



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

TO: Parking and Public Improvements Commission

FROM: Laurie Jester, Acting Director of Community Development
Nhung Madrid, Management Analyst 

BY: Erik Zandvliet, Traffic Engineer 

DATE: August 26, 2010

SUBJECT: Consideration of City Council 2009-2010 Work Plan Item Regarding Parking Meters on Parkview Avenue

RECOMMENDATION:

Staff recommends that the Commission propose the installation of 2-hour parking meters on both sides of Parkview Avenue and Village Drive enforced between 8am and 9pm everyday.

BACKGROUND:

The City Council's 2009-2010 Work Plan includes a proposal to install parking meters on Parkview Avenue. The meters would be similar to those in other commercial areas of the City including Downtown, North Manhattan Beach, and East Manhattan Beach Boulevard. This area is being considered on the basis of adjacent high density commercial land use and high parking demand.

Pursuant to the Work Plan, the City Traffic Engineer began a study of the existing parking and traffic conditions along Parkview Avenue in June 2010. This report is a summary of the existing conditions, current parking supply and demand, and potential consequences of adding parking meters along Parkview Avenue and Village Drive.

DISCUSSION:

As directed by City Council, this report focuses on the potential impacts of installing parking meters at the public street parking on both sides of Parkview Avenue between Village Drive and its easterly terminus east of Market Place, and on Village Drive between Rosecrans Avenue and Parkview Avenue. Both Parkview Avenue and Village Drive were included in the study area because the roadways act as one continuous public street serving the same uses, and are the only public streets in this commercial area with curb parking. Conversely, placing meters on only one street segment would significantly increase parking demand on other segments without meters. Since there is no parking allowed on Park Way or Market Place, no meters are being considered for these streets. Installation costs of approximately \$1,200 per credit-card/coin meter would be offset by future meter revenues and parking citation fines.

Existing Conditions

Parkview Avenue is a 36 to 40-foot wide two-lane local street located in a commercial area south of Rosecrans Avenue. It is an east-west parallel roadway serving several large office buildings, including Manhattan Towers, Kinecta, Marriott Hotel, Manhattan Country Club, and Manhattan Marketplace. Village Drive is a 40-foot wide two-lane local street between Rosecrans Avenue and Parkview Avenue. Both streets have a posted speed limit of 25 mph and carry approximately 2,000 vehicles per day. Park Way and Market Place are north-south connecting streets between Rosecrans Avenue and Parkview Avenue, with parking prohibitions on both sides of each street.

Curb parking is allowed on both sides of Parkview Avenue and Village Drive, and parking tees are striped on the westerly portion of Parkview Avenue only. There are 112 curb spaces west of Park Way including Village Drive, and 86 spaces east of Park Way, for a total of 198 spaces. Parking is restricted during street sweeping times on Thursdays and Fridays. Parking is prohibited between 2am and 4am on both sides of Parkview Avenue.

Field observations taken during various times on typical days found that street parking demand is generally moderate to heavy throughout the work day, and is light in the evening. A parking demand study conducted between June 8 and July 6, 2010 reveals that the average occupancy rate is between 72% and 90% percent, which means that many parking spaces are available at all times.

DATE	TIME	PARKING DEMAND	
		West of Park Way	East of Park Way
06/08/2010	3:00 PM	87	55
06/15/2010	2:15 PM	82	58
06/22/2010	4:00 PM	92	64
06/22/2010	7:41 PM*	46	34
06/29/2010	2:30 PM	92	67
07/06/2010	10:30 AM	95	67
Average Occupancy (%)		90 (90%)	62 (72%)
TOTAL SPACES		112	86

* - Evening parking demand not counted in average occupancy.

All of the adjacent businesses have parking lots that provide sufficient parking supply for the current uses. During every study period, at least 30% of the spaces were available in each of the private parking lots. A table attached to this report summarizes the code required and actual parking supply for each of the properties (Exhibit B).

Findings

In comparing the actual private parking supply to the expected parking demand, it was found that all adjacent businesses provide ample off-street parking, and do not need to rely on street parking. However, it was noted that customers and employees of several businesses, such as the Manhattan Country Club and Manhattan Village Shopping Center, often use convenient street parking in lieu of occupying the private lots due to convenience or at the request of their employers. In addition, overflow parking at the west end near the Pacific Movie Theater is common, due to the

convenience of parking on the street rather than a more distant mall parking lot. The parking time limits imposed by metered parking will eliminate long-term street parking. Even if all street parking demand were to be relocated to private lots, no businesses would be expected to exceed their parking supply. Based on these findings, it is expected that future street parking demand will decrease, resulting in more open spaces.

Metered curb spaces may have a small impact on hotel guests that now enjoy free parking during the day, since the Hotel charges for self-parking or for use of the valet service. As noted above, overnight parking is prohibited on Parkview Avenue. This means that hotel guests must find off-street parking if staying the night. It should also be noted that Manhattan Country Club has an agreement with the Kinecta property to provide overflow parking for its employees. Lastly, the adjacent Manhattan Studios often obtains temporary parking permits to park overflow vehicles on the east end of Parkview Avenue, which could continue, albeit with additional fees to compensate for lost meter and parking citation revenue.

The Finance and Police Departments believe the addition of meters along Parkview Avenue and Village Drive can be implemented and serviced using existing procedures and personnel.

Public Notice

Mailed notices with an invitation to attend the PPIC meeting and/or submit comments were sent to all properties as shown in Exhibit C. Property managers within the same noticing area were contacted by phone and asked to distribute copies of the notice to their tenants. Also, the meeting was noticed in The Beach Reporter and posted on the City’s Website. Finally, notice flyers were placed on parked vehicles along Parkview Avenue and Village Drive on a typical weekday in August prior to the meeting. Any public comments will be presented at the meeting.

CONCLUSION:

Based on 1) the field observations of on-street parking demand, 2) calculated off-street parking surplus, and 3) the actual parking conditions for each business, the Traffic Engineer has concluded that there would not be a hardship by installing parking meters along Parkview Avenue and Village Drive. Parking meters on these streets are consistent with commercial streets throughout the City. A 2-hour parking restriction would accommodate most short-term parking needs, such as office visits, workouts, dining, and shopping. If customers or employees need longer parking or do not want to pay for metered parking, alternate parking is available at each business. Parking tees would have to be painted adjacent to any metered parking to identify the parking space associated with that meter.

- Exhibits: A. Vicinity Map with Proposed Meter Locations
- B. Calculated Private Parking Surplus/Deficit
- C. PPIC Meeting Notice and Noticing Area Map

**EXHIBIT A
 PARKVIEW AVENUE
 PROPOSED METER LOCATIONS AND QUANTITY**

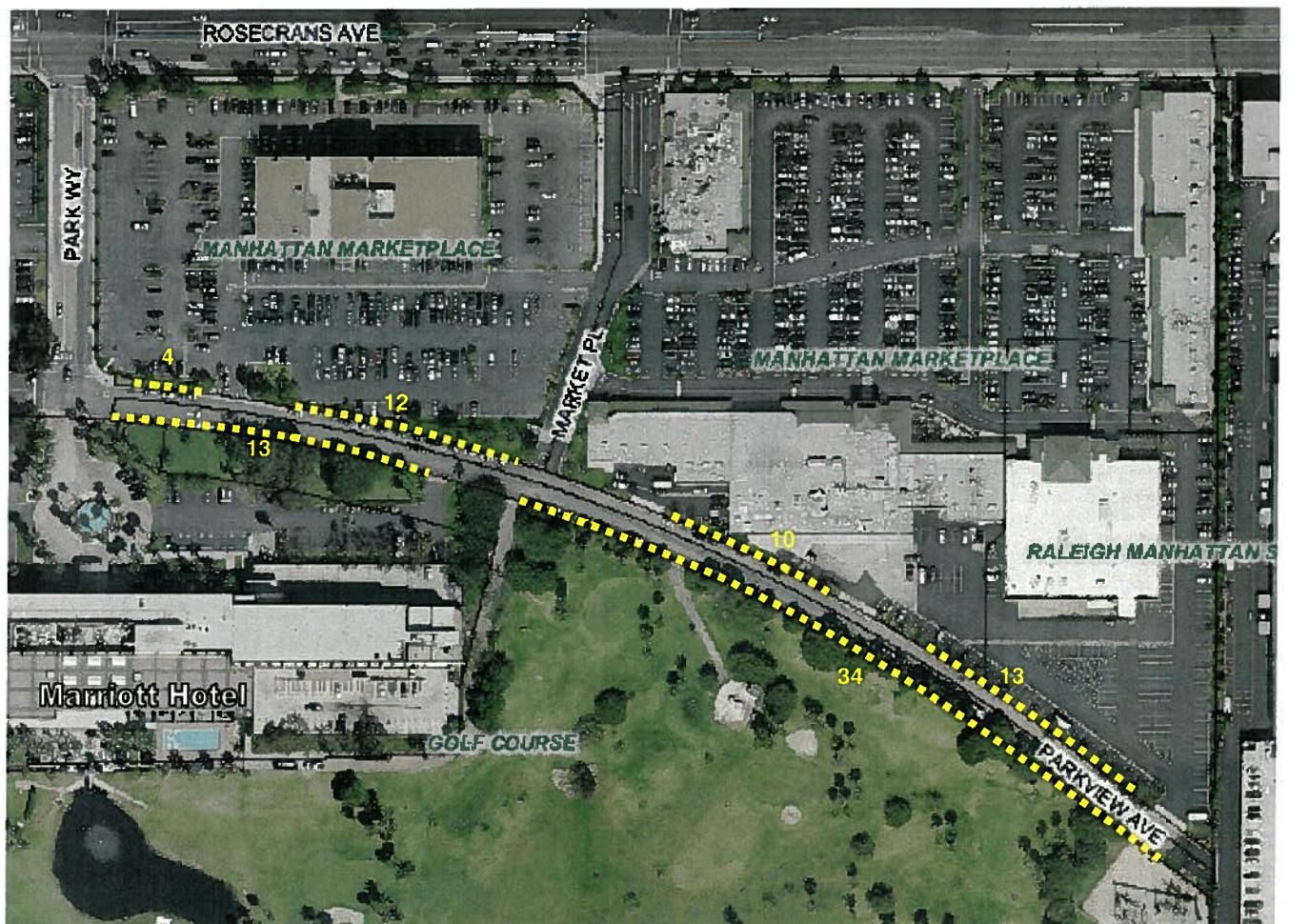


Exhibit B
Calculated Parking Surplus/Deficit
Parkview Avenue

ADDRESS	BUSINESS NAME	PARKING REQUIREMENT	ACTUAL PARKING	SURPLUS/ DEFICIT	SPECIAL CONDITIONS
North Side					
1230-40 Rosecrans Avenue	Manhattan Towers	978	1,010	+32	
1440 Rosecrans Avenue	Kinecta Office Building	266	296	+30	
1500 Rosecrans Avenue	Manhattan Marketplace Offices	441	458	+17	1989 Parking Code Requirements
1550 Rosecrans Avenue A-G	Manhattan Marketplace	659	660	+1	
1570 Rosecrans Avenue A-R	Manhattan Marketplace				
1590 Rosecrans Avenue A-Q	Manhattan Marketplace				
South Side					
	Manhattan Village Sports Field	N/A	50	N/A	50 spaces leased to Manhattan Country Club
1330-34 Parkview Avenue	Country Club/Professional Building	294	294-329	0	244 on-site spaces with 50 leased spaces in City lot to west. All employees to park leased spaces, 77 spaces reserved to 1334 Parkview until 6pm weekdays, full time free valet required to over-park to 329 spaces
1400 Parkview Avenue	Marriott Hotel	650	650	0	

EXHIBIT

C

PUBLIC MEETING
PARKING METERS
ON VILLAGE DR & PARKVIEW AVE



The Parking and Public Improvements Commission (PPIC) will conduct a public meeting to discuss and evaluate the possibility of installing parking meters on Village Drive and Parkview Avenue as described in the City Council's 2009-10 Work Plan.

PARKING AND PUBLIC IMPROVEMENTS COMMISSION

WHEN: August 26, 2010 at 6:30 pm

WHERE: City Hall Council Chambers
1400 Highland Avenue, Manhattan Beach, CA 90266

Businesses and all interested parties are encouraged to attend and participate. The Staff Report will be available at www.citymb.info on August 20, 2010 after 5 pm. For additional information, please contact Nhung Madrid at (310) 802-5540 or email at nmadrid@citymb.info.

MAILED NOTICES ON AUGUST 10, 2010



PARKING METERS ON PARKVIEW AVENUE PARKING STUDY

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-PUBLIC MEETING-
PARKING METERS ON PARKVIEW AVENUE
PARKING STUDY

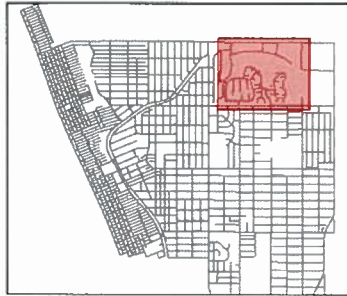
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Parkview Noticing Area Map



Legend

- Parcels
- 2008 4in color
- Basemap
- BEACH
- BLOCK
- DEADEND
- PARK
- PIER
- PRIVATE STREET
- SCHOOL
- STREET
- WALK STREET

MAILED NOTICES

CAR FLYERS



Scale: 1:6,319

This map is a user-generated static output from the "MB GIS Info" Intranet mapping site and is for general reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.