



Agenda Item #: 07/1120.8

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Aldinger and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Thompson, Director of Community Development
Rosemary Lackow, Senior Planner *RL*

DATE: November 20, 2007

SUBJECT: Approve a Request from the Chamber of Commerce to Cover Parking Meters from Saturday, December 1, 2007 through Monday, December 24, 2007, Excluding the Pier and El Porto Parking Lots.

RECOMMENDATION:

Staff recommends that the City Council approve the request from the Chamber of Commerce to cover all off-street parking meters excluding the pier and beach parking lots. The meters would be covered from Saturday, December 1, 2007 through Monday, December 24, 2007.

FISCAL IMPLICATION:

The estimated revenue loss to the City from covering all meters this year would be approximately \$110,000.

DISCUSSION:

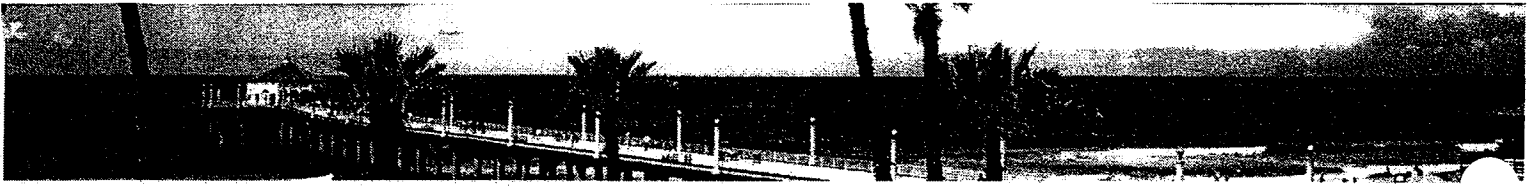
The Chamber of Commerce has again requested that bags be placed on all on-street and off-street parking meters during the December holiday season, including the meters in the Metlox and Civic Center structures. Meters not included would be those in the State pier lots and the lots jointly controlled by the City and the County, which are the 26th Street lot and the El Porto beach lot.

Covering parking meters for the December holidays is a long-standing tradition in the City. The downtown businesses support the program and view it as necessary to compete with the free parking provided at the local shopping malls. Attached is a letter from the Chamber of Commerce requested that the program be continued this year.

ALTERNATIVES:

1. **APPROVE** the request to cover all City-controlled parking meters.
2. **REMOVE** this item from the Consent Calendar and provide staff with direction.

Attachment: Chamber of Commerce letter dated October 31, 2007



Manhattan Beach Chamber of Commerce Where business and lifestyle work together.

October 31, 2007

Lindy Coe-Juell
Assistant City Manager
City of Manhattan Beach
1400 Highland Ave.
Manhattan Beach, CA 90266

Dear Lindy:

On behalf of the Manhattan Beach Chamber of Commerce and keeping the tradition alive, I would like to request your recommendation to approve the bagging of meters this coming holiday season.

We would like all off-street and on-street meters bagged, including the five-hour meters. The only exceptions are the lots jointly controlled by the City and County, located on 26th Street and in El Porto.

We would like the Parking Control Department to cover the meters starting **Saturday, December 1, 2007** and remain covered through **Monday, December 24, 2007**. The bags may be removed on **Wednesday, December 26, 2007**.

Thank you for your favorable consideration of this request. The program is extremely popular with both merchants and residents. The Manhattan Beach Chamber of Commerce feels it is a positive incentive to increase good will and promote shopping in Manhattan Beach.

Sincerely,

Helen Duncan
Executive Director

CC: Rod Uyeda, Police Chief
Jim A. Arndt, Director of Public Works
Thomas Mc Givern, Parking Control
Carol Rowe, Executive Director, Downtown Business Association