



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Ward and Members of the City Council

THROUGH: Richard Thompson, Interim City Manager *RT*

FROM: Laurie Jester, Acting Director of Community Development *LJ*
 Erik Zandvliet, City Traffic Engineer
 Bruce Moe, Director of Finance
 Nhung Madrid, Management Analyst *NM*

DATE: February 16, 2010

SUBJECT: Consideration of Parking and Public Improvements Commission (PPIC) Recommendations and Coastal Development Permits for the 2008 Downtown Parking Management Plan Measures, Increasing Parking Meter Rates, and Related Parking Revisions.

RECOMMENDATION:

Staff recommends that the City Council:

- a. Conduct a public hearing;
- b. Discuss and provide direction on the Downtown Parking Management Measures as listed in the Implementation Measures Table;
- c. Adopt Resolution No. 6244 approving a Coastal Development Permit for the Downtown Coastal Zone Parking Management Program, within the appealable portion of the City's coastal zone;
- d. Adopt Resolution No. 6245 approving a Coastal Development Permit for the Downtown Coastal Zone Parking Management Program, within the non-appealable portion of the City's coastal zone; and
- e. Appropriate additional funds for lighted parking signs not to exceed \$24,000 from the Council Contingency Fund.

FISCAL IMPLICATION:

The research, analysis, and preparation of the Downtown Parking Management Plan is funded within the current budget. In addition, the City Council authorized up to \$20,000 for the implementation of a parking directional sign program on March 25, 2008. The PPIC is recommending the installation of three (3) illuminated parking signs (in lieu of three non-illuminated signs). The illuminated signs are estimated to cost between \$5,000 and \$8,000 more each, for an approximate new signage total of between \$35,000 and \$44,000, including installation. This expense exceeds the approved budget for directional signs. As a result, staff recommends that additional funds totaling \$24,000 be appropriated from the Council Contingency account to effect

the purchase (the Parking Fund does not have sufficient funds to accommodate the additional budget requirement). Funds totaling \$50,000 are available in the Council Contingency account (a second appropriation from this account is included on the consent calendar this evening for geo-technical engineering for Sand Dune Park in the amount of \$6,850).

This report includes a proposed increase in street parking meter rates from the current \$0.75 per hour to \$1.50 per hour, which is estimated to increase Parking Fund revenue by approximately \$825,000 per year. This increase, which is designed to encourage use of public lots (\$0.75 per hour for all lots except the pier and county lots) for longer-term parking, will also provide needed financial support for overall Parking operations.

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. On March 18, 2008, the City Council finalized the list of strategies and recommendations, and forwarded the Report to the Parking and Public Improvements Commission for additional hearings and implementation. On March 25, 2008, the City Council and PPIC held a joint meeting to clarify the specific measures to be implemented.

On May 22, June 26 and September 25, 2008, the Commission held public hearings to discuss the list of approved strategies and gathered public input. After considering comments from numerous stakeholders and supplementary information provided by staff, the Commission recommended a list of methods to implement the approved measures.

On October 21, 2008, after several months of Commission meetings, public hearings and discussions, the City Council approved the 2008 Downtown Parking Management Plan. The plan was implemented through a series of initial measures to address parking deficiencies and issues. Most of the approved measures have been implemented on a trial basis, and were evaluated between January 2009 and August 2009. A coastal development permit is now required to implement these measures permanently.

On November 19, 2009, the PPIC reviewed the follow-up study and discussed the findings made by the Traffic Engineer. The Commission heard testimony from eleven (11) citizens, including Ms. Mary Ann Varni, Executive Director of the Downtown Manhattan Beach Business & Professional Association. After closing the public hearing, the Commissioners discussed each strategy individually and voted to continue or modify the initial measures as identified in this report.

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 City Traffic Engineer prepared a Final Report that includes a thorough analysis of these issues and recommended numerous strategies to best manage the Downtown parking needs. Throughout the process, Staff has invited participation from a variety of stakeholders at every major decision point by the following methods:

- 1000 mailed notices to property owners and residents,
- 200 notices distributed by the Downtown Business and Professional Association (DBPA),
- Electronic notice to the City of Manhattan Beach Chamber of Commerce and DPBA,
- Mailed notices to persons indicating prior interest in the Study,
- Advertisement in The Beach Reporter for all Public Hearings,
- DBPA and City Council Briefings, and
- City Website Announcement

A comprehensive set of parking system strategies and specific recommendations were identified and approved for trial implementation by the City Council on October 21, 2008. This list was chosen based on the greatest need and potential for success to be implemented through the Parking and Public Improvements Commission and executed by various City Departments, including Public Works, Police, Finance and Community Development. During the trial period, many of the details of the Plan's measures were refined to suit actual conditions. Occasionally, some measures were deemed infeasible due to unforeseen conditions, like the economic recession or physical obstructions. Where possible, consensus was sought from the Downtown stakeholders on particular implementation measures. Over the last year, the PPIC, staff and the DBPA have reviewed and discussed the implementation measures thoroughly.

Staff met with the DBPA Board on August 13, 2009 to discuss how the initial measures were functioning, as well as to listen to new parking issues that should be addressed in the follow-up report. The Board highlighted the need to restore some reserved merchant permit parking in Lot 1 instead of the first-come, first serve combined meter/merchant permit parking spaces. Several merchants have expressed concern that their employees have been unable to find open spaces on busy days when the lot is filled with beachgoers and customers. Some Board members also suggested more enforcement of expired meters and time limits to reduce the number of employees parking on the street.

The prior meeting minutes, staff reports, studies and attachments contain important background on the comments, suggestions and concerns that have helped shape the implementation measures as approved by the City Council as well as the manner of their implementation.

Current Parking Utilization

Staff conducted a series of parking observations in August 2009 after implementation of the initial measures to determine if any changes in the parking demand have occurred in the public

parking lots. During these studies, it was noted that the on-street parking demand has not changed measurably. However, the parking demand has changed in several public lots, particularly an increase in utilization in Lot M (Metlox), due to increased parking time limits. The greater utilization was one of the objectives of the Parking Management Plan, because the strategies emphasized more use of this parking structure by employees and the general public.

Review of Approved Implementation Measures

Each of these approved strategies is identified below, along with a discussion of the status and effectiveness of the approved measures. The table identifies the initial implementation measures as approved by City Council on October 21, 2008 and the follow-up recommendations made by the PPIC on November 19, 2009 in bold.

1	Strategy	Raise street meter rates to prioritize curb parking for customers and short term users.
	City Council Initial Implementation Measure	Increase the street parking meter rates to \$1.25 per hour in the Downtown Commercial District.
	PPIC Follow-Up Recommendation	At such time as the City Council finds appropriate based on the economic climate and comparable meter rates, the on-street parking meter rate should be increased to \$1.50 per hour.

Staff initially recommended increasing the on-street meter rates from \$1.00 to \$1.50 per hour. However, an increase in on-street meter rates from \$1.00 to \$1.25 per hour was approved on October 21, 2008 and enacted on January 1, 2009. It was expected to generate approximately \$347,000 per year in new revenue for the Parking Fund, which would have been used to fund future minor capital and maintenance projects, as well as build reserves which have been depleted over the past several years due to operational and maintenance costs, as well as the debt service for the Metlox Parking Lot (\$875,000 per year). In May 2009, the City Council responded to economic recession concerns and rescinded the meter rate increase and lowered the rate to \$0.75 per hour.

The resulting rate reduction did not achieve the strategy goals to encourage long term users to use the underutilized public parking lots, discourage employee street parking, or reduce overtime parking (feeding the meter). The same parking behaviors and conditions have been observed as before, such as parking beyond time limits, employee parking on the street, and inability to find convenient short term customer parking near businesses. There are numerous underutilized spaces in public parking lots, while open on-street spaces are still hard to find.

Since on-street parking practices have not changed significantly and the lower parking rate is available to everyone in the parking lots, Staff support's the PPIC recommendation to increase the meter rate to \$1.50 per hour. However, it should be noted that as the meter rate increases, the amount of change needed also increases. This can become a deterrent and complaint for customers or visitors that do not have sufficient change handy for the expected parking duration. The new high-technology meter systems being tested in the Pier Lots offer multiple payment methods that will help address the insufficient coin issue as discussed below. As such, meter rate

increases could be implemented in conjunction with the expansion of the high-technology meter systems. The pilot program ends in September 2010 and will provide valuable information on which solutions may be viable for our climate and uses.

As previously reported, the Parking Fund, which supports parking operations for all metered streets as well as City-owned parking lots, is in need of financial support. At the end of FY 2008-2009, the fund had no working capital and a negative fund balance of approximately \$40,000 (this basically means that there are no available funds after considering all commitments and that we cannot afford to perform the scheduled capital projects). Projecting out the remainder of FY 2009-2010, which is based on the existing meter rates, the negative fund balance grows to roughly \$55,000. Ultimately, the current rate structure does not provide sufficient funding for any capital improvements, and only allows for routine annual maintenance. Given the age of some of our parking structures and the desire to purchase new technology meters, it is clear that rates must be increased to sustain our infrastructure and to provide the funding for the desired service levels. Each twenty-five cent increase in on-street meters is estimated to raise approximately \$275,000 annually.

2	Strategy	Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.
	City Council Initial Implementation Measure	A. Maintain the current public parking lot rates at \$0.75 per hour in all lots. B. Request an amendment to the State and County Agreements for a parking meter rate increase to \$1.50 in the Upper and Lower Pier lots equal to the City street meter rate.
	PPIC Follow-Up Recommendation	Establish a parking lot meter rate at one-half the on-street parking rate, but no less than \$0.75 per hour.

Both recommendations were implemented and became effective in January 2009. The meter rate in two State Pier parking lots and both County Lots was raised to \$1.50 per hour. The additional funds generated by the increase are planned to be used for the permanent installation of multi-payment type meters in all four lots upon completion of a pilot project to test multi-space and high technology meter systems. (See Measure No. 6B.)

3	Strategy	Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.
	City Council Initial Implementation Measure	Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer's recommendation
	PPIC Follow-Up Recommendation	Encourage the DBPA to distribute a notification to all business owners of the potential to change the on-street parking time limits adjacent to their businesses.

This measure has been offered to those local merchants with a need for shorter parking duration than the standard 2 hours. To date, one request for a 24-minute space was received and has been completed. It appears that there are many businesses that would benefit from 24-minute parking, which would increase the parking turnover and make more spaces available for customers. The City is promoting this measure to businesses through the DPBA.

4	Strategy	Increase time limits in the upper level of Metlox structure to 3 hours.
	City Council Initial Implementation Measure	Increase in parking time limits in the upper level of Metlox Parking Structure (Lot M) from 2 hours to 3 hours.
	PPIC Follow-Up Recommendation	No change.

This measure was implemented in January 2009, and has received favorable response from both business owners and citizens. Parking utilization has increased on the upper level of the Metlox structure, partly because patrons can park longer than on-street spaces.

5	Strategy	Increase time limits lower level of Metlox structure and on the upper level of Lot 3 to 10 hours.
	City Council Initial Implementation Measure	Increase in parking time limits in the lower level of Metlox Parking Structure (Lot M) and upper level of Lot 3 from 8 hours to 10 hours.
	PPIC Follow-Up Recommendation	No change.

This measure was implemented in January 2009, and has received very good response, primarily from the local employees and visitors who might not have monthly or biannual permits. Besides merchants, the lower level is frequently used by beachgoers and visitors staying all day in downtown. Parking utilization has increased substantially on the lower level of the Metlox structure, which sometimes makes it difficult to find long-term parking during days with heavy parking demand, such as summer beach days and special events. During such days, merchants with parking permits and visitors often compete for available spaces. (See also Measure No. 10.)

6	Strategy	Pursue installation of ATM style cash key recharge stations in public lots.
	City Council Initial Implementation Measure	<ul style="list-style-type: none"> A. Staff and DBPA to develop a consignment program for cash key sales. B. Staff to conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC.

PPIC Follow-Up Recommendation	<p>6a. Encourage DBPA to expand consignment program for cash key sales.</p> <p>6b. Conduct multi-payment parking meter pilot program and consider permanent installations. Pursue Smartcard system for all metered spaces with ability for remote recharging and special rate discounting. Provide a review of the Pilot Program to the PPIC.</p>
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A consignment program was implemented in January 2009, and has resulted in about six downtown businesses now offering charged cash keys to their customers. The City provides \$5.00 in free meter time when the initial cash key is purchased through the Downtown Business and Professional Association (DBPA). The initial purchase cost to DBPA is \$20.00 to cover the key deposit.

A cash key recharging station was installed at the northeast corner of Manhattan Beach Boulevard and Highland Avenue in August 2009. The station accepts credit card transactions to add parking credit to the user's cash key. This provides the ability to recharge the key at any time in a convenient location without requiring a visit to City Hall, or purchasing a new key at the Chamber of Commerce. In three months of use, there have been approximately 320 users making \$10,000 in transactions. The installation of a change machine was deemed to have too many disadvantages, especially when compared to newer technologies that allow multiple payment options directly at the parking meter.

On August 4, 2009, the City Council approved solicitation of proposals for a pilot project to install new parking meter equipment in the Upper and Lower Pier Lots with alternate payment options such as credit, debit and smart cards as well as Pay-by-Cell phone capabilities. On November 3, 2009, the City Council approved the installation of two new meter systems: multi-space meter kiosks and individual meters, both with multiple payment options.

After a proposal, competitive qualification and procurement process, the two meter systems were installed and activated on January 13, 2010 in a coordinated effort between several City Departments and the meter vendors. All coin meters were removed and four battery-powered multi-payment kiosks were installed in the South Pier Lots, two in the upper lot and two in the lower lot. In the North Pier Lots, all of the coin meters were removed and replaced with solar powered multi-payment meters. Soon, the vendor for the multi-space kiosks has promised to install a module to accept cash keys and test 10 vacant space monitoring devices as well.

New signs have been installed in the South Pier Lots to direct users to the payment kiosks. The City has issued a press release and placed a newspaper ad to promote the new meters. Informational signs are also installed in all four lots to solicit public comments. These comments are being collected via the City website in an effort to address potential problems and help improve the system functionality.

According to an initial review during the month of January, average credit card use is over 50% of all revenue received from the multi-payment meters. The choice of payment is very intuitive

for both systems, and there have been very few complaints for any reason. Staff has also seen some pay-by-phone transactions. Revenues in January are consistent with comparative years, but it is anticipated that revenues will increase due to the convenience of credit payments instead of the limitation of coins. Complaints from customers and businesses related to coin use will also be expected to drop significantly. It is unknown whether the utilization of these lots will rise due to the convenience of debit/credit card payments, however, this trend will be monitored.

Both systems have extensive data collection ability, including revenue tracking, operation and real-time expired meter status sent to parking enforcement officers and/or maintenance staff. Both systems use wireless phone communication for data and payment transactions. There is a small “per use” charge for credit transactions and wireless communication, as well as monthly charges for the proprietary data tracking and revenue application software. There is no charge for the use of the new meter equipment during the pilot project period. The pilot project will extend for 9 months and be monitored through the summer season. At that time, the City’s evaluation will be presented to the City Council for consideration of purchasing either or both systems on a permanent basis and possible expansion to other metered parking areas.

7	Strategy	Consider installing meters in unmetered public spaces.
	City Council Initial Implementation Measure	No recommendation was made for initial implementation phase.
	PPIC Follow-Up Recommendation	Install parking meters on the south side of 15th Street west of Highland Avenue (2 spaces), 12th Street west of Manhattan Avenue (4 spaces), and the north side of 10th Place east of Morningside Drive (3 parallel spaces only).

Several areas were identified in the initial Plan as possible candidates for metered parking. (See Exhibit C.) Those areas were directly adjacent to businesses but did not have existing meters, such as:

- A. South side of 15th Street west of Highland Avenue (2 spaces)
- B. 12th Street west of Manhattan Avenue (4 spaces)
- C. North side of 10th Place east of Morningside Drive (up to 14 spaces)
- D. Manhattan Avenue between 13th Street and 14th Street (14 if allowed residential permits)
- E. Civic Center Upper Parking Lot

The PPIC and City Council did not recommend pursuing additional metering during the initial implementation phase. There were several concerns raised through the public hearing process regarding the adverse impacts to residents that currently use these spaces during the day, and the potential for the relocation of business parking demand to nearby non-metered spaces adjacent to residential areas.

As part of the follow-up study, staff reviewed these candidate locations and believes some metered spaces would provide additional customer parking availability near businesses without significantly affecting residential parking needs, namely Locations A, B, and C (3 parallel spaces only). When presented to the PPIC, the Commissioners supported the installation of meters at

Locations A, B, and three spaces at Location C, but did not support Locations D or E at this time. Metered parking in the Civic Center Upper Parking Lot (Location E) could be re-visited when new parking meter technologies become available to allow more flexibility for free public parking when public offices are open.

	Strategy	Provide monthly merchant permits and stickers for employees/public who may not be able to afford biannual Permits.
9	City Council Initial Implementation Measure	<p>Monthly public parking permit program in the lower level of the Metlox lot and 3rd level of Lot 3 with the following conditions on a trial basis:</p> <ul style="list-style-type: none"> A. Expand the existing Metlox Parking Permit program to allow purchase of monthly permit stickers to be placed on a special hang tag. B. Permits could be purchased up to 6 months in advance. C. The monthly permit fee would be equivalent to monthly pro-rated amount of a bi-yearly permit. No pro-rated fee would be available for partial months. D. Monthly permit stickers would only be valid for the months that are purchased and displayed on the hangtag. E. The hangtag would be transferable to other vehicles or users. F. Business owners could obtain multiple monthly stickers on a consignment basis and only pay for those that were distributed to their employees. Unused permit stickers would be returned to the Finance Department at no cost.
	PPIC Follow-Up Recommendation	No change. Encourage DBPA to promote the Monthly Merchant Permit Program through distribution and publication of City flyers, including wording that overflow permit parking is allowed on the third level of Lot 3.

The monthly merchant permit program was implemented in January 2009, and is now grown to about 40 active permits per month. (See Exhibit E.) They are a convenient alternative to biannual permits, and are heavily promoted by the Finance Department for part-time employees. The monthly permit cost is \$27, compared to feeding the meter all day which would cost up to \$37.50 a week for full-time employees. The monthly sticker was rejected in lieu of actual multicolored hangtags for each month. A consignment plan was offered to merchants, but there was no interest by the business owners, probably due to the inconvenience of handling the issuance and return of unused permits.

10	Strategy	Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.
	City Council Initial Implementation Measure	Volume discount for five biannual parking permits purchased at one time, at a cost of \$500.00 for five permits.
	PPIC Follow-Up Recommendation	No change. Encourage DBPA to promote and distribute program information about volume discounts for five biannual parking permits purchased at one time, at a cost of \$500 for five permits.

The approved bulk rate of \$100 per biannual permit is nearly 40% below the prior rate of \$160 per biannual permit, or less than \$17 per month, which amounts to fifty cents per day. (See Exhibit E.) Many merchants and employees have taken advantage of purchasing five or more permits, often joining together to purchase a block of permits at the reduced rate. Large group purchases have not been made, so abuse of the program is not evident. The added popularity has increased parking demand in the lower level of Metlox, which in combination with daily visitors, can fill up the level on busy days. Staff is contemplating allowing overflow merchant permit parking on the 3rd floor of Lot 3 on such days. This measure has been very successful in encouraging merchant parking in the Metlox structure.

11	Strategy	Allow residents to override time limit parking restrictions in residential zones within the Downtown area.
	City Council Initial Implementation Measure	Residential override program with the following conditions in two parts: east of Ardmore Avenue and west of Ardmore Avenue. A. The area would encompass the downtown study area as identified in the DPMP. B. Residents can opt-in/out of the program in the same manner. C. Permits would be valid within a parking zone to be determined by the City. D. Posted parking restriction will be 1- or 2-hour time limit parking on both sides of the street at the preference of the petitioning residents. E. Up to two hangtags for vehicles registered to the residential address would be allowed, with one transferable guest permit. F. Permits would not be valid to override metered spaces. G. If feasible, allow provisions for small and large group functions.

PPIC Follow-Up Recommendation (*added by staff)	Expand Downtown Residential Parking Override Program to include a buffer permit zone where participation in the Program would be subject to verification of employee parking impact, extending to Pacific Avenue for the area south of Manhattan Beach Boulevard (*or other streets as necessary).
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The Downtown Residential Parking Override Program east of Ardmore Avenue was implemented in March 2009. (See Exhibit D.) Most residential streets within the permit zone have opted into the program. There have been approximately 170 permits issued to date. Permit parking signs have been posted and residents have purchased their permits.

A significant number of residents living to the east and south of the permit zone are concerned about new employee parking activity just beyond the permit zone. This relocated parking demand was anticipated, but was not quantifiable at the time of initial implementation. Since evidence of employee parking has been documented in certain areas, a buffer zone is recommended around the current permit zone, where residents could petition to opt-in to the program, subject to verification by the City Traffic Engineer that such employee parking is prevalent on a recurring basis. (See Exhibit D.) This will ensure that streets with actual parking impacts are part of the program while not posting unnecessary parking restrictions, which could further impact a larger part of the neighborhood.

13	Strategy	Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.
13	City Council Initial Implementation Measure	Public Works Department to install four disabled parking spaces on trial basis at: <ul style="list-style-type: none"> • Highland Avenue and 13th Street; • Highland Avenue between 12th and 13th Street; • Manhattan Avenue near 11th Place; and • Manhattan Avenue on 11th Street.
13	PPIC Follow-Up Recommendation	No change.

A total of ten new disabled parking spaces have been added to the Downtown area since the measure was implemented. (See Exhibit C.) Three (3) of the disabled parking spaces are on the public street. The fourth location was determined to be redundant due to an existing nearby disabled space. At this time, all public parking structures have at least the minimum required number of disabled spaces.

14	Strategy	Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in public lots.
14	City Council Initial Implementation Measure	Public Works Department to install "Smart" and small vehicle parking spaces at locations approved by the Commission as recommended by staff.

PPIC Follow-Up Recommendation	No change.
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Twelve new small car parking spaces have been added to the Downtown area since the measure was implemented. (See Exhibit C.) These spaces have been designed to allow “Smart” cars and small electric cars to park in designated spaces with a maximum length of 10 feet. No existing parking spaces were lost because the small car spaces were installed on street segments where full size parking stalls could not be striped. In addition, nine (9) motorcycle parking areas have been designated in public parking lots and on the street without any loss of existing parking.

15	Strategy	Implement a Parking directional sign plan with a distinctive and clear identity.
	City Council Initial Implementation Measure	Formation of a small task-force to determine optimum sign placement and style as well as to create a joint City-DBPA promoted publicity program for the Downtown parking lots.
	PPIC Follow-Up Recommendation	Recommend City Council approve the purchase and installation of both non-illuminated and illuminated directional signs.

Soon after the City Council approved the Plan, City crews installed seven (7) parking directional signs on streets surrounding the Metlox parking structure to assist motorists in finding the entrances. A task force comprised of City staff, PPIC members, DBPA members and a Council Member was formed in Spring 2009 and met on March 24, April 8 and July 7. The task force agreed upon a sign style, determined sign locations, discussed lighted and non-lighted options, and updated the City’s Downtown Parking Map (See Exhibit G.) The members even conducted a walking tour to scout the best positions for the directional signs.

Nineteen locations for directional signs were identified, and 14 lot entrance signs were chosen. Two sample signs were fabricated and installed on Valley Drive to confirm the size and visibility needed for driver recognition. The signs will be 36” and 42” in diameter, with reflectorized sheeting that would improve readability at night. The City Council has authorized \$20,000 for implementation of the directional parking signs. Public Works crews will install the signs on existing poles and street lights where possible, and some new signs would replace existing parking signs.

The task force believes that a few lighted parking lot signs of the same design at key locations would encourage the public to use certain lots. The double-faced lighted signs could be LED illuminated to save electricity, and could be solar powered if existing electrical service is not convenient. Lighted signs are estimated to cost between \$5,000 and \$8,000 more each, for an approximate new signage total of between \$35,000 and \$44,000, including installation. This expense exceeds the approved budget for directional signs, and staff recommends that additional funds totaling \$24,000 be appropriated from the Council Contingency account to purchase and install the lighted signs.

The consensus of the task force was to pursue lighted signs at the following locations:

- Lot M (Metlox) Entrance on Morningside Drive (Power Available)
- Lot 3 Entrance on 12th Street (Power available)
- Manhattan Beach Blvd. at Morningside Drive (For Lots 3 and M) (Power Available)

17	Strategy	Modify parking restrictions in Lots 1 and 2 to remove exclusive merchant permit spaces.
	City Council Initial Implementation Measure	<p>Change the merchant permit program for Lots 1 and 2 subject to Coastal Permit approval:</p> <p>A. Lot 1: Remove merchant parking only spaces, add meters in all spaces and open them to everybody on “First come, first serve” basis with merchant permit override.</p> <p>B. Lot 2: Move merchant permits to third level in Lot 3, meter the spaces and open them to everybody.</p> <p>C. Allow Lot 1 parking permit holders to park in Metlox and Lot 3, 3rd level if there is no parking available in Lot 1.</p> <p>D. Designate a 30 min loading zone in both parking lots to address merchants’ needs to load and unload.</p> <p>E. Include sunset clause so when the business closes merchant permits cannot be renewed in Lot 1.</p>
	PPIC Follow-Up Recommendation	<p>17a. Provide 20 Merchant Permit Only spaces in Lot 1 between 8am and 5pm.</p> <p>17b. Provide 11 Merchant Permit Only spaces in Lot 2 between 8am and 5pm and to include an override for merchant parking permits in lower level of structure</p>

All Merchant Parking Only signs were removed from Lot 1 (20 spaces) and Lot 2 (22 spaces) in August 2009 pursuant to the DBPA recommendation and City Council approval. During the trial period, merchants with Lot 1 permits were allowed to park in the metered spaces all day. Merchants with prior Lot 2 permits were given Lot 3 permits to park in the metered spaces on the upper (3rd) level. The merchant permit program was updated according to the approved changes. (See Exhibit E.) Subsequent to the sign removals, several merchants that used the metered spaces in Lot 1 began to experience difficulty in finding available parking in the metered spaces during business hours. It is believed beachgoers and customers are filling up the lot early, and any employees arriving later are unable to find parking on busy days. This can be very inconvenient to those merchants that personally handle financial and merchandise transfers. Overflow permit parking is available in Lot 3 whenever merchant spaces in Lot 1 are filled.

Due to the significant hardship for those merchants that do not have private parking facilities and the limited availability of public parking in the immediate vicinity, staff recommends that 20 Merchant Permit Only spaces in Lot 1 and 11 Merchant Permit Only spaces in Lot 2 be restored,

with a modification to limit the permit hours to between 8am and 5pm. The spaces would be metered at other times. In addition, the PPIC is recommending that merchants with permits be allowed to override 11 currently metered spaces in the lower level of Lot 2.

If approved, the Merchant Permit Program will be modified to allow for more flexible overflow parking when certain lots are filled. For example, if the 20 Merchant only and metered spaces are filled in Lot 1, merchants with Lot 1 permits will be able to park in the upper level of Lot 3. Similarly, if the 11 merchant only spaces and 11 metered spaces are filled in the lower level of Lot 2, merchants with Lot 2 permits will be able to overflow into the upper level of Lot 3. Also, overflow permit parking will be allowed between Metlox and the upper level of Lot 3 to make the most use of the parking structures.

18 New	Strategy	Provide aggressive parking enforcement of the meters in the Downtown area.
	City Council Initial Implementation Measure	A. Additional parking enforcement at strategic times of the day and week to discourage meter violators. B. Increase fines for expired meters in the Downtown area to \$45.00.
	PPIC Follow-Up Recommendation	Continue enhanced enforcement of parking violations.

The City Council approved an increase to \$45 for all parking citations (with the exception of Disabled Parking which is set by State law). These fines had not been increased since 2002. The Police Department has made a concerted effort to enforce expired meters, time limits and non-permitted parking throughout the Downtown area.

Required Coastal Development Permits

Much of the area affected by the proposed parking management program is located within the State designated coastal zone. The City’s Local Coastal Program (LCP) requires that a parking management program for Downtown public parking lots (excluding Metlox) be established by coastal development permit procedures, and that all changes to public parking controls and fees follow the same process. The City’s LCP is certified by the California Coastal Commission and the City has the authority to issue coastal development permits. Notices have been published in the Beach Reporter newspaper for coastal development permits within the corresponding appealable (westerly) and non-appealable (easterly) portions of the City’s coastal zone as affected by the proposed permanent parking program. The attached Resolutions provide findings and conditions for approval of the required coastal development permits.

The permit applicable to the appealable area (west of Manhattan Ave. centerline), which includes changes to street parking meter rates and installation of new meters on 12th Street, is appealable to the California Coastal Commission. The areas east of Manhattan Avenue are non-appealable, and therefore the coastal development permit in these areas cannot be appealed to the California Coastal Commission. The coastal development permit for Lot M (Metlox) was approved and issued by the California Coastal Commission, and the proposed revisions are minor and consistent with that coastal development permit. Therefore, no amendments to that coastal

development permit is required.

CONCLUSION:

It appears that certain parking conditions and driver behavior in the downtown area have changed, particularly with regard to employee parking and use of Lot M (Metlox). However, on-street parking and long-term parking habits in other areas of downtown have not changed measurably. The resident parking override program has been very successful in forcing employee parking out of the surrounding neighborhoods. Some of the relocated employee parking can be addressed by expanding the potential resident parking override zone. The bulk rate and monthly permit programs have been successful in encouraging more employees to park in the public parking lots. The initial measure to remove merchant permit parking in Lot 1 was found to have unacceptable impacts to merchants in the immediate vicinity. Parking enforcement is becoming more effective in stemming unwanted parking practices and violation rates have increased. Parking meter revenues have also slightly increased in comparison to last year's revenues in spite of the reduced on-street parking meter rate as shown in the Parking Meters and Violations Revenues Report. This is likely due to the increase in the parking meter rate in the Pier Lots. The City is embarking on a high technology parking meter program that will offer many customer friendly features such as flexible rate structures and discounting, various payment options, multiple pay locations and special notifications, as well as helping the City control meter revenue and enhance enforcement operations. In the future, it is advised that the City revisit some of the other recommendations and suggestions that have not been implemented in anticipation of increased parking demand as development activity begins to increase again in Downtown.

Staff recommends that the City Council:

- a. Conduct a public hearing;
- b. Discuss and provide direction on the Downtown Parking Management Measures as listed in the Implementation Measures Table;
- c. Adopt Resolution No. 6244 approving a Coastal Development Permit for the Downtown Coastal Zone Parking Management Program, within the appealable portion of the City's coastal zone;
- d. Adopt Resolution No. 6245 approving a Coastal Development Permit for the Downtown Coastal Zone Parking Management Program, within the non-appealable portion of the City's coastal zone; and
- e. Appropriate additional funds for lighted parking signs not to exceed \$24,000 from the Council Contingency Fund.

- Exhibits:
- A. PPIC Staff Report (excluding attachments) – November 19, 2009
 - B. PPIC Meeting Minutes – November 19, 2009
 - C. Special Parking Space Opportunity Map
 - D. Downtown Resident Override Parking Program with Expanded Zone
 - E. Permit Parking Information
 - F. Where to Park in Downtown Map
 - G. Directional Parking Sign Plan
 - H. Coastal Commission Jurisdiction Plan
 - I. Public Meeting Notice and Map

Agenda Item #: _____

- J. The Beach Reporter Ad – February 4, 2010
- K. Parking Fund Projections
- L. Public Correspondence since Initial Implementation
- M. City Council Staff Report with Attachments – October 21, 2008
- N. 2008 Downtown Parking Management Plan
- O. Resolution No. 6244 (Appealable)
- P. Resolution No. 6245 (Non-appealable)

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

TO: Parking and Public Improvements Commission

FROM: Richard Thompson, Director of Community Development
Nhung Madrid, Management Analyst *NM*
Esteban Danna, Assistant Planner *ED*

BY: Erik Zandvliet, Traffic Engineer

DATE: November 19, 2009

SUBJECT: **2008 Downtown Parking Management Plan
Review of Initial Approved Measures**

RECOMMENDATION:

That the Commission review the results of the implemented strategies of the 2008 Downtown Parking Management Plan, hear public comments from interested parties, and recommend continuation, removal or addition of certain implementation measures to further improve parking conditions in Downtown Manhattan Beach.

BACKGROUND:

On September 19, 2006, the City Council approved initiation of the study and authorized up to \$110,000 from the Council Contingency Fund. The purpose of the Downtown Parking Management Plan (Plan) was to evaluate the overall parking situation in the downtown area and develop strategies for optimizing usage of the public parking lots and on-street parking spaces. The Plan includes a thorough analysis of these issues and recommended numerous strategies to best manage the Downtown parking needs. On October 21, 2008, after several months of Commission meetings, public hearings and discussions, the City Council approved the 2008 Downtown Parking Management Plan. The plan was implemented through a series of initial measures to address parking deficiencies and issues. Most of the approved measures have been implemented, as detailed in this report.

DISCUSSION:

As part of the Downtown Parking Management Plan, the City Council directed staff to conduct a follow-up study to assess the effectiveness of the initial measures. This report provides a status of the initial measures, an evaluation of the successfulness of those measures, and recommendations to further improve the parking conditions in the Downtown area. In preparation for this Commission's public hearing, Staff has invited participation from a variety of stakeholders through various methods, including:

- 800 mailed notices to property owners and residents
- 200 notices distributed by the Downtown Business and Professional Association (DBPA)
- Mailed notices to persons indicating prior interest in the Study
- Advertisement in Beach Reporter on November 5 and 12, 2009
- City Website Announcement



Staff also met with the DBPA Board on August 13, 2009 to discuss how the initial measures were functioning, as well as to listen to new parking issues that should be addressed in the follow-up report. The Board highlighted the need to restore some reserved merchant permit parking in Lot 1 instead of the first-come, first serve combined meter/merchant permit parking spaces. Several merchants have complained that their employees have been unable to find open spaces on busy days when the lot is filled with beachgoers and customers. Some Board members also suggested more enforcement of expired meters and time limits to reduce the number of employees parking on the street.

The City has also received various correspondences from business owners and residents regarding the following issues (with number of responses):

- Employee parking in residential areas east of the new permit parking zone.(11)
- Request to remove resident permit parking program (2)
- Inability for merchants to find parking in Lot 1. (4 and DBPA)

Current Parking Utilization

Staff conducted a series of parking observations in August 2009 after implementation of the initial measures to determine if any changes in the parking demand have occurred in the public parking lots. During these studies, it was noted that the on-street parking demand has not changed measurably. However, the parking demand has changed in several public lots, particularly in Lot M (Metlox). The greater utilization was one of the objectives of the Parking Management Plan, because the strategies emphasized more use of this parking structure by employees and the general public.

**PUBLIC PARKING LOT
PEAK UTILIZATION COMPARISON**

LOT	2008 WEEKDAY PEAK RATE	2009 WEEKDAY PEAK RATE	2008 WEEKEND PEAK RATE	2009 WEEKEND PEAK RATE
1	97%	100%	95%	100%
2	94%	85%	93%	100%
3	70%	70%	81%	100%
6	81%	90%	95%	100%
7	62%	85%	88%	95%
8	92%	95%	91%	95%
Metlox	57%	80%	56%	100%
Civic Ctr	76%	95%	54%	90%
Upper Pier	100%	100%	100%	100%
Lower Pier	55%	100%	72%	100%

Note: 2009 Utilization study conducted in August 2009.

Review of Approved Implementation Measures

A comprehensive set of parking system strategies and specific recommendations were identified and approved for implementation by the City Council on October 21, 2008. This list was chosen based on the greatest need and potential for success to be implemented through the Parking and Public Improvements Commission and Planning Commission and executed by various City departments. Each of these approved strategies is identified below, along with a discussion of the status and effectiveness of the approved measures.

No.	Strategy	Approved Implementation Measures
1	Raise street meter rates to prioritize curb parking for customers and short term users.	Increase the street parking meter rates to \$1.25 per hour in the Downtown Commercial District.

Staff initially recommended increasing the on-street meter rates from \$1.00 to \$1.50 per hour. However, the increase in on-street meter rates from \$1.00 to \$1.25 per hour was approved on October 21, 2008 and enacted on January 1, 2009. It was expected to generate approximately \$347,000 per year in new revenue for the Parking Fund, which would have been used to fund future minor capital and maintenance projects, as well as build reserves which have been depleted over the past several years due to operational and maintenance costs, as well as the debt service for the Metlox Parking Lot (\$875,000 per year). In March 2009, the City Council responded to economic recession concerns and rescinded the meter rate increase and lowered the rate to \$0.75 per hour.

The resulting rate reduction did not achieve the strategy goals to encourage long term users to use the underutilized public parking lots, discourage employee parking, or reduce overtime parking (feeding the meter). The same parking behaviors and conditions have been observed as before, such as parking beyond time limits, employee parking on the street, and inability to find convenient short term customer parking near businesses. There are numerous underutilized spaces in public parking lots, while open on-street spaces are still hard to find.

Recommendation 1: At such time as the City Council finds appropriate based on the economic climate and comparable meter rates, the on-street parking meter rate should be increased to \$1.50 per hour.

2	Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.	<p>A. Maintain the current public parking lot rates at \$0.75 per hour in all lots.</p> <p>B. Request an amendment to the State and County Agreements for a parking meter rate increase to \$1.50 in the Upper and Lower Pier lots equal to the City street meter rate.</p>
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Both recommendations were implemented and became effective in January 2009. The meter rate in two State Pier parking lots and both County Lots was raised to \$1.50 per hour. The additional funds generated by the increase are planned to be used for the permanent installation of multi-payment type meters in all four lots upon completion of a pilot project to test multi-space and high technology meter systems. (See Measure No. 6B.)

Recommendation 2: Continue parking rate differential when on-street meter rates are increased.

3	Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.	Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer's recommendation.
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This measure has been offered to those local merchants with a need for shorter parking duration than the standard 2 hours. To date, one request for a 24-minute space was received and has been completed. It appears that there are many businesses that would benefit from 24-minute parking, which would increase the parking turnover and make more spaces available for customers

Recommendation 3: Encourage the DBPA to distribute a notification to all business owners of the potential to change the on-street parking time limits adjacent to their businesses.

4	Increase time limits in the upper level of Metlox structure to 3 hours.	Increase in parking time limits in the upper level of Metlox Parking Structure (Lot M) from 2 hours to 3 hours.
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This measure was implemented in January 2009, and has received favorable response from both business owners and citizens. Parking utilization has increased on the upper level of the Metlox structure, partly because patrons can park longer than on-street spaces.

Recommendation 4: No change.

5	Increase time limits lower level of Metlox structure and on the upper level of Lot 3 to 10 hours.	Increase in parking time limits in the lower level of Metlox Parking Structure (Lot M) and upper level of Lot 3 from 8 hours to 10 hours.
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This measure was implemented in January 2009, and has received very good response, primarily from the local employees and visitors who might not have monthly or biannual permits. Besides merchants, the lower level is frequently used by beachgoers and visitors staying all day in downtown. Parking utilization has increased substantially on the lower level of the Metlox structure, which sometimes makes it difficult to find long-term parking during days with heavy parking demand, such as summer beach days and special events. During such days, merchants with parking permits and visitors often compete for available spaces. (See also Measure No. 10.)

Recommendation 5: No change.

6	Pursue installation of ATM style cash key recharge stations in public lots.	<p>A. Staff and DBPA to develop a consignment program for cash key sales.</p> <p>B. Staff to conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC.</p>
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A program was implemented in January 2009, and has resulted in about six downtown businesses now offering charged cash keys to their customers. The City provides \$5.00 in free meter time when the initial cash key is purchased through the DBPA. The initial purchase cost to DBPA is \$20.00 to cover the key deposit.

A cash key recharging station was installed at the northeast corner of Manhattan Beach Boulevard and Highland Avenue in August 2009. The station accepts credit card transactions to add parking credit to the user's cash key. This provides the ability to recharge the key at any

time in a convenient location without requiring a visit to City Hall or the Chamber of Commerce. In three months of use, there have been approximately 320 users making \$10,000 in transactions. The installation of a change machine was deemed to have too many disadvantages, especially when compared to newer technologies that allow multiple payment options directly at the parking meter.

On August 4, 2009, the City Council approved solicitation of proposals for a pilot project to install new parking meter equipment in the Upper and Lower Pier Lots with alternate payment options such as credit, debit and smart cards as well as Pay-by-Cell phone capabilities. On November 3, 2009, the City Council approved the installation of two new meter systems: multi-space meter kiosks and individual meters, both with multiple payment options. The multi-space meter machines will accept cash keys as well. Both systems are expected to be operation by early 2010, and will be evaluated approximately 8 months later, after the summer season.

Recommendation 6a: Encourage DBPA to expand consignment program for cash key sales.

Recommendation 6b: Conduct multi-payment parking meter pilot program and consider permanent installations. Pursue Smartcard system for all metered spaces with ability for remote recharging and special rate discounting.

7	Consider installing meters in unmetered public spaces.	No Recommendation was made for initial implementation phase.
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Several areas were identified in the Plan as possible candidates for metered parking. (See Exhibit C.) Those areas were directly adjacent to businesses but did not have existing meters, such as:

- A. South side of 15th Street west of Highland Avenue (2 spaces)
- B. 12th Street west of Manhattan Avenue (4 spaces)
- C. North side of 10th Place east of Morningside Drive (14 spaces)
- D. Manhattan Avenue between 13th Street and 14th Street (14 if allowed residential permits)
- E. Civic Center Upper Parking Lot

The PPIC and City Council did not recommend pursuing additional metering during the initial implementation phase. There were several concerns raised through the public hearing process regarding the adverse impacts to residents that currently use these spaces during the day, and the potential for the relocation of business parking demand to nearby non-metered spaces adjacent to residential areas.

Staff has reviewed these candidate locations and believes some metered spaces would provide additional customer parking availability near businesses without significantly affecting residential parking needs, namely Locations A, B and C (3 parallel spaces).

Recommendation: Install parking meters on the south side of 15th Street west of Highland Avenue (2 spaces), 12th Street west of Manhattan Avenue (4 spaces), and the north side of 10th Place east of Morningside Drive (3 spaces).

9	Provide monthly merchant permits and stickers for employees who may not be able to afford biannual Permits.	<p>Monthly public parking permit program in the lower level of the Metlox lot and 3rd level of Lot 3 with the following conditions on a trial basis:</p> <ul style="list-style-type: none"> A. Expand the existing Metlox Parking Permit program to allow purchase of monthly permit stickers to be placed on a special hang tag. B. Permits could be purchased up to 6 months in advance. C. The monthly permit fee would be equivalent to monthly pro-rated amount of a bi-yearly permit. No pro-rated fee would be available for partial months. D. Monthly permit stickers would only be valid for the months that are purchased and displayed on the hangtag. E. The hangtag would be transferable to other vehicles or users. F. Business owners could obtain multiple monthly stickers on a consignment basis and only pay for those that were distributed to their employees. Unused permit stickers would be returned to the Finance Department at no cost.
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The monthly merchant permit program was implemented in January 2009, and is now grown to about 40 active permits per month. (See Exhibit E.) They are a convenient alternative to biannual permits, and are heavily promoted by the Finance Department for part-time employees. The monthly permit cost is \$27. The monthly sticker was rejected in lieu of actual multicolored hangtags for each month. A consignment plan was offered to merchants, but there was no interest by the business owners, probably due to the hassle of handling the issuance and return of unused permits.

Recommendation: No change. Encourage DBPA to promote the Monthly Merchant Permit Program through distribution and publication of City flyers.

10	Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.	Volume discount for five biannual parking permits purchased at one time, at a cost of \$500.00 for five permits.
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The approved bulk rate of \$100 per biannual permit is nearly 40% below the prior rate of \$160 per biannual permit with savings of \$60 per permit. (See Exhibit E.) Many merchants and employees have taken advantage of purchasing five or more permits, often joining together to purchase a block of permits at the reduced rate. Large group purchases have not been made, so abuse of the program is not evident. The added popularity has increased parking demand in the lower level of Metlox, which in combination with daily visitors, can fill up the level on busy days. Staff is contemplating allowing overflow merchant permit parking on the 3rd floor of Lot 3 on such days. This measure has been very successful in encouraging merchant parking in the Metlox structure.

Recommendation: No change. Encourage DBPA to promote and distribute program information.

11	Allow residents to override time limit parking restrictions in residential zones within the Downtown area.	<p>Residential override program with the following conditions in two parts: east of Ardmore Avenue and west of Ardmore Avenue.</p> <ul style="list-style-type: none"> A. The area would encompass the downtown study area as identified in the DPMP. B. Residents can opt-in/out of the program in the same manner. C. Permits would be valid within a parking zone to be determined by
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		<p>the City.</p> <p>D. Posted parking restriction will be 1- or 2-hour time limit parking on both sides of the street at the preference of the petitioning residents.</p> <p>E. Up to two hangtags for vehicles registered to the residential address would be allowed, with one transferable guest permit.</p> <p>F. Permits would not be valid to override metered spaces.</p> <p>G. If feasible, allow provisions for small and large group functions.</p>
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The Downtown Residential Parking Override Program east of Ardmore Avenue was implemented in March 2009. (See Exhibit D.) Most residential streets within the permit zone have opted into the program. There have been approximately 170 permits issued to date. Permit parking signs have been posted and residents have purchased their permits. A significant number of residents living to the east and south of the permit zone are concerned about new employee parking activity just beyond the permit zone. This relocated parking demand was anticipated, but was not quantifiable at the time of initial implementation. Since evidence of employee parking has been documented in certain areas, a buffer zone is recommended around the current permit zone, where residents could petition to opt-in to the program, subject to verification by the City Traffic Engineer that such employee parking is prevalent on a recurring basis. (See Exhibit D.) This will ensure that streets with actual parking impacts are part of the program while not posting unnecessary parking restrictions, which could further impact a larger part of the neighborhood.

Recommendation: Expand Downtown Residential Parking Override Program to include a buffer permit zone where participation in the Program would be subject to verification of employee parking impact.

13	Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.	<p>Public Works Department to install four disabled parking spaces on trial basis at:</p> <ul style="list-style-type: none"> • Highland Avenue and 13th Street; • Highland Avenue between 12th and 13th Street; • Manhattan Avenue near 11th Place; and • Manhattan Avenue on 11th Street.
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A total of ten new disabled parking spaces have been added to the Downtown area since the measure was implemented. (See Exhibit C.) Three (3) of the disabled parking spaces are on the public street. The fourth location was determined to be redundant due to an existing nearby disabled space. At this time, all public parking structures have the recommended number of disabled spaces.

Recommendation: No change.

14	Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in public lots.	Public Works Department to install "Smart" and small vehicle parking spaces at locations approved by the Commission as recommended by staff.
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Twelve new small car parking spaces have been added to the Downtown area since the measure was implemented. (See Exhibit C.) These spaces have been designed to allow "Smart" cars and small electric cars to park in designated spaces with a maximum length of 10 feet. No existing parking spaces were lost because the small car spaces were installed on street segments where

full size parking stalls could not be striped. In addition, nine (9) motorcycle parking areas have been designated in public parking lots and on the street without any loss of existing parking.

Recommendation: No change.

15	Implement a Parking directional sign plan with a distinctive and clear identity.	Formation of a small task-force to determine optimum sign placement and style as well as to create a joint City-DBPA promoted publicity program for the Downtown parking lots.
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Soon after the City Council approved the Plan, City crews installed seven (7) parking directional signs on streets surrounding the Metlox parking structure to assist motorists in finding the entrances. A task force comprised of City staff, PPIC members, DBPA members and a Council Member was formed in Spring 2009 and met on March 24, April 8 and July 7. The task force agreed upon a sign style, determined sign locations, discussed lighted and non-lighted options, and updated the City's Downtown Parking Map (See Exhibit G.) The members even conducted a walking tour to scout the best positions for the directional signs.

Nineteen locations for directional signs were identified, and 14 lot entrance signs were chosen. Two sample signs were fabricated and installed on Valley Drive to confirm the size and visibility needed for driver recognition. The signs will be 36" and 42" in diameter, with reflectorized sheeting that would improve readability at night. The estimated cost for the sign materials is approximately \$15,000. The City Council has authorized \$20,000 for implementation of the directional parking signs. Public Works crews will install the signs on existing poles and street lights where possible, and some new signs would replace existing parking signs.

The task force believes that a few lighted parking lot signs of the same design at key locations would encourage the public to use certain lots. The double-faced lighted signs could be LED illuminated to save electricity, and could be solar powered if existing electrical service is not convenient. It is estimated that lighted signs would cost approximately \$5,000 each. The consensus of the task force was to pursue lighted signs at the following locations:

- Lot M (Metlox) Entrance on Morningside Drive (Power Available)
- Lot 3 Entrance on 12th Street (Power available)
- Manhattan Beach Blvd. at Morningside Drive (For Lots 3 and M) (Power Available)

Recommendation: Recommend City Council approve the purchase and installation of both non-illuminated and illuminated directional signs.

17 New	Modify parking restrictions in Lots 1 and 2 to remove exclusive merchant permit spaces.	<p>Change the merchant permit program for Lots 1 and 2 subject to Coastal Commission approval:</p> <p>A. Lot 1: Remove merchant parking only spaces, add meters in all spaces and open them to everybody on "First come, first serve" basis with merchant permit override.</p> <p>B. Lot 2: Move merchant permits to third level in Lot 3, meter the spaces and open them to everybody.</p> <p>C. Allow Lot 1 parking permit holders to park in Metlox and Lot 3 3rd level if there is no parking available in Lot 1.</p> <p>D. Designate a 30 min loading zone in both parking lots to address merchants' needs to load and unload.</p> <p>E. Include sunset clause so when the business closes merchant permits cannot be renewed in Lot 1.</p>
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Merchant parking signs were removed from Lots 1 and 2 in August 2009 pursuant to the DBPA recommendation and City Council approval. The merchant permit program has been updated according to the approved changes. (See Exhibit E.) Subsequent to the sign removals, several merchants that use the metered spaces in Lot 1 began to experience difficulty in finding available parking during business hours. It is likely that beachgoers and customers are filling up the lot early, and any employees arriving later are unable to find parking on busy days. This can be very inconvenient to those merchants that personally handle financial and merchandise transfers.

Due to the significant hardship for those merchants that do not have private parking facilities and the limited availability of public parking in the immediate vicinity, staff recommends that 20 Merchant Permit Only spaces in Lot 1 and 11 Merchant Permit Only spaces in Lot 2 be restored, with a modification to limit the permit hours to between 8am and 5pm. The spaces would be metered at other times.

Recommendation: Provide 20 Merchant Permit Only spaces in Lot 1 between 8am and 5pm, and 11 Merchant Permit Only spaces in Lot 2 between 8am and 5pm.

18 New	Provide aggressive parking enforcement of the meters in the Downtown area.	<p>A. Additional parking enforcement at strategic times of the day and week to discourage meter violators.</p> <p>B. Increase fines for expired meters in the Downtown area to \$45.00.</p>
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The City Council approved an increase to \$45 for all parking citations (with the exception of Disabled Parking which is set by State law). These fines had not been increased since 2002. The Police Department has made a concerted effort to enforce expired meters, time limits and non-permitted parking throughout the Downtown area.

Recommendation: Continue enhanced enforcement of parking violations.

CONCLUSION:

It appears that certain parking conditions and driver behavior in the downtown area have changed, particularly with regard to employee parking and use of Lot M (Metlox). However, on-street parking and long-term parking habits in other areas of downtown have not changed measurably. The resident parking override program has been very successful in forcing employee parking out of the surrounding neighborhoods. Some of the relocated employee parking can be addressed by expanding the potential resident parking override zone. The bulk rate and monthly permit programs have been successful in encouraging more employees to park in the public parking lots. The initial measure to remove merchant permit parking in Lot 1 was found to have unacceptable impacts to merchants in the immediate vicinity. Parking enforcement is becoming more effective in stemming unwanted parking practices and violation rates have increased. Parking meter revenues have also slightly increased in comparison to last year's revenues in spite of the reduced on-street parking meter rate as shown in the Parking Meters and Violations Revenues Report. This is likely due to the increase in the parking meter rate in the Pier Lots. The City is embarking on a high technology parking meter program that will offer many customer friendly features such as flexible rate structures and discounting, various payment options, multiple pay locations and special notifications, as well as helping the City control meter revenue and enhance enforcement operations. In the future, it is advised that

the City revisit some of the other recommendations and suggestions that have not been implemented in anticipation of increased parking demand as development activity begins to increase again in Downtown.

- Attachments:**
- A. 2008 Downtown Parking Management Plan Final Report (by reference)
 - B. Downtown Parking Management Study Area Map
 - C. Special Parking Opportunity Map
 - D. Downtown Residential Parking Override Permit Program Information
 - E. Merchant Permit Parking Information
 - F. Where to Park in Downtown Map
 - G. Directional Parking Sign Plan
 - H. Public Meeting Notice and Map
 - I. Public Correspondence Since Initial Implementation

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**CITY OF MANHATTAN BEACH
PARKING AND PUBLIC IMPROVEMENTS COMMISSION
MINUTES OF A REGULAR MEETING
NOVEMBER 19, 2009**

A. CALL TO ORDER

The regular meeting of the Parking and Public Improvements Commission of the City of Manhattan Beach, California, was held on the 19th day of November 2009, at the hour of 6:30 p.m., in the City Council Chambers of City Hall, 1400 Highland Avenue, in said City.

B. ROLL CALL

Present: Adami, Vigon, Stabile, Silverman and Chairman Gross.
Absent: None.
Staff Present: Traffic Engineer Zandvliet, Assistant Planner Danna, Management Analyst Madrid, Lt. Harrod and Sgt. Mason,
Clerk: Weeks.

C. APPROVAL OF MINUTES

11/19/09 October 22, 2009

Commissioner Vigon revised the Parking and Public Improvements minutes of October 22, 2009 as follows:

Page 6, Paragraph 1 "...with the Parks and Recreation Commission. Therefore, he did not see a basis for approving the staff recommendation. He said that the dune does not need to be closed and could be turned into an ecological reserve with the money that would have been spent on parking measures. Commissioner Vigon reiterated that he could not approve the staff recommendation.

Chairman Gross modified the minutes of October 22, 2009 as follows:

Page 2, Paragraph 3 "...but, any recommendations will be tabled until the joint meeting with the Parks and Recreation Commission."

Page 2, Paragraph 4 "...advising that closing the dune would not be affected by Proposition A funding..."

Page 3, Paragraph 1 "...a permit zone..."

MOTION: Commissioner Adami moved to approve the Parking and Public Improvements Commission minutes of October 22, 2009 as amended. The motion was seconded by Commissioner Stabile and passed by unanimous voice vote.

D. **AUDIENCE PARTICIPATION**

None.

E. **GENERAL BUSINESS**

11/19/09-2 2008 Downtown Parking Management Plan Review of Initial Approved Measures

Planning Assistant Danna introduced this item.

Traffic Engineer Zandvliet presented the staff report. Outlining the approved strategies/implementation measures/recommendations, he clarified that the 2008 Downtown Parking Management Plan did not address parking during peak summer months or special events in the Downtown area.

Commissioner Vigon noted that he was not serving on the Parking and Public Improvements Commission when the Downtown Parking Management Plan was considered in 2008. He pointed out that expanding Lot 7 to the south would add parking spaces that could be used by merchants and voiced his hope that everything possible will be done to nurture Downtown businesses.

Commissioner Stabile stated his impression that the cost of permits and requiring merchants to purchase them at a much reduced rate to encourage employees to park in lots is within the Commission's purview and he recalled discussion at a previous meeting with regard to making it mandatory for employers to purchase parking permits for their full-time employees to be used in the Metlox Lot and the upper level in Lot 3.

Chairman Gross related his understanding that the cost of parking permits is outside of the Commission's purview.

At the Commission's request, Traffic Engineer Zandvliet advised that the Commission has indicated that a residential override program will be denied; that the current striping configurations in Downtown parking lots were examined in hopes of obtaining additional parking spaces, but it is not possible; that dismissing parking citations for patrons of the Downtown area would be considered preferential treatment, which would not be allowed by the Coastal Commission, but some type of discount for shopping could be considered; and that allowing only Downtown patrons to use Lot M could be explored. He provided information on: the idea of allowing overflow merchant permit parking on busy days on the 3rd floor of Lot 3; the success of increased Police Department enforcement and the bulk rate/monthly permit parking programs; the minimal change in on-street parking subsequent to the implementation of the measures; the idea of a trolley system in the Downtown area; the proposed directional signs; the

City's plans to test advanced technology parking meters that accept debit cards and have wireless communications for parking enforcement; and the idea of raising parking meter rates in the future.

Lt. Harrod offered updated information on enforcement efforts in the Downtown area.

Audience Participation

Bob Blanchard, 600 Block of 9th Street, discussed the lack of good solutions for parking problems during special events. He recommended against portions of streets opting out of permit parking programs and related his surprise that he was not given the opportunity to vote on a permit parking program for his street. Mr. Blanchard commended staff's study with regard to a residential override program and he questioned how far out parking will have to be restricted before employees do not park in residential areas.

Traffic Engineer Zandvliet explained procedures for opting out of residential permit parking programs.

Bill Berks, 500 Block of 14th Street, suggested that hang tags not contain license plate numbers so they can be used by guests. He shared information about technology that advises drivers of the number of empty parking spaces on each floor of a parking structure.

George Sterling, 14th Street, noted the difficulties resulting from Downtown employees using parking spaces in front of his home and he agreed with the idea of moving the restricted zone up to the end of 14th Street.

Bridget Batkin, 1000 Block of Highview, voiced her concern over problems resulting from Downtown employees parking next to her home, such as her trash not getting picked up.

Traffic Engineer Zandvliet advised that the above speaker's property would be within the new permit parking zone.

Luis Serano, 700 Block of 11th Street, emphasized the importance of extending the two-hour parking zone east of its current location and, at the least, to Pacific Avenue, and he advised that a majority of residents living between Pacific Avenue and Highview signed a petition to do so.

Traffic Engineer Zandvliet verified that the 700 block of 11th Street is outside of the two-hour parking zone.

Clarence Brauer, 600 Block of 14th Street, commented on the employee overflow parking near his home. He agreed with extending the two-hour parking zone to the 600 Block of 14th Street.

Muriel Berks, 500 Block of 14th Street, asked if employee passes are good for parking all day long and what type of pressure is being put on employers to deter employees from parking in residential areas.

Assistant Planner Dana affirmed that employees with parking passes are able to park the entire day.

Traffic Engineer Zandvliet advised that many employers consider the purchase of employee parking passes as part of their cost of doing business and some require employees to purchase the permits.

A Speaker Whose Name Was Inaudible, 200 Block of Manhattan Beach Boulevard, asked how to determine how many employees will park in Lot 1 and Lot 2 and how the merchants allowed to park there will be chosen. He voiced concern that merchant parking in Lot 2 was taken away.

Traffic Engineer Zandvliet offered information on staff's recommendations for merchant parking spaces in Lots 1, 2 and 3. He clarified that employees with permits who cannot find parking spaces in Lots 1 and 2 could park in Lot 3.

Todd Dipaola, 100 Block of 14th Place, expressed his appreciation of the Commission's efforts. He supported the proposed signage; technologically advanced parking meters; and adding parking meters with residential override.

Mary Ann Varni, Downtown Business and Professional Association (DBPA), No Address Provided, explained her understanding that the purpose of the parking permits was to open up parking for businesses, but this has not happened, particularly in Lot 1. She voiced concern that merchant permit spaces in Lot 2 were eliminated and that Lot 2 cannot be used even when it is under utilized. She related the DBPA's support of the staff recommendation for Lot 1; returning to 22 merchant spaces in Lot 2; and having a cut off time of 5:00 p.m. for permit overrides.

Chairman Gross clarified that, after 5:00 p.m., anyone could use an empty parking space on a first-come, first-serve basis. However, those with permits would not have to feed the meters.

Jim Wagner, DBPA, No Address Provided, pointed out that parking in the Downtown area continues to be difficult, even with the empty businesses. Mr. Wagner stated his agreement with staff's recommendation for Lot 1 and he offered input on the difficulty of parking there. Mr. Wagner related his opinion that merchants who provide revenue to the City should be given priority in parking.

RECESS AND RECONVENE

At 9:03 p.m., there was a recess until 9:10 p.m., when the meeting reconvened with all Commissioners present.

Commission Discussion

The Commission considered the approved strategies/implementation measures/recommendations as follows:

Recommendation No. 17: Provide 20 merchant only permit spaces in Lot 1 between 8:00 a.m. and 5:00 p.m., and 11 merchant only spaces in Lot 2 between 8:00 a.m. and 5:00 p.m.

MOTION: Commissioner Silverman moved to recommend approval of the staff recommendation for Lot 1 to provide 20 merchant permit only spaces in Lot 1 between 8:00 a.m. and 5:00 p.m. The motion was seconded by Commissioner Stabile and ultimately passed by unanimous voice vote.

Prior to voting on the motion, Commissioner Vigon asked if Commissioner Silverman would have a conflict of interest since he is a merchant in the Downtown area.

Commissioner Silverman advised that Lot 1 does not affect him and that he parks in the Metlox Lot. He extended empathy to merchants for the difficult parking situation in the Downtown area.

Traffic Engineer Zandvliet confirmed that Commissioner Silverman would not have a conflict of interest.

The motion to approve the staff recommendation for Lot 1 was passed by unanimous voice vote.

MOTION: Commissioner Stabile moved to recommend approval of the staff recommendation for Lot 2 to provide 11 merchant permit only spaces in Lot 2 between 8:00 a.m. and 5:00 p.m. Commissioner Adami seconded the motion.

Before voting on the motion, Commissioner Silverman stated his disagreement with the recommendation for Lot 2 due to his feeling that merchants should have an opportunity to override the meters with a permit. He emphasized the importance of supporting Downtown merchants.

Chairman Gross explained his feeling that merchant permits should override meters and, therefore, he, too, could not support the motion. He indicated that he could approve an increase in the number of merchant permit only spaces.

Commissioner Stabile voiced his agreement with increasing the number of merchant permit only spaces in Lot 2. He noted that there did not appear to be much support from residents for changing Lot 2.

Commissioner Silverman indicated that he could approve the staff recommendation for 11 merchant permit only spaces in Lot 2 as long as merchants could override the meters.

Traffic Engineer Zandvliet explained that merchants having the capability to override the meters would provide more flexibility for the merchants and that the Downtown Business and Professional Association has received complaints about the parking situation in Lot 2.

Commissioner Adami withdrew his second to the motion to approve the staff recommendation for Lot 2. The following motion was offered:

MOTION: Commissioner Silverman moved to recommend amending the staff recommendation for 11 merchant permit only spaces in Lot 2 between 8:00 a.m. and 5:00 p.m. to include an override for merchant parking permits in only the parking structure. The motion was seconded by Commissioner Gross and passed by a 4-1 majority roll call vote, with Commissioner Stabile dissenting.

Ayes: Adami, Vigon, Silverman and Chairman Gross.
Noes: Stabile.
Abstain: None.
Absent: None.

Recommendation No. 1: At such time as the City Council finds appropriate based on the economic climate and comparable meter rates, the on-street parking meter rate should be increased to \$1.50 per hour.

Traffic Engineer Zandvliet related staff's opinion that raising the on-street parking meter rates to \$1.50 per hour would be an effective tool in changing behavior to encourage use of the parking lots in the Downtown area, thereby resulting in the availability of increased on-street parking.

Commissioner Stabile voiced his opinion that the staff recommendation to wait to raise parking meter rates until the economic climate improves does not make sense; that identical on-street and lot parking rates would not accomplish the goal of reducing on-street parking; that on-street rates should be raised; and that advanced parking meter technology with the ability to alert parking enforcement of violations should be utilized to help open up on-street parking spaces. He offered the following motion:

MOTION: Commissioner Stabile moved to recommend that on-street parking meter rates be increased to \$1.50 per hour and to instruct staff to explore advanced parking meter technology that would permit flexibility in payment and efficiency in enforcement. The motion died for lack of a second.

Traffic Engineer Zandvliet advised that the City is already examining advanced parking meter technology, which will be installed in the Pier Lots and could be extended to other parking spaces in the Downtown area, and that the parking meter rate increase could be implemented as the meters are changed out.

Commissioner Vigon agreed that increasing on-street parking meter rates to \$1.50 would encourage the use of parking lots; however, this should be deferred until such time as the economy improves, at which time advanced technology will be in place.

Chairman Gross suggested the alternative of raising on-street parking rates to \$1.50 per hour as soon as possible to achieve a higher turn over and more customer availability of parking spaces, taking into account both the economy and forthcoming advanced technology in parking meters.

Commissioner Stabile pointed out that there is no empirical information suggesting that people will not patronize the Downtown area if the parking meter rates are increased and that, if the Commission's objective is to modify behavior and increase turn over of parking spaces in the Downtown area, it should stand by its convictions and increase the on-street parking meter rates.

Commissioner Adami favored deleting this recommendation until such time as the economy improves.

Traffic Engineer Zandvliet explained that the lack of a motion to recommend increasing on-street parking meter rates would indicate to the City Council that this is no longer one of the objectives; that the Council makes its own determinations; and that the main question is whether the Commission feels increasing the rates will change behavior.

Commissioners Vigon and Silverman related their support for the staff recommendation as written. The following motion was offered:

MOTION: Commissioner Vigon moved to recommend approval of Recommendation No. 1 as written that, at such time as the City Council finds appropriate based on the economic climate and comparable meter rates, the on-street parking meter rate should be increased to \$1.50 per hour. The motion was seconded by Commissioner Silverman and passed by a 4-1 majority roll call vote, with Commissioner Adami dissenting:

Ayes:	Vigon, Stabile, Silverman and Chairman Gross.
Noes:	Adami.
Abstain:	None.
Absent:	None.

Recommendation No. 2: Continue parking rate differential when on-street meter rates are increased.

Traffic Engineer Zandvliet explained that, until the parking meter rate is increased to above \$1.50, the lot rate will remain at \$0.75 and, if there is a differential, it will go up accordingly.

Commissioner Vigon noted that, if the on-street parking rate goes up and the differential decreases, there will not be a deterrent to parking on the street.

MOTION: Commissioner Stabile moved to recommend that the parking lot meter rate shall be one-half of the on-street parking rate, but no less than \$0.75. The motion was seconded by Commissioner Vigon and passed by a 4-1 majority roll call vote, with Commissioner Adami dissenting:

Ayes: Vigon, Stabile, Silverman and Chairman Gross.
Noes: Adami.
Abstain: None.
Absent: None.

Recommendation No. 3: Encourage the DBPA to distribute a notification to all business owners of the potential to change the on-street parking time limits adjacent to their businesses.

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 3 to encourage the DBPA to distribute a notification to all business owners of the potential to change the on-street parking time limits adjacent to their businesses. The motion was seconded by Commissioner Adami and passed by unanimous voice vote.

Recommendation No. 4: No change (Increase in parking time limits in the upper level of the Metlox Lot from two hours to three hours).

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 4 for no change to increasing parking time limits in the upper level of the Metlox Lot from two hours to three hours. The motion was seconded by Commissioner Adami and passed by unanimous voice vote.

Recommendation No. 5: No change (Increase in parking time limits in the lower level of the Metlox Lot and upper level of Lot 3 from eight to ten hours).

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 5 for no change to increasing the parking time limits in the lower level of the Metlox Lot and upper level of Lot 3 from eight hours to ten hours. The motion was seconded by Commissioner Adami and passed by unanimous voice vote.

Recommendation No. 6: (A) Encourage the DBPA to expand the consignment program for cash key sales; and (B) Conduct a multi-payment parking meter pilot program and consider permanent installations. Pursue smartcard system for all metered spaces with the ability for remote recharging and special rate discounting.

Traffic Engineer Zandvliet explained that this recommendation essentially asks the DBPA to take more responsibility in moving forward and pursuing a smartcard system.

Commissioner Stabile related his preference that the pilot program for a smartcard system be expanded to include on-street parking meters.

Traffic Engineer Zandvliet advised that the pilot program would include the Pier Lots and that, due to the lack of upfront funding for a permanent installation at this time (which was not necessary for the Pier Lots), the City has not a pilot program for on-street parking.

Chairman Gross commented that the results of the pilot program could be presented to the Commission as soon as they are available in order for the Commission to consider expanding it to on-street parking.

Traffic Engineer Zandvliet advised that a multi-payment parking meter pilot program could be conducted.

The Commission agreed to amend Recommendation No. 6 to include directing staff to review the findings of the pilot program with the Commission.

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 6 to encourage the DBPA to expand the consignment program for cash key sales; to conduct a multi-payment parking meter pilot program and consider permanent installations, and to pursue a smartcard system for all metered spaces with the ability for remote recharging and special rate discounting, adding a recommendation that staff be directed to review the findings of the pilot program with the Commission. The motion was seconded by Commissioner Vigon and passed by unanimous voice vote.

Recommendation No. 7: Install parking meters on the south side of 15th Street west of Highland Avenue (two spaces), 12th Street west of Manhattan Avenue (four spaces) and the north side of 10th Place east of Morningside Drive (three spaces).

Chairman Gross indicated that he could support the staff recommendation, particularly since there were apparently no objections to installing meters on 12th Street west of Manhattan Avenue.

The Commission discussed whether parking meters should be installed in the Civic Center Lot.

Commissioner Stabile related his opinion that this should be re-visited when new parking meter technology becomes available.

MOTION: Commissioner Adami moved to recommend approval of Recommendation No. 7 to install parking meters on the south side of 15th Street west of Highland Avenue (two spaces), 12th Street west of Manhattan Avenue (four spaces) and the north side of 10th Place east of Morningside Drive (three spaces). The motion was seconded by Commissioner Stabile and passed by unanimous voice vote.

Recommendation No. 9: No change (Encourage the DBPA to promote the Monthly Merchant Permit Program through distribution and publication of City flyers.

MOTION: Commissioner Silverman moved to recommend approval of Recommendation No. 9 for no change to encouraging the DBPA to promote the Monthly Merchant Permit Program through distribution and publication of City flyers, with the inclusion of wording that merchant overflow permit parking shall be allowed on the third floor of Lot 3. The motion was seconded by Chairman Gross and passed by a 4-1 majority roll call vote, with Commissioner Stabile abstaining.

Ayes: Adami, Vigon, Silverman and Chairman Gross.
Noes: None.
Abstain: Stabile.
Absent: None.

The Commission agreed to staff investigating the feasibility of a mandatory merchant permit program and the following motion was offered:

MOTION: Commissioner Stabile moved to recommend directing staff to investigate the feasibility of a mandatory merchant permit program. The motion was seconded by Commissioner Silverman and passed by unanimous voice vote.

Recommendation No. 10: No change (Encourage DBPA to promote and distribute program information about volume discounts for five biannual parking permits purchased at one time, at a cost of \$500.00 for five permits).

Chairman Gross voiced his preference to add that overflow merchant permit parking shall be allowed on the third floor of Lot 3.

MOTION: Commissioner Adami moved to recommend approval of Recommendation No. 10 for no change to encouraging the DBPA to promote and distribute program information about volume discounts for five biannual parking permits purchased at one time, at a cost of \$500.00 for five permits. The motion was seconded by Chairman Gross and passed by unanimous voice vote.

Recommendation No. 11: Expand Downtown Residential Parking Override Program to include a buffer permit zone where participation in the Program would be subject to verification of employee parking impact.

Chairman Gross and Commissioner Stabile favored expanding the buffer zone eastward.

Traffic Engineer Zandvliet provided information on the proposed boundaries for the buffer zone.

MOTION: Chairman Gross moved to recommend approval of Recommendation No. 11, adding that the buffer zone shall be expanded to Pacific Avenue south of Manhattan Beach Boulevard. The motion was seconded by Commissioner Adami and passed by unanimous voice vote.

Recommendation No. 13: No change (Public Works Department to install four disabled parking spaces on a trial basis at Highland Avenue and 13th Street; Highland Avenue between 12th and 13th Streets; Manhattan Avenue near 11th Place; and Manhattan Avenue on 11th Street).

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 13 for no change to the Public Works Department installing four disabled parking spaces on a trial basis at Highland Avenue and 13th Street; Highland Avenue between 12th and 13th Streets; Manhattan Avenue near 11th Place; and Manhattan Avenue on 11th Street. The motion was seconded by Chairman Gross and passed by unanimous voice vote.

Recommendation No. 14: No change (Public Works Department to install "smart" and small vehicle parking spaces at locations approved by the Commission as recommended by staff.

Traffic Engineer Zandvliet confirmed that the parking spaces in front of Commissioner Silverman's office can be re-striped to be better defined.

MOTION: Commissioner Silverman moved to recommend approval of Recommendation No. 14 for no change to the Public Works Department installing "smart" and small vehicle parking spaces at locations approved by the Commission as recommended by staff. The motion was seconded by Commissioner Vigon and passed by unanimous voice vote.

Recommendation No. 15: Recommend that the City Council approve the purchase and installation of both non-illuminated and illuminated directional signs.

At the request of Chairman Gross, Traffic Engineer Zandvliet provided information on the prioritized locations for illuminated signs, should funding become available: Manhattan Beach Boulevard at Morningside; Metlox; and Lot 3.

MOTION: Commissioner Stabile moved to recommend approval of Recommendation No. 15 for the City Council to approve the purchase and installation of both non-illuminated and illuminated directional signs. The motion was seconded by Chairman Gross and passed by unanimous voice vote.

Recommendation No. 18: Continue enhanced enforcement of parking violations.

MOTION: Commissioner Adami moved to recommend approval of Recommendation No. 18 to continue enhanced enforcement of parking violations. The motion was seconded by Commissioner Silverman and passed by unanimous voice vote.

F. **COMMISSION ITEMS**

11/19/09-3 Parking Meter Revenues and Traffic Violation Revenue Report

.Chairman Gross and Commissioner Stabile commented on the decreased number of violations and parking fines.

Traffic Engineer Zandvliet advised that this depends on where enforcement resources were utilized and how busy the Police Department becomes with other matters.

11/19/09-4 Chairman Gross Re Holiday Fireworks

Chairman Gross extended invitations to his annual party to view the Holiday fireworks at 5:00 p.m. on December 13, 2009.

G. **STAFF ITEMS**

11/19/09-5 Staff Re Joint Meeting with the Parks and Recreation Commission

Assistant Planner Danna and Traffic Engineer Zandvliet provided information about the procedures for considering parking problems around Sand Dune Park at the joint meeting with the Parks and Recreation Commission tentatively scheduled on January 7, 2010.

11/19/09-6 Staff Re Crosswalk at Manhattan Beach Boulevard between Sepulveda Boulevard and Meadows

In response to a request from Commissioner Adami at the last meeting, Management Analyst Madrid advised that the only location for a crosswalk at Manhattan Beach Boulevard between Sepulveda Boulevard and Meadows Avenue would be on the west leg; that the improvement would require minor traffic signal modifications etc., at a cost of approximately \$25,000; and that this will be added to the capital improvements project list for future funding.

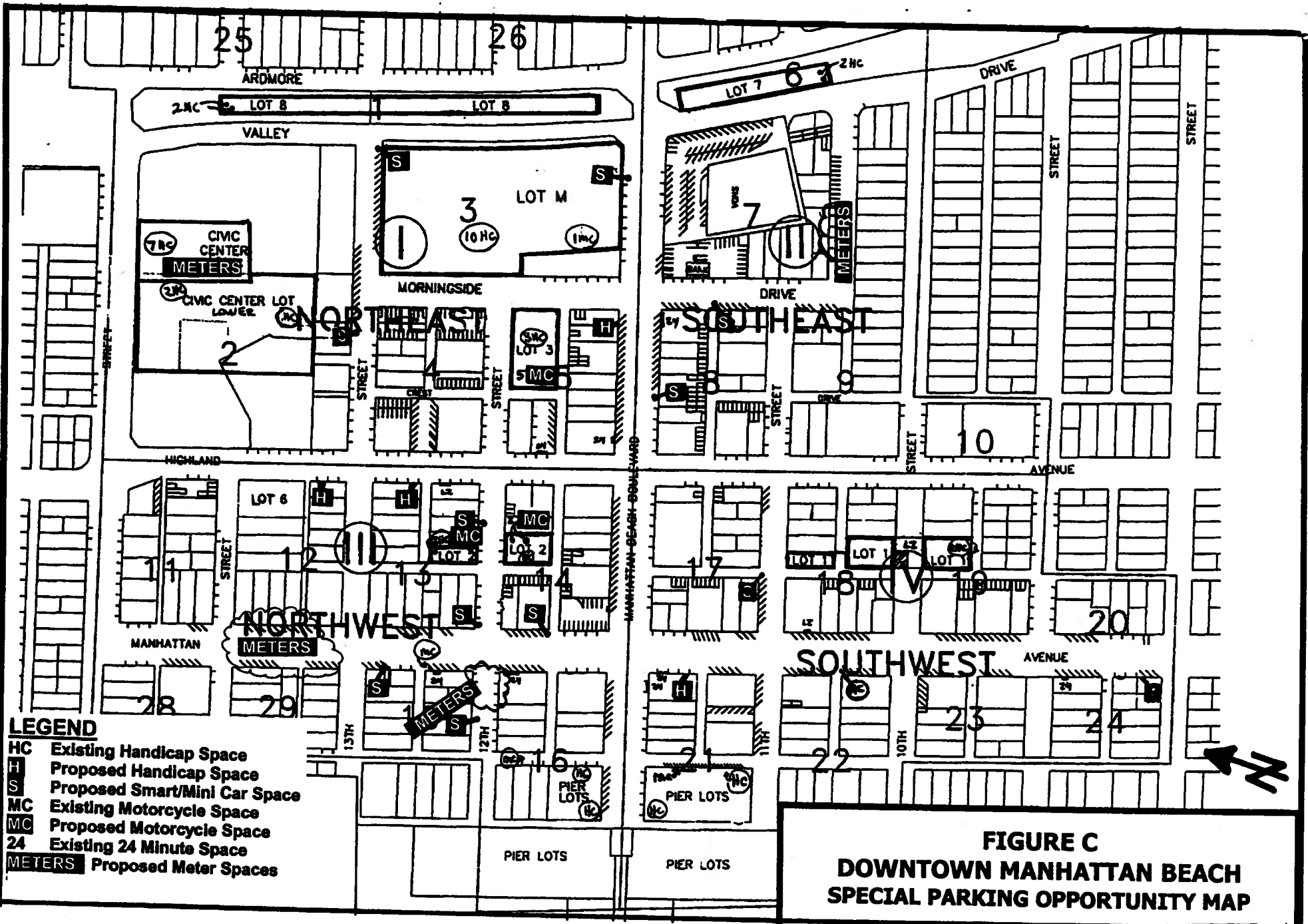
11/19/09-7 Commissioner Silverman Re Flournoy and Rosecrans

Commissioner Silverman asked about the status of his previous request for staff to examine the poor sight line at the intersection of Flournoy and Rosecrans.

Traffic Engineer Zandvliet advised that this is on-going.

H. **ADJOURNMENT**

The meeting was adjourned at 10:40 p.m.



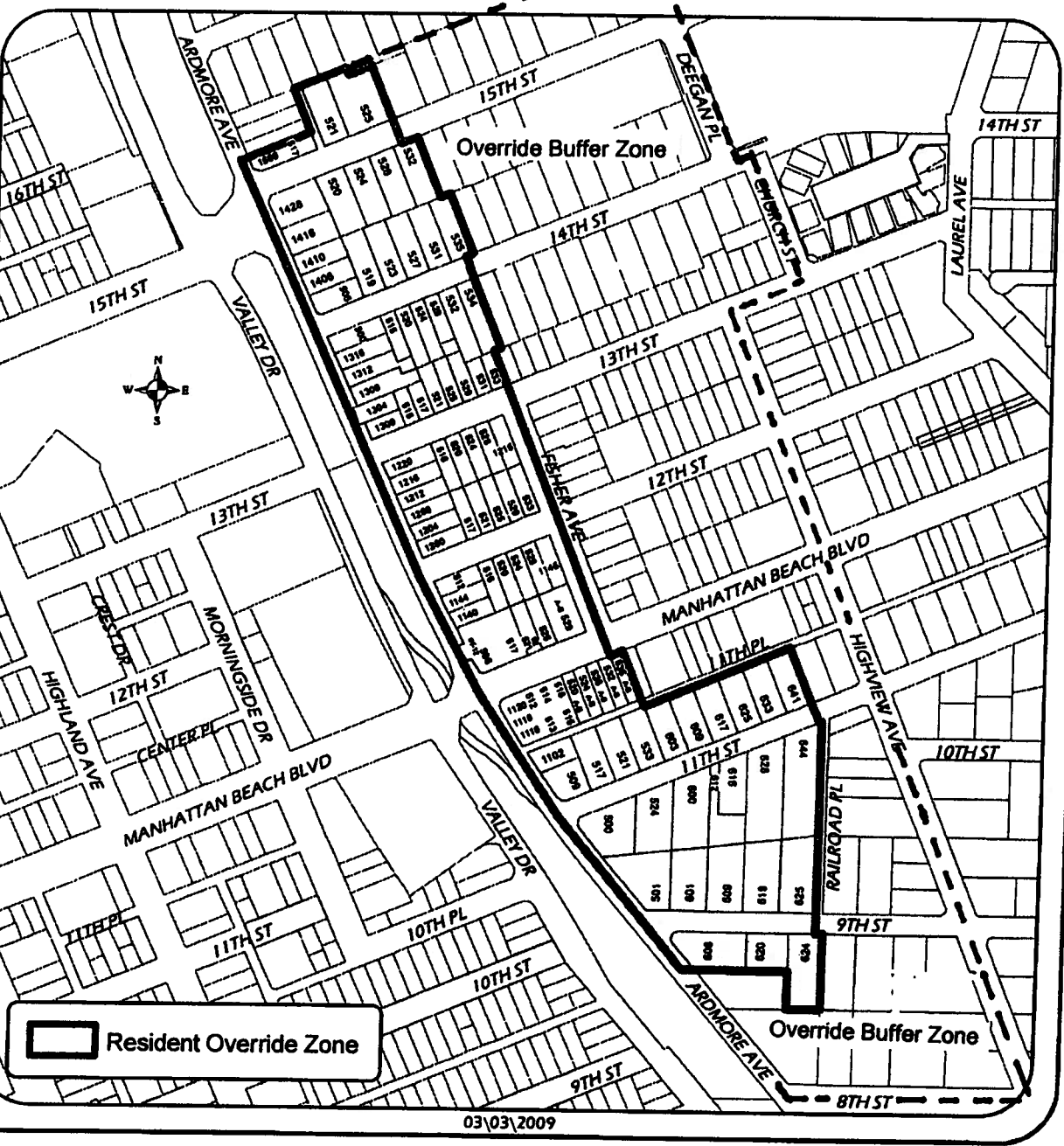
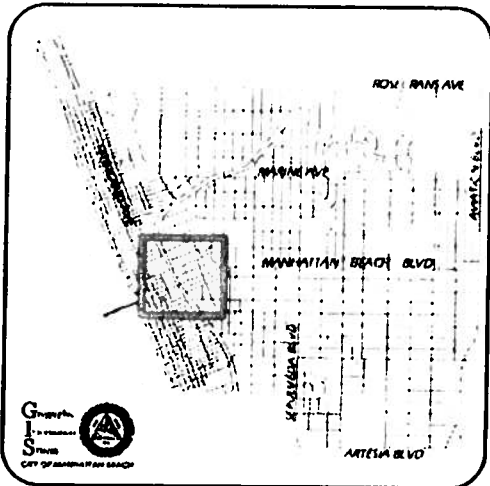
LEGEND

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

FIGURE C
DOWNTOWN MANHATTAN BEACH
SPECIAL PARKING OPPORTUNITY MAP

EXHIBIT
C

City of Manhattan Beach Downtown Residential Override Parking Program





CITY OF MANHATTAN BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
1400 HIGHLAND AVENUE, P.O. BOX 6459
MANHATTAN BEACH, CALIFORNIA 90266

DOWNTOWN RESIDENTIAL OVERRIDE PARKING PROGRAM PETITION FORM PROCEDURES

PROCEDURES

1. The complete criteria and procedures for the Downtown Residential Override Parking Program are available at the Community Development Department Counter at City Hall, located at 1400 Manhattan Avenue.
2. Residents fronting an eligible street may petition for two-hour time limit parking restrictions on their block. A block is defined as the length of street between two adjacent intersections or between an intersection and the termination of the street or override parking zone in either direction. Street frontages with commercial uses only are not eligible for this program.
3. One or more sponsor(s) (contact person) may circulate the petition form to all residents of the fronting properties on both sides the proposed block. If a resident is against the Residential Override Parking Program, the word "OPPOSED" should be noted in the petition signature space. If the sponsor is unable to contact a resident, "NO CONTACT" should be noted in the petition signature space with the days and times that the contact was attempted.
4. After at least two-thirds (66.6%) of the fronting property owners or residents on both sides of the proposed block have signed in support of the Downtown Residential Override Parking Program, the contact person signs the perjury statement on each page of the petition, and submits the petition to the Traffic Engineer. There is no fee to petition for installation or removal of parking restrictions on a street within the program area.
5. City of Manhattan Beach staff will evaluate the petition and verify eligibility of the proposed block. Once verified, the approved block will be posted with "TWO HOUR PARKING 7AM TO 8PM." Parking restrictions will be effective on all days, except that vehicles with tags will be exempted from the time limit. All residents on that block will be notified that they may apply for residential override hangtags issued by the City, located at the above address.
6. Residential override tags are available only to applicants who live on a qualified street posted with restricted parking. First-time applicants must show proof of residence. **HANGTAGS ARE VALID ONLY FOR THE ADDRESS ON THE APPLICATION.**
7. Each qualified residential household is allowed up to two (2) hangtags for vehicles registered to occupants of the residence. In addition, one transferable hangtag may be issued to each household to be used for any guest vehicle of that household. Only one transferable hangtag will be issued per program term to each household. No replacement of lost or stolen transferable hangtags will be issued.
8. The issuance fee for an override hangtag is \$15.00 for the first vehicle and \$5.00 for each additional hangtag. There is no prorated adjustment or refund in the fee if the applicant enters the program any time after the current program cycle has started. The fee for replacement of lost or stolen non-transferable hangtags is \$5.00.
9. All residential parking override tags are valid during the current program term or until the resident no longer resides in a qualified dwelling unit for such override, whichever occurs first.
10. All vehicles must be currently registered to the address on the application. The hangtag shall prominently displayed in the front windshield of the eligible vehicle.
11. All other applicable parking restrictions, such as street sweeping and red curbs, must be followed. Vehicles with override hangtags are NOT exempt from parking meter regulations.

The current Downtown Residential Override Parking Program term expires March 31, 2011.





CITY OF MANHATTAN BEACH
 Finance Department
 1400 HIGHLAND AVENUE
 MANHATTAN BEACH, CALIFORNIA 90266

APPLICATION FOR DOWNTOWN RESIDENTIAL PARKING OVERRIDE PROGRAM

TERMS AND CONDITIONS

1. Residential override hangtags are available only to applicants who live on a qualified street posted with restricted parking. Applicants must show proof of residence.
2. Each residential household is allowed up to two (2) non-transferable hangtags for vehicles registered to occupants of the residence and one (1) transferable hangtag for a guest vehicle.
3. The issuance fee for an override hangtag is \$15.00 for the first vehicle and \$5.00 each for up to 2 additional vehicles (maximum of 3 hangtags per household). The fee for replacement of lost or stolen non-transferable hangtags is \$5.00 each. Guest transferable hangtags are NOT replaceable.
4. Hangtags will be effective beginning April 1, 2009 or the date of issuance, whichever is later. All hangtags expire March 31, 2011, or until the applicant no longer resides in a qualified dwelling unit for such override, whichever occurs first.
5. All vehicles must be currently registered. The hangtag shall be prominently displayed in the front windshield of the eligible vehicle.
6. The applicant is responsible for all hangtags issued to that residence. Any damaged, lost or stolen hangtags shall be considered invalid, and may be cited in violation of the posted restriction.
7. It is unlawful to sell, rent, lease or duplicate any hangtag, or cause the same, for any value or consideration.
8. All parking meter regulations and other applicable parking restrictions, such as street sweeping and red curbs, must be followed.
9. Any vehicle with an invalid or missing hangtag will be cited in violation of the posted restriction. Any or all hangtags may be revoked if the qualified street petitions out of the program or if the applicant fails to comply with the conditions of the permit.
10. The applicant agrees to comply with any and all requirements related to Downtown Residential Override Parking Program as set forth by the City, including any changes approved subsequent to the issuance of the permit.

APPLICATION

PLEASE PRINT

NAME: _____ DAYTIME PHONE NO: _____

PERMIT ADDRESS: _____ APT. #: _____, 90266

MAILING ADDRESS: _____ CITY: _____ ST: _____ ZIP: _____

Office Use Only

VEHICLE TYPE/MODEL	YEAR	COLOR	VEH. LICENSE NO.
1.			
2.			
Request for Guest Hangtag?		YES <input type="checkbox"/>	NO <input type="checkbox"/>

Tran Code T-6283

_____ Permits issued (\$15.00 for the first vehicle and \$5.00 each for up to 2 additional vehicles).

Make checks payable to "CITY OF MANHATTAN BEACH".

I HAVE READ AND AGREE TO ALL OF THE TERMS AND CONDITIONS LISTED ABOVE.

APPLICANT SIGNATURE _____ DATE _____

ISSUED BY _____ DATE _____



City of Manhattan Beach

Finance Department – 1400 Highland Avenue

Phone: (310) 802-5000

FAX: (310) 802-5551

TDD: (310) 546-3501

BI-ANNUAL DOWNTOWN PARKING PERMIT ACKNOWLEDGEMENT RULES AND REGULATIONS – LOWER LEVEL – LOT M

1. No parking spaces may be used for storage of any kind. All permit holders must vacate the parking spaces 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/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. Vehicles may exit the lot 24 hours a day.
4. Bi-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. Permits are valid for the times posted in the Lot.
6. A 40% volume discount will apply for purchasing 5 bi-annual Lower Level of Lot M permits (permits must all be purchased at the same time).
7. 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.
8. Parking spaces may be oversubscribed and are available on a first-come/first-served basis. Having a parking permit does not guarantee a parking space.
9. This permit is for the Lower Level of Lot M only and may not be used for the upper parking level of Lot M.
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 may result in loss of permit.
12. Transfer, Duplication, use by any unauthorized party or other misuses of this permit as provided by Manhattan Beach Municipal Code Section 3.24.170 is a misdemeanor, punishable by up to six months in jail, a fine of up to \$1,000.00 or both.

PLEASE PRINT

Lot: Lower Level of Lot M

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 #: _____

Business Address: _____ Telephone Number: _____

Signature: _____ Date: _____ City Staff Initials _____

EXHIBIT
E



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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: _____



City of Manhattan Beach

Finance Department

Phone: (310) 802-5000

FAX: (310) 802-5551

TDD: (310) 546-3501

ATTACHMENT "A"

December 11, 2008

**RE: IMPORTANT CHANGES ADOPTED AS PART OF THE 2008 DOWNTOWN PARKING
MANAGEMENT PLAN**

Dear Business Owner,

The City of Manhattan Beach would like to inform you of changes to the bi-annual parking permit program and introduce the new monthly parking permit program in Lower Level - Lot M.

The 2008 Downtown Parking Management Plan evaluated the overall parking situation in the downtown area and recommended suggestions to optimize downtown parking. Effective, January 1, 2009 there will be two enhancements.

1. Businesses will have the option to purchase parking permits on a monthly basis for \$27 per month. These permits are valid for the entire month, displayed on the permit. Monthly permits can be purchased for up to six months. The permits will not be pro-rated and are only valid in the Lower Level of Lot M.
2. Businesses who purchase 5 bi-annual parking permits at one time for the Lower Level of Lot M will receive a 40% volume discount off of the current rates. The new cost will be \$500 for 5 permits purchased as a single transaction.

Both items can be purchased at the City Hall Cashier between the hours of 8am to 5pm - Monday through Friday. If you have any questions please call the Finance Department at 310-802-5561

Sincerely

Steve S. Charelian
City of Manhattan Beach
Finance Department



APPLICATION FOR 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 May 30 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: _____

PERMIT MUST BE PLACED ON REARVIEW MIRROR WITH
THIS SIDE FACING THE REAR OF THE VEHICLE



CITY OF
MANHATTAN BEACH
PARKING PERMIT
EXPIRES:



2151

LOT 1

City of Manhattan Beach Parking Summary of Regulations

1. Duplication, use by any unauthorized party or other misuses of this permit as provided by Manhattan Beach Municipal Code Section 3-24.020 is a misdemeanor, punishable by up to six months in jail, a fine of up to \$1,000 or both.
2. Parking permits are the property of the City of Manhattan Beach and are not transferable.
3. Any violation or misuse of the rules and regulations of the City Parking Program can result in the revocation of leased space(s).
4. No parking spaces may be used for storage of any kind. Overnight parking is not permitted and is subject to citation and/or tow.
5. Charges will apply for lost or stolen permits.
6. Parking permit holders must adhere to all posted parking signs.
7. Parking permit holders are not guaranteed a parking space. All parking lots are over subscribed and are on a first-come/first-served basis.

PERMIT MUST BE PLACED ON REARVIEW MIRROR WITH
THIS SIDE FACING THE REAR OF THE VEHICLE



CITY OF
MANHATTAN BEACH
PARKING PERMIT
EXPIRES:



2329

LOT 3
THIRD LEVEL

City of Manhattan Beach Parking Summary of Regulations

1. Duplication, use by any unauthorized party or other misuses of this permit as provided by Manhattan Beach Municipal Code Section 3.24.020 is a misdemeanor, punishable by up to six months in jail, a fine of up to \$1,000 or both.
2. Parking permits are the property of the City of Manhattan Beach and are not transferable.
3. Any violation or misuse of the rules and regulations of the City Parking Program can result in the revocation of leased space(s).
4. No parking spaces may be used for storage of any kind. Overnight parking is not permitted and is subject to a citation and/or tow.
5. Charges will apply for lost or stolen permits.
6. Parking permit holders must adhere to all posted parking signs.
7. Parking permit holders are not guaranteed a parking space. All parking lots are over subscribed and are on a first-come/first-served basis.

PERMIT MUST BE PLACED ON REARVIEW MIRROR WITH
THIS SIDE FACING THE REAR OF THE VEHICLE



CITY OF
MANHATTAN BEACH
PARKING PERMIT
EXPIRES:



2914

LOT M
LOWER LEVEL

City of Manhattan Beach Parking Summary of Regulations

1. Duplication, use by any unauthorized party or other misuses of this permit as provided by Manhattan Beach Municipal Code Section 3.24.020 is a misdemeanor, punishable by up to six months in jail, a fine of up to \$1,000 or both.
2. Parking permits are the property of the City of Manhattan Beach and are not transferable.
3. Any violation or misuse of the rules and regulations of the City Parking Program can result in the revocation of leased space(s).
4. No parking spaces may be used for storage of any kind. Overnight parking is not permitted and is subject to a citation and/or tow.
5. Charges will apply for lost or stolen permits.
6. Parking permit holders must adhere to all posted parking signs.
7. Parking permit holders are not guaranteed a parking space. All parking lots are over subscribed and are on a first-come/first-served basis.

**PERMIT MUST BE PLACED ON REARVIEW MIRROR WITH
THIS SIDE FACING THE REAR OF THE VEHICLE**



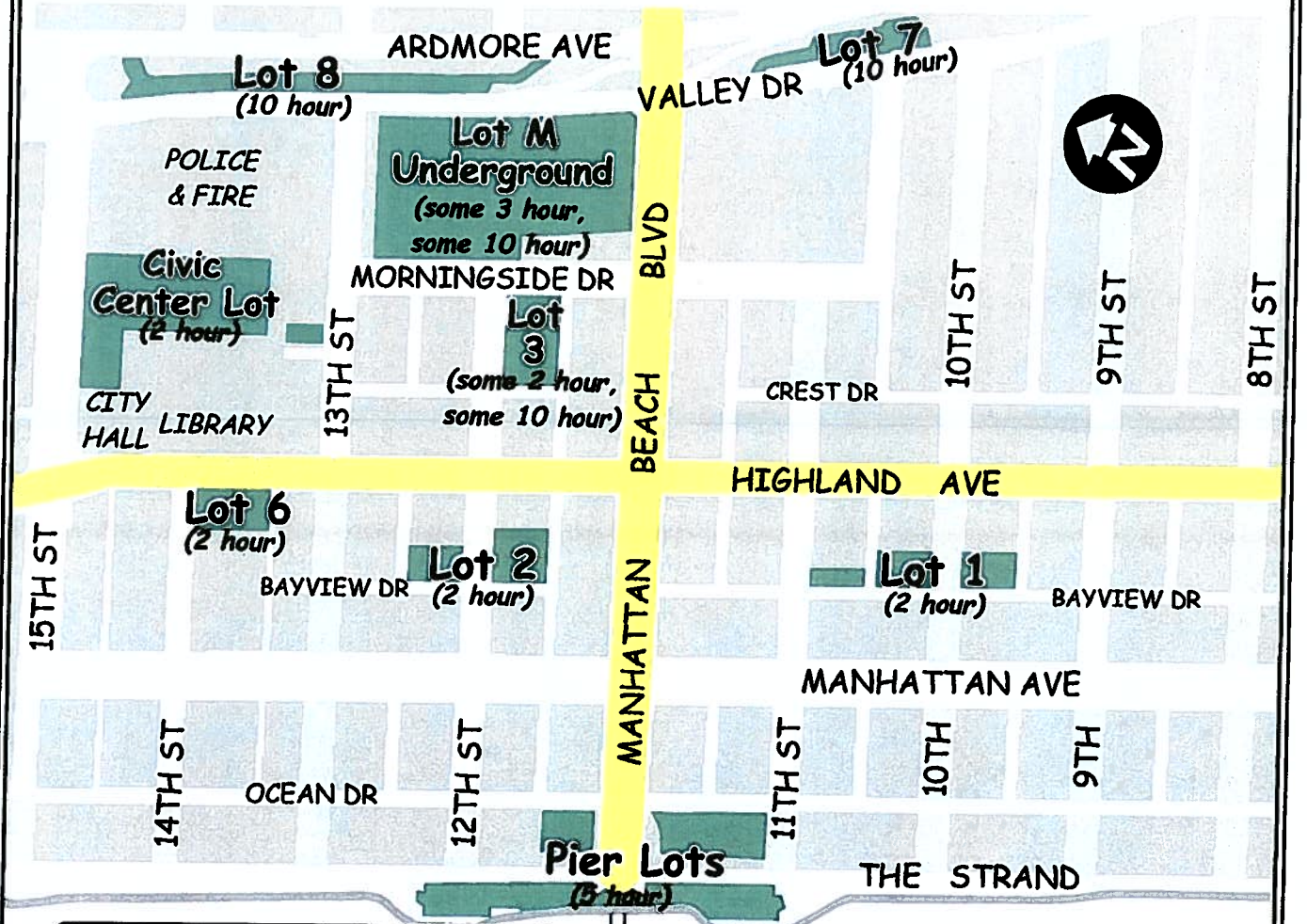
**City of Manhattan Beach
Monthly Parking Permit
Lower Level
Lot M
Permit # 0383**

**Place Valid Monthly
Sticker Here**

**City of Manhattan Beach
Monthly Parking
Summary of Regulations**

1. Duplication, use by any unauthorized party or other misuses of this permit as provided by Manhattan Beach Municipal Code Section 3.24.020 is a misdemeanor, punishable by up to six months in jail, a fine of up to \$1,000 or both.
2. Must place current month's sticker on the designated spot on the front of the permit.
3. No parking spaces may be used for storage of any kind. Overnight parking is not permitted and is subject to a citation and/or tow.
4. Charges will apply for lost or stolen permits. A valid monthly sticker must be affixed to the designated spot on the front of this permit.
5. Parking permit holders must adhere to all posted parking signs any misuse of the Parking Program can result in a citation.
6. Parking permit holders are not guaranteed a parking space. All parking lots are oversubscribed and are on a first-come/first-served basis.
7. No prorated fees are available for partial months. Permits can be purchased up to 6 months in advance.

Where To Park In Downtown Manhattan Beach

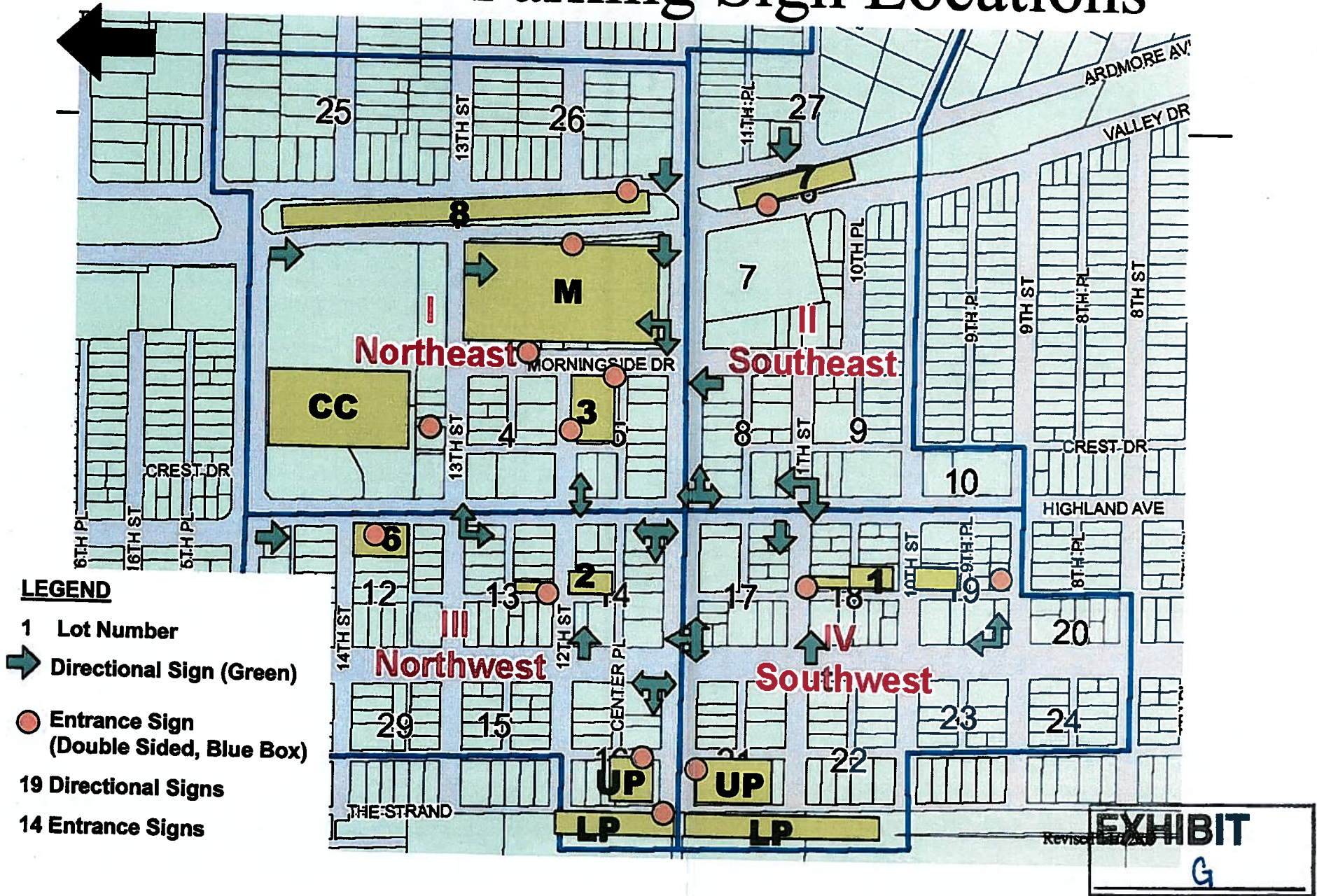


All Lot Meters \$0.75 per hour,
 Except Pier Lots \$1.50 per hour.
 ~ All meters take Cash Key ~

Street Meters
 \$0.75 per hour, 2-hr limit
 enforced 9a.m. to 8p.m.

EXHIBIT
F

Downtown Parking Sign Locations



Conceptual design-Directional



36"

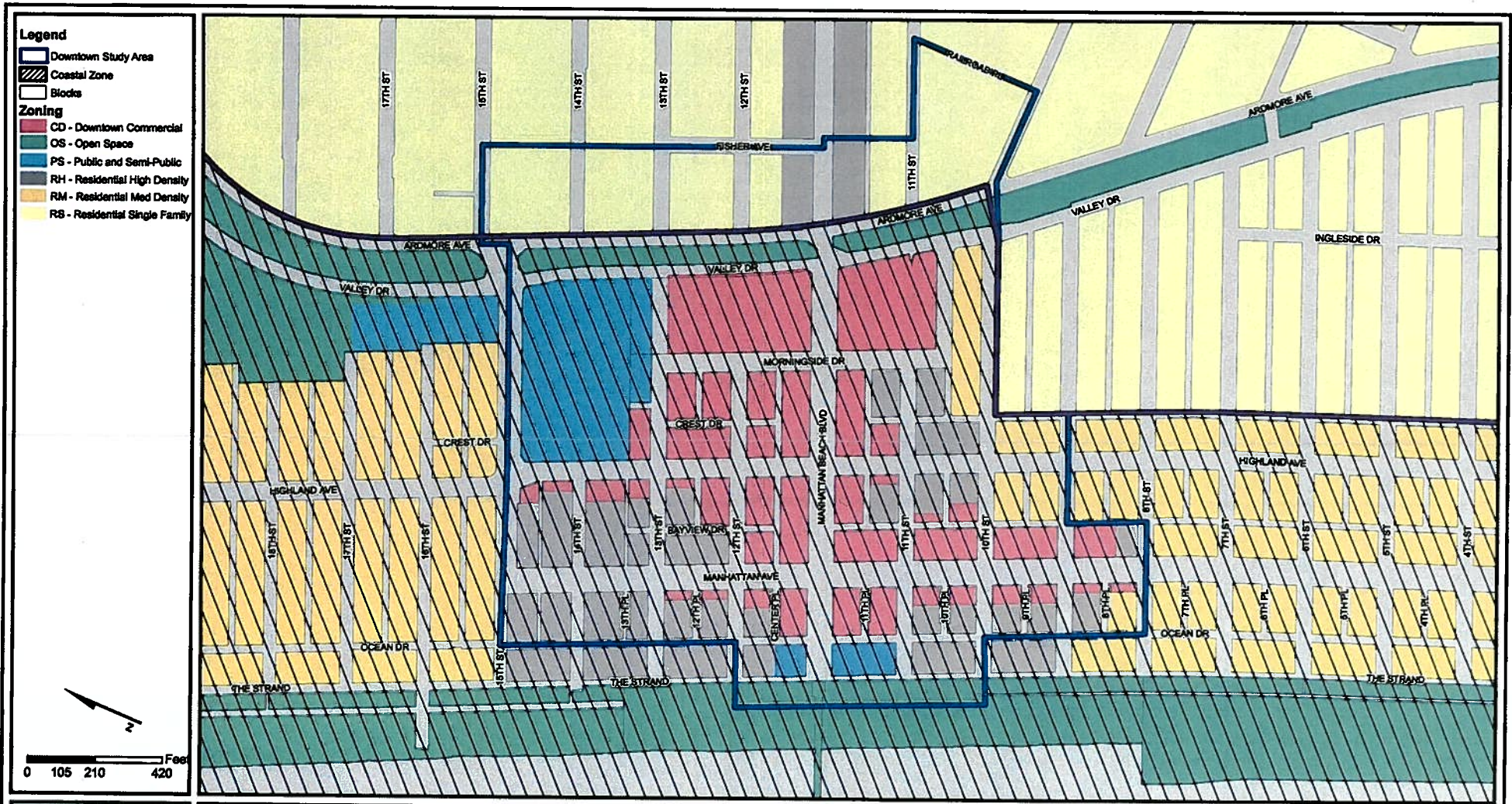
High Intensity
Sheeting

Conceptual design-Entrance



Sign Theme / Identity





Coastal Commission
Jurisdiction
Downtown Parking Study



City of Manhattan Beach
Community Development

23 June 2008 1:05

EXHIBIT
H

POSTCARD NOTICE

Mailed February 2, 2010



DOWNTOWN PARKING MANAGEMENT PLAN

The 2008 Downtown Parking Management Plan provides a comprehensive analysis of parking conditions in the downtown area and develops strategies for optimizing usage of on-street parking spaces and public parking lots.

The Parking and Public Improvements Commission and City staff have held a series of public meetings resulting in a number of recommendations, which include adjusting parking meter rates, monthly parking permits, a residential override parking program and improved signage.

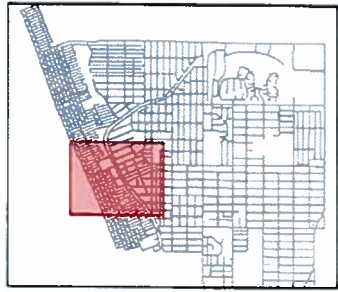
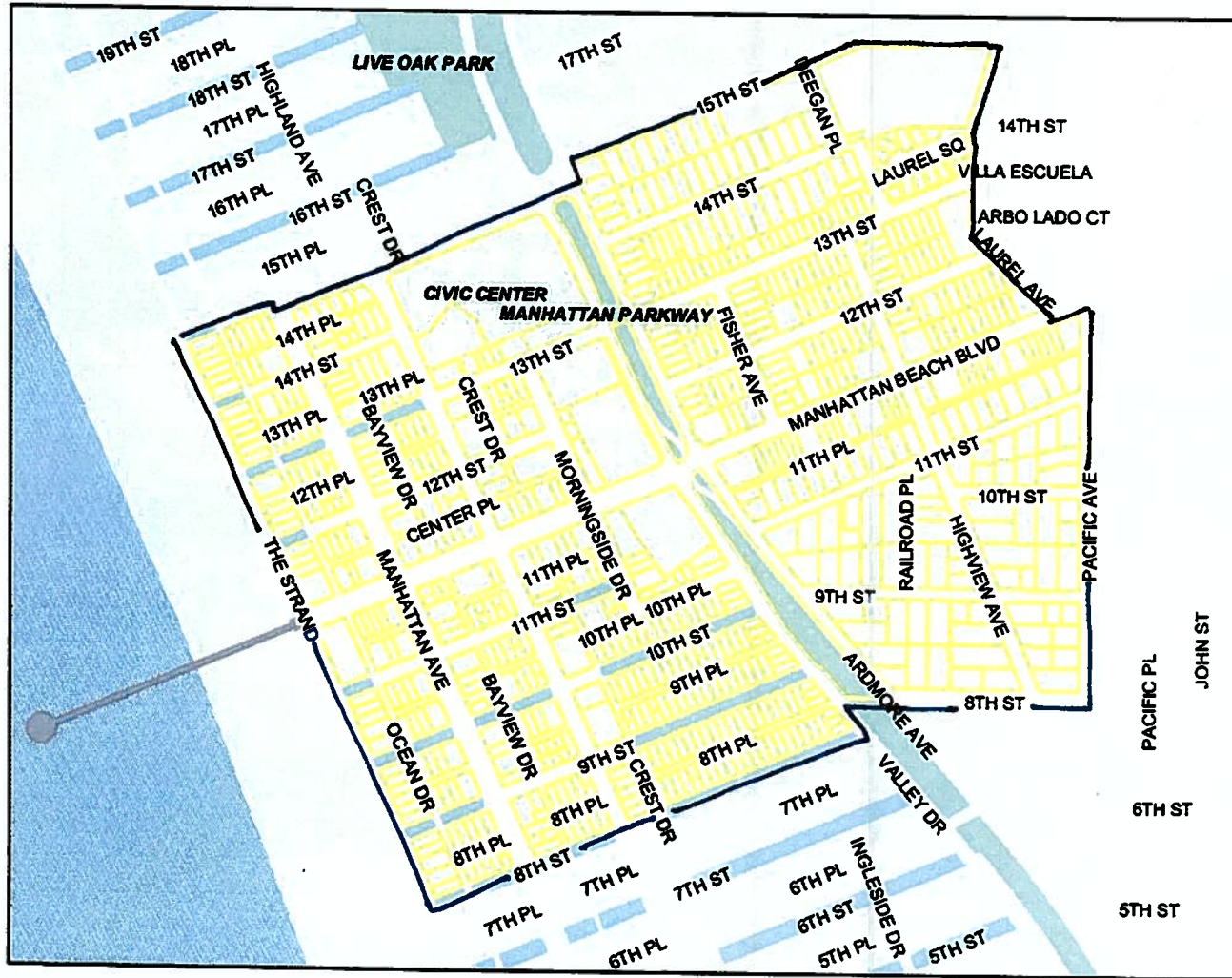
CITY COUNCIL MEETING PUBLIC HEARING

WHEN: February 16, 2010 at 6:30 pm

WHERE: Council Chambers (1400 Highland Avenue)

Residents and businesses are encouraged to attend and participate. The staff report will be available at www.citymb.info on Friday, February 12 after 5 p.m. For more information, please call Nhung Madrid at (310) 802-5540 or email at nmadrid@citymb.info.

Manhattan Beach GIS



Legend

- Parcels
- Basemap
- BEACH
- BLOCK
- DEADEND
- PARK
- PIER
- PRIVATE STREET
- SCHOOL
- STREET
- WALK STREET

0 650 1300 1950 ft.

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.



Scale: 1:6,659



DOWNTOWN PARKING MANAGEMENT PLAN

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The Parking and Public Improvements Commission and City staff have held a series of public meetings resulting in a number of recommendations, which include adjusting parking meter rates, monthly parking permits, a residential override parking program and improved signage.

On February 16, 2010 the City Council will consider the Parking and Public Improvements Commission's recommendations.

CITY COUNCIL MEETING

DOWNTOWN PARKING MANAGEMENT PLAN

- PUBLIC HEARING -

WHEN: February 16, 2010 at 6:30 pm
WHERE: Council Chambers, City Hall
1400 Highland Avenue, Manhattan Beach

Residents and businesses are encouraged to attend and participate. A copy of the 2008 Downtown Parking Management Plan is available at www.citymb.info. The staff report will be available at www.citymb.info on Friday, February 12 after 5 pm. For more information, please call Nhung Madrid at (310) 802-5540 or email at nmadrid@citymb.info.

LS • LEGALS • LEGALS • LEGALS

PUBLIC NOTICE	PUBLIC NOTICE	PUBLIC NOTICE	PUBLIC NOTICE
<p style="text-align: center;">CITY OF MANHATTAN BEACH NOTICE OF PUBLIC HEARING BEFORE THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH REGARDING AN APPEALABLE COASTAL DEVELOPMENT PERMIT (CA 10-02)</p> <p>A public hearing will be held before the City Council regarding an application for a Coastal Development Permit, raising the fees for public parking and amending the Coastal Zone Parking Management Program, for the area located west of the centerline of Manhattan Ave citywide, located within the appeal jurisdiction of the Coastal Zone.</p> <p>Applicant: City of Manhattan Beach Project Location: Citywide Coastal Zone West of Manhattan Avenue</p> <p>Project Description: Raising fees for some paid public parking, and amending the City's Coastal Zone Parking Management Program pertaining to distribution and locations of "hang-tag" permit parking, and related parking revisions.</p> <p>Environmental Determination: Exemption pursuant to Sec.21080(b)(8) of the California Environmental Quality Act (CEQA), in that the project is a proposed change in City parking fees to obtain funding for on-going operational and capital needs, and minor parking operational changes.</p> <p>Public Hearing Date: Proponents and opponents will be heard: Tuesday, February 16, 2010 Time: 6:30 PM Location: City Hall, City Council Chambers, 1400 Highland Avenue, Manhattan Beach</p> <p>Further Information: Contact Nhung Madrid, Management Analyst at 310-802-5540. The project file is available at the Community Development Department at City Hall. A staff report will be available for public review on Saturday, February 13, 2010 at the Civic Center Library and at the Community Development Department on Monday February 15, 2010 or City website: http://www.citymb.info on Friday, February 12, 2010 after 5 p.m.</p> <p>Public Comments: Oral and written testimony will be received during the public hearing. Anyone wishing to provide written comments to be included in the Staff Report must do so by Tuesday, February 9, 2010. Written comments received after this date will be forwarded to the City Council at, or prior to, the public hearing. Address all comments to: Manhattan Beach City Council c/o Nhung Madrid, Community Development Department 1400 Highland Avenue Manhattan Beach, CA 90266</p> <p>Appeals: The City Council's decision is appealable to the State Coastal Commission within ten (10) working days following receipt by the State Coastal Commission of the City's final action.</p> <p><i>If you challenge the proposed actions in Court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at, or prior to the public hearing.</i></p> <p>Laurie B. Jester Acting Director of Community Development</p> <p>Date prepared: 1/28/2010 Publication Date: 2/4/2010, Beach Reporter</p> <p style="text-align: center;">Published as The Beach Reporter No. 6793, February 4, 11, 2010</p>	<p style="text-align: center;">CITY OF MANHATTAN BEACH NOTICE OF PUBLIC HEARING BEFORE THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH REGARDING A NON-APPEALABLE COASTAL DEVELOPMENT PERMIT (CA 10-03)</p> <p>A public hearing will be held before the City Council regarding an application for a Coastal Development Permit, raising the fees for public parking and amending the Coastal Zone Parking Management Program, for the area located east of the centerline of Manhattan Ave citywide, located beyond the appeal jurisdiction of the Coastal Zone.</p> <p>Applicant: City of Manhattan Beach Project Location: Citywide Coastal Zone East of Manhattan Avenue</p> <p>Project Description: Raising fees for some paid public parking, and amending the City's Coastal Zone Parking Management Program pertaining to distribution and locations of "hang-tag" permit parking, and related parking revisions.</p> <p>Environmental Determination: Exemption pursuant to Sec.21080(b)(8) of the California Environmental Quality Act (CEQA), in that the project is a proposed change in City parking fees to obtain funding for on-going operational and capital needs, and minor parking operational changes.</p> <p>Public Hearing Date: Proponents and opponents will be heard: Tuesday, February 16, 2010 Time: 6:30 PM Location: City Hall, City Council Chambers, 1400 Highland Avenue, Manhattan Beach</p> <p>Further Information: Contact Nhung Madrid, Management Analyst at 310-802-5540. 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No Increase In Meter Rates

<u>Parking Fund Revenue (Projected)</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>	<u>2013-2014</u>
A Parking Fund Projected Operating Revenues (No Increase)	\$ 1,383,200	\$ 1,383,200	\$ 1,383,200	\$ 1,383,200	\$ 1,383,200
<u>Parking Fund Operating Costs/Minor Capital</u>					
B Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (589,486)	\$ (601,276)	\$ (613,301)	\$ (625,567)	\$ (638,079)
C Minor Capital Projects (Annual)	\$ -	\$ -	\$ -	\$ -	\$ -
D Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
E Subtotal	\$ (1,449,486)	\$ (1,461,276)	\$ (1,473,301)	\$ (1,485,567)	\$ (1,498,079)
F Projected Operating Income (A+E)	\$ (66,286)	\$ (78,076)	\$ (90,101)	\$ (102,367)	\$ (114,879)

Assumptions:

- Excludes non-operating income from interest and BID revenues (A)
- 2% inflation for operational and maintenance costs (B)
- No funding is provided for capital projects or future replacement of existing structures (C)

\$.75 Increase In Meter Rates to \$1.50 On Street

<u>Parking Fund Revenue (Projected)</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>	<u>2013-2014</u>
A Parking Fund Projected Operating Revenues (No Increase)	\$ 1,383,200	\$ 2,208,200	\$ 2,208,200	\$ 2,208,200	\$ 2,208,200
<u>Parking Fund Operating Costs/Minor Capital</u>					
B Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (689,486)	\$ (703,276)	\$ (717,341)	\$ (731,688)	\$ (746,322)
C Minor Capital Projects (Annual)	\$ -	\$ (300,000)	\$ (306,000)	\$ (312,120)	\$ (318,362)
D Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
E Subtotal	\$ (1,549,486)	\$ (1,863,276)	\$ (1,883,341)	\$ (1,903,808)	\$ (1,924,684)
F Projected Operating Income (A+E)	\$ (166,286)	\$ 344,924	\$ 324,859	\$ 304,392	\$ 283,516

Assumptions:

- Rate Increased July 1, 2010. Excludes non-operating income from interest and BID revenues (A)
- 2% inflation for operational and maintenance costs (B)
- Minor capital projects provided for - no future replacement of existing structures (C)

**DOWNTOWN PARKING MANAGEMENT PLAN
REVIEW OF INITIAL APPROVED MEASURES**

CORRESPONDENCE

EXHIBIT
L

From: Richard Thompson [mailto:rthompson@citymb.info]

Sent: Friday, October 09, 2009 3:47 PM

To: Mary Ann Varni

Cc: Portia P. Cohen; Jim Wagner; J. McLellan; James Shalvoy; Julie Hantzarides; Kevin Barry; Lester Siverman; Maureen McBride; Mike Zislis; Miles Turpin; Ric Arrigoni (hushhairsalon@hotmail.com); Toy Jungle; Trance Boutique; Trilogy; Erik Zandvliet; Geoff Dolan

Subject: Re: PPIC MEETING FOR LOTS 1 & 2 AND DOWNTOWN

Hi Mary Ann-

The Downtown Parking Study follow-up has been delayed until after the Sand Dune parking study is completed, and our resources have been allocated accordingly. With a limited budget we are not able to study both issues at the same time and hold an additional (special) meeting for the Downtown Study. The second PPIC hearing for Sand Dune is scheduled for October 22nd. If we were able to schedule a PPIC meeting to address the Downtown Study in November, the City Council will not be able to address the issue until December or January, after the holidays. Furthermore, any changes that the City Council approves will take some time to implement.

Richard Thompson

Director of Community Development

From: Mary Ann Varni [mailto:maryann@downtownmanhattanbeach.com]

Sent: Friday, October 09, 2009 10:57 AM

To: Richard Thompson; Geoff Dolan

Cc: Portia P. Cohen; Jim Wagner; 'J. McLellan'; 'James Shalvoy'; 'Julie Hantzarides'; 'Kevin Barry'; 'Lester Siverman'; 'Maureen McBride'; 'Mike Zislis'; 'Miles Turpin'; 'Ric Arrigoni (hushhairsalon@hotmail.com)'; 'Toy Jungle'; 'Trance Boutique'; 'Trilogy'; Erik Zandvliet

Subject: RE: PPIC MEETING FOR LOTS 1 & 2 AND DOWNTOWN

Dear Richard & Geoff,

On behalf of the Downtown Business Association I would like to request that the PPIC address our downtown parking review with Council as soon as possible, **specifically Lots 1 & 2.**

With the Holidays upon us, and business owners along with their employees having problems parking in a Lot they have a permit for, the November date will not be good for Holiday business. The merchants do need their lots back. I would urge and appreciate having this brought up to Council during the next meeting on October 20th.

Is it possible for PPIC to hold a special meeting to address this issue prior to 10/20 Council meeting?

Please advise.

Thank you for your attention to this matter.

Sincerely,

Mary Ann Varni
Executive Director/

10/20/2009



Clover Capital Corporation

Peter R. Kelly
President
1112 Ocean Drive, Suite 101
Manhattan Beach, CA 90266

Telephone (310) 318-8805
Fax (310) 318-1344
E-mail Pkelly@clovercapital.com

Bruce Moe, Finance Director
Steve Charelian, Revenue Services Manager
City of Manhattan Beach
1400 Highland Ave.
Manhattan Beach, CA 90266
August 11, 2009

Dear Mr. Moe and Mr. Charelian:

As a downtown Manhattan Beach business owner and Lot 1 parking permit holder for 10 years, the installation of additional parking meters in Lot 1 has created a hardship for my business.

By opening Lot 1 up to the public during business hours, parking has become difficult. Without available parking, I cannot attract and retain employees.

I realize the additional meters are designed to bring in revenue but surely a compromise can be found. I suggest reserving Lot 1 for permit holders during business hours of 8 to 5. Please consider solutions so that paid permit holders' parking needs can be honored.

Sincerely,


Peter Kelly

cc: CityCouncil@citymb.info
MaryAnn@downtownmanhattanbeach.com

Beach Cities Optometry

Dr. Martin J. Melendrez, O.D.

Dr. Robert J. Stahl, O.D.

1103 Highland Ave.

Manhattan Beach, CA 90266

Phone: (310) 376-8975

Fax: (310) 376-4828

08/12/2009

Dear Downtown Manhattan Beach Business and Professional Association,

We are writing this letter in an effort to offer some feedback on the recent changes to the parking at lot one. Since the lot has become public parking our practice has been negatively impacted. This was readily apparent the first day when one of our punctual employees came back from lunch a half hour late. She had found no spaces available in lot one even after waiting an extended period and ultimately had to find street parking some distance from the office. Consequently, every patient for the rest of the afternoon was waiting that extra 30 minutes which we were trying our best to make up. As a longer term result, she no longer leaves to see her two small children for lunch although she is a mere 10-15 minutes from home.

Since the parking change our efficiency has unequivocally suffered. We can no longer leave for lunch meetings or for any type of errand, regardless of how important or helpful it might be to our office and our patients. We do try very hard to offer the best in service and take very seriously our responsibility to preserve and enhance the vision of the Manhattan Beach community, but when we do not have the basic ability to send an employee to an office depot or a medical supply without negative effects to our patients it seems the city is certainly making it more difficult to run a high level practice.

We do realize the City of Manhattan Beach wants to do what is best for all members of the community and we agree completely with this goal, but we also felt that to do so some of the ramifications from the present changes should be known.

Sincerely and Respectfully,



Dr. Martin Melendrez



Dr. Robert Stahl

Erik Zandvliet

From: Portia Cohen [portia_cohen@yahoo.com]
Sent: Sunday, June 14, 2009 11:04 AM
To: 'Geoff Dolan'
Cc: pcohen@citymb.info; 'Mary Ann Varni'; 'jim wagner'; Erik Zandvliet
Subject: Lot One Parking

Folks,

I just want to confirm our discussion of the parking/meter changes in Lot One. My understanding is that the DBPA plans to get feedback from the adjacent area businesses during/following the summer months (July, August). Our concern is that the Lot will be used primarily by non-shoppers/merchants (e.g., surfers, beachgoers) – which was not the intent of the change several months ago.

We look forward to reviewing the results of the survey/inquiry, and determining what action, if any, is best moving forward.

Thank you for a productive discussion, Folks.

Portia Cohen
Mayor
City of Manhattan Beach
www.citymb.info

From: Geoff Dolan [mailto:gdolan@citymb.info]
Sent: Monday, June 08, 2009 4:09 PM
To: Portia Cohen - External email
Subject: RE: Lot one

The fees were reduced and i thought the plan supported by the DBPA was to get those with merchant permits into Metlox or the top of lot 3?
G

From: Portia Cohen [mailto:portia_cohen@yahoo.com]
Sent: Friday, June 05, 2009 5:49 PM
To: Jim Wagner; Mary Ann Varni; Mike Zislis; Geoff Dolan; Portia P. Cohen
Subject: Re: Lot one

Hi Jim,

I hear you. Let me discuss this with the folks of the Down Town Business Association. Our monthly meeting is coming up and I'll ask that this be agendized. I'll bring in the City Manager, as well.

Let's see what other folks think.

Thanks for your outreach.

Portia

Sent from my Verizon Wireless BlackBerry

6/14/2009

From: "jim wagner"
Date: Fri, 5 Jun 2009 16:00:57 -0700
To: Portia Cohen<portia_cohen@yahoo.com>
Subject: Lot one
Ms. Cohen,

I have admired how you have "gone to bat for us" in the downtown district.

A few months ago i had expressed my concern regarding installing parking meters in lot one which has been exclusively for downtown merchants. My concern was that it would become filled with workers who feed the meters and those of us who "pay" for the parking permits every six months, plus the business tax---would not have any parking if we had to go out.

WELL, it did not take until summer time for the parking lot to fill up ---and not all of those had parking permits!

Manhattan Beach is just becoming more and more inconvenient to have a business as well as the 80% increase i understand that we will be facing! Parking has always been precious and now i can see it becoming impossible to even have a parking place.

Thank you,

James E. Wagner (GBS Financial/ DBA Wagner Investments since 1985)

Erik Zandvliet

From: Portia Cohen [portia_cohen@yahoo.com]
Sent: Monday, September 14, 2009 8:45 AM
To: 'jim wagner'; 'Mary Ann Varni'
Cc: pcohen@citymb.info; 'Mike Zislis'; 'Richard Thompson'; 'Geoff Dolan'; Erik Zandvliet
Subject: RE: Lot ONE----abuse

John and Mary Ann ~

I want to highlight what I wrote in my CITY COUNCIL UPDATE – the following:

October 22 – PPIC to review Down Town Parking Plan (e.g., Lot 1)

November 17 – Council to review PPIC recommendations for Down Town Parking Plan

So, now is the time to rally for input on Lot 1, and to show up to the PPIC public hearing and testify. Council will rely on the PPIC recommendations.

Cheers ~
Portia

PORTIA P. COHEN
MAYOR ~ CITY OF MANHATTAN BEACH
WWW.CITYMB.INFO ~ PCOHEN@CITYMB.INFO

From: jim wagner [mailto:jim.stocks@prodigy.net]
Sent: Friday, September 11, 2009 12:31 PM
To: Mary Ann Varni
Cc: Portia Cohen
Subject: Lot ONE----abuse

went out to my car in lot one this morning at about 8:45 and am now noticing cars parking there with HANDICAP hang tags. This lot could not be more inconvenient for a handi cap person!!!

10:30 this morning, one of my copiers went out. Have to wait until late this afternoon to take to repair and also pick up my mail.

Guaranteed if i left around noon and returned within the hour that there would be NO parking in lot one or overflow.

This situation has, in my opinion, backfired on what was supposed to be a favorable option.

I spoke with Martin melenderez, O.D. and they had run out of some medical supplies needed for patients and could not send anyone out to get them because they also knew that there would be no parking upon return. Result: back-up in patients.

I seriously hope that our gathering at the DBPA mtg when Erik was there got the message across.

sometimes things that look good on paper prove not to be so in reality..

Jim Wagner

9/14/2009

Jim + Maureen

Hi, Mary Ann

Just a sporadic update on lot one.

Sunday 5:15 pm-----4 Hispanic families and 11 kids just coming up from the beach: lot completely full
Wednesday 7-01-09 3:20 pm 6 cars out of 21 merchant slots on the meter. No parking available.

Thursday 7-02-09 12:30 lot virtually full. Could not go get may mail at the post office. No overflow parking either. SHOPPERS?

I wonder how much the business has increased downtown since the meters were installed. Beach traffic has increased significantly!

Apparently if you are here early enough in the morning, it is OK. Try to leave for lunch and count on having to look for street parking; seems somewhat counter to when I went to city hall to pay for my 6 month parking pass and was told the "waiting list" for lot one was a few years!!

June 17th, 12:45 totally filled. Again 3:15.

June 18th 2:30 totally filled again.

These were just the few times that I need to go out to my car. Once I needed to go to the Post Office, but didn't because I knew that lot 1 and the overflow lot would be filled.

Not trying to be a "pain in the neck" just trying to share the data on a frequent basis of someone who is there. Also noticed two employees taking advantage of the new meters.

Jim Wagner

Forgot to mention that in lot one there were four cars --no permit--with two full hours on the meters.

Will they go spend money in our downtown or just enjoy the beach (thereby circumventing the purpose of the meters)?

This is Thursday June 02. Just returned from a client luncheon and returned to lot one and lot one overflow and no parking--again.
But, lots of beachgoers and store employs using the nice new meters. This is imposing a hardship on having a business in Manhattan Beach.

I admire the intent to provide more parking for shoppers, but I sure would like to see a correlation between increasing revenues to the city and the revenue provided by the new parking meters installed on Lot one.

Were you to have something to unload for your business----where are you supposed to park? Double Park on the street?

Possibly a toll on beachgoers would follow the same logic as the new meters in lot one.

Also, I stand corrected on my previous "wait list" for lot one (I apparently was misinformed); there is NO LONGER a wait list. Rather they are NO LONGER issuing merchant permits.

Also, I understand that the initial 6 months to review the success, or lack thereof, for the new meters has now been pushed back another 6 months.

Please forgive my frustration, but I wonder how many other merchants share the same feeling.

Jim Wagner

July 10, 2009

Hi MaryAnn:

I understand this issue has been raised to you a few times for those of us who hold parking passes in lot 1. This is the first time I am writing, but it is a recurring issue with the parking, now that the lot is metered and not available for merchants only. For the past 3 weeks, I have employees that are scheduled to come to work at noon.....they can neither find a place in lot 1 or the lower level of Metlox. They are spending 20 minutes or more driving around trying to get to work, which obviously is making them extremely late...and there is no available parking for them.

I was always reluctant to give up lot 1 because of where we are located and how far away we are from the Metlox lot. It was seemingly guaranteed to us that there would be sufficient parking in the lower level of Metlox to support our employees, but that is not what we are experiencing. This is turning into a very big problem.....and unlike larger businesses, I have only 1-2 employees at a time that are having this issue. This needs to be spoken about...something needs to be done! This says nothing to the issue if someone leaves at lunch and then returns after their break.....they too, are having the same issues. If you don't get to lot 1 or Metlox (it seems) before 10 or 11:00 in the day, especially Fri/Sat/Sun...you will not find a space!

I can't afford to lose employees because we don't have places for them to park and work here. They not only sustain our business, but they also spend their hard earned dollars in town for lunches, dinner, shopping, etc.

We need to find a fix!
Thanks, Maureen

One of my employees today has been trying since 12:00 to park at either Metlox or our lot, and cannot find spaces in either! She has wasted over an hour looking for parking places.....this isn't right!!!!

If you wish to forward my message to Portia, feel free. I did not copy her on the original.

Also, just for the record, I never voted to approve getting rid of lot 1.....I've been here 10 years and knew this would be an issue! I also challenged the 2 spaces being utilized for handicapped parking up there as well.....

We may need a solution that allows for merchant parking only between specific hours like we do loading zones in front of restaurants between the hours of 9 and 1 or 2 for example.....we need help!

Thanks. M

July 13, 2009

I just came from LOT ONE and the city has now placed TAPE over the word MERCHANT leaving only the glaring word PARKING!

Is this really the way the city wants to treat it's merchants??????? to treat the beachgoers better than the consistent revenue producers who pay for their business license's and parking permits.

That is just outrageous and sends a pretty clear signal that you fully intend to do to LOT ONE the same as you did to other merchant parking lots (ie) Uncle Bills restaurant.

it is difficult to believe that there is any "real intention" of reviewing what is going on when the city proceeds with this type of action!!

Jim Wagner (disgusted)

I haven't personally heard back from anyone. I can tell you this has been an ongoing issue for the past several weeks, and it's a big problem. I had employees over the weekend, not scheduled to work until 11:00 or noon, and it took them more than 45 minutes to find parking.....and they never were able to park either in lot 1 or bottom level of Metlox.

I'd like to discuss on behalf of all of us who have parking passes in lot 1, that we need to find a solution. An immediate recommendation that I have discussed with Mike Z. is that we post on the meters in lot 1 that they are available for "merchant" parking only between specific hours of the day, not unlike what we do with loading zones in front of restaurants, etc. The recommendation is for the hours to be between 9:00am and minimum 2:00pm every day of the week (Mike suggested this be extended to 5:00pm). This way, employees who are scheduled for a later work shift, and regular day time employees that might leave their spot during a lunchtime will at least have the potential to have a spot when they either show up to work, or return from lunch. The lower level of Metlox might need to be reviewed as well. We have advertised it as a place for long term parking, which is what we all intended, however, in doing so, we are now not providing enough parking for the employees that keep our businesses running and that support our downtown with shopping, dining, etc. Please let me know your thoughts.....

Thanks, Maureen

July 14, 2009

i was so angry when i sent the message yesterday that i said the "tape" covering Merchant is actually covering PERMIT parking.

Also, noticed this morning a rather large sign on the west side of LOT ONE saying PUBLIC PARKING.

what type of a "real review" is going to happen in ANOTHER six months (credibility)? It would seem that with the three events that have already been put into place that the permanent decision has already been made.

1. tape over Permit parking
2. new sign Public parking
3. no new Merchant permits being issued

jim wagner

Portia,

Thank you for the copying me on the update regarding LOT ONE.

However, it seems patently obvious to me that the city has already made the decision by incurring the sunk costs of installing the meters and changing the signs and then basically waiting two (2) six month periods to review.

I really have not been involved in city government in the 40+ years i have been down here so i am not exactly sure of how these decisions are made and or reversed.

But, thank you for your courtesy and attention to this matter.

Best,

Jim Wagner

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

From: Portia Cohen

To: 'jim wagner' ; 'Mary Ann Varni'

Cc: 'Erik Zandvliet' ; 'Geoff Dolan' ; 'Mike Zisis' ; 'Maureen McBride' ; 'Maureen McBride' ; 'Richard Thompson' ; 'List - City Council'

Sent: Tuesday, July 14, 2009 12:28 PM

Subject: Down Town Parking Plan - Review by Council Sept 15th, 2009

Hi, Mary Ann,

I spoke with Geoff today, and here is a plan. We would like to agendize the six-month review of the Down Town Parking Plan for our second September meeting (Tues., Sept. 15). At that meeting, Staff and Council will review all of the measures adopted as part of the plan. This will be the time to address any proposed changes to Lot 1, and all of the measures previously adopted.

Prior to that meeting, we would like the DBPA to meet with the City's traffic engineer, Eric Zandvliet, so that we can fully vet the experiences and recommendations of the down town merchants.

I see that there is a DBPA Board meeting scheduled for Thursday, August 13. Perhaps Eric will be available to meet with you then? (I will be out of the Country; however, if you write up notes from your meeting, I will get up to speed upon my return). Of course, you can set up a separate meeting at any time, but your/our goal is to **get the fullest input from all downtown merchants.**

So we have a plan to address the frustrations ... the good ... the bad... etc. Let me know what you and your folks want to do.

Thanks!

Portia

Portia Cohen
Mayor
City of Manhattan Beach
www.cityymb.info

7/14/09

Hi Jim-
The Mayor referred your email to me for response. The Public Works Department is in the process of replacing the parking lot signs as approved by the City Council and supported by the Downtown Business Association. There are two signs remaining to be replaced with tape over the word merchant (as a temporary measure), and will be replaced by Friday. As you know this matter will be review again in the fall and I will be sure to forward your comments for consideration. Thanks again for your interest.

Richard Thompson
Director of Community Development

7/15/09

Mary Ann,
Truly i am not trying to be a pest, merely trying to give input because i am a user of lot one and have been for many years. I would hope that the input is of some value at some point in time.

Frankly, it is apparent to me , now that they have taken the Permit Parking signs down and put up the Public parking signs and installed the meters ---that the decision is based on the premise of generating more revenue for the city and placing the merchants secondarily(the ones who provide the revenues and taxes to the city).
I don't agree with the premise in it's entirety, but possibly my needs are different from Tabula Rusa, Old Venice, Martin the O.D. on Highland, etc, etc.

The city can always use more revenue, but there are many ways to do that.

Hopefully, the holders of Merchant permits will be Grandfathered in and have some advantage. Otherwise it would be much simple to move to a friendlier businesss atmosphere, such as Redondo Beach where the Merchant parking is \$50 annual vs our \$\$320. Parking at their meters with a permit is unlimited time.

I truly question if anyone who uses LOT ONE was in on that decision.

That's it. Thank you

Jim Wagner

I think a discussion item at the next DPBA meeting on Aug. 13 would be a great forum for merchant feedback and any new suggestions. This will be in preparation for our status report back to City Council in September. Could you agendaize it?

Erik Zandvliet
City Traffic Engineer

7/15/09

fyi,
when i was finally able to purchase my permit (years ago) i just acquired the company at the top of the list.
while i was there i suggested that we review who else was on the wait list and discovered that there had been several business's that had gone under or moved and never removed their name.
I would be amazed if you were able to contact each holder on that list and they were still operating in downtown MB.
Each year i am amazed when the AVP tournament comes to town, cars show up that i have NEVER seen before with permits hanging from their mirrors: so where did they come from??
I know almost every single merchant car that uses lot one because of the length of time i have been parking there.
Julie is always there early and Martin Melendrez, O.D. almost always park next to each other.
jim wagner

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

From: Mary Ann Varni
To: 'jim wagner'
Sent: Wednesday, July 15, 2009 12:04 PM
Subject: RE: simple statement

Hi Jim,

I actually had requested names of all the permit holders so I could contact them individually and have not seen it yet. It was supported by the Board last Fall, but Maureen stated that she never supported it. The idea, I know you have heard it over and over, was to create more customer parking. That apparently is not the case, so I have been taking your e-mails and pasting them into one document that I will submit with a cover letter to PPIC, Council, Richard Thompson, Public Works (Jim Arndt specifically).

I will cc: you on that correspondence, but still need to reach out to all the permit holders.

Let me know if you have any questions or more comments.

Regards,
Mary Ann

also, Mr. Bohle of "Fonz's" did not support it.
the major question is who was interviewed as to the decision to make that change? I never was.

suggestion: if the city places revenue more important than supporting the merchants would be to split the lot: west side public parking, east side continue (with signage) only MERCHANT parking. We have to have some advantage, otherwise why have a business here?
 Prior to obtaining my permit, i had to hunt for street parking for 1 1/2 years. I am in no mood to start that all over again, just not worth it.

Again, i would be happy to be of any assistance to you should you need it.
 (also, i understand that there are some "renters" who have merchant hang tags!)
 Thank You,
 jim wagner

re: customer parking.

going home yesterday, two gentleman were just pulling out in their jeep. Asked them how the beach was and they said fantastic. I then asked if they purchased anything downtown: "yeah, we got a cold drink at the market."
 jim wagner

7/16/09

Hi Portia:

I appreciate that you have spoken with Geoff and that we will revisit in September. However, there is an immediate and overriding issue with our employees and their inability to park anywhere downtown on Fridays and the weekends. For the past 3 weeks, employees have not found parking in Lot 1 or the lower level of Metlox if they come to work after 10:00am. This is in large part due to the increased traffic on our beaches during the summer months, yet it is unfair and unreasonable to not provide adequate parking for the employees that keep our downtown running. We proposed this afternoon to Geoff to consider opening up the upper level of Metlox to pass holders at least through this weekend so it gives employees another option since they are not finding space in the spots already allocated. From what I understand, that is not possible. Maryann is contacting American Martyrs to see if that might be an option, but with services on Saturday evening and Sunday, it may not be a viable route to take.

We have spoken with several business owners on Manhattan Avenue, from Jim Komacks office staff, to Dean at the market, Danny at Fonz's, etc. Each of us is having the same issue. We'd like to know if the city has an option that we can share with our employees. As it is, we have all paid for daily parking passes that can't be used because of lack of space. Our employees are showing up late, stressed by the fact that they can't find a place to park and driving around for sometimes 45 minutes to get something within a reasonable distance to their place of employment.

This weekend in particular, as will the 6 man and any other weekends we hold events at the beach, is disasterous. We need some help.....

Maureen
 Tabula Rasa Essentials

7/17/09

Internal staff question:

What are your thoughts about temporarily reserving merchant permit parking in part of Lot 1 again until we can settle the full parking lot issue after the summer crunch? The merchants have a point that if all parking lots are full, there's nowhere to park, even if paying the meter. And we don't want them taking up 2-hour spots. I know there are unused parking spaces in private lots, so that's an opportunity to be investigated.

On the bright side, it's good for business to have full parking lots.

Erik

From: Portia Cohen <portia_cohen@yahoo.com>
To: 'Erik Zandvliet' <ezandvliet@willdan.com>; Richard Montgomery; maryann@downtownmanhattanbeach.com <maryann@downtownmanhattanbeach.com>
Cc: Geoff Dolan; Richard Thompson; Juan Price; Esteban M. Danna
Sent: Fri Jul 17 14:10:42 2009
Subject: RE: Down Town Parking Plan - Review by Council Sept 15th, 2009

Erik and All - I am very much in favor of doing this now. Portia

From: Richard Montgomery [mailto:Rmontgomery@citymb.info]
Sent: Friday, July 17, 2009 2:32 PM
To: portia_cohen@yahoo.com
Subject: Re: Down Town Parking Plan - Review by Council Sept 15th, 2009

Erik and all,

If the issue is parking for "business employees" every day - then I am ok with a "summer only" trial.

If it is a parking problem "only on the weekends" - then "no".

Use the parking underground at city hall! How many employees are we talking about?

Are the streets East of valley already restricted to "permits only"?

Sincerely, Richard

Richard P. Montgomery, Council Member
City of Manhattan Beach

On Jul 17, 2009, at 3:00 PM, "Mary Ann Varni" <maryann@downtownmanhattanbeach.com> wrote:

Karen Beebe has generously offered to open up the American Martyrs SCHOOL parking lot (near the baseball field) for downtown employees that aren't able to find parking downtown. As you know the lot is just 4 blocks away, and they are very happy to help us out. The employee must display their permit (if applicable) or have a sign on their dash that shows where they work.

Again, this is for employees/employers only, not customers.

They will post a sign on their fence stating for downtown businesses.

This will be available through summer as the lot is utilized during this time, only during school. By that time we will be meeting with City Council, or shortly thereafter.

I would like to give them a rough idea as to how many employees will be using the lot, so please let me know and I will forward the information.

I would ask any of you business owners to let neighboring businesses know if in fact they have been experiencing the same problems with parking. Thank you.

Questions, call me 310-717-7982 cell

7/24/09

MaryAnn had a nice conversation with Portia last night (at a fundraiser) and her advice was to just put up a united front.

I would assume that would mean all merchant permit holders to mention their lack of parking and number of occasions.

that parking lot one list looks a little "{suspect" given to someone in the 100 block.

What can i do between now and the "hearing" to be of assistance?

i do not wish to complain and then just sit back. As i told Portia, once we have identified the problem we should have 75% solved the problem.

Have a nice weekend. My computers are being worked on this weekend so i will be out of touch.

jim wagner 310-937-0073

Wed. 7/29/09

Hi, Mary Ann.

been a while since you have heard from me. that does not mean that the Lot ONE situation has improved. each day of sunny = Zero parking any time after 10:30. i had to return home for a bit of an emergency and just got back: zero parking—even in the overflow lot, but several people with "beach chairs and towels" feeding the meters and quite obviously going to the beach. SHOPPERS??

Spoke with both Danny at Fonz's and Dean at the Manhattan Market and they are equally incensed about the parking.

city is taking our money and not providing spaces for the actual merchants. Are the fees from the seasonal traffic worth setting aside honoring their commitment.

When we all signed up, we were told that the lot had been oversold: fine. however, we were NOT told that it would have to compete with all the beach goers who enjoy our fabulous beaches for just parking meter fees.

This is just NOT RIGHT! hopefully the input will positively impact the upcoming decision by our Council.

thank you,

jim wagner

Jim,

I am sharing your email with City Manager Geoff Dolan, particularly because of the graffiti.

Please remember that in the fall we Council will revisit Lot 1, as well as all aspects of the Down Town Parking Plan, and make adjustments as make sense. This will be your opportunity, hopefully backed up by most of the down town merchants, to alter the parking terms of Lot 1.

Portia Cohen
Mayor
City of Manhattan Beach
www.citymb.info

From: jim wagner [mailto:jim.stocks@prodigy.net]
Sent: Thursday, July 30, 2009 8:36 AM
To: Mary Ann Varni
Cc: Portia Cohen
Subject: Re: List of Lot 1 businesses:

Good Morning, Mary Ann

Yes, I am aware of the AM school parking lot being opened on a temporary basis. However, that serviced more the AVP weekend than anything else.

This morning when i arrived at my business, Lot one was filled with empty beer cups and different trash. Possibly a night crowd? The east wall has been marked with Graffiti: the city was able to install the parking meters on that private property, but not remove or paint over the Grafitti.

Since the lot has been opened to the general public, i have found numerous fingerprints on the windows of my car, as if someone was trying to peer inside: this has never happened before. Possibly this occurs in other lots i don't know, but it wrankles me because of the correlation of the opening of the lot. Thank you for your time and patience.

Jim Wagner
August 3, 2009

Hi Maryann:

Since you are keeping files on our parking issues....this weekend, once again, was pitiful. Not only could my staff not find parking anywhere, but we have never seen the downtown area filled with as many drunk people as on Saturday. Our downtown was trashed by late afternoon and into the early evening.....red cups, trash, glass, bottles strewn everywhere.

Maureen

Monday August 03, 1:42 pm

well, was going to get in my car and go to the main post office to pick up my mail, but certainly there would be no spaces left upon my return.

i couldn't help but notice the 16 people with their beach attire playing around in LOT ONE, unlikely they will be shoppers.

Just an update and an intrruption to my business.

Spoke with George at the Koffee Cart, Marty the optometrist and we all seem to be having the same problems. Also Dean at Manhattan Markets, Danny at Fonz's. etc etc.

JUST AN UPDATE TO SUPPLEMENT CURRENT INFORMATION.

JIM WAGNER

Good Afternoon,

11:45 this morning (8-05-09) i had to go out to my car and the very last parking place was just being filled. I asked the individual if they were going shopping or going to work.

The answer came with a groan "Oh, i am going to work, i wish i was going shopping!) This is the type of thiing that continually happens and i don't think our City Council realized they were giving away our Merchant spaces to downtown employees----who should be parking at Metlox. when we purchaed our Merchant permits, we knew that the lot had been somewhat oversold---but were not told that there was a possibility that sometime in the future we would have to be competeing with the general public at large for those same spaces.

I also spoke with Martin Melendrez,O.D. this morning and his complaints are equal to all of us. We are essentially locked into that lot for the day when we are lucky enough to arrive early enough to get a spot. he is going to be on vacation 9-15-09 and i voluntered to read a letter from him to our Council.

None of us can leave the lot to deposit payrolls, go to the post office, have business lunches, etc. The list really goes on and on.

Dean at Manhattan Market asked me who to e-mail to inform of how this Public Parking is affecting his business: ADVERSELY.

JIM WAGNER

MY EARLIER MEMO STATED THAT I WENT OUT TO MY CAR AT 11:45 AND AT THAT TIME AN EMPLOYEE WAS JUST PARKING AND PUTTING MONEY IN THE METER. I ASKED IF SHE WAS WORKING OR SHOPPING. SHE WAS WORKING.

LOT ONE IS A 2 HOUR PUBLIC PARKING. I JUST CAME BACK FROM GETTING OFFIC SUPPLIES AND THE SAME CAR FRO 11:45 IS NOW SITTING THERE AT 4:00 WITH ANOTHER HOUR ON THE METER. BLACK VW JETTA.

THIS IS NOT MEANT TO BE ANNOYING, BUT I THINK THAT IT IS IMPORTANT THE COUNCIL KNOW FOR "FACT" A LARGE PART OF WHAT IS HAPPENING IS CONTRARY TO THEIR INITIAL DECISION TO OPEN FOR SHOPPERS.

THANK YOU,
JIM WAGNER

August 6, 2009

Mary Ann Varni

Executive Director/Downtown Manhattan Beach
Portia Cohen/Mayor

Subject: Lot 1/Downtown Parking Problem

To Whom it May Concern:

Problem: Inadequate PERMIT parking for EMPLOYERS and their employees. Prior to the recent addition of metered parking in Lot 1, Business owners and their employees had sufficient PERMIT parking. Metered parking has eliminated adequate parking between the hours of 10:00a.m. - 5:00p.m. I have observed that the metered parking has facilitated business employees who don't purchase permits and beach goers to feed the meters every two hours thus eliminating retail business parking spaces and PERMIT parking.

Solution: Change the metered parking in Lot 1 only from 2 hours to 1/2 hour intervals between the hours of 8:00a.m. - 5:00p.m. This will open up the Lot to PERMIT holders and their employees, facilitate downtown shoppers and most importantly eliminate the abuse of beach goers feeding meters and non permit employees who feed meters every two hours.

As a business owner and 16 year/ 4 parking Permit holder, my employees and I should be able to find parking without having to walk 3/4 from Metlox to get to work. Prior to the recent meter installation, the fee we paid for our permits was merited.

Sincerely,

Dean Tribble
Manhattan Meats
310-372-5406
August 11, 2009

12:10 no spaces available in lot one. meaning no trip to the post office on Sepulveda because there would be nothing available upon return. many people share this same problem.

i hope the input helps. it is not meant to bother you.

jim wagner

12:10 no spaces available in lot one. meaning no trip to the post office on Sepulveda because there would be nothing available upon return. many people share this same problem.

i hope the input helps. it is not meant to bother you.

jim wagner

From: Lynette Hilton [lhilton@econone.com]
Sent: Tuesday, October 13, 2009 4:51 PM
To: Esteban M. Danna
Subject: Parking permits -- 12th - 14th Streets

Esteban -

I'm writing to express my displeasure with the parking permits on 12th, 13th, 14th and Ardmore. I view this as private parking for the residents who happen to live on these streets. I live on the edge of the permit parking area -- why is it the case that my neighbor can park in front of my house but I can't park in front of his house? This is unacceptable. I urge the commission to get rid of the permit parking.

I would like this email to be included in the package for the commission's view. Thank you for your attention to this matter.

Lynette Hilton, Ph.D.
Senior Economist
Econ One Research, Inc.
601 West 5th Street, 5th Floor
Los Angeles, CA 90071
213-624-9600
213-624-6994 Fax
lhilton@econone.com
www.econone.com

This e-mail is intended to be a confidential communication only to the person or entity to whom it is addressed. If you have received this e-mail in error, please notify the sender via reply and delete it.

From: GEORGE STERLING <tuttleup@verizon.net>
Date: September 27, 2009 5:01:12 PM PDT
To: adanna@citymb.info
Subject: Traffic and Parking on 14th St. Manhattan Beach

City of Manhattan Beach
Community Development Dept.

Dear Mr. Esteban Danna"

We have lived at 611-14th St. for over 50 years. The traffic and out of town parking is out of control on our street. Recently from a similarly report, the 500 residences now have a 2 hour limit and residence parking like several other streets east of Ardmore. Most of the out of town parking is from worker at local restaurants who use to park down the street in the 500 block. They just moved up the hill. Is it a condition of license for business in MB to provide parking for their employees? In addition I have had to call the trash company twice to have them pick up my trash containers which was blocked by a parked out of town car. 14th St. has become a raceway. Cars and trucks use our street more often then the neighborly streets. We petition you and the City of Manhattan beach to continue the 2 hr and residence parking through the 600 residence to Church St.

MR. & Mrs. George T. Sterling
611-14th St. Manhattan Beach CA
90266-4838

From: Duncan Wible [duncan_wible@yahoo.com]

Sent: Monday, September 14, 2009 3:13 AM

To: Esteban M. Danna

Subject: Resident parking pass

I have been a resident at 1212 Ardmore Ave, Manhattan Beach, Ca. 90266 since October of 1982. I find it absolutely ridiculous that I can only park in front of my residence for 2 hours at a time. Even more ridiculous is the fact that I am only allowed 3 passes for this residence. You are actually dictating to me that I am only allowed to own 3 cars or that I am only allowed to entertain 1 guest at any time, IN MY OWN HOME OF 25 YEARS. What gives you the right? There is no reason to ticket residents, there also is no reason why the residents in this area shouldn't be able to come home and have adequate parking. I have noticed that the enforcement of the parking restrictions in this area are very irregular and done very poorly.

I am not alone in my disgust for this terrible, inadequate and useless plan that has been put into effect. The purpose of this whole thing was so that residents could park at home and for the people that work downtown to find other parking, this is not happening. In fact the only thing you have managed to do is anger the residents, who still do not have adequate parking. And now you're dictating the amount of cars we can have or the amount of guests we are allowed to have by limiting the quantity of passes per household.

I really hope that in the future that there isn't any thing important for you to plan because, if you failed to plan this correctly, I don't even want to think what you would do in a serious situation.

I will be expecting to receive an additional guest pass to use until you can come up with a plan that works for the residents in our area.

Duncan Wible
1212 Ardmore Ave.
Manhattan Beach, Ca. 90266

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

Dear Mr. Zandvliet,

I live on the 700th block of 11th Street. It has come to my attention that the City of Manhattan Beach has installed 2 hour parking restrictions from 7 am to 8 pm every day on the streets surrounding downtown Manhattan Beach as part of the Downtown Residential Override Parking Program, providing each neighbor with 3 override hangtags to exempt their cars from the restrictions. I believe this is a very positive measure for the covered areas since it will decrease the number of out of town visitors parking their cars in their residential streets. However, this has negative implications for our block because it is not covered under this measure and it's the closest area to downtown that does not have any street parking limitations. As a result, we should expect to get even more out of town visitors leaving their cars parked on our street for long periods of time reducing the amount of available parking spots for our own guests and increasing the general traffic in our residential community. As summer approaches, this problem becomes exacerbated because of our close proximity to downtown.

I would therefore like to request the inclusion of the 700th block of 11th Street in the Downtown Residential Override Parking Program effective immediately.

Please don't hesitate to contact me if you have any questions.
I look forward to hearing from you,

Best regards,

Name:	<u>Luis Serrano + May Hasso</u>
Address:	<u>711</u> 11 th Street, Manhattan Beach, CA 90266
Phone number:	<u>310-666-9435</u>
Signature:	<u>Luis A. Serrano</u>
Date:	<u>5/20/09</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

Dear Mr. Zandvliet,


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Please don't hesitate to contact me if you have any questions.

I look forward to hearing from you,

Best regards,

Name:	<u>EDWARD KING</u>
Address:	<u>755 11th Street, Manhattan Beach, CA 90266</u>
Phone number:	<u>310 403 7416</u>
Signature:	
Date:	<u>21 May 2009</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

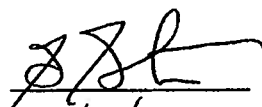
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Please don't hesitate to contact me if you have any questions.
I look forward to hearing from you,

Best regards,

Name:	<u>BRIDGET & Andy Batkin</u>
Address:	<u>1000 11th Street, Manhattan Beach, CA 90266</u> <u>Highway corner Highway & 11th</u>
Phone number:	<u>310 379-8004</u>
Signature:	<u></u>
Date:	<u>5/21/09</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program


Dear Mr. Zandvliet,

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I look forward to hearing from you,

Best regards,

Name:	Thomas & Tamar Najarian
Address:	724 11 th Street, Manhattan Beach, CA 90266
Phone number:	310-722-1568
Signature:	
Date:	May 20, 09

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

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I look forward to hearing from you,

Best regards,

Name:	<u>CHARLES + ROYAMA ELKIND</u>
Address:	<u>763</u> 11 th Street, Manhattan Beach, CA 90266
Phone number:	<u>310 379-3555</u>
Signature:	<u>Charles Elkind</u>
Date:	<u>5/21/09</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

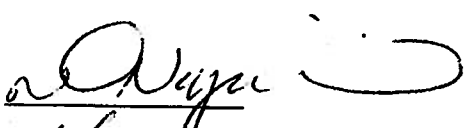
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I look forward to hearing from you,

Best regards,

Name:	Thomas + Tamar Najarian
Address:	744 11 th Street, Manhattan Beach, CA 90266
Phone number:	310 722 1568
Signature:	
Date:	May 20, 2009

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

Dear Mr. Zandvliet,

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Please don't hesitate to contact me if you have any questions.
I look forward to hearing from you,

Best regards,

Name:	<u>Stephen W. Lind</u>
Address:	<u>740</u> 11 th Street, Manhattan Beach, CA 90266
Phone number:	<u>310 - 374 - 5960</u>
Signature:	<u>Stephen W. Lind</u>
Date:	<u>5-20-09</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

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AND HIGHVIEW BETWEEN 11TH
AND 11TH AND 11TH AND 11TH

Please don't hesitate to contact me if you have any questions.
I look forward to hearing from you,

Best regards,

Name:	<u>BRIAN J. POTTER</u>
Address:	<u>701</u> 11 th Street, Manhattan Beach, CA 90266
Phone number:	<u>310-376-3516</u>
Signature:	<u>Brian Potter</u>
Date:	<u>May 19, 2009</u>

Erik Zandvliet
City Traffic Engineer
City Hall, 1400 Highland Avenue
Manhattan Beach, CA 90266

Re: Downtown Residential Override Parking Program

Dear Mr. Zandvliet,

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Please don't hesitate to contact me if you have any questions.
I look forward to hearing from you,

Best regards,

Name:	<u>Joe + Lisa Mogel</u>
Address:	<u>719 11th Street, Manhattan Beach, CA 90266</u>
Phone number:	<u>(310) 372-5562</u>
Signature:	<u>Lisa Mogel</u>
Date:	<u>5/20/09</u>

** This also affects us year-round as many employees of downtown businesses - restaurants park on our block during their work shifts

--- On Mon, 9/7/09, Susan Klevens <susanklevens@verizon.net> wrote:

From: Susan Klevens <susanklevens@verizon.net>
To: "Wayne Powell" <waynepowellmb@yahoo.com>
Subject: Parkin Permit Issue
Date: Monday, September 7, 2009, 10:25 AM

Dear Wayne,

I would appreciate your forwarding the letter below to either of the two individuals you suggested, which ever one you think best. I can also send to the other members of the City Council as well if you think that would be a good idea.

Cordially,
Susan Klevens

September 6, 2009

Re: Restricted Parking western area of Hill Section

Dear Councilman Powell,

My husband and I live on Highview Avenue between 8th and 9th streets. I am responding to your suggestion that I write to you to alert you to an unexpected problem that has arisen in response to an action the City has taken on behalf of residents living in the western part of the Hill Section.

Due to individuals working in the downtown core of restaurants and shops in Manhattan Beach, the east/west numbered streets above Valley/Ardmore (the western portion of the Hill Section) had become, over time, the "commercial" parking zone for those not willing to pay the reduced employee parking fees provided by the city at the Metlox underground parking facility.

Eventually the residents of both 11th and 9th streets petitioned the City to stop this practice. The City then agreed to post signs limiting non-street residents to two hour parking from 7 AM to 8 PM every day of the week. This new restrictive parking has been in place for about three weeks.

While I completely understand why my neighbors no longer wanted their residential streets providing long-term parking for non-residents, I do feel that the City was short sighted in its approach because the outcome of this new restricted parking is that these same individuals are now parking in next closest non-restricted area, which is my street, Highview Avenue. The inevitable result is that Highview Avenue between Manhattan Beach Boulevard and 8th street is regularly parked up with cars from out of the neighborhood.

Another consequence is that our street cleaning has become completely ineffectual because the truck can no longer get to any of the curbs and, last week, simply drove down the middle of Highview Avenue, never once having the opportunity to clean the curb areas.

9/8/2009

It would seem that the City should now do a more effective analysis of residential parking to more fully address this issue, which has not gone away but simply oozed to the next unsuspecting areas within the western portion of the Hill Section of Manhattan Beach.

I look forward to your comments and suggestions. Additionally, I would appreciate being informed of any dates and times that the City Council may calendar to discuss this issue.

Most sincerely,

Susan Klevens
820 Highview Avneue
Manhattan Beach
susanklevens@verizon.net

9/8/2009

Nhung Madrid

From: John Busby [johnbuzb@gmail.com]
Sent: Tuesday, November 10, 2009 2:11 PM
To: Ana Stevenson
Subject: Re: Parking

Ana,

I wanted to follow-up with you in regard to our conversation earlier this year about the parking changes on 14th Street. As you'll recall, a permit system was introduced along with a two-hour time limit in the 500 block. As you know, the 500 and 600 blocks are contiguous, so we live right next door to the 500 block.

As expected, we are often finding parking very difficult in front of or just up the hill from our home, while the lower half of the block is completely deserted. Most of the parking in the 600 block is taken up by people working in town all day. I understand the thinking behind the permit and two-hour system, but as I mentioned in the spring, the problem has simply been pushed uphill.

I therefore would request that we receive a permit for parking in the 500 block, as I'm often unable to park in front of my own home.

Thanks and I look forward to your response.

Best regards,

John Busby
603 14th Street

On Wed, Apr 8, 2009 at 3:11 PM, Ana Stevenson <astevenson@citymb.info> wrote:

Dear Mr. Busby,

Your email raises very valid concerns. We expect to study the impact of the Downtown Residential Override Parking Program during summer, and evaluate the findings in a Parking and Public Improvements Commission's (PPIC) meeting this Fall. I will include your email in the public comments section, as an issue to be addressed, if I have your permission.

Regarding the sign location, I do not know yet where the signs are going to be posted. However, I am copying the Traffic Engineer in this email and when we have the location, we will let you know. Please do not hesitate to contact me at any moment to know the status of the signs.

Sincerely,

11/12/2009

Ana Stevenson

Management Analyst

City of Manhattan Beach

1400 Highland Ave

Manhattan Beach, CA 90266

Phone: (310) 802-5540

Fax: (310) 802-5501

astevenson@citymb.info

From: John Busby [mailto:johnbuzb@gmail.com]

Sent: Tuesday, April 07, 2009 3:19 PM

To: Ana Stevenson

Subject: Parking

Ana,

Thank you for taking time to discuss the upcoming parking changes on the 500 block of 14th Street. As I mentioned to you during our conversation last week, we live at 603 14th and fully expect to be impacted by the 2 hour limit just west of us. As we talked about and as I understand the change, my next door neighbor will be allowed to park overnight in front of my house, but I won't have the same right since we are being denied a permit. We see this as simply pushing the problem up the street.

You mentioned that signs will be going up soon, and I would like to know the exact proposed location of the sign on 14th, as we do not want it placed in front of our property.

Thank you again for your prompt and thoughtful response to our questions and concerns.

11/12/2009

Sincerely,

John and Debbie Busby

603 14th Street

Erik Zandvliet

From: Geoff Dolan [gdolan@citymb.info]
Sent: Monday, September 28, 2009 9:24 AM
To: BBATKIN@aol.com
Cc: Richard Thompson; Erik Zandvliet; Esteban M. Danna
Subject: RE: HI YOU

Hi,

Sorry you are having this problem and we are hearing from others that have had the same concern. Our desire is to get those folks into Metlox and we have even reduced the cost to try to get them to park there. It may be that we need to expand the permit area to include your block which is probably why your neighbor was passing a petition.

Our Parking and Public Improvements Commission will be reviewing this and other downtown parking issues in November. I have copied this to staff and they will make sure you are notified of when that meeting is so you can attend.

Hope you guys are doing well and Marilee and I are always up for a night out.

Geoff

From: BBATKIN@aol.com [mailto:BBATKIN@aol.com]
Sent: Sunday, September 27, 2009 7:25 PM
To: Geoff Dolan
Subject: HI YOU

Hi Geoff!!! I have a citizens complaint about where employees park who work downtown Manhattan Beach and I don't know where to take it. Ever since 11th St was marked as 2 hour parking it has pushed all the cars up to Highview and above. Every day our house is surrounded by BEAT UP cars that remain for at least 8 hours and cars that partially block our driveway. I am sure the people on 11th had the same problem all these years.

Can't the city find a place for employees to park.....I don't think I have ever seen Metlox parking full....can't they park on the 3 floor....or have some kind of a shuttle from Pacific parking lot downtown....or Aviation downtown.

It isn't fair to us homeowners who pay property taxes to have to provide parking in front of our homes for these people who work downtown. Lately none of our friends can park in front of our house....they have to find parking a block away because of this.

I know that our neighbor on 11th street got a petition together and send it to the city but I don't know what happened.....restricting parking only pushes people to park on the outskirts of the perimeter. What can I do....HELP!!!

**Bridget
Concerned Homeowner**

9/28/2009

Nhung Madrid

From: todthebod@gmail.com on behalf of Todd Dipaola [tdipaola@alum.berkeley.edu]
Sent: Friday, November 13, 2009 4:54 PM
To: Ana Stevenson; Eric Zdenek; lester silverman; carlos@yesnow.us; pjgross@msn.com
Subject: Downtown MB Parking

Ana, Erik, and Distinguished Commishes,

Hope this message finds you well. I saw that downtown parking is coming up for another look and I wanted to send comments as both a downtown homeowner (123 14th pl) and businessman (1112 Ocean). As I reviewed the staff report, I don't think I saw any comments from residents west of highland on the report, so I wanted to make sure our improvement ideas were heard

I have laid out a couple improvement suggestions for the parking plan below. Please let me know your thoughts on my points and if you need any clarifications

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

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

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

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

If existing spaces along 15th and Manhattan Ave were converted to either 1 hour parking signs or metered spaces with your attractive new meter technology, and residents were able to override these new restriction you would achieve this goal of stimulating commerce while allowing residents to park.

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

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

-Any unlimited residential space removed should be able to be overridden by residents so as not to decrease residential capacity

-Convert existing unlimited spaces to 1hr limits (chalked tires)

-Allow residents to bypass these new restrictions through a residential parking program

-Create significantly larger residential parking districts to reflect the fewer parking spaces per block compared to the Mira Costa and other areas

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

Warm Regards,

Todd Dipaola 310-986-2303, downtown homeowner, businessman, and ETF member
123 14th Pl

November 16, 2009

Berdj Emurian
Berdj's Tailoring
219 Manhattan Beach Boulevard
Manhattan Beach, Ca 90266

Esteban Danna
Assistant Planner
City of Manhattan Beach
Community Development Department
1400 Highland Avenue
Manhattan Beach, Ca 90266

Dear Mr. Danna,

We have a small family business here in Manhattan Beach since December of 1975. We waited several years to rent a parking space. We finally got the permit for 2 spaces in Lot 2; however the city took them away from us and gave us 2 spaces on the third level of Lot 3 instead.

We understand you are trying to generate more business by providing more public parking; however this attempt has not made a difference. Lot 2 is almost always empty, day or night. It is not a lack of parking but it is the economy that is keeping the shoppers from coming. The only time the parking is almost full is in summer when out of town young beach goers park and litter the premises and they do not shop here. Our customers never complained about not finding parking when we had Lot 2 assigned to the merchants.

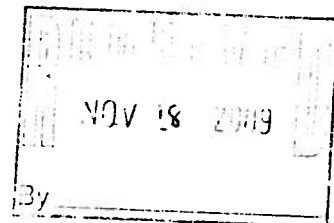
Walking to upper level of Lot 3 with arms full of garments twice a day is hard and inconvenient for us. Also our routine can be watched by muggers and we can become victims of mugging and even murder. One of our friends and neighbor was mugged already not too long ago.

We pay for 2 parking spaces. Please give parking Lot 2 back to us and let us be safe and work in peace.

Thank you in advance for your consideration of this matter.

Berdj and Ayda Emurian

Berdj Emurian
Ayda Emurian



A#N^o PPIC

210 502-5001

Jim Wagner 2

From: "jim wagner" <jim.stocks@prodigy.net>
To: "Mary Ann Vanni" <maryann@downtownmanhattanbeach.com>
Cc: "Portia Cohen" <portia_cohen@yahoo.com>
Sent: Wednesday, November 18, 2009 12:16 PM
Subject: Further current input LOT ONE—11-18-09

Mary Ann

for your files. i left my ofc. at noon to get a cup of coffe and walking thru LOT ONE i stopped and spoke with the owner of El Sombrero who was slitting in his truck WAITING for a spot to open. This happens frequently.

Statistics: Lot one is oversold: 33 business's and 55 permits issued.
" " override lot had 6 (six) merchant parking passes; this compares with the 5 (five) spaces taken in lot one by non-merchants!

Yes, i did take the time to do the math. I only hope that we can get our message across to the PPIC because the City Council largely goes by their reccommendation and NO ONE in the PPIC has to use LOT ONE.

Thank you,

Jim Wagner

Information from ESET NOD32 Antivirus, version of virus signature database 4618
(20091118)

The message was checked by ESET NOD32 Antivirus.

<http://www.eset.com>

From: Maureen McBride [mailto:macfre5@aol.com]

Sent: Thursday, November 19, 2009 2:22 PM

To: List - Planning Commission; Richard Thompson; pcohen@citymb.com; Erik Zandvliet

Cc: maryann@downtownmanhattanbeach.com; mzislis@shadehotel.com; surfkb2002@aol.com

Subject: Lot 1 Parking

Dear Planning Commission:

I am unable to attend this evening's session to discuss Lot 1 Parking issues, but want you to hear from me.

I have owned Tabula Rasa Essentials located at 919A Manhattan Avenue since May, 2000. I have an allocation of 2 parking passes in Lot 1. I employ one full time manager along with myself, and anywhere from 3-6 part time associates throughout the year. Employment generally increases during the summer months and also November/December/January to support the flow of consumer traffic.

Over the years, our supply and demand for employee parking has always been a challenge, particularly on the southern most corridor of our downtown district. Prior to the most recent changes to the city's parking plan, we were allocated 20 spaces as merchant parking only in Lot 1. From what I understand, although 20 spaces were allocated, some 47 parking passes are issued by the city and paid for by the businesses against these spaces. As you can see from these numbers, we already faced a challenge in providing adequate parking for employees. Since the implementation of the new parking plan, where the 20 spaces became available to the public on a full time basis, our difficulties have not only increased, but in many instances, it has been impossible to find parking in Lot 1.

One of the main considerations behind the decision to make Lot 1 fully public, was that it would bring more customers into our businesses. While this was a good strategy, we have not found it to be the case. The spaces have primarily been used by surfers and other beach-goers who are generally not coming downtown to use our businesses or services.

I am proposing that the commission and the city consider a revised parking plan, whereby the original 20 spaces allocated to Merchant Parking are reinstated between the hours of 9:00am and 5:00pm allowing employees in all businesses (service, restaurant, retail) the opportunity to park within a reasonable distance to offices, shops and dining establishments. We have a vibrant downtown business community and have varying times that our employees are required to work. Some shops/restaurants do not open until 10:00 or 11:00am; some employees work the evening shift which generally begins at 5:00pm; some employees need to leave their business during the day for appointments, banking, etc. With the current parking situation, on most days in the summer months, and many days thereafter, employees that begin work after 9:00am or leave during the day for appointments are unable to find any parking in the lot.

Another concern we have is many business owners and employees leave with large amounts of cash/checks/etc. and we feel a personal security risk in taking monies so many blocks. Metlox is 6-8 long blocks from our location. As it is, most of us close our businesses after dark, and in many cases with the retail stores, it is one employee closing up and typically female. While our city is extremely safe, it's simply not prudent to be walking with the cash. Employees aren't lazy. They care about safety.

I appreciate your consideration to revert 20 spaces in Lot 1 back to merchant parking only during specific hours of operation on a daily basis, that being 9:00am-5:00pm. The city will benefit from public access, as the start time for these 20 spaces is recommended to be 5:00pm instead of the former 7:00pm. Perhaps a consideration of taking some of the 2 hour parking spaces and reducing to 1 hour might also alleviate the problem of surfers/beach-goers using the spaces and provide more turnover, which may ultimately give all of us some additional and much needed revenues.

Should you wish to discuss this further, I am happy to provide you with any additional information and comments.

Thank you.

Maureen McBride
Owner, Tabula Rasa Essentials
919A Manhattan Avenue
310 318-3385

Nhung Madrid

From: jim wagner [jim.stocks@prodigy.net]
Sent: Thursday, November 19, 2009 4:22 PM
To: Nhung Madrid
Cc: Mary Ann Varni
Subject: LOT ONE

The parking situation in the Merchant lot since the change was insituted to allow beachgoers and surfers access to what was already an oversubscribed situation has become untenable.

Yesterday while walking to my car to get something, i encountered the owner of the El Sombrero waiting in his truck for some one to leave so that he could park there.

This has happened to me as well on several occasions.

For those of us who have paid for parking permits, knowing that it was already oversubscribed, have been forced to remain in the lot until late in the afternoon, forgetting office suplies, customer lunches, etc. because we know that there will not be a space available upon return.

My sentiment has been expressed time and again to the President of the DBPA as well as Portia Cohen.

7
0 Also there are many of us who remain in our place of business well passed 5:00pm and should not be required to have to start feeding the meters in order to stay there until closing. The MERCHANT PASSES should be allowed the privilege of overriding the meters entirely. We have paid for the ability to have a space on a first come first serve basis and to have to compete with the general public is not realistic.

I admire the intention of our Council and parking planners, but it has somewhat been turned upside down because of our many beachgoers-----which i have personally seen on many, many occasions.

Thank You,

James E. Wagner

September 3, 2009

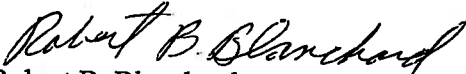
Esteban Danna
Assistant Planner
City of Manhattan Beach
Manhattan Beach, CA 90266

Ref: ***Downtown Residential Override Parking Program***

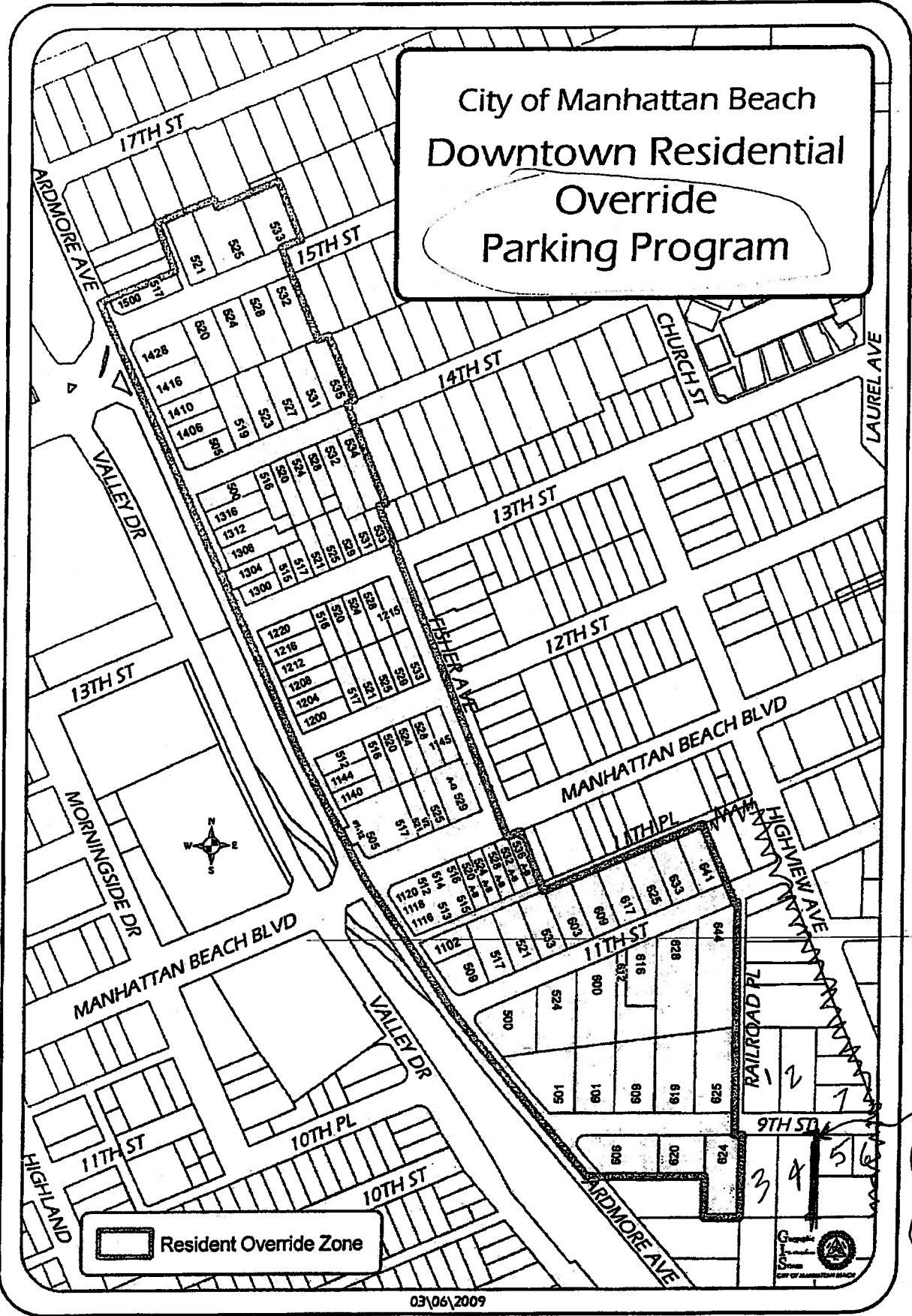
Dear Mr. Dana,

I have some concerns about the recently implemented parking program. I truly believe that splitting blocks will introduce significant confusion for all parties. Selecting Railroad Place for those streets south of Manhattan Beach Blvd is not an adequate solution since Railroad Place does not actually exist as a boundary for some of the streets involved (the south boundary of 9th Street for example). A better solution would be to include entire blocks rather than establishing the parking restriction for poorly signed portions of blocks. Seven houses (two with addresses on Highview) were not included for my 9th Street area. This exclusion will promote confusion for all concerned-residents and people parking.

Please advise me with contact information for key members of the Parking Commission; Dates for planning meetings regarding this matter would also be appreciated. You can E-mail information to me at rbblanchard@aol.com.


Robert B. Blanchard
648 9th Street
Manhattan Beach, CA 90266
310-374-2816

write a letter (attached!)



FORMER RAILROAD PLACE! (SOUTH OF 9th STREET)

mmmm - WOULD BE A MUCH BETTER FIT I BELIEVE

Nhung Madrid

From: Richard Thompson
Sent: Monday, November 30, 2009 10:17 AM
To: waltcarlos@earthlink.net
Cc: 'Portia Cohen'; Mary Ann Varni; Nhung Madrid; Geoff Dolan
Subject: Downtown Parking Study

Hi Walt-

The recommended changes to lots 1 and 2 will not take effect until City Council approves them. The City Council is tentatively scheduled to consider the recommendations by PPIC on February 16th. Please contact Nhung Madrid at 310 802-5540 with any questions regarding this matter.

Richard Thompson
Director of Community Development

From: Portia Cohen [mailto:portia_cohen@yahoo.com]
Sent: Monday, November 30, 2009 9:36 AM
To: waltcarlos@earthlink.net; Mary Ann Varni; Richard Thompson
Subject: RE: Mayor's City Council Update, November 27, 2009/Memo on Salary Range Adjustment

Walt – I am forwarding your question to Mary Ann and Richard Thompson. Thanks! Portia

Portia P. Cohen
Mayor ~ City of Manhattan Beach
www.citymb.info ~ pcohen@citymb.info

From: waltcarlos [mailto:waltcarlos@earthlink.net]
Sent: Monday, November 30, 2009 7:41 AM
To: 'Portia Cohen'
Subject: RE: Mayor's City Council Update, November 27, 2009/Memo on Salary Range Adjustment

Portia,

How do I get a parking permit for lot 2; I was on the list before the changes but I don't know what the process is now that the changes have taken into effect.

I assumed I could not get a permit because of the meters being put in.

Any help you can give me here; I currently use a key card.

Regards,

Walter Carlos
SUBWAY
South Bay
Los Angeles County, CA
Tel: 310-514-8110
Fax: 310-514-0041
Cell: 310-968-8529

Original Message -----

From: Erin Glackin

To: mward@citymb.info ; rmontgomery@citymb.info ; pcohen@citymb.info ; ntell@citymb.info ; wpowell@citymb.info

Cc: Maureen McBride

Sent: Monday, January 25, 2010 8:34 PM

Subject: Parking Rates in Manhattan Beach

Dear City Council Members,

I am writing in regard to the possible raise in rates for meter parking. I would like to urge you to reconsider. Manhattan Beach is starting to be a place to go to have lunch or brunch- do a little shopping and maybe have a coffee. If you raise the rates, it will be less desirable than say other beach cities.

A possible solution might be to make getting the parking keys a little easier, so that more people would buy them. Like gift cards, people will buy them but not completely use them. Perhaps you can put them in a vending machine in the large parking garage under Shade. The keys will encourage more people to park, putting time on the keys but not necessarily always using the time thus free money to the city.

Please consider the patrons of MB and keep the rates as they are. Thanks for listening.

Erin Glackin

Agenda Item #:



Staff Report

City of Manhattan Beach



TO: Honorable Mayor Montgomery and Members of the City Council

THROUGH: Geoff Dolan, City Manager *GD*

FROM: Richard Thompson, Director of Community Development *RT*
 Bruce Moe, Director of Finance *BM*
 Ana Stevenson, Management Analyst *AS*
 Erik Zandvliet, City Traffic Engineer *EZ*

DATE: October 21, 2008

SUBJECT: Consideration of Parking and Public Improvements Commission's Recommendations for the Implementation of the 2008 Downtown Parking Management Plan Measures and Public Hearing Adopting Increased Parking Meter Rates and Parking Citation Fines.

RECOMMENDATION:

Staff recommends that the City Council:

1. Conduct a public hearing;
2. Discuss and provide direction on the Downtown Parking Management Measures as listed in the Implementation Measures Table;
3. Adopt Resolution No. 6160 increasing on-street parking meter rates from \$1.00 per hour to \$1.50 per hour within the non-appealable coastal zone;
4. Adopt Resolution No. 6161 increasing the parking meter rates within the State Pier lots and the County lots from \$1.00 per hour to \$2.00 per hour within the appealable coastal zone; and increasing on-street parking meter rates from \$1.00 per hour to \$1.50 per hour within the appealable coastal zone; and
5. Adopt Resolution No. 6162 increasing parking citation fines.

FISCAL IMPLICATION:

The research, analysis, and preparation of the Downtown Parking Management Plan is funded within the current budget. In addition, the City Council authorized up to \$20,000 for the implementation of a parking directional sign program from the Council Contingency Fund on March 25, 2008.

This report includes several parking-related rate increases:

1. An increase in street parking meter rates from the current \$1.00 per hour to \$1.50 per hour, which is estimated to increase Parking Fund revenue by approximately \$550,000 per year.

This increase, which is designed to encourage use of public lots (\$.75 per hour for all lots except the pier and county lots) for longer-term parking, will also provide needed financial support for overall Parking operations.

2. An increase in parking citation fines (See Resolution No. 6162). The majority of citations currently carry fines of \$35 (expired meter fines are \$30). This will increase General Fund revenues by an estimated \$330,000 per year (net collections). The Parking Management Plan recommendation was to increase expired meter fines from \$30 to \$40. Staff recommends that all cites be raised to \$40 at this time to bolster General Fund revenues, which are expected to under perform budgetary expectations this fiscal year. Additionally, fines have not be raised in over six years. A survey of other cities' parking citation fines is provided as Attachment "E."
3. An increase in the State Pier parking lot meter rates from \$1 per hour to \$2 per hour. This increase, which must be approved by the State, will increase revenues to the State Pier Fund by \$300,000 per year. These funds may be used only for Pier-related expenses and capital projects. This may be a trial location for alternative technology meters.
4. An increase in the County parking lot meter rates from \$1 per hour to \$2 per hour. This will increase revenue by \$400,000 per year. While the funds are deposited into the County Parking Lot Fund, the City's General Fund receives 45% of the gross revenue for operations and maintenance. Any surplus after expenses is available for transfer to the General Fund. This increase is expected to result in \$150,000 to \$160,000 of new annual revenue to the General Fund.

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. On March 18, 2008, the City Council finalized the list of strategies and recommendations, and forwarded the Report to the Parking and Public Improvements Commission for additional hearings and implementation. On March 25, 2008, the City Council and PPIC held a joint meeting to clarify the specific measures to be implemented.

On May 22, June 26 and September 25, 2008, the Commission held public hearings to discuss the list of approved strategies and gather public input. After considering comments from numerous stakeholders and supplementary information provided by staff, the Commission recommended a list of methods to implement the approved measures for approval by the City Council.

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 land use policies be modified?

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

- 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 Business and Professional Association (DBPA)
- 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

The Final Report includes a summary of the recommended strategies and recommendations as approved by City Council for referral and consideration. The City Council has directed the Parking and Public Improvements Commission to conduct the appropriate hearings, evaluations and actions as necessary to implement the approved strategies. In preparation for each of the Commission's public hearings, Staff has invited participation to a variety of stakeholders through various methods, including:

- 800 mailed notices to property owners and residents
- 250 notices mailed to the Downtown Business and Professional Association's members.
- Email notifications to the DBPA and the Manhattan Beach Chamber of Commerce.
- Mailed notices to persons indicating prior interest in the Study
- Advertisement in Beach Reporter on May 8 and on October 16

- City Website Announcement
- Personal noticing by Commissioners

Staff also met with the DBPA Director on May 27, 2008 to discuss opportunities for the Association and merchants to provide comments, participate in the implementation process and promote the goals of the Plan. On June 26, July 29, and September 11, 2008, staff met with the DBPA Board and other downtown merchants to brainstorm ways to improve the employee parking situation. At these meetings, the method and details of the Plan’s implementation were refined and evaluated for feasibility. The Finance Department provided future estimates of parking fund revenue and expenditures as well as advice about parking change machines and administrative needs for various parking permit methods. Where possible, consensus was sought from the Downtown stakeholders on particular implementation measures.

Over the last few months, the PPIC, staff and the DBPA have reviewed and discussed the implantation measures thoroughly. The meeting minutes, staff reports and attachments contain important background on the comments, suggestions and concerns that have helped shape the following recommended implementation measures:

Implementation Measures Table

No.	Strategy	PPIC Recommendation
1	Raise street meter rates to prioritize curb parking for customers and short term users.	Recommend the City Council increase the street parking meter rates to \$1.50 per hour in the Downtown Commercial District. (3-2 PPIC vote)

The increase in on-street meter rates is expected to generate approximately \$550,000 per year in new revenue for the Parking Fund, which will be used to fund future minor capital and maintenance projects, as well as build reserves which have been depleted over the past several years due to operational and maintenance costs, as well as the debt service for the Metlox Parking Lot (\$875,000 per year). Attachment “D” presents Parking Fund income projections under the proposed \$1.50 rate structure. The increase will allow us to build fund balance and reserves while also providing sufficient capital and maintenance funding.

2	Continue to provide lower meter rates (1/2 full rate) in underutilized parking lots.	A. Recommend maintaining the current public parking lot rates at \$0.75 per hour in all lots. B. Recommend the City request an amendment to the State and County Agreements for a parking meter rate increase to \$1.50 in the Upper and Lower Pier lots equal to the City street meter rate.
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While the PPIC has recommended that the Council approve a \$0.50 per hour increase in meter rates in both the State Pier parking lots and both County Lots to match the proposed street meter rate, the Finance Department is recommending a \$1.00 increase. These lots have not been increased from the current \$1 per hour rate for at least the last thirteen years. Further, the lots, which provide easy access beach parking, are now at the same rate as on-street parking, and if the recommended on-street increase is approved, these lots will be below the street rate. A \$2 per hour rate for the State Pier Parking lots would generate an estimated \$300,000 per year, while an

increase in the County lots is expected to generate \$400,000 per year. These Pier lot funds are 100% restricted for use for the Pier and parking operations (which the City directs), while 45% of the County gross revenue is provided to the City each year for operations and maintenance (with any excess transferable to the General Fund). Any rate increase in the State lots approved by the Council is subject to approval by the State before implementation can occur. Similarly, the City can raise the County lot meter rate with approval of the Director of County Beaches and Harbors. Staff has notified the County of our intent, and is awaiting approval.

Please see Attachment “D” for revenue and expenditure projections for the State and County Parking Funds.

3	Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.	Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer’s recommendation.
4	Increase time limits in the upper level of Metlox structure to 3 hours.	Recommend approval of an increase in parking time limits in the upper level of Metlox Parking Structure (Lot M) from 2 hours to 3 hours.
5	Increase time limits lower level of Metlox structure and on the upper level of Lot 3 to 10 hours.	Recommend approval of an increase in parking time limits in the lower level of Metlox Parking Structure (Lot M) and upper level of Lot 3 from 8 hours to 10 hours.
6	Pursue installation of ATM style cash key recharge stations in public lots.	<p>A. Recommend short-term trial installation of a multi-payment change machine stations in the vicinity of the Upper Pier, Metlox and Lot 3 parking structures and/or a downtown business with extended hours.</p> <p>B. Recommend Staff conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC.</p>

The proposed cash key recharging station has been difficult to obtain. Two years ago, we placed an order with the vendor (we can obtain this only from the manufacturer of our parking meters, Duncan Industries) with the intent of placing several units in, or in close proximity to our major parking areas. Unfortunately, the vendor has not delivered as promised. The latest update suggests that a unit may be delivered in November 2008, but that remains to be seen.

With regard to change machines, there are several factors that must be considered:

- **Vandalism** – Because these machines contain cash, they are susceptible to theft attempts and destruction in the process.
- **Infrastructure** – The machines may require electrical power which would need to be considered when determining the location, possibly via solar power. Additionally, if the machines are configured to accept credit cards, the machines will require a telecommunications connection via hardwire or wireless service.
- **Servicing** – The machines will require regular servicing to ensure that adequate quarters are stocked, and that the bills inserted for change are removed in a timely fashion. We

will need to determine if staff performs this function or, for security purposes, we utilize an outside service. Servicing by an outside firm, such as armored car personnel, may present some challenges depending upon where the machines are located. For example, if the device is located in the Metlox Parking structure below grade, armored car personnel have indicated that they are not interested in servicing it because they do not want to take their trucks into such a confined space and subject their employees to situations with limited egress.

- **Cost** – Because these machines simply exchange one form of cash for another, it generates no revenue to offset the added costs. Additionally, the machines will require periodic maintenance, which may be frequent given the coastal environment. There may be on-going power costs, and, if applicable, there will be expenses for telecommunications infrastructure and credit card processing fees.
- **Location** – The ideal location for change machines is close to the parked vehicle. Due to the varied street slopes, widespread parking facilities, and need to step away from the vehicle to obtain change, the installation of change machines will have only limited benefit to the most nearby users. They are most useful in areas of high parking concentration, such as the parking lots. As distance from the parked vehicle increases, the frequency of use will decrease.

While staff remains cautious about installing change machines, the City Council should consider the above reasons as well as other possible meter payment options as described in Attachment I when determining ways to improve parking meter utilization. If directed by City Council to pursue centralized payment station(s), staff will determine specific locations based upon security, servicing and infrastructure availability.

Technology is changing, and we believe that suitable alternatives may be available in the near future that will permit more convenient payment options such as credit card, debit card or cell phone payment. When such technologies have a demonstrated track record of reliability, staff will review the alternatives with the PPIC and determine an appropriate trial location for testing. Only when we are confident in the new technology will we recommend full citywide implementation. Past history with new parking technologies that did not perform as advertised (i.e., automated ticket dispensers at the Pier several years ago) remind us that the technology must be proven before we implement.

7	Consider installing meters in unmetered public spaces.	No Recommendation was made for initial implementation phase.
9	Provide monthly merchant permits and stickers for employees who may not be able to afford biannual Permits.	<p>Recommend the City Council approve a monthly public parking permit program in the lower level of the Metlox lot and 3rd level of Lot 3 with the following conditions on a trial basis:</p> <p>A. Expand the existing Metlox Parking Permit program to allow purchase of monthly permit stickers to be placed on a special hang tag.</p> <p>B. Permits could be purchased up to 6 months in advance.</p> <p>C. The monthly permit fee would be equivalent to monthly pro-rated amount of a bi-yearly permit. No pro-rated fee would be available for partial months.</p> <p>D. Monthly permit stickers would only be valid for the months that</p>

		<p>are purchased and displayed on the hangtag. E. The hangtag would be transferable to other vehicles or users. F. Business owners could obtain multiple monthly stickers on a consignment basis and only pay for those that were distributed to their employees. Unused permit stickers would be returned to the Finance Department at no cost.</p>
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10	<p>Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.</p>	<p>Recommend the City Council approve a volume discount for five biannual parking permits purchased at one time, at a cost of \$500.00 for five permits.</p>
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Staff believes that the existing fee structure for parking permits, which charges \$160 for each 6 month period (or \$27 per month, \$1.35 per day for a 5 day work week) is already a beneficial rate, and well below what it would cost to feed the parking meters. The suggested bulk rate of \$100 per permit is nearly 40% below the current rate, with savings of \$60 per permit. While this discount will provide an incentive for merchants to purchase additional permits for their employees, it may also provide an incentive for purchasers to resell the permits at a profit. Further, regular purchasers may aggregate with others to obtain a discount, resulting in the City further subsidizing the overall program. Finally, the Parking Fund, before any new meter rate increases, cannot be sustained with the existing revenues, and any further reduction in revenue exacerbates the problem. As a result, the Finance Department is not supportive of any further discounting of public parking.

11	<p>Allow residents to override time limit parking restrictions in residential zones within the Downtown area.</p>	<p>Recommend the City Council approve a residential override program with the following conditions in two parts: east of Ardmore Avenue and west of Ardmore Avenue. A. The area would encompass the downtown study area as identified in the DPMP. B. Residents can opt-in/out of the program in the same manner. C. Permits would be valid within a parking zone to be determined by the City. D. Posted parking restriction will be 1- or 2-hour time limit parking on both sides of the street at the preference of the petitioning residents. E. Up to two hangtags for vehicles registered to the residential address would be allowed, with one transferable guest permit. F. Permits would not be valid to override metered spaces. G. If feasible, allow provisions for small and large group functions.</p>
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13	<p>Investigate opportunities for disabled parking on streets and in public lots with minimal loss of general parking.</p>	<p>Authorize the Public Works Department to install four disabled parking spaces on trial basis at the locations approved by the Commission;</p> <ul style="list-style-type: none"> • Highland Avenue and 13th Street; • Highland Avenue between 12th and 13th Street; • Manhattan Avenue near 11th Place; and • Manhattan Avenue on 11th Street.
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14	<p>Investigate opportunities to provide carpool and "Green Vehicle" parking spaces in</p>	<p>Authorize the Public Works Department to install "Smart" and small vehicle parking spaces at locations approved by the Commission as</p>
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	public lots.	recommended by staff.
15	Implement a Parking directional sign plan with a distinctive and clear identity.	Recommend formation of a small task-force to determine optimum sign placement and style as well as to create a joint City-DBPA promoted publicity program for the Downtown parking lots.
17 New	Modify parking restrictions in Lots 1 and 2 to remove exclusive merchant permit spaces.	<p>Recommend that City Council approve the following changes to the merchant permit program for Lots 1 and 2 subject to Coastal Commission approval:</p> <p>A. Lot 1: Remove merchant parking only spaces, add meters in all spaces and open them to everybody on “First come, first serve” basis with merchant permit override.</p> <p>B. Lot 2: Move merchant permits to third level in Lot 3, meter the spaces and open them to everybody.</p> <p>C. Allow Lot 1 parking permit holders to park in Metlox and Lot 3 3rd level if there is no parking available in Lot 1.</p> <p>D. Designate a 30 min loading zone in both parking lots to address merchants’ needs to load and unload.</p> <p>E. Include sunset clause so when the business closes merchant permits cannot be renewed in Lot 1.</p>
18 New	Provide aggressive parking enforcement of the meters in the Downtown area.	<p>A. Recommend additional parking enforcement at strategic times of the day and week to discourage meter violators.</p> <p>B. Recommend the approval of increasing fines for expired meters in the Downtown area to \$40.00.</p> <p>C. Recommend Staff study an economical way to implement escalating rates for multiple offenses within one year by the same license plate number.</p>

While the PPIC has recommended increasing the expired meter parking citation fine from \$30 to \$40, staff is recommending an across-the-board fine increase to \$40 for all citations (with the exception of Disabled Parking which is set by State law). These fines have not been increased since 2002. Additionally, a recent survey of parking citations fines (Attachment “E”) indicates that we are currently below the average rates of other local cities. The recommended fines place us above the average in some cases. However, we believe that \$40 is substantial enough to discourage certain parking behaviors, which is the purpose of the fine.

CONCLUSION:

Staff recommends that the Council:


1. Conduct a public hearing;
2. Discuss and provide direction on the Downtown Parking Management Measures as listed in the Implementation Measures Table;
3. Adopt Resolution No. 6160 increasing on-street parking meter rates from \$1.00 per hour to \$1.50 per hour within the non-appealable coastal zone;
4. Adopt Resolution No. 6161 increasing the parking meter rates within the State Pier lots and the County lots from \$1.00 per hour to \$2.00 per hour within the appealable coastal zone; and increasing on-street parking meter rates from \$1.00 per hour to \$1.50 per hour within the appealable coastal zone; and


5. Adopt Resolution No. 6162 increasing parking citation fines.

- Exhibits:
- A. 2008 Downtown Parking Management Plan Final Report (by reference)
 - B. PPIC Staff Report - September 25, 2008
 - C. PPIC Meeting Draft Minutes - September 25, 2008
 - D. Projections – Parking Fund, State Pier Fund, County Lot Fund
 - E. Parking Meter Rates and Citation Fines Survey
 - F. Special Parking Space Opportunity Map
 - G. Items for Further Consideration By PPIC list (9/11/08)
 - H. Coastal Commission Jurisdiction Plan
 - I. Samples of Automated Change Machines
 - J. Public Correspondence since September 25, 2008
 - K. Meeting Notice
 - L. Resolution No. 6160
 - M. Resolution N0. 6161
 - N. Resolution No. 6162
 - O. Beach Report Ad 10/6/08

CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT

TO: Parking and Public Improvements Commission

FROM: Richard Thompson, Director of Community Development 

BY: Erik Zandvliet, Traffic Engineer
Ana Stevenson, Management Analyst 

DATE: September 25, 2008

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

RECOMMENDATION:

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

BACKGROUND:

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

On February 19, 2008, the City Council reviewed the Draft Report and discussed its findings at a study session. On March 18, 2008, the City Council finalized the list of strategies and recommendations to be implemented, and forwarded the Report to the Planning Commission and Parking and Public Improvements Commission for additional hearings and implementation. On March 25, 2008, the City Council and PPIC held a joint meeting to clarify the specific measures to be implemented.

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

DISCUSSION:

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

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

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

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

The Final Report includes a summary of the recommended strategies and recommendations as approved by City Council. The City Council has directed the Planning Commission and Parking and Public Improvements Commission to conduct the appropriate hearings, evaluations and actions as necessary to implement the approved strategies. In preparation for each of the Commission's public hearings, Staff has invited participation to a variety of stakeholders through various methods, including:

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

- City Website Announcement
- Personal noticing by Commissioners

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

RECOMMENDED IMPLEMENTATION MEASURES

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

NO.	STRATEGY	OBJECTIVE
1	Raise street meter rates to prioritize curb parking for customers and short term users.	Encourage use of underutilized public parking lots and open up street spaces.

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

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

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

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

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

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

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

3	Increase the number of 24-minute street parking adjacent to certain businesses with short-term parking needs.	Improve street parking turnover rate and increase usage and convenience.
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Recommended Implementation: Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer’s recommendation.

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

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

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

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

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

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

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

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

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

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

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

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

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

9	Provide monthly merchant permits and stickers for employees who may not be able to afford biannual Permits.	Encourage purchase of merchant permits by employees.
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In speaking with the Downtown Business and Professional Association members, it was felt that a monthly permit should be made available for use in the lower level of the Metlox lot and the 3rd level of Lot 3. Such a program could be amended into the current bi-yearly parking permit system in the Metlox structure. Staff suggests a monthly public parking program with the following terms:

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

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

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

10	Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces.	Provide incentive for employees to park in public lots rather than on residential streets.
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The current merchant permits are \$26.67 per month (\$160 on a bi-yearly basis). This equates to \$0.15 per hour for employees who work 40 hours per week. This is an 80% discount on the public lot meter rate and an 85% discount on the street meter rate. Employees who work less than 40 hours have a proportionately lower discount and those who work more receive a proportionately greater discount. The discount percentage would be even greater with an increase to the proposed street meter rates.

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

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

11	Allow residents to override time limit parking restrictions in residential zones within the Downtown area.	Relieve overflow parking demand in residential area without impacting residents.
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Staff proposed the implementation of a residential override permit program similar to the existing Mira Costa High School area, with the following distinctions:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Aviation Boulevard at 19th Street could be examined.

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

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

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

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

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

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

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

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2. Downtown Parking Management Plan – Continue Public Hearing

This item was introduced by Management Analyst Stevenson.

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

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

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

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

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

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

Chairman Donahue opened the public hearing.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

F. COMMISSION ITEMS

Parking Meter Revenues and Traffic Violations Revenues Report

Provided in agenda packets.

G. STAFF ITEMS

None.

H. ADJOURNMENT

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

Parking Fund Projections - \$1.50 On-Street Rate

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

Assumptions:

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

EXHIBIT
C

Parking Fund Projections - \$1.25 On-Street Rate

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

Assumptions:

Rates increased January 1, 2009 on street to \$1.25 per hour. No further meter rate increases beyond that (A)

No change in existing merchant permit revenues (A)

4% inflation for operational and maintenance costs (B)

No funding is set aside for future replacement of existing structures

No change in demand included in revenue projections

Parking Fund Projections - No Change in Rates

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

Assumptions:

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

EXHIBIT D

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

EXHIBIT

€

Continue Public Hearing ...



DOWNTOWN PARKING MANAGEMENT PLAN

On March 18, 2008, the City Council directed the Parking and Public Improvements Commission (PPIC) to conduct a public hearing and review the Draft 2008 Downtown Parking Management Plan findings and strategies.

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

WHEN: September 25, 2008 at 6:30 pm

WHERE: Council Chambers (1300 Highland Avenue)

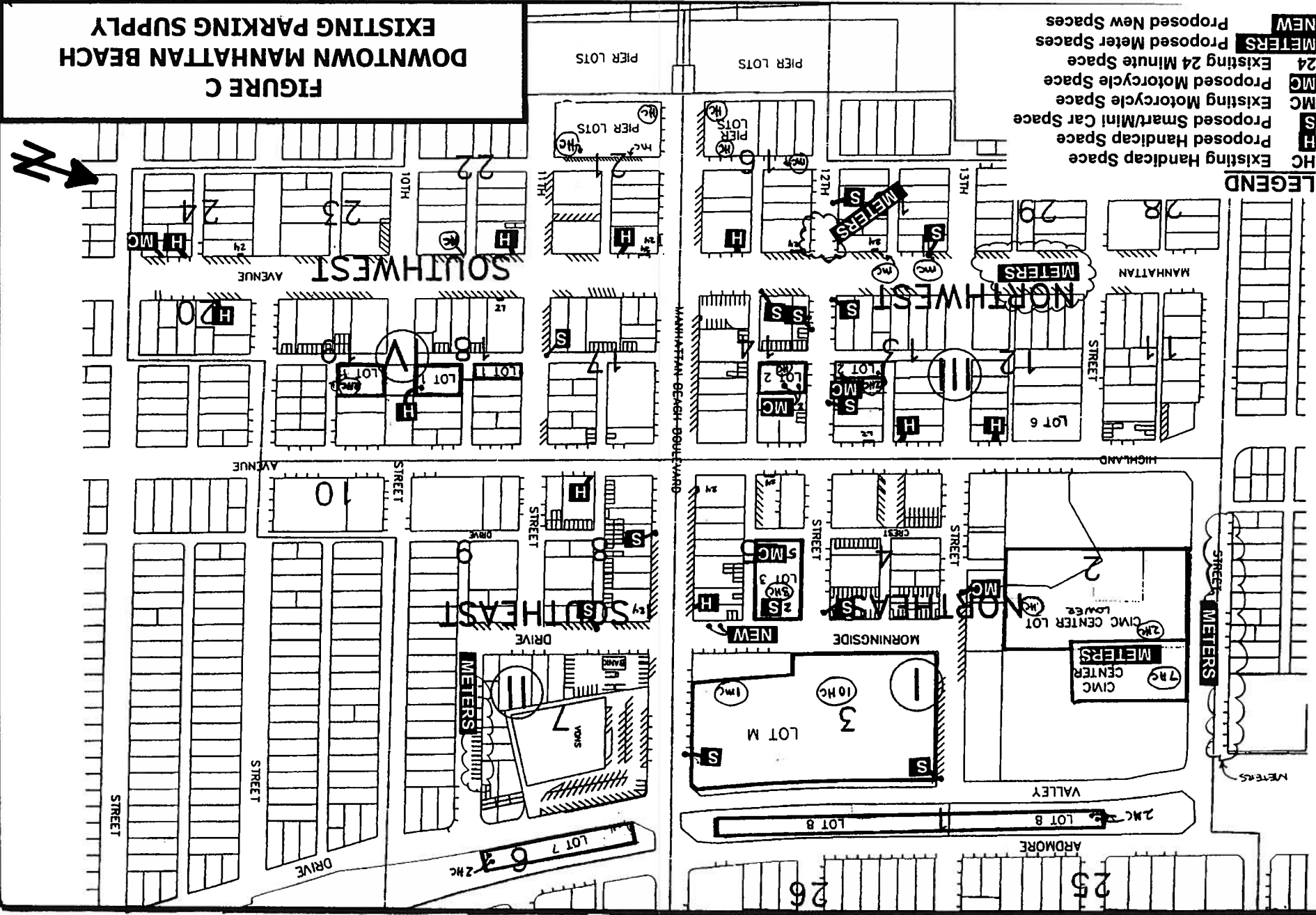
Residents and businesses are encouraged to attend and participate. A copy of the 2008 Downtown Parking Management Plan is available at www.citymb.info

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

EXHIBIT F

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

**FIGURE C
DOWNTOWN MANHATTAN BEACH
EXISTING PARKING SUPPLY**



DOWNTOWN PARKING MANAGEMENT PLAN

Downtown Business and Professional Association Meeting - September 11, 2008

ITEMS FOR FURTHER COSIDERATION BY PPIC *

Comprehensive strategy that would include the following measures:

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

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

EXHIBIT H

Ana Stevenson

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

Dear Parking and Public Improvements Commissioners,

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

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

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

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

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

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

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

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

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

09/18/2008

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

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

Erik Zandvliet

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

Dear Committee,

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

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

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

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

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

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

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

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

Sincerely,

David Oliver
Trance Boutique

07/08/2008

Erik Zandvliet

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

Dear City Council,

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

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

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

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

Just using my stores as an example:

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

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

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

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

9/10/2008

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

The meter increases are another anti-business ploy.

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

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

Dana McFarland

Erik Zandvliet

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

Dear Mr. McFarland,

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

Sincerely,

Ana Stevenson
Management Analyst

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

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

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

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

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

Thank you, Dana McFarland

Wright's, The Beehive, Lulu's

David Arias
6/26/08

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

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

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

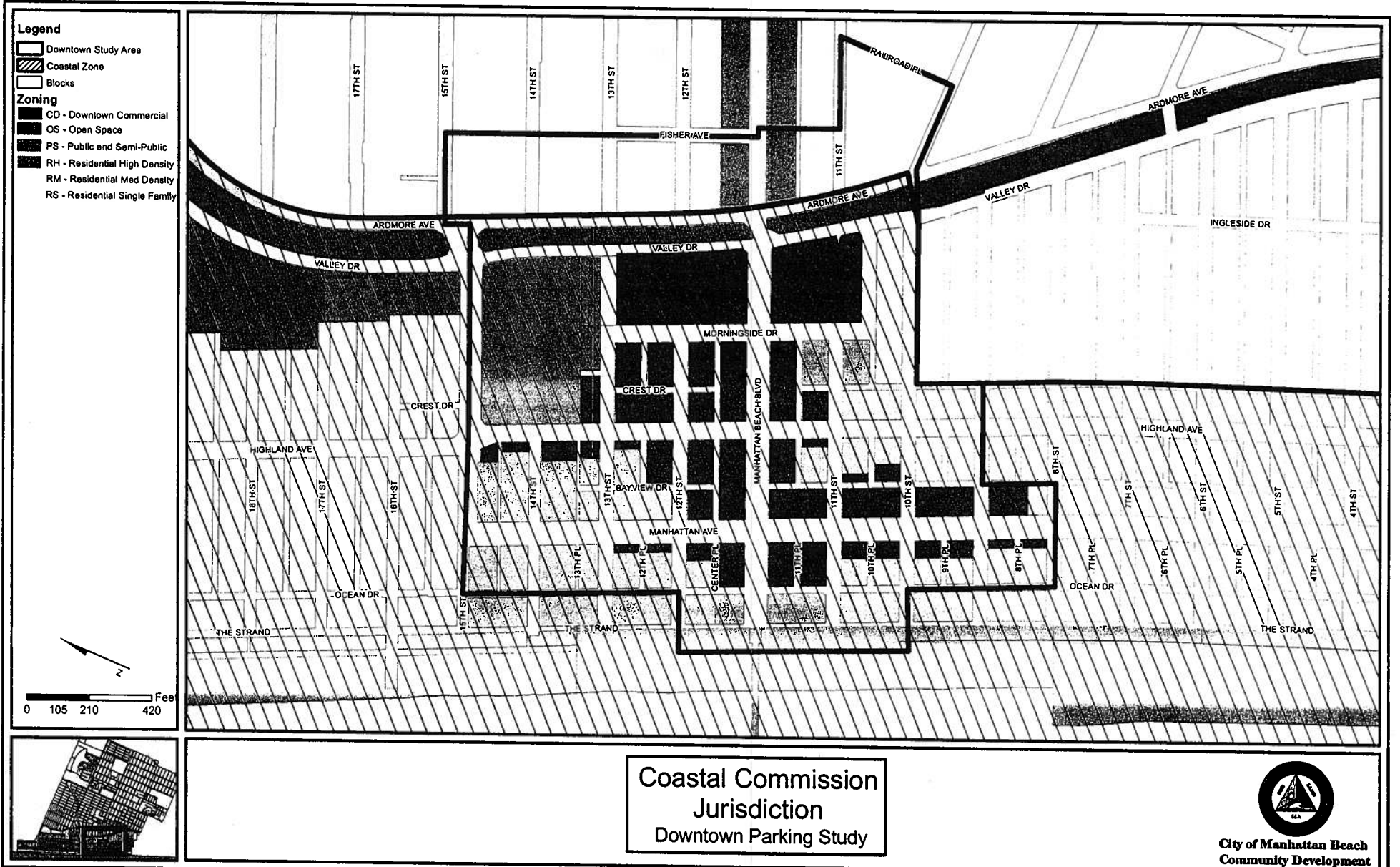
David Ardas
6/28/08

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

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

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

EXHIBIT I



Coastal Commission
Jurisdiction
Downtown Parking Study



City of Manhattan Beach
Community Development



**CITY OF MANHATTAN BEACH
PARKING AND PUBLIC IMPROVEMENTS COMMISSION
MINUTES OF REGULAR MEETING
SEPTEMBER 25, 2008**

A. CALL TO ORDER

The regular meeting of the Parking and Public Improvements Commission of the City of Manhattan Beach, California, was held on the 28th day of August, 2008, at the hour of 6:30 p.m., in the City Council Chambers of City Hall, 1400 Highland Avenue, in said City.

B. ROLL CALL

Present: Adami, Silverman, Gross, Stabile and Chairman Donahue.
Absent: None.
Staff Present: Stevenson, Zandvliet.
Clerk: Weeks.

C. APPROVAL OF MINUTES -

A motion was MADE and SECONDED (Adami/Silverman) to approve the minutes of August 28, 2008 as written. The motion was passed by unanimous vote.

D. AUDIENCE PARTICIPATION

None.

E. GENERAL BUSINESS

Downtown Parking Management Plan – Continue Public Hearing

Management Analyst Stevenson noted that this is the third public hearing on the Downtown Parking Management Plan (DPMP). She related staff's hope that a recommendation from the Commission will be presented for the Council's consideration in the near future.

Traffic Engineer Zandvliet outlined the recommended strategies and implementation measures as included in the staff report. He advised that the plan approved by the Council will be implemented on a trial basis and that several meetings between staff and the Downtown Business Professional Association (DBPA) included discussion of a monthly parking permit program, methods of providing pocket change for parking meters, cash keys and means of recharging them, enforcement options, a

\$1.50 per hour street parking meter rates and parking meter violation fees, which will all be presented for the Commission's consideration this evening.

Traffic Engineer Zandvliet clarified the recommendation that parking meter hours remain as they are. He noted that the DBPA feels it would not be beneficial to expand the parking meter hours and that the Council did not make a recommendation this regard.

Finance Director Moe and Traffic Engineer Zandvliet shared information pertaining to Recommendation No. 1 (*Recommend the City Council increase the street parking meter rates to \$1.50 per hour in the Downtown Commercial District*). They affirmed that, with a \$1.50 per hour street meter rate in the Downtown commercial district, the General Fund subsidization of the parking fund would significantly decrease, but current operating and maintenance costs and the eventual replacement of parking structures would not be fully covered.

Traffic Engineer Zandvliet offered input on Recommendation No. 2 (*Recommend maintaining the current public parking lot rates at \$0.75 per hour in all lots and Recommend the City request an amendment to the County agreement for a parking meter rate increase to \$1.50 in the upper and lower Pier lots equal to the City street meter rate*). He explained the recommendation that the current public parking lot rate of \$.75 be maintained since they were raised by \$.25 earlier this year. Mr. Zandvliet advised that these recommendations would be appropriate from a consistency standpoint; that Downtown businesses would not be severely impacted; and that meter usage based on price could be analyzed; but, thus far, there has been no change in use as a result of the rate increase earlier this year.

With regard to Recommendation Strategy No. 4 (*Recommend approval of an increase in parking time in the upper level of Metlox parking structure (Lot M) from 2 hours to 3 hours*), Traffic Engineer Zandvliet clarified that the Parking Study included an increase in time limits only in the Metlox lot in an effort to encourage longer uses to park there.

Traffic Engineer Zandvliet related staff's concerns over vandalism, maintenance, reloading and initial installation costs associated with associated with Recommendation No. 6 (*Recommend short-term trial installation of a multi-payment change machine station at the upper Pier and Lot 3 parking structures and/or a Downtown business with extended hours and Recommend staff conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC*). He related the DBPA's opinion that a short-term solution is necessary to provide extra service for convenience purposes.

Commissioner Gross commented that central parking payment systems are very expensive; that, if approved, multi-payment change machine stations at the upper Pier, Metlox and Lot 3 parking structures and/or a Downtown business with extended hours would be installed on a short-term trial basis; and that equipment installed on a short-

term basis prior to the completion of a staff evaluation of newer technology parking payment systems would be standard, off-the-shelf equipment. He related his understanding that the third level of Lot 3 was added to Recommendation No. 9 (*Provide monthly merchant permits and stickers for employees who may not be able to afford biannual permits*).

Commissioner Stabile pointed out that a \$.15 per hour permit parking rate for full-time employees would be much less than the street parking meter rate. He observed that the rate for half-time employees would be \$.30 per hour, so hang tags might work better for them.

Traffic Engineer Zandvliet explained recommendation No. 7 (*Authorize the Public Works Department to install parking meters at the locations approved by the Commission*) and stated that staff does not recommend installing parking meters in residential areas.

Traffic Engineer Zandvliet discussed problems with bulk permits in Recommendation No. 10 (*Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces*). Noting the Coastal Commission's concern over equitability, he explained that, as an alternative, a volume discount for the purchase of more than five biannual permits at one time could be offered to the general public and employers. Mr. Zandvliet clarified staff's recommendation to keep merchant permit fees as they are and not offer discounts for bulk purchases.

Traffic Engineer Zandvliet provided input on staff's concerns regarding a resident override program for Recommendation No. 11 (*Recommend the City Council approve a residential override program with conditions in two parts: east of Ardmore Avenue and west of Ardmore Avenue*). He indicated that such a program would be patterned after Mira Costa's with variations and that some residents' preference for an override program that includes areas rather than streets would be feasible.

With regard to Recommendation No. 14 (*Authorize the Public Works Department to install "smart" and small vehicle parking spaces at locations approved by the Commission*), Traffic Engineer Zandvliet affirmed that some very small parking spaces that otherwise could not be used for parking could be added in the Downtown area for "smart" mini cars and motorcycles.

Traffic Engineer Zandvliet verified that a 30-minute loading zone in both Lots 1 and 2 would be provided to address merchants' needs to load and unload as part of New Recommendation No. 17 (*Recommend that the City Council approve changes to the merchant permit program for Lots 1 and 2 as outlined in the staff report and subject to the Coastal Commission's approval*).

While reviewing new Recommendation No. 18 (*Recommend additional parking enforcement at strategic times of the day and week to discourage meter violators*), Traffic Engineer Zandvliet indicated that the current fines for parking meter violations are generally in line with the fines in other cities.

Commissioner Stabile related his understanding that the current fines for parking meter violations are apparently an ineffective deterrent.

Commissioner Gross entertained the idea of an escalating parking meter violation citation fee system tied to license plate numbers for continued infractions. He questioned how increased enforcement would be funded and noted that additional revenue from expired parking meter citations could be used for this purpose.

Traffic Engineer Zandvliet related staff's feeling that increased parking meter violation citation fines with an escalating system would not significantly change the parking situation Downtown.

Commissioner Adami voiced his concern that increasing parking meter rates in a poor economy could negatively impact Downtown businesses. He pointed out that parking meter violation citation fees could be increased instead of parking meter rates.

Finance Director Moe confirmed that fees from expired parking meter citations go into the City's general fund and that revenue from parking meters supports parking operations.

Traffic Engineer Zandvliet explained that the main goal is to change drivers' behavior, not to penalize them, and that revenue received from increased parking meter rates would help pay for debt service out of the general fund which would, in turn, release general fund monies that could be used for additional enforcement.

Chairman Donahue opened the public hearing at 7:25 p.m.

Don Murphy, 625 11th Street, stated his agreement with a residential override program as outlined in Recommendation No. 11. He cautioned that a hardship would be placed on minimum wage workers should they be required to pay for parking.

Relating his impression that the purpose of the Downtown Parking Management Plan is to change drivers' behavior, **David Arias, 1219 Morningside Drive, DBPA**, said that parking meter rates were raised earlier this year and doing so again would negatively impact Downtown businesses; that bonds should be used to pay for new parking lots, as those who use the lots would pay for them; and that to obtain additional revenue, parking meter citation fees could be increased or the meters better enforced.

Stephanie Chais, 633 11th Street, supported mandating merchants to pay for their employees' parking and she questioned how Recommendation No. 11 would benefit or inconvenience residents east of Ardmore.

Caitlin Yumori, 8th Street east of Sepulveda Boulevard, related her concern over a residential permit parking program in that the Mira Costa program focuses on specific hours of the day, but the Downtown area is used all day. She questioned how a residential permit parking program would impact residents east of Ardmore.

Traffic Engineer Zandvliet advised that the time restrictions placed on residential streets would be at residents' discretion; that residents could opt in or out; and that the inconvenience for residents east of Ardmore would be purchasing the permits and placing tags in cars.

Edna Murphy, 625 11th Street, asked for clarification about a residential permit parking program, particularly when hosting a large function at home. She voiced her concern over the hardship that would be placed on minimum wage workers should they be required to pay for parking.

Traffic Engineer Zandvliet advised that, should a decision be made in favor of a residential permit parking program, large functions at residences could be addressed by the Commission.

Jill Lamkin, 904 Manhattan Avenue, DBPA, commented that how to accomplish parking for both residents and patrons of Downtown businesses should be the main focus. She felt that the recommendations differ from those previously proposed; that an increase in the parking meter rates to \$1.50 will impact Downtown businesses; and that parking permits should be offered to merchants at a cost-effective rate. Ms. Lamkin related the DBPA's support of an escalating parking meter violation citation system and she agreed with modifying parking restrictions in Lots 1 and 2 to remove exclusive merchant permit spaces.

Mike Zislis, 477 29th Street, DBPA President, contended that a parking permit system whereby employees exchange hangtags would not work; that the majority of business owners will not purchase parking permits for their employees unless they are mandatory; that an increase in the parking meter rates to \$1.50 per hour will impact Downtown businesses; and that it would not be a good idea to raise parking meter rates in this difficult economy. He supported the idea of offering parking permits to merchants at cost-effective rates, such as a 75% discount for businesses that prove their number of employees, and an increase in parking meter violation fees; suggested utilizing a parking attendant at the Metlox parking structure; commented on the need for additional enforcement and the importance of available parking in front of Downtown businesses; and agreed that the changes implemented should be for a six-month trial period.

David Levin, 300 & 324 Manhattan Beach Boulevard, discussed that merchants could be required to purchase parking permits for their employees as part of business license requirements; that the original intent of the DTPMP was to better manage parking; that, while an increase in parking meter rates would impact businesses, he does not expect the general fund to subsidize revenue for the

Downtown area; and that bonds should be used to pay for parking structures, as those who use the structures would pay for them.

Commissioner Stabile advised that parking meter revenue goes into the parking fund, which is currently operating at a deficit.

David Okada, 609 11th Street, voiced his appreciation that a solution for parking problems on 11th Street appears to be near and he requested input on procedures following a recommendation from the Commission.

Chairman Donahue explained that the Commission will discuss the recommendations and forward a proposal to the City Council for consideration.

Edna Murphy came forward again to ask for input on the number of employees compared to parking spaces in the Downtown area.

Commissioner Silverman advised that it was determined in the initial Parking Study that there is enough employee parking, and the question is how to allocate them.

Returning to the podium, **Mike Zislis** entertained the idea of mandating high-impact businesses, such as restaurants, salons and painters, to purchase employee parking permits.

Stephanie Chais questioned why residents should be required to have permits to park in front of their homes and why hangtags would be necessary if the situation would be mitigated. She voiced her concern that a City representative did not attend the recent South Bay Economic Conference.

Roger Kohn, 11th Street, expressed his concern that street sweeper access is often impossible due to parked cars and, should a residential parking permit program be approved, he asked if residents could park in areas other than their immediate frontage. Mr. Kohn stressed the importance of a system that allows for residents to have various types of workers at their homes for more than two to four hours at a time.

Chairman Donahue affirmed for Mr. Kohn that residents would be able to park in areas other than their immediate frontage should a residential parking program be approved.

Brent Enright, 648 33rd Street, highlighted the importance of directional signage for parking structures. He advised Ms. Chais that Mayor Montgomery attended the South Bay Economic Conference.

Chairman Donahue advised that signage is part of Recommendation No. 15.

Chairman Donahue closed the public hearing at 8:10 p.m.

Recess and Reconvene

There was a recess at 8:10 p.m. until 8:15 p.m., when the meeting reconvened and discussion of the DPMP continued.

Recommendation Nos. 3, 4 and 5

After the break, discussion of the DPMP continued with Commissioner Gross relating his agreement with Recommendation Nos. 3 (*Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer's recommendation*); 4 (*Recommend approval of an increase in parking time limits in the upper level of Metlox Parking Structure [Lot M] from 2 hours to 3 hours*); 5 (*Recommend approval of an increase in parking time limits in the lower level of Metlox Parking Structure [Lot M] and upper level of Lot 3 from 8 hours to 10 hours*); 13 (*Authorize the Public Works Department to install disabled parking spaces at the locations approved by the Commission*); 14 (*Authorize the Public Works Department to install "smart" and small vehicle parking spaces at locations approved by the Commission*); and 15 (*Recommend formation of a small task force to determine optimum sign placement and style as well as to create a joint City-DBPA promoted publicity program for the Downtown parking lots*).

The Commission unanimously recommended the approval of Recommendation Nos. 3 (*Authorize administrative modification of street parking time limits upon the request of nearby businesses in concurrence with the Traffic Engineer's recommendation*), 4 (*Recommend approval of an increase in parking time limits in the upper level of Metlox Parking Structure [Lot M] from 2 hours to 3 hours*); and 5 (*Recommend approval of an increase in parking time limits in the lower level of Metlox Parking Structure [Lot M] and upper level of Lot 3 from 8 hours to 10 hours*).

Recommendation No. 7

Commissioner Stabile related his support of Recommendation No. 7 (*Authorize the Public Works Department to install parking meters at locations approved by the Commission*), with the exception of residential areas and the civic center lot. He also agreed with installing meters on 10th Street where businesses are adjacent to homes, as shown on Exhibit F.

Traffic Engineer Zandvliet advised that meters are being considered in four different areas, as shown on Exhibit F, and that staff does not recommend meters in front of homes.

The Commission generally agreed that meters should not be installed in front of homes.

Chairman Donahue noted that meters could be installed on 10th Street where businesses are adjacent to homes.

Commissioner Gross pointed out that a residential override program must be considered if meters in front of homes are approved.

The Commission continued discussion of Recommendation No. 7.

Recommendation No. 13

Traffic Engineer Zandvliet explained that Recommendation No. 13 (*Authorize the Public Works Department to install disabled parking spaces at locations approved by the Commission*), as shown on Exhibit F, would be exclusively for disabled drivers and adjacent to areas for loading and unloading. He clarified that the State requires a specific number of disabled parking places in parking lots, but not on streets; that the number to be added would be at the Commission's discretion; and that nine on-street spaces were identified on Exhibit F.

Chairman Donahue related his feeling that additional disabled parking on the street is not necessary. However, if the majority of the Commission supports this, he suggested adding four spaces close to the Downtown area on a trial basis.

Commissioner Gross pointed out that the Council asked the Commission to consider additional disabled parking on the street and he said that he could agree with adding approximately one-half of the nine on Exhibit F.

Commissioner Adami noted that additional disabled parking could be installed on a trial basis.

Commissioner Silverman related his impression that existing parking spaces would not be impacted with additional disabled parking as shown on Exhibit F. He agreed with Commissioner Gross to add approximately one-half the nine shown on Exhibit F and suggested that these additional disabled spaces be publicized.

In response to a comment made by **Mr. Levin**, Traffic Engineer Zandvliet verified that drivers with handicapped placards can park for free in any metered parking spaces, at any time, and for any length of time.

The Commission noted that there is currently a disabled parking space on Manhattan Avenue near 11th Street and agreed to add four disabled parking spaces, with the understanding that they will be reviewed in six months. The following motion was offered:

A motion was MADE and SECONDED (Stabile/Silverman) to recommend the approval of four additional disabled parking spaces at the following locations, with the understanding that they shall be reviewed in six months:

- Highland Avenue and 13th Street;

- Highland Avenue between 12th and 13th Street;
- Manhattan Avenue near 11th Place; and
- Manhattan Avenue on 11th Street.

The motion was passed by unanimous vote.

Traffic Engineer Zandvliet advised that there is currently one disabled parking space in Lot 1 and another could be added. However, doing so is not required by the American Disabilities Act (ADA) and the City currently meets ADA requirements for disabled parking spaces.

The Commission agreed that disabled parking spaces should not be added in parking lots.

Recommendation No. 14

Traffic Engineer Zandvliet indicated that staff does not recommend adding spaces for "green," hybrid or electric vehicles, as in Recommendation No. 14 (*Authorize the Public Works Department to install "smart" and small vehicle parking spaces at locations approved by the Commission*).

The Commission unanimously recommended the approval of Recommendation No. 14.

Recommendation No. 15

Traffic Engineer Zandvliet advised that Recommendation No 15 (*Recommend formation of a small task force to determine optimum sign placement and style as well as create a joint City DBPA promoted publicity program for the Downtown parking lots*) coincides with a previous recommendation made by the Commission.

The Commission unanimously approved Recommendation No. 15 (*Recommend formation of a small task force to determine optimum sign placement and style as well as create a joint City DBPA promoted publicity program for the Downtown parking lots*).

New Recommendation No. 17

Due to the poor economy and his concern that adding meters in Lots 1 and 2 will impact Downtown businesses, Commissioner Adami related his objection to New Recommended Implementation Measure No. 17 (*Recommend that the City Council*

approve changes as outlined in the staff report to the merchant permit program for Lots 1, 2 and 3, subject to Coastal Commission's approval.) He stated that parking meter violation citation fees could be increased to provide additional revenue.

The Commission agreed to discuss New Recommendation No. 17 later in the meeting (see page 14).

Recommendation No. 1

Commissioner Adami voiced his objection to raising street parking meter rates as in Recommendation No. 1 (*Recommend the City Council increase the street parking meter rates to \$1.50 per hour in the Downtown Commercial District*) due to his concern over the economy and the impact on Downtown businesses.

Commissioner Gross pointed out that Recommendation No. 1 would widen the gap between street parking and under-utilized parking areas and that the purpose of raising the meter rates on the street is to change drivers' behavior.

Management Analyst Stevenson noted that drivers have the option of parking in lots if they object to increased street meter rates.

Commissioner Stabile pointed out that parking rates in other cities should not be a determining factor since the City is not attempting to obtain what the market will bear. However, the parking fund has been running in the red and the City should not be subsidizing it.

Management Analyst Stevenson and Traffic Engineer Zandvliet affirmed for Commissioner Stabile that, should the street meter rates be increased and meters installed in currently unmetered places, the deficit in the parking fund would be eliminated.

A motion was MADE and SECONDED (Stabile/Gross) to recommend the approval of Recommendation No. 1 (*Recommend the City Council increase the street parking rates to \$1.50 per hour in the Downtown commercial district*). The motion was passed by a 3-2 majority roll call vote as follows, with Commissioners Adami and Silverman dissenting:

Ayes: Stabile, Gross and Chairman Donahue.
Noes: Adami and Silverman.
Abstain: None.
Absent: None.

Traffic Engineer Zandvliet verified that concerns expressed during this discussion will be forwarded to the Council.

Recommendation No. 2

Traffic Engineer Zandvliet advised that four parking lots by the Pier are owned by the County; that they have a current rate of \$1.00 per hour and the meters are administered by the City; and that Recommendation No. 2 is to maintain the current public parking lot rates at \$.75 per hour in all lots and request an amendment to the County agreement for a parking meter rate increase to \$1.50 in the upper and lower Pier lots equal to the City street meter rate.

The Commission unanimously recommended the approval of Recommendation No. 2 (*Recommend maintaining the current public parking lot rates at \$.75 per hour in all lots and recommend the City request an amendment to the County agreement for a parking meter rate increase to \$1.50 in the upper and lower Pier lots, equal to the City street meter rate*).

Recommendation No. 6

Commissioner Gross stated his agreement with Recommendation No. 6 (*Recommend short-term trial installation of multi-payment change machine stations at the upper Pier, Metlox and Lot 3 parking structures and/or a Downtown business with extended hours and Recommend staff conduct an evaluation of newer technology parking payment systems for all metered spaces within the Downtown area for future consideration by the PPIC*), particularly since the equipment would be off-the-shelf and it would be on a trial basis. He mentioned that, should the machines be successful on a trial basis, more could be installed throughout the City.

Because of his concern over the potential for vandalism, Commissioner Stabile related his opposition to multi-payment change machine stations in Lot 3; however, knowing exactly where the machines would be installed could affect his decision.

Traffic Engineer Zandvliet explained that staff has not yet determined exactly where the machines should be installed in the upper Pier, Metlox and Lot 3 parking structures.

Chairman Donahue mentioned that crime statistics could be prepared by the Police Department to assist with determining a secure place to put the machines. He favored a Commission decision this evening.

A motion was MADE and SECONDED (Gross/Stabile) to recommend the approval of Recommendation No. 6 with the understanding that the location shall be

determined by staff and concerns expressed by the Commission with regard to location shall be taken into account. The motion was passed by unanimous roll call vote.

Commissioner Stabile noted the difficulty of separating Recommendation Nos. 9, 10 and 11 and he suggested they be considered together. The Commission agreed.

Recommendation Nos. 9, 10 and 11

Traffic Engineer Zandvliet explained that that the Coastal Commission's approval would not be necessary for Recommendation No 9 (*Recommend a monthly public parking permit program in the lower level of the Metlox lot and the 3rd level of Lot 3, with conditions as included in the staff report, on a trial basis*); because it would be offered to everybody, not just to businesses for their employees. Mr. Zandvliet added that a monthly public parking permit program as proposed would include stickers on a hangtag; that it would be voluntary; that, it may be necessary to change the Code if employers are required to purchase employee parking permits, and that employee parking permits could be offered for free as an option.

Management Analyst Stevenson advised that the DBPA appeared to be divided about how a monthly public parking permit program could work and that any proposal could be implemented on a trial basis.

Commissioner Stabile related his opinion that the single-most important thing to accomplish is employees parking in lots (and not on the street); that employers must either be mandated to provide on-site parking or purchase their employees' permits because employees will not; and that the cost of the permits should be reasonable so as not to burden employers.

Commissioner Silverman voiced his impression that a parking permit program is of utmost concern to residents.

Management Analyst Stevenson provided input on the operation of Mira Costa's permit parking program.

Commissioner Adami observed that residents appear to be sympathetic to requiring employees to pay for parking and he entertained the idea of providing parking permits free to employees.

Commissioner Stabile voiced his understanding that, due to Coastal Commission requirements, should the permits be free to employees, they must be free to everyone.

Traffic Engineer Zandvliet advised that the Coastal Commission's approval would be necessary to charge different rates for parking permits.

Commissioner Gross supported Recommendation No. 9. Noting that residents appear to support some type of parking restrictions with override, Commissioner Gross also supported implementing a residential override program, implementing it as soon as

possible east of Ardmore Avenue as in Recommendation No. 11 (*Recommend the City Council approve a residential override program with conditions outlined in the staff report in two parts: east of Ardmore Avenue to be administered by the City and west of Ardmore Avenue to be submitted for the Coastal Commission's approval*), with one transferrable guest permit. With regard to Recommendation No. 10 (*Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces*), Commissioner Gross recommended a volume discount for the purchase of five biannual permits at one time, at a cost of \$500.00.

Commissioner Stabile and Chairman Donahue agreed with a volume discount for the purchase of five biannual permits at one time, at a cost of \$500.00. They highlighted the importance of ensuring that employees do not park in residential areas.

Traffic Engineer Zandvliet explained that other cities have implemented a two-tiered system in residential areas with the first phase including time restrictions determined by residents and, if ineffective, residents can request resident-only parking; and that the Commission could recommend either a limited number of guest permits or provide a caveat for parking when residents have events at their homes.

Management Analyst Stevenson noted that the Mira Costa parking override program has been very successful. She questioned if event permits should be part of a resident program since there are parking structures in the vicinity of residences near Downtown, there is the potential for misuse during popular events and they would create an administrative burden.

Commissioner Silverman commented on the need to get employees off the street and he noted the possibility that employees will quit or lose annual permits. He agreed with a cost of \$500.00 for five biannual permits purchased at one time and with a residential override program.

A motion was MADE and SECONDED (Donahue/Gross) to recommend the approval of the following:

- Recommendation Nos. 9 (*Recommend the City Council approve a monthly public parking permit program in the lower level of the Metlox lot and the 3rd level of Lot 3, with conditions as outlined in the staff report, on a trial basis*);
- Recommendation No. 10 (*Decrease merchant permit costs in Metlox structure to make parking lots more attractive than free residential street spaces*), including a volume discount for five biannual parking permits purchased at one time, at a cost of \$500.00 for five; and
- Recommendation No. 11 (*Recommend the City Council approve a residential override program, with conditions in the staff report, in two parts: east of Ardmore Avenue to be administered by the City and west of*

Ardmore Avenue to be submitted for the Coastal Commission's approval), with the caveats that staff shall determine a means of implementing a residential override program that does not have to be returned to the Commission and that, if feasible, the program shall include provisions for small and large groups on some type of restricted basis.

The motion was passed by unanimous vote.

Commissioner Stabile reiterated his feeling that parking permits will not work unless they are mandatory.

Traffic Engineer Zandvliet verified for Commissioner Gross that, should it be approved by the Council, a residential override program east of Ardmore Avenue will be implemented as soon as possible.

New Recommendation No. 17

At this time, discussion returned to New Recommendation No. 17 (*Recommend that the City Council approve changes, as outlined in the staff report, to the merchant permit program for Lots 1 and 2, subject to the Coastal Commission's approval*).

Commissioner Stabile related his agreement with New Recommendation No. 17 due to his beliefs that Lots 1 and 2 should be opened to the public and merchant parking should be moved to Lot 3 and the Metlox lot. However, he was concerned that the changes might not be made until businesses close.

Traffic Engineer Zandvliet confirmed that New Recommendation No. 17 includes a sunset clause so that merchant permits in Lot 1 would not be renewed when businesses close. He explained that the goal is for unused parking spaces to be used.

Chairman Donahue asked if drivers without parking permits could park in Lots 1 and 2. He noted that New Recommendation No. 17 would provide public use in Lots 1 and 2 and give those with merchant permits other options.

Traffic Engineer Zandvliet advised that some merchant parking in Lots 1 and 2 is unused and that New Recommendation No. 17 would require the Coastal Commission's approval.

Management Analyst Stevenson related her understanding that the Coastal Commission's approval would not be necessary.

Traffic Engineer Zandvliet indicated that it might be within the Council's ability through the Coastal Permit process to make these changes.

Commissioner Gross expressed his agreement with New Recommendation No. 17 which, he said, should be implemented immediately.

A motion was MADE and SECONDED (Gross/Silverman) to recommend the approval of New Recommendation No. 17. The motion was passed by unanimous roll call vote.

Traffic Engineer Zandvliet advised that staff will examine if this can be implemented immediately, or if further steps must be taken.

New Recommendation No.18

Commissioner Stabile emphasized that strict enforcement is necessary for a residential override program to work. He proposed that only residents could park in the override residential area.

Chairman Donahue and Commissioner Gross disagreed and pointed out that if the override program does not work, the Commission can always review it in the future and make the program stricter.

The Commissioners agreed to recommend approval of New Recommendation No. 18 (*Recommend additional parking enforcement at strategic times of the day and week to discourage meter violations*).

Commissioner Gross recommended that parking meter violation citation fees be increased immediately and that staff perform a study to see if there is a feasible way to have escalating fines based on continued infractions and tied to license plate numbers. He recommended an increase to \$40.00, which is the mid point of the study performed by staff. Commissioner Gross noted that this is similar to what the State is doing for using a cellular telephone and text messaging while driving.

Commissioner Stabile mentioned that fines could be added for override violations.

Traffic Engineer Zandvliet advised that fines for permit violations are approximately the same amount as those for parking meter violations; that fines for override violations would be the same as those for parking over the posted limit; and that it would be possible to impose fines for override violations only in the Downtown area.

Commissioner Adami related his agreement with increasing the parking meter violation citation fees. However, he stated his understanding that fines cannot be increased by location; pointed out that fines for street sweeping violations could be increased as well; and mentioned that it might be necessary to conduct a public hearing on this issue.

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

1. Additional parking enforcement at strategic times of the day and week to discourage meter violators.
2. Approval of increasing fines for expired meters and overtime limit in the Downtown area to \$40.00.
3. Staff study an economical way to implement escalating rates for multiple offenses within one year by the same license plate number.

Commissioners Stabile and Adami questioned if it is within the City's purview to limit increases to one area.

Traffic Engineer Zandvliet advised that staff will forward this information to the Council with a comment to increase the fines in a manner in which it can be done.

Management Analyst Stevenson indicated that the Commission's recommendations will be presented for the Council's consideration on October 21, 2008.

F. COMMISSION ITEMS

Parking Meter Revenue and Traffic Violations Revenue Report

Received and filed as written.

G. STAFF ITEMS

Management Analyst Stevenson provided input on the Council's approval of the Commission's recommendations for Pacific School, American Martyrs' School and Meadows School.

H. ADJOURNMENT

The meeting was adjourned at 9:57 p.m. to Thursday, October 23, 2008.

Parking Fund Projections

<u>Parking Fund Revenue (Projected)</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
Parking Fund Projected Operating Revenues (Includes \$.50 increase on-street)	\$ 2,059,249	\$ 2,334,249	\$ 2,334,249	\$ 2,334,249	\$ 2,334,249
<u>Parking Fund Operating Costs/Minor Capital</u>					
Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (738,733)	\$ (768,282)	\$ (799,014)	\$ (830,974)	\$ (864,213)
Minor Capital Projects (Annual)	\$ (325,000)	\$ (400,000)	\$ (416,000)	\$ (432,640)	\$ (449,946)
Debt Service (Metlox Structure)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)	\$ (860,000)
Subtotal	\$ (1,923,733)	\$ (2,028,282)	\$ (2,075,014)	\$ (2,123,614)	\$ (2,174,159)
Projected Income	\$ <u>135,516</u>	\$ <u>305,967</u>	\$ <u>259,235</u>	\$ <u>210,635</u>	\$ <u>160,090</u>
Beginning Fund Balance	\$ 1,196,649	\$ 1,332,165	\$ 1,638,132	\$ 1,897,367	\$ 2,108,002
Ending Fund Balance	\$ 1,332,165	\$ 1,638,132	\$ 1,897,367	\$ 2,108,002	\$ 2,268,092

Assumptions:

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

State Pier Fund Projections

<u>Pier Parking Fund Revenue (Projected)</u>	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
Parking Fund Projected Operating Revenues (Includes \$1 increase)	\$ 535,177	\$ 686,000	\$ 686,000	\$ 686,000	\$ 686,000
<u>Parking Fund Operating Costs/Minor Capital</u>					
Operational Costs (salaries, benefits, goods and services, maintenance)	\$ (327,508)	\$ (341,134)	\$ (355,936)	\$ (370,941)	\$ (386,578)
Capital Projects	\$ -	\$ -	\$ -	\$ -	\$ (720,000)
Subtotal	\$ (327,508)	\$ (341,134)	\$ (355,936)	\$ (370,941)	\$ (1,106,578)
 Projected Income	 \$ 207,669	 \$ 344,866	 \$ 330,064	 \$ 315,059	 \$ (420,578)
Beginning Fund Balance	\$ 1,795,296	\$ 2,002,965	\$ 2,347,831	\$ 2,677,895	\$ 2,992,954
Ending Fund Balance	\$ 2,002,965	\$ 2,347,831	\$ 2,677,895	\$ 2,992,954	\$ 2,572,376

Assumptions:

Rates increased January 1, 2009 from \$1 per hour to \$2 per hour
 4% inflation for operational and maintenance costs
 No change in demand included in revenue projections
 Capital Project in 2012-2013 is Pier railing replacement

County Lot Fund Projections

County Parking Fund Revenue (Projected)

Parking Fund Projected Operating Revenues
(Includes \$1 increase)

	<u>2008-2009</u>	<u>2009-2010</u>	<u>2010-2011</u>	<u>2011-2012</u>	<u>2012-2013</u>
	\$ 604,500	\$ 804,500	\$ 804,500	\$ 804,500	\$ 804,500

Parking Fund Operating Costs/Minor Capital

Operational Costs (salaries, benefits, goods and services, maintenance, base rent to County)
Increased rent to County from New Meter Rate
Capital Projects

	\$ (329,997)	\$ (444,196)	\$ (449,304)	\$ (454,180)	\$ (444,196)
	\$ (110,000)	\$ (220,000)	\$ (220,000)	\$ (220,000)	\$ (220,000)
	\$ -	\$ -	\$ -	\$ -	\$ -
Subtotal	\$ (439,997)	\$ (664,196)	\$ (669,304)	\$ (674,180)	\$ (664,196)

Projected Income

	\$ <u>164,503</u>	\$ <u>140,304</u>	\$ <u>135,196</u>	\$ <u>130,320</u>	\$ <u>140,304</u>
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Potential Equity Transfer to General Fund

	\$ 164,503	\$ 140,304	\$ 135,196	\$ 130,320	\$ 140,304
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Assumptions:

Rates increased January 1, 2009 from \$1 per hour to \$2 per hour

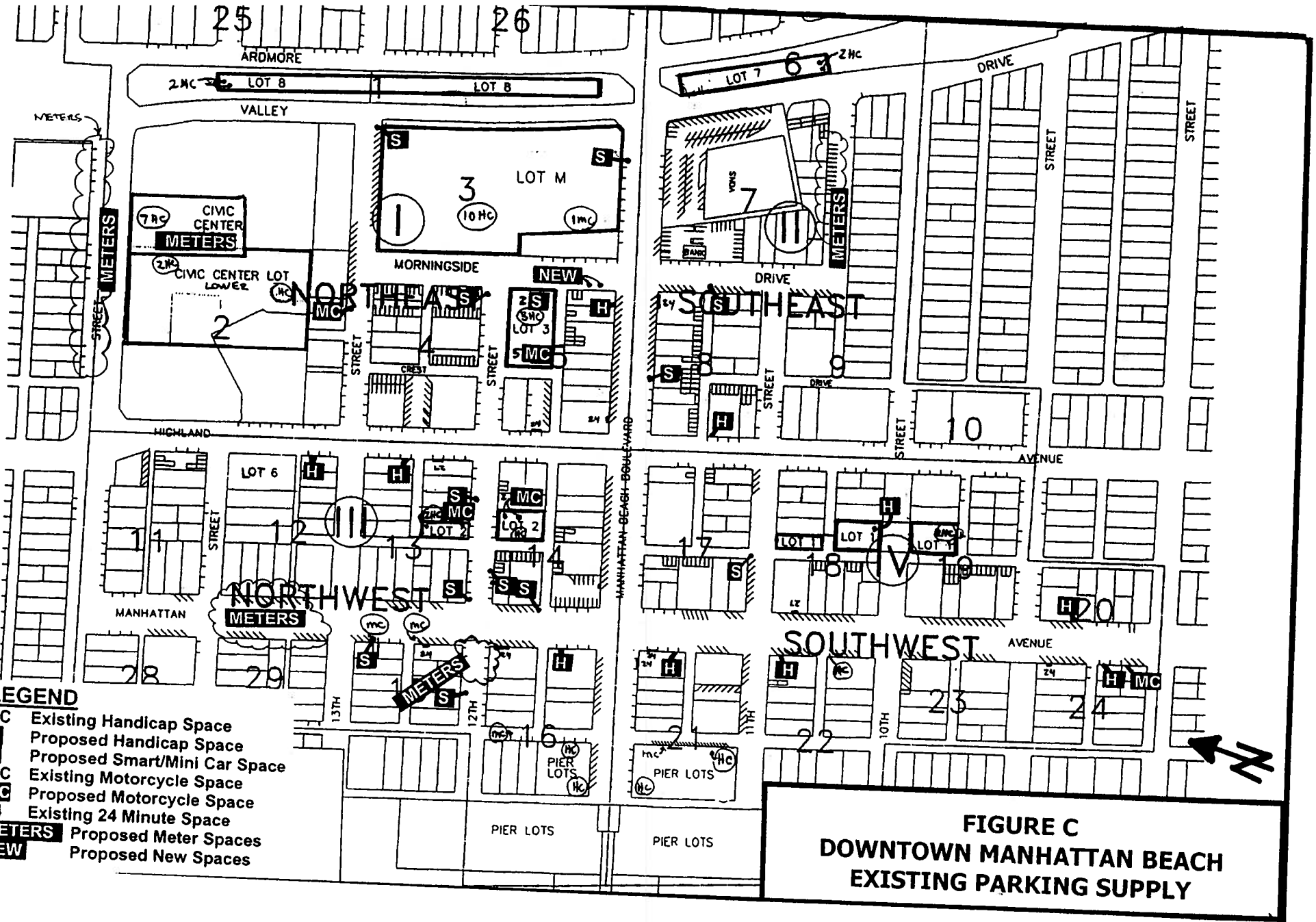
4% inflation for operational and maintenance costs

No change in demand included in revenue projections

County lease = 55% of gross revenue. Remaining funds used by City to operate lots. Surpluses transferrable to the General Fund

EXHIBIT
E

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



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

FIGURE C
DOWNTOWN MANHATTAN BEACH
EXISTING PARKING SUPPLY

EXHIBIT

DOWNTOWN PARKING MANAGEMENT PLAN

Downtown Business and Professional Association Meeting - September 11, 2008

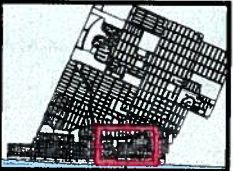
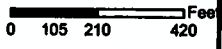
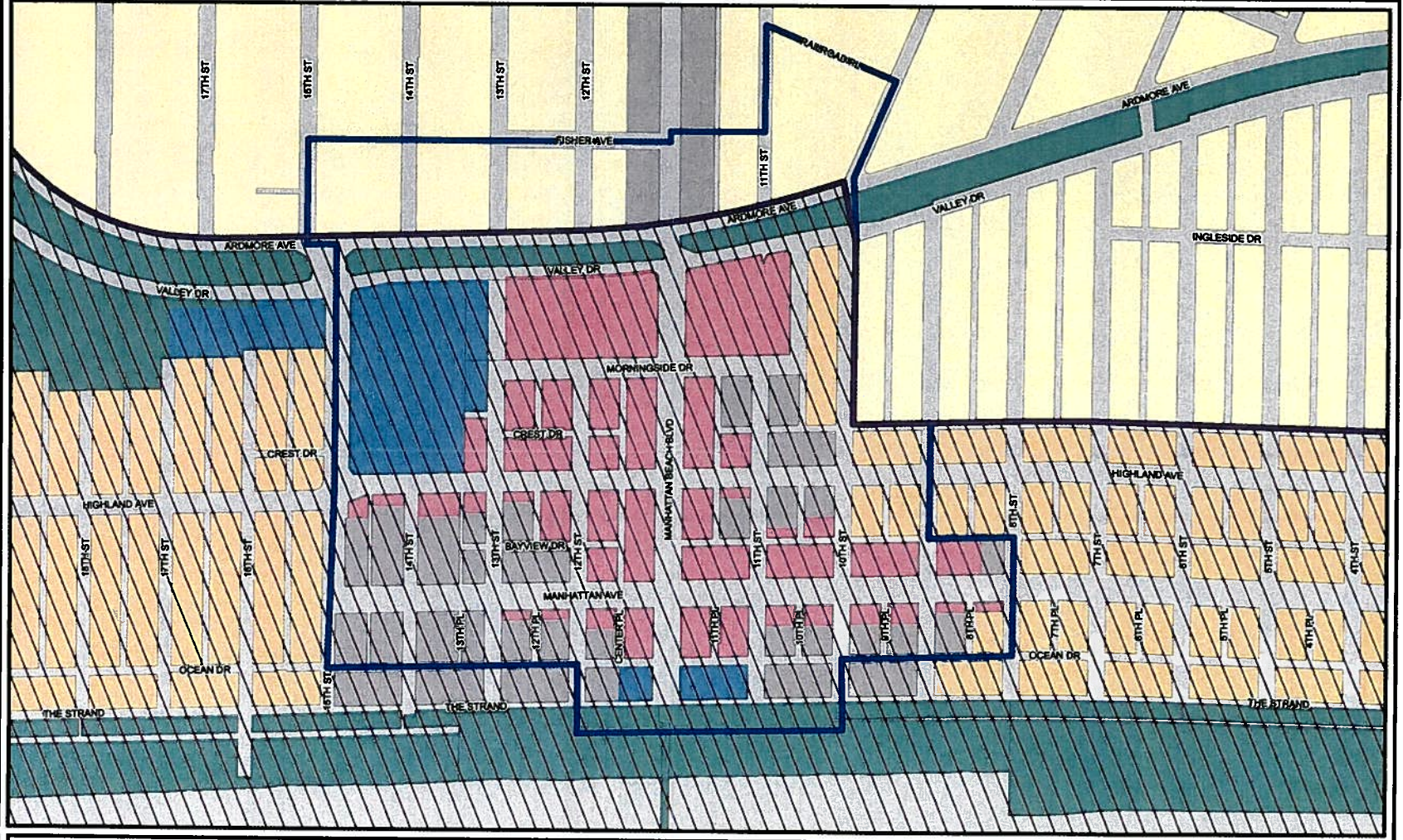
ITEMS FOR FURTHER CONSIDERATION BY PPIC *

Comprehensive strategy that would include the following measures:

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

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

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



Coastal Commission
Jurisdiction
Downtown Parking Study



City of Manhattan Beach
Community Development

8/23/2010

EXHIBIT
H

EXHIBIT I

PARKING METER PAYMENT TYPES

COIN AND CARD KEY SINGLE METER

Single parking meters are individual parking meters located at each parking space that accept coins and/or coded card keys with pre-loaded cash credit. The City currently has approximately 1,320 card key single meters in the Downtown area.

- Features:
- Accepts coins or cash key
 - Cash key requires deposit for cost to manufacture key
 - Recharging keys can be cumbersome with limited recharging stations
 - Enforcement by viewing expired flag
 - User can not take remaining time to another parking space
 - Requires individual servicing to collect coins
 - Individual units may break down resulting in loss of meter revenue
 - Does not require leaving vehicle to make payment and risk possible citation
 - Simple operation – meter corresponds to parking space
 - Battery operated
 - Few moving parts-long lasting
 - Per Unit Cost - \$

MULTIPAYMENT SINGLE METER

Multi-payment parking meters are individual parking meters located at each parking space with the ability to accept coins, tokens, credit/debit cards, and/or wireless cell phone payment options. The units can be retrofitted into existing meter bodies or purchased as a complete unit.

- Features:
- Similar to coin and cash key single meter except:
 - No cash keys means no \$10 key deposit or hassles to recharge key
 - Allows multiple payment options (coins, tokens, credit/debit cards and/or cell phone - no bills)
 - Less coins used per meter means less collection service
 - Enforcement is similar to existing meters, plus units wirelessly send alarms to officers
 - User can not take remaining time to another parking space
 - Meter “feeding” still possible
 - Does not require leaving vehicle to make payment and risk possible citation
 - Simple operation – meter corresponds to parking space
 - Data management programs available to monitor meter use (monthly cost)
 - Remote alarms can be sent to summon maintenance or repairs
 - Remote programming to change meter rates or display “Free” messages
 - Time-of-day variable rates or refuse payment during “free” time
 - No receipt or receipt tape refilling.
 - Credit/debit payment require transaction fees (Approx \$0.12 per credit transaction)
 - Wireless telecommunication necessary for on-line credit transactions and data management
 - Battery operated with solar recharging
 - Per unit cost: \$450 to \$495 (\$180,000 for 400 on-street meters)
 - Monthly unit service costs - \$3.50 secure gateway + \$1.50 data management =\$5.00

PAY-AND-DISPLAY

Pay-and-Display parking meter system is a centralized meter payment kiosk for multiple parking space locations within close walking range, such as on-street parking. Once parked, the user goes to the pay-and-display kiosk, pays for the desired parking duration with coins, credit/debit cards or bills, receives a printed ticket, and returns to the vehicle to affix the ticket inside the windshield.

Features:

- Allows multiple payment options (cash, token, credit/debit cards and/or cell phone)
- Fewer units to service than individual meters = less operating cost / cash handling
- Requires parking officer to read ticket in window rather than red flag on meter
- Unexpired time is not used by next user in parking space
- No loss of meter revenue due to out-of-order single meters
- Requires user to leave vehicle to make payment and risk possible citation
- User must purchase additional tickets at end of maximum time limit
- Less sidewalk clutter by eliminating individual meter posts
- Does not require marking of individual spaces
- Data management programs available to monitor meter use (additional cost)
- Remote alarms can be sent to summon maintenance or repairs
- Time-of-day variable rates or refuse payment during "free" time
- Ticket can be used as receipt for payment
- User can take remaining time to another parking space
- Credit/debit payment require transaction fees (Approx \$0.12 per use)
- Hard-wire or wireless telecommunication necessary for on-line credit transactions and data management option
- Solar powered options
- Per unit cost: \$7,000 to \$15,000

PAY-BY-SPACE

Pay-by-Space parking meter system is a centralized meter payment kiosk that typically serves large parking lots. Once parked, the user notes the parking space number, goes to the Pay-by-Space kiosk, enters their space number, pays for the desired parking duration with coins, credit/debit cards or bills, receives a printed ticket, and leaves for their destination. There is no need to return to the vehicle.

Features:

- Similar to Pay-and-Display except:
- Each space must be marked with a number
- Works best at parking locations with limited access points
- User does not have to return to space; the space is logged into the kiosk
- User can not take remaining time to another parking space
- Enforcement is monitored at central location, either the kiosk or via wireless telecommunication
- Overall costs generally lower than Pay-and-Display due to fewer number of kiosks
- Per unit cost: \$7,000 to \$15,000

AUTOMATED CHANGE MACHINE

Automated change machines are centralized kiosks that typically serve a concentrated parking area. Once parked, a user that does not have coins or a cash key can go to the automated change machine, obtain coins or tokens for an equivalent amount in credit/debit cards, bills and sometimes by cell phone, and returns to their vehicle to insert the coins into the individual parking meter.

Features:

- Allows multiple payment options (cash, token, credit/debit cards and/or cell phone)
- Offers centralized location to obtain coins for meter use instead of asking retailers
- Uses existing meters and citation methods
- Meter "feeding" still possible
- Requires user to leave vehicle to make payment and risk possible citation
- User must return to feed meter if expired within maximum time limit allowed
- May encourage use of machine to exchange money for other uses
- Requires regular maintenance and service to restock coins or fix jams
- Large central storage of coins and deposited cash may encourage vandalism
- Credit/debit payment require transaction fees (Approx \$0.12 per use)
- Hard-wire or wireless telecommunication necessary for on-line credit transactions
- Solar powered options
- Per unit cost: \$5,000 to \$10,000

COURTESY PAYMENT BOXES

Courtesy payment boxes were in vogue many years ago for long term parking in public lots as a way to collect voluntary or required payment for lot maintenance. Users would deposit bills or coins in the designated amount through a slot with the parking space number to verify meter payment. Any parked vehicles corresponding to slots without the correct deposited amount could be given a parking citation. A parking maintenance service would have to empty the boxes daily or more often to remove the cash. Once familiar in beach lots, most boxes have since been removed due to low revenue collection, disrepair, vandalism and failure to properly use the system.

CASH KEY RECHARGE STATIONS

A cash key recharge station is a device operated by authorized personnel to load additional cash credit on a user's key in the amount desired. The recharge station is generally located in a secure location where cash transactions can be made safely and under surveillance. One possible location is the Police Department, where a recharge station would be made available to the public during non-working hours and weekends. The current recharge stations are located a City Hall and the Chamber of Commerce.

CASH KEY DISPENSERS

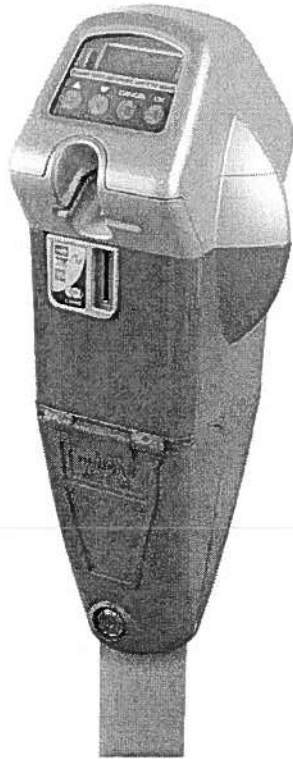
The City has unsuccessfully pursued the purchase of a cash key dispensing machine that would provide pre-loaded cash keys in exchange for an equivalent amount deposited into the machine. These machines would be located in public areas close to a high concentration of metered parking. To date, the manufacturer has not been able to deliver on the City's request. This machine would have similar features to an Automated Change Machine. (See above.)

Parking industry studies have indicated that up to 75% of all parking meter transactions are by credit/debit card when this payment option is offered.



IPS Single Space Parking Meter

Wireless Credit Card, Debit Card, and Coin Meter
Model SSPM-2007



The IPS Single Space Parking Meter (SSPM) provides the perfect upgrade path for cities and towns wanting to accept Credit and Debit Card payments without having to make major changes the current method of doing business, incurring high monthly costs for consumables, and having to deal with printer jams and confused motorists.

The IPS Single Space Parking Meter is engineered to be a direct retrofit and will work with your existing single space poles and lower housings in a few seconds, thereby minimizing installation time, cost and risk. The meter is battery powered and a solar array keeps the battery charged. No external power is run to the meter.

The IPS Single Space Parking Meter communicates with the host system using wireless technologies such as Cellular, Zigbee or WiFi. This enables encrypted Credit and Debit Card transactions as well as remote status reporting and configuration of the meter. Status and fault notifications can now automatically be relayed to maintenance staff via email or text message to improve service and minimize downtime.

With a well-established history of parking meter manufacture and outsourcing – IPS has designed its range of parking meters with ease of use and reliability in mind. The meter is robust and extremely resistant to vandalism.

Major Features:

- Accepts Credit Cards, Debit Cards, and Coins
- SSL Encrypted Communications
- Compatible with existing meter maintenance equipment and collection carts.
- Low maintenance – easy, modular design and drop-in replacement.

Options:

- Pay By Cell
- Contactless Credit Card
- Reset to Zero
- Advanced Management System

IPS GROUP, Inc.

12526 High Bluff Drive, Suite 165
San Diego, CA 92130
U.S.A.

Phone: (858) 764 4225 Fax: (858) 764 4226

Email: info@ipsgroupinc.com

Web: www.ipsgroupinc.com

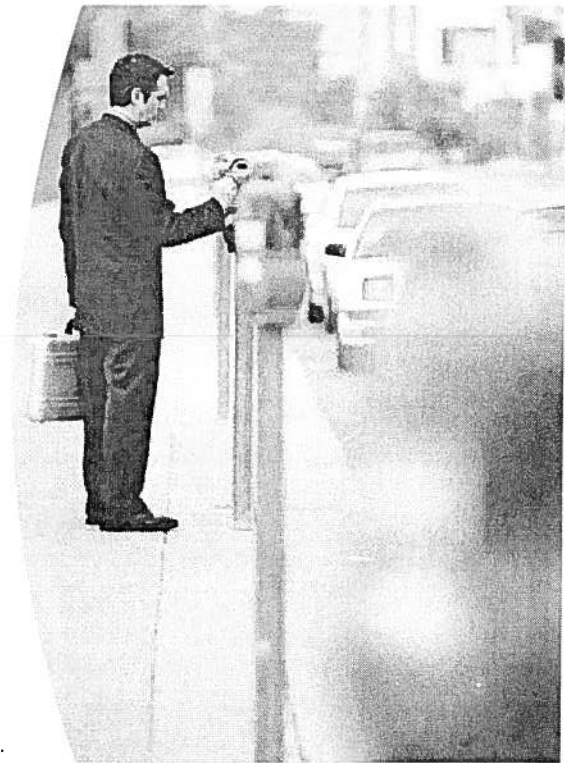
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Single-Space Meters

Smart technology for true system integration and intelligent parking management

There are good reasons that the majority of single-space parking on streets and lots across North America are metered by Duncan Solutions®. It's because our meters offer matchless reliability and functionality. Duncan® single-space electronic meters use our patented operating system and intelligent software to run powerful management applications. Data such as audit, maintenance status, battery condition, self-diagnostics events and location are readily available. The results are higher accuracy, streamlined operations and long-lasting benefits to your entire parking program.



Raising the bar for craftsmanship, durability and performance

- **Long-lasting reliability.** Next-generation construction and electronics.
- **Improves uptime.** Patented coin recognition avoids jams.
- **Reduces upkeep.** No moving parts or exposed wires for longer, easier performance.
- **Increases revenues.** Programmable to use Smart Cards.
- **Saves time and money.** Easily reprogram time and rate in just seconds.
- **Enhance management and planning.** Generates records of audit, inventory and maintenance.
- **Streamline enforcement.** Easy-to-read, bright liquid crystal displays.
- **Efficient system integration.** Patented operating system and smart software communicate with authorized data terminals.
- **Added security.** Option of patented Duncan® CashKey™ and/or CashCard™ protects against fraudulent manipulation of data.
- **Cost-effective.** Compatible with all Duncan® housings.



Expanded Functionality.
Enhanced Reliability.



DUNCAN® EAGLE OPTIMA

Designed for multi-use, E-Purse Smart Cards

Extra security via SAM (Secure Access Module)

Dot-matrix backlit LCD for easy nighttime visibility and custom message capability

User-friendly decrement button



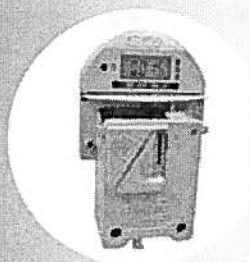
DUNCAN® EAGLE 2100™

Best coin recognition in the industry

Exceptionally robust card reader

Gold contacts for years of trouble-free operation

Molded card wiper for extra protection



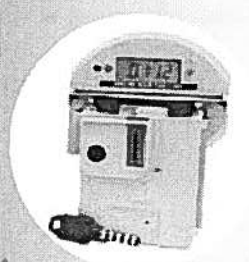
DUNCAN® EAGLE CK

Cost-conscious choice for upgrading from mechanical to electronic

Popular, reliable meter since 1994

Uses common 9-volt battery

Convenient Duncan® CashKey™ debit system



*Integrating and streamlining
your entire parking and
enforcement process*

METERS
HANDHELDS
PROCESSING
COLLECTIONS

METER SOLUTIONS

*From initial needs evaluation through lifecycle support,
Duncan Solutions, Inc. is your single source partner.
End-to-end or modular, we offer intelligent solutions for:*

- >> ENFORCEMENT. Handheld Citation Issuance Computers, Enforcement Software, Management Software
- >> PARKING METERS. Pay-by-Space, Pay & Display, Single Space
- >> CITATION MANAGEMENT & DEBT COLLECTION. Processing, Collections, Customer Call Center, Permit Management, Appeals & Correspondence Management
- >> FINANCE OPTIONS & PARTNERSHIP PACKAGES. Purchase, Lease, Lease to Own, Revenue Sharing, Concession Models, Performance Contracting

duncan
solutions

Suite 1600
633 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
888.99DUNCAN
or 888.993.8622

www.duncansolutions.com

The Duncan® RSV3's award-winning stainless steel cabinet houses the world's most innovative parking system software for total integration of parking, processing and management.



Multi-Space Meters

The world's most advanced meters generate rapid return on investment

Duncan® multi-space meters know no equal when it comes to maximizing parking program success. Designed to simplify and optimize parking management and enforcement, our multi-space meters give you the control, insight and performance reports you need to strengthen decision making and enforcement, and grow revenues. In addition to being exceedingly durable and secure, their award-winning, aesthetically pleasing design conforms with and enhances city streetscapes.

Multi-space meters from Duncan Solutions are the only meters that communicate with AutoCITE® handheld citation writers, greatly increasing any officer's speed and accuracy when it comes to writing citations. Precise, real-time meter status is readily available to reinforce the adjudication process. Our wireless management system option provides online, secure access of audit, transaction and maintenance data and real-time reporting. With maximized accuracy, streamlined operations and simplified management, Duncan® multi-space meters deliver a rapid return on investment.

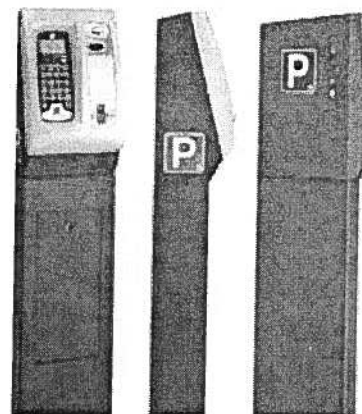


Pay-by-Space Meters

Next-generation features and functionality for peerless advantages

- **Safe & secure.** High-security design provides unequalled asset protection. Locked cashbox exchange means no handling of cash on the street.
- **Convenient.** Accepts payments from credit, debit or smart cards, coins or cell phones. Text message reminder when time is low. Time can be extended by cell phone.
- **Improves compliance.** Interactive help screens, multiple languages and range of payment options encourage use and increase revenues.
- **Simplifies enforcement.** Eliminates "windshield walking" with remote ability to quickly check status of all cars from the patrol car or across the street.

Offering advanced, technology at an affordable price, the Duncan® RMV1 is available in a range of color-customizable, double-skinned metal housings. Modular design enables placement on a wall, building, parking structure... wherever you choose.



- **Efficient.** One meter can manage multiple spaces for minimal maintenance and decreased sidewalk clutter.
- **Strengthens planning.** Electronic diagnostic capabilities help refine repair operations, maintenance routes, revenue collection schedules and rates.
- **Optimizes management.** Patented online management and reporting tools let you monitor meter performance, automatically collect audit data and analyze transactions.
- **Cost-effective advancements.** Easy upgrades to hardware, electronics and software without replacing the long-lived cabinet.
- **Reduces maintenance.** Minimal moving parts and modular solid-state design ensure less problems and easy, logical service procedures. Real-time fault detection increases uptime.
- **Strengthens adjudication.** Increased accuracy in issuance and information transfer reduces contested cites and dismissal rates.

With advanced wireless technology, the Duncan MX is a fully integrated pay-and-display meter.



Pay-and-Display Meters

Smart, flexible and easy-to-use

- **Reliable.** Design simplicity and field-proven, top-quality components ensure consistently superb performance.
- **Flexible.** Elegant styling complements streetscapes, parking garages and lots. Modular to fit anywhere that requires a parking receipt.
- **Tough & secure.** Durable stainless steel housing is vandal resistant, long-lasting and easy to maintain.
- **Safe.** Locked cashbox exchange means no handling of cash on the street.
- **Convenient.** Program with your choice of payment options: credit, debit or smart cards, cash or cell phone.
- **Easy use.** Illuminated LCD interface and interactive messages guide users through the process.
- **Enhances control.** Electronic diagnostic capabilities help refine repair operations, maintenance routes, revenue collection schedules and rates.
- **Optimizes management.** Patented online management and reporting tools provide real-time visibility of revenue, audit and transaction data for optimum asset management.
- **Cost-effective advancements.** Easy upgrades to hardware, electronics and software without replacing the cabinet.

*Integrating and streamlining
your entire parking and
enforcement process*

METERS
HANDHELDS
PROCESSING
COLLECTIONS

METER SOLUTIONS

*From initial needs evaluation through lifecycle support,
Duncan Solutions, Inc. is your single source partner.
End-to-end or modular, we offer intelligent solutions for:*

- >> ENFORCEMENT. Handheld Citation Issuance
Computers, Enforcement Software, Management Software
- >> PARKING METERS. Pay-by-Space, Pay & Display, Single Space
- >> CITATION MANAGEMENT & DEBT COLLECTION.
Processing, Collections, Customer Call Center, Permit
Management, Appeals & Correspondence Management
- >> FINANCE OPTIONS & PARTNERSHIP PACKAGES.
Purchase. Lease. Lease to Own, Revenue Sharing.
Concession Models, Performance Contracting

duncan[®]
solutions

Suite 1800
633 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
888.99DUNCAN
or 888.993.8622

www.duncansolutions.com

A Smart Component of a Successful Parking Program

*“The improved performance of multi-space meters results in significantly increased meter revenue and more accurate citations, which lead to a reduction in contested cites and dismissal rates and increased citation revenue.”**

On-street parking is a scarce resource and requires considerable oversight in order to meet the needs of the traveling public and land uses, particularly in the commercial and retail areas of cities. According to a white paper prepared by Diane Cunningham and Frances Banerjee, when meters are installed to regulate parking restrictions, parking programs can increase revenues. In turn, parking meter revenue can be used to construct off-street parking facilities and citation revenue can be used to build a city’s general fund.

The electronic meter ushered in a new era of on-street parking management and contributed greatly to the transition of parking programs from a simple way of managing curb regulations into a public sector “business” replete with benchmarks for operating costs and enforcement efficiencies. Parking meters became an important element of transportation programs and a source of dedicated parking revenue, as well as general fund revenue. A reliable and efficient parking meter plan is now essential for a successful program.

The latest technological advancement, the multi-space meter, offers dramatic enhancements in operability, maintenance, collections, revenue and customer convenience. These meters provide the same advantages typically associated with electronic meters, such as reconciliation of revenue with collection, ability to assist



**Excerpts from the white paper
“On-Street Parking: Components
of a Successful Program”
by Diane L. Cunningham
and Frances T. Banerjee*

adjudication by verifying meter performance, information to manage collection, maintenance and repair schedules, etc. The difference, however, is their level of performance since multi-space



meters can perform at nearly 100 percent operability.

In particular, Pay-by-Space meters have

proven to be highly reliable in terms of dramatically improved operability; reduced maintenance, repair and collection costs; reduction in vandalism; and the availability of online viewing of meter operations from a centralized computer. Most models accept credit cards and other payment methods, improving customer service and reducing theft.

When the Pay-by-Space meter includes the unique feature that shows the status of each parking space, enforcement is greatly enhanced. Officers can patrol the beat from

vehicles since each meter displays which spaces have expired. Enforcement efficiencies can lead to increased parking patrols, which in turn may result in increased citation revenue. Meter revenue is improved due to reliable meter operability, use of credit cards and reduced vandalism. Plus, no paper transactions are required, eliminating the costly ongoing expense of paper. In addition, because the motorist is not required to return to the vehicle after paying for the space, customer convenience is enhanced.

Increasingly, cities are exploring the operational benefits offered by technological advances in new meter equipment, such as Pay-by-Space. Selection of the

right type of equipment can play a key role in increasing parking enforcement efficiency and revenue from meters and citations.*



DUNCAN AESTHETICS

Duncan Pay-by-Space meters are designed to enhance a city's streetscape and add to its ambiance. Standing about four feet high and with a scant 8 2/3" x 11" footprint, Duncan meters are easy and inviting to operate, even for a first-time user. Backlit LCD screens allow the meter to be operated from both seated (wheelchair access) and standing heights. Buttons and screens are laid out in an ergonomically correct manner. Smart design ensures that the user's hands do not obscure the screen during transactions. Finishing is marine-grade steel, paint-resistant and available in a variety of colors.

DUNCAN FUNCTIONALITY

Due to its intuitive design, few instructions are needed on Duncan meters. The helpful interactive prompts guide users through the simple and quick payment process. Easy-to-read screens plainly convey an almost unlimited variety of customizable messages, making operation easy for anyone. Pay-by-Space meters easily handle many different spaces, variable rate periods and a variety of languages, enhancing public acceptance and simplifying management. In addition, as the need for alternate forms of payment increases, a single, interactive screen becomes even more important. Meters that lack this advanced level of functionality are unable to tell a user that a card is upside down, needs to be inserted more slowly, has an insufficient balance, etc. Duncan meters handle all this and much more.

Choice is good.



Our goal is to make parking a win-win for everyone: the City or organization, motorists, parking managers, even local businesses. Our meter payment options are designed to optimize the parking experience and improve revenues.



Pay by Cell Phone. Your parking meter is about to expire. You know because your cell phone just alerted you. No need to panic. Just add time with your cell phone from wherever you are. It's a Duncan® multi-space meter with technology from **mPARK**, the leading mobile parking payment system. Motorists can pay for parking or add time to a meter via a cell phone. Simply call the toll-free number, key in the meter number and purchase time or add extra time. Charges are billed to a credit card, providing an expense record. Proven to increase average revenue in parking meters, mPARK is available with all our multi-space meters.



Pay with a Card. Forget the frantic search for the right change. When motorists use a debit, credit or Smart card, they tend to increase the amount of their meter payments. With a Duncan® meter, cards never leave the motorist's hand. Because there's no chance of cards getting stuck, downtime is minimized and customer satisfaction is maximized.

Pay with Cash. The superior coin recognition of Duncan® meters simplifies the pay-with-cash option. Minimized chance of a jammed foreign object translates to reduced maintenance and increased uptime.

Duncan® Pay-by-Space Meters The World's Most Advanced



Duncan meters know no equal when it comes to maximizing parking program success. They're the only meters that communicate with AutoCITE™ handheld citation issuance computers, greatly increasing any officer's speed and accuracy when it comes to writing citations. Precise, real-time meter status is readily available to reinforce the adjudication process. Staff can provide motorists with an instant printout of the meter status that relates to a contested citation as proof that the citation is valid.

AutoTRAX™, a wireless management system option, provides online, secure access of audit, transaction and maintenance data and real-time reporting. Duncan meters offer a variety of payment options: coins, credit card, Smart Cards and cell phone with mPark technology.

In addition to being exceedingly durable and secure, Duncan Pay-by-Space's award-winning, aesthetically pleasing design conforms with and enhances city streetscapes. With maximized accuracy, streamlined operations and simplified management, Duncan Pay-by-Space meters deliver a rapid return on investment.

DUNCAN AUDIT CAPABILITY

Duncan meters' intelligent cashbox system is powerful and simple, ensuring that audit data is recorded from each machine at exactly the same time as cash is collected. The secret is an advanced data chip located on the cashbox, itself. While the cashbox is in the meter, the data chip is constantly updated with audit, transaction and maintenance data. When the cashbox is collected, so is the data. The audit can never be out of sync.

The advanced coin validator ensures that only accounted-for cash winds up in the cashbox. As an example, the City of San Francisco currently operates its audit system at 99.55% accuracy of counted coins over 1,700 metered spaces. Duncan's powerful cashbox system allows the city to perform a real per-meter audit of data vs. actual cash. With the AutoTRAX wireless management system option, Duncan Pay-by-Space meters can also provide this information online, in real time for dynamic reporting and management of meters.



Duncan Pay-by-Space Meters Generate Rapid Return on Investment

Its inherent advantages over all other types of meters make Duncan Pay-by-Space the logical choice for cities and facilities seeking to start or improve parking programs. Next-generation features and functionality make Duncan meters more convenient and easier to use.

- **Unparalleled reliability.** They're simple to maintain and have no moving parts, no paper to reload and no printer to maintain. That means less time and money spent on maintenance.
- **Ease and convenience.** Multiple payment options increase user satisfaction and revenues. Cell phone reminders when time is low offer additional convenience.
- **Cost-effective enforcement.** Checking for violations is fast and easy. Street-side displays light up in red indicating expired spaces. An option is also available for AutoCITE that enables officers to check space status by beaming the data from the meter's infrared port.
- **Real-time communication.** Real-time audit capability tells officers where cars are parked and for how long. If a meter malfunctions or is being vandalized, a technician is alerted, resulting in greater uptime. Real-time supply-and-demand information can be used for stronger decision-making, including the ability to change parking rates on the fly – an essential capability for managing parking assets to their fullest value.
- **Successful adjudication.** AutoTRAX documents when a meter expired and when a citation was issued. The result is fewer contested citations and a higher rate of favorable outcomes.
- **Enhanced streetscapes.** Attractive, color-customizable cabinets are high-tech and elegant. Stainless-steel casings are graffiti- and paint-resistant for a long-lasting, high-quality appearance.

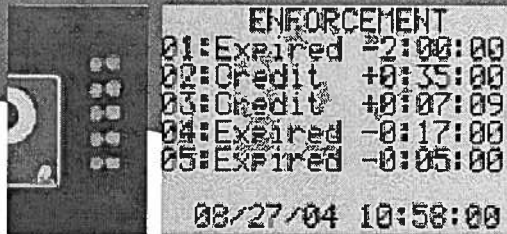
*From initial needs evaluation through lifecycle support,
Duncan Solutions, Inc. is your single source partner.
End-to-end or modular, we offer intelligent solutions for:*

>> ENFORCEMENT. Handheld Citation Issuance
Computers, Enforcement Software, Management Software

>> PARKING METERS. Pay-by-Space, Pay & Display, Single Space, In-Car

>> CITATION MANAGEMENT & DEBT COLLECTION.
Processing, Collection, Customer Call Center, Permit
Management, Appeals & Correspondence Management

>> FINANCE OPTIONS & PARTNERSHIP PACKAGES.
Purchase, Lease, Lease to Own, Revenue Sharing,
Concession Models, Performance Contracting



(Left) Red lights enable officers to quickly view expired spaces from a distance, saving time and energy. (Right) A variety of real-time data is available with AutoCITE.

PAY-BY-SPACE



Suite 1600
633 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
888.99DUNCAN
or 888.993.8622



Changing the World...

One Bill at a Time

Hamilton Manufacturing Corp.

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Gold Line® 3600R

High Capacity, Rear-Load

Hamilton's 3600R Series Changer offers more versatility than ever before. It can be ordered with one, two or three hoppers, single or dual validators, and a coin acceptor to fit the needs of your business. The 3600R is built in a rugged 3/16" thick carbon steel cabinet with a stainless steel faceplate. It is also equipped with the Audit Pro 2000 Controller for a convenient way to control payout combinations and auditing capabilities.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins/Tokens

Features

- Hamilton XE Validator (with Tokenote® acceptance)
- 1000 Bill Stacker
- Two heavy duty Medeco® locks
- 7 gauge stainless steel
- Maximum Capacity: \$1200QTRS
- Audit Pro 2000
- Power: 120 VAC 60 Hz
- Weight: 325 lbs.

Options

- Hamilton STA (with Tokenote® acceptance), Coinco®, Mars®, Conlux® or CashCode® Validators
- Coin Acceptor
- Audit Pro Hand Held Remote
- Separating Stacker (with XE only)
- Token Face Panel
- Portable Thermal Report Printer

Dimensions: U.S. & Metric

Cabinet & Minimum Wall Opening:
34 7/8" H x 21 1/4" W x 14 3/8" D
88.6 cm H x 54 cm W x 36.5 cm D
Faceplate: 38 3/8" H x 24 3/4" W
x 3/16" D
97.5 cm H x 63 cm W x .48 cm D

DRS

Dual Rear-Load

For high volume locations, Hamilton offers the model DRS rear-load changer. The DRS is actually two separate changers in one all stainless steel cabinet, to insure back-up service. It comes fully equipped with two identical sets of components, including validators and hoppers giving you a total of \$2400 quarter capacity. The DRS also features a stainless steel wrap-around anti-pry door for added security.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokenote® acceptance)
- 1000 Bill Stacker
- 11 gauge stainless steel
- Two heavy duty Medeco® plug locks
- Maximum Capacity: \$2400 QTRS
- Power: 120 VAC 60 Hz
- Weight: 230 lbs./104K

Options

- Hamilton STA (with Tokenote® acceptance), Coinco®, Conlux® or Mars® Validators
- Separating Stacker (with XE Only)
- Token Face Panel
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

Cabinet & Minimum Wall Opening:
34-3/4" H x 18-3/16" W x 14-7/16" D
88.3 cm H x 46.4 cm W x 36.8 cm D
Faceplate: 38-5/16" H x 21-5/8" W
97.3 cm H x 54.9 cm W

RNS

Single Rear-Load

The RNS features an all stainless steel cabinet with wrap-around anti-pry door designed for additional security and one stainless steel hopper with a \$1200 quarter capacity.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokenote® acceptance)
- 1000 Bill Stacker
- 11 gauge stainless steel
- Two heavy duty Medeco® plug locks
- Maximum Capacity: \$1200 QTRS
- Power: 120 VAC 60Hz
- Weight: 150 lbs./68K

Options

- Hamilton STA (with Tokenote® acceptance), Coinco®, Conlux® or Mars® Validators
- Separating Stacker (with XE Only)
- Token Face Panel
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

Cabinet & Minimum Wall Opening:
34-1/2" H x 9" W x 13" D
89.6 cm H x 22.9 cm W x 33 cm D
Faceplate: 38-1/2" H x 12" W
97.8 cm H x 30.5 cm W

ER-60

Economy Rear-Load

Specifically designed for lower volume locations, the ER-60 features the same dependability as the entire Hamilton changer line with a \$600 quarter capacity.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokenote® acceptance)
- 1000 Bill Stacker
- 7 gauge carbon steel cabinet, stainless steel faceplate
- Two heavy duty Medeco® plug locks
- Maximum Capacity: \$600 QTRS
- Power: 120 VAC, 60 Hz
- Weight: 135 lbs./61K

Options

- Hamilton STA (with Tokenote® acceptance), Coinco®, Conlux® or Mars® Validators
- Separating Stacker (with XE Only)
- Token Face Panel
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

Cabinet & Minimum Wall Opening:
20-3/4" H x 15" W x 13" D
52.71 cm H x 38.10 cm W x 33.02 cm D
Faceplate: 24-3/4" H x 18" W
62.87 cm H x 45.72 cm W



HS-2/HS-3

Versatile Front-Load

Choose the HS-2 for two hopper capacity or the HS-3 for three hopper capacity. As always, these hoppers have a \$1200 quarter capacity each and are built of durable carbon steel with Hamilton's exclusive direct-payout feature.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokennote® acceptance)
- 1000 Bill Stacker
- 7 gauge carbon steel
- Two heavy duty Medeco® plug locks
- Maximum Capacity:
HS-2 - \$2400 QTRS
HS-3 - \$3600 QTRS
- Power: 120 VAC 60 Hz
- Weight: 280 lbs./127K

Options

- Hamilton STA Validator (with Tokennote® acceptance)
- Separating Stacker (with XE Only)
- Token Face Panel
- Console Base
- Coin Acceptor
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

41-3/8" H x 20" W x 12-7/8" D
105 cm H x 50.8 cm W x 32.7cm D

1200FL-S & 1200FL-C

FL-S Recommended for Outdoor Use

FL-C Recommended for Indoor Use

Heavy Duty Front-Load

The Gold Line 1200FL-S features an 11-gauge stainless steel cabinet while the 1200FL-C is built with an 11-gauge carbon steel cabinet. Both machines include the same high quality components including Hamilton's stainless steel hopper with a \$1200 quarter capacity.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokennote® acceptance)
- 1000 Bill Stacker
- 11 gauge steel
- Two heavy duty Medeco® plug locks
- Maximum capacity: \$1200 QTRS
- Power: 120 VAC 60 Hz
- Weight: 1200FL-S/130 lbs.;
1200FL-C/160 lbs.

Options

- Hamilton STA (with Tokennote® acceptance), Coinco®, Mars®, Conlux®, or CashCode® Validators
- Separating Stacker (with XE only)
- Coin Acceptor
- Token Face Panel
- Console Base
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

26" H x 19 1/8" W x 12 27/32" D
66.04 cm H x 48.58 cm W x 32.62 cm D

2000V/2600V

Recommended for Indoor Attended Locations

High Capacity, Economy

The 2000V/2600V changer, designed to be economical while still maintaining the quality, security, and dependability you expect from Hamilton. The 2000V is a one-hopper high capacity model. The 2600V is a two-hopper model for multiple coins or increased capacity.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

- Hamilton XE Validator (with Tokennote® acceptance)
- 1000 Bill Stacker
- 12 gauge carbon steel cabinet
- Four-point high security locking mechanism
- Blue, Green, Red or Black and White Face Panel
- Maximum Capacity:
2000V - \$2000 QTRS
2600V - \$2600 QTRS
- Coinco® Power: 120 VAC, 60 Hz
- Weight: 135 lbs./61K

Options

- Coinco® or Mars® Validators
- Token Face Panel
- Coin Acceptor
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

34" H x 18" W x 131/4" D

VN-1

Recommended for Indoor Attended Locations

One Hopper Slim Line

The Gold Line® VN-1 Changer has been redesigned to allow you to choose from a variety of validators, including the Hamilton XE or STA with Tokennote® acceptance, Coinco®, Mars®, CashCode® or Conlux®. It has a \$1200 quarter capacity hopper and is built in a lightweight cabinet for mounting versatility. It can be placed on the available header and base kit or mounted to a wall.

Changes/Pays

\$1, \$5, \$10, \$20 to Coins or Tokens

Features

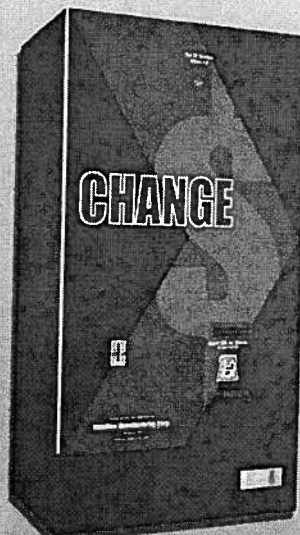
- Hamilton XE Validator (with Tokennote® acceptance)
- 1000 Bill Stacker
- 12 gauge steel
- Removable metal faceplate in matte black finish
- 3-point locking system
- Maximum Capacity: \$1200 Qtrs
- Power: 120 VAC 60 Hz
- Weight: 115 lbs./52K

Options

- Hamilton Coinco®, Mars® or CashCode® Validator
- Token Face Panel
- Red Cabinet
- Header and Base Kit
- Audit Pro 2000/Hand Held
- Portable Thermal Report Printer (must be purchased with Audit Pro 2000)

Dimensions: U.S. & Metric

36-3/8" H, 9-15/16" W, 13-1/4" D
92.4 cm H x 25.4 cm W x 33.6 cm D



E-385 / E-770

Recommended for Indoor Attended Locations

One & Two Hopper Economy

The E385 and E770 Economy Changers are designed to provide reliability at a lower cost without sacrificing quality.

The E385 is a single hopper machine with a quarter capacity of \$385.

The E770 is the two hopper model with a quarter capacity of \$770.

Whichever model you choose, it maintains its compact design to be the ideal space saving changer.

The Model E385T/E770T designed to dispense metal tokens is also available.

Changes/Pays

E385 - \$1, \$5, \$10, \$20 to coins or tokens

E770 - \$1, \$5, \$10, \$20 to coins or tokens

Features

- Coinco® Validator
- 14 gauge steel
- 3-point locking system
- Maximum Capacity:
E385 - \$385 QTRS
E770 - \$770 QTRS
- Power: 120 VAC 60 Hz
- Weight: E385-58 lbs/E770-75 lbs

Options

- Conlux® Validator
- Header and Base Kit
- Token Face Panel
- Red Cabinet

Dimensions: U.S. & Metric

22-3/8" H x 12" W x 15-1/4" D

57.38cm H x 30.48cm W x 38.74cm D



Options



XE Validator



Audit Pro Hand-Held



Tokenotes®



Data Access Network

Validators

Choose from the Hamilton XE or STA with Tokenote® acceptance or the Mars®, Coinco®, CashCode® or Conlux® Validators.

Audit Pro 2000/Hand Held

A convenient way to view audit data and change payout options. All coin, bill and Tokenote® payout transactions are displayed on the LCD screen.

(Not available in the E385/E770)

Portable Thermal Printer

Print hard copy audit reports. The printer can be purchased with the Audit Pro 2000/Hand Held to print audit data.

Separating Stacker

Holds up to 1200 bills and separates \$1 bills from \$5, \$10 and \$20 bills. Easy bill removal from front or back of stacker. (For use with XE Validator only.)

Tokenotes®

For Changers with Hamilton Validators, Tokenote® acceptance is available. Tokenotes® are used the same as paper currency, but reduce the amount of cash handling within your business.

Data Access Network / ADAM Modules

Monitor changers and other devices remotely via Hamilton's Data Access Network & ADAM Modules. Contact Hamilton sales department for more information.

Headers & Bases

Header & Base Kit

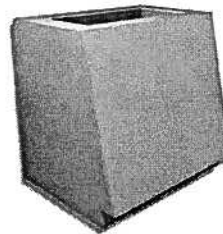
For 72" In-Line Banking. For use with the VN-1, E385/E-770 and 2000V/2600V Changers. Color Options: Black or Red

Console Bases

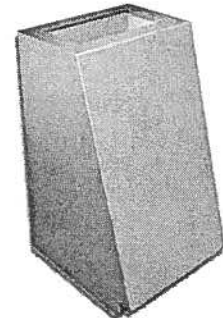
Large Console Base available for the HS Series Changers.
Medium Console Base available for the 1200FL Series Changers.
Color Options: Grey or Black



VN-1 shown with Header & Base Kit



Large Console Base



Medium Console Base

Token Face Panel

For changers dispensing tokens, a token face panel is available at no additional cost.

Coin Acceptor

A Slugbuster® or IDX® Coin Acceptor is available for the 3600R, 1200FL or 2000/2600V Series Changers. A Coinco® coin acceptor is available for the HS Series Changers.

Out-of-Service Relay Kit

Permits connection of your Hamilton product to the wash computer or a paging system to notify you of a service problem. (Not available in the E385/E770 or 2000V/2600V changers)

Locking Hopper Cover

Deters removal of coins from an open hopper. (Not available in the E385/E770, ER-60 or 2000V/2600V changers)

Locking Stacker Cover

Helps prevent removal of currency from the stacker in front-load model changers. (For use with the 1200FL Series, VN-1, 2000V and HS Series Changers.)

For more information contact your local Hamilton Distributor

Subject to change without notice

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Document #5115

Rev 8/07

Hamilton Changer Price List 2008

3600R Rear Load Model Changers



VALIDATOR	QTY VALIDATORS	QTY HOPPERS	MAXIMUM CAPACITY	PRICE
Hamilton STA	2	3	14,400 Quarters	\$ 6,295.00
Hamilton XE	2	3	14,400 Quarters	\$ 5,895.00
Mars	2	3	14,400 Quarters	\$ 5,895.00
CashCode	2	3	14,400 Quarters	\$ 5,695.00
Coinco	2	3	14,400 Quarters	\$ 5,495.00

Hamilton STA	1	3	14,400 Quarters	\$ 5,095.00
Hamilton XE	1	3	14,400 Quarters	\$ 4,895.00
Mars	1	3	14,400 Quarters	\$ 4,895.00
CashCode	1	3	14,400 Quarters	\$ 4,795.00
Coinco	1	3	14,400 Quarters	\$ 4,695.00

Hamilton STA	2	2	9,600 Quarters	\$ 5,995.00
Hamilton XE	2	2	9,600 Quarters	\$ 5,595.00
Mars	2	2	9,600 Quarters	\$ 5,595.00
CashCode	2	2	9,600 Quarters	\$ 5,395.00
Coinco	2	2	9,600 Quarters	\$ 5,195.00

Hamilton STA	1	2	9,600 Quarters	\$ 4,795.00
Hamilton XE	1	2	9,600 Quarters	\$ 4,595.00
Mars	1	2	9,600 Quarters	\$ 4,595.00
CashCode	1	2	9,600 Quarters	\$ 4,495.00
Coinco	1	2	9,600 Quarters	\$ 4,395.00

Hamilton STA	1	1	4,800 Quarters	\$ 4,495.00
Hamilton XE	1	1	4,800 Quarters	\$ 4,295.00
Mars	1	1	4,800 Quarters	\$ 4,295.00
CashCode	1	1	4,800 Quarters	\$ 4,195.00
Coinco	1	1	4,800 Quarters	\$ 4,095.00

OPTIONS		PRICE
<i>Prices reflected are for new equipment orders only. If purchased as individual parts - prices may vary.</i>		
Audit Pro Remote (Part #100-0136)		\$ 395.00
IDX Coin Mech*		\$ 465.00
Locking Hopper Cover (Part #11-0052A)		\$ 72.00
Locking Stacker Cover (with XE Stacker Only) (Part #36-0052A)		\$ 55.00
Out of Service Relay Kit (Part #47-0155A)		\$ 30.00
Portable Thermal Printer (Part #47-2021A)		\$ 582.00
Separating Stacker (with XE Validator Only) (Part #35-0100)		\$ 165.00
Serial to Ethernet Converter (for D.A.N.) (Part #100-0088)		\$ 360.00
Slugbuster Coin Mech*		\$ 165.00
Token Face Panel		No Charge

Prices reflected are for new equipment orders only. If purchased as individual parts - prices may vary.

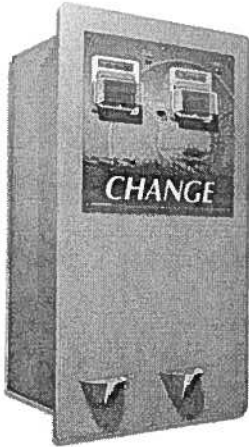
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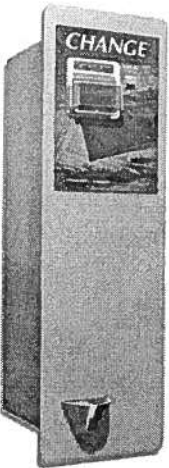
Prices and options subject to change without notice.

Hamilton Changer Price List 2008

Rear Load Model Changers



DRS



RNS



ER-60

MODEL	VALIDATOR	MAXIMUM CAPACITY	CABINET	PRICE
DRS	STA	9,600 Quarters	Stainless Steel Faceplate, Carbon Steel Cabinet	\$6,195.00
DRS	XE	9,600 Quarters	Same as above	\$5,795.00
DRS	Mars	9,600 Quarters	Same as above	\$5,795.00
DRS	Coinco	9,600 Quarters	Same as above	\$5,395.00

RNS	STA	4,800 Quarters	Stainless Steel Faceplate, Carbon Steel Cabinet	\$3,595.00
RNS	XE	4,800 Quarters	Same as above	\$3,395.00
RNS	Mars	4,800 Quarters	Same as above	\$3,395.00
RNS	Coinco	4,800 Quarters	Same as above	\$3,195.00

ER-60	STA	2,400 Quarters	Stainless Steel Faceplate, Carbon Steel Cabinet	\$2,695.00
ER-60	XE	2,400 Quarters	Same as above	\$2,495.00
ER-60	Mars	2,400 Quarters	Same as above	\$2,495.00
ER-60	Coinco	2,400 Quarters	Same as above	\$2,295.00

OPTIONS	PRICE
Audit Pro Remote (Part #100-0136)	\$ 395.00
Extended Face Plate (for use with the ER-60 only)	\$ 95.00
Locking Hopper Cover (excluding ER-60) (Part #11-0052A)	\$ 72.00
Locking Stacker Cover (with XE Stacker only) (Part #36-0052A)	\$ 55.00
Out of Service Relay Kit (Part #47-0155A)	\$ 30.00
Portable Thermal Printer (Part #47-2021A)	\$ 582.00
Separating Stacker (with XE Validator Only) (Part #35-0100)	\$ 165.00
Token Face Panel	No Charge

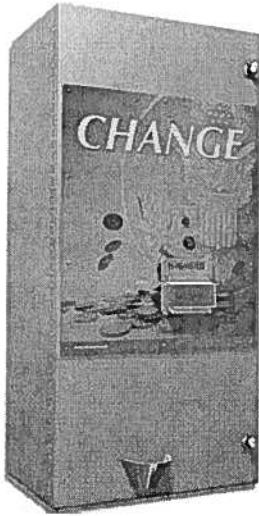
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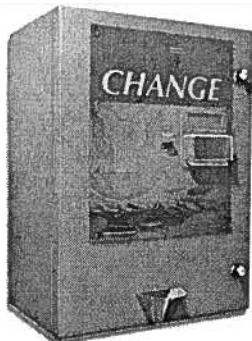
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Hamilton Changer Price List 2008



HS
(HSC models include
a coin acceptor)



1200FL

MODEL	VALIDATOR	MAXIMUM CAPACITY	CABINET	PRICE
HS-2	STA	9600 Quarters	7 Gauge Carbon Steel/Front Load	\$3,495.00
HS-2	XE	9600 Quarters	Same as above	\$3,295.00
HSC-2	STA	9600 Quarters	Same as above	\$3,795.00
HSC-2	XE	9600 Quarters	Same as above	\$3,595.00

HS-3	STA	14,400 Quarters	Same as above	\$3,895.00
HS-3	XE	14,400 Quarters	Same as above	\$3,695.00
HSC-3	STA	14,400 Quarters	Same as above	\$4,195.00
HSC-3	XE	14,400 Quarters	Same as above	\$3,995.00

1200FL-C	STA	4800 Quarters	11 Gauge Carbon Steel	\$3,295.00
1200FL-C	XE	4800 Quarters	Same as above	\$3,095.00
1200FL-C	Mars	4800 Quarters	Same as above	\$3,095.00
1200FL-C	CashCode	4800 Quarters	Same as above	\$2,995.00
1200FL-C	Coinco	4800 Quarters	Same as above	\$2,895.00

1200FL-S	STA	4800 Quarters	11 Gauge Stainless Steel	\$3,595.00
1200FL-S	XE	4800 Quarters	Same as above	\$3,395.00
1200FL-S	Mars	4800 Quarters	Same as above	\$3,395.00
1200FL-S	CashCode	4800 Quarters	Same as above	\$3,295.00
1200FL-S	Coinco	4800 Quarters	Same as above	\$3,195.00

OPTIONS	PRICE
Audit Pro Remote (Part #100-0136)	\$ 395.00
Large Console Base for HS (Part #61-0578A)	\$ 495.00
Locking Hopper Cover (Part #11-0052A)	\$ 72.00
Locking Stacker Cassette (for CashCode Only) (Part #46-0210)	\$ 199.00
Locking Stacker Cover (for XE Stacker Only) (Part #36-0052A)	\$ 55.00
Medium Console Base for 1200FL (Part #61-0029A)	\$ 535.00
Out of Service Relay Kit (Part #47-0155A)	\$ 30.00
Portable Thermal Printer (Part #47-2021A)	\$ 582.00
Separating Stacker (with XE Validator Only) (Part #35-0100)	\$ 165.00
Token Face Panel	No Charge

Prices reflected are for new equipment orders only. If purchased as individual parts - prices may vary.

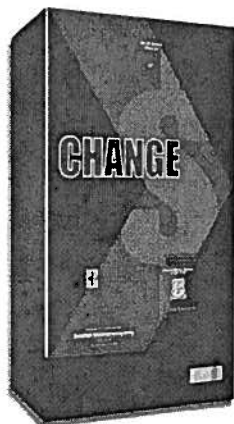
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Hamilton Changer Price List 2008

Front Load Model Changers



2000V



E-385 / E770



VN-1

Model	Validator	Stacker	Hopper Capacity	Price
2000-V/A	One Hopper, Front Load High Security, High Capacity			
	Coinco	700 Bills	8,000 Quarters	\$1,649.00
	XE w/ Tokennote® acceptance	1000 Bills	8,000 Quarters	\$1,949.00
	Mars	700 Bills	8,000 Quarters	\$1,949.00
	No Validator-Coinco ready	None	8,000 Quarters	\$1,349.00
	No Validator-XE ready	None	8,000 Quarters	\$1,349.00
No Validator-Mars ready	None	8,000 Quarters	\$1,349.00	

Model	Validator	Stacker	Hopper Capacity	Price
2600-V/A	Two Hopper, Front Load High Security, High Capacity			
	Coinco	700 Bills	10,400 Quarters	\$1,949.00
	XE w/ Tokennote® acceptance	1000 Bills	10,400 Quarters	\$2,249.00
	Mars	700 Bills	10,400 Quarters	\$2,249.00
	No Validator-Coinco ready	None	10,400 Quarters	\$1,649.00
	No Validator-XE ready	None	10,400 Quarters	\$1,649.00
No Validator-Mars ready	None	10,400 Quarters	\$1,649.00	

Options for 2000V or 2600V		Price
Audit Pro Remote (Part # 100-0136)		\$395.00
Change or Token Panel (Red, Green, Blue or Black)		No Charge
Floor Mount Base (Part #100-0107)		\$355.00
Header/Base Kit (Part #100-0105)		\$295.00
Slugbuster Coin Mech (Part #97-0052)		\$459.00
Vending Base (Part #100-0104)		\$195.00
Vending Header (Part #61-2597)		\$98.00

MODEL	VALIDATOR	MAX CAPACITY	CABINET	PRICE
E385	Coinco	1540 Quarters	14 Gauge Steel	\$1,545.00
E770	Coinco	3080 Quarters	Same as above	\$1,945.00
VN-1	XE	4800 Quarters	12 Gauge Carbon Steel	\$2,445.00
	Mars	4800 Quarters	Same as above	\$2,445.00
	CashCode	4800 Quarters	Same as above	\$2,345.00
	Coinco	4800 Quarters	Same as above	\$2,245.00

OPTIONS		PRICE
E385/E770 Header & Base Kit (Part #61-0611A)		\$ 258.00
VN-1 Header & Base Kit (61-0576A)		\$ 258.00
Token Face Panel		No Charge

Prices reflected are for new equipment orders only. If purchased as individual parts - prices may vary.

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Prices and options subject to change without notice.

PAY & DISPLAY Autocashier



Simplicity + Reliability = Hamilton's Pay & Display Autocashier!

Now the popular Pay and Display parking solution is available with the reliability you've come to know from Hamilton.

Reduce overhead costs and secure payment with this more efficient system of collecting parking fees. Pay & Display is the ideal solution for many pre-pay parking situations including municipalities, hospitals, marinas or universities—lots and garages alike.

The Autocashier's user-friendly design allows customers to quickly and easily complete their transaction. They choose from eight pre-programmed time blocks and pay with cash, credit or tokens. The receipt is then placed on the dashboard of the vehicle. It's just that simple.

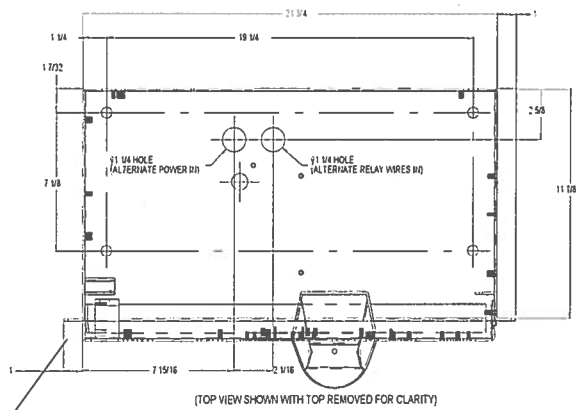
You can easily program up to eight blocks of time anywhere from 0 minutes to over 4 days. The receipt is printed with large bold type that allows an enforcement officer to read the expiration date and time from a distance of 20 feet or more!

Shown with optional stainless steel mounting base and lighted hood.

Hamilton Manufacturing Corp.

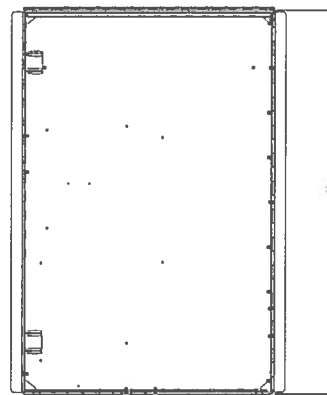
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Cabinet



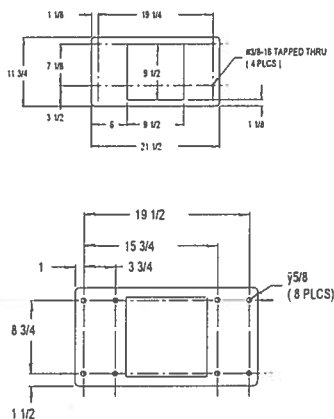
* Flange extends 1" from edge of cabinet.

NOTE: Specifications on drawing subject to change.

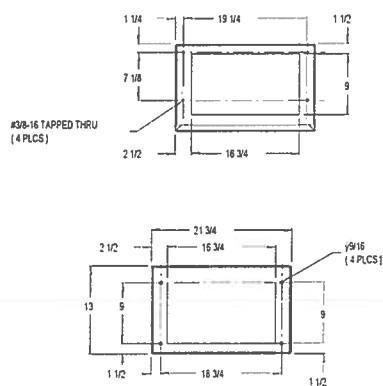


(FRONT VIEW SHOWN WITH DOOR REMOVED FOR CLARITY)

Pedestal Base



Stainless Steel Base



FEATURES

- Credit card acceptance (dedicated phone line required)
- XE Validator with \$1, \$5, \$10, \$20 bill and Tokenote[®] acceptance
- Two coin acceptors
- Dispenses change for customers paying with cash
- High speed receipt printer with easy paper loading
- Durable stainless steel cabinet construction
- Two heavy-duty Medeco[®] plug locks
- Up to 99 hours and 59 minutes of programmable time blocks
- User settable time display: hours and minutes, decimal hours, minutes only
- Voice prompts walk customers through the transaction process

OPTIONS*

- STA stainless steel validator with \$1, \$5, \$10, \$20 bill and Tokenote[®] acceptance
- Cash Code Validator for U.S. or foreign currency
- Custom voice prompts
- 20" or 26" Stainless steel mounting base
- Lighted hood
- Interactive scrolling display
- Hand-held thermal printer

SPECIFICATIONS

Cabinet	10 gauge stainless steel
Weight	approx. 200 lbs
Power	110 VAC 60 Hz
Door Voltage	24 VAC, DC

CABINET DIMENSIONS

27 1/2" H x 21 3/4" W x 11 7/8" D

* Additional validator options may be available, contact Hamilton for more details.

Subject to change without notice.

For more information contact your local Hamilton Distributor.

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GOLD LINE[®] PARKING

Autocashier



The Gold Line[®] Parking Autocashier is your 24/7 Automatic Parking Attendant.

The Hamilton Gold Line[®] Parking Autocashier is a cost effective solution to your parking needs. This in-lane paystation will independently collect fees, return change and operate an entrance or exit gate 24 hours a day, seven days a week, eliminating the need for an attendant. Among its many new developments, the GL-ACW-P can now be programmed with up to 9 different parking rates for automatic changes on a daily, weekly or special event basis. This increase in flexibility gives you the opportunity to adjust fees more frequently. A receipt printer option is available for customers who need a record of their parking transaction. They can choose to collect a receipt with their cash or credit card transactions.

The Hamilton Gold Line[®] paystation is an ideal parking solution for hospitals, universities, municipalities, airports and private lots, in both parking garage and surface lot applications.

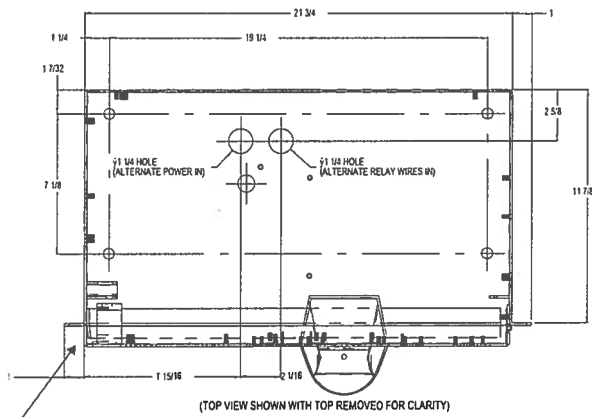
The Gold Line[®] ACW-P is the worry-free choice for reducing payroll costs without compromising reliability.

Shown with optional stainless steel mounting base and lighted hood.

Hamilton Manufacturing Corporation

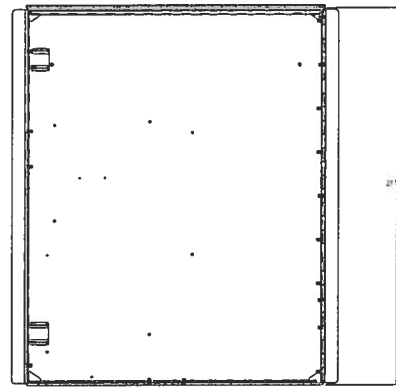
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Cabinet



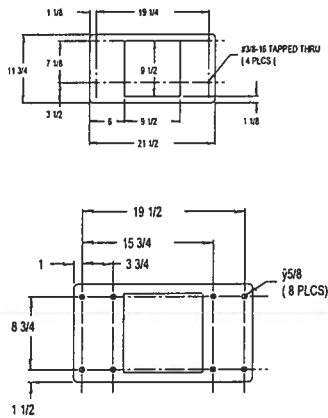
* Flange extends 1" from edge of cabinet.

NOTE: Specifications on drawing subject to change.

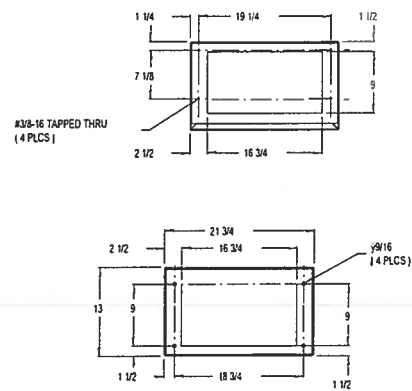


(FRONT VIEW SHOWN WITH DOOR REMOVED FOR CLARITY)

Pedestal Base



Stainless Steel Base



FEATURES

- XE Validator with \$1, \$5, \$10, \$20 bill and Tokenote® acceptance
- Instructional LED display
- Programmable clock/calendar
- Two coin acceptors
- Stainless steel hopper with \$800 quarter capacity
- Durable stainless steel cabinet construction
- Two heavy duty Medeco® plug locks
- Voice prompts walk customers through the transaction process

OPTIONS*

- Hamilton STA Validator with Tokenote® Acceptance
- CashCode® Validator for U.S. or foreign currency
- Credit card acceptance
- Receipt printer
- Lighted hood
- Interactive scrolling display
- Stainless steel mounting base (20" or 26")
- Pedestal base (20" or 26")
- Hand-held thermal printer
- Custom Voice prompts

Subject to change without notice.

For more information contact your local Hamilton Distributor.

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SPECIFICATIONS

Cabinet	10 gauge stainless steel
Weight	approx. 200 lbs
Power	110 VAC 60 Hz
Door Voltage	24 VAC, DC

CABINET DIMENSIONS

27 1/2" H x 21 3/4" W x 11 7/8" D

* Additional validator options may be available,
Contact Hamilton for more details.



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Automated Pay Station - APS

The Orion^{XR} Pay Station is a comprehensively flexible unit capable of working independently or as part of a ZMS network system. A variety of ISO standard cards and tickets are accepted through the station's single slot making transactions user friendly and effective. Customized tariffs and a wide range of payment methods (coins, bank notes, credit card, debit card, value and city card or electronic purse) facilitate and allow secure and fast payment transactions. The Orion^{XR} Pay Station is capable of proficiently serving one or a number of car parks and taking up to 350 payments per hour (according to payment methods and equipment configuration).

Controls and Housing

The cabinet's improved design allows optimum use of space and has a robust, corrosion-resistant housing. Controls are arranged in sequence by transaction occurrence for practicality and efficiency. The LCD display ensures a clear and legible view of user information even under poor lighting conditions. Assemblies are easily accessed for straightforward service and maintenance.

Payment Methods

The Orion^{XR} Pay Station securely accepts a vast range of payment methods including coins, bank notes, prepaid cards, bank cards, credit cards, smart cards, pre-coded credit tickets and tokens. Change is returned according to the station's specification either by coins and/or bank notes. The station's self-replenishing coin processing system checks and sorts up to 6 different coin denominations; bank notes are checked by a bank note accepting system and can recycle up to 3 different denominations.



Security

The Orion^{XR} Pay Station is protected by a multi-level locking system for maximum security. Multiple copies of the coded information are stored on the magnetic stripe to maintain excellent media readability. Segmental evaluation of data blocks and error correction logic guarantee high operational security. Fraudulent media with false and/or insufficient data are detected, rejected and retained by the system; similarly tickets that have not been taken by users are retrieved and retained. Transaction data is stored with power failure protection by means of a buffer battery for maximum security and data protection.

User Interface

- Multilingual display for user instructions
- Flashing push buttons and illuminated ticket slot
- Quick change inserts for accepted coins/notes and tariff information
- Remote support

Product Features

- Coin and note payment & change or cashless payment
- Prepayment of tickets
- Replacement ticket issue

- Reloading of magnetic & RFID value cards
- Stand alone operation or online with management system

Hardware Description

- Stainless steel cabinet 1.4301, RAL 9006 white aluminium
- Polyurethane front panel, RAL 5013 cobalt blue
- LCD (4x20 characters) or colour TFT (10,4" VGA; 8" visible)
- UCD with thermal printer
- Recycling coin system with 4 or 5 tubes or 6 hoppers
- Bank note verifier with intermediate cash till and stacking safe or bank note recycler
- Bank note dispenser with 2 or 3 cassettes
- Peripheral computer with RS232, RS422 and TCP/IP interfaces and zero potential inputs and outputs
- Heating/ventilation with thermostat
- Multi-level security system
- Thermal paper receipt printer

Technical Data

- Temperature: 0°C ...+40°C in protected (roofed) environment
- Power supply: 115 and 230 VAC +/-10%, 50/60 Hz
- Load: 900 VA (at -20°C)
- Weight: approx. 170 kg (incl. standard plinth)
- Width: 880 mm; Height: 1700 mm; Depth: 577 mm (incl. plinth)

(Further function packages on request)

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StreetSmart

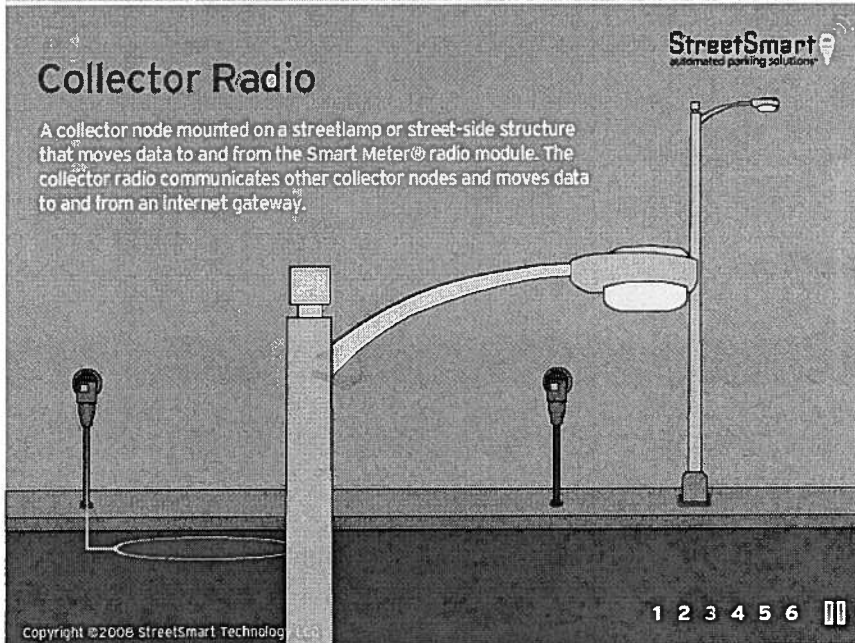
automated parking solutions™

Transform Chaos Into Control. Get StreetSmart.

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Collector Radio

A collector node mounted on a streetlamp or street-side structure that moves data to and from the Smart Meter® radio module. The collector radio communicates other collector nodes and moves data to and from an internet gateway.



The StreetSmart Solution™ is the integration of parking space monitoring and metering equipment, wireless radio telemetry, handheld computers, and back office support systems designed to produce a state-of-the-art parking management system. The key components are:

- Smart Meters® equipped with vehicle detection features monitor both space activity and payments made.
- A proprietary wireless communications network transmits data back to a web-based Management Console.
- Workforce automation and electronic work orders track events and responses by on-street personnel.
- Field personnel are directed to problems proactively when they occur.

System Overview StreetSmart Technology™ actively monitors the status of every metered parking space 24/7. The StreetSmart Solution™ links your parking meters to state-of-the-art sensors and radio telemetry and generates critical parking system status information in near real time.

These data are presented via the web-enabled StreetSmart Portal™. When a parking violation or maintenance event occurs, the system automatically alerts the responsible field personnel via digital mobile communications.

StreetSmart monitors every aspect of your on-street parking operation:

- Equipment status
- Occupancy status
- Violation status
- Collection status

The StreetSmart Solution™ was engineered as an integrated system, where the components work seamlessly together to provide a turnkey, parking management solution:

StreetSmart Vehicle Detectors and Preformed Loops

The patented StreetSmart vehicle detection system provides the most reliable way of determining the arrival and departure of each occupant. This is a foundational requirement of any advanced parking management system.

StreetSmart Smart Meters®

The StreetSmart SmartMeters® provide revenue and operational benefits not available from any standard meter system. StreetSmart installs the meters programmed and equipped to provide integration with the remaining elements of the StreetSmart Solution™. Each meter mechanism includes all of the features available to *enhance revenues up to 60% and increase space turnover by up to 35%.*

StreetSmart Portal™

The StreetSmart Solution™ represents the parking manager's "eyes on the street" providing an unprecedented near real-time view of every aspect of the parking operation. The system utilizes a variety of means, methods, and technologies to present, navigate, and analyze remote parking asset information for the day-to-day management, operation, maintenance, and enforcement of a municipal parking operation.

StreetSmart Data Center™

The StreetSmart Data Center™ provides a 24/7/365 level 3 and 5 capability hosted data and applications. The Data Center is co-located in a limited access secure facility at 1 of 6 Internet pairing points, providing world-class Internet connectivity, availability and survivability.

StreetSmart Telemetry™ Sub-Network Infrastructure

The StreetSmart Solution™ provides the entire infrastructure needed to enable telemetry for each parking meter. This proprietary 900 MHz frequency hopping spread spectrum system communicates seamlessly with the StreetSmart Field Force Automation™ tools and the remote management web portal. This allows all users to access needed data and status information from a single integrated information system.

Each meter is equipped with a radio that communicates to collector nodes dispersed throughout the city. These collector nodes all communicate with one or more gateway computers that transmit all of the meter readings over the Internet to the StreetSmart Data Center™.

StreetSmart Field Force Automation™

City parking operations are dramatically enhanced with the StreetSmart Field Force Automation™ tools. These tools allow for the remote monitoring and management of the city's parking resources and associated equipment. Each meter is equipped with a wireless radio, which transmits key operational data back to a central command and control interface. The interface allows for messaging to be sent back to enforcement, collections, and maintenance personnel in the field. This messaging directs personnel to the spaces that require their attention. When work performed by staff is completed this information is then relayed back to the central command and control interface allowing supervisory personnel to track the status of parking operations and the activities of field personnel.

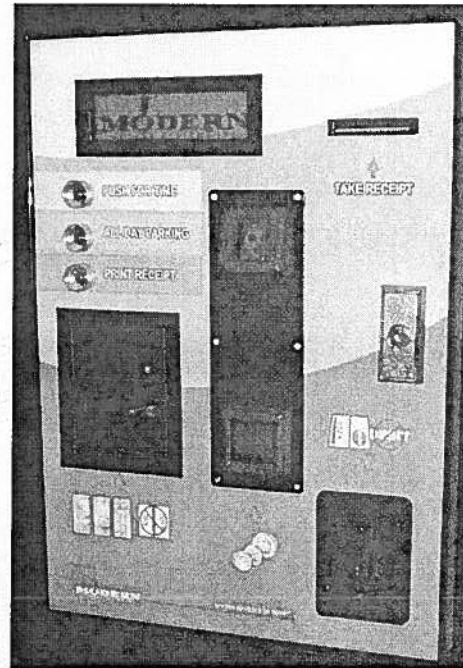
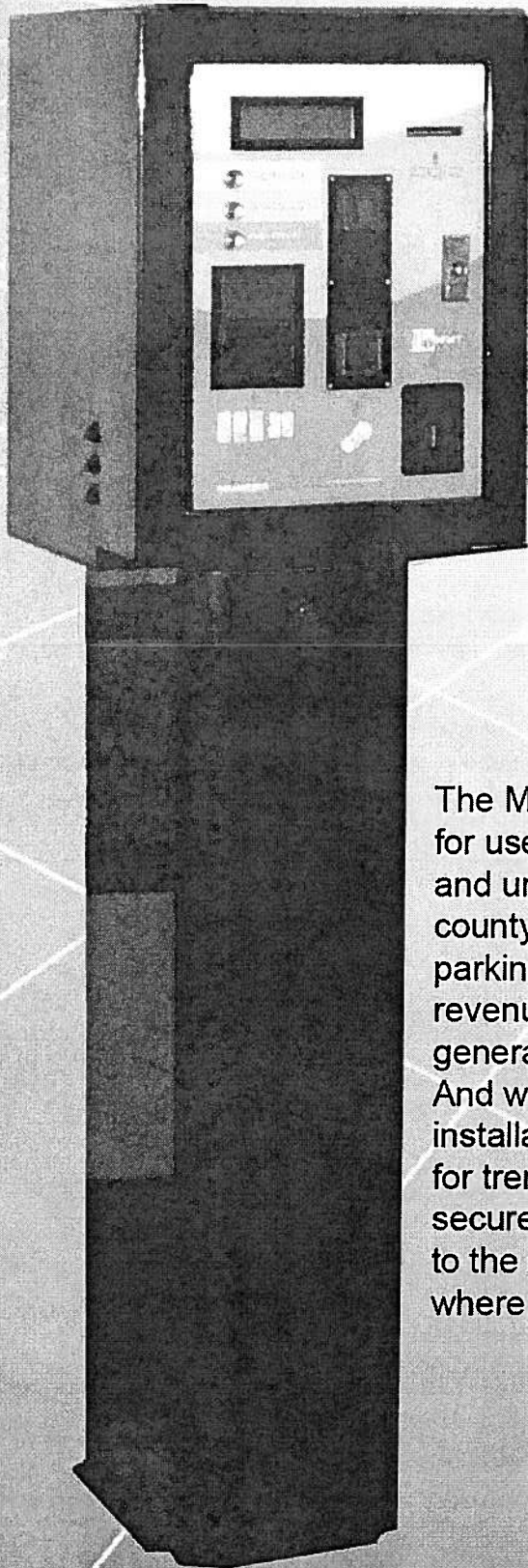
StreetSmart SOAR® Analysis

StreetSmart Solution™ includes its patent pending SOAR® system. The historical analysis provided by this system allows parking managers to make informed management decisions about parking policy by putting timely and actionable parking study data at their fingertips.

StreetSmart Real Time Parking Information™

The StreetSmart Real Time Parking Information™ system can be readily exploited to incorporate outdoor LED-based Variable Message Sign (VMS) signage capable of Ethernet or Dial-up Modem network connectivity. This will allow the StreetSmart Solution™ customer to enhance their parking solution to provide automated street-side way-finding information to motorists based on real-time occupancy and space availability data, as well variable pricing/rate display. This reduces cruising for parking and improves traffic flow and perceived parking availability near commercial business district destinations.

"SOLAR" PAY & DISPLAY STATION



The Modern PD-400 Pay & Display Pay Station is designed for use in unattended parking facilities. It is ideal for colleges and universities, hospitals and medical office parking facilities, county offices and court buildings; anywhere that frequent parking space turnover occurs. Turning an unproductive non-revenue generating parking facility into a high-profit revenue generating operation is extremely easy AND cost efficient. And with the new "Solar-Power" option, the costs of effective installation have been significantly reduced ... no more need for trenching and conduit for AC power! Just provide adequate secure mounting pad or surface, install mounts and bolt securely to the ground ... and you're up and operating, generating income where you were once only incurring costs of maintenance!

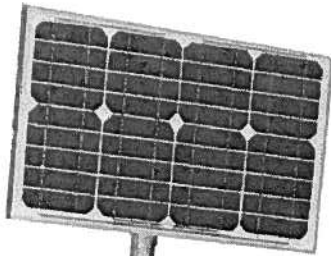
ACCESS TO PEACE OF MIND™

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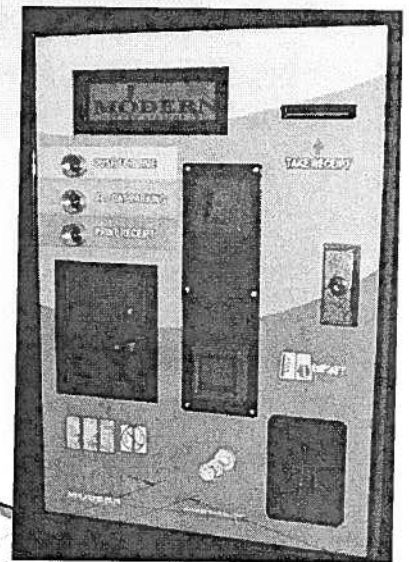
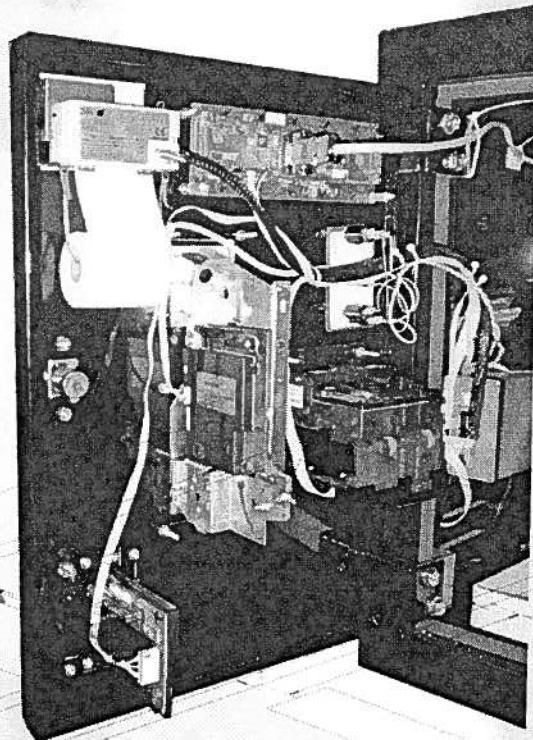
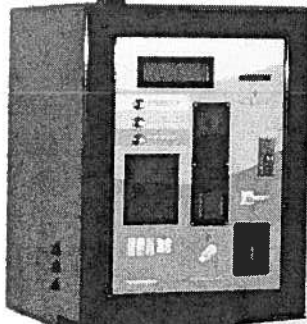
CDN 866-512-8374

"SOLAR" PAY STATION



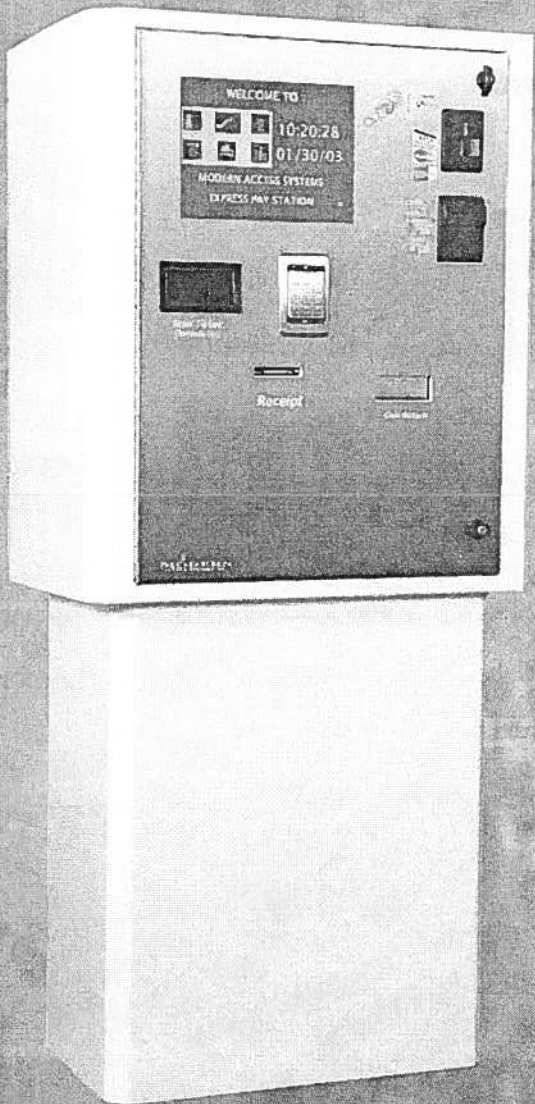
Features:

- * Solar panel (hidden) mounted flush with housing top
- * *Optional* mast w/ oversized Solar Panel for sites where direct sunlight is insufficient and/or deficient in strength.
- * Multiple denomination coin acceptor
- * Multiple denomination banknote acceptor
- * Credit Card reader
- * Special "RATE KEY" available
- * 7-Day, evening, & weekend rates available
- * Field programmable Rate Structures
- * Rugged theft-resistant solid steel construction
- * Built-in replaceable/rechargeable sealed gell-cell batteries
- * Thermal ticket roll issues approximately 3000 receipts
- * Large clear 4-line by 40-character back-lit display
- * Modular component design for easy maintenance
- * Custom colors and overlays to match decor requirements



POF900 Pay On Foot

The POF900 provides a complete, unattended parking management system with great reliability and flexibility. It provides improved revenue control and total automation, thereby reducing the intervention of employees for transaction processing and cash management.



- **15" LCD display guides users through transaction process**
- **Payment by coins, bills and credit cards**
- **Field-programmable electronic coin selector**
- **Facility to link to real-time central monitoring system**
- **UPS memory backup in case of power failure**
- **Continues to operate in off-line mode (loss of communication)**
- **Optional Pay At Exit (PE300)**

ACCESS TO PEACE OF MIND™

SECURITY • PARKING • ACCESS CONTROL

Features:

- 15" LCD display guides users through transaction process
- User-friendly programmable messages
- Payment by coins, bills (4-way read) and credit cards (2-way read)
- 4 coin recycling tubes
- Field-programmable electronic coin selector
- Lockable coin vault and bill vault
- Thermal receipt printer (intelligent barcode)
- Heater
- Full auditing
- 5 alarm inputs, including machine status alarm
- Self-diagnostic capability
- Industry standard Local Area Network
- Facility to link to real-time central monitoring system
- Multi-point security locks and concealed hinges
- UPS memory backup in case of power failure
- Continues to operate in off-line mode (loss of communication)
- Modular design components for easy field replacement

Options:

- Dial-out intercom to phone/pager
- Programmable screens to show advertising
- Touch screen
- Voice instructions
- Ticket transport unit (for true ticket inventory)
- Bill dispenser
- Coin dispensing hopper(s)
- Bank debit card
- Camera for security applications
- Multiple language button
- Lost ticket button
- Pay At Exit (PE300)
- Stainless steel
- Security bar
- Custom colours and overlays to match décor

Specifications:

Housing	Galvanized steel - 14ga/3mm (0.105in)
Finish	Powder-coated paint finishes, environmentally friendly and durable
Power Requirements	115V 15Amp
Dimensions	79cm wide x 51cm deep x 173cm high (31" x 20" x 68")
Weight	180kg (400 lbs)
Temperature Range	-30° to + 40°C (-22° to +104° F)

Intelligent Pay Stations

The key of your integrated parking solution

Increased Revenue Stream

Although price is certainly important it is the overall cost of ownership and revenue return that must be evaluated when purchasing a new parking solution. The ability to be completely wireless allows for an inexpensive installation procedure that can be performed by a single person within less than an hour.

Designed from the bottom up to be solar powered, Parkeon pay stations operate in a standby mode when not being used to conserve energy. A fully integrated solar panel, allows the machine to be installed without the additional expense of an add-on pole.

The fully wireless cellular communication package enables you to monitor the increased revenues of your entire inventory of pay stations and receive real-time alarms for a number of defined conditions.



Fully hosted Parkfolio™ management system allows full control over an entire parking installation

Each Parkeon pay station can be fully integrated within our Parkfolio™ terminal management system allowing you to:

- ▣ reduce operating costs, through real-time knowledge of events and statistical analysis, enabling efficient maintenance planning.
- ▣ increase parking revenues, enhancing enforcement information and optimizing terminal locations.
- ▣ improve turnover by monitoring and optimizing occupancy rates enhance cash security with security alarms and collection reporting.



Multiple payment options

Parkeon pay stations can accept payment in the form of coins, smart cards, credit cards, and bills ensuring that your citizens are able pay for the time they need to stay instead of basing their payment decision on the number of quarters that they have in their pocket.

Online credit card authorization allows the operator to accept payment on valid cards, while practically eliminating fraud through bad or expired cards.

A variable rate structure can improve the turnaround in your downtown areas by encouraging short stays and reducing the number of "all day parkers".



Security

All cash is stored in a double walled vault area, accessible through a locked system of cash transfer, which is , protected by a specific access control separating the functional areas dealing with maintenance and collections.

The intelligent electronic locking option allows on-site programming and modification of combinations, without the need for tools. For additional security, keys can be tracked through the Parkfolio® terminal management system.

An advanced attack detection system available as an option on certain pay stations, can detect an attack with power tools and communicate the alarm via Parkfolio™ to allow an early response to an incident.



Strada™

- ☐ Fully autonomous solar power
- ☐ Accepts all means of payment — coins, bills, credit cards and smart cards
- ☐ Exchangeable coin box and bill stacker designed for safe and speedy collection



An unmatched combination of enhanced security & ease-of-management
Simplified collection

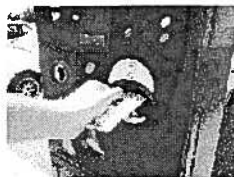
The Strada is capable of handling multiple payment methods—coins, bills, credit cards and smart cards. The ability to process and authorize credit card transactions on-line prevents fraudulent card use. Minimal effort is needed to open the cash vault to make a collection. An electronic key is simply placed against a concealed lock detection sensor deactivating the vault locking mechanism. The vault door then can be easily pulled open, the coin box and bill stacker lifted out, replacement units placed in the vault and the door pushed shut, it's as simple as that.

**Easy to empty**

The coin box is fitted with a two-trigger, one-shot system that is easily rearmed. An aperture, the full width and depth of the coin box, means that it only has to be tipped over once to completely empty the contents. With a capacity of 550 bills, the stacker also features a one-shot system for collection security. The unique patented method for collection allows no access to the vault from the maintenance compartment.

Security is paramount

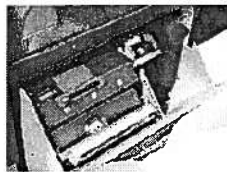
Security was a prime consideration in the design of the Strada. Special materials have been incorporated to enhance the terminal's ability to resist attacks. The terminal is also fitted with a highly secure electronic locking mechanism that is fully-shielded inside the vault. Once opened, the door to the cashbox vault provides no direct access to secure areas. The cash can only be accessed by authorized personnel using an electronic key to deactivate the locking system. Although it is a highly secure mechanism, keys and locks can easily be reprogrammed, saving time and money, minimizing machine downtime in the event of key loss. The electronic locking system allows parking management to quickly change the combination for a single unit or the entire inventory of pay stations should a key be lost or stolen.

**Enhanced power management**

Power consumption has been optimized on the solar-powered version of the Strada to further increase its daily ticket issuing capability—including that of the more demanding bill acceptor model. The need for external recharging of the battery is eliminated, reducing maintenance time on the terminal. This makes the environmentally-friendly and easily installed solar version a viable option in most locations.

Designed to address health & safety concerns

The Strada is designed to make the lifting and removal of the coin box and bill stacker a quick, easy and ergonomically correct procedure. Before withdrawing the coin box, collection personnel can anticipate the weight, as the receptacle is supported by the open vault door. The coin box can be lifted and withdrawn at the optimum height and position for the collector, in most cases removing the need to bend or stoop during the collection process. The coin box can be easily removed with either the left or right hand. The handle is easily grasped, even in adverse weather conditions. All customer controls on the Strada are within 48" of ground level, making the terminal ADA-compliant for both front and side reach. An extra large graphic display panel is designed to make the machines even more user-friendly for motorists and maintenance personnel alike.





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Intelligent Pay Stations

Strada

▶ Stelio

DG Range

Parkfolio Service

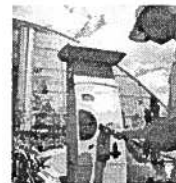
FAQ

>> More info

Stelio™
The key of your integrated parking solution

Maximizes parking revenues through multiple payment options and a more efficient mode of operation

The high reliability rates of the Stelio™ pay station, coupled with the ease with which the fully modular components can be changed - most modules can be swapped on site within a few minutes - leads to a significant decrease in maintenance costs. Add to this the resulting loss of downtime and you could easily realize a significant increase in your overall parking revenue.



Stylish housing, available in multiple colors, is at home in any downtown area

Featuring a stylish die cast housing and multiple color options, the Stelio™ unit will be an attractive addition to your downtown.

In addition to being architecturally appealing, the sturdy housing, and galvanized steel base construction on the Stelio allows the unit to hold up well to a wide range of environmental conditions.

From the cold winters of Canada to the steaming heat of the Gulf States, the Stelio™ will retain its stylish appearance and, most importantly, remain operational, ensuring that you make the most of your available parking operations year round.



Fully integrated solar power and wireless communication facilitates installation

The fully Integrated wireless communication kit ensures that important maintenance, payment information and usage statistics are made available to you through Parkeon's state of the art Parkfolio™ management system.

- ☒ Real-time notification of alarms informs you within seconds when maintenance is required.
- ☒ Secure HTML access to the Parkfolio™ system allows connection from any Internet terminal.
- ☒ On-line credit card authorization allows the operator to accept payment on valid cards, while practically eliminating fraud through bad or expired cards.



[Parkeon USA sitemap](#)



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DG Range
The key of your integrated parking solution

Maximizes parking revenues: multiple payment options and a more efficient mode of operation

With a complete range of payment options, the DG Range will allow motorists to quickly and easily pay for their parking time.

The ability to pay with coins, bank notes, credit cards and smart cards allows people to pay for the time they need to stay instead of basing their payment decision on the number of quarters that they have in their pocket.

A varied rate structure can be programmed into the pay stations, allowing for parking fees that will help facilitate better turnover, ensuring that your limited spaces are not taken up by "all day parkers" and are available to those who need access to business districts.



Optimize system performance through better reliability and wireless reporting of machine status

The fully integrated wireless communications capability ensures that important maintenance, payment information and usage statistics are made available to you through Parkeon's state of the art **Parkfolio™** management system.

- ↳ Real-time notification of alarms allows to better manage your equipment as the system informs you immediately when maintenance is required.
- ↳ Secure HTML access to the **Parkfolio™** system allows connection from any Internet terminal.
- ↳ On-line credit card authorization allows the operator to accept payment on valid cards, while practically eliminating fraud through bad or expired cards.



Achieve enhanced streetscape aesthetics and harness the use of solar power with smart system design

A number of upgrades, both mechanical and electronic, have ensured that the **DG** has remained at the forefront of technology, while retaining the familiar look that is recognized throughout the world. Take control of your parking needs to revitalize your downtown, enhance parking revenue and improve your streetscape with the **DG Range** of pay stations from Parkeon.



[Parkeon USA sitemap](#)

Offer the public the best parking management system available and today's parking problems will be a thing of the past. As one of the leading players in the field, Metric Parking provides unbeatable and cost-effective solutions for all Pay and Display requirements, Pay by Space requirements and for both on-and off-street parking.

ACCENT 3

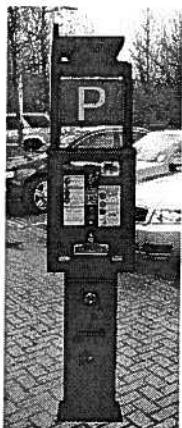
Robust design, modular component flexibility with dual printer option.



ACCENT 3

ACCENT 3 CARD AND COIN ONLY

Robust design, modular component flexibility with dual printer option.



PAY & DISPLAY AND PAY BY SPACE OPTIONS

The ACCENT 3 range of Pay & Display and Pay by Space ticket vending machines, with their proven track record, are the result of over 30 years experience in the field of vehicle parking applications.

PAYMENT METHODS

COINS/TOKENS

All ACCENT 3 models accept 15 different coins. Each machine is provided with a 6 litre self-locking coin box capable of storing up to 4800 quarters. Each has single or dual button operation and up to 3 languages can be incorporated.

PAPER CURRENCY

Paper currency acceptance is available on the ACCENT 3. The ACCENT 3 can be programmed to accept one, five, ten, twenty, fifty and hundred dollar bills. Each paper currency box can store up to 600 bills. The ACCENT 3 Card and Coin machine is not capable of accepting paper currency.

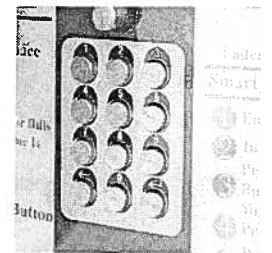
CARD ACCEPTANCE - REAL-TIME AUTHORIZATION

A wide variety of cards can be accepted by the ACCENT 3 including high security and specially encoded magnetic cards, debit cards, credit cards, pre-paid chip cards and re-chargeable chip cards.

KEYPAD OPTIONS

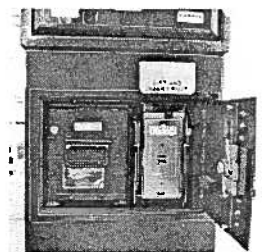
A simple to use numeric keypad enables a wide variety of options to be offered including:

Parking Space Numbering This can be used on-street, in lots or in multi-story parking decks to control spaces by zone with a 9,999 space capacity.



SECURITY/AUDIT

All Metric ACCENT 3 machines use metals, materials and process finishes that make them extremely strong and durable pieces of modern street furniture. Both the machine and the vault doors activate a 105dB intruder alarm system if forced. For added security the vault doors are 5mm thick with a fitted anti-drill plate. The lock and key is unique to each customer and there are no master keys. With each cashbox and/or bill box withdrawal, a sequentially numbered receipt is issued which gives the location, cash value and number of tickets sold. A detailed audit is available on all transactions and the last 10 cash box and/or bill box totals. The Metric cash box and bill box retention system is recognized as being the model for the parking industry.



SOLAR POWER

In today's modern world solar power has rapidly become one of the most popular power sources in the parking industry with many authorities specifically making this mandatory in all bid specifications.

ADVANTAGES

Installation Costs – these are dramatically reduced due to the absence of traditional electrical installation methods. The machines can be surface mounted with a minimum amount of roadside disruption.

Environment – natural solar power eliminates the need for an electric power source helping to contribute to a reduction in regional power consumption.

Maintenance – The ACCENT 3 solar machines fitted with a solar panel and 'accumulator' battery, can function for up to 5 years with no replacement necessary.



STAND ALONE OR NETWORKED

UNRIVALED MULTI-SPACE TECHNOLOGY

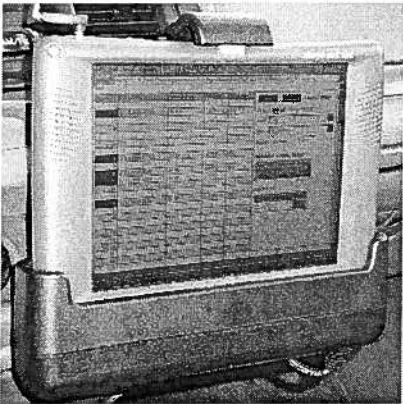
Each ACCENT 3 can operate as a stand alone machine or in a networked group.

Network Benefits- A Pay by Space networked system has benefits for the parking customer. There is no need to return to your vehicle after payment at the Metric ACCENT 3 Pay by Space pay station. A printed receipt with space number and return time offer proof of payment and a reminder of allotted time. The customer is able to add time to a parking space at any pay station anywhere in your town or city.



Metric Skeye Enforcement Device- A simple, fast, wireless enforcement device delivering real-time status of all Pay by Space parking areas everywhere in your town or city. Each Metric Pay by Space pay station reports all space data to your central server utilizing a GPRS connection. The central server communicates this real-time data to all of your enforcement staff equipped with the Metric SKEYE mobile enforcement device for immediate awareness of the paid status of every numbered space.

The SKEYE mobile enforcement device allows at-a-glance viewing of entire parking areas on- or off-street. View the status of each space from anywhere in the town or city. Speed enforcement and increase revenue by knowing when and where to send enforcement staff. This device eliminates the need to leave their vehicle to determine if a space is expired and no need to read single space meters.



Alert- Real time 'event' monitoring. A central server program gathers information from the parking machines and sends this information to any computer for monitoring.

STATS- Reporting package. The underlying technology of this software package is Microsoft SQL database. This enables a number of users to have simultaneous access to the data for the generation of reports which can in turn be customized to suit any requirement.

TECHNICAL SPECIFICATION

ACCENT 3

Machine Dimensions
7'6" (H) x 1.6' (W) x 1' (D)

Machine Weight
325 lbs.

Power Supply
110/220/240v AC single phase. Street lighting supply, stand alone battery operation and solar power with battery back-up

Operating Voltage
12v DC

Operating Temperature
-20°F to 140°F

Humidity
up to 100%RH (non-condensing)

Payment Systems
Coin, token, bill, smart card and credit card with real-time authorization

Coin Acceptance
15 different coins

Paper Currency Acceptance
One, five, ten, twenty, fifty and hundred dollar bills

Casework
Welded reinforced 3mm steel

Pedestal
Welded reinforced 3mm steel, 5mm door

Ticket Printing
Thermal alphanumeric printer

Ticket Capacity
up to 5,000. Option of 2 printers can provide 10,000 fan folded tickets

Single Ticket Size
2.75" x 2.125"

Display
2 lines x 16 characters at .3" high backlit LCD display

Cash Boxes
4800 quarter capacity, self-locking on removal

Paper Currency Boxes
600 bill capacity

Heaters
Thermostatically controlled (110v)

ACCENT 3 Card and Coin Machine
Machine Weight
275 lbs.

Payment Systems
Coin, token, smart card and credit card with real-time authorization

Coin Acceptance
15 different coins

Standard Colors
Black, other colors may be supplied at additional cost.

Metric Group reserves the right to amend or change specifications at any time.

THE PARKING PROFESSIONALS

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Introducing the

AURA

THE NEXT GENERATION NOW



THE NEXT GENERATION NOW

- Advanced modular design
- Superior security features
- Cashless payment options
- Communication options
- Impressive customer interface

AURA - NEXT GENERATION TECHNOLOGY

The AURA represents the next and most innovative generation of multi-space technology specially developed by Metric to satisfy the most rigorous demands of today's and tomorrow's parking operations. The AURA offers you state of the art technology which will be invaluable in helping you to manage your parking operation. This new generation of machines have been designed to give reliability, ease of use and are simple to maintain even in the most demanding of environments.

SECURITY

KEY MANAGEMENT

This advanced feature using electronic keys is pushing out tradition and driving forward customer needs. The keys can be programmed, tracked and assigned to specific personnel.

For complete peace of mind, networked machines will also have remote facilities to block lost keys immediately. Changing locks because of lost keys will become a chore of the past.

AUDIT

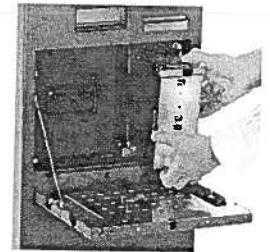
A key feature of the machine is the security of transactions and the cash handling system. The system for transporting the cash into the cashbox has been designed to prevent malicious interference and increase the speed of the transfer to the cash box. The proven design of the current cash box has been incorporated into the AURA. The automatic sealing and locking of the box on removal makes transporting cash a safe process.



Access to the vault is secured by an electronic mechanism with no visible locks. The vault area is composed of a series of stainless and hardened steel and composite material designed to resist attack.

ELECTRONIC LOCKING

A configured electronic key is used to activate a time sensitive unlocking sequence on both the upper casework and secure pedestal area.



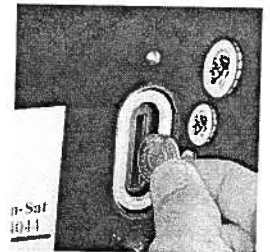
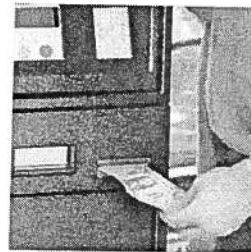
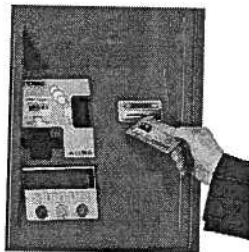
For easy exchange of the cash box a drop down door on the pedestal is lowered 90° to a horizontal position, which acts as a shelf to support the cash box. The main vault door slides smoothly downward to allow access.

CASH AND CASHLESS PAYMENTS

The coin system has been redesigned to incorporate faster coin validation and swift transport to the coin box.

The AURA will accept credit card payments. Using the same reader it will also accept most types of Smart Cards including the in-house Metric Card configured to suit customer requirements.

The AURA can be programmed to accept one, five, ten, twenty, fifty and hundred dollar bills.



THE PARKING PROFESSIONALS

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P A R K I N G

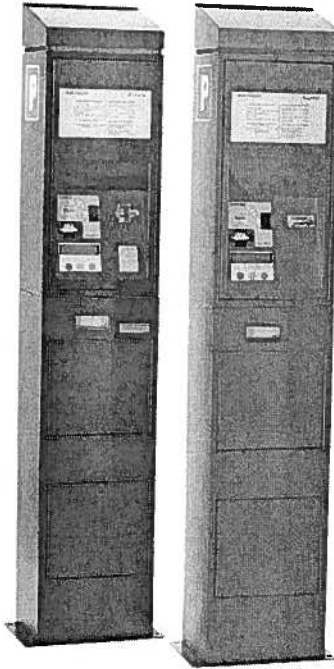
PERFECT SOLUTIONS FOR ALL YOUR PARKING PROBLEMS

STAND ALONE OR NETWORKED

UNRIVALED MULTI-SPACE TECHNOLOGY

Each AURA can operate as a stand alone machine or in a networked group.

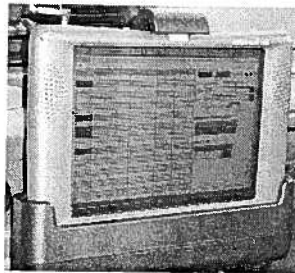
Network Benefits- A multi-spaced networked system has benefits for the parking customer. There is no need to return to your vehicle after payment at the AURA multi-space pay station. A printed receipt with space number and return time offer proof of payment and a reminder of allotted time. The customer is able to add time to a parking space at any pay station anywhere in your town or city.



SPACE NETWORK SYSTEM

Metric Skeye Enforcement Device- A simple, fast, wireless enforcement device. Real-time status of all multi-space parking areas everywhere in your town or city. Each AURA multi-space pay station reports all space data to your central server utilizing a GPRS connection. The central server communicates this real-time data to all of your enforcement staff with the Metric SKEYE mobile enforcement device for immediate awareness of the paid status of every numbered space.

When combined with a GPRS Network, the Skeye mobile enforcement device can be used as an on- or off-street enforcement tool with a 9,999 space capacity. View the status of each space from anywhere in the town or city. Speed enforcement and increase revenue by knowing when and where to send enforcement staff. Eliminate the need to leave a vehicle to determine if a space is expired. No need to read expired single space meters. The new system incorporates the SKEYE Pad which can be carried by the attendant or alternatively mounted on the dashboard of a vehicle or office desk.

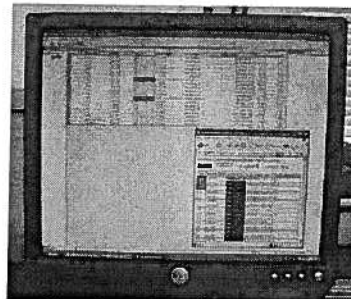


BACK OFFICE SOFTWARE & NETWORKS

Alert- Real time 'event' monitoring. A central server program gathers information from the pay stations and sends this information to any workstation that requires it.

STATS- The underlying technology of this software package is Microsoft SQL database. This enables a number of users to have simultaneous access to the data for the generation of reports which can in turn be customized to suit any requirement.

Applications	Communication
STATS (Reporting)	GSM Networks
ALERT (Monitoring)	GPRS Networks
Tariff Editor	Web Interface
Space Network	



TECHNICAL SPECIFICATION

AURA

Machine Dimensions
6'6" (H) x 1'2.5" (W) x 1' (D)

Machine 99.25 lbs. **Pedestal** 99.25 lbs.

Power Supply

110/220/240v AC single phase. Street lighting supply, stand alone battery operation and solar power with battery back-up

Operating Voltage
12v DC

Operating Temperature
14°F to 140°F

Humidity
up to 99%, non-condensing

Payment Systems

Coin, token, bill, smart card and credit card with real-time authorization

Coin Acceptance

Electronic up to 15 different coins

Paper Currency Acceptance

One, five, ten, twenty, fifty and hundred dollar bills

Casework

Welded reinforced treated steel, optional stainless steel

Pedestal

Welded reinforced treated steel, 9mm reinforced door with combined material protection, optional internal hardened steel plates, optional stainless steel

Ticket Printing

Thermal 8 dots/mm graphic print head

Ticket Capacity

110 micron paper roll. 4,300 tickets

Single Ticket Size

2.36" x 2.2835"

Backlit Display

240 x 64 dot graphic LCD

Cash Boxes

4800 quarter capacity, self-locking on removal

Paper Currency Boxes

600 bill capacity

Heaters

Thermostatically controlled optional pedestal heater

Standard Colors - Powder Coated Finish

Black, other colors may be supplied at additional cost.

Metric Group reserves the right to amend or change specifications at any time.

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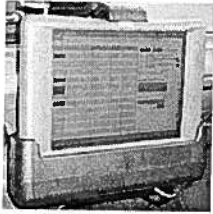
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SKEYE Pad

Metric Parking Wireless Space Management System (Patent Pending)

Features

The Metric Parking Wireless space management product is a numbered space application. Each space in town is numbered consecutively from 1 to whatever number of spaces available. All pay stations are programmed to accept payment for any space. Payment can be made with bill, coin, token or smart card. Customers can add time for any space at any pay station in town. All machines are solar powered and incorporate wireless data transfer (GPRS). All pay stations communicate space information in real time to the central server via an IP address. All enforcement officers view the web page for paid or unpaid spaces with the Metric Parking web pad. The central server incorporates a reporting package including all revenue and machine status information in real time. Enforcement officers and maintenance staff can view the status of each machine with the Metric Parking web pad or anywhere an internet connection exists.

Benefits

- Increase Revenue
- Reduce enforcement costs while increasing enforcement revenue.
- Reduce system collection / maintenance costs while increasing revenue.
- Increase customer convenience.
- Utilize information related to space usage for future planning.

Metric Parking equipment is utilized by more than 20 New Jersey / New York area municipalities.



AURA
 THE NEXT GENERATION NOW

Our system is the only system which would enable your customers to pay or add time to any parking space with any pay station, in your town. Your spaces would be numbered in a consecutive fashion. The customer parks the vehicle at any space and pays the nearest pay station. If that customer is across town and would like to add time, they may use any pay station close to them. No need to return to original parking area or place receipt on dashboard. The customer would then take the receipt to any shop for a refund if you wish.

Enforcement personnel would immediately see the status of each paid or unpaid space via a wireless internet connection. No need to check dashboards or individual parking meters.

Enforcement officers would view all spaces for the entire town from the Metric Parking portable Web Pad from any location in town with wireless internet access.

The Metric Parking pay stations are all solar powered (no cables) and utilize wireless data transfer to the local Metric Parking server installed in your town. The Pay Stations are available with coin, bill acceptor, token or smart card payment method. Your town may use the smart cards as a local parking card and add value to the card as required.

Please contact Metric Parking today for the latest information regarding Multi Space parking systems.

Skeye is a trademark of Hoft & Wessel.

Metric Parking
 2540 Route 130, Suite 114
 Cranbury, NJ 08512
 Phone 609.395.8570
 Fax 609.395.8541
sales@metricparking.com

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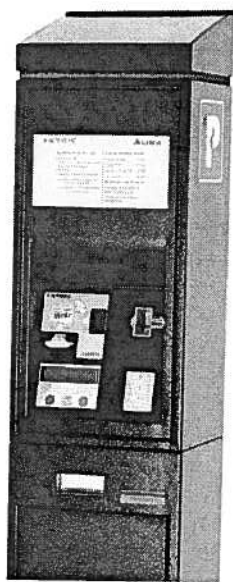

 HOFT & WESSEL

Offer the public the best parking management system available and today's parking problems will be a thing of the past. As one of the leading players in the field, Metric Parking provides unbeatable and cost-effective solutions for all Pay and Display requirements, Pay by Space requirements and for both on-and-off-street parking.



ACCENT 3

Robust design, modular component flexibility with dual printer option.



AURA
THE NEXT GENERATION NOW

- Advanced modular design
- Superior security features
- Cashless payment options
- Communication options
- Impressive customer interface

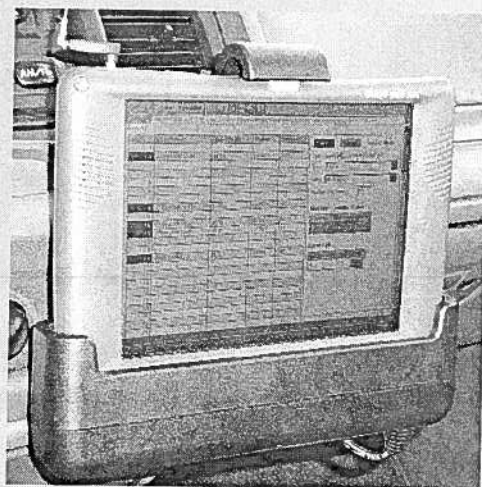
SPACE NETWORK SYSTEM

SPACE NETWORK SYSTEM

Metric Parking, in addition to the Metric Pay By Space system, offers the best parking space management system available today. Your enforcement staff has the real-time data required to enforce effectively.

METRIC SKEYE ENFORCEMENT DEVICE

A simple, fast, wireless enforcement device. Real-time status of all multi-space parking areas everywhere in your town or city. Each multi-space pay station reports all space data to your central server utilizing a GPRS connection. The central server communicates this real-time data to all of your enforcement staff with the Metric Skeye mobile enforcement device for immediate awareness of the paid status of every numbered space. Status of each pay station is reported in real-time.



SKEYE PAD

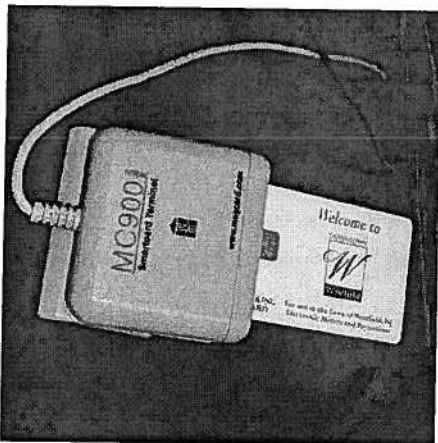
When combined with a GPRS Network, the Skeye mobile enforcement device can be used as an on- or off-street enforcement tool with a 9,999 space capacity. View the status of each space from anywhere in your town or city. Speed enforcement and increase revenue by knowing when and where to send enforcement staff. Eliminate the need to leave a vehicle to determine if a space is expired. No need to read expired single space meters. The new system incorporates the SKEYE Pad which can be carried by the attendant or alternatively mounted on the dashboard of a vehicle or office desk.



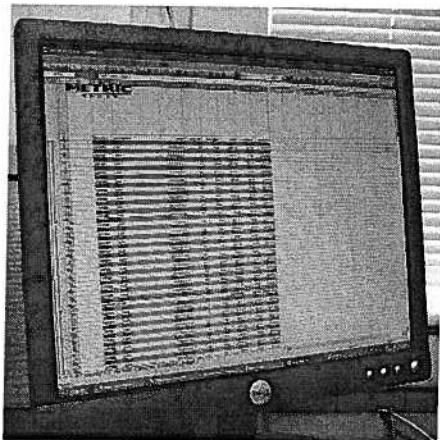
The customer also benefits from the networked system. Payment can be made from any paystation. Time can also be added from any pay station in your town.



Networked System



Smart Card Recharger



Statistical Reports

MONITOR ALL PARKING MACHINES

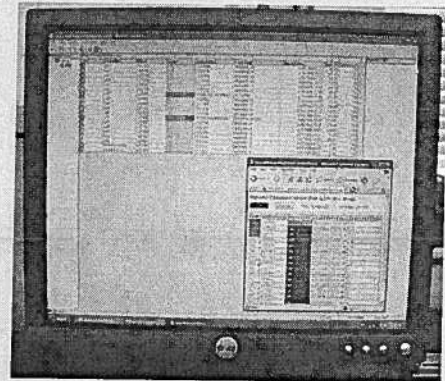
Metric has the technology to perform the many functions needed to monitor a large number of parking machines or a small number of parking machines. STATS and Alert Software have client/server architecture which means there is no limit to the number of parking machines that can be monitored and processed.

STATS

The underlying technology of this software package is Microsoft SQL database. This enables a number of users to have simultaneous access to the data for the generation of reports which can in turn be customized to suit any requirement.

The technology used for report generation is based on Microsoft Excel which gives the customer a basic report set to cover most requirements. The package is remarkably easy to customize, allowing easy generation of many types of reports. Full graph and charting functions are available.

All data stored in Microsoft SQL can be exported to many other applications.



ALERT

This technology has been developed by Metric. The underlying database technology is Microsoft SQL.

Real time 'event' monitoring. A central server program gathers information from the pay stations and sends this information to any computer for monitoring.

To assist in managing a large network of multi space machines, Alert allows you to configure and view the network in a variety of ways. Tree view is similar to using Windows Explorer and allows quick navigation to any machine using the familiar folders structure. Multiple views of Alert status windows can be launched allowing you to view all the information you want at once.

Applications

STATS (Reporting)
 ALERT (Monitoring)
 Tariff Editor
 Space Network
 MCI (Metric Card Issuer)

Communication

GSM Networks
 GPRS Networks
 Web Interface

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 Microsoft SQL, Microsoft Excel & Windows Explorer are trademarks.

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 2540 Route 130, Suite 114
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 Fax 609.395.8541
 www.metricparking.com



Ana Stevenson

From: Michael Zislis [zislis@aol.com]
Sent: Thursday, October 16, 2008 7:19 AM
To: Ana Stevenson
Cc: maryann@downtownmanhattanbeach.com
Subject: Parking Plan

Please add a change in ownership clause in your language for all high impact businesses. Require 2 spaces in Metlox every 1000 sq feet in all new business or ownership changes.

Cheers,

Michael Zislis
Owner
Shade Hotel
Mucho Ultima Mexicana
ROCK'N FISH Manhattan Beach
ROCK'N FISH LA LIVE
zislis@aol.com
310.704.8507 cell

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Ana Stevenson

From: Mary Ann Varni [maryann@downtownmanhattanbeach.com]
Sent: Monday, October 13, 2008 9:54 AM
To: Portia P. Cohen; Ana Stevenson; Erik Zandvliet
Cc: J. McLellan; James Shalvoy; Julie Hantzarides; Kevin Barry; Lester Siverman; 'Mary Ann Varni'; Maureen McBride; Mike Zislis; Miles Turpin; Ron Miranda; Sprout; Trance; Trilogy; 'Autorite'; 'Baby Wright's'; 'Barbie K'; 'David Levin'; Mike Zislis; 'Old Venice'; 'Sharks Cove'
Subject: Downtown Parking Recommendation from DBPA
Attachments: DOWNTOWN PARKING AND PLANNING IMPROVEMENT PROJECT SUMMARY 10-2008 R.4.doc

On behalf of the Downtown Manhattan Beach Business & Professional Association, I have attached a proposal of their parking recommendations. They have spent time with PPIC, and among themselves discussing and fine tuning what they, as business owners, think will deliver positive results. Based on doing business, knowing their customers, the community and watching the changes that have occurred over time, the attached proposal reflects an understanding of what it takes to do business downtown. The area has grown, is very desirable and unique, but still comes with challenges. The goal is to face these challenges together and come up with solutions that will continue to deliver thriving, successful, independent businesses in Downtown Manhattan Beach.

Please take time to review and consider the attached. Do not hesitate to call with any questions.

Sincerely,

Mary Ann Varni
Executive Director/
Downtown Manhattan Beach
Business & Professional Association
1104 Highland Avenue, Suite N
P.O. Box 3298
Manhattan Beach, CA 90266
310-379-9901
(fax) 310-372-0767
www.downtownmanhattanbeach.com

10/16/2008



PROPOSED SOLUTIONS FOR THE DOWNTOWN PARKING AND PLANNING IMPROVEMENT PROJECT

When developing a parking strategy for the downtown, it is essential to assess the competitive environment in which our downtown retailers operate. Our downtown merchants must compete with two major shopping centers, which offer large free parking lots and an excellent assortment of retail brands. Additionally, and currently of greatest concern, is our current economic situation. A majority of our downtown business owners are "independent" and cannot compete with the bigger guys on price.

If parking downtown to shop becomes too difficult or shoppers' meter expense become high enough for shoppers to notice, it is reasonable to assume that many of our local shoppers will take the path of least resistance and drive to one of our two contiguous malls. Convenience will override the charm and ambience of the downtown. We have a unique culture and draw to our downtown that needs to be nurtured during these challenging times in our economy. Not too many communities offer pristine beaches, tradition and unique shopping & dining.

The foregoing means that the City cannot just compare our parking fees with other South Bay communities. We have to determine as best we can that point at which potential shoppers feel comfortable that they'll find parking downtown without too much trouble and the amount of money they're willing to put in the meters before parking cost becomes one more reason to drive to our local malls rather than coming downtown to do business, shop, eat, etc.

Naturally another element of our overall parking strategy must be what the City of Manhattan Beach can afford for making the shopper parking experience good enough so that all aspects of parking don't become a barrier to shopping in the downtown. We appreciate that the City's budgetary constraints must be given important consideration. But we also respectfully submit that cost can't be the overriding determinant in developing a shopper friendly strategy for downtown.

Miles J. Turpin
Advisor
DBPA

(Downtown Manhattan Beach Recommendations to PPIC on 7/29/08)

The following merchants were present: **Ron Koch-Autorite; David Arias; Ron Miranda-Bacchus Wine Made Simple; Michael Zislis-Shade Hotel, Rock n' Fish, Mucho; Jill Lamkin- Sprout; David Levine-Lulus, Beehive.** The following items were discussed and supported by those Downtown merchants that were present for a PPIC meeting at the City.

Recommendations were further discussed with PPIC during the DBPA Board Meeting on 9/11/08.

Revision #4 10/08/08 (revised since meeting held 9/25/08)

DBPA PROPOSAL

1. Strict enforcement on the meters. Too many tickets for expired meters and constantly feeding the meter may discourage people from abusing the 2 hour limit and from parking in front of their place of employment. We believe a tiered pricing approach should be utilized for repeat offenders, i.e. fines for violations increase with repeated offenses.
2. **Employers must:**
 - Unilaterally enforce a zero-tolerance policy for employees parking at meters in front of their place of employment;
 - No employee should be allowed to leave their place of employment to feed meters. This has to be enforced by the downtown business owners for #3 to be effective and to allow customers to park in an area that already has limited spaces.
3. Structure an **extremely affordable** monthly employee parking program that allows **High Impact** downtown merchants to partner with their employees to either subsidize employees' parking in approved lots, or share in the employees' cost of permit parking.

DBPA Proposal:

- City should **mandate (perhaps through business licensure)** permit parking for those businesses deemed as **HIGH IMPACT** (Restaurants,

Hair Salons, Hotels and Banks). High impact businesses are defined as those with a large number of employees on shift at the same time. The specific number of employees that deems a business "High Impact" can be mutually defined at a future date. The same bulk rate should be offered to all businesses, so that others may choose to participate; however, we believe the greatest benefit in gaining street parking for customers would be to mandate the aforementioned.

- To administer this proposal, employers would provide payroll lists to the City showing the number of employees on payroll during any given month. Each business would then be issued that number of parking permits at a rate equal to 25% off the current bulk rate. The DBPA feels that 25% of current rate is a fair pricing structure based on the number of permits that would actually be used simultaneously. Our belief is that the current PPIC proposal of merely reducing the parking permit rate does not take into account the difficulty of logistics in "sharing" hang tag permits.
- For hypothetical purposes, let's say a business has 100 employees, but only 25 employees work on each shift. If an employer purchases 25 hanging permits at the proposed bulk rate to cover all employees on a shift, the tags would have to be transferred between cars and employees at each shift change. Inevitably, there will be employees who leave with the tag in their car or employees who decide to come early or stay late, leaving the employee on the alternating shift without a hang tag for that period. If each employee is issued their own tag, they are much more likely to be used effectively and they can be issued at a price that makes it cost-effective for our businesses and employees.
- We also believe that utilizing this "bulk" methodology adheres to the Coastal Commission's requirement that no preferential treatment is given in terms of parking pricing. To that end, this same pricing would be available to anyone who wanted to purchase the "bulk" number of parking permits (the "bulk" number can be mutually defined at a later date). It is doubtful that many residents would band together to purchase a bulk number of said permits, but the same pricing structure would be available to those who chose to do so.
- **DBPA strongly recommends we do a 6 month trial in the downtown** (with a bulk reduced rate permit program for employers and their employees), and **NOT** include residential permits at the same time. We need to see the results of moving employees to the Metlox before implementing too many changes. Visitors coming to the downtown

will always look to park in residential areas anyway, particularly if it is a peak time of year.

We realize that this is a major philosophical shift for the City and it will inevitably come with additional administrative responsibilities. The DBPA, however, thinks that any increase in the downtown parking rates be postponed until the economy begins to pick up or, at the very least, until we can see how this softening of the economy that we're experiencing will affect consumers and their buying habits. If shoppers become more and more price conscious, it doesn't make much sense to place another possible barrier in the way of shopping in downtown Manhattan Beach, particularly for our loyal downtown customers.

4. The position of the DBPA is that raising the meter rates, as noted in the opening page, will discourage customers and locals from shopping downtown as many other local shopping options are available that offer more convenient, free parking. We need to work on keeping our customer base and keeping the downtown thriving for the better of our community. If it begins to cost more to shop in downtown, and then people will go elsewhere to save, especially with our current economic situation. Last, raising rates with Parking Fund projections was presented during the 9/11/08 Board meeting, however further explanation and justification on the increase of rates is advised. Particularly, if the City sees increased revenue based on #1 and #3, raising the meter rates seems even less strategic.
5. Moving merchants from Lots 1 & 2.
 - a. Meter Lot 1 (parking would still be available for those with permits, but on a first come first serve basis, as customers will be permitted to park there as well)
 - b. In Lot 1, **merchants strongly recommend** that a space not be taken up for a loading zone, as it would be a waste of a parking space. Secondly, the handicap space in Lot 1 is not utilized and in an area not conducive for a handicap driver given the steep hill. DBPA proposes taking out the handicap space as long as it is not placed in Lot 1 for statutory reasons. If in fact the handicap space must stay in Lot 1, then use that space for a loading zone as well, thereby giving it a dual purpose – handicap/loading
 - c. Merchants from Lot 2 move to 3rd level in Lot 3

OTHER CONSIDERATIONS

6. Distribute the handicap spaces throughout the City vs. having such a heavy concentration of them on Manhattan Avenue and 9th & 10th Street, for example.
 7. CHANGE machines. It is very frustrating for some merchants to have to hand out quarters on a regular basis. As Downtown is not a particularly high-crime area, it seems unlikely that change machines would be a target of vandalism. Another option would be to allow merchants, placed in different parts of the downtown, to sell "pre-loaded" cash keys at their businesses to provide more convenient hours and locations for residents wishing to purchase a cash key.
-

Ana Stevenson

From: vic.law1@gmail.com
Sent: Friday, October 10, 2008 11:06 AM
To: Ana Stevenson
Subject: RE:DOWNTOWN PARKING MANAGEMENT PLAN-COMMENTS TO PLEASE BE CONSIDERED AT ANY HEARING ON THE MATTER

Dear Ms. Stevenson:

It was my pleasure to have the opportunity to speak with you this morning, October 10, 2008, about my objection(s) concerning the above proposed plan which Plan has not been made available to me as of this time.

Thank you for your information about the increased parking meter rates. I object to the increase in parking meter rates for reasons including but not limited to the fact that it will tend to reduce access to the beach which is a requirement of the California Coastal Act and the filings with the California Coastal Commission including but not limited to the current approved filed plans including inter alia the LUP, Implementation Plan and other approved actions in effect which in fact have induced the California Coastal Commission to grant Manhattan Beach the permit to have the parking meter rates which exist today as I write to you.

In a separate matter, I ask you and through you, your department : who paid for the parking meters during the 10K run in the state owned and city owned parking lots? Was that paid out by the 10K organization from the \$25.00 paid by each of the over 4,000 participants? I think that it should be . I ask you to forward a copy of this email to Richard Gill, Director of Parks and Recreation since I do not have his email address and I know he would respond if he received this email concerning the question of the parking lot fees during the evening before and the day of the 10K run. Through this email, I respectfully thank him in advance.

Furthermore, continuing with the objection to the untimely , misguided parking meter increases, I believe that the existing business in the downtown will be adversely affected and they need all the help that they can get to survive in light of the relatively new competition from Metlox complex as well as the Manhattan Village free Parking Mall.

Perhaps the PPIC and the Staff who devised this questionable improvement have not become adequately aware of the fact that there is at this time an economic crises which Manhattan Beach Merchants and residents are not immune to , an economic environment that reminds many of the historians of the Great Depression where like then, availability of discretionary income has taken a severe hit.

This proposal may indicate to some observers that there may be too much time on the hands of SOME of the City Staff to come up with such untimely and misguided ideas. I would appreciate acknowledgement that you have received this email and instructions as to how and when I can access the "DOWNTOWN PARKING MANAGEMENT PLAN" on the Internet. Please include my objection to the increase in parking meter rates in your report to the Council when your staff report has been completed/becomes available to the Council..

Lastly, it is respectfully requested that this email/letter be considered a suggestion that the meter rates in the down town be lowered during the period which the economic crisis continues and it be used as a selling point to help the downtown merchants remain in business.

Ms. Stevenson, I really appreciate your assistance and the informative/helpful manner in which you responded to my inquiry.

10/16/2008

Respectfully yours,

William Victor
Manhattan Beach property owner

EXHIBIT
K



DOWNTOWN PARKING MANAGEMENT PLAN

The 2008 Downtown Parking Management Plan provides a comprehensive analysis of parking conditions in the downtown area and develops strategies for optimizing usage of on-street parking spaces and public parking lots.

The Parking and Public Improvements Commission and City staff have held a series of public meetings resulting in a number of recommendations, which include adjusting parking meters, monthly parking permits, a residential override parking program and improved signage.

CITY COUNCIL MEETING

WHEN: October 21, 2008 at 6:30 pm

WHERE: Council Chambers (1400 Highland Avenue)

Residents and businesses are encouraged to attend and participate. The staff report is available at www.citymb.info on Friday, October 17 (noon). For more information please call Ana Stevenson at (310) 802-5540 or email at astevenson@citymb.info

RESOLUTION NO. 6160

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH APPROVING A COASTAL DEVELOPMENT PERMIT TO ALLOW MODIFICATIONS TO PUBLIC PARKING METER RATES WITHIN THE NON-APPEALABLE PORTION OF THE CITY'S COASTAL ZONE - CA 08-32 (City of Manhattan Beach)

THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach, California, hereby makes the following findings:

- A. The City of Manhattan Beach has proposed citywide modifications to the public parking meter rates in Manhattan Beach for on-street parking; in the City of Manhattan Beach.
- B. The proposed project includes raising the fee for public parking meters by fifty cents per hour resulting in \$1.50 per hour for streets.
- C. The subject parking meter locations are located within the City of Manhattan Beach Coastal Zone, in the non-appealable area. In accordance with the Manhattan Beach Local Coastal Program (MBLCP), Coastal Development Permit approval is required for this portion of the project.
- D. The applicant and property owner is the City of Manhattan Beach.
- F. The City Council of the City of Manhattan Beach conducted a noticed public hearing regarding the project at their regular scheduled meeting of October 21, 2008. The public hearing was advertised pursuant to applicable law and testimony was invited and received. All decisions set forth in this resolution are based upon substantial evidence received at said public meeting.
- G. The proposal is exempt from the requirements of the California Environmental Quality Act (CEQA) due to determination that it has no potential for having a significant effect on the environment, per CEQA Guidelines Section 15061(b)(3).
- H. The subject locations are located within Area Districts III and IV, and are zoned Downtown Commercial, Local Commercial, North-End Commercial, Public and Semi-public, and Open Space. The surrounding properties are generally also zoned the same as the parking meter locations, or are residentially zoned. The General Plan designations for the subject locations all correspond to the zoning designations.
- I. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- J. This Resolution, upon its effectiveness, constitutes the Coastal Development Permit for the subject parking meter rate changes
- K. Since the project is consistent with the following General Plan Goals and Policies, the project is also consistent with the Local Coastal Program (LCP), as discussed below, and since the LCP is consistent with the General Plan, the project is also consistent with the General Plan.

**GENERAL PLAN
POLICIES: LAND USE**

Policy 2.3: Protect public access to and enjoyment of the beach while respecting the privacy of beach residents.

GOALS: CIRCULATION

GOAL 3: PROTECT LOW DENSITY RESIDENTIAL NEIGHBORHOODS FROM THE TRAFFIC AND PARKING IMPACTS OF ADJACENT COMMERCIAL AREAS.

- M. Based on the MBLCP Sections A.96.150 the following findings are made:
That the project, as described in the application and accompanying materials, conforms with the certified Manhattan Beach Local Coastal Program, since the project is consistent with the following applicable policies from Chapter 4 of the Local Coastal Program:

COASTAL ACCESS POLICIES

A. Access Policies

- Policy I.A.2: The City shall encourage, maintain, and implement safe and efficient traffic flow patterns to permit sufficient beach and parking access.
- Policy I.A.3: The City shall preserve pedestrian access systems including the Spider Web park concept (Spider Web park concept: a linear park system linking the Santa Fe railroad right-of-way jogging trail to the beach with a network of walkstreets and public open spaces. See Figure NR-1 of the General Plan).
- Policy I.A.4: The City shall maintain the use of commercial alleys as secondary pedestrian accessways.

B. Transit Policies

- Policy I.B.4: The City shall maintain the use of the Santa Fe right-of-way as a non-automobile transportation corridor between the northern city boundary and the intersection of Valley-Ardmore and Manhattan Beach Boulevard, as the closest link to the commercial business district and beach use.
- Policy I.B.5: The City shall maintain a pathway to facilitate jogging and pedestrian usage along the Santa Fe right-of-way.
- Policy I.B.7: The City shall provide adequate signing and directional aids so that beach goers can be directed toward available parking.

C. Parking Policies

- 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.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.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.

II. COASTAL LOCATING AND PLANNING NEW DEVELOPMENT POLICIES

A. Commercial Development

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.

SECTION 2. The City Council of the City of Manhattan Beach hereby APPROVES the subject Coastal Development Permit subject to the following conditions.

General Conditions

1. The proposed project shall be in substantial conformance with the project description, as approved by the City Council on October 21, 2008, subject to any special conditions set forth below. Any substantial deviation from the approved project description must be reviewed and approved by the City Council.
2. Parking quantities, locations, and permits in the non-appealable area of the coastal zone shall not be changed or affected by this project.

Procedural

3. **Effective Date.** The subject Coastal Development Permit shall become effective after expiration of the time limits established by Manhattan Beach Municipal Code and Local Coastal Program.
4. **Fish and Game.** Pursuant to Public Resources Code Section 21089 (b) and Fish and Game Code Section 711.4 (c), the project is not operative, vested, or final until the required filing fees are paid.
5. **Terms and Conditions are Perpetual.** These terms and conditions shall be perpetual, and it is the intention of the Director of Community Development and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.
6. **Review.** All provisions of the Coastal Development Permit are subject to review by the Community Development Department 6 months after occupancy and yearly thereafter. At any time in the future, the City Council may review the Coastal Development Permit for the purposes of revocation or modification. Modification may consist of conditions deemed reasonable to mitigate or alleviate impacts to adjacent land uses.
7. **Interpretation.** Any questions of intent or interpretation of any condition will be resolved by the City Council.
8. **Inspections.** The Community Development Department staff shall be allowed to inspect the site and the development during construction at any time.
9. **Assignment.** Pursuant to Section A.96.220 of the City's certified Local Coastal Program (Implementation Program), the Coastal Development Permit may be assigned to any qualified persons subject to submittal of the following information to the Director of Community Development.

SECTION 3. Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90

days of the date of this resolution and the City Council is served within 120 days of the date of this resolution.

SECTION 4. This resolution shall take effect immediately.

SECTION 5. The City Clerk shall certify to the adoption of this resolution; enter it into the original records of the City and thenceforth and thereafter the same shall be in full force and effect.

SECTION 6. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this Resolution is adopted.

PASSED, APPROVED AND ADOPTED this 21st day of October 2008.

Ayes:
Noes:
Absent:
Abstain:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By 

City Attorney

RESOLUTION NO. 6161

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH APPROVING A COASTAL DEVELOPMENT PERMIT TO ALLOW MODIFICATIONS TO PUBLIC PARKING METER RATES WITHIN THE APPEALABLE PORTION OF THE CITY'S COASTAL ZONE - CA 08-33 (City of Manhattan Beach)

THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach, California, hereby makes the following findings:

- A. The City of Manhattan Beach has proposed citywide modifications to the public parking meter rates in the City of Manhattan Beach.
- B. The proposed project includes raising the fee for public parking meters by fifty cents per hour resulting in \$1.50 per hour for streets, and by \$1 per hour resulting in \$2 per hour for pier and beach parking lots.
- C. The subject parking meter locations are located within the City of Manhattan Beach Coastal Zone, in the appealable area. In accordance with the Manhattan Beach Local Coastal Program (MBLCP), Coast Development Permit approval is required for this portion of the project, which is appealable to the California Coastal Commission.
- E. The applicant and property owner is the City of Manhattan Beach.
- F. The City Council of the City of Manhattan Beach conducted a noticed public hearing regarding the project at their regular scheduled meeting of October 21, 2008. The public hearing was advertised pursuant to applicable law and testimony was invited and received. All decisions set forth in this resolution are based upon substantial evidence received at said public meeting.
- G. The proposal is exempt from the requirements of the California Environmental Quality Act (CEQA) due to determination that it has no potential for having a significant effect on the environment, per CEQA Guidelines Section 15061(b)(3).
- H. The subject locations are located within Area Districts III & IV, and are zoned Downtown Commercial, Open Space, and Public and Semi-public. The surrounding properties are generally also zoned the same as the parking meter locations, or are residentially zoned. The General Plan designations for the subject locations all correspond to the zoning designations.
- I. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- J. This Resolution, upon its effectiveness, constitutes the Coastal Development Permit for the subject parking meter rate changes
- K. Since the project is consistent with the following General Plan Goals and Policies, the project is also consistent with the Local Coastal Program (LCP), as discussed below, and since the LCP is consistent with the General Plan, the project is also consistent with the General Plan.

GENERAL PLAN
POLICIES: LAND USE

Policy 2.3: Protect public access to and enjoyment of the beach while respecting the privacy of beach residents.

GOALS: CIRCULATION

GOAL 3: PROTECT LOW DENSITY RESIDENTIAL NEIGHBORHOODS FROM THE TRAFFIC AND PARKING IMPACTS OF ADJACENT COMMERCIAL AREAS.

- M. Based on the MBLCP Sections A.96.150 the following findings are made:
That the project, as described in the application and accompanying materials, conforms with the certified Manhattan Beach Local Coastal Program, since the project is consistent with the following applicable policies from Chapter 4 of the Local Coastal Program:

COASTAL ACCESS POLICIES

A. Access Policies

- Policy I.A.2: The City shall encourage, maintain, and implement safe and efficient traffic flow patterns to permit sufficient beach and parking access.
- Policy I.A.3: The City shall preserve pedestrian access systems including the Spider Web park concept (Spider Web park concept: a linear park system linking the Santa Fe railroad right-of-way jogging trail to the beach with a network of walkstreets and public open spaces. See Figure NR-1 of the General Plan).
- Policy I.A.4: The City shall maintain the use of commercial alleys as secondary pedestrian accessways.

B. Transit Policies

- Policy I.B.4: The City shall maintain the use of the Santa Fe right-of-way as a non-automobile transportation corridor between the northern city boundary and the intersection of Valley-Ardmore and Manhattan Beach Boulevard, as the closest link to the commercial business district and beach use.
- Policy I.B.5: The City shall maintain a pathway to facilitate jogging and pedestrian usage along the Santa Fe right-of-way.
- Policy I.B.7: The City shall provide adequate signing and directional aids so that beach goers can be directed toward available parking.

C. Parking Policies

- 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.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.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.**

II. COASTAL LOCATING AND PLANNING NEW DEVELOPMENT POLICIES

A. Commercial Development

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.**

SECTION 2. The City Council of the City of Manhattan Beach hereby APPROVES the subject Coastal Development Permit subject to the following conditions.

General Conditions

1. The proposed project shall be in substantial conformance with the project description, as approved by the City Council on October 21, 2008, subject to any special conditions set forth below. Any substantial deviation from the approved project description must be reviewed and approved by the City Council.
2. Parking quantities, locations, and permits in the appealable area of the coastal zone shall not be changed or affected by this project.

Procedural

3. **Effective Date.** The subject Coastal Development Permit shall become effective after expiration of the time limits established by Manhattan Beach Municipal Code and Local Coastal Program.
4. **Fish and Game.** Pursuant to Public Resources Code Section 21089 (b) and Fish and Game Code Section 711.4 (c), the project is not operative, vested, or final until the required filing fees are paid.
5. **Terms and Conditions are Perpetual.** These terms and conditions shall be perpetual, and it is the intention of the Director of Community Development and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.
6. **Review.** All provisions of the Coastal Development Permit are subject to review by the Community Development Department 6 months after occupancy and yearly thereafter. At any time in the future, the City Council may review the Coastal Development Permit for the purposes of revocation or modification. Modification may consist of conditions deemed reasonable to mitigate or alleviate impacts to adjacent land uses.
7. **Interpretation.** Any questions of intent or interpretation of any condition will be resolved by the City Council.
8. **Inspections.** The Community Development Department staff shall be allowed to inspect the site and the development during construction at any time.
9. **Assignment.** Pursuant to Section A.96.220 of the City's certified Local Coastal Program (Implementation Program), the Coastal Development Permit may be assigned to any qualified persons subject to submittal of the following information to the Director of Community Development.

SECTION 3. Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90

days of the date of this resolution and the City Council is served within 120 days of the date of this resolution.

SECTION 4. This resolution shall take effect immediately upon completion of applicable California Coastal Commission appeal periods or procedures.

SECTION 5. The City Clerk shall certify to the adoption of this resolution; enter it into the original records of the City and thenceforth and thereafter the same shall be in full force and effect.

SECTION 6. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this Resolution is adopted.

PASSED, APPROVED AND ADOPTED this 21st day of October 2008.

Ayes:
Noes:
Absent:
Abstain:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By _____

City Attorney

RESOLUTION NO. 6162

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, ESTABLISHING A SCHEDULE OF FEES TO BE CHARGED BY VARIOUS DEPARTMENTS OF THE CITY REGARDING PERMITS AND SERVICES, MODIFYING ALL RESOLUTIONS OR ORDERS IN CONCERT THEREWITH, AND APPROVING AN INCREASE IN CERTAIN PARKING CITATION RATES

WHEREAS, the Office of the City Manager of the City has reviewed the fee schedule and made certain recommendations to the City Council; and

WHEREAS, the schedule of fees for permits and services represents reimbursement for cost incurred by the City in providing direct services to particular individuals or groups rather than to the general populace of the City of Manhattan Beach; and

WHEREAS, it is equitable that the City of Manhattan Beach be compensated for providing such direct services; and

WHEREAS, the City of Manhattan Beach has certain fees established including parking citation rates for violation of parking regulations; and

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY DECLARE, FIND, DETERMINE AND ORDER AS FOLLOWS:

SECTION 1. The City Council hereby finds as follows:

- A. The fees adopted hereunder are set forth in "Schedule A," attached hereto and incorporated herein by this reference.
- B. The proposed project has been found to be statutorily exempt from the provisions of the California Environmental Quality Act (CEQA), as implemented by the City of Manhattan Beach CEQA guidelines, pursuant to sections 15273 (a) "Rates, Tolls, Fares, and Charges" of the CEQA Guidelines.
- C. The proposed project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish & Game Code.
- D. The proposed project is in conformance with applicable policies and regulations of the Certified Manhattan Beach Local Coastal Program.
- E. The proposed project is consistent with the public access and recreation policies of Chapter 3 of the California Coastal Act of 1976. The project will not impact existing public access, nor recreational opportunities, within the City's Coastal Zone.
- F. This resolution shall serve as the coastal development permit for those areas under the jurisdiction of the Manhattan Beach Local Coastal Plan.

SECTION 2. The City Manager's Office has reviewed the fee schedule and made certain recommendations to the City Council. The schedule of fees shall be modified to include the rates for parking citations adjusted in accordance with the attached schedule.

SECTION 3. The City Manager shall have the authority to interpret the provisions of this resolution for purposes of resolving ambiguities. The City Manager shall have the authority to authorize and require reasonable compensation for the temporary use of City property or receipt of City services not otherwise provided for by City resolution or ordinance.

SECTION 4. This resolution shall be effective upon passage.

SECTION 5. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this resolution is adopted.

SECTION 6. The City Clerk shall certify to the adoption of this Resolution and thenceforth and thereafter the same shall be in full force and effect.

PASSED, APPROVED and ADOPTED this 21st day of October, 2008.

Ayes:
Noes:
Absent:
Abstain:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By 

City Attorney

Classification	Description	Current	Proposed
Parking Violations	15 Minute Parking	\$ 35.00	\$ 40.00
Parking Violations	25 ft. of blvd. stop	\$ 35.00	\$ 40.00
Parking Violations	25 ft. of crosswalk	\$ 35.00	\$ 40.00
Parking Violations	25 ft. of sign	\$ 35.00	\$ 40.00
Parking Violations	Adjacent school	\$ 35.00	\$ 40.00
Parking Violations	Bus zone	\$ 35.00	\$ 40.00
Parking Violations	Commercial loading 20 min.	\$ 35.00	\$ 40.00
Parking Violations	Commercial Plates Required	\$ 35.00	\$ 40.00
Parking Violations	Demo/sale/lease	\$ 35.00	\$ 40.00
Parking Violations	Green/yellow zone	\$ 35.00	\$ 40.00
Parking Violations	Hazard area	\$ 35.00	\$ 40.00
Parking Violations	Head in only	\$ 35.00	\$ 40.00
Parking Violations	In lines	\$ 35.00	\$ 40.00
Parking Violations	Limited parking - (1 hour)	\$ 35.00	\$ 40.00
Parking Violations	Limited parking - (2 hour)	\$ 35.00	\$ 40.00
Parking Violations	No parking	\$ 35.00	\$ 40.00
Parking Violations	No permit	\$ 35.00	\$ 40.00
Parking Violations	No stop zone	\$ 35.00	\$ 40.00
Parking Violations	Not Within Lines	\$ 35.00	\$ 40.00
Parking Violations	Opposite/front garage	\$ 35.00	\$ 40.00
Parking Violations	Over posted limit	\$ 35.00	\$ 40.00
Parking Violations	Over 72 hours	\$ 35.00	\$ 40.00
Parking Violations	Overtime	\$ 35.00	\$ 40.00
Parking Violations	Overtime 24 minute/index	\$ 35.00	\$ 40.00
Parking Violations	Parallel one way	\$ 35.00	\$ 40.00
Parking Violations	Parkway	\$ 35.00	\$ 40.00
Parking Violations	Permission to load or unload	\$ 35.00	\$ 40.00
Parking Violations	Private property	\$ 35.00	\$ 40.00
Parking Violations	Project/lines	\$ 35.00	\$ 40.00
Parking Violations	Public property	\$ 35.00	\$ 40.00
Parking Violations	Red zone	\$ 35.00	\$ 40.00
Parking Violations	Repair vehicle/street	\$ 35.00	\$ 40.00
Parking Violations	Safe on grade	\$ 35.00	\$ 40.00
Parking Violations	Stop/alley	\$ 35.00	\$ 40.00
Parking Violations	Stop/corn/load	\$ 35.00	\$ 40.00
Parking Violations	Stop/hazard	\$ 35.00	\$ 40.00
Parking Violations	Stop/white zone	\$ 35.00	\$ 40.00
Parking Violations	Street sweeping	\$ 35.00	\$ 40.00
Parking Violations	Temporary parking prohibited	\$ 35.00	\$ 40.00
Parking Violations	Valet parking prohibited	\$ 35.00	\$ 40.00
Parking Violations	Vehicle prohibited in City park	\$ 35.00	\$ 40.00
Parking Violations	Walk street	\$ 35.00	\$ 40.00
Parking Violations	Wash/polish vehicle	\$ 35.00	\$ 40.00
Parking Violations	Wheels not curbed	\$ 35.00	\$ 40.00
Parking Violations	White zone	\$ 35.00	\$ 40.00
Parking Violations	Within islands	\$ 35.00	\$ 40.00
Parking Violations	Compact spaces	\$ 35.00	\$ 40.00
Parking Violations	Meter expired	\$ 30.00	\$ 40.00
Parking Violations	Current License Tab	\$ 35.00	\$ 40.00

Parking Violations	Parking on Sidewalk	\$ 35.00	\$ 40.00
Parking Violations	Blocking Driveway	\$ 35.00	\$ 40.00
Parking Violations	Wrong direction/curb parking	\$ 35.00	\$ 40.00
Parking Violations	Hydrant distance	\$ 35.00	\$ 40.00
Parking Violations	parking in crosshatch	\$ 35.00	\$ 40.00
Parking Violations	Safety Zone	\$ 35.00	\$ 40.00
Parking Violations	Fire Lane	\$ 35.00	\$ 40.00
Parking Violations	Double parking	\$ 35.00	\$ 40.00
Parking Violations	parking in intersection	\$ 35.00	\$ 40.00
Parking Violations	other parking citations with current fines of \$35 but not otherwise identified	\$ 35.00	\$ 40.00

The Beach Reporter
400 S Sepulveda Ste 247
Manhattan Beach CA 90266
Proof of Publication
(2015.5 C.C.P)

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COUNTY OF LOS ANGELES

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under the date of December 29, 19 83

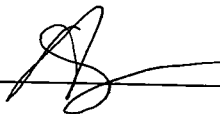
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and not in any supplement thereof on the following dates, to-wit:

October 09, 2008

all in the year 20 08
I certify (or declare) under penalty of perjury that the foregoing
is true and correct

Dated at Manhattan Beach

California, this 09th October 20 08



Signature

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EXHIBIT

0

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DOWNTOWN PARKING MANAGEMENT PLAN

The 2008 Downtown Parking Management Plan provides a comprehensive analysis of parking conditions in the downtown area and develops strategies for optimizing usage of on-street parking spaces and public parking lots.

The Parking and Public Improvements Commission and City staff have held a series of public meetings resulting in a number of recommendations, which include adjusting parking meters, monthly parking permits, a residential override parking program and improved signage.

On October 21, 2008, the City Council will consider the Parking and Public Improvements Commission's recommendations.

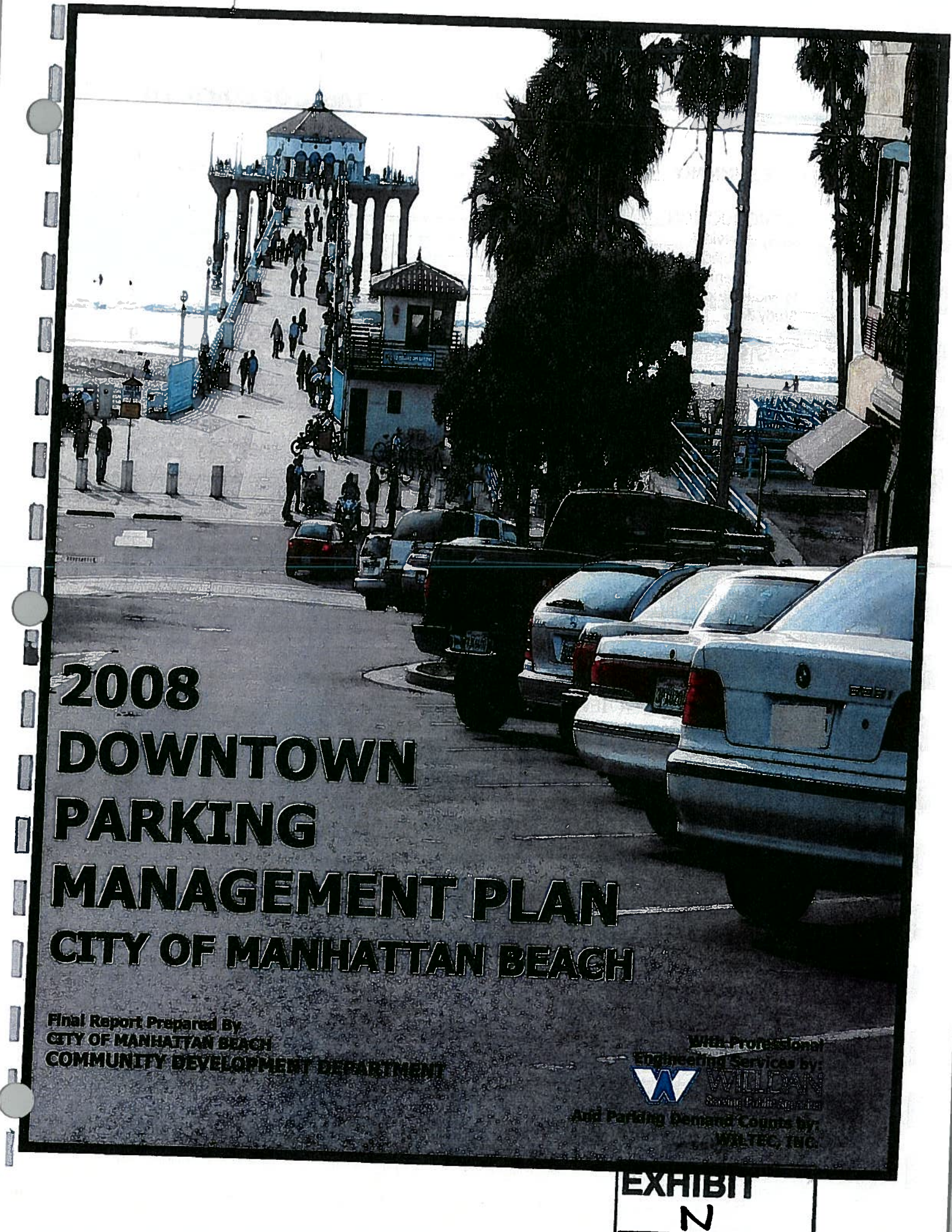
CITY COUNCIL MEETING

**DOWNTOWN PARKING MANAGEMENT PLAN
- PUBLIC HEARING -**

WHEN: October 21, 2008 at 6:30 pm
WHERE: Council Chambers, City Hall
1400 Highland Avenue, Manhattan Beach

Residents and businesses are encouraged to attend and participate. A copy of the 2008 Downtown Parking Management Plan is available at www.citymb.info. The staff report will be available at www.citymb.info on Friday, October 17 (noon). For more information, please call Ana Stevenson at (310) 802-5540 or email at astevenson@citymb.info

Published as The Beach Reporter No. 6332,
October 9, 2008



**2008
DOWNTOWN
PARKING
MANAGEMENT PLAN
CITY OF MANHATTAN BEACH**

Final Report Prepared By
CITY OF MANHATTAN BEACH
COMMUNITY DEVELOPMENT DEPARTMENT

W&L Professional
Engineering Services by
WILLEAN
Serving Public Agencies
And Parking Demand Counts by
WILTEC, INC.

**EXHIBIT
N**

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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, Highland 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.

INTRODUCTION

STUDY OVERVIEW

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- 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 Coastal 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

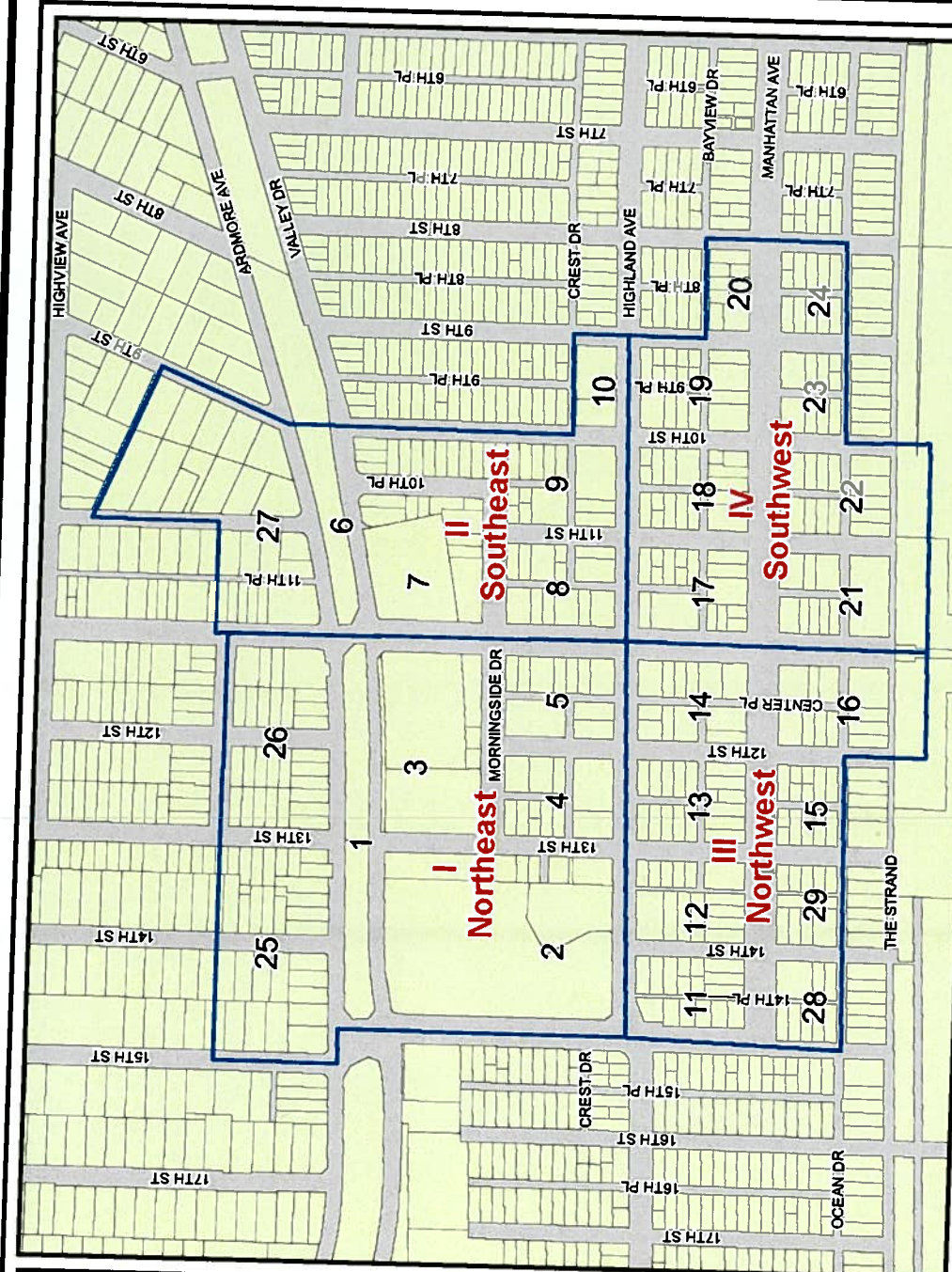
The study area is generally bounded by 15th Street to the north, Fisher Avenue to the east, 8th Street to the south and The Strand to the west. The boundaries of the study area are shown in Figure A. The study area matches and exceeds the area covered in the *1998 Downtown Manhattan Beach Parking Management 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, Highland 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.

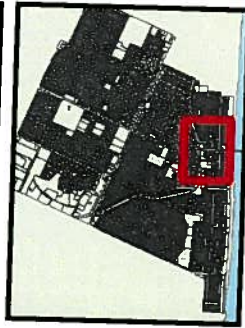
The study area was expanded for this Plan to better evaluate the existing and potential future parking impacts caused by commercial land uses within the downtown. The City is sensitive to the reported overflow parking issues related to employee parking in residential areas. The expansion of the study 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.



Legend

- Parcels
- Parking Zones
- 1** Block Numbers



Study Area
Downtown Parking
Management Plan



City of Manhattan Beach
Community Development

EXISTING PARKING CONDITIONS

TYPES OF PARKING AVAILABLE

The Downtown area provides several parking choices:

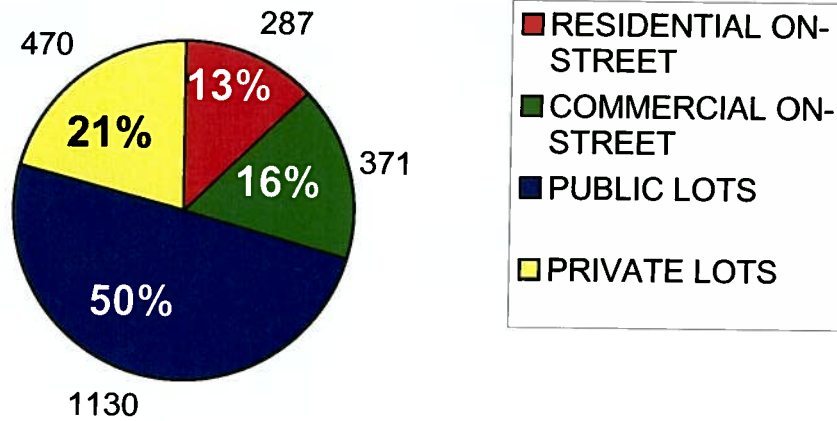
- Time-Limit Metered Street Parking
- Time-Limit Metered Off-Street (Lot) Parking
- Time-Limit Unmetered Street Parking
- Time Limit Unmetered Off-Street (Lot) Parking
- Private Off-Street Parking
- Merchant Permit Parking
- Valet Parking (Seasonal and Weekends)

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 10 th St.	28 2-hr meter, 20 Merchant	48
2	Bayview Dr. near 12 th St.	45 2-hr meter, 22 Merchant, 1 HC	68
3	12 th St. at Morningside Dr.	145 2-hr meter, 1 HC	146
6	Highland Dr. at 14 th St.	24 2-hr meter, 2 HC	26
7	Valley Dr. near 11 th 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	15 th 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				TOTAL
	24-MIN METERS	2-HOUR METERS	2-HOUR NON-METERED	ALL DAY NON-METERED	
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

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.

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

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.

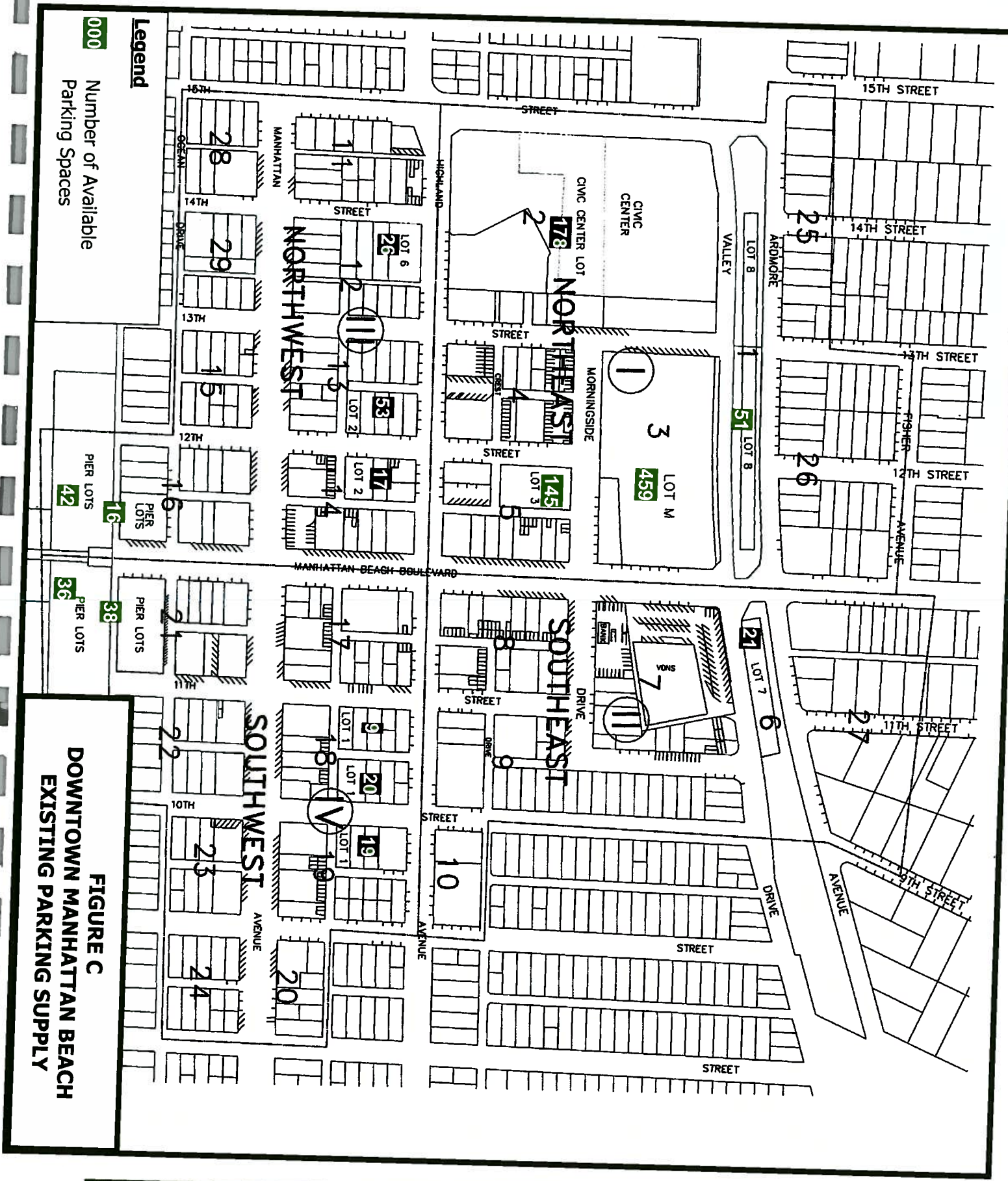


Table 4 shows total number of parking spaces for each parking type in each quadrant of the study area. As indicated, the Northeast quadrant provides almost half of the total available parking supply. This is because the Northeast quadrant has three of the largest parking lots: Metlox, Civic Center and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

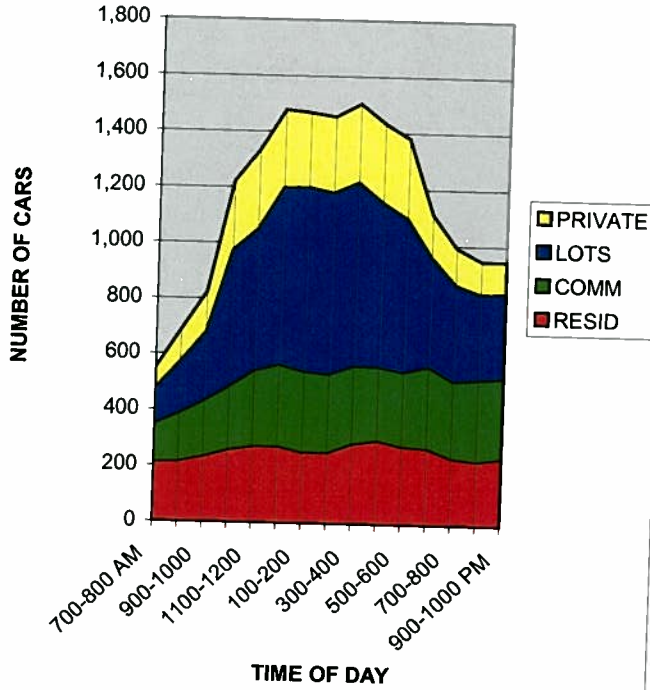
It should be noted that while the on-street commercial spaces are evenly distributed within the study area, the off-street public parking spaces are concentrated in the Northeast quadrant. This leads to underutilization of these lots and oversaturation of the lots in the remaining three quadrants. This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

PARKING DEMAND STUDY

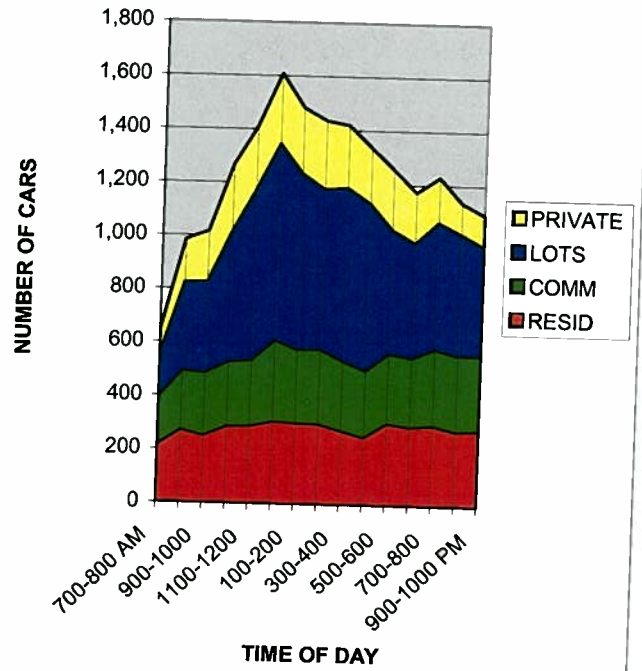
Wiltec, a traffic counting firm, was hired by the City to conduct seasonal traffic utilization counts within the study area. All public and private parking spaces were included in the study, while private residential spaces were excluded. The counts were conducted on an hourly basis between 8am and 10pm 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:

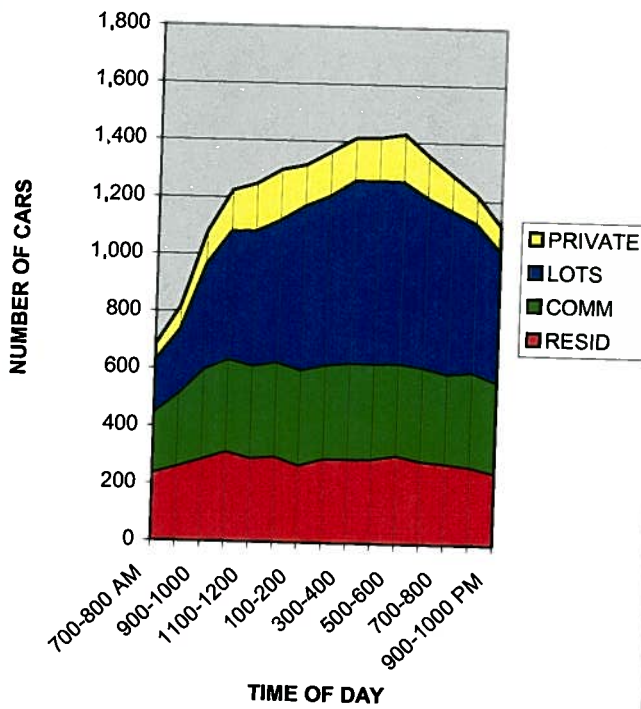
**FIGURE D-1
PEAK PARKING PERIODS
FALL THURSDAY NOV. 30, 2006**



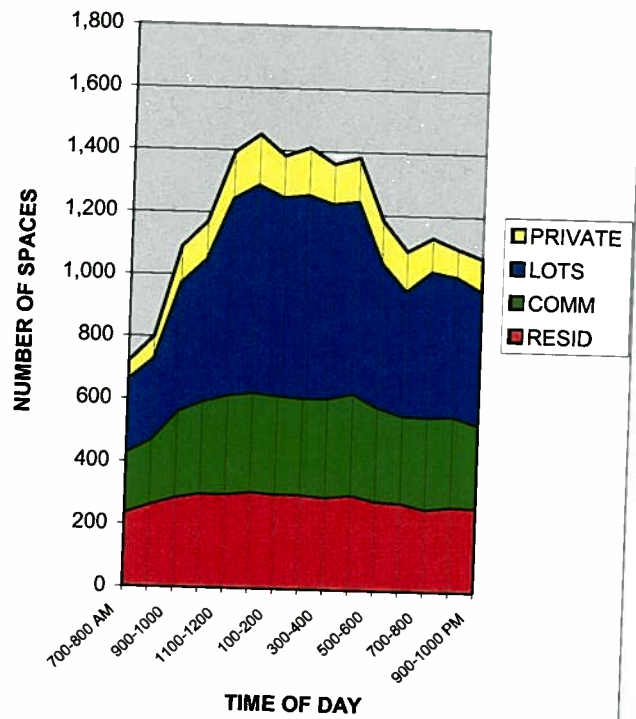
**FIGURE D-2
PEAK PARKING PERIODS
FALL FRIDAY NOV. 17, 2006**



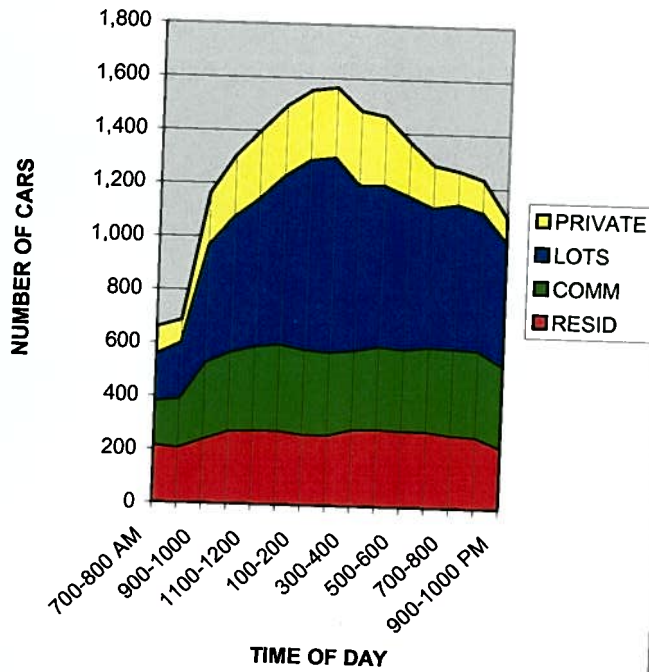
**FIGURE D-3
PEAK PARKING PERIODS
FALL SATURDAY DEC. 2, 2006**



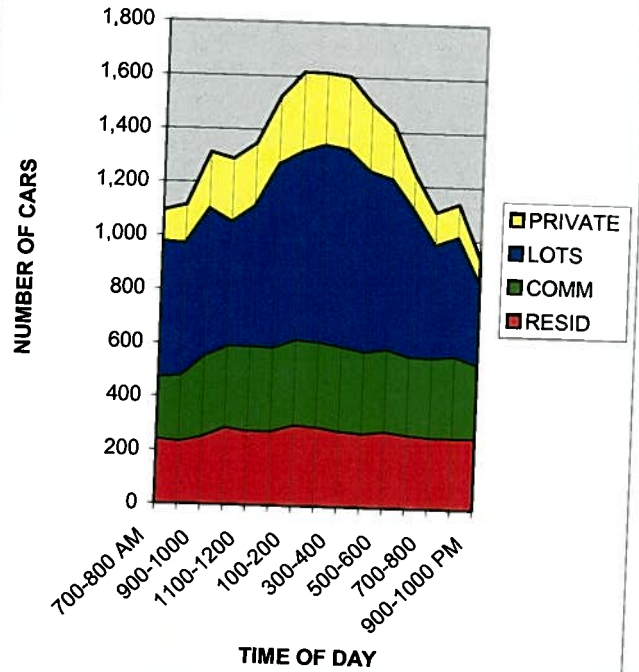
**FIGURE D-4 PEAK PARKING PERIODS
FALL SATURDAY NOV. 18, 2006**



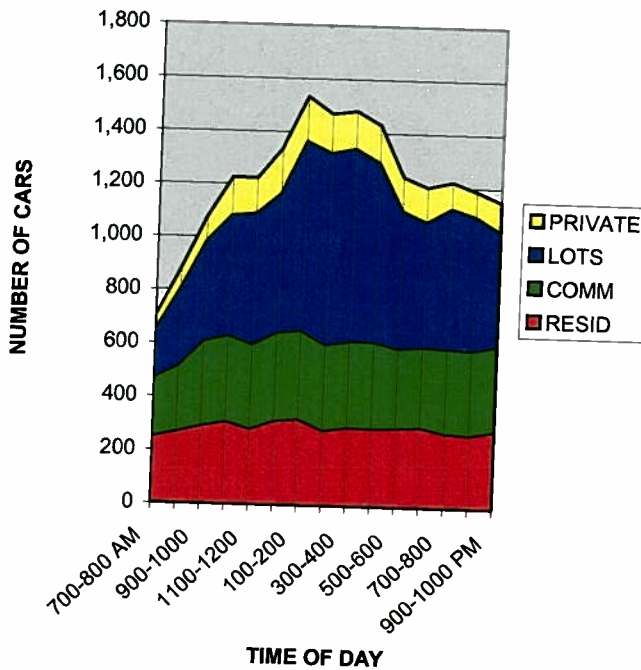
**FIGURE E-1
PEAK PARKING PERIODS
WINTER THURSDAY DECEMBER 14, 2006**



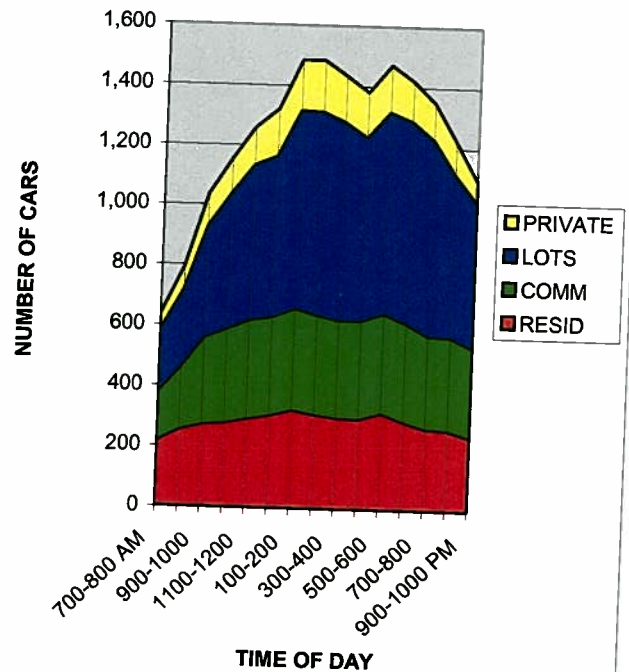
**FIGURE E-2
PEAK PARKING PERIODS
WINTER FRIDAY DECEMBER 15, 2006**



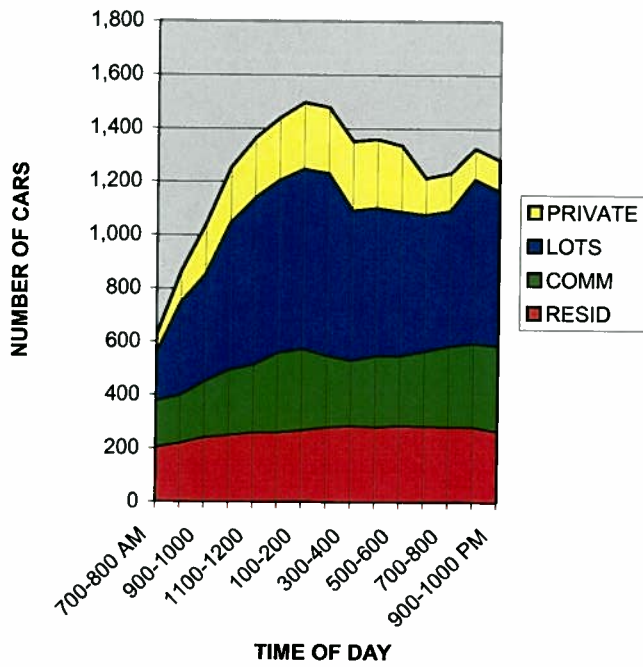
**FIGURE E-3
PEAK PARKING PERIODS
WINTER SATURDAY DECEMBER 9, 2006**



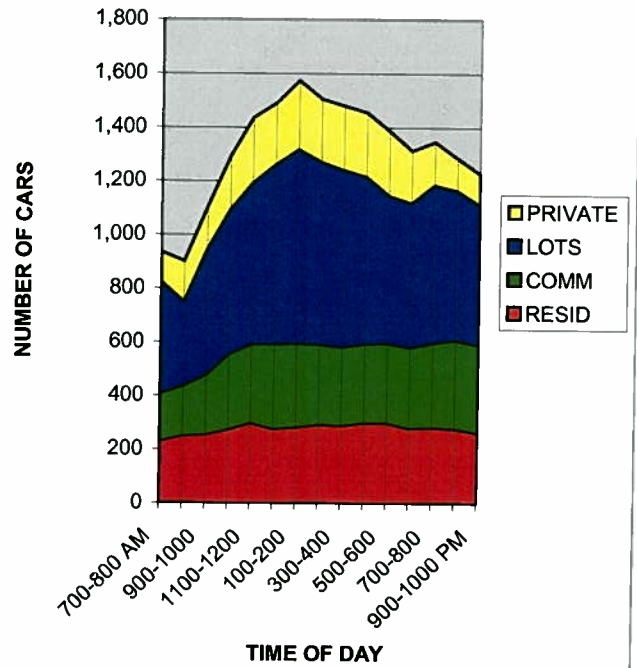
**FIGURE E-4
PEAK PARKING PERIODS
WINTER SATURDAY DECEMBER 16, 2006**



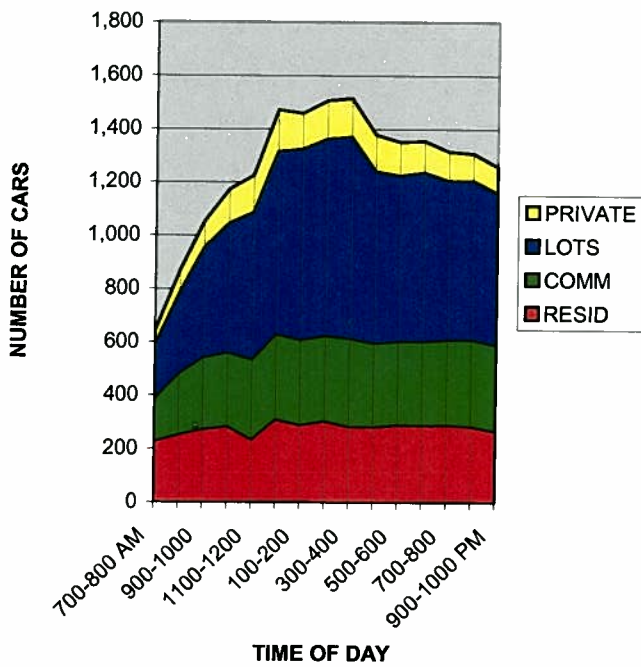
**FIGURE F-1
PEAK PARKING PERIODS
SPRING THURSDAY MAY 3, 2007**



**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**

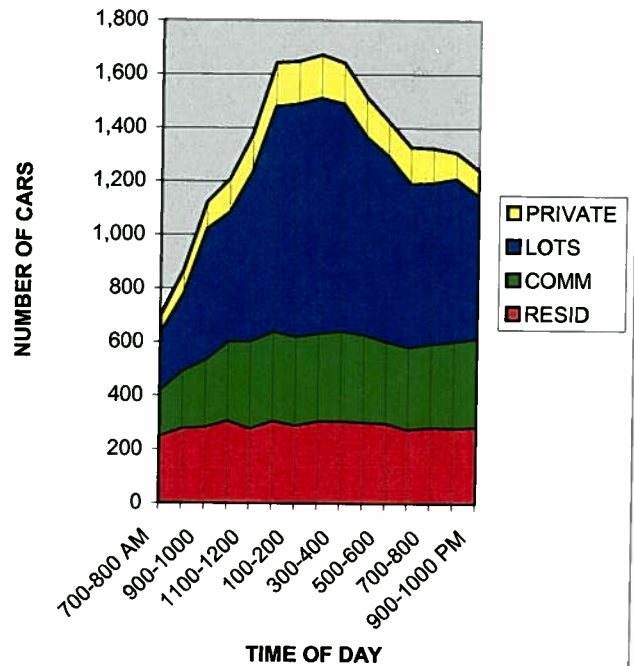


EXHIBIT G-1
PEAK PARKING PERIODS
SUMMER THURSDAY JULY 26, 2007

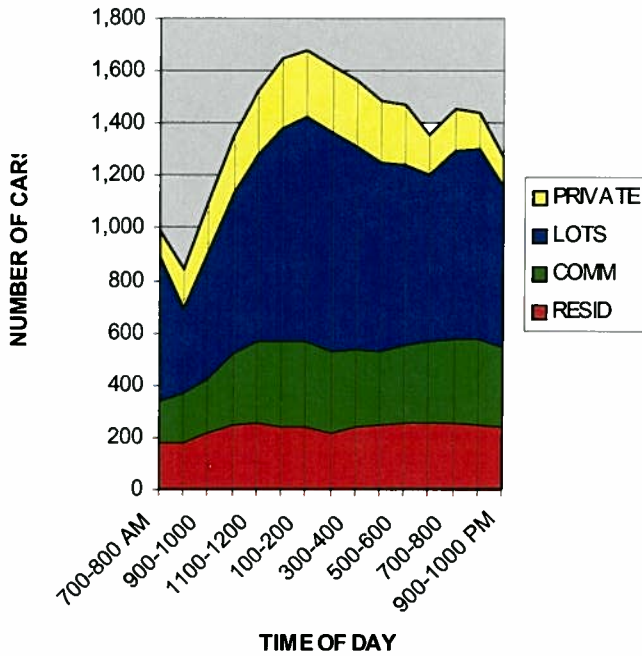


EXHIBIT G-2
PEAK PARKING PERIODS
SUMMER FRIDAY JULY 27, 2007

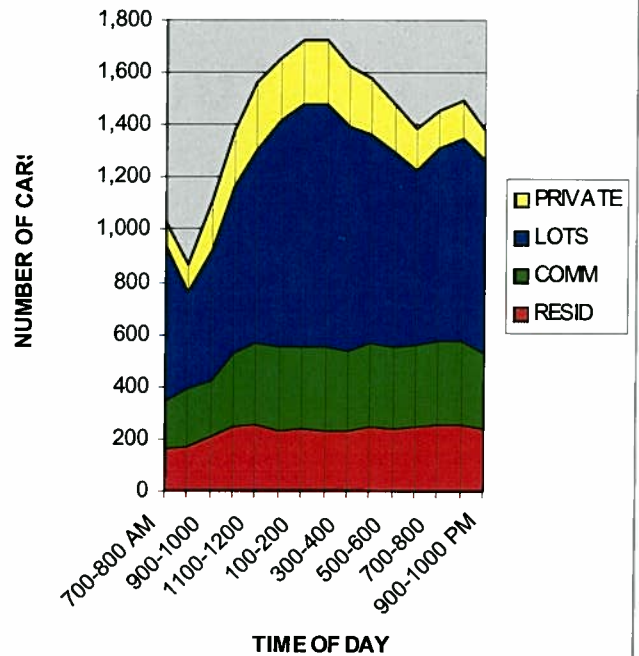


EXHIBIT G-3
PEAK PARKING PERIODS
SUMMER SATURDAY JULY 21, 2007

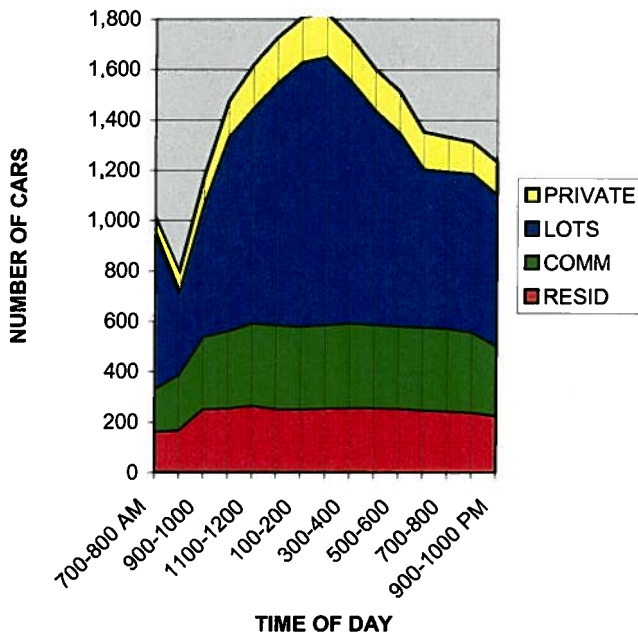
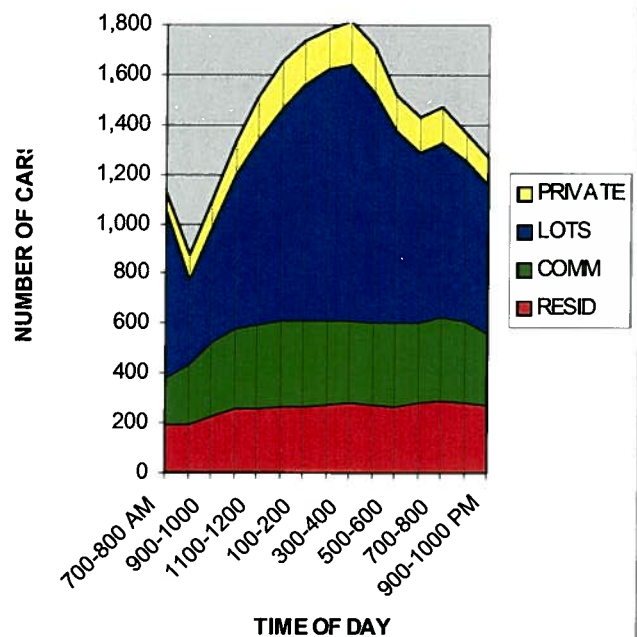


EXHIBIT G-4
PEAK PARKING PERIODS
SUMMER SATURDAY JULY 28, 2007



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 10 th St.	48	97%	95%
2	Bayview Dr. near 12 th St.	68	94%	93%
3	12 th St. at Morningside Dr.	146	70%	81%
6	Highland Dr. at 14 th St.	26	81%	95%
7	Valley Dr. near 11 th 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	15 th 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 permittees 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 permittees 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.

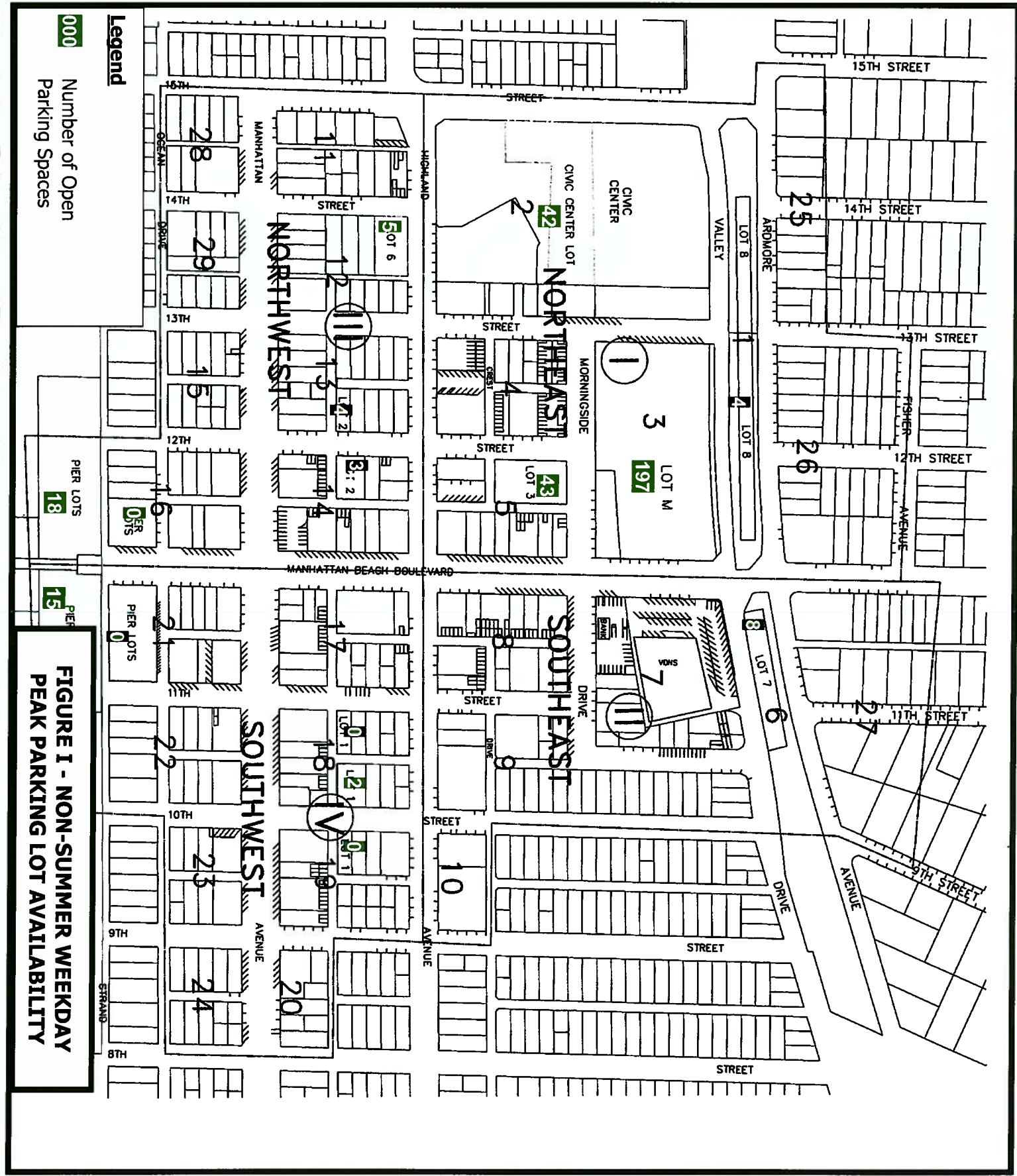
**TABLE 7
1998 VERSUS 2006/07 PARKING LOT UTILIZATION COMPARISON**

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.

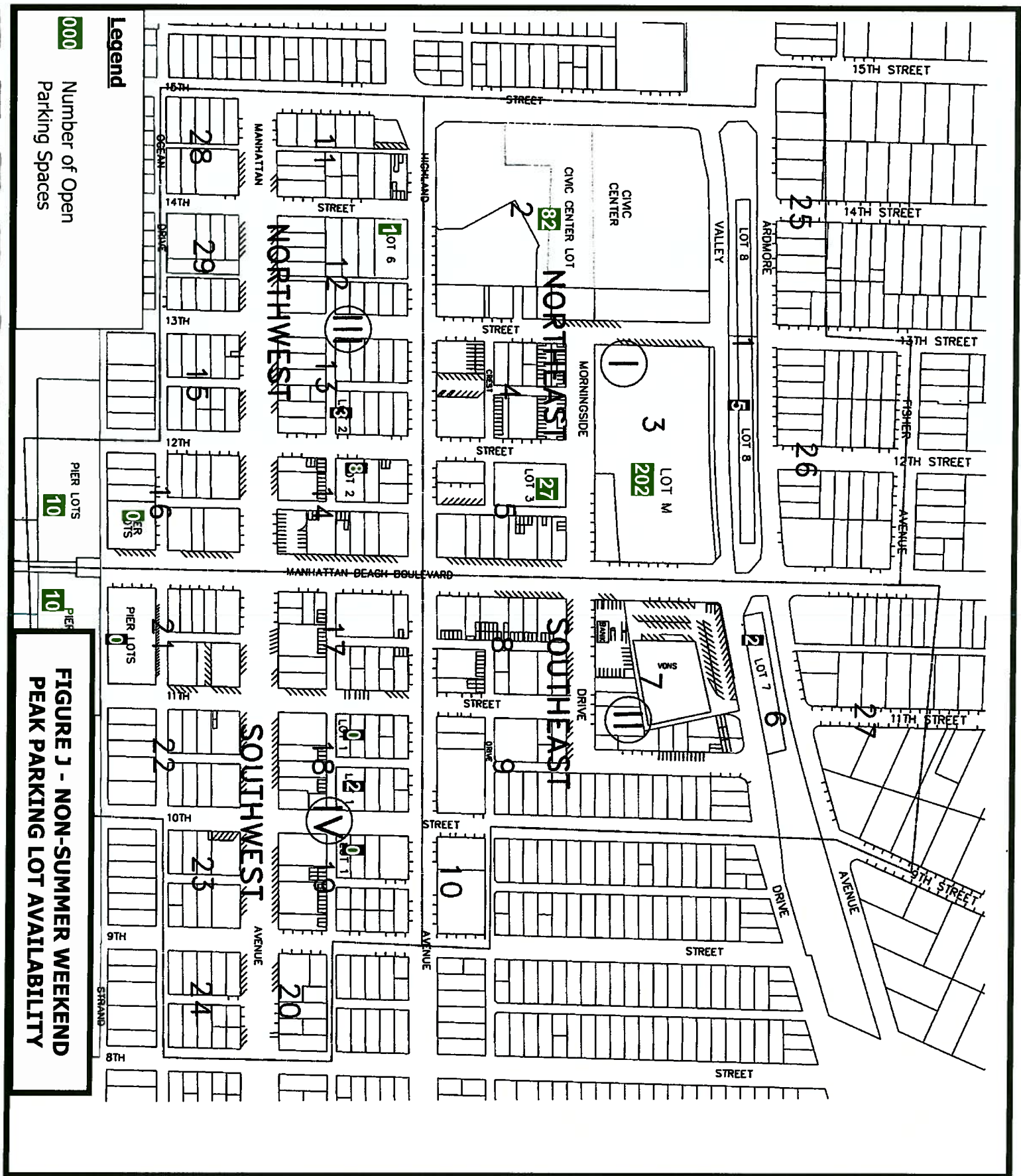
Finding: Parking demand for long-term public parking lots has increased significantly since 1998.



000
Number of Open
Parking Spaces

Legend

**FIGURE I - NON-SUMMER WEEKDAY
PEAK PARKING LOT AVAILABILITY**



SUMMER PARKING DURATION STUDY

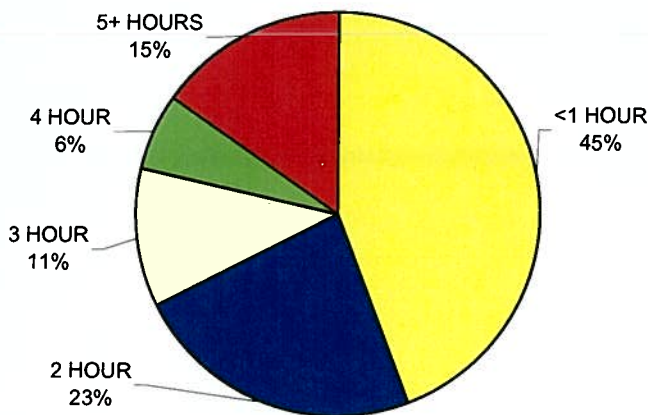
The parking duration study results show the number of hours vehicles are parked in the various parking areas throughout Downtown. Both weekday and weekend duration counts were conducted on non-event summer days. The weekday counts were taken on July 26, 2007, and the Saturday counts were taken on July 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.

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

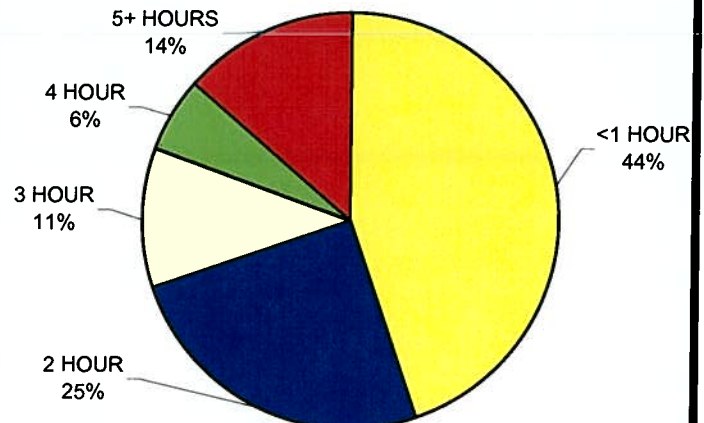
Finding: 15% of vehicles in Downtown are parked more than 5 hours.

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

**FIGURE K-1
SUMMER WEEKDAY
OVERALL PARKING DURATION**



**FIGURE K-2
SUMMER WEEKEND
OVERALL PARKING DURATION**

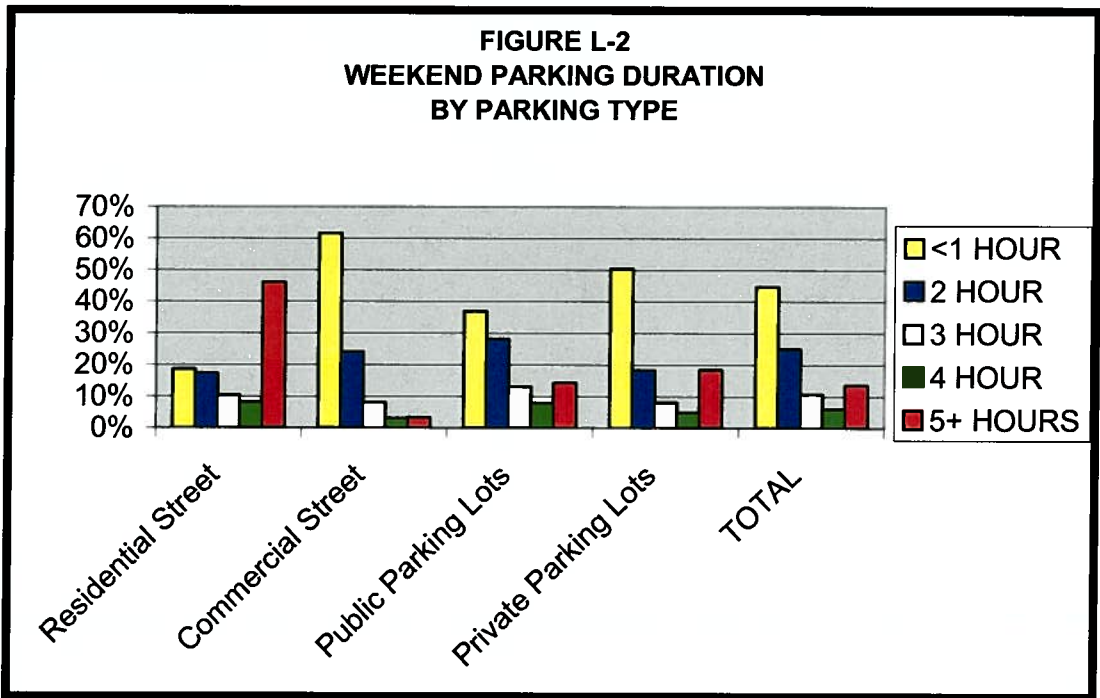
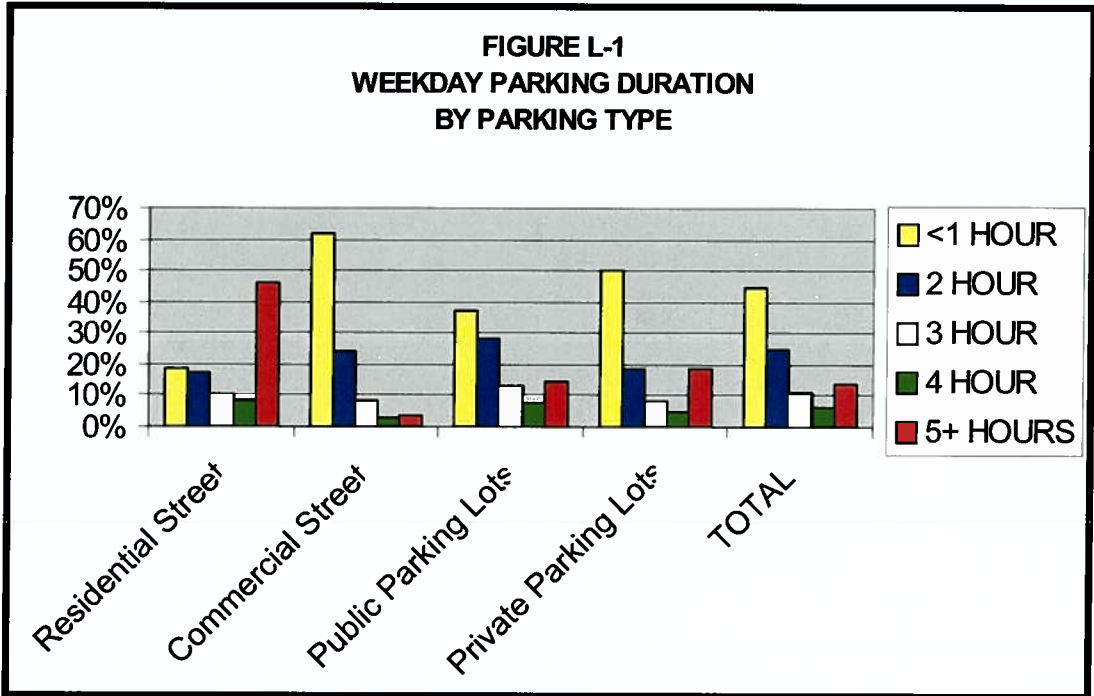


Figures L-1 and L-2 show the parking needs in each parking area within Downtown. It was found that residential areas experience a high percentage of long-term parking demand. Based on field observations, this parking demand can be attributed to a combination of resident parking and overflow employee 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.

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

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.



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 Resident
 Residential Owner Visitor Apartment owner
 Customer Beach Visitor Tourist

GENERAL INFORMATION

1. Do you use Downtown enough parking spaces?
 Not enough Just right Too Many

2. Do you use Downtown enough street parking spaces?
 Not enough Just right Too Many

3. Do you use Downtown enough private parking spaces?
 Not enough Just right Too Many

4. Are the conditions within Downtown parking spaces?
 Not good Just right Too good

5. Are the conditions of Downtown parking spaces?
 Not good Just right Too good

6. Are there enough parking spaces?
 Not enough Just right Too Many

EMPLOYERS ONLY QUESTIONS (E.O.)

7. Which best describes you? 1 2 3 4 5 6 7

8. What do you do?
 Retail Office Other

9. When do you get most?
 Morning Afternoon Evening

10. If you have an office, where do you usually park?
 Home Office Public Lot Street

11. Do you have trouble finding parking? Yes No

A. If Yes, Why?
 Not enough Too expensive Too far Other

12. If you do NOT drive to work, how do you usually travel?
 Public Transit (Bus) Bicycle Walk Other

13. Do you have enough private parking at your business?
 Yes No If Yes, who pays for your parking?
A. If Yes, who pays for your parking?
 Employee Owner Shared cost

BUSINESS OWNERS ONLY QUESTIONS (B.O.)

14. Number of full employees (including yourself) _____

15. Number of part-time employees _____

16. Peak staff hours _____

17. Number of private customer spaces for your business _____

18. Number of public customer spaces for your business _____

19. Do you use residential parking permits? Yes No
A. If Yes, who pays for the permits?
 Employee Customer Shared cost

20. Number of residential permits purchased each month _____

21. Business hour away at your employees park at each _____
A. Private Lot Street Public Lot (Commercial) Street Public Lot (Residential) Street On street (Commercial) Street On street (Residential) Street Residential street Street Other

22. Where do your customers usually park?
A. Private Lot Street Public Lot (Commercial) Street Public Lot (Residential) Street On street (Commercial) Street On street (Residential) Street Residential street Street Other

23. How long do your customers usually spend in your lot?
 0-15 minutes 15-30 minutes 30-45 minutes 45-60 minutes 1 hour 1-2 hours 2-3 hours 3-4 hours 4-5 hours 5-6 hours 6-7 hours 7-8 hours 8-9 hours 9-10 hours 10-11 hours 11-12 hours Other

24. Do your customers have trouble finding parking?
 Yes No If Yes, why?
A. If Yes, why?
 Not enough Too expensive Too far Other

RESIDENTS ONLY QUESTIONS (R.O.)

25. Do you use Downtown enough parking spaces?
 Yes No If Yes, who pays for your parking?
A. If Yes, who pays for your parking?
 Employee Owner Shared cost

City of Manhattan Beach 2007 Downtown Parking Survey Results

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 23-24):

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 PUBLIC 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 FAR 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.

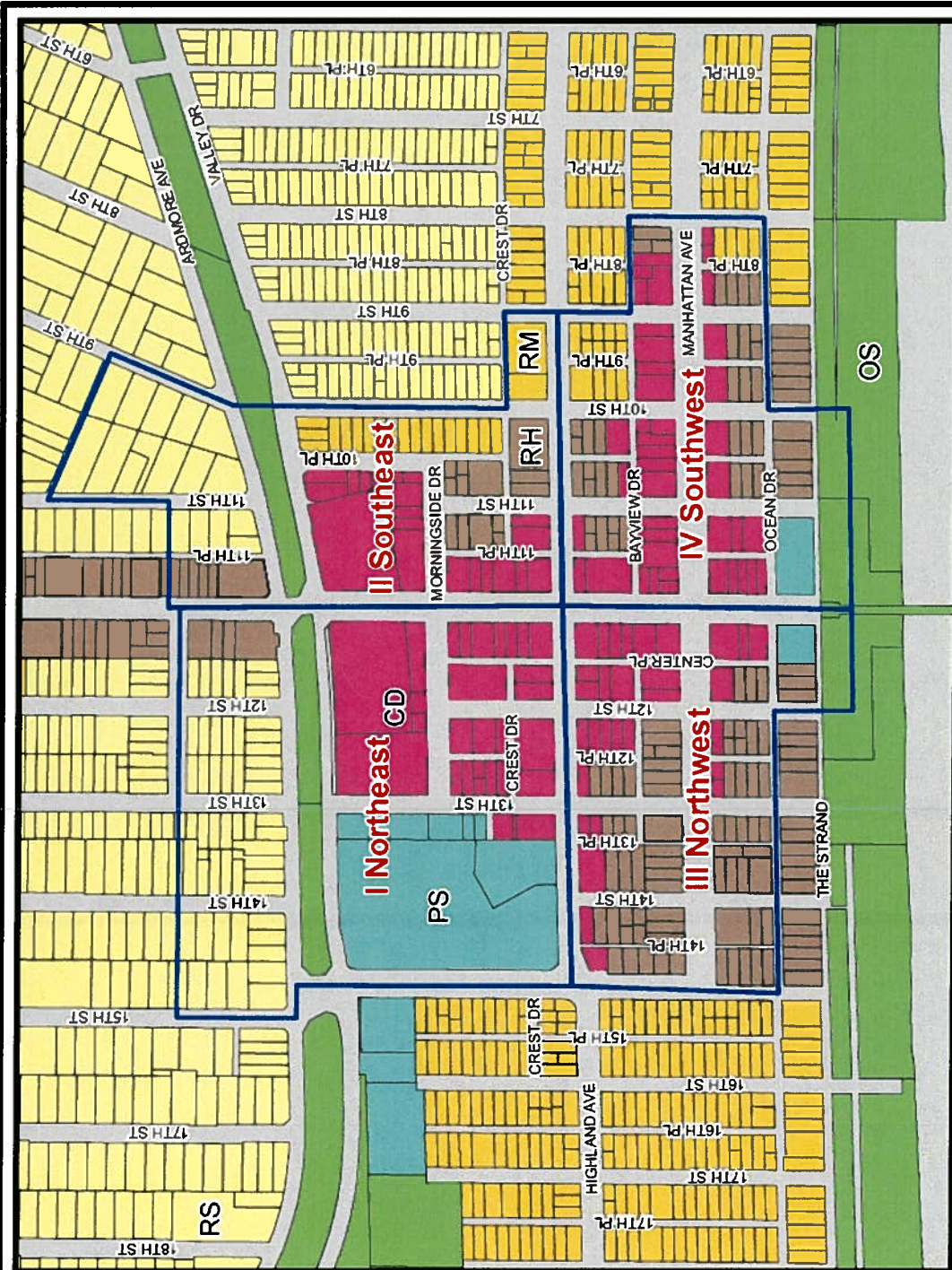
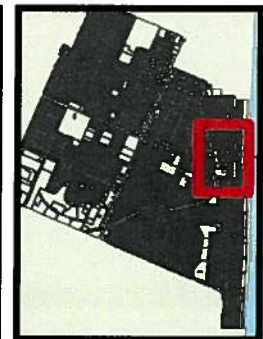
In establishing parking districts, the City may set additional limitations on the number of spaces or the maximum percentage of parking spaces required for which an in-lieu fee may be tendered

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



Area Zoning Map Downtown Parking Study

FIGURE N



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

EXISTING DOWNTOWN LAND USE ANALYSIS

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.

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.

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.

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

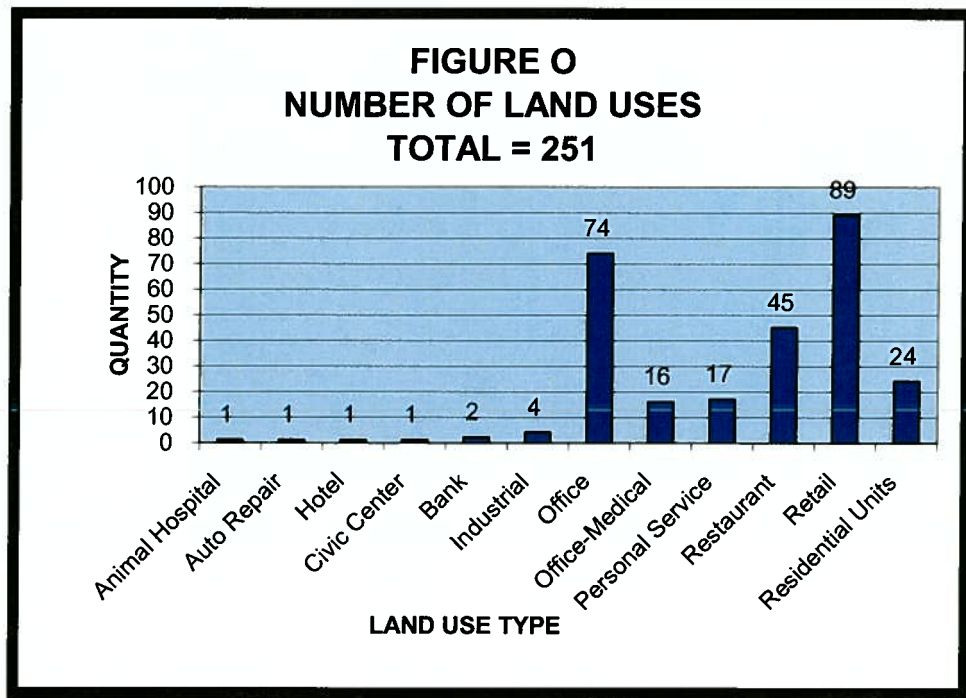
Finding: Existing land use patterns discourage construction of large commercial buildings and new parking spaces.

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.

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.

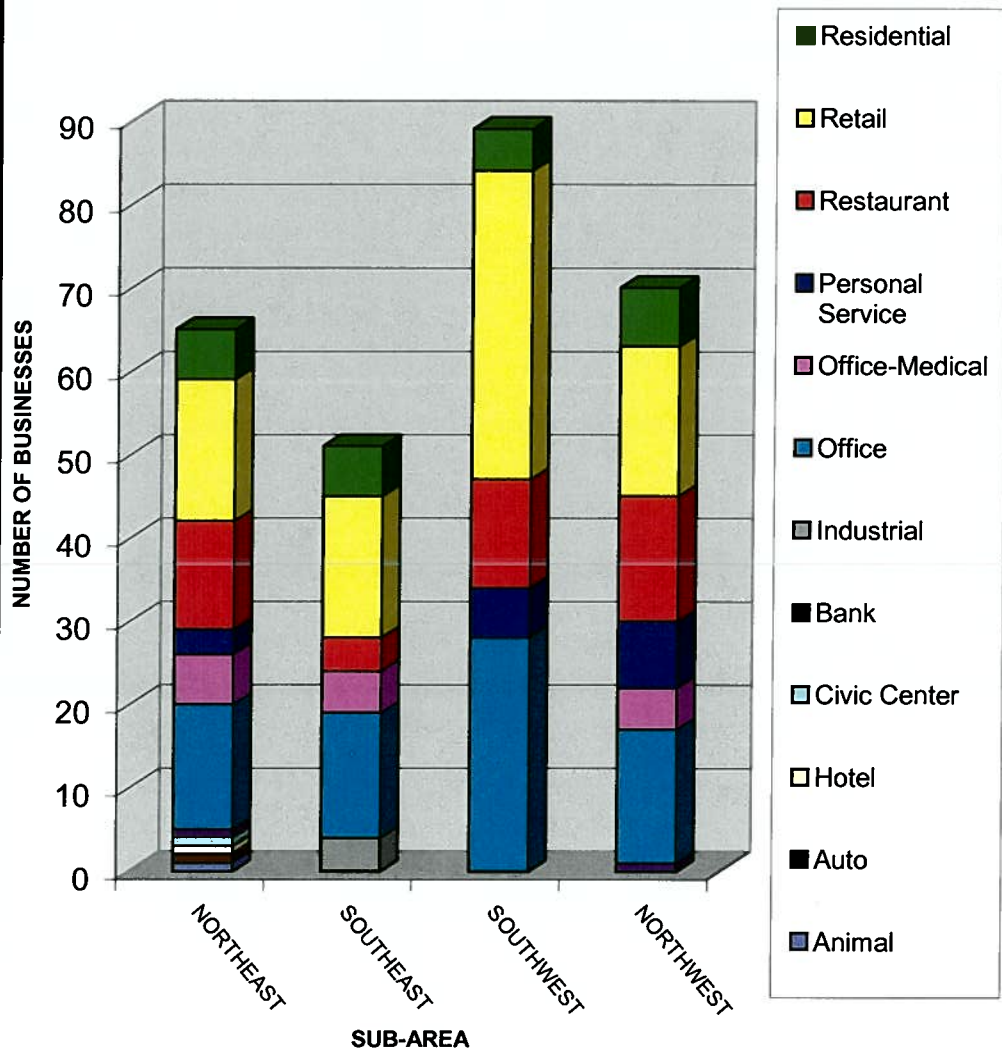
Existing Downtown Land Use Inventory

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

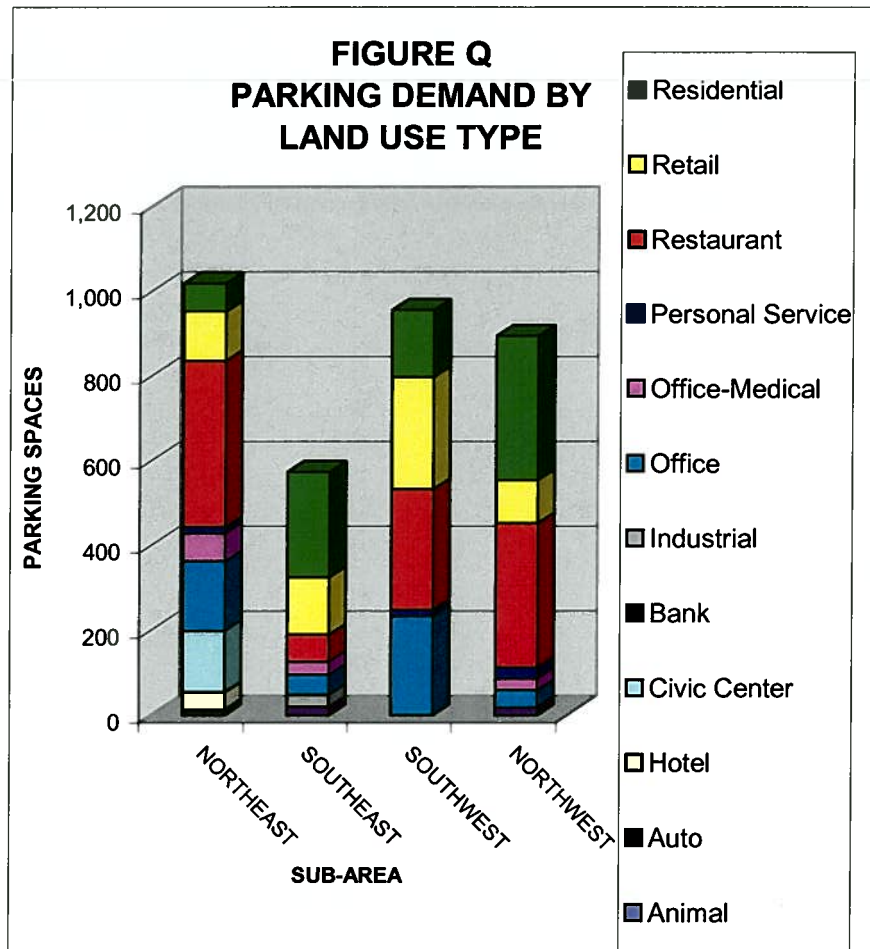
As part of the Downtown Parking Management Plan, Staff has compiled and updated a survey of existing land uses in the study area. The survey includes the size and type of building improvement, lot size, for all commercial, residential and public properties in Downtown. The area has been expanded to include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

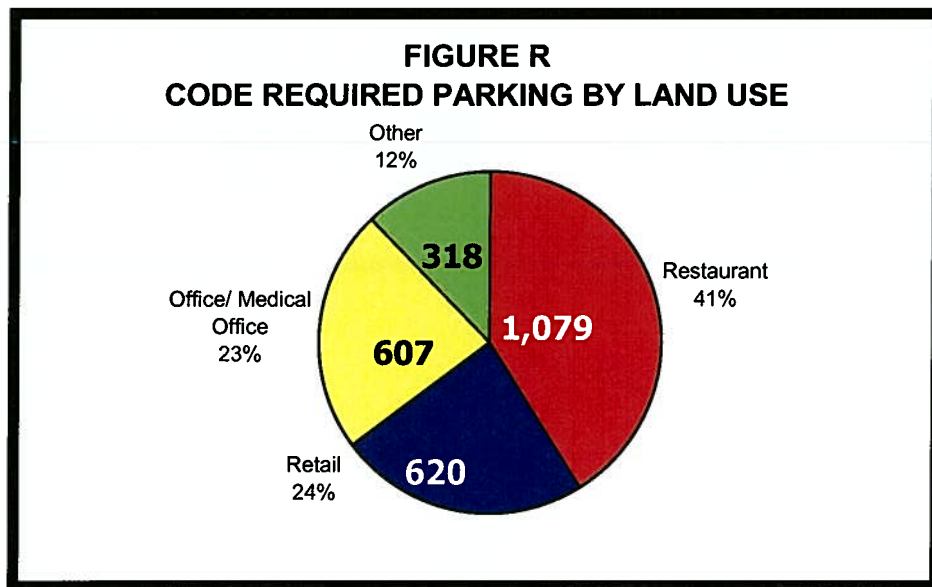
LAND USE TYPE	REQUIRED PARKING
Animal	7
Auto	4
Hotel	42
Civic Center	145
Bank	35
Industrial	29
Office	484
Office-Medical	123
Personal Service	56
Restaurant	1,079
Retail	620
Residential Subtotal	812
Commercial Subtotal	2,624
TOTAL CODE REQUIRED PARKING	3,436



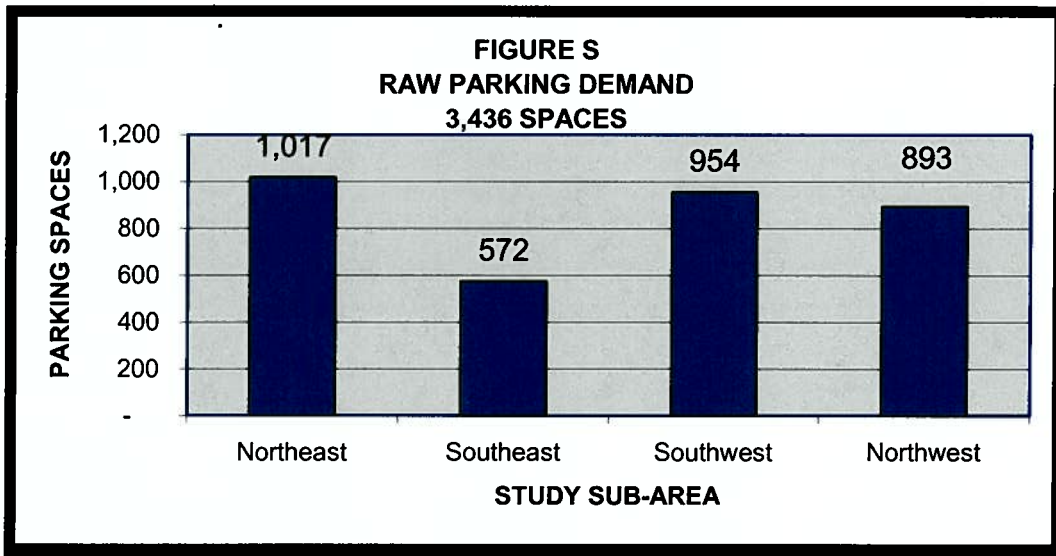
As shown above, the calculated parking demand of all uses within the study area is approximately 3,436 parking spaces. When compared to the public and private parking supply of 2,258 spaces, this results in a deficiency of 1,178 spaces. However, this does not reflect the differences in parking demand 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.



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

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.

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.

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

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.

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

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

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.

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

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.

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).

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

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 and merchant 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

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

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

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.

Strategy: 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.

Strategy: 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

Strategy: 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

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.

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

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.

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.

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

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.

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.

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

Private Shared Parking Agreements

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

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.

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

Parking Directional Signs

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.

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

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.

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.

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

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

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.

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

Increased Police Enforcement

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.

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

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. They 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

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" prkg. 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 prks 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 shud 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 shud 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 revving 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 specif 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

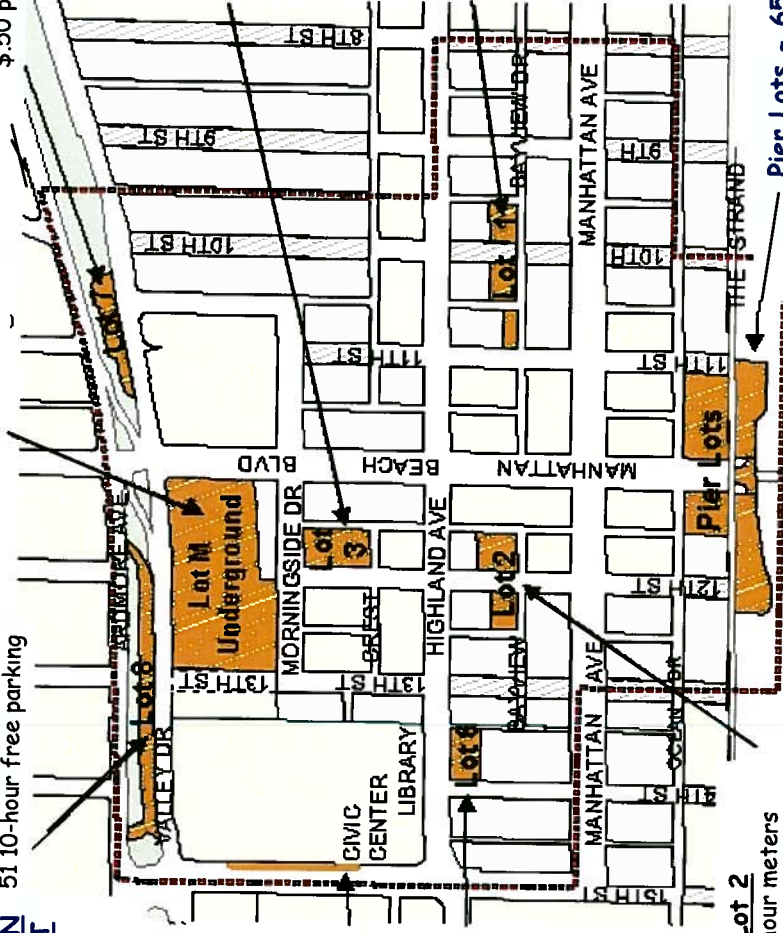
Lot 3
147 2-hour meters
\$.50 per hour

Lot 6
26 2-hour meters
General Parking \$.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

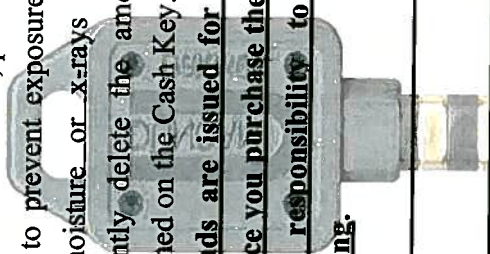
Pier Lots - 65A
126 5-hour meters
\$1.00 per hour



**WHAT IF I DAMAGE OR LOSE
MY CASH KEY**

No refunds will be issued for a damaged Cash Key. Cash Keys are extremely durable and are not affected by exposure to the elements. However, precautions should be taken to prevent exposure to magnetic fields, moisture or x-rays which could inadvertently delete the amount of time programmed on the Cash Key.

No refunds are issued for a lost Cash Key. Once you purchase the Cash Key it is your responsibility to ensure its safekeeping.



**WHERE CAN I PURCHASE A
CASH KEY OR GET FURTHER
INFORMATION**

Manhattan Beach City Hall
Finance Department – Cashier
1400 Highland Avenue
Manhattan Beach, CA 90266
www.cityymb.info
Monday – Friday 8:00am – 5:00pm
(310) 802-5561 or (310) 802-5557

City of Manhattan Beach
Finance Department
1400 Highland Avenue
Manhattan Beach, CA 90266

**MANHATTAN BEACH
CASH KEY**



City of MANHATTAN BEACH
1400 Highland Avenue
Manhattan Beach, CA 90266
www.cityymb.info
310 802-5561

APPENDIX C

**Downtown Parking Permit
Rules and Regulations Forms**



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 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: _____



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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: _____

RESOLUTION NO. 6244

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH APPROVING A COASTAL DEVELOPMENT PERMIT ADOPTING THE DOWNTOWN COASTAL ZONE PARKING MANAGEMENT PROGRAM, INCLUDING MODIFICATIONS TO PUBLIC PARKING METER RATES AND RELATED PARKING REVISIONS WITHIN THE APPEALABLE PORTION OF THE CITY'S COASTAL ZONE - CA 10-02 (City of Manhattan Beach)

THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach, California, hereby makes the following findings:

- A. The City of Manhattan Beach has proposed citywide modifications to the public parking meter rates and other parking modifications in the City of Manhattan Beach.
- B. On February 19, 2008, the City Council reviewed the 2008 Downtown Parking Management Plan Draft report, and discussed its finding at a study session.
- C. March 18, 2008, the City Council finalized the list of strategies and recommendations and forwarded the Downtown Parking Management Plan report to the Parking and Public Improvements Commission.
- D. On March 25, 2008, the City Council and the Parking and Public Improvements Commission held a joint meeting to clarify the specific measures to be implemented, and the City Council directed staff to review the study findings with the Parking and Public Improvements Commission for additional hearings and implementation.
- E. The Parking and Public Improvements Commission held public hearings on May 22, 2008, June 26, 2008, and September 25, 2008 to discuss the recommended parking management strategies within the Downtown Parking Program.
- F. On October 21, 2008, the City Council directed that the Downtown Parking Program be implemented on a trial basis.
- G. On November 19, 2009, the Parking and Public Improvements Commission held a public hearing to discuss the implementation of the trial period and revisions to the Parking Management Program.
- H. The implementation of the Downtown Parking Management Program on a permanent basis requires approval of a Coastal Development Permit.
- I. On June 3, 2008, Resolution No. 6145 was approved and adopted raising the fee for public parking by twenty-five cents per hour resulting in seventy-five cents per hour for lots and \$1.00 per hour for streets.
- J. On October 21, 2008, Resolution No. 6161 was approved and adopted raising the fee for public parking meters by twenty-five cents per hour resulting in \$1.25 per hour for streets, and by fifty cents per hour resulting in \$1.50 per hour for pier and beach parking lots.
- K. By minute action on May 19, 2009, City Council ratified the action taken at the May 5, 2009 City Council Meeting for a temporary reduction in on-street parking meter rates to seventy-five cents per hour.
- L. The proposed project includes raising the fee for public parking meters by seventy-five cents per hour resulting in \$1.50 per hour for streets citywide.

- M. The subject Downtown Parking Management Program is applicable in the appealable area of the City of Manhattan Beach Coastal Zone. In accordance with the Manhattan Beach Local Coastal Program (MBLCP), Coastal Development Permit approval is required for this portion of the project, which is appealable to the California Coastal Commission.
- N. The proposed Downtown Parking Program establishes public parking locations, public parking fees, public parking time limits, parking permit allocation, and parking signage. The proposed plan maintains original public parking quantities and qualities as operated by the City of Manhattan Beach prior to the above-mentioned trial period in consistency with the provisions of the City's certified Local Coastal Program with notable changes pertaining to the appealable portion of the Coastal Zone, including: parking meter rates of \$1.50 per hour, and new parking meters located on 12th Street west of Manhattan Avenue.
- M. The project is consistent with the City's General Plan and Local Coastal Program (LCP), including specifically the General Plan Goals and Policies, LCP Coastal Access Policies, LCP Coastal Locating and Planning New Development Policies, and LCP Section A.64.230 Parking Program requirements stated below.

**GENERAL PLAN
GOALS AND POLICIES: LAND USE**

GOAL 7: CONTINUE TO SUPPORT AND ENCOURAGE THE VIABILITY OF THE "DOWNTOWN" AREA OF MANHATTAN BEACH.

Policy 2.3: Protect public access to and enjoyment of the beach while respecting the privacy of beach residents.

GOALS AND POLICIES: INFRASTRUCTURE ELEMENT

GOAL 1-3: ENSURE THAT ADEQUATE PARKING AND LOADING FACILITIES ARE AVAILABLE TO SUPPORT RESIDENTIAL AND COMMERCIAL NEEDS.

Policy 1-3-1: 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 1-3-2: Explore opportunities for creating peripheral parking lots to serve the Downtown and North End.

Policy 1-3-3: Periodically evaluate the adequacy of parking standards in light of vehicle ownership patterns and vehicle sizes in the City.

Policy 1-3-5: Encourage joint-use and off-site parking where appropriate.

Policy 1-3-9: Work to retain on-street parking in the Beach Area, particularly on Highland Ave.

Policy 1-3-10: Continue to work with businesses and public agencies to coordinate parking strategies.

GOAL 1-4: PROTECT RESIDENTIAL NEIGHBORHOODS FROM THE ADVERSE IMPACTS OF TRAFFIC AND PARKING OF ADJACENT NON-RESIDENTIAL USES.

Policy 1-4-1: Review on-street parking in neighborhoods adjacent to commercial areas where neighbors have requested such review, and develop parking and traffic control plans for those neighborhoods which are or which could potentially be adversely impacted by spillover parking and traffic.

Policy I-4.3: Encourage provision of on-site parking for employees.

Policy I-4.4: Ensure that required paring and loading spaces are available and maintained for parking.

COASTAL ACCESS POLICIES

A. Access Policies

Policy I.A.2: The City shall encourage, maintain, and implement safe and efficient traffic flow patterns to permit sufficient beach and parking access.

B. Transit Policies

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

C. Parking Policies

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.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.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.

COASTAL LOCATING AND PLANNING NEW DEVELOPMENT POLICIES

A. Commercial Development

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.

LCP COASTAL ZONE PARKING MANAGEMENT PROGRAM REQUIREMENTS

1. Provisions for use of Hang Tag parking permits in Lots 5 and 7, valid from 6:00 P.M. to 8:00 A.M. daily.
2. Free parking in Lot 8.

3. Overnight parking at Pier ("P") lots and El Porto Lots from 6:00 P.M. to 8:00 A.M. daily and 24 hour parking on weekends from October 1 through March 31, subject to City issued individual permits.
 4. Long term parking at rates no higher than charged at nearby public beach parking lots. If meters are present, the meters shall accept payment for time increments up to five (5) hours.
 5. Appropriate and adequate signs, indicating public use of parking lots, including plot plan for location and placement of signs.
 6. No parking spaces in Lots P, 7, or 8 may be leased to individuals or businesses.
- N. The applicant and property owner is the City of Manhattan Beach.
- O. The City Council of the City of Manhattan Beach conducted a noticed public hearing regarding the project at their regular scheduled meeting of February 16, 2010. The public hearing was advertised pursuant to applicable law and testimony was invited and received. All decisions set forth in this resolution are based upon substantial evidence received at said public meeting.
- P. The proposal is exempt from the requirements of the California Environmental Quality Act (CEQA) due to determination that it has no potential for having a significant effect on the environment, per CEQA Guidelines Section 15061(b)(3).
- Q. The subject locations are located within Area Districts III & IV, and are zoned Downtown Commercial, Open Space, and Public and Semi-public. The surrounding properties are generally also zoned the same as the parking meter locations, or are residentially zoned. The General Plan designations for the subject locations all correspond to the zoning designations.
- R. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- S. This Resolution, upon its effectiveness, constitutes the Coastal Development Permit for the subject Coastal Zone Downtown Parking Management Plan, including the stated parking meter rate changes and related parking revisions for the appealable portion (west of Manhattan Avenue centerline). Resolution No. 6245 upon its effectiveness, and Coastal Development Permit No. A5-MNB-02-257, shall constitute Coastal Development Permits for the non-appealable portion of the Coastal Zone, and the Metlox Development, respectively.

SECTION 2. The City Council of the City of Manhattan Beach hereby APPROVES the subject Coastal Development Permit as follows, and subject to the following conditions:

Special Conditions

1. Fees for public parking meters shall not exceed \$1.50 per hour for streets.
2. Fees for pier parking lots shall not be increased.

General Conditions

1. The proposed project shall be in substantial conformance with the project description, as approved by the City Council on February 16, 2010, subject to any special conditions set forth below. Any substantial deviation from the approved project description must be reviewed and approved by the City Council.
2. Effective Date. The subject Coastal Development Permit shall become effective after expiration of the time limits established by Manhattan Beach Municipal Code and Local Coastal Program.

4. Fish and Game. Pursuant to Public Resources Code Section 21089 (b) and Fish and Game Code Section 711.4 (c), the project is not operative, vested, or final until the required filing fees are paid.
5. Terms and Conditions are Perpetual. These terms and conditions shall be perpetual, and it is the intention of the Director of Community Development and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.
6. Review. All provisions of the Coastal Development Permit are subject to review by the Community Development Department 6 months after occupancy and yearly thereafter. At any time in the future, the City Council may review the Coastal Development Permit for the purposes of revocation or modification. Modification may consist of conditions deemed reasonable to mitigate or alleviate impacts to adjacent land uses.
7. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the City Council.
8. Inspections. The Community Development Department staff shall be allowed to inspect the site and the development during construction at any time.
9. Assignment. Pursuant to Section A.96.220 of the City's certified Local Coastal Program (Implementation Program), the Coastal Development Permit may be assigned to any qualified persons subject to submittal of the following information to the Director of Community Development.

SECTION 3. Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90 days of the date of this resolution and the City Council is served within 120 days of the date of this resolution.

SECTION 4. This resolution shall take effect immediately upon completion of applicable California Coastal Commission appeal periods or procedures.

SECTION 5. The City Clerk shall certify to the adoption of this resolution; enter it into the original records of the City and thenceforth and thereafter the same shall be in full force and effect.

SECTION 6. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this Resolution is adopted.

PASSED, APPROVED AND ADOPTED this 16th day of February 2010.

Ayes:
Noes:
Absent:
Abstain:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By 
City Attorney

RESOLUTION NO. 6245

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH APPROVING A COASTAL DEVELOPMENT PERMIT ADOPTING THE DOWNTOWN COASTAL ZONE PARKING MANAGEMENT PROGRAM, INCLUDING MODIFICATIONS TO PUBLIC PARKING METER RATES AND RELATED PARKING REVISIONS WITHIN THE NON APPEALABLE PORTION OF THE CITY'S COASTAL ZONE - CA 10-03 (City of Manhattan Beach)

THE CITY COUNCIL OF THE CITY OF MANHATTAN BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The City Council of the City of Manhattan Beach, California, hereby makes the following findings:

- A. The City of Manhattan Beach has proposed citywide modifications to the public parking meter rates and other parking modifications in the City of Manhattan Beach.
- B. On February 19, 2008, the City Council reviewed the 2008 Downtown Parking Management Plan Draft report, and discussed its finding at a study session.
- C. March 18, 2008, the City Council finalized the list of strategies and recommendations and forwarded the Downtown Parking Management Plan report to the Parking and Public Improvements Commission.
- D. On March 25, 2008, the City Council and the Parking and Public Improvements Commission held a joint meeting to clarify the specific measures to be implemented, and the City Council directed staff to review the study findings with the Parking and Public Improvements Commission for additional hearings and implementation.
- E. The Parking and Public Improvements Commission held public hearings on May 22, 2008, June 26, 2008, and September 25, 2008 to discuss the recommended parking management strategies within the Downtown Parking Program.
- F. On October 21, 2008, the City Council directed that the Downtown Parking Program be implemented on a trial basis.
- G. On November 19, 2009, the Parking and Public Improvements Commission held a public hearing to discuss the implementation of the trial period and revisions to the Parking Management Program.
- H. The Implementation of the Downtown Parking Management Program on a permanent basis requires approval of a Coastal Development Permit.
- I. On June 3, 2008, Resolution No. 6145 was approved and adopted raising the fee for public parking by twenty-five cents per hour resulting in seventy-five cents per hour for lots and \$1.00 per hour for streets.
- J. On October 21, 2008, Resolution No. 6161 was approved and adopted raising the fee for public parking meters by twenty-five cents per hour resulting in \$1.25 per hour for streets, and by fifty cents per hour resulting in \$1.50 per hour for pier and beach parking lots.
- K. By minute action on May 19, 2009, City Council ratified the action taken at the May 5, 2009 City Council Meeting for a temporary reduction in on-street parking meter rates to seventy-five cents per hour.
- L. The proposed project includes raising the fee for public parking meters by seventy-five cents per hour resulting in \$1.50 per hour for streets citywide.

- M. The subject Downtown Parking Management Program is applicable in the non-appealable area of the City of Manhattan Beach Coastal Zone. In accordance with the Manhattan Beach Local Coastal Program (MBLCP), Coastal Development Permit approval is required for this portion of the project, which is not appealable to the California Coastal Commission.
- N. The proposed Downtown Parking Program establishes public parking locations, public parking fees, public parking time limits, parking permit allocation, and parking signage. The proposed plan maintains original public parking quantities and qualities as operated by the City of Manhattan Beach prior to the above-mentioned trial period in consistency with the provisions of the City's certified Local Coastal Program with notable changes pertaining to the non-appealable portion of the Coastal Zone, including: parking meter rates of \$1.50 per hour, new parking meters located on 15th Street, and 10th Place, increased hang-tag parking permits allocated to Lot 2, and reduced permit applicability hours in Lot 1.
- M. The project is consistent with the City's General Plan and Local Coastal Program (LCP), including specifically the General Plan Goals and Policies, LCP Coastal Access Policies, LCP Coastal Locating and Planning New Development Policies, and LCP Section A.64.230 Parking Program requirements stated below.

**GENERAL PLAN
GOALS AND POLICIES: LAND USE**

**GOAL 7: CONTINUE TO SUPPORT AND ENCOURAGE THE VIABILITY OF THE
"DOWNTOWN" AREA OF MANHATTAN BEACH.**

Policy 2.3: Protect public access to and enjoyment of the beach while respecting the privacy of beach residents.

GOALS AND POLICIES: INFRASTRUCTURE ELEMENT

**GOAL 1-3: ENSURE THAT ADEQUATE PARKING AND LOADING FACILITIES ARE
AVAILABLE TO SUPPORT RESIDENTIAL AND COMMERCIAL NEEDS.**

Policy 1-3-1: 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 1-3-2: Explore opportunities for creating peripheral parking lots to serve the Downtown and North End.

Policy 1-3-3: Periodically evaluate the adequacy of parking standards in light of vehicle ownership patterns and vehicle sizes in the City.

Policy 1-3-5: Encourage joint-use and off-site parking where appropriate.

Policy 1-3-9: Work to retain on-street parking in the Beach Area, particularly on Highland Ave.

Policy 1-3-10: Continue to work with businesses and public agencies to coordinate parking strategies.

**GOAL 1-4: PROTECT RESIDENTIAL NEIGHBORHOODS FROM THE ADVERSE
IMPACTS OF TRAFFIC AND PARKING OF ADJACENT NON-RESIDENTIAL USES.**

Policy 1-4-1: Review on-street parking in neighborhoods adjacent to commercial areas where neighbors have requested such review, and develop parking and traffic control plans for those neighborhoods which are or which could potentially be adversely impacted by spillover parking and traffic.

Policy I-4.3: Encourage provision of on-site parking for employees.

Policy I-4.4: Ensure that required paring and loading spaces are available and maintained for parking.

COASTAL ACCESS POLICIES

A. Access Policies

Policy I.A.2: The City shall encourage, maintain, and implement safe and efficient traffic flow patterns to permit sufficient beach and parking access.

B. Transit Policies

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

C. Parking Policies

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.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.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.

COASTAL LOCATING AND PLANNING NEW DEVELOPMENT POLICIES

A. Commercial Development

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.

LCP COASTAL ZONE PARKING MANAGEMENT PROGRAM REQUIREMENTS

1. Provisions for use of Hang Tag parking permits in Lots 5 and 7, valid from 6:00 P.M. to 8:00 A.M. daily.

2. Free parking in Lot 8.
 3. Overnight parking at Pier ("P") lots and El Porto Lots from 6:00 P.M. to 8:00 A.M. daily and 24 hour parking on weekends from October 1 through March 31, subject to City issued individual permits.
 4. Long term parking at rates no higher than charged at nearby public beach parking lots. If meters are present, the meters shall accept payment for time increments up to five (5) hours.
 5. Appropriate and adequate signs, indicating public use of parking lots, including plot plan for location and placement of signs.
 6. No parking spaces in Lots P, 7, or 8 may be leased to individuals or businesses.
- N. The applicant and property owner is the City of Manhattan Beach.
- O. The City Council of the City of Manhattan Beach conducted a noticed public hearing regarding the project at their regular scheduled meeting of February 16, 2010. The public hearing was advertised pursuant to applicable law and testimony was invited and received. All decisions set forth in this resolution are based upon substantial evidence received at said public meeting.
- P. The proposal is exempt from the requirements of the California Environmental Quality Act (CEQA) due to determination that it has no potential for having a significant effect on the environment, per CEQA Guidelines Section 15061(b)(3).
- Q. The subject locations are located within Area Districts III & IV, and are zoned Downtown Commercial, Open Space, and Public and Semi-public. The surrounding properties are generally also zoned the same as the parking meter locations, or are residentially zoned. The General Plan designations for the subject locations all correspond to the zoning designations.
- R. The project will not individually nor cumulatively have an adverse effect on wildlife resources, as defined in Section 711.2 of the Fish and Game Code.
- S. This Resolution, upon its effectiveness, constitutes the Coastal Development Permit for the subject Coastal Zone Downtown Parking Management Plan, including the stated parking meter rate changes and related parking revisions for the non-appealable portion (east of Manhattan Avenue centerline). Resolution No. 6244 (or superseding CDP) upon its effectiveness, and Coastal Development Permit No. A5-MNB-02-257, shall constitute Coastal Development Permits for the appealable portion of the Coastal Zone, and the Metlox Development, respectively.

SECTION 2. The City Council of the City of Manhattan Beach hereby APPROVES the subject Coastal Development Permit as follows, and subject to the following conditions:

Special Conditions

1. Fees for public parking meters shall not exceed \$1.50 per hour for streets.
2. Parking time limits in the parking lots and structures in the Downtown area shall not be decreased other than hang-tag time applicability.

General Conditions

1. The proposed project shall be in substantial conformance with the project description, as approved by the City Council on February 16, 2010, subject to any special conditions set forth below. Any substantial deviation from the approved project description must be reviewed and approved by the City Council.

2. Effective Date. The subject Coastal Development Permit shall become effective after expiration of the time limits established by Manhattan Beach Municipal Code and Local Coastal Program.
4. Fish and Game. Pursuant to Public Resources Code Section 21089 (b) and Fish and Game Code Section 711.4 (c), the project is not operative, vested, or final until the required filing fees are paid.
5. Terms and Conditions are Perpetual. These terms and conditions shall be perpetual, and it is the intention of the Director of Community Development and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.
6. Review. All provisions of the Coastal Development Permit are subject to review by the Community Development Department 6 months after occupancy and yearly thereafter. At any time in the future, the City Council may review the Coastal Development Permit for the purposes of revocation or modification. Modification may consist of conditions deemed reasonable to mitigate or alleviate impacts to adjacent land uses.
7. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the City Council.
8. Inspections. The Community Development Department staff shall be allowed to inspect the site and the development during construction at any time.
9. Assignment. Pursuant to Section A.96.220 of the City's certified Local Coastal Program (Implementation Program), the Coastal Development Permit may be assigned to any qualified persons subject to submittal of the following information to the Director of Community Development.

SECTION 3. Pursuant to Government Code Section 65009 and Code of Civil Procedure Section 1094.6, any action or proceeding to attack, review, set aside, void or annul this decision, or concerning any of the proceedings, acts, or determinations taken, done or made prior to such decision or to determine the reasonableness, legality or validity of any condition attached to this decision shall not be maintained by any person unless the action or proceeding is commenced within 90 days of the date of this resolution and the City Council is served within 120 days of the date of this resolution.

SECTION 4. This resolution shall take effect immediately upon completion of applicable California Coastal Commission appeal periods or procedures.

SECTION 5. The City Clerk shall certify to the adoption of this resolution; enter it into the original records of the City and thenceforth and thereafter the same shall be in full force and effect.

SECTION 6. The City Clerk shall make this Resolution reasonably available for public inspection within thirty (30) days of the date this Resolution is adopted.

PASSED, APPROVED AND ADOPTED this 16th day of February 2010.

Ayes:
Noes:
Absent:
Abstain:

Mayor, City of Manhattan Beach, California

ATTEST:

City Clerk

APPROVED AS TO FORM:

By 
City Attorney