





# 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   
Erik Zandvliet, City Traffic Engineer

**DATE:** March 18, 2008

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

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### RECOMMENDATION:

It is recommended that the City Council direct staff to forward the Draft 2008 Downtown Parking Management Plan to the Planning Commission and Parking and Public Improvements Commission to review the study's findings, conduct public hearings and discuss the recommended land use and parking demand management strategies.

### FISCAL IMPLICATION:

The City Council has authorized up to \$50,000 for the research, analysis and preparation of the report, plus \$60,000 for parking data collection from the Council Contingency Fund. Costs for implementation of parking management strategies are unknown at this time, but will be identified in the final report.

### BACKGROUND:

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

On February 19, 2008, the City Council reviewed the Draft Report and discussed its findings at a study session. The City Council continued their review of the Draft Report to this meeting in order to discuss the strategies and recommendations in detail.

**DISCUSSION:**

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

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

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

During the analysis of the parking supply, staff recognized that several of the public parking lots do not meet the current standard for accessible parking spaces as specified by Title 24 of the Uniform Building Code. Most of the public lots in Downtown were constructed well before disabled parking became a requirement. Recommended Strategy No. 19 will address the deficiency by identifying appropriate locations within the public parking lots where additional accessible parking spaces can be installed. The Final Report will include a summary of potential locations and recommend an implementation program to meet the current standard.

- Attachments: A. Downtown Parking Management Plan Scope of Work  
B. Draft 2008 Downtown Parking Management Plan Report

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

**GOALS AND OBJECTIVES**

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

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

**SCOPE OF WORK**

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

**MEETINGS** (See Schedule Below)

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

**PRIOR HISTORY** (Sept. 2006)

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

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

#### PARKING INVENTORY (Sept.-Nov. 2006)

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

#### DATA COLLECTION (See schedule below)

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

#### \* Data collection criteria:

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

#### ANALYSIS (January-July 2007)

##### Parking Utilization

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

##### Future Parking Demand Forecast

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

### Land Use and Parking Codes

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

### Parking Management Strategies

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

### REPORT PREPARATION (July-Sept. 2007)

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

### Options:

Prepare and distribute a Parking User Survey.

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

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