



Legislation Text

File #: 19-0346, **Version:** 1

TO:

Honorable Mayor and Members of the City Council

THROUGH:

Bruce Moe, City Manager

FROM:

Stephanie Katsouleas, Public Works Director
Steve S. Charelian, Finance Director
Shawn Igoe, Utilities Division Manager
Cynthia Mickschl, Acting Revenue Manager

SUBJECT:

Consider Installing 29 Single-Space Parking Meters on Parkview Between Marriott Drive and Village Drive and Permit Parking on the North Side of Parkview Avenue, East of Market Place (Public Works Director Katsouleas and Finance Director Charelian).

DISCUSS AND PROVIDE DIRECTION

RECOMMENDATION:

Staff recommends that City Council consider installation of 29 single-space parking meters on Parkview Avenue, between Marriott Drive and Village Drive, and implementation of a permit parking program on the north side of Parkview Avenue, east of Market Place.

FISCAL IMPLICATIONS:

The financial implications are unknown at this time and will depend on the implementation measures selected by City Council.

BACKGROUND:

In 2011, after evaluating the demand for and usage of on-street parking near the Manhattan Village Mall, Manhattan Towers and Marriott Hotel, City Council directed staff to install 112 single-space parking meters on Village Drive and Parkview Avenue west of Market Place. However, many of these meters were rarely used given the availability of free parking at the adjacent Manhattan Village Mall and Village soccer field, and hence the meter revenue generated was low. Therefore, in 2012 City Council gave staff direction to remove 72 under-performing meters, which included all of the meters on Village Drive and most of those on Parkview Avenue, west of Marriott Drive, and to keep 40 meters in the vicinity of the Marriott hotel. The monthly average revenue that had been generated from the meters that were removed was approximately \$81.00, or about \$2.70 per day.

The daily average revenue generated from the 40 meters that remained on Parkview Avenue, near the West Drift Hotel and the Manhattan Beach Tennis Club, is currently about \$3.20. However, recent meter data shows that some of these parking spaces have not experienced any occupancy for

more than 30 days. In comparison, throughout the rest of the City, the average revenue collected per month at each meter is approximately \$200, with the majority of meter revenue coming from downtown, north end and city parking lot meters. The attached map shows where meters currently exist on Parkview Avenue.

On April 16, 2019, City Council requested that staff evaluate the cost of reinstalling the 72 parking meters that were removed in 2012 as well as the cost to install additional parking meters on Parkview Avenue east of Market Place (near the Manhattan Beach Studios).

Following staff's evaluation of the feasibility of and demand for paid on-street parking, on September 16, 2019, the Parking and Public Improvements Commission (PPIC) reviewed and approved a proposed measure to reinstall 29 meters on both sides of Parkview Avenue, between the Manhattan Beach Tennis Center and the Manhattan Beach Towers.

DISCUSSION:

Under the current roadway configuration, there are only nine parking spaces available on Village Drive, and another 44 parking spaces on Parkview that do not already have parking meters. Because the area's commercial dynamics have changed, staff has concerns that recent development projects may negatively impact the demand for on-street paid parking on Village Drive and western end of Parkview Avenue, as well as negatively impact the availability of parking at these commercial developments. For example, the Manhattan Village Mall has expanded its adjacent parking lot and will continue its parking expansions over the next several years with the addition of new north and south parking decks west of Macy's. Additionally, The Point in El Segundo provides free parking in proximity to the Manhattan Beach Towers. It is unknown whether users would be willingly to pay for metered parking on the street, or would instead attempt to park for free at the mall or The Point, even if not patronizing the shops and restaurants there.

Installing single space meters would cost approximately \$300-500 per meter if staff repurposes other 2G meters that are currently up for replacement, and approximately \$1,600 per meter if new 4G meters are installed. These estimates are for materials only and do not include the additional staff time needed to complete the installations. The value in repurposing 2G meters in lieu of purchasing new meters is that it gives the City additional time to evaluate the demand level for paid parking before investing in new, more expensive meters.

Staff recommends that City Council consider implementing a pilot program as the best approach to limit the City's financial exposure while assessing the real demand for paid on-street parking. The pilot program would include the following:

- Provide unmetered parking for nine spaces on Village Drive and 15 spaces at the western end of Park Place, and limit the time period to 2-hour parking.
- Reinstall 29 meters between the Manhattan Towers and the Manhattan Beach Tennis Club on both sides of the street, and allow for extended hours (e.g., 8-hour parking). The cost of this approach would range from \$15,900 to \$26,500.
- Use existing 2G meters for the 29 new meter installations for the first 6 months. If the metered spaces experience high usage, then convert the meters to the new 4G models consistent with the rest of the City.

Additional consideration was given to capturing parking revenue on Parkview Avenue east of Market Place. Because this area does not typically have a high commercial demand except when the Manhattan Beach Studios needs overflow parking, staff proposes that City Council consider implementing a permit parking program for approximately 29 parking spots on the north side of Parkview Avenue in lieu of installing single-space meters. This approach would only require new signage and no additional meter infrastructure. Additionally, the area could be over-subscribed like other permit parking programs in the City. The cost of this option would be \$160.00 per parking permit (bi-annually). This is similar to our current commercial permit parking pricing model, and would also be implemented by the Finance Department.

Note that the south side of Parkview Avenue east of Market Place does not easily accommodate parking due to the lack of space available between the curb and golf course fencing, and hence is not recommended for public parking. However, this area could be used as a supplemental construction laydown area for the City's major capital projects. Providing a staging/laydown area within the city limits can have a positive effect on construction bidding, and it can minimize construction impacts on residential neighborhoods once construction is underway. With the increased number of capital projects occurring, the need for laydown areas is growing-this area would assist in meeting that need.

On September 26, 2019, these proposed recommendations were reviewed by the Parking and Public Improvements Commission (PPIC). The PPIC heard public testimony and voiced concerns over reinstalling meters that require users to pay for parking. Staff suggested that a small pilot area could be deployed as a trial to determine the actual level of demand for paid on-street parking.

Therefore, staff's final recommendations are as follows:

1. Implement the pilot program as described above for Village Drive and the western portion of Parkview Avenue. At the end of the 6-month period, staff will return to City Council with results of the paid parking demand and seek further direction based on those results.
2. Implement a permit parking program for the north side of Parkview Avenue, east of Market Place, to accommodate Manhattan Beach Studio's overflow parking demand. The south side of this segment would be utilized for Public Works capital projects (e.g., staging, laydown, etc.)

PUBLIC OUTREACH:

The recommendations for the Parkview Avenue and Village Drive parking solutions were presented to the Parking and Public Improvement Commission at the public meeting held on September 16, 2019. No other outreach was conducted on this item.

ENVIRONMENTAL REVIEW:

The City has reviewed the proposed activity for compliance with the California Environmental Quality Act (CEQA) and has determined that the activity is not a "Project" as defined under Section 15378 of the State CEQA Guidelines; therefore, pursuant to Section 15060(c)(3) of the State CEQA Guidelines the activity is not subject to CEQA. Thus, no environmental review is necessary.

LEGAL REVIEW:

The City Attorney has reviewed this report and determined that no additional legal analysis is necessary.

ATTACHMENT:

1. Maps - Parking Options