

Consideration of Resolution Approving a Coastal Development Permit to Approve the City Parking Management Study Report, and Discussion of Metered Parking and Merchant Permit Parking Rates

City Council Meeting – April 7, 2026



Requested Actions

- Conduct a Public Hearing
- Adopt a Resolution approving a CDP
- Direct staff to pursue implementation
- Receive metered parking and Merchant Permit updates
- Provide staff direction related to potential changes in parking meter rates and Merchant Permit parking structure



Background

- Prior Downtown parking studies in 1984, 1990, 1998 & 2008
- 14 public off-street facilities, 500+ on-street spaces
- North Manhattan Beach commercial district added
- Intended as a guideline to assist City in implementing comprehensive, coastal-approved parking solutions for customers, visitors, employees and residents.
- Goal to improve quality of life and preserve City's character



Background

- Walker Consultants initiated study in May 2024
- Parking counts - Summer and Fall 2024
- Future Conditions Study - Spring 2025
- Developed Strategies and Toolkit - Summer 2025
- Stakeholder Outreach - Summer 2025
- PPIC reviewed Strategies and Toolkit - Sept. 25, 2025
- Council approved Strategies and Toolkit – Nov 3, 2025
- PPIC recommended approval of Report – Feb. 26, 2026



Draft Study Report



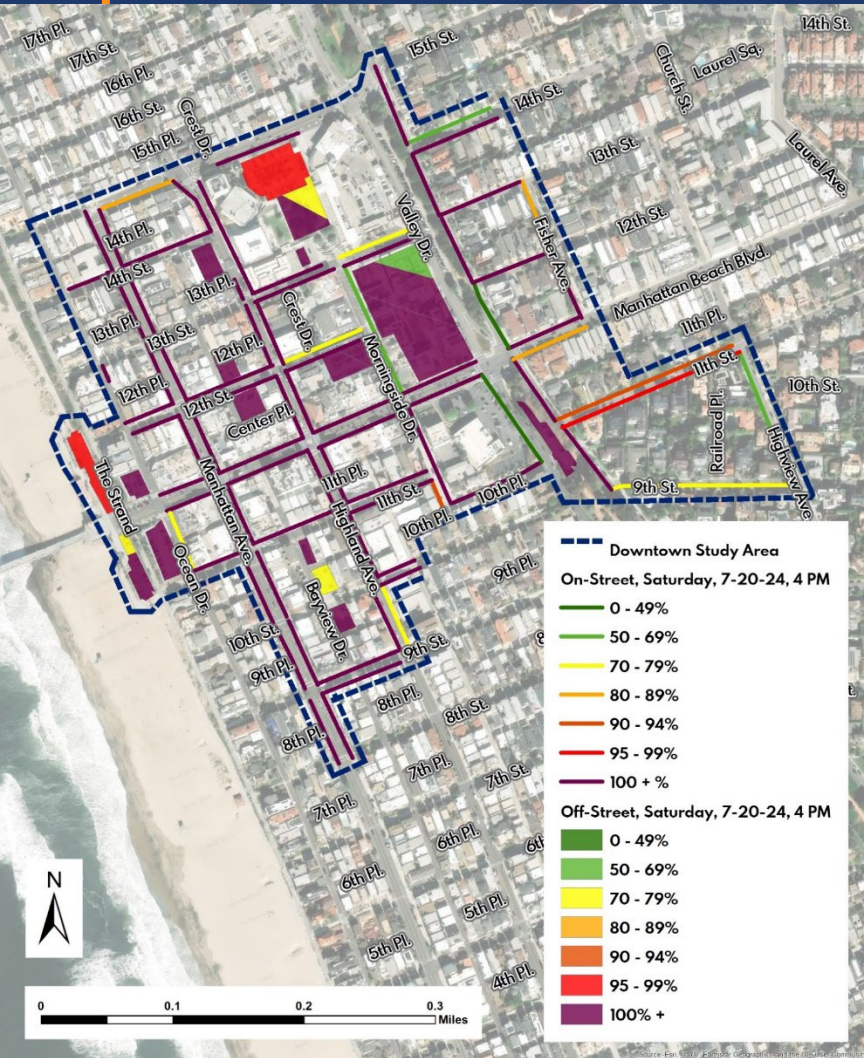
MANHATTAN BEACH CITY PARKING MANAGEMENT STUDY



- Executive Summary
- Existing Conditions
- Future Conditions Analysis
- Parking Management Strategies and Toolkit
- Potential Funding Sources
- Conclusions
- Stakeholder Outreach Summary



Existing Conditions Summary



- Peak Summer weekend parking demand exceeds 96% in Downtown and 98% in North MB
- Peak non-Summer weekend parking demand exceeds 90%
- Peak Summer weekday parking demand ranges from 85-93%
- Peak non-Summer weekend parking demand averages 85% in Downtown and 65% in North MB
- Beach parking overflows into commercial and residential areas during Summer



Future Parking Needs - Downtown

- Source of Need
 - Density of Parcels
 - Ambient Growth
 - Existing Unmet Demand
- Unmet demand calculated for summer weekday/off-peak weekend demand, not peak summer weekend demand.

Source of Need	Number of Spaces
Supply Increase Due to Density up to 1:1 FAR	60
Supply Increase Due to Ambient Growth	85
Supply Increase Due to Unmet Demand	150
Total	295



Future Parking Needs – North MB

- Source of Need
 - Ambient Growth
 - Existing Unmet Demand
- Unmet demand calculated for summer weekday/off-peak weekend demand, not peak summer weekend demand.

Source of Need	Number of Spaces
Non-Beach Supply Increase Due to Ambient Growth	15
Non-Beach Supply Increase Due to Unmet Demand	25
Beach Supply Increase Due to Unmet Demand	40
Total	80



Parking Strategies

Short-Term Parking Strategy Summary				
Strategy	Implementation Timeline	Level of Investment	Council Direction:	
1.1	Increase on-street rates relative to off-street, align with market conditions	Short-term	\$	Passed
2.1	Modify off-street time limits	Medium-term	\$	Passed
3.1	Implement mobile payment application for parking	Short-term	\$\$\$	Passed - Directed staff to bring back information indicating the current Wi-Fi signal strength and to ensure that all related equipment is properly calibrated.
3.2	Replace individual meters with multi-space kiosks	Medium-term	\$\$	Passed
4.1	Implement public on-street valet	Medium-term	\$\$\$	Passed - Directed staff not to rule out the future implementation of public on-street valet in the North End, contingent upon potential City Council support.
5.1	Shared Parking	Short-term	\$	Passed



Parking Strategies

Long-Term Parking Strategy Summary				
Strategy			Level of Investment	Council Direction:
6.1	Update parking webpage	Short-term	\$	Passed
6.2	Evaluate ways to provide parking information including implementation of Citywide Wayfinding Program	Medium-term	\$\$	Passed
6.3	Implement an app-based Automated Parking Guidance System (APGS)	Medium-term	\$\$\$	Passed
7.1	Implement a flexible employee parking pass or bundled daily passes. (FURTHER STUDY REQUIRED)	Short-term	\$-\$\$	Passed - Directed staff to conduct further study on the item and consider prioritizing it moving forward.
7.2	Increase merchant permit parking rates. (FURTHER STUDY REQUIRED)	Short-term	\$	Passed - Directed staff to phase in the increase of merchant permit parking rates, subject to further study.
8.1	Improve/expand the RPPP in consultation with stakeholders	Short-term	\$	Passed



Parking Strategies

Enforcement, Dynamic Pricing, and Loading Strategy Summary

Strategy			Level of Investment	Council Direction:
9.1	Shift parking enforcement hours one hour later during the peak season.	Short-term	\$	Passed
10.1	Adopt License Plate Reader (LPR) technology for enforcement.	Medium-term	\$\$\$	Passed
10.2	Transition to virtual commercial, merchant, and residential permits and an online application process.	Medium-term	\$\$\$	Passed - Directed staff to further explore transitioning to virtual commercial, merchant, and residential permits, particularly for individuals who operate multiple vehicles.
10.3	Implement smart parking software and real-time data.	Medium-term	\$\$	Passed
11.1	Gather information on existing commercial delivery vehicle access and loading needs/challenges.	Short-term	\$	Passed
11.2	Limit comm. deliveries/loading activity to early morning/Sundays.	Short-term	\$	Passed - Directed staff to ensure appropriate stakeholders are included in the task force.
11.3	Create additional Flexible Loading Zones (FLZs)	Medium-term	\$	Passed



Parking Strategies

Future Parking Supply & Funding Options Strategy Summary

Strategy			Level of Investment	Council Direction:
12.1	Remove parking minimum requirements and establish maximum parking requirements in the Commercial District.	Medium-term	\$	Failed
12.2	Evaluate the parking-in-lieu fee program.	Short-term	\$	Passed
13.1	Review on-street parking supply.	Short-term	\$\$\$	Passed
13.2	Increase supply in parking garages and lots.	Medium-term	\$\$\$	Passed
13.3	Construct new parking facilities in existing and new public properties.	Long-term	\$\$\$	Passed - Directed staff to bring this issue forward along with the Project Pulse item in January, in order to better understand the challenges such as timing, financial impacts, and regulatory uncertainties, associated with pursuing the short-term parking option and its effect on maintaining project momentum.
13.4	Pursue public-private partnerships to construct new parking supply on private property.	Long-term	\$\$	Passed
14.1	Establish a Parking Benefit District and/or Parking Authority.	Long-term	\$	Passed
15.1	Implement a Transportation Impact Fee.	Long-term	\$	Passed



Parking Strategies

Bicycle Parking, Micromobility, and TDM Strategy Summary

Strategy			Level of Investment	Council Direction:
16.1	Expand short- and long-term secure bicycle parking facilities.	Long-term	\$\$	Passed
16.2	Establish a bike valet service to provide secure parking for event attendees, residents, and visitors during seasonal peaks.	Short-term	\$	Passed - Directed staff to explore the feasibility of implementing a bike valet service.
17.1	Implement a docked electric bicycle-share program to reduce vehicle parking demand.	Short-term	\$\$\$	Passed - Directed staff to explore the feasibility of a docked electric bicycle-share program, including the possibility of a pilot program and addressing any associated concerns.
18.1	Recommend social media strategies and other marketing efforts to reduce parking demand.	Short-term	\$	Passed
19.1	Evaluate the feasibility of on-demand microtransit to allow more local, short trips without a car.	Short-term	\$\$\$	Passed
20.1	Identify remote public parking options and shuttle transportation services.	Short-term	\$\$	Passed
21.1	Consider offering discounted employee rideshare services to reduce parking demand.	Medium-term	\$\$\$	Passed



PPIC Strategy Priorities

- Priority Projects/Strategies Recommended by PPIC
 - Evaluate of Lot 4's end-of-life status
 - Accelerate negotiations with Chevron for potential parking solutions
 - Increase parking supply, including consideration of Lot 4
 - Pursue microtransit pilot project
 - Establish a task force to bundle and advance strategy implementation efficiently
 - Develop a parking strategy for large events and peak seasons
 - Explore seasonal pricing
 - Create a more active parking management program tailored to special events/peak periods



Short-Term Parking Update (Strategy 1.1)

- Study Recommendation:
 - Increase on-street meter rates relative to off-street rates and align them with market conditions
 - Consider seasonal rate structure (Lower in off-season)
- Staff requests direction re: strategy and annual price adjustment for future Council approval

Parking Meter Rates			
Parking Type	Before 4/15/2025	After 4/15/2025	Parking Study Suggested Rate
On-Street Spaces	\$ 2.00	\$ 2.50	\$2.00 to \$4.00 Seasonally
Off-Street Lots	\$ 2.00	\$ 2.50	\$1.50 to \$3.00 Seasonally
County & State Beach Lots	\$ 2.50	\$ 3.50	\$2.50 to \$4.00 Seasonally



Merchant Parking Permit Update (Strategy 7)

- 5/20/2025 Council requested study of a phased approach for rate increases and oversubscription formula
- Study Recommendation:
 - Implement a flexible or daily employee parking pass for part-time employees
 - Increase Merchant Permit parking rates if waiting lists persist
 - City Council recommended further study of Merchant Permit program.

Merchant Permit Parking Rates			
Permit Type	Before 4/15/2025	After 4/15/2025	Parking Study Suggested Rate
Monthly Permit	\$ 27.00	\$ 45.00	Up to \$100
Six-Month Permit	\$ 160.00	\$ 250.00	Up to \$600
Six-Month Permit (5+ Permits)	\$100.00 ea.	No discount	N/A



Merchant Parking Permit Update (Strategy 7)

- Current conditions
 - Revenue Growth
 - Monthly Permits issued
 - Six-month permits issued
 - Waitlist
- Staff requests direction re: strategy and annual price adjustment for future Council approval



Public Notification, Outreach, and Comment

- The public has been informed of this agenda item as part of the City's standard meeting notice practices via public bulletin boards, website calendar, and social media.
- Chamber of Commerce
- North Manhattan Beach Business and Professionals Association (NMBBPA)
- Downtown Business and Professionals Association (DBPA)



Next Steps

- City Council approval of Study Report
- Implement strategies pursuant to City Council priorities
- Develop capital projects
- Pursue funding for higher cost strategies
- Return to City Council for individual strategies as needed



