

June 9, 2021

Manhattan Beach City Council  
City Hall  
1400 Highland Ave.  
Manhattan Beach, CA. 90266

**Re: Hotel Project Parking Considerations - Recommendation for an Alternate Condition**

Dear Madam Mayor and Councilmembers:

I would like to express my appreciation for your support of our project and your unanimous vote to approve it on May 4<sup>th</sup>. Thank you. Questions (concerns) were raised regarding the potential nuisance of visitors to the hotel who may try to avoid paying for parking in our secured, and protected, parking facilities and instead seek parking on the street in the adjacent residential neighborhood. While we believe hotel patrons always will park at the hotel, we support additional measures, different from imposing a condition in the Resolution not allowing to charge for overnight use of the parking. We believe this Alternate condition provides a more appropriate approach that effectively will eliminate wayward visitors who may choose to avoid parking on site and instead park on the street.

Specifically, we understand City Staff has prepared or will prepare a condition to the Resolution of the project approval not allowing any charges for parking at any time. We would like to propose an Alternate condition to that proposed and would request this Alternate condition be included in the Staff Report and the Council adopt this Alternate condition as the applicable condition in its Resolution of final project approval.

Paid parking is an integral part of the operation of an upscale hotel property and contributes to its financial viability to offer such amenities as we will provide. We consider the design of our structured parking, located conveniently and directly under the hotel, to be a significant amenity that visitors to the site absolutely will embrace and not be surprised to pay for its use. In order to enforce parking on site, we have several reasonable recommendations that easily and readily are available to us and to the City as suggested by Councilman Montgomery and also supported by Madam Mayor Hadley in the May 4<sup>th</sup> hearing.

The Alternate condition to that proposed by Staff on the issue of parking at the Project is comprised of the following three items:

- 1) **First**, in order to accommodate visitors who may only visit the property for a short time, including the retail and office, up to two hours of free parking will be provided. However, for patrons of the hotel who are staying overnight, a fee for parking overnight may be charged.
- 2) **Second**, the existing parking permit district encompassing the entire residential neighborhood and streets to the east of the project known as the Mira Costa Residential Override permit program may be updated by the residents there and by the City to include hours extending overnight such that vehicles parking on those streets without holding the necessary permit would be ticketed a minimum \$49.00 for each infraction and be subject to towing.
- 3) **Third**, the hotel will include a notice upon every check-in that parking is provided on site for the exclusive use of the hotel and parking is not allowed off site on any streets or in any parking lots adjacent to the property -- all City and other parking rules will be strictly enforced.



**Unlimited Free Parking Alternate is not the safest or most environmentally sound approach**

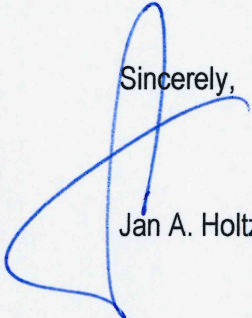
Free parking would draw unauthorized visitors to park thus reducing available parking for use by authorized visitors to the site not to mention the constant enforcement to avoid attempts of non-guests to use "free" enclosed parking as overnight shelter or for other reasons. These and other issues would place an unfair burden on the management of the property and the hotel and could impose avoidable risks to the neighborhood

Free parking disincentivizes the use of alternate modes of transportation such as rideshare and hailing services and increases Vehicle Miles Traveled, or VMT. Charging fair market prices for parking would encourage use of alternate transit modes while still providing adequate, convenient and protected parking for the hotel users. In fact, newly adopted regulations by the State of California and the City of Manhattan Beach in its TIA Guidelines recommends unbundling parking to reduce VMT (source: City of Manhattan Beach Transportation Impact Analysis Guidelines, Table 3-2: Potential TDM Strategies).

Effectiveness of the Alternate proposed parking management measures can be reviewed by the City during its reviews of the project at each of the two reviews it has required at 6 months and 12 months after opening.

We look forward to working with the City going forward to meet and exceed all expectations. I thank you for your time and look forward to your reasonable consideration of this matter as part of the Resolution for final project approval.

Sincerely,



Jan A. Holtze

Cc: Quinn Barrow, City Attorney  
Talyn Mirzakhanian, Director of Planning  
Ted Faturos, Associate Planner