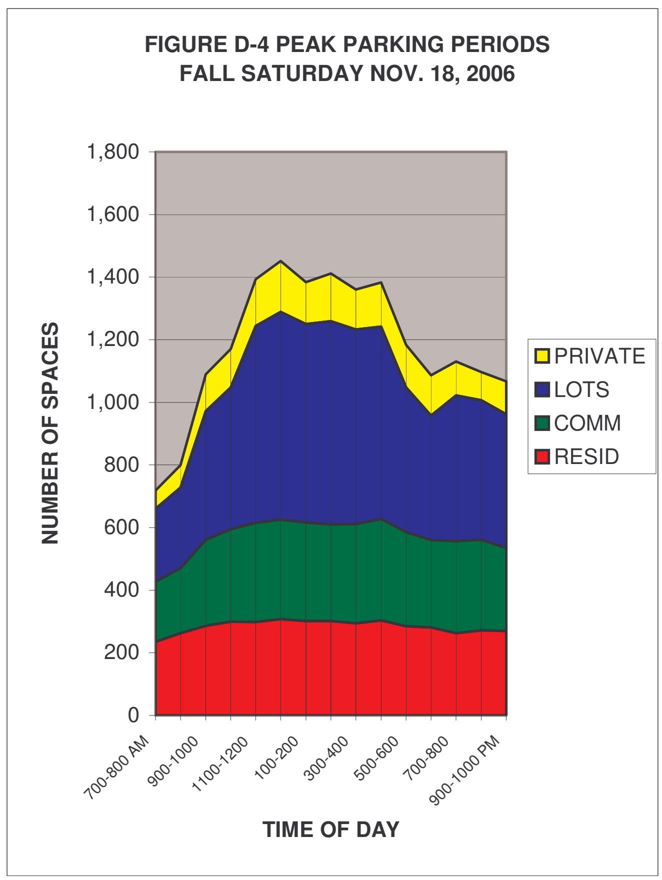


FIGURE D-4 PEAK PARKING PERIODS
FALL SATURDAY NOV. 18, 2006
NUMBER OF SPACES
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0
PRIVATE
LOTS
COMM
RESID
700-800 AM
900-1000
1100-1200
100-200
300-400
500-600
700-800
900-1000 PM
TIME OF DAY

FIGURE E-1
PEAK PARKING PERIODS
WINTER THURSDAY DECEMBER 14, 2006

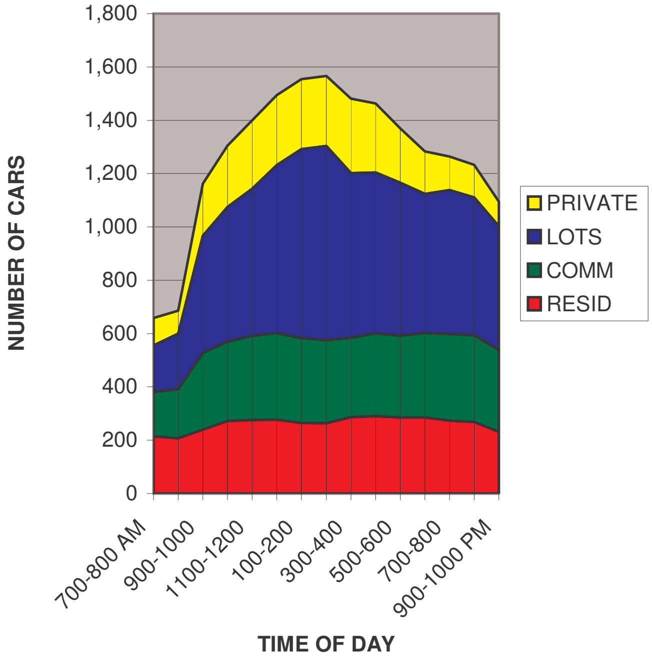


FIGURE E-2
PEAK PARKING PERIODS
WINTER FRIDAY DECEMBER 15, 2006

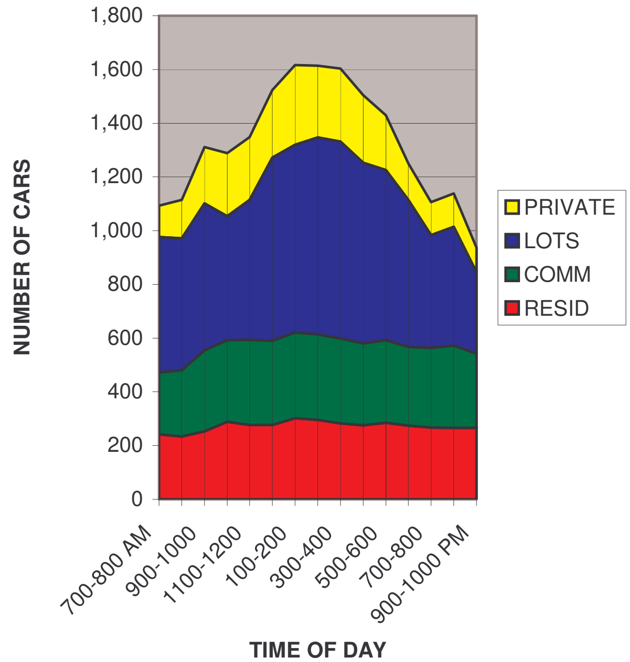


FIGURE E-3
PEAK PARKING PERIODS
WINTER SATURDAY DECEMBER 9, 2006

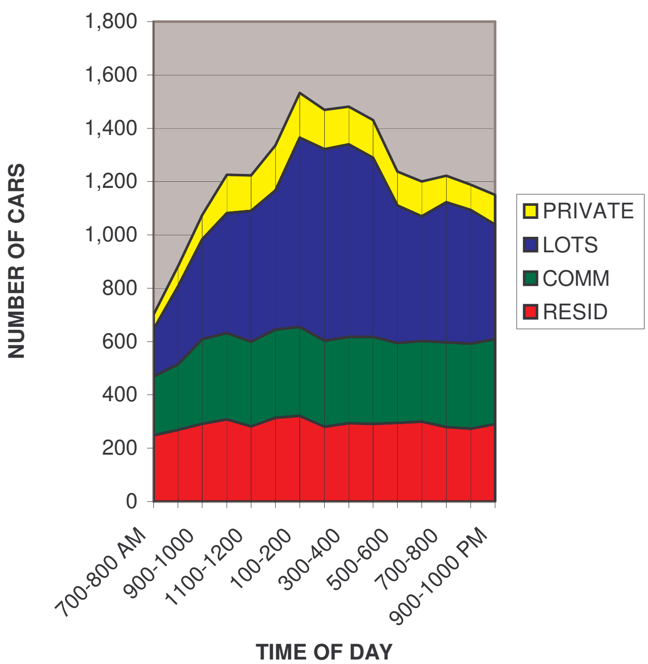


FIGURE E-4
PEAK PARKING PERIODS
WINTER SATURDAY DECEMBER 16, 2006

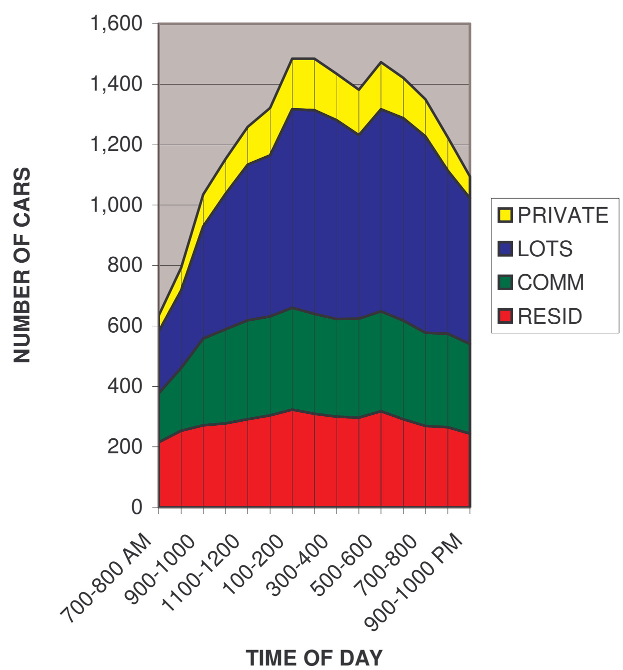


FIGURE F-1
PEAK PARKING PERIODS
SPRING THURSDAY MAY 3, 2007

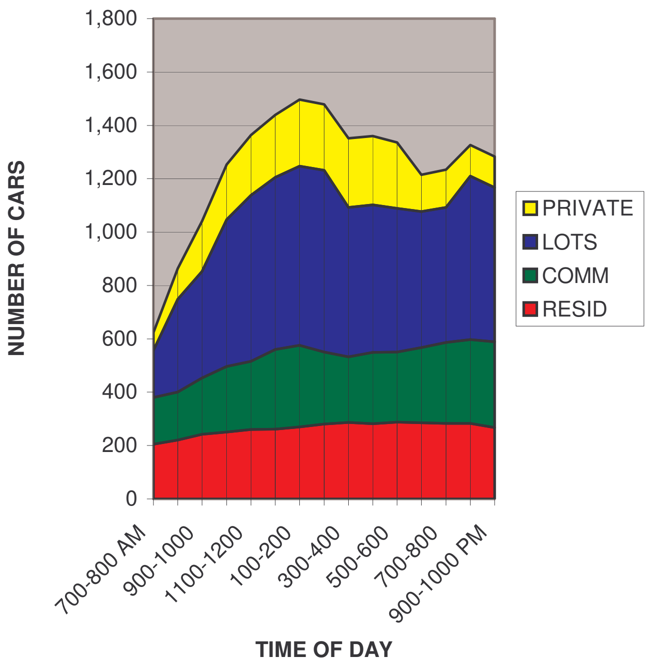


FIGURE F-2
PEAK PARKING PERIODS
SPRING FRIDAY MAY 4, 2007

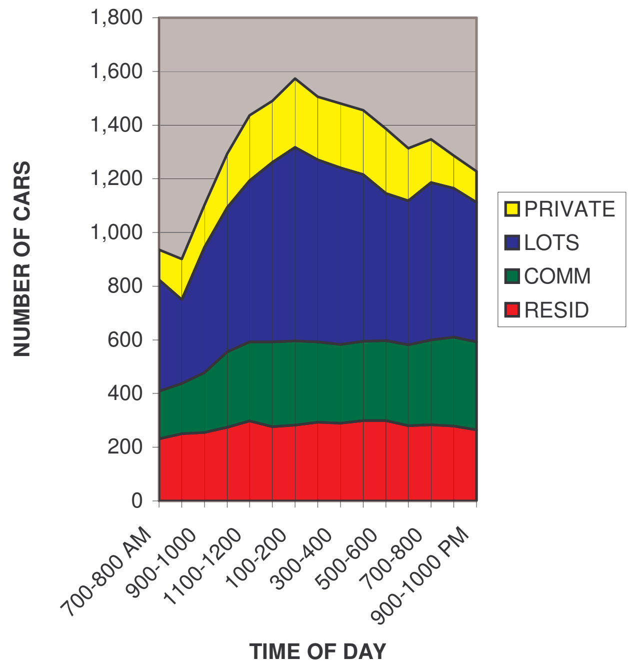


FIGURE F-3
PEAK PARKING PERIODS
SPRING SATURDAY MAY 5, 2007

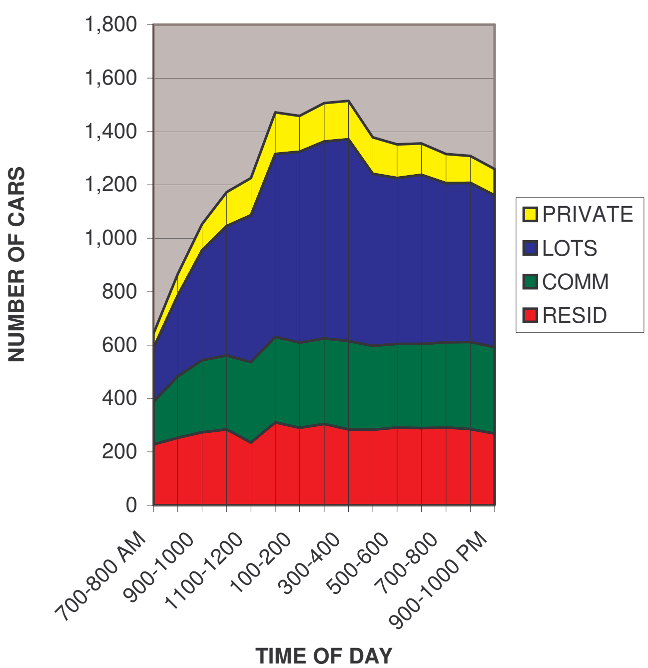
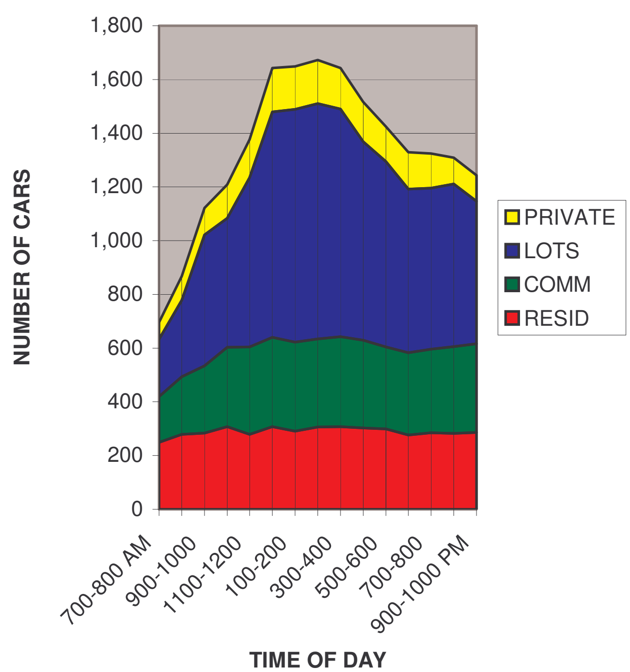


FIGURE F-4
PEAK PARKING PERIODS
SPRING SATURDAY MAY 12, 2007



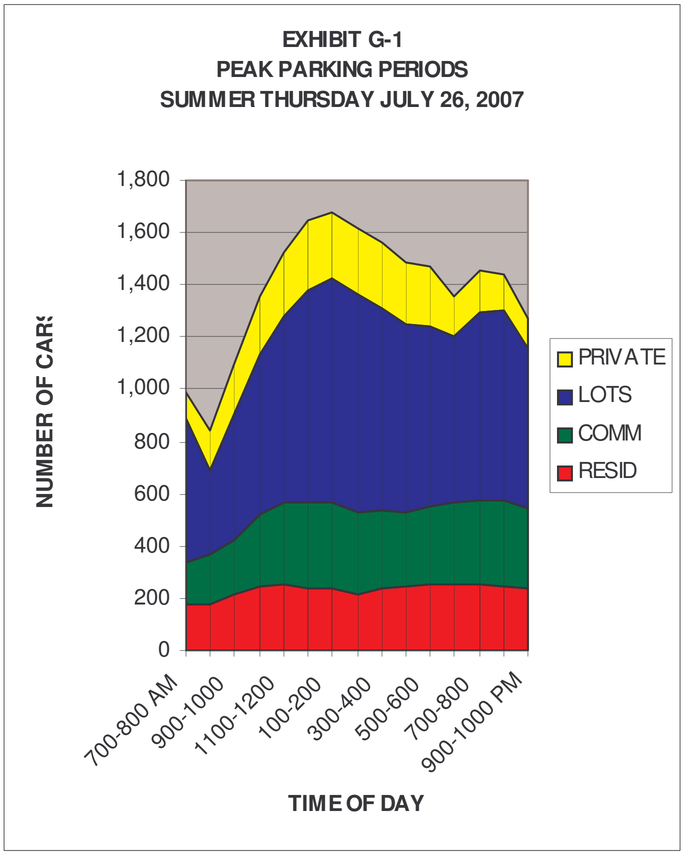


EXHIBIT G-1
PEAK PARKING PERIODS
SUMMER THURSDAY JULY 26, 2007
NUMBER OF CARS
TIME OF DAY
PRIVATE
LOTS
COMM
RESID

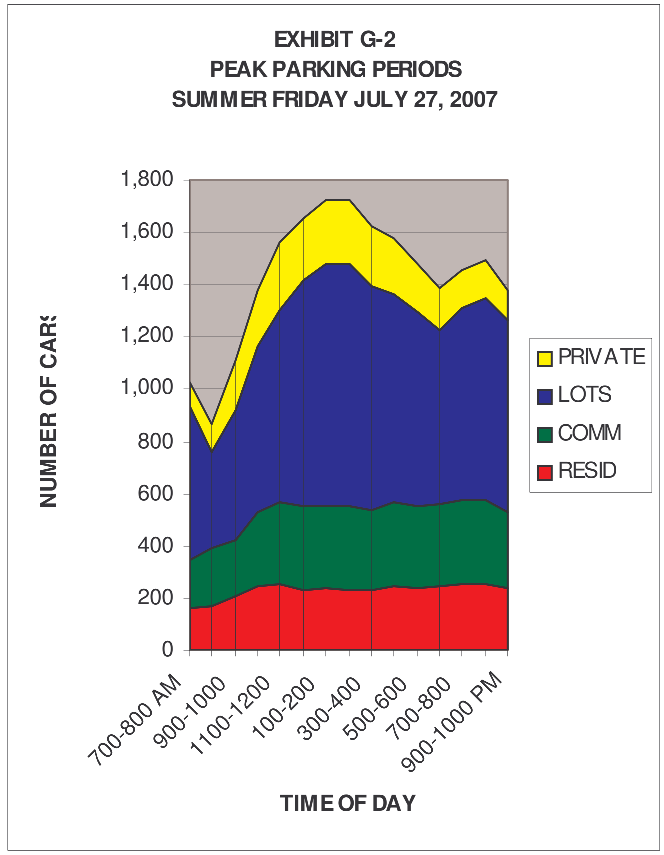


EXHIBIT G-2
PEAK PARKING PERIODS
SUMMER FRIDAY JULY 27, 2007
NUMBER OF CARS
TIME OF DAY
PRIVATE
LOTS
COMM
RESID

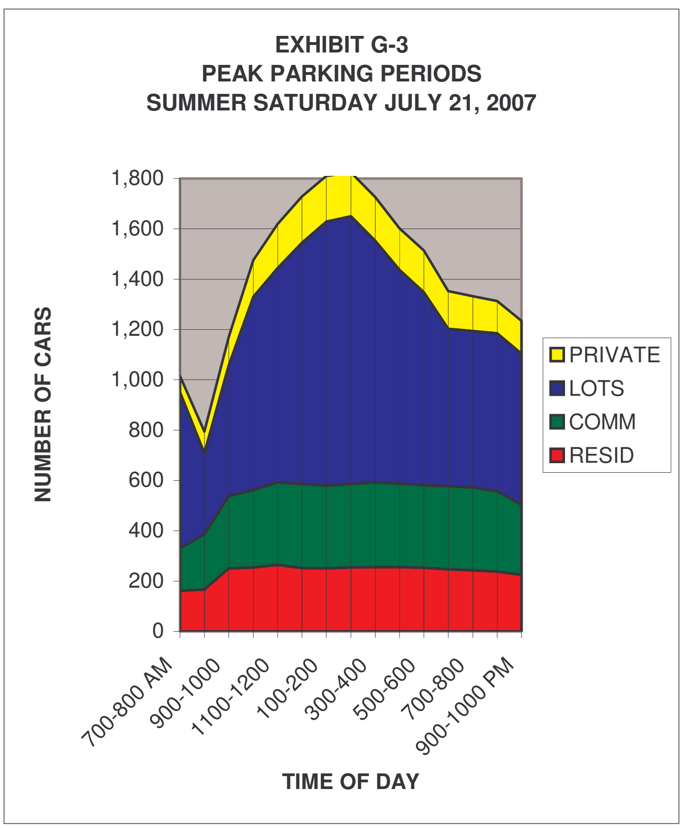


EXHIBIT G-3
PEAK PARKING PERIODS
SUMMER SATURDAY JULY 21, 2007
NUMBER OF CARS
TIME OF DAY
PRIVATE
LOTS
COMM
RESID

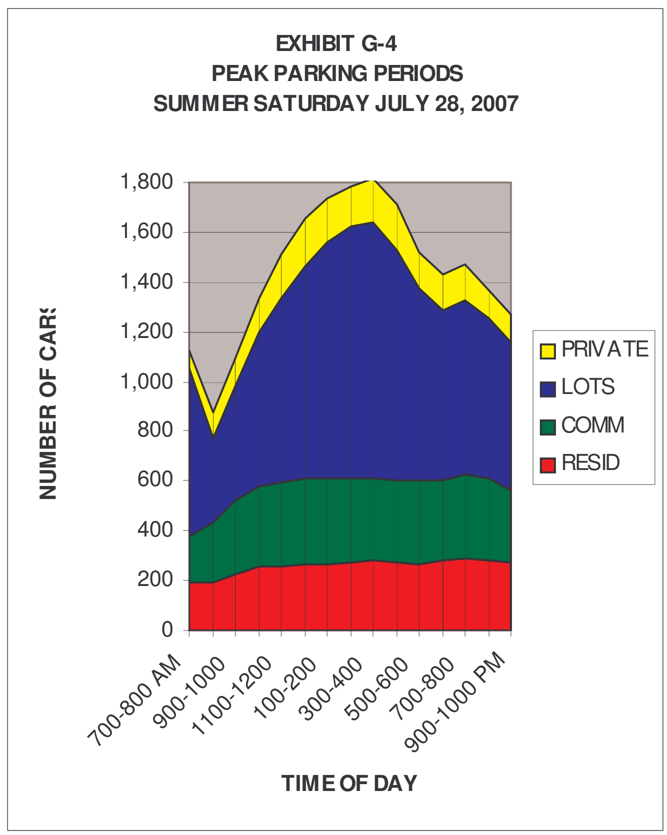


EXHIBIT G-4
PEAK PARKING PERIODS
SUMMER SATURDAY JULY 28, 2007
NUMBER OF CARS
TIME OF DAY
PRIVATE
LOTS
COMM
RESID

PARKING UTILIZATION RATES

The parking demand data indicate clear trends for each type of parking. In addition, the occupancy rates fluctuate based on certain common factors, such as time of day, time of year, and convenience to destinations. Public parking is on a first-come, first-serve basis. Since the large majority are not reserved, every public spaces can serve different types of users throughout the day. A space may turn over numerous times a day and serve residents as well as businesses.

The Peak Parking Period charts show the cumulative occupancy of each type of parking in Downtown. The top curve represents the total parking demand for each hour during the study. Peak demand generally occurs between 1 and 5 pm and generally tapers off as the evening ends.

Finding: Peak Overall Demand occurs between 1 and 5pm.

Weekday and weekend parking utilization rates are very similar. In fact, very little difference in overall usage or hourly fluctuations are noticeable. Seasonally, however, it is evident that evening parking demand is generally lighter in the Fall and Winter seasons, clearly because of improved weather conditions at night.

Finding: Weekday and weekend usage is very similar.
Finding: As evenings warm-up, parking demand increases.

The charts consistently indicate almost full use of residential and commercial street parking during the entire day. As demand increases during the day, the public parking lots absorb the additional demand, while street parking remains at or near capacity (90% or greater utilization).

Finding: Street parking fills up first, then parking lots follow.

Table 5 shows the average parking demand within the entire Downtown study area during the non-summer months. On average, the peak overall Downtown parking demand is about 70 percent both on weekdays and weekends. This means there are approximately 680 parking spaces available at any given time. Of these spaces, approximately 300 are controlled by private property owners, and the other 380 are in public parking lots.

Finding: Peak overall non-summer parking demand is about 70% of all spaces.
Finding: At least 680 spaces are available on non-summer days.

Table 5
OVERALL NON-SUMMER DOWNTOWN PARKING DEMAND

PEAK PARKING DEMAND	RESIDENTIAL ON-STREET	COMMERCIAL ON-STREET	PUBLIC LOTS	PRIVATE LOTS	TOTAL
WEEKDAY AVERAGE	298	316	709	274	1,561
WEEKDAY PERCENT	104%	85%	63%	58%	70%
UNOCCUPIED	0	55	421	196	672
WEEKEND AVERAGE	314	333	722	167	1,514
WEEKEND PERCENT	109%	90%	64%	35%	68%
UNOCCUPIED	0	38	408	303	749
SUPPLY	287	371	1130	470	2,258

Residential Street Parking Utilization

Street parking spaces in front of residential properties are consistently occupied throughout the day. Parking is on a first-come, first-serve basis. Some of the spaces near commercial zones are posted with 2-hour time limits, however, very few are metered. This open, free parking is intended to minimize inconvenience to residents, but it is also very attractive for employees to find free parking. This attractiveness decreases in proportion to the distance from commercial properties.

Finding: Free residential street parking encourages employee parking.

All of the residential street parking in the study area was found to be severely impacted, with few open spaces for residential use.

Finding: All downtown residential street parking is impacted.

Commercial Street Parking Utilization

Generally, all street parking spaces adjacent to commercial properties are metered time-limit parking. 352 spaces have two-hour limits, and 15 spaces have 24-minute limits. Street spaces are the preferred parking areas for customers and employees alike due to the proximity to the businesses. As such, these spaces are in highest demand, and fill up first. Street spaces are generally at capacity by 11am, and remain so throughout the day, not tapering off until well after 9pm. Weekday and weekend use of street parking is virtually identical.

Finding: Commercial Street spaces fill-up by 11am daily and remain so until after 9pm.

The low parking meter rates encourage longer use of the spaces, and parking beyond the two-hour limit, also known as “feeding the meter”, was common.

Finding: Vehicles often park in excess of 2 hours in metered spaces.

Private Parking Lot Utilization

Private parking lots are consistently underutilized, often due to restrictions on their use by employees. However, as noted above, the lots are generally small in size and serve very specialized uses. Often, they are inconvenient to reach, or are tandem in nature which are not suitable for customers. Businesses often place restrictions on these spaces, labeling them for customers only, or for certain employees. As a result, about 58% of the private spaces are occupied during non-summer weekdays and 35% are occupied on non-summer Saturdays. This percentage has remained unchanged since the 1998 study.

Finding: Private parking lots are generally small, inefficient and under-utilized.
Finding: About 58% of all private spaces are occupied on non-summer weekdays.

Public Parking Lot Utilization

In the Fall, Winter and Spring seasons, the smaller lots fill up by mid-morning and remain at capacity until early evening. The larger lots (Metlox, Civic Center and Lot 3) generally have available parking throughout the day.

Finding: Only Metlox, Civic Center and Lot 3 have available parking on non-summer days.

Table 6 shows the average peak daily utilization of each public lot for weekday and weekend in non-summer seasons.

TABLE 6
NON-SUMMER PEAK DAILY PARKING LOT UTILIZATION

LOT	LOCATION	TOTAL SPACES	WEEKDAY PEAK RATE	WEEKEND PEAK RATE
1	Bayview Dr. near 10th St.	48	97%	95%
2	Bayview Dr. near 12th St.	68	94%	93%
3	12th St. at Morningside Dr.	146	70%	81%
6	Highland Dr. at 14th St.	26	81%	95%
7	Valley Dr. near 11th St.	21	62%	88%
8	Ardmore Dr. north of Manhattan Beach Blvd.	51	92%	91%
Metlox	Morningside Dr. north of Manhattan Beach Blvd.	459	57%	56%
Civic Ctr	15th St. between Highland Av. and Valley Dr.	178	76%	54%
Upper Pier	Manhattan Beach Blvd. East of The Strand	54	100%	100%
Lower Pier	Manhattan Beach Blvd. West of The Strand	79	55%	72%

Merchant Permit Parking Utilization

Of the approximately 500 permits issued every six months, the actual merchant parking demand is about 100 spaces during non-summer months. 42 merchant permitees park in Lots 1 and 2, which are typically fully occupied by 9am daily. There are about 45 permittees park in the lower level of Metlox parking structure on weekdays and weekends. An average of 12 permitees were also found parking in the lower Civic Center lot and in Lot 3 west of Morningside Drive.

Finding: About 550 merchant permits are issued biennially.
Finding: About 100 merchant spaces are occupied daily.

Comparison to 1998 Parking Management Plan

In comparing the 2006/07 utilization rates to the 1998 study, it was found that the two new parking structures, the Civic Center and Metlox lots, helped relieve some parking demand in the eastern portion of the Downtown, generally east of Highland Avenue.

There are now about 400 available public parking spaces during non-summer days, versus 229 in 1998. As noted earlier, the Civic Center lot was reconstructed in 2005 with secure gated parking facilities for Fire Department and Police Department personnel, which relieved some demand for public lot spaces. The Metlox parking structure was constructed in 2005 and added 459 new parking spaces. In the western half of Downtown, parking utilization rates continued to rise, often up to capacity in several lots. Table 7 compares the parking utilization rates in 1998 versus 2006/07.

Finding: There are about 400 public parking spaces available on a non-summer day versus 229 in 1998.

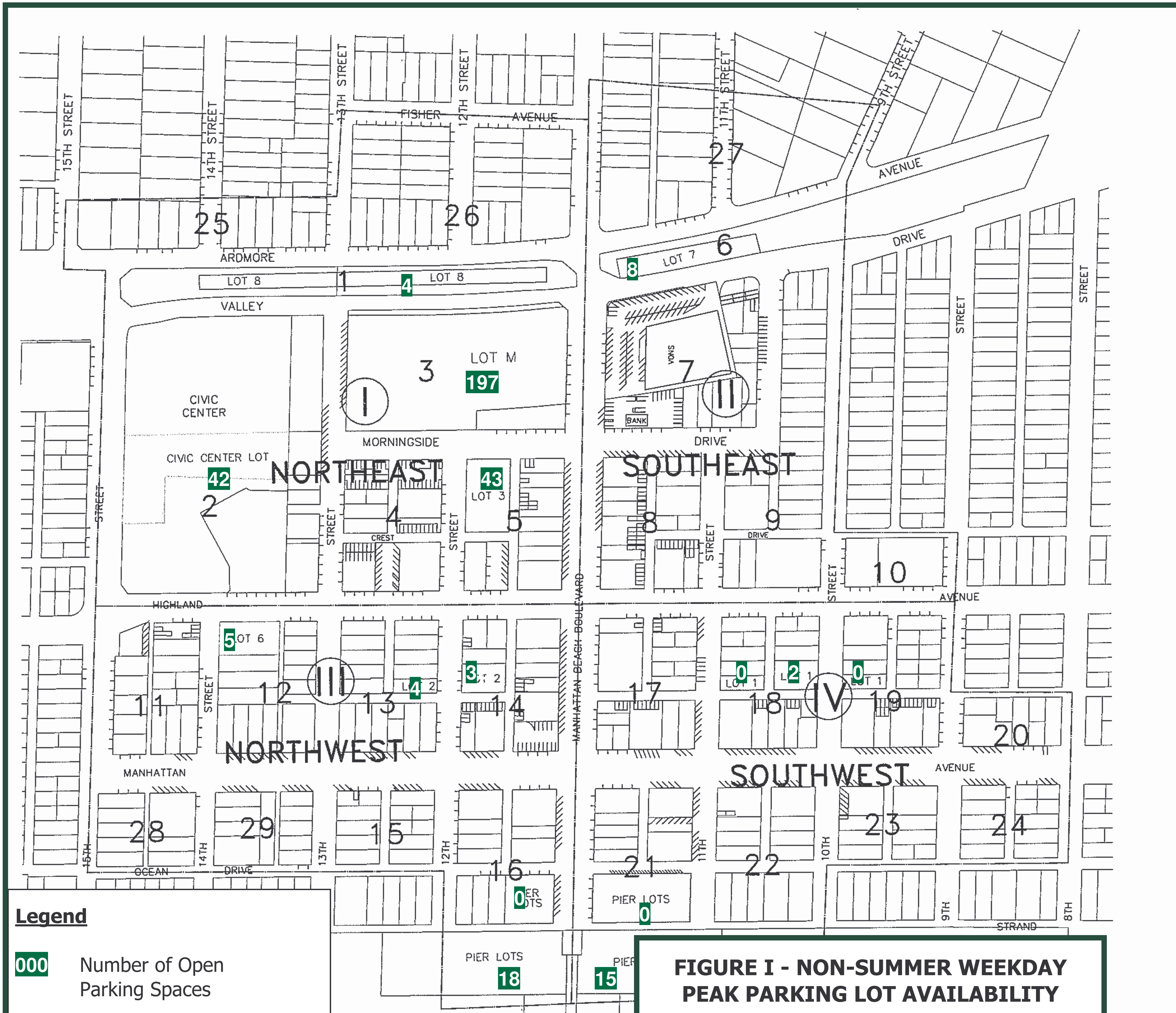
TABLE 7
1998 VERSUS 2006/07 PARKING LOT UTILIZATION COMPARISON

LOT	2006/07 WEEKDAY PEAK RATE	1998 WEEKDAY PEAK RATE	2006/07 WEEKEND PEAK RATE	1998 WEEKEND PEAK RATE
1	97%	96%	95%	94%
2	94%	93%	93%	94%
3	70%	76%	81%	80%
6	81%	100%	95%	100%
7	62%	65%	88%	40%
8	92%	78%	91%	96%
Metlox	57%	N/A	56%	N/A
Civic Ctr	76%	N/A	54%	N/A
Upper Pier	100%	94%	100%	98%
Lower Pier	55%	66%	72%	46%

Figures I and J show the average number of public parking lot spaces available on non-summer weekdays and weekends during the peak hour.

The comparison shows that the parking demand in Lots 1, 2, 3 and the Upper Pier Lots has not changed significantly since 1998. It also shows that Lot 6, across from City Hall, has decreased in demand, and now provides some availability on weekdays. Parking demand has increased in the long term lots such as Lot 7 (Veterans Parkway across from Vons) on weekends, Lot 8 (Veterans Parkway across from Shade Hotel) on weekdays and the Lower Pier lots on weekends.

Finding: Parking demand for long-term public parking lots has increased significantly since 1998.



Legend

000 Number of Open Parking Spaces

FIGURE I - NON-SUMMER WEEKDAY PEAK PARKING LOT AVAILABILITY

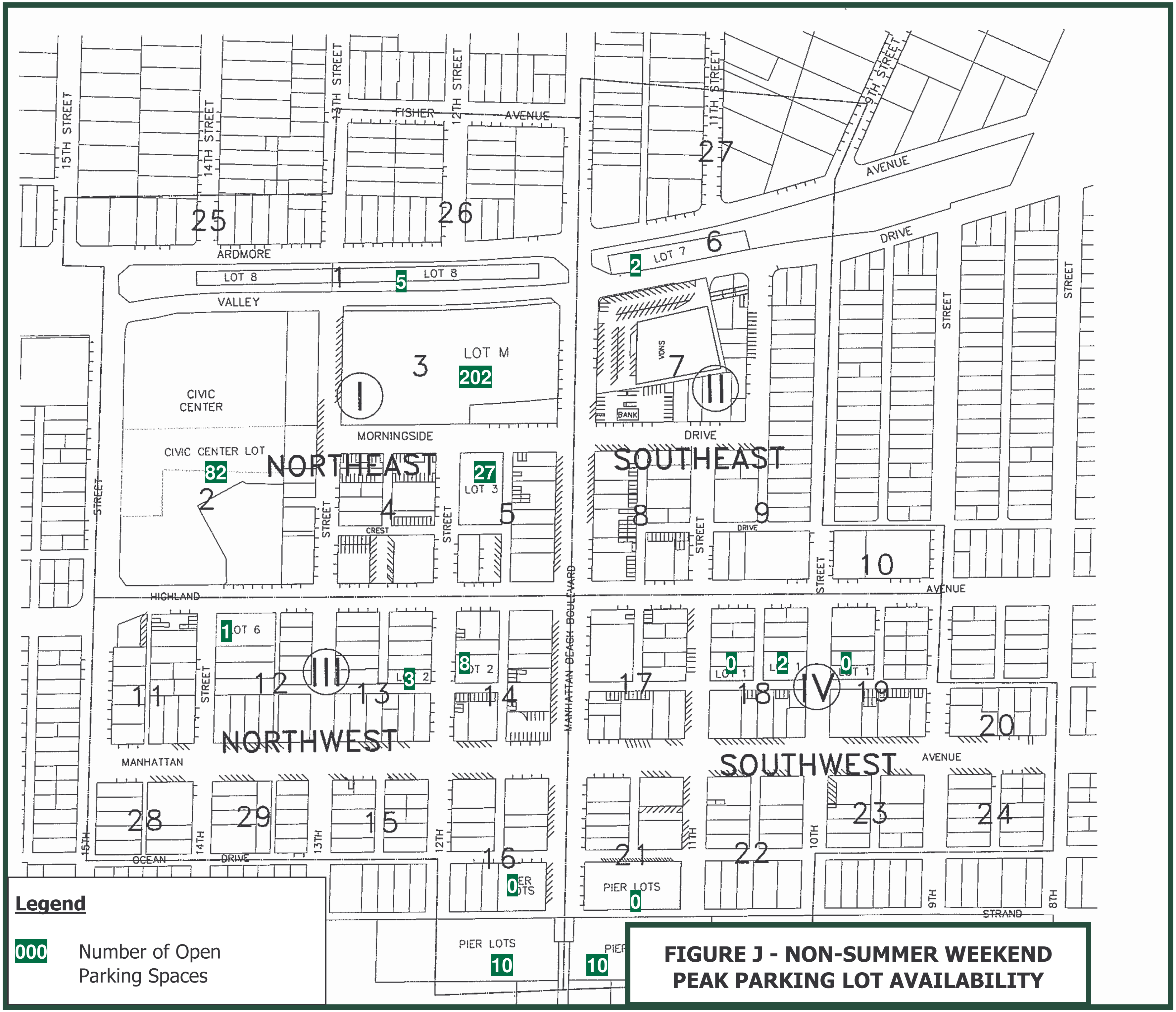


FIGURE J - NON-SUMMER WEEKEND PEAK PARKING LOT AVAILABILITY

SUMMER PARKING DURATION STUDY

Finding: Short-term and long-term parking needs are the same on weekdays and weekends.

Finding: 15% of vehicles in Downtown are parked more than 5 hours.

Finding: 45% of vehicles in Downtown are parked less than one hour.

The parking duration study results show the number of hours vehicles are parked in the various parking areas throughout Downtown. Both weekday and weekend duration counts were conducted on non-event summer days. The weekday counts were taken on July 26, 2007, and the Saturday counts were taken on July 28, 2007. Figure K-1 and K-2 indicate that the time needed to park vehicles is the same on weekdays and weekends. The figures also show that 45% of the overall Downtown parking demand is less than one hour. It also shows that a significant percentage of this demand lasts more than 5 hours.

FIGURE K-1
SUMMER WEEKDAY
OVERALL PARKING DURATION

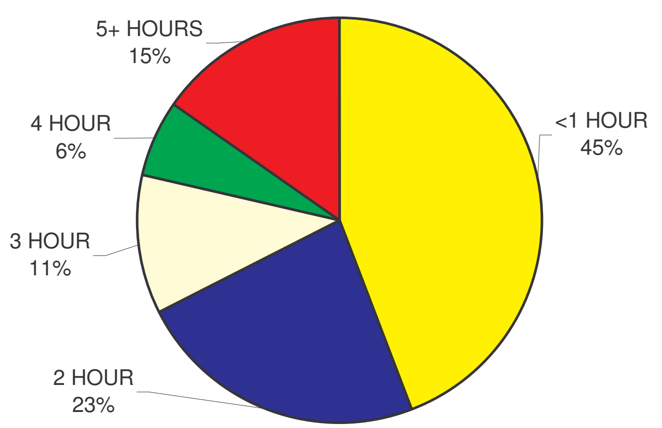
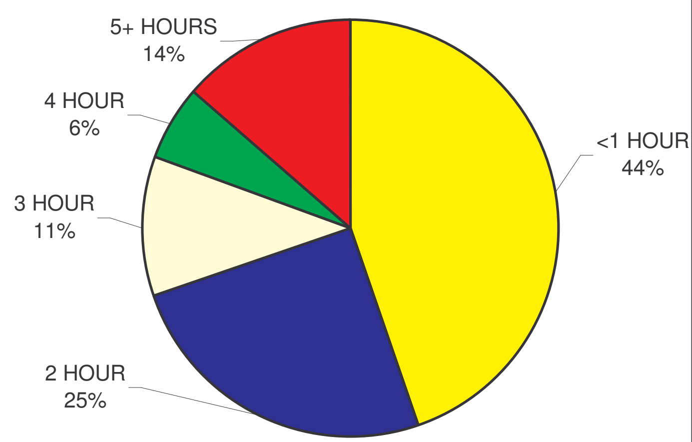


FIGURE K-2
SUMMER WEEKEND
OVERALL PARKING DURATION



Finding: Residential streets have a high percentage of long-term parking demand generated by both resident and employee users.

Figures L-1 and L-2 show the parking needs in each parking area within Downtown. It was found that residential areas experience a high percentage of long-term parking demand. Based on field observations, this parking demand can be attributed to a combination of resident parking and overflow employee parking from nearby businesses. By contrast, commercial street parking and private parking lots have the highest short-term parking turnover rates. Both short-term and long-term parking needs are evident in Public parking lots.

It should be noted that commercial street parking does not show much long-term parking demand, mainly because the vast majority of these spaces are restricted to two-hours or less. This is true to a lesser degree in the public parking lots.

Finding: Commercial streets have the highest percentage of short-term parking demand.

FIGURE L-1
WEEKDAY PARKING DURATION
BY PARKING TYPE

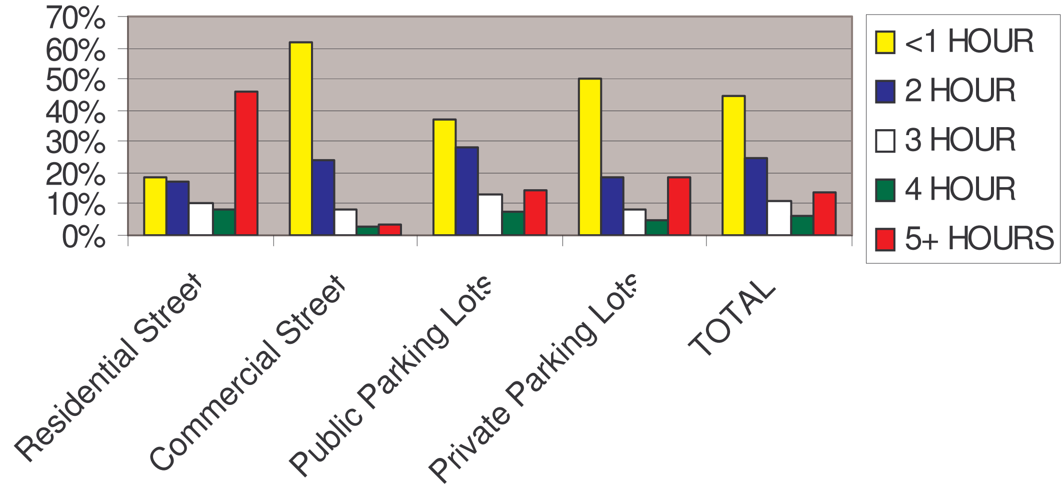
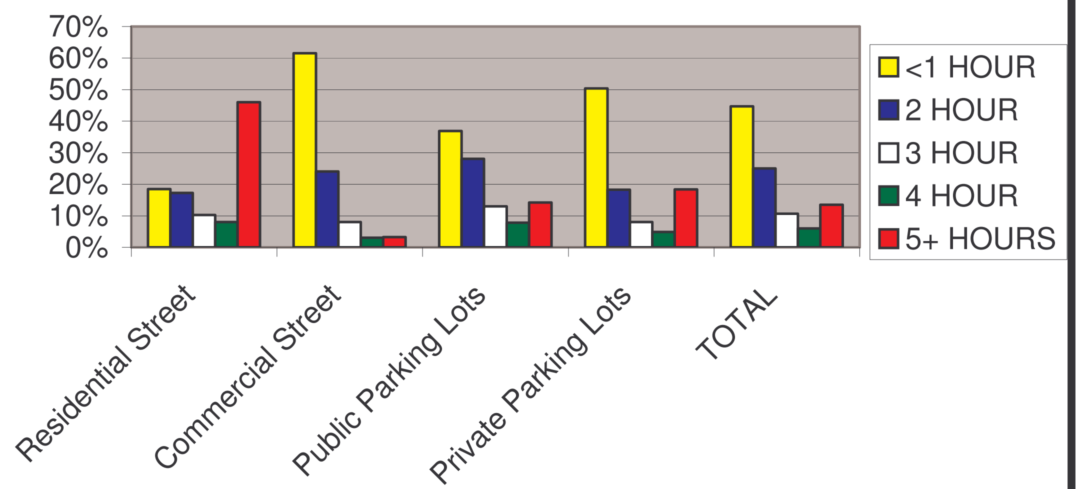


FIGURE L-2
WEEKEND PARKING DURATION
BY PARKING TYPE



DOWNTOWN INTERVIEWS AND QUESTIONNAIRE

Interviews and written surveys were conducted to obtain direct input from the local residents, visitors, business owners and property owners in Downtown Manhattan Beach. Individual and group interviews were held with various stakeholders, such as the Downtown Professional and Business Association (BPBA) and others. Written questionnaires were distributed to all residents and business owners/managers throughout the Downtown study area to solicit the widest cross-section of opinions regarding parking issues and potential solutions.

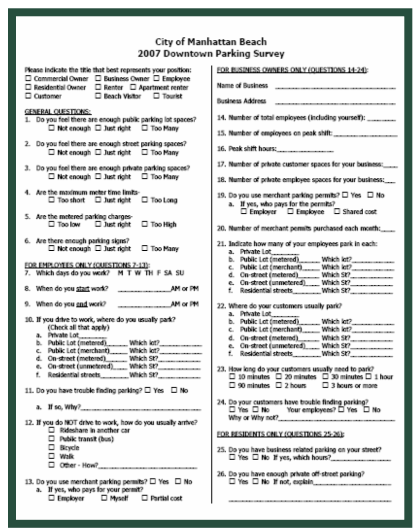
INTERVIEWS AND PUBLIC MEETINGS

The City has solicited and compiled a list of concerns and comments from various stakeholders and the general public for the last two years regarding Downtown parking. Comments were received during scoping sessions at the Parking and Public Improvements Commission meeting in August 2006, and at several City Council meetings between April 2004 and the present. Every attempt has been made to provide information that will help answer questions and address concerns on this topic.

WRITTEN SURVEYS

In October 2007 the City prepared a parking questionnaire survey to determine how and where employees, business owners, residents and visitors park within the downtown area. The questionnaire also solicited comments on parking issues and conditions. Over 500 questionnaires were distributed, and 90 were completed and returned.

The questionnaire repeated some questions that were asked in 1998, and added several new questions targeted to employees, employers and residents. The parking questionnaire results are summarized in Figure M.



City of Manhattan Beach
2007 Downtown Parking Survey

Please indicate the title that best represents your position:
☐ Commercial Owner ☐ Business Owner ☐ Employee
☐ Residential Owner ☐ Renter ☐ Apartment renter
☐ Customer ☐ Beach Visitor ☐ Tourist

GENERAL QUESTIONS:

1. Do you feel there are enough public parking lot spaces? ☐ Not enough ☐ Just right ☐ Too Many
2. Do you feel there are enough street parking spaces? ☐ Not enough ☐ Just right ☐ Too Many
3. Do you feel there are enough private parking spaces? ☐ Not enough ☐ Just right ☐ Too Many
4. Are the maximum meter time limits- ☐ Too short ☐ Just right ☐ Too Long
5. Are the metered parking charges- ☐ Too low ☐ Just right ☐ Too High
6. Are there enough parking signs? ☐ Not enough ☐ Just right ☐ Too Many

FOR EMPLOYEES ONLY (QUESTIONS 7-13):

7. Which days do you work? M T W TH F SA SU
8. When do you start work? ________AM or PM
9. When do you end work? ________AM or PM
10. If you drive to work, where do you usually park? (Check all that apply)
    a. Private Lot______
    b. Public Lot (metered)_____ Which lot?________
    c. Public Lot (merchant)_____ Which lot?________
    d. On-street (metered)_____ Which St?________
    e. On-street (unmetered)____ Which St?________
    f. Residential streets______Which St?________
11. Do you have trouble finding parking? ☐ Yes ☐ No
    a. If so, Why?________
12. If you do NOT drive to work, how do you usually arrive?
    ☐ Rideshare in another car
    ☐ Public transit (bus)
    ☐ Bicycle
    ☐ Walk
    ☐ Other - How?________
13. Do you use merchant parking permits? ☐ Yes ☐ No
    a. If yes, who pays for your permit? ☐ Employer ☐ Myself ☐ Partial cost

FOR BUSINESS OWNERS ONLY (QUESTIONS 14-24):

Name of Business ________

Business Address ________

14. Number of total employees (including yourself): ______
15. Number of employees on peak shift: ________
16. Peak shift hours:________
17. Number of private customer spaces for your business:____
18. Number of private employee spaces for your business:___
19. Do you use merchant parking permits? ☐ Yes ☐ No
    a. If yes, who pays for the permits? ☐ Employer ☐ Employee ☐ Shared cost
20. Number of merchant permits purchased each month:____
21. Indicate how many of your employees park in each:
    a. Private Lot______
    b. Public Lot (metered)_____ Which lot?________
    c. Public Lot (merchant)_____ Which lot?________
    d. On-street (metered)_____ Which St?________
    e. On-street (unmetered)____ Which St?________
    f. Residential streets______Which St?________
22. Where do your customers usually park?
    a. Private Lot______
    b. Public Lot (metered)_____ Which lot?________
    c. Public Lot (merchant)_____ Which lot?________
    d. On-street (metered)_____ Which St?________
    e. On-street (unmetered)____ Which St?________
    f. Residential streets______Which St?________
23. How long do your customers usually need to park?
    ☐ 10 minutes ☐ 20 minutes ☐ 30 minutes ☐ 1 hour
    ☐ 90 minutes ☐ 2 hours ☐ 3 hours or more
24. Do your customers have trouble finding parking? ☐ Yes ☐ No Your employees? ☐ Yes ☐ No
    Why or Why not?________

FOR RESIDENTS ONLY (QUESTIONS 25-26):

25. Do you have business related parking on your street? ☐ Yes ☐ No If yes, which hours?________
26. Do you have enough private off-street parking? ☐ Yes ☐ No If not, explain________

90 Responses

City of Manhattan Beach
2007 Downtown Parking Survey Results

FIGURE M

Respondents:
Commercial Owner-**2** BusinessOwner-**28** Employee-**18**
Residential Owner-**38** Renter-**3** Apartment Renter-**2**
Customer-**2** Beach Visitor-**0** Tourist-**0**

GENERAL QUESTIONS:

1. Do you feel there are enough public parking lot spaces?
   50% Not enough **39%** Just right **3%** Too Many

2. Do you feel there are enough street parking spaces?
   68% Not enough **23%** Just right **4%** Too Many

3. Do you feel there are enough private parking spaces?
   56% Not enough **31%** Just right **3%** Too Many

4. Are the maximum meter time limits-
   31% Too short **49%** Just right **4%** Too Long

5. Are there enough parking signs?
   36% Not enough **51%** Just right **6%** Too Many

FOR EMPLOYEES ONLY (QUESTIONS 6-12):

6. Which days do you work? M-**84%** T-**87%** W-**97%** TH-**94%** F-**95%** SA-**74%** SU-**45%**
7. When do you start work?
   <9am-25%, 9-10am 39%, 10am>-36%
8. When do you end work?
   <6pm-9%, 6-7pm-36%, 7pm>-32%
9. If you drive to work, where do you usually park? (Check all that apply)
   a. Private Lot-**16%**
   b. Public Lot (metered)-**19%**
   c. Public Lot (merchant)-**32%**
   d. On-street (metered)-**19%**
   e. On-street (unmetered)-**35%**
   f. Residential streets-**39%**

10. Do you have trouble finding parking? Yes-**77%** No-**29%**

    a. If so, Why? Top answer-**not enough all-day spaces**

11. If you do NOT drive to work, how do you usually arrive?
    13% Rideshare in another car
    3% Public transit (bus)
    10% Bicycle
    6% Walk
    3% Other - How?___**Motorcycle**__________

12. Do you use merchant parking permits? **58%** Yes **45%** No
    a. If yes, who pays for your permit?
    45% Employer **6%** Myself **3%** Partial cost

FOR BUSINESS OWNERS ONLY (QUESTIONS 13-22):

13. Number of total employees (including yourself): **450 total**

14. Number of employees on peak shift: **228 total**

15. Peak shift hours: **Top answer-all day**

16. Number of private customer spaces for your business: **54**

17. Number of private employee spaces for your business: **64**
18. Do you use merchant parking permits? **73%** Yes **45%** No
    a. If yes, who pays for the permits?
    19% Employer How many? **48 Total**
    5% Employee How many? **6 Total**
    0% Shared cost How many? **0 Total**

19. Indicate how many of your employees park in each:
    a. Private Lot **28**
    b. Public Lot (metered) **41**
    c. Public Lot (merchant) **22**
    d. On-street (metered) **28**
    e. On-street (unmetered) **17**
    f. Residential streets **109**

20. Where do your customers usually park?
    a. Private Lot **10%**
    b. Public Lot (metered) **53%**
    c. Public Lot (merchant) **3%**
    d. On-street (metered) **90%**
    e. On-street (unmetered) **10%**
    f. Residential streets **10%**

21. How long do your customers usually need to park?
    10% 10 min **7%** 20 min **24%** 30 min **24%** 1 hour
    24% 90 min **24%** 2 hours **17%** 3 hours or more

22. Do your customers have trouble finding parking?
    84% Yes **16%** No
    Your employees? **72%** Yes **28%** No
    Why or Why not? **Top Answer-not enough, especially during summer**

FOR RESIDENTS ONLY (QUESTIONS 23-246):

23. Do you have business related parking on your street?
    53% Yes **44%** No
    If yes, which hours? **Top Answer-7am until midnight**

24. Do you have enough private off-street parking?
    51% Yes **49%** No If not, explain **Top answers-employees park on street, 1 car garage for 2 cars**

PARKING SURVEY AND PUBIC INPUT FINDINGS

- Over half of respondents felt there were not enough public lot, on-street or private parking spaces.
- 68% of respondents indicated there were not enough street parking spaces.
- About half felt the parking time limits were adequate.
- 75% employees start work after 9am.
- Over two-thirds of employees leave work after 6pm.
- 39% of employees admitted to parking on residential streets.
- 32% of employees use public lots.
- 77% of employees have difficulty finding parking, mainly because there are not enough all-day spaces.
- Approximately 35% of employees use alternate transportation modes to travel to work.
- 58% of employee respondents use merchant parking permits. About half of those permits are paid for by the employer.
- Most employees work the entire day.
- 41% of customers need to park less than 30 minutes according to business owners.
- 42% of customers need to park one to two hours according to business owners.
- 17% of customers need to park more than two hours according to business owners.
- 84% of customers have difficulty finding parking, especially during summer according to business owners.
- 53% of Downtown residents feel there is business related parking on their street.
- 51% of residents also feel there is not enough private off-street parking for themselves.

Specific comments and concerns written by respondents are included in the Appendix. Some repeated comments include the desire for a residential parking permit program, the need for more employee parking, better directional parking signs and better enforcement of meters.

LAND USE AND PARKING CODES

EXISTING DOWNTOWN PARKING REGULATIONS

The City's Zoning Ordinance (Title 10 of the Municipal Code) as well as the City's Local Coastal Zone Zoning Ordinance, referenced as Chapter A of the City's Local Coastal Plan, regulates parking requirements for commercial uses in Downtown.

The parking requirements in the Downtown Commercial District are determined by taking the general Citywide land use parking code (Title 10) and then applying certain reductions allowed by the City's Local Coastal Plan. The general Citywide land use parking code requirements are:

- Take-Out Restaurant - 1 space per 75 square feet of total area
- Sit Down Restaurant – 1 space per 50 square feet of seating area
- Entertainment- Bar/restaurant – 1 space per 75 square feet of total area
- Office – 1 space per 300 square feet
- Medical Office – 1 space per 200 square feet
- General Retail – 1 space per 200 square feet
- Food and Beverage Retail – 1 space per 200 square feet
- Personal Services – 1 space per 300 square feet
- Banks/Savings & Loans – 1 space per 300 square feet
- Animal Hospital/Kennel – 1 space per 400 square feet
- Industrial – 1 space per 500 square feet

The following regulations are also applicable to commercial development as a way to reduce the parking requirements in the Downtown Commercial District originally established for the purpose of creating public parking lots. Code section references are given for the Municipal Code (Title 10) and Coastal Code (Chapter A.). Most, but not all, of the coastal parking regulations are identical to those contained in the Municipal Code. The coastal regulations may differ to address coastal access issues. Language that exists only in the coastal code is underlined to differentiate between the two codes. Should a parking regulation be amended in the Municipal Code Chapter A of the LCP usually also is modified.

10.64.050/ A.64.050 Reduced parking for certain districts and uses.

A. CD District**.** The following parking requirements shall apply to nonresidential uses:

1. Building Sites equal to or less than 10,000 Sq. Ft. If the FAR (Floor Area Ratio) is less than 1:1, no parking is required; if the FAF exceeds 1:1, only the excess floor area over the 1:1 ratio shall be considered in determining the required parking prescribed by Section 10.64.030.
2. Building Sites greater than 10,000 Sq. Ft. The amount of required parking shall be determined by first excluding 5,000 square feet from the buildable floor area and then calculating the number of spaces prescribed by Section 10.64.030.

10.64.060 / A.64.060 Parking in-lieu payments.

Within designated parking districts established by the City Council and shown on the map on the following page, a parking requirement serving nonresidential uses on a site may be met by a cash in-lieu payment to the City prior to issuance of a building permit or a certificate of occupancy if no permit is required. The fee shall be to provide public off-street parking in the vicinity of the use. The City shall not be obligated to accept a fee for more than 20 spaces, and then only with the express approval of the City Council, based on a finding that adequate parking supply exists in the district structures to accommodate such additional parking spaces and that the tendered payment represents the actual cost of construction of new parking spaces.

In establishing parking districts, the City may set limitations on the number of spaces or the maximum percentage of parking spaces required for which an in-lieu fee may be tendered so that the parking demand of the approved new development does not exceed the parking supply.

The following limitations apply:

1. Businesses may lease up to two spaces in the oversubscription program to meet City parking requirements.

2. A business may lease up to five total spaces in the oversubscription program, if available, but only two of the spaces may be used to meet required parking.

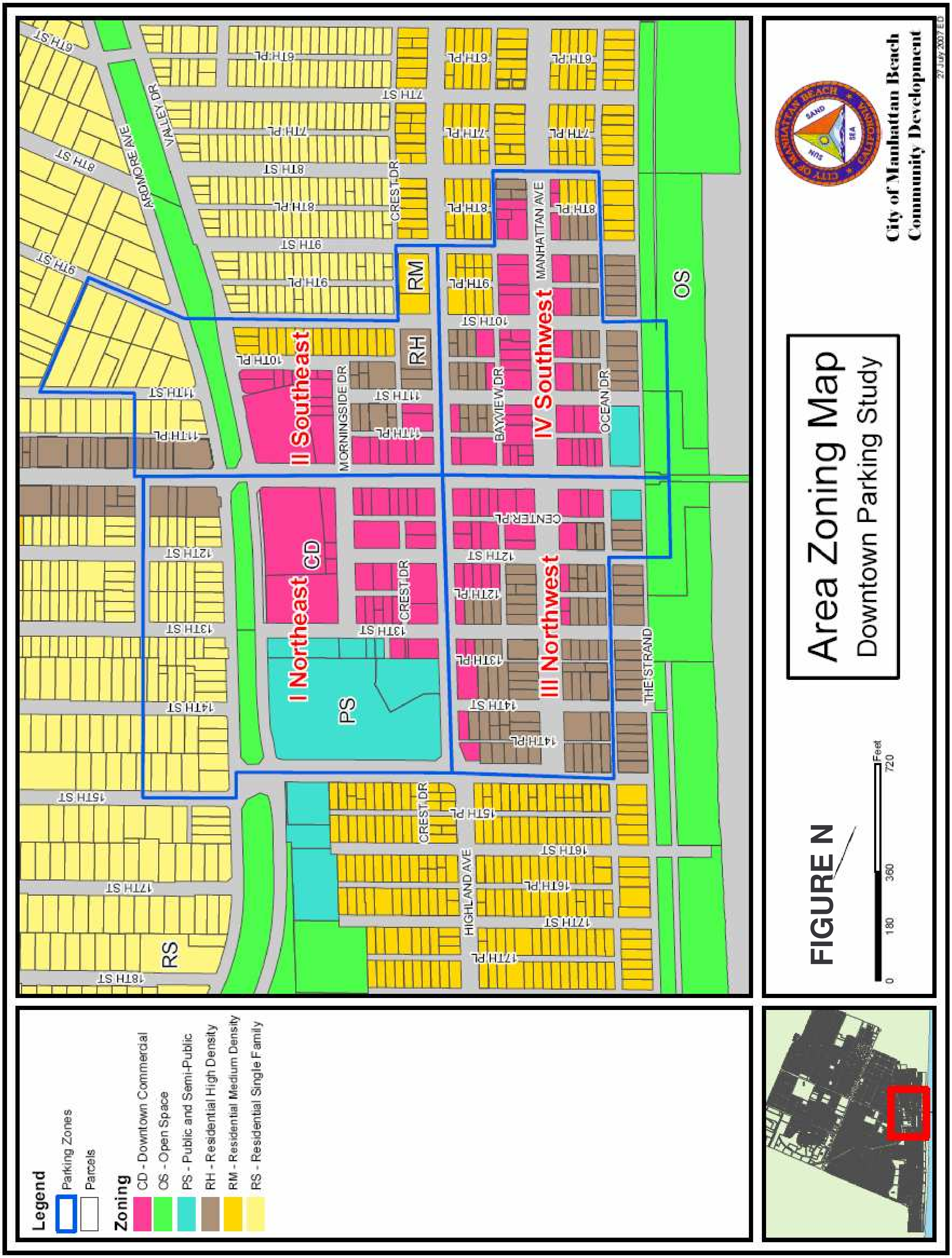
3. Businesses will be allowed to make in-lieu payments on an installment plan over a five-year period at prime rate adjusted quarterly. The in-lieu parking fee shall be the actual construction cost of a space in an above ground parking structure, adjusted annually. The in-lieu fee is presently $20,363 per space (October 1993).

4. Businesses proposing in-lieu fees to fulfill parking required under §A.64.020 and §A.64.030 of the Zoning Ordinance shall first provide evidence acceptable to the Board of Parking Place Commissioners that there is adequate additional under-used capacity within the structure or structures to accommodate the number of spaces proposed.

5. When total commercial development on the development site exceeds 10,000 square feet, no in-lieu fee shall be accepted unless additional parking is provided within commercial parking structures in the parking district prior to occupancy of the structure.

In establishing parking districts, the City may set additional limitations on the number of spaces or the maximum percentage of parking spaces required for which an in-lieu fee may be tendered

Figure N shows the existing zoning map for the Downtown area.



Area Zoning Map
Downtown Parking Study
FIGURE N
City of Manhattan Beach
Community Development
27 July 2007 ED
Legend
Parking Zones
Parcels
Zoning
CD - Downtown Commercial
OS - Open Space
PS - Public and Semi-Public
RH - Residential High Density
RM - Residential Medium Density
RS - Residential Single Family
I Northeast
II Southeast
III Northwest
IV Southwest
CD
PS
RH
RM
RS
OS
0
180
360
720
Feet

EXISTING DOWNTOWN LAND USE ANALYSIS

Finding: In 24 years, a few business owners have leased merchant permits, but none have utilized in-lieu fees to satisfy their parking requirement.

As identified above, since 1984 the City determined that the larger and more intensively developed sites within the downtown business district should be required to provide some on-site parking. Most Downtown properties are still exempt from parking until their building floor areas exceed the size of their property. Projects where development exceeds this 1 to 1 floor area ratio are considered by the city when new construction or use intensification is proposed through the Use Permit process. The most common of such projects is a conversion or expansion to a restaurant use. A number of restaurant projects have occurred in the last two decades resulting in 1 or 2 additional parking spaces being required. Merchant oversubscription parking permits have been allowed to satisfy these parking requirements since approximately 1991 after the City Council established the policy. This policy was later incorporated into the city's Local Coastal Program in 1994.

Finding: Existing land use patterns discourage construction of large commercial buildings and new parking spaces.

The less frequent Downtown parking requirement threshold occurs when sites larger than 10,000 square feet (approximately 6 parcels) are only allowed to exempt 5,000 square feet of floor area. This requirement has not been a factor in recent years, but may have the effect of encouraging smaller sites with fewer parking requirements rather than consolidating several lots into a larger development with more intense on-site parking needs.

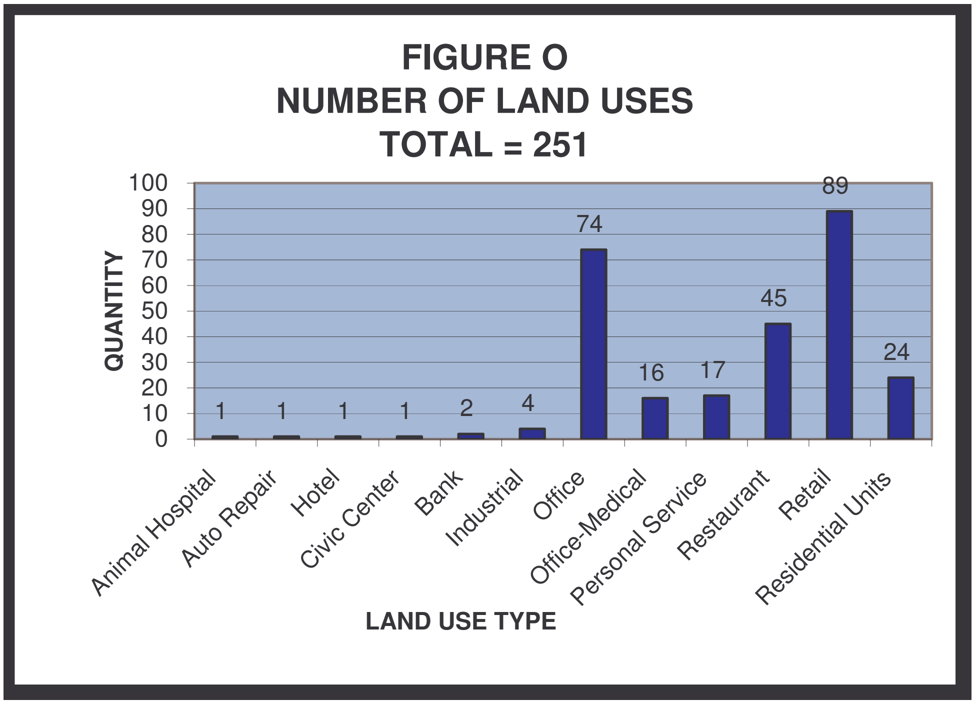
Finding: High parking demand land uses such as restaurants that replace other uses on lots less than 10,000 square feet are not required to increase their parking supply.

In recent years, several smaller Downtown commercial developments have been approved through the Use Permit process. These projects include a 32 Work Lofts office condominium development at 1300 Highland (under construction); the office/retail building at 1100 Manhattan Avenue (under construction), the restaurant and office structure at 1001 Manhattan Avenue (in plancheck) and a 3,400 sq. foot office building at 1100 Highland Avenue (construction completed in 2000). Throughout the development review process the issue has been raised as to whether over time, intensification of downtown commercial uses will overburden the existing supply of parking.

The change in regulations for lots greater than 10,000 square feet creates a disparity in Downtown parking requirements. For example, a 9,000 square foot building on a 9,000 square foot site would require no parking, while an 8,414 square foot building on an 11,807 square foot lot may require over 30 spaces, given that the larger lot would only be able to obtain credit for 5,000 square feet of the building.

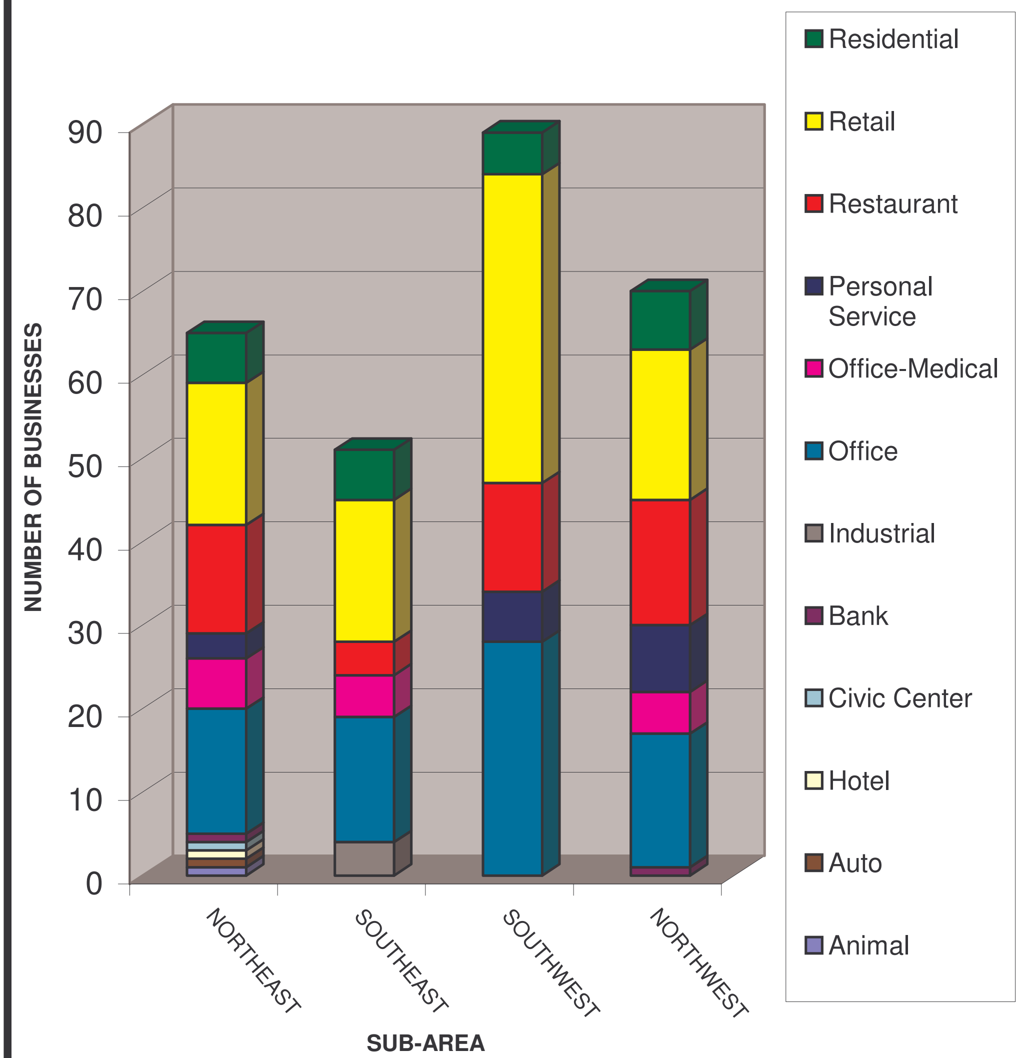
Existing Downtown Land Use Inventory

Figure O shows the number of land uses in the Downtown study area.



Retail and office uses are the predominant land uses, totaling 163 of the 251 total number of land uses recorded in the Downtown area. Figure P below shows the number of businesses by sub-area. This figure provides a visual indication of the concentration of certain businesses in different quadrants of Downtown, such as a larger percentage of office and retail businesses in the Southwest area.

FIGURE P
NUMBER OF BUSINESSES
BY SUB-AREA



Code Required Parking Evaluation

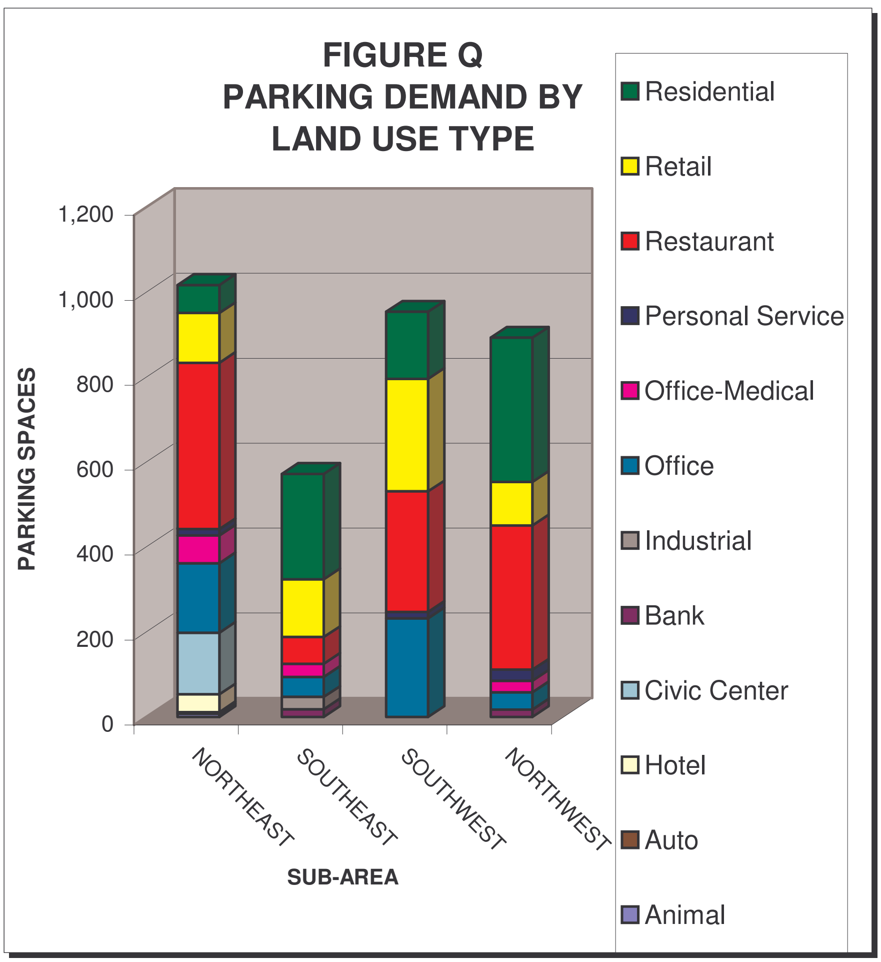
As part of the Downtown Parking Management Plan, Staff has compiled and updated a survey of existing land uses in the study area. The survey includes the size and type of building improvement, lot size, for all commercial, residential and public properties in Downtown. The area has been expanded to include the current study area, and is updated to reflect the recent Metlox Center and Civic Center changes.

This parking code analysis is an estimate of the number of parking spaces that would be required for downtown as a whole, based on the sum total of parking requirements for each individual business and residence. This analysis provides a "theoretical parking requirement" based on general Citywide parking codes. It should be noted that the actual zoning code differs from the "theoretical parking requirement" because the Code allows parking reductions and exemptions for certain small lots and low-density developments.

Table 8 is a summary of the existing land uses and overall code required parking associated with those developments as calculated without parking reductions permitted by the Zoning Ordinance.

TABLE 8
PARKING REQUIREMENTS BY LAND USE

LAND USE TYPE	REQUIRED PARKING
Animal	7
Auto	4
Hotel	42
Civic Center	145
Bank	35
Industrial	29
Office	484
Office-Medical	123
Personal Service	56
Restaurant	1,079
Retail	620
Residential Subtotal	**812**
Commercial Subtotal	**2,624**
TOTAL CODE REQUIRED PARKING	**3,436**

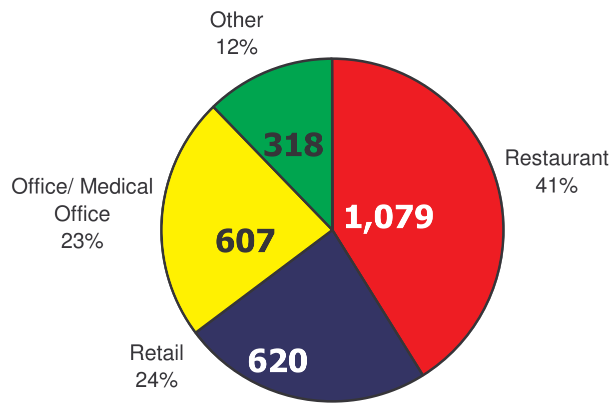


As shown above, the calculated parking demand of all uses within the study area is approximately 3,436 parking spaces. When compared to the public and private parking supply of 2,258 spaces, this results in a deficiency of 1,178 spaces. However, this does not reflect the differences in parking demand that occur over the course of the day. For example, office land uses experience peak parking demand at mid-day, while restaurants peak in early evening, after offices are generally closed for the day.

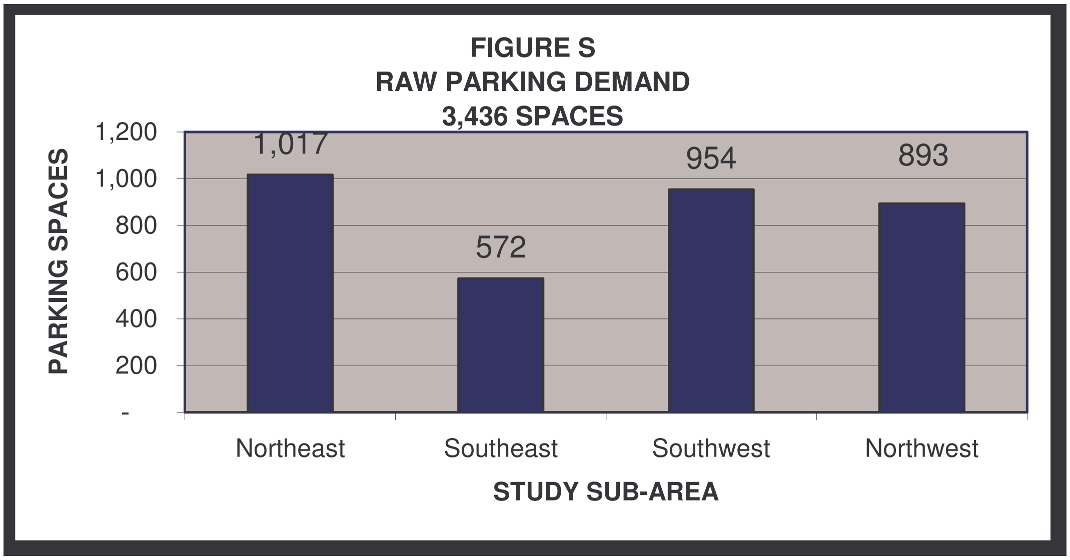
Figure R shows the percent of parking required by the major land uses. This figure indicates that restaurant parking demand is disproportionately higher when compared to other land uses. While only 20 percent of all commercial land uses are restaurants, they generate 41% of the parking demand. When restaurants are concentrated in certain areas, they can cause an imbalance in the ratio of parking generators and parking supply.

Finding: Restaurant uses generate 41% of the Downtown parking demand but comprise only 20 percent of all businesses.

FIGURE R
CODE REQUIRED PARKING BY LAND USE



When the theoretical parking demand is summarized by sub-area, it is evident that some quadrants generate higher parking demands. Figure S shows the Southeast area generates the least parking demand. Fortunately, this quadrant also has the smallest public parking supply and several private parking lots.



Shared Parking Adjustment

Finding: Mixed uses and off-set peak parking demands for different uses help reduce the overall parking demand from 3,436 code required spaces to 1,561 actual spaces.

Actual parking demand in the Downtown area is driven by a variety of influences, including resident demand, employment, customer patronage, deliveries, beach visitor, tourists and, of course, weather.

While the Downtown area is somewhat too large to be considered a "mall" of "shopping center", it does embody some similar characteristics. The businesses are generally within walking distance of each other, and many utilize the same parking lots or public parking spaces. This sharing of parking is often referred to as "captive market", in which users park once and walk to more than one business. For example, offices generate lunch time restaurant customers when employees walk to lunch. That lunch trip does not require additional parking demand.

Second, grouping different land uses together generates a symbiosis of parking demand based on time-of-day. Different land uses experience peak parking demands at different times during the day. For example, office uses generate the highest parking demand at mid-day and falls significantly in the evening. On the other hand, restaurants usually peak in the evening, after offices have closed their doors for the day. This way, land uses can share the same parking supply since not all spaces are needed at the same time.

This combination of mixed uses and off-peak reduction in demand can reduce the number of parking spaces needed to serve the all uses when taken together. So, the 3,436 spaces required by code overestimates the number of parking spaces actually needed. The Urban Land Institute (ULI) and Institute of Transportation Engineers (ITE) have conducted extensive research to estimate the reduction in parking demand due to these mixed uses. The mean average reduction typical for the mix of land uses similar to Downtown is approximately 30%. Therefore, the theoretical parking demand should be reduced from 3,436 spaces by 1,031 spaces to 2,405 spaces. Additionally, off-peak reductions of approximately 25% are common on average for restaurant, office and retail uses, thereby decreasing the theoretical parking demand by 859 spaces, to a reduced peak-hour demand of 1,546 spaces for all uses. This is similar to the actual peak-hour parking count of 1,561 spaces during non-summer weekdays. Parking usage is typically higher during summer months due to additional tourist and beach activity that both generates additional parking demand and extends the average parking duration.

FUTURE DOWNTOWN PARKING DEMAND ANALYSIS

One of the key issues facing Downtown is the potential future need for parking based on land use trends. Based on historical parking data, it is evident that parking demand continues to rise as more development takes place over time. Table 9 shows the overall peak parking demand measured by parking studies conducted over the last 25 years:

TABLE 9
TOTAL PEAK PARKING DEMAND BY STUDY YEAR

STUDY YEAR	OVERALL PEAK PARKING DEMAND	OVERALL PARKING SUPPLY	OVERALL PERCENT OCCUPIED
1984	960	1,434	67%
1990	1,341*	1,704	79%
1998	1,062	1,624	65%
2007	1,561	2,258	70%

*Summer count

Finding: Since 1984, 600 spaces have been added to Downtown, while parking demand has increase by 824 spaces.

Since 1984, about 600 spaces have been added to the Downtown area. In that same time, parking demand has increased by 824 spaces. The parking utilization rate has remained fairly stable at 65% to 70% during non-summer months. This means that construction of additional parking supply has kept up with parking demand. It should be noted that it wasn't until the Metlox and Civic Center parking structures were built in 2005 that the parking supply increased substantially.

While there several replacement structures being built or planned in the Downtown area, the City is not aware of any significant changes to the land uses or building sizes in the near future. All major construction is completed, and the tenant mix and occupancy is stable.

It would appear that the non-summer surplus of 697 parking spaces (408 in public lots) is sufficient to handle future parking demands in the foreseeable future. Future developments that intensify land uses above existing uses could trigger the need for additional spaces, however, the City's current codes may not require them to be built. Also, the recent trends to convert existing uses to restaurants could significantly impact portions of Downtown that are not close to public parking facilities with surplus parking.

Finding: Existing parking supply is expected to accommodate anticipated future development.

DOWNTOWN COMMERCIAL DISTRICT OPERATIONS

The Parking Fund was originally established to provide for the operations and maintenance of the City's lots and on-street parking facilities. Funds deposited into this account are generated by meter revenues, cash key sales, merchant permits, and valet service reimbursement. Since 2004, the Fund has been utilized to support the construction and debt service for the Metlox Parking structure. As such, the Parking Fund reserves are being depleted and can no longer support maintenance expenses.

Finding: Current parking fund reserves are expected to be exhausted in 3-4 years.

Parking Meter Rates

A February 2007 survey of other coastal and/or neighboring communities' parking meter rates indicates a typical range from 50 cents per hour to $1.50 per hour, with several cities collecting $2.00 per hour. Cities surveyed that have no meters included El Segundo, Gardena, Hawthorne, Malibu and Torrance. Table 10 summarizes the meter rate survey results:

Finding: City meter rates are 50% less than other cities.

TABLE 10
METER RATE COMPARISON

CITY	HOURLY METER RATE
Beverly Hills	$1.00 - $2.00
Hermosa Beach	$1.00
Huntington Beach	$1.50
Inglewood	$0.50
Laguna Beach	$1.00
Long Beach	$1.00 - $2.00
Los Angeles	$0.50 - $1.50
Newport Beach	$0.50 to $1.50
Redondo Beach	$1.00 to $2.00
Santa Monica	$0.50 to $1.00
Average Rate	$1.12
Manhattan Beach	$0.50 –$0.75

Cash Key Sales

Finding: Over 4,300 cash keys have been sold.

Customers may purchase electronic cash keys either at City Hall or the Chamber of Commerce office for use in all street and parking lot meters throughout Downtown instead of using coins. Keys may be credited with any amount of money requested by the customer, but typically are sold with $20-$40 pre-loaded. Customers are charged a deposit of $10 for each key which helps pay for the actual cost of the key. To date, the City has sold over 4,300 keys.

Merchant Parking Permit Fees

Each merchant parking permit is valid for a six-month period and is sold for $160. While such permits are available to all employees, current sale volumes indicate that only a small percentage of all employees in the Downtown area take advantage of these permits.

Finding: When used by full-time employees, Merchant parking permits cost 75% less than paying meter fees.

Many employers and employees may not realize the deep discount by using merchant parking permits. Assuming the permit is utilized 10 hours per day, five days a week all year, the current annualized rate of $320.00 equates to an approximate cost of 12 cents per hour, or 88 cents per day (compared with 50 cents per hour or $5.00 per day to feed the meter with coins or cash keys).

Staff is not aware of any other cities with a similar merchant parking program designed for businesses, therefore, rate comparisons were not possible.

Holiday Meter Bagging

For many years, the City, in conjunction with the Chamber of Commerce, has covered on-street and City-owned parking lot meters between December 1st and December 25th, and allowed two hours of free parking at those meters. This program is designed to allow shoppers to park free of charge while shopping in Manhattan Beach, thereby supporting the local merchants and the City's sales tax base.

Valet Parking Reimbursement

The parking company currently charges a valet rate of $9.00 per car, effective January 1, 2008. Recent reports provided by the valet indicate valet average usage of 550 cars per month. Of that revenue, the City receives $5,000 per year from the valet company that helps supplement the General Fund. This fee represents rental of the parking spaces needed by the valet for operations, and offsets the loss of parking meter revenue during those hours.

PARKING MANAGEMENT METHODS

ANALYSIS OF PRIOR MANAGEMENT TECHNIQUES

The 1984, 1990 and 1998 parking studies included a series of recommendations regarding parking management in Downtown Manhattan Beach. Following completion and review of the studies, the City Council took action on some recommendations and decided not to pursue others. Each recommendation is listed below with actions taken:

1984 Parking Study Recommendations

- Amend zoning ordinance relative to parking requirements in Downtown Business District. (Implemented)
- Increase parking meter rates. (Implemented)
- Convert time limits on selected off-street meters from two to five hours. (Implemented)
- Build a parking structure at City Hall. (Not implemented until 2006)
- Install additional parking meters. (Not implemented)

1990 Parking Study Recommendations

- Modify the permit parking program. (Portions implemented)
- Install additional parking meters. (Not implemented)
- Encourage property owners to allow after-hours shared use parking by others. (Not implemented due to perceived liability problems)
- Construct new parking facilities. (Not implemented until 2006)
- Restripe existing parking lots. (Not implemented due to minimal parking gain)
- Change certain Municipal zoning codes. (Not implemented)
- Over-subscribe the permit parking areas. (Implemented at all lots)
- Update parking counts. (Implemented on periodic basis)
- Make directional sign improvements. (Implemented)
- Remove meters from Lot 8. (Implemented)

1998 Parking Study Recommendations

- Raise on-street meter fees to 50 cents per hour. (Implemented)
- Install 8 or 10-hour meters in Lot 3 (2nd level), 7 and 8. (Implemented in Lot 3)
- Provide reduced merchant permit fees for Lots 7 and 8. (Not implemented)
- Develop automated card key payment system. (Implemented)
- Actively enforce meter feeding. (Implemented)
- Increase meter violation fines.
- Remove parking permit machines and replace with meters in Lower Pier Lots. (Implemented)
- Keep Lower Pier lots open later.
- Prepare professional guide and maps to Downtown parking areas. (Implemented.)
- Increase number of merchant parking permits in Lots 1, 3 and 6. (Not Implemented)
- Implement trial Valet program. (Implemented)
- Implement volunteer or guide program to escort walkers to parking lots. (Not implemented)
- Install additional on-street parking meters with resident or merchant override. (Not implemented)
- Provide assistance to help owners find parking insurance. (Not implemented)
- Add new parking directional signs, and improve signage to Lower Pier Lots. Consider new color scheme. (Not Implemented)
- Conduct periodic utilization surveys of public lots andmerchant permit usage. (Subjective surveys only)
- Monitor parking demand after implementation. (Implemented in 2006/07)
- Consider constructing additional parking at Lot 2, Metlox and other sites. (Implemented in 2005/06 at Metlox.)

DISCUSSION OF POSSIBLE PARKING MANAGEMENT TECHNIQUES

By far the greatest improvement in the parking conditions has been the addition of the Civic Center and Metlox parking structures. This has helped relieve impacted demand that caused frustration to all users, as well as lessened the overflow of commercially oriented parking in residential areas. However, the current findings confirm that simple addition of parking is not sufficient to manage a commercial area with centralized parking facilities. Better management techniques are needed to change driver habits, protect residential properties and inform the public about the preferred parking areas.

Parking management involves both short term and long term strategies that are oriented towards better managing the existing parking supply, while providing new parking opportunities for parking deficient areas. Based on the research and results described in this study, a series of possible parking management techniques is discussed in this section. Through the analysis of these techniques, a short list of parking management strategies that have the greatest potential for improvement of the parking conditions in Downtown have been collected and recommended for the City to implement.

Metered Parking Rates

Strategy: Raise street meter rates to prioritize curb parking for customers and short term users.

As indicated in the Downtown Parking District fund assessment above, the City's current parking rates are far below market rates. The low street parking meter rates encourage abuse of the spaces by "feeding the meter", cause excessive jockeying for the best spots, waste fuel and discourage use of public parking lots. A substantial increase in street parking meter rates from 75 cents to $1.50 or $2.00 per hour would re-prioritize the importance of the most convenient commercial parking area for customers and short-term, high turnover uses. The higher rates would help re-direct beach visitors, employees and long-term users to the public lots, where more spaces are available. It is unlikely that the parking rate increase would be noticed by most customers, since most people just feed their spare coins into the meter until it reaches a sufficient time. Such an increase has already been fully justified by the Finance Department that reports current operating costs far exceed revenue, and no maintenance or future capital improvement costs are included City's current Parking District budget.

Instituting a larger differential cost reduction for public parking lots would encourage greater use of the underutilized parking lots and relieve pressure on street parking in front of businesses as well as near residences. The difference equating to one-half of the on-street meter rate (75 cents or $1.00 per hour) could be implemented in Metlox, Civic Center and Metlox 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.

<u>Strategy</u>: Continue to provide lower meter rates in underutilized parking lots to redirect long-term parking away from street parking.

Metered Parking Time Limits

352 of the 676 street parking spaces currently have two-hour limits. It appears that this time frame is long enough to allow for reasonable use by most retail customers and most restaurant users, and short enough to eliminate beach visitors and other long-term users. This observation is supported by the majority of questionnaire respondents who believe the parking time limits are about right or too long. However, the questionnaire and study also indicate a need for parking times greater than 2 hours and less than one hour. Due to the overabundance of 2-hour time limits, many customers that require only 15 minutes may not be able to find convenient parking in the vicinity of the business they wish to visit and park farther away. Increasing the number of 24-minute parking spaces would maximize the turnover rate for many parking spaces because the same street space could be used several times in one hour. Drivers would drive less trying to find short-term parking and vehicles would spend less time parked because of wasted time spent walking to vehicles parked far from the business.

<u>Strategy</u>: Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.

In the public parking lots, the number of all-day (over 5 hour) spaces is generally limited to the lower level of Metlox parking structure and Lots 7 and 8 on the outside fringe of Downtown. The Upper and Lower Pier Lots have 5-hour time limits to allow for use by beach visitors. An extended time limit should also be offered in the eastern half of Downtown for customers that shop, eat and obtain services in more than one place and need more than two hours. This need can be satisfied by offering up to 3-hour parking for the 194 spaces in the upper level of Metlox parking structure

<u>Strategy</u>: Increase time limits in the upper level of Metlox structure to 3 hours.

It was also observed that the upper level of Lot 3 was generally vacant on non-summer days. In 2004, the middle and upper levels were changed from 8-hour limits and merchant permits to 2-hour time limits just as the Metlox parking structure was about to open. As shown in the parking demand study, businesses are often open more than 8 hours, and employees often look for unrestricted parking to meet that need. As an incentive to draw long-term parking away from residential areas and offer employees a place to park for their entire shift, it is recommended that the upper level of Lot 3 and lower level of Metlox parking structures be converted to 10-hour metered time limit parking with merchant permit override.

Strategy: Increase time limits on the upper level of Lot 3 and lower level of Metlox structure to 10 hours.

Extend Metered Parking Duration

In general, Downtown parking spaces are metered between 9am and 8pm. However, it was found that street parking demand begins as early as 7am and extends until at least 10pm at night. These additional unmetered hours promote long-term parking practices and occupy spaces that are needed for short-term parking. Therefore, the current metered hours should be extended from 7am to 10 pm daily to encourage higher turnover rates for the prime parking spaces in front of businesses, and discourage employee parking in street spaces. These same meter hours should also be posted in the parking lots that regularly fill to capacity, such as Lots 1, 2, 6, and the lower level of Lot 3.

Strategy: Extend parking meter effective times begin at 7am and end at 10pm.

Merchant Parking

The need for additional merchant parking is relative to the distance from the employment site, availability and cost factors. In the northwest and southwest quadrants, merchant parking demand greatly exceeds the small supply of spaces in Lots 1 and 2. Conversely, there are ample merchant parking spaces in the Metlox parking structure for the entire downtown merchant parking demand.

The current over-subscription practice works well to eliminate underutilization of the reserved merchant spaces in Lots 1 and 2. Merchant permits in Lots 1 and 2 are restricted to purchase by business owners only due to the small number of spaces. In fact, the current practice of unlimited permit issuance for the Metlox parking structure has not caused the lower level of Metlox to fill up during non-summer months.

One of the key limitations of merchant parking permits is the 6-month term that increases the up-front cost to employees. Since this cost can be prohibitive, employees may take their chances with feeding meters on a daily basis, or hunt for free parking in the residential areas. This can be partially remedied by offering monthly permits on a demand basis. This will help seasonal employees who may not need a 6-month permit, and help lower the permit issuance cost. Verification of employee status could be the employee's pay stub or business owner validation. A distinction between merchant parking permits and employee permits may be necessary to separate leased merchant parking permits from others, such as using parking stickers instead of hang tags for employee permits.

Strategy: Provide monthly merchant permits for employees who may not be able to afford biannual Permits.

The practice of hunting for free parking will likely continue unless the "free" source is removed by parking restrictions or residential permits, or merchant permits are offered at nominal cost to all employees. Reduced or free employee permits would help make parking in off-street public lots a better option than free residential street parking. This would necessitate reducing or eliminating the cost of merchant permits and offer them to all employees. The City could still require reduced rate permit holders to park in designated parking areas, generally those in secondary locations where short-term parking demand is lighter. This would result in a reduction in revenue to the Parking District Fund but this loss could be more than compensated by increasing meter rates by as little as 10 cents. Another alternative could be charging higher rates for merchant permits in Lots 1, 2 and possibly Lot 3 due to the high demand, while providing discounted or free merchant permits in the Metlox Lot (demand based pricing).

Strategy: Decrease merchant permit costs in Metlox to make parking lots more attractive than free residential street spaces.

Strategy: Implement higher demand-based merchant permit rates in Lots 1 and 2 to relieve oversubscription demand.

The larger unknown factor is how many merchant permits would be required if the cost were reduced, or eliminated. The latent demand for all-day employee parking is evident in both the residential on-street parking utilization studies and the parking questionnaire results. Where free residential on-street parking is more conveniently located than merchant parking areas, employees were found parking in those unmetered spaces.

Residential Area Overflow Parking

Besides encouraging more employee use of the parking lots by reducing permit rates as identified above, the second way to address the overflow employee parking issue is to eliminate the ability or make it less attractive for employees to park on residential streets. One strategy is to implement parking restrictions that discourage parking for four hours or more during the day. This has the side effect of also adversely affecting all users, most notably residents and their visitors. Of course, parking restrictions can be overridden by residential parking permits. Residential parking permits have only been approved in one section of the City around Mira Costa High School. The permit system has been very successful in eliminating student-oriented parking in the residential area surrounding the school, and has received favorable comments from the residents. However, many residents oppose parking permit programs due to permit costs, issuance hassles and general parking inconvenience.

Strategy: Allow residents to override time limit parking restrictions in residential zones within the

While the ultimate solution may be a combination of the "carrot and the stick", the lesser impact would be generated if the Merchant permit rates were reduced rather than imposing residential permits and the related limitations on numerous residents surrounding the Downtown area. In addition, the implementation of a parking permit zone can shift the parking intrusion problems from one street to another. Lastly, without support from the neighborhood, any success of a residential permit parking zone is unlikely.

Valet Parking

The current valet parking program appears to be operating well, with an average of 550 vehicles served each month. The service allows customers and visitors convenient access to businesses without walking from parking lots or street spaces far from their destinations. It also affords a safe way to finding parking or return to your car late at night or in inclement weather. It should be noted that valet service is generally associated with restaurants, and therefore, the greatest usage would occur where valet zones are located close to a cluster of restaurants.

Extending the valet service all day everyday, similar to the valet service at the Shade Hotel, would be beneficial to many users, and help redirect some street parking demand to the public lots. This service, however, uses some street parking in its operation, and this loss should be weighed against the number of potential users. The pilot program has shown that the benefits of valet service has been well received and help handle more parking demand than what would have been occupied by those spaces lost at the valet zone.

Strategy: Provide valet service all day near restaurants.

Taxi Stand Parking

Strategy: Implement a second taxi stand in the western section of Downtown.

The City has approved a taxicab stand location on the east side of Morningside Drive just south of 13th Street on a trial basis. This service was requested by the Shade Hotel and the DBPA as a way to find a convenient location to find a taxi as well as to reduce the need for taxi drivers to roam through Downtown streets looking for fares or layover parking. Through observations and discussions, staff believes that this program has been a benefit to Downtown businesses and the City's citizens, and therefore, should remain in place but be monitored for any possible abuses. Consideration could be given to providing a second taxicab stand location at the west end of Manhattan Beach Boulevard to better serve that section of Downtown. The location should not remove any existing street parking, such as the west side of Ocean Drive south of Manhattan Beach Boulevard, which is currently posted as a Commercial Loading Zone during portions of the day.

Changes to Downtown Commercial District Parking Requirements

The current Downtown parking codes currently allow all but a few properties to redevelop without adding any additional parking spaces, as long as the building remains under the 1:1 ratio. This is because most properties are under 10,000 square feet in size. Land use changes to more intense uses such as restaurants can increase parking demand without triggering a requirement for additional parking spaces. As such, land use policies should be reviewed with the goal of maintaining a manageable mix of uses that complement each other by offsetting peak parking periods and/or do not increase the net parking demand to the Downtown area. This can be accomplished by limiting the parking requirement credit given for certain uses with higher parking intensities.

Strategy: Require all new restaurants to address increased parking needs through the Use permit process.

Since restaurants have the greatest potential for increased parking demand in the peak periods and their location can be critical to nearby parking availability, the City should consider revising the zoning code to require all new restaurant uses to be approved through a use permit process only, with any increase in expected parking demand satisfied by the proposed project.

The current parking requirements create an inequity in the downtown parking codes for properties greater than 10,000 square feet. Such properties are allowed to exempt the first 5,000 square feet of development from any parking requirements. This has the effect of discouraging property owners from making improvements to larger sites or consolidating two or more very small lots in order to develop a more usable project site. Equal credit to all properties would give all developments an equal share in the public parking lot supply.

Strategy: Modify Zoning and Local Coastal Plan codes to eliminate parking credit inequity for developments on lots larger than 10,000 sq. ft.

Over the past 24 years, no developments have taken advantage of the existing code provision for one-time in-lieu fees to offset parking requirements. This provision is useful only when the objective is to collect these fees to build more parking spaces. Since the City abandoned the Downtown Parking Assessment District many years ago, there is no current policy to reserve in-lieu fees to construct new parking lots. Also, the current public parking supply is expected to meet expected parking demands for the foreseeable future, so the construction of new parking spaces will not be necessary for many years.

Strategy: Modify Zoning and Local Coastal Plan codes to eliminate In-Lieu fees to satisfy parking requirements.

Conversely, several new developments have utilized the provision to lease merchant permits to satisfy parking requirements, which adds to the revenues intended for maintenance of the public lots. While this practice does not add to the overall parking supply, it does provide ongoing compensation for the use of public parking due to insufficient private parking. It provides a means to allow land uses with higher parking demands to occupy existing buildings that previously had lower parking needs without requiring new off-street private parking.

Disabled, Carpool and Green Vehicle Parking

The City has recently received interest in providing more accessible parking for its disabled customers and citizens in Downtown. This is true both for on-street parking and within public parking lots. Most of the public parking lots were built many years ago before accessible parking became a national requirement. The current disabled parking supply is only three percent (3%) of the total public parking lot supply, whereas the recommended ratio is about 10%.

Strategy: Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.

Street parking is not required to have accessible parking, however, in central business districts where street parking is factored into the needed parking supply, it is appropriate to consider providing accessible parking. Therefore, the City should evaluate its public lots and street parking and implement additional accessible parking spaces wherever it is reasonable and financially feasible.

Strategy: Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in public lots.

Carpool and "green vehicle" parking may also be considered as incentives to attract customers to Downtown as well as to encourage the overall preservation of our environment. Such spaces are most appropriate in public parking lots, where carpoolers are often employees that need to park all-day, and where preferential parking for electric or hybrid vehicles could be offered without adversely impact short-term parking demand. Carpool, motorcycle and "green vehicle" owners would have a better chance at finding a parking space that is reserved for their use.

Private Shared Parking Agreements

Strategy: Encourage more businesses to open their private lots to valet service and shared use after hours.

Through the parking inventory and field observations, it was found that most private parking lots are very small and serve very specialized needs. There are only five businesses with parking lots greater than 15 spaces: Vons (68 spaces), Bank of America (20), Union Bank (20), Washington Mutual Bank (17) and Sketchers (133 spaces). Several of these lots are utilized by the valet service during summer evenings. These other small lots do not lend themselves to shared parking agreements, and their usefulness is limited. Business owner concerns about liability in sharing their parking with other users has discouraged further discussion on shared parking agreements.

Strategy: Encourage businesses to remove user restrictions in private parking lots.

While sharing private parking lots may not be feasible, every effort should be made for business owners to maximize usage of their spaces, and refrain from placing restrictions that leave them unoccupied most of the day. If private spaces are inconvenient to customers, then those spaces should be offered to the employees. If they are convenient to customers or patrons, then they should be clearly marked.

Parking Directional Signs

Strategy: Implement a Parking directional sign plan with a distinctive and clear identity.

During the field observations, it was noted that the current directional signs for public parking lots are hard to recognize and sorely outdated. Signs to the Metlox parking structure have not been added, and directions to other lots are not consistent or are missing. The sea foam green signs are indistinguishable from the background clutter and give multiple directions for Civic Center and the Pier on the same sign. People generally associate parking signs with a green background color, instead. Therefore, a new directional sign program is recommended to replace the existing signs with distinct directional signs that provide a hierarchal progression for new visitors to easily navigate their way to the public parking lot of their choice. It is also important that the sign plan provide supplementary directional signs within the street system to direct drivers to other parking lots should their first choice be filled. These signs would help reduce aimless and redundant backtracking to find street parking spaces or other parking options.

Downtown Shuttle System

As recently as 2007, the City has investigated the possibility of adding a fixed route shuttle system in the City. Existing Metro transit service is generally limited to major routes, and does not serve the needs of citizens traveling to destinations within the city. However, start-up and operational costs are prohibitive without significant funding subsidies. However, it was found that piggy-backing on an existing local service, such as Beach Cities Transit (BCT), Ocean Express, Lawndale Beat or the El Segundo Shuttle System, could reduce operational costs.

Shuttle service could have a significant effect on parking demand, if the service is tailored to the community's needs. Since peak parking demand occurs in the summer season and on weekends, a shuttle service could be limited to those times and days when it would have the greatest benefit, which coincidentally coincides with the greatest passenger usage.

Strategy: Investigate feasibility of a City-owned shuttle service subsidized through various funding sources and operated on a seasonal and weekend basis.

Difficulties in operating a shuttle system include the relative small size, limited long-term profits for operators, seasonal scheduling variables, and inconvenient bus headways. A previous attempt in 1986 at a shuttle service were discontinued primarily do to unreliable operator schedules that lead to distrust and subsequent loss of patronage by the riders.

The City's Dial-a-Ride system could be expanded to include general citizen use of the program when going to and from the Downtown Business District. Alternately, these same buses could be operated in a fixed-route manner in addition to other buses used for senior Dial-a-ride service.

Bus Passes for Employees

Strategy: Investigate a rideshare program for the downtown commercial district that includes bus passes.

Another way to reduce parking demand is to provide an incentive for employees to take alternate means of transportation to work. A rideshare program for collective downtown business and professional Association could be implemented similar to programs mandated by the Air Quality Management District (AQMD) for larger business and agencies. For example, subsidized bus passes could be offered to employees to discourage driving a car to work and occupying public parking spaces. AQMD can help an organization create a program and find means to help fund such a program.

Increased Police Enforcement

Strategy: Devote additional resources for enforcement of parking and other motorist violations.

Implementation of the Downtown Parking Management Plan is only as effective as the enforcement of the policies and changes that have been made. As evidenced in prior studies and the current parking duration analysis, compliance with time limits is poor and needs constant reinforcement. In addition, delivery trucks often violate posted restrictions and clog streets at key times. Greater police presence also makes citizens feel safer in places such as underground parking structures and dark parking lots. The many strategies that have been instituted also need monitoring for compliance, such as the valet service, merchant permits and taxi stand operation.

CONCLUSION

SUMMARY OF CONCLUSIONS

The following list is a summary of the conclusions reached in this Downtown Parking Management Plan, and are the basis for the strategies recommended to improve parking conditions in the Downtown study area.

Parking Inventory Conclusions

- There are a total of 2,258 spaces within the Downtown area, consisting of 1,130 off-street public parking spaces, 371 on-street commercial parking spaces, 287 on-street residential spaces, and 470 private parking spaces.
- 50% of the total parking supply is comprised of off-street public parking lots. The remaining parking types are fairly evenly split with between 13% and 21% of the total parking supply.
- Off-street public parking increased by 415 spaces (+58%) since 1998.
- 52% of the on-street parking supply is limited to 2 hours with meters.
- There are a total of 303 available parking spaces for merchant parking permits.
- The number of merchant parking spaces has tripled since 1998.
- Only five of the private parking lots contain more than 15 parking spaces.

Parking Utilization Conclusions

- Peak Overall Demand occurs between 1 and 5pm.
- Weekday and weekend usage is very similar.
- Street parking fills up first, then parking lots follow.
- Peak overall non-summer parking demand is about 70% of all spaces.
- At least 680 of the 2,258 parking spaces are available on non-summer days.
- Commercial street spaces fill-up by 11am daily and remain so until after 9pm.
- Vehicles often park in excess of 2 hours in metered spaces.
- About 58% of all private spaces are occupied on non-summer weekdays.
- Free residential street parking encourages employee parking.
- All downtown residential street parking is impacted.
- Only Metlox, Civic Center and Lot 3 have available parking on non-summer days.
- There are about 400 public parking spaces available on a non-summer day versus 229 in 1998.

- Parking demand for long-term public parking lots has increased significantly since 1998.
- About 550 merchant permits are issued biennially.
- About 100 merchant spaces are occupied daily.
- Approximately 550 vehicles are parked by valet service each month.
- Short-term and long-term parking needs are the same on weekdays and weekends.
- 15% of vehicles in Downtown are parked more than 5 hours.
- 45% of vehicles in Downtown are parked less than one hour.
- Residential streets have a high percentage of long-term parking demand generated by both resident and employee users.
- Commercial streets have the highest percentage of short-term parking demand.

Downtown Questionnaire Conclusions

- Over half of respondents felt there were not enough public lot, on-street or private parking spaces.
- 68% of respondents indicated there were not enough street parking spaces.
- About half felt the parking time limits were adequate.
- 75% employees start work after 9am.
- Over two-thirds of employees leave work after 6pm.
- 39% of employees admitted to parking on residential streets.
- 32% of employees use public lots.
- 77% of employees have difficulty finding parking, mainly because there are not enough all-day spaces.
- Approximately 35% of employees use alternate transportation modes to travel to work.
- 58% of employee respondents use merchant parking permits. About half of those permits are paid for by the employer.
- Most employees work the entire day.
- 41% of customers need to park less than 30 minutes according to business owners.
- 42% of customers need to park one to two hours according to business owners.
- 17% of customers need to park more than two hours according to business owners.
- 84% of customers have difficulty finding parking, especially during summer according to business owners.
- 53% of Downtown residents feel there is business related parking on their street.
- 51% of residents also feel there is not enough private off-street parking for themselves.

Land Use and Parking Code Conclusions

- In 24 years, a few business owners have leased merchant permits, but none have utilized in-lieu fees to satisfy their parking requirement.
- Existing land use patterns discourage construction of large commercial buildings and new parking spaces.
- High parking demand land uses such as restaurants that replace other uses on lots less than 10,000 square feet (and not exceeding 1:1 building to land ratio) disproportionately increase parking demand without being required to increase their parking supply.
- Retail and office uses are the predominant land uses, totaling 163 of the 251 total number of Downtown land uses.
- About 41% of the parking demand is generated by restaurant uses, 24% by retail uses, 23% by office uses, and 12% by miscellaneous uses.
- Restaurant uses generate 41% of the Downtown parking demand but comprise only 20 percent of all businesses.
- Mixed uses and off-set peak parking demand for different uses help reduce the overall code required parking from 3,436 code required spaces to 1,561 actual spaces.
- The Northeast quadrant generates 30% of the parking demand followed by the Southwest at 28%, Northwest at 26% and the Southeast at 16%.
- Since 1984, about 600 spaces have been added to the Downtown area. In that same time, parking demand has increased by 824 spaces.
- Existing parking supply is expected to accommodate anticipated future development.

Downtown Commercial District Operation Conclusions

- Current parking fund reserves are expected to be exhausted in 3-4 years.
- City meter rates are 50% less than other cities.
- Over 4,300 cash keys have been sold.
- When used by full-time employees, merchant parking permits cost 75% less than paying meter fees.

PARKING MANAGEMENT PLAN RECOMMENDATIONS

A comprehensive set of parking system strategies has been identified for consideration that staff believes would most effectively address the parking deficiencies identified by the findings. These strategies are intended to make best use of the existing parking supply, improve the general public's downtown experience and discourage abuses and illegal practices. The were chosen based upon the analysis described in this report, as well as sensitivity to community comments, and business considerations. The key findings plus the results of the parking questionnaire, interviews and past history were used to formulate this parking management plan. It should be noted that most strategies will require City Council approval, revisions to City Ordinances, and/or modification to the City's Local Coastal Plan.

Table 11 summarizes the recommended Parking Management Plan strategies:

TABLE 11
PARKING MANAGEMENT PLAN RECOMMENDED STRATEGIES

	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	Extend parking meter effective times begin at 7am and end at 10pm.	Improve street parking usage throughout the entire business day.
7	Provide valet service all day near restaurants.	Decrease street parking demand by relocating vehicles to off-street lots.
8	Implement a second taxi stand in the western section of Downtown.	Reduce parking demand by providing alternate transportation.
9	Pursue installation of ATM style cash key recharge stations in public lots.	Encourage use and compliance of metered spaces in public lots.
10	Consider installing meters in unmetered public spaces such as Civic Center lot and on streets.	Encourage greater parking turnover for short term use.
	ZONING CODES	
11	Require all new restaurants to address increased parking needs through the Use permit process.	Reduce parking impacts caused by disproportionate parking generation.
12	Modify Zoning and Local Coastal Plan codes to eliminate parking credit inequity for developments on lots larger than 10,000 sq. ft.	Encourage equitable opportunities to develop both small and large lots.
13	Modify Zoning and Local Coastal Plan codes to eliminate In-Lieu fees to satisfy parking requirements.	Eliminate increases in parking demand without corresponding increase in supply.
	EMPLOYEE PARKING	
14	Provide monthly merchant permits for employees who may not be able to afford biannual Permits.	Encourage purchase of merchant permits by employees.
15	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.

16	Consider subsidized bus passes for downtown employees.	Reduce parking demand and overflow parking on residential streets.
	OVERFLOW PARKING IN RESIDENTIAL AREA	
17	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	
18	Evaluate Parking Fund to determine operating expenses and revenue opportunities.	Determine parking maintenance and operational needs.
19	Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.	Provide more accessible parking.
20	Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in public lots.	Promote green practices by encouraging low emission vehicle use.
21	Encourage more businesses to open their private lots to valet service and shared use after hours.	Maximize usage of underutilized private lots and provide revenue opportunity.
22	Encourage businesses to remove user restrictions in private parking lots.	Maximize usage of private parking lots.
23	Implement a Parking directional sign plan with a distinctive and clear identity.	Encourage greater use of public lots through education.
24	Investigate feasibility of a City-owned shuttle service subsidized through various funding sources and operated on a seasonal and weekend basis.	Reduce vehicle trips and parking demand by providing alternate transportation means to Downtown. Reduce air pollution.
25	Investigate a rideshare program for the Downtown Commercial District that includes bus passes.	Reduce vehicle trips and parking demand. Reduce air pollution.
26	Devote additional resources for enforcement of parking and other motorist violations.	Improve compliance of posted restrictions and use of parking spaces.
27	Review effectiveness of implemented strategies	Ongoing monitoring.

APPENDIX A - ADDITIONAL DOWNTOWN QUESTIONNAIRE COMMENTS

Sidewalk parking has become a problem--obstructions of access on sidewalks and obstruction of traffic by protruding into lanes.

Parking spaces eliminated on Manhattan Ave. and Highland because of curb removal for access to garages. Garages not used for parking. Cars park in front of garages across sidewalks. They should receive parking citations in evening hours.

The meter maids need to go easy on home owners parking in their own driveways

Pls give property owners relief; filing a petition doesn't do it.

Illegal parking and abuse of commercial vehicles at 100 block of Center Pl. This parking continues to block residential garage access and blocks fire dept. access during emergencies.

Commercial trucks park in alley outside of delivery hours at Jamba Jice. Block thru trfc on 11th Pl. Vehicles must back up, turn around and exit to Crest. Larger "No Parking" signs on parking meters so trucks can use loading/unloading zones.

More encouragement to use underground parking; perhaps more signs.

Residential permit system needed for sand section of downtown. Downtown employees shud be required to park at Metlox (8 hr).

No parking for residents due to Metlox development; city has not enforced C-) reqmt for "on site" parking. Noise levels have increased. Why not enforce "already-in-writing" reqmt for Metlox?

Prkg enforcement along Ocean is a joke. "No Parking This Side" is ignored. Cars park on sidewalk in front of garages.

Employees use majority of parking on Highland from 11th to 5th; also park all day in metered parking lot at 10th/Bayview, depositing coins every 2 hrs. No handicapped parking spaces anywhere on downtown streets. Contractors have too much leeway as to where they park.

Metlox Plaza has brought more employees-visitors. Restaurants, hotels, spas increased business has led a decrease of prkg spaces for residents. Employees use free parking lots/street before using underground parking

Contractors make it difficult to go down my alley and get in/out of garage

Need meters or hourly limits that can be overridden by resident parking pass.

More signs to community rules. Parking is not easy for visitors.

Many workers park on 11th east of Valley-Ardmore. Need free parking for downtown businesses/restaurant employees that does not include residential streets.

City not considering parking problem. Stores being into condos; traffic generated.

Downtown business owners must be required to have employees use parking structures.

After 6pm Thursdays, cannot find parking, nor after 6pm Friday, all day Sat & Sun. Metlox or downtown employees park on 13th and Ardmore on regular basis.

Need residents only parking permits for Ardmore and streets impacted by merchants, employees, etc. It is a constant and very inconvenient problem. Have observed Metlox parking structure almost empty when street in front of my house is impacted.

Garage is often blocked; need "Tenant Only Parking" signs. Red curbs necessary on 11th in 3 free spots to prevent non-tenants from blocking driveways. Parking Control should make 2 passes down 11th St. More effective one-way sign on Bayview/11th.

Install change machines so quarters are available to public. Please do not make M lot passes blue. They look like handicap parking passes.

Service employees "feed" metered parking and rotate their vehicles thus eliminating space for customers. Construction crews also use spaces with all the building going on.

Need employee designated parking with certain hours.; part of Metlox should be designated for employees.
Re #5: Signs not very visible. Re #12: I Park in Lot M and there have been several times there is no parking due to activities in MB. Re #22: Clients constantly complain of no free parking for them; many need to load items in cars and there is nowhere for them to go. Employees often late due to parking issues. Having a merchant only lot closer to Manhattan Ave. would be beneficial. Walking 1-2 miles to cars after dark is not safe.
Facilitate customer shopping Nov-Jan 31st. Ease up on parking meter, welcome rather than give a ticket.
Promote other ways of transport to MB, more bike riding and bike park places. More underground parking in green belt.
Many retail/hair salon employees park along Manhattan Ave and continually feed the meters.
Also live in the area and a lot of people that work downtown park on residential streets.
On beach days, traffic and parking horrible. Guests park in private spots illegally since meters are full and chalking tires is not always effective.
City could partner with developer to underground the two pier parking lots and craft a pedestrian transition to the pier with art, sculptures and lounge areas.
Both day and night too many spots taken by employees.
Give permits to businesses ea yr on 1st come/1st serve basis instead of to same merchants year after year.
Enforcement does not address parking issues. Effects are damaging to local business. Constant feeding of meters.
Curious as to where the 80% surcharge for business license goes. Application says its for parking but there have been no changes in parking since I opened my business 20+ yrs ago (13 yrs at this location).
During events, pls provide parking for employees. Had to park on 2nd St., a long walk. Just block off or reserve parking for us. Charging for prkg is absurd; malls are free.
Street sweeping 2 days/week seems like more of a ploy to give tickets than to clean streets
Employee parking lot would be nice.
Ea store/restaurant has 4-10 employees; not enough parking for all. There are meters everywhere but no steady parking.
Why do we have to park "nose in" in private lots? Where should I put my parking permit when I ride my motorcycle?
No parking spots at furniture company I work with. Must go to customers' homes routinely and must walk sometimes miles to get to car.
Permit holders/employees should be allowed access to downtown during special events. Re fireworks…I am the G.M. of the Kette (original sponsor) and I was very frustrated during last year's show.
Need more visible police and parking enforcement. Residents/visitors routinely drive wrong way on 1-way streets, go thru yellow and red lights and disregard safety.
Restaurants on MB Blvd should not be allowed to take public parking spaces for their gain - VALET SERVICE.
Do not allow new homes to take away any more parking spaces. RE question 3: What is considered private?
11th St between Ardmore & Highview in need of serious attention. Majority of spaces on the street used by downtown employees. Prevents street from being swept as well as adding much engine reving and music at all hours (very early after bars close).
Employee parking on 11th above Ardmore major problem. Employers should provide employee parking or shuttle service. Parking time limits should be imposed on streets where employees now park, with longer term parking passes for guests.

Only been here 7 months but on unmetered 100 block on 12th St, downtown employees and/or construction workers park cars on street, leaving no space for residents or guests. On weekends people drive thru 12th many times in hopes of getting free parking. IDEAS: Make 12th a metered street but downtown residents could park free with a permit; reserve right upper parking lot, by pier, for downtown employees during the day and have a valet service for customers at night.
Need more parking in parking structures and less on streets.
I have private parking under building and unable to park in my private parking due to public coming in and parking (signs are posted).
Constant problem with people using our loading zone in a.m. so truck has to periodically move loads of product. We need specific sign "Commercial vehicles only 7-11 Loading Zone." Car drivers get upset when asked to move; parking enforcement should be doing it.
MB should adopt Hermosa Beach's street parking policies.Limit beach access street parking to 1 hr for nonresidence and unlimited for residence with permit located on windshield. This allows on-street access for residents and forces nonresident visitors and workers to use areas like Metlox metered parking or be restricted to one hour.
1) Widen Ocean Drive at Beach's Restaurant similar to shellback to accommodate more motorcycles. 2) Provide bicycle lockup stations near same locations. 3) Mark off taxi loading zone at Shellback and possibly beaches with 11th St. alley que for waiting taxis to refill loading zone and get drunks home safe and fast while omitting current problem.
Need more non-metered parking

APPENDIX B

Cash Key Brochure

CASH KEY INFORMATION

WHAT IS THE CASH KEY

The Cash Key is a pre-paid parking system designated for use at **all** parking meters. The Cash Key is essentially like a debit card that is programmed with the amount you choose to purchase. In addition to the amount you purchase, a $10.00 refundable deposit is required.

HOW DOES THE CASH KEY WORK

The Cash Key may be programmed with any dollar amount above $10.00 (the minimum purchase). Each time the key is inserted into a parking meter, $0.25 is deducted from the value of the key and the meter registers the time purchased. The meter will not register time beyond the posted time limit of each meter. When the desired amount of parking time has been registered, remove the Cash Key from the meter. It's that simple!

When the Cash Key is fully inserted in the meter, the balance remaining on the key is displayed. Since the meter is unable to display decimal points, the meter screen indicates the current dollar amount rounded to the nearest dollar.

WHERE CAN I USE MY CASH KEY

Cash Keys may be used at **any** meter within the City of Manhattan Beach boundaries. All posted signs, time limits and hours enforced must be followed to avoid receiving a parking citation.

WHAT HAPPENS WHEN MY CASH KEY RUNS OUT OF MONEY

At any time you can purchase additional credit on your existing Cash Key at the City Hall Cashier. If you would like to return the Cash Key come to the City Hall Cashier so your $10.00 deposit can be refunded.

Where To Park In Downtown Manhattan Beach

STREET METERS ENFORCED
9 A.M. to 8 P.M.

DOWNTOWN ON-STREET
$.75 Per Hr.
2-hour Limit

Lot 8
51 10-hour free parking

Lot M Underground Structure
200 2-hour meters $.50 per hour
260 8-hour meters $.50 per hour

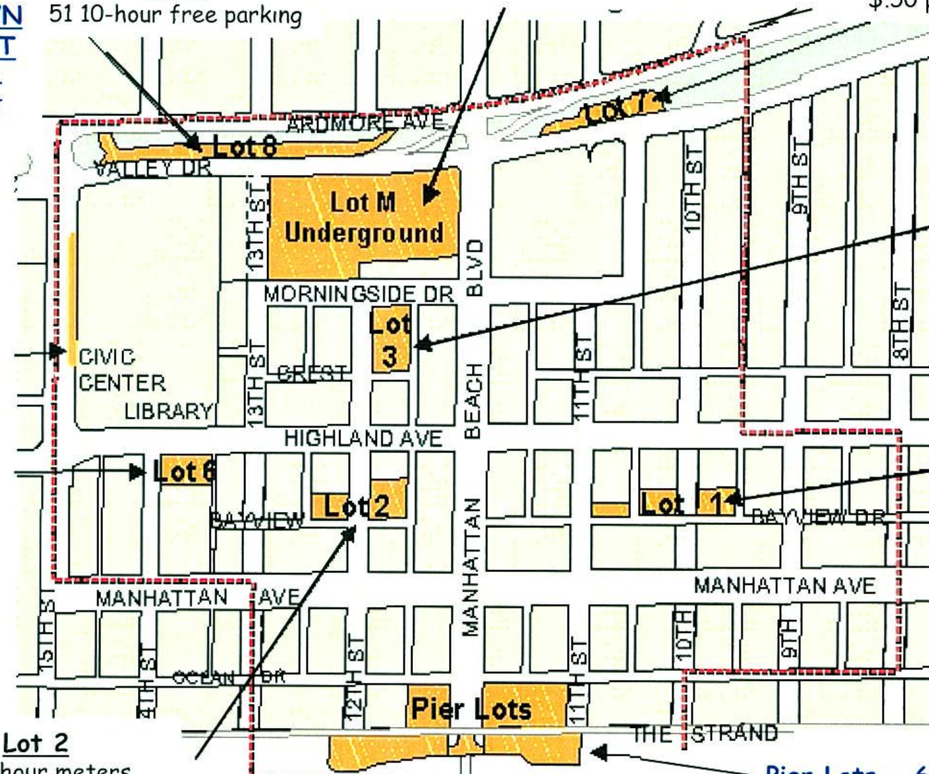
Lot 7
21 10-hour meters
$.50 per hour

15th St
Free parking spaces for Civic Center, Library Patrons & General Parking

Lot 6
26 2-hour meters
General Parking $.50 per hour

Lot 3
147 2-hour meters
$.50 per hour

Lot 1
28 2-hour meters,
20 Merchant Permits
$.50 per hour



Lot 2
48 2-hour meters
22 Merchant Permits
$.50 per hour

Pier Lots - 65A
126 5-hour meters
$1.00 per hour

B

APPENDIX C

Downtown Parking Permit Rules and Regulations Forms

City Hall 1400 Highland Avenue Manhattan Beach, CA 90266-4795
Telephone (310) 802-5000 FAX (310) 802-5001 TDD (310) 546-3501

C:\Documents and Settings\Graphic1\My Documents\EMAIL\MB 2008MerchantAgreement1.2.4\LotMAgreement2008.doc

DOWNTOWN PARKING PERMIT (LOT M Lower Level)

RULES AND REGULATIONS FOR LOWER LEVEL LOT M

1. No parking space may be used for storage of any kind. All permit holders must vacate the parking space within a 24-hour period. No vehicle storage or overnight parking is permitted. Vehicles parked more than 24 hours or overnight are subject to citation and/or tow.

2. Lost or stolen permits are the responsibility of the permit holder and should be reported to the City immediately. Charges will apply for replacement permits.

3. The entrance will be open from 6:00 a.m. – 11:00 p.m. Vehicles may exit the lot 24 hours a day.

4. Semi-annual lease payments must be received on or before January 1 (January – June) and July 1 (July – December). The City will not send out reminders or late notices.

5. The parking permit is the property of the City of Manhattan Beach and may be revoked, or the use may be suspended, at any time.

6. A maximum of five (5) parking permits may be issued per entity. Parking permits are only valid in the lot indicated on the parking permit and must be displayed by affixing permit to the rear view mirror. Permits must be displayed with the permit number facing the rear of the vehicle. Permits are non-transferable; they shall not be sublet, assigned, or transferred to other businesses and/or persons.

7. Parking spaces may be oversubscribed and are available on a first-come/first-served basis. Once the oversubscription threshold is met, a waiting list will be established by the City. Having a parking permit does not guarantee a parking space.

8. This permit is for the lower level of Lot M only and may not be used for the upper parking level.

9. When a permit becomes available, the City will contact the first eligible entity on the waiting list. An entity will have three (3) working days in which to respond, after which the City may contact the next entity on the waiting list. Only one permit will be given to an entity as they reach the top of the waiting list. The entity will have the option to be added to the bottom of the waiting list.

10. Parking permit holders in the lower level of Lot M must adhere to all posted parking signs.

11. Failure to renew a parking permit within 30 days of the expiration date of the permit will result in loss of permit privileges and the permit will be made available to the first entity on the waiting list.

I, *(name)* ______________________, *(title)* ______________________ have read, understand, and agree to abide by the rules and regulations for the lower parking level of Lot M.

Name: ______________________ **Number of Spaces:** ______________

Address: ______________________ **Telephone Number:** ______________

Signature: ______________________ **Date:** ______________

C

City Hall 1400 Highland Avenue Manhattan Beach, CA 90266-4795

Telephone (310) 802-5000 FAX (310) 802-5001 TDD (310) 546-3501

C:\Documents and Settings\Graphic1\My Documents\EMAIL\MB 2008MerchantAgreement1.2.4\2008MerchantAgreement1.2.4.doc

MERCHANT PARKING PERMIT & WAITING LIST

RULES AND REGULATIONS LOTS - 1, 2, 4

1. Lease of a merchant parking permit does not guarantee a parking space.
2. All merchant parking spaces are oversubscribed and are available on a first-come/first-served basis.
3. Merchant parking permits are the property of the City of Manhattan Beach. Only commercially licensed businesses located within a Parking & Business Improvement District are eligible to lease parking permits.
4. A business is allowed to lease a maximum of five (5) permits. The permits are for the exclusive use of the business and shall not be sublet, assigned, or transferred to other businesses and/or persons. The privilege to lease a permit is granted to the business entity only. Parking permits are only valid in the lot number indicated on the parking permit and must be displayed by affixing permit to the rear view mirror. Permits must be displayed with the permit number facing the rear of the vehicle. Merchant permits are valid from 8:00am through 7:00pm.
5. No parking space may be used for storage of any kind. All merchant permit holders must vacate the merchant permit parking space or metered parking space within a 24-hour period. No vehicle storage is permitted.
6. In the event a business with a leased permit is sold, transferred, vacated, or otherwise changes hands (even if the legal title remains with the seller), the permit is revoked and then offered to the first business on the waiting list.
7. When a permit becomes available, the City will contact the first eligible business on the waiting list for that lot. A business will have three (3) working days in which to respond, after which the City may contact the next business on the waiting list. Only one permit will be given to a business as they reach the top of the waiting list. The business will have the option to be added to the bottom of the waiting list.
8. Lost or stolen permits are the responsibility of the permit holder and should be reported to the City immediately. Full semi-annual charges will apply to all lost or stolen permits.
9. Semi-annual lease payments must be received on or before January 1 (January – June) and July 1 (July – December). Failure to renew a leased parking pass within 30 days of the expiration date of the permit will result in loss of lease privileges and the permit will be made available to the first business on the waiting list. The City will not send out reminder or late notices.
10. Failure to renew the annual business license by June 15 or violation of any of the above rules and regulations will result in loss of merchant permit parking program privileges.
11. In the event a leased permit becomes disputed, the business/person claiming ownership must provide the following:
    a.) a telephone or gas/electric bill from the business establishment, or
    b.) a lease/ownership agreement of the business, or
    c.) any other paperwork as requested by City staff.
    Upon City notification, this proof must be furnished within five working days.

Request: Lot Number(s) ________________ **Number of Spaces:** ________________

I, *(name)* ____, ***(title)*** ___________________________________**certify that I have read the parking permit rules and regulations and the business I am authorized to represent below agrees to comply with all conditions.**

Business Name: ____**Business License #:** _______________

Address: ____ **Telephone Number:** _______________________

Signature: ____ **Date:** ___________________________________