

Mark Hungerford

From: Michael Pauls
Sent: Friday, April 20, 2018 10:54 AM
To: Mark Hungerford
Subject: Re: Colorado Lagoon Parking Lot

Thank you Mark.

The issue with PW's reasoning is that Belmont Heights is not parking impacted around the CL.

Did PW submit any parking studies or corroborating information to support.

The trouble is that this application, if approved, would be impactful to the surrounding CL neighborhood and should be vetted by the neighborhood associations prior to going to Hearing.

Is a staff report being generated prior to the Hearing? Is staff recommending approval?

Could I come by your office to review the file prior to the hearing?

Best,

Michael

On Apr 19, 2018, at 6:07 PM, Mark Hungerford <Mark.Hungerford@longbeach.gov> wrote:

Hi Michael,

Nice speaking with you earlier this week. Public Works' response to the question of why the Colorado Lagoon parking lot was included in the project scope was that it's for consistency – they're targeting City parking lots in the Coastal Zone. I assume it also has to do with it being part of the pilot program and its adjacency to the somewhat parking impacted Belmont Heights neighborhood.

Regards,
Mark Hungerford, AICP
Planner

Long Beach Development Services | Planning Bureau
T 562.570.6439 F 562.570.6068
333 West Ocean Blvd., 5th Fl | Long Beach, CA 90802
mark.hungerford@longbeach.gov | lbs.longbeach.gov

Jonathan Iniesta

From: Michael Johnston
Sent: Friday, April 20, 2018 4:05 PM
To: lissa.buzzelli
Cc: Mark Hungerford; Jonathan Iniesta
Subject: Zoning Admin Application # 1802-08 LCDP18-003)

Hi Lissa,

Your existing permit will be good until the listed expiration date of January 2019. Approval of the local coastal permit will **not** affect your ability to use your permits and park in the Marina Green and Alamitos lots as you've been doing.

Please let me know if you have any other questions and I am happy to help.

Best,

Michael

Michael Johnston
Administrative Analyst, Public Works
P: (562) 570-6951
www.longbeach.gov/pw/

From: Mark Hungerford
Sent: Thursday, April 19, 2018 2:00 PM
To: 'lissa.buzzelli'
Subject: RE: Zoning Admin Application # 1802-08 LCDP18-003)

Hi Lissa,

Thank you for sharing your thoughts. The Alamitos and Marina lots would still offer overnight and daytime parking services, respectively. The holder of an Alamitos lot overnight permit would be able to park in the lot from 8:00 p.m. – 8:00 a.m. without having to pay a parking meter. These are the same hours of meter-exempt parking for permit holders that exists today under the pilot program. Additionally, the Marina lot's 8:00 a.m. – 8:00 p.m. permit parking hours and 8:00 a.m. – 12:00 a.m. metered parking hours will not change.

I will forward your email to Public Works staff so they can address your question about the existing parking permits.

Sincerely,
Mark Hungerford, AICP
Planner

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From: lissa.buzzelli [<mailto:lissa.buzzelli@yahoo.com>]
Sent: Thursday, April 19, 2018 11:13 AM
To: Mark Hungerford <Mark.Hungerford@longbeach.gov>
Subject: RE: Zoning Admin Application # 1802-08 LCDP18-003)

Mark,

This new proposal is even more challenging for residents at the Villa who used the Alamitos and Marina lots. What options does the city offer for residents? The city has no limitation for developers but seems not to address the horrible limited beach parking issues. Can you offer me some options? Especially to retired or disabled tenants who does not have the ability to move their cars on the new schedule being proposed.

Also, currently I have city permits for the two lots mentioned above, which expires on Jan 2019. Will these be valid until the expiration date? When will these new proposal changes to into effect?

Thank you
Lissa

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: Mark Hungerford <Mark.Hungerford@longbeach.gov>
Date: 4/19/18 10:02 AM (GMT-08:00)
To: Lissa Buzzelli
Subject: RE: Zoning Admin Application # 1802-08 LCDP18-003)

Hi Lissa,

The attached narrative covers the proposal. If you have follow-up questions please feel free to contact either myself or Jonathan Iniesta (jonathan.iniesta@longbeach.gov).

Regards,
Mark Hungerford, AICP
Planner

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

From: Lissa Buzzelli
Sent: Wednesday, April 18, 2018 12:51 PM
To: Mark Hungerford <Mark.Hungerford@longbeach.gov>
Subject: Zoning Admin Application # 1802-08 LCDP18-003)

Mark,

I would like to receive detail information on this zoning City Beach Parking Lots information since it impacts many in the Alamitos area. Including me, who is challenged with parking issues.

Please email me when you can.

Thank you
Lissa

Jonathan Iniesta

From: Jackie Velez
Sent: Friday, April 20, 2018 5:14 PM
To: Mark Hungerford; Jonathan Iniesta
Subject: Zoning Change Notice Flyer Question

Hello, I recently received a notice for a public hearing on April 23 about a proposed change to beach parking lots allowing for overnight parking.
Application Number 1802-08 (LCDP18-003)

What the notice fails to describe is what the actual "overnight parking" permits cover. That is,...

- will overnight parking be until a specific time in the morning?
- or will the permit last for several days?
- how will the permits be enforced and monitored?
- what is the intent of this change?

The notice eludes to a pilot program. When was this pilot program?

It would be nice to be more specific, instead of generalities.

Given the above questions, I will say that it is nice to get this notification ahead of time.

Regards,
Jackie Velez

Jonathan Iniesta

From: Brian Wolfe
Sent: Friday, April 20, 2018 9:49 PM
To: Mark Hungerford
Cc: Jonathan Iniesta
Subject: Re: Beach Parking Lots LCDP

Hi Mark;

Thank you for sending this along.

I am generally supportive of this permit/ expanded use of these areas and glad to know it has been going thru a pilot program.

One concern is noise generation, especially early morning and during extended hours.

Please consider how best to notify users of the parking areas in a polite way to be considerate of nearby residents. Noise can carry a long way across the Colorado Lagoon. Perhaps some thoughtful signage.

Regards;

Sent from my iPad

Brian Wolfe

On Apr 19, 2018, at 2:29 PM, Mark Hungerford <Mark.Hungerford@longbeach.gov> wrote:

Hi Brian,

Nice speaking with you a moment ago. The attached PDF provides a series of tables that cover the permit parking breakdown, the proposed open/close hours for each lot, and the proposed hours of metered parking for each lot.

Feel free to contact either myself or Jonathan Iniesta (cc'd) with any follow-up questions.

Regards,

Mark Hungerford, AICP

Planner

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<Project Description - Narrative.pdf>

Jonathan Iniesta

From: claude
Sent: Saturday, April 21, 2018 8:55 AM
To: Mark Hungerford; Jonathan Iniesta
Subject: Written Testimony for Application 1802-08 Public hearing Scheduled 4/23/18
Attachments: Written Testimony from SYCLB For Application 1802.08 Regulation of beach parking
4.23.18.docx

Gentlemen,

My name is Claude LeBlond, I am an officer at the Shoreline Yacht Club of Long Beach. I have the responsibility for parking issues at the club and will represent the club at the public hearing. Attached is written testimony for the parking regulation project public hearing to be conducted on Monday April 23rd. A copy of this has been previously mailed to the hearing officer. I am sending this to you in the event that the paper submission did not make it into the meeting packet. I will be attending the meeting to submit oral testimony on the topics of concern to us.

Best Regards,
Claude LeBlond
Jr. Staff Commodore
Shoreline Yacht Club of Long Beach



Shoreline Yacht Club of Long Beach

The Friendly Club

Date: 4/20/2018

To: Hearing Officer

Public hearing on the matter of application # 1802-08 (LCDP18-003)

From: Shoreline Yacht Club of Long Beach
386 E Shoreline Drive

Written testimony:

The Shoreline Yacht Club of Long Beach signed a lease with the City of Long Beach in 2003 for its clubhouse at 386 Shoreline Drive South in Long Beach Shoreline Marina. At that time, the parking situation at Marina Green and the Boat Owners parking area were significantly different than what it is today. The boat owners parking had open access, and the Marina tenants had parking passes for their cars. Parking passes for visitors were easily available. Some years ago, access to the boat owners parking was limited, gates were installed requiring marina residents to have a FOB to open the gate. Additionally, non-boating related visitors to the Yacht Club were charged a fee, currently \$12, for a parking pass.

At the initiation of the lease, the Marina Green parking is believed to have been free. Sometime later, metered parking was introduced with payment required from 8 AM to 6 PM. Currently, payment is required from 8 AM to 12 AM with a 2-hour time limit. The time limit of 2 hours puts restriction on visitors to the club, having to track their parking situation. It does not take much distraction to forget to extend the parking period, with the risk that they will be issued a parking citation. This makes the experience for visitors to the yacht club for those who use the Marina Green parking an unfortunate burden.

The Yacht Club is making a request for two parking related actions:

1. We ask that the time limit for parking in the Marina Green parking lots be extended to an optional six hours, eliminating the requirement to have the visitor return to extend the parking period.
2. We ask that the binary interpretation of boating-related as opposed to commercial activities of the yacht club be eliminated. All the wide range of events the club hosts are directly related to some club member sponsored activity and the club believes all our guest visitors should be treated the same.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Claude W. LeBlond".

Claude W. LeBlond

Jr. Staff Commodore 2018, Parking issues coordinator.
Shoreline Yacht Club of Long Beach

N 33° 45' 67.7" W 118° 11' 20.8"

386 Shoreline Drive South • Long Beach, CA 90802

Office Phone and Fax: 562.435.4093 • Email: office@syclb.org

Member SCYA, YRUSC, SCCA

Jonathan Iniesta

From: Kyle Johnson
Sent: Monday, April 23, 2018 9:25 AM
To: Jonathan Iniesta
Cc: Kyle Johnson
Subject: Belmont pier parking

Hello Jonathon,

I live in the Belmont Shore Condos that sit on the Belmont Pier parking lot. I purchased my condo in March of 2013, since then I have had 2 parking permits, one for daytime and one for nighttime.

Without the 24 hour parking ability I have no where to park. My only option is that is not a 2 hour parking is on Termino Ave, which has about 20 parking spots and are extremely limited after 7pm.

The best aspect of living in Belmont shore is that I don't have to get in my car and drive on weekends, I predominantly ride my bike and leave my car in the lot over the weekend for 24 hours.

My complex provides 1 parking spot per unit, of the 71 units a majority have more than 1 car and we are not having success finding alternative parking if the Belmont Pier parking lot does not have 24 hour parking permits.

Thank you for considering,

Kyle Johnson

Jonathan Iniesta

From: Maru Mitm
Sent: Monday, April 23, 2018 11:28 AM
To: Mark Hungerford
Cc: Jonathan Iniesta
Subject: Local Coastal Development Permit - La Verne Parking lot

Dear Project Planners,

I support permitted day and night parking at La Verne parking lot for regular vehicles. No RV's, oversized vehicles, trucks, buses or campers. Residents should have a preferential rate for day and night parking as they have this in place in several other cities. Since over 1/4 of Ocean Blvd., public parking is taken over by transients living in their cars day and night and many of them have been here for years and without valid license plates, we need to make parking available for residents.

There are several issues that needs to be addressed and must take place. Since we live right across La Verne parking lot, we see it all. Summer is starting and with it more parking lots violations.

Huge RV's setting up camp or parking here day and night for days without paying parking fees since there is no enforcement. This week end there was a semi truck cab parked here for 3 days and nights. These people know there is no enforcement and they can get away with it. We need signage to stop skateboarding parties and practicing their tricks while destroying government/public property and interfering with our quality of life. Every other city public parking lot has signs such as: No skateboarding, No vandalism, No loitering, No alcohol drinking. You are parked in residential neighborhood, please keep it quiet and respect the residents, Quiet time enforcement, etc.

Our quality of life is deteriorating and we have to endure sleepless nights due car racing in La Verne parking lot, people parking, drinking, playing loud music, screaming, etc. We spend lots of

money to buy property to live here. We pay taxes and support local economy. We need more enforcement. The phone numbers for parking on City of Long Beach web site do not work well, since when we call, no one answers and we get no call back when we leave a message.

On another note the Coastal Commission should address the problem with increasing numbers of dogs on the beach. Since the Roses Doggy park was extended we see more dogs on the beach outside the dog area. Most of them are loose, no leash. There is so much dog poop on the beach it's ridiculous. This is a health hazard to all beach goers and is a violation.

We are on the beach, bike and pedestrian path every day. I am tired stepping into dog poop on the beach.

All other beach cities have a strict enforcement policies in place and they do ticket the violators! We need signs with violation fees posted and start enforcing it. If you start issuing tickets to violators and they have to pay, the word spreads fast and it would reduce the problem greatly.

Thank you for your time.

Maru Molak

Mark Hungerford

From: Mark Hungerford
Sent: Monday, April 23, 2018 12:54 PM
To:
Subject: RE: Beach Parking Lots

Hi Brian,

Here are brief answers to your questions:

1. This is probably best for Public Works to answer. I do know that the overnight parking allowance in the pier and La Verne parking lots was intended to ease the demand for street parking after-hours. Beyond that, Public Works is looking to roll-out various other measures identified in the Belmont Shore Parking Study Implementation Plan (2017) to further reduce the neighborhood's parking burden.
2. You are correct, 9:00 p.m. – 6:00 a.m. would be the new overnight permit hours. Meters wouldn't be in effect though from 8:00 p.m. – 12:00 a.m. and 6:00 a.m. – 8:00 a.m. A permit holder could therefore park from 8:00 p.m. – 8:00 a.m. – same as today – without paying a meter. From 6:00 a.m. – 8:00 a.m. and 8:00 p.m. – 12:00 a.m., however, there would be an overlap with free, unmetered public parking.
3. The Zoning Administrator will not be considering the demand-based fee proposal as described in the notice and project narrative. This will be a future issue for City Council and/or Coastal Commission consideration.
4. This question is also probably best for Public Works to answer.

Regards,
Mark Hungerford, AICP
Planner

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mark.hungerford@longbeach.gov | lbsds.longbeach.gov

From:
Sent: Monday, April 23, 2018 12:32 PM
To: Mark Hungerford <Mark.Hungerford@longbeach.gov>
Subject: Re: Beach Parking Lots

Hi Mark,

Good speaking with you as well, and thank you for the project description and tables ahead of today's 2 p.m. meeting.

I suspect you're pressed for time ahead of the meeting, but if you have a few moments to spare, I'd be grateful for any clarity you can provide regarding the following questions before the meeting:

1. The proposal mentions a number of goals — simplifying current regulations; facilitating beach parking access to the public during daytime hours; and to facilitate demand-based pricing to coastal access — but what level of priority (if any) is placed on easing parking congestion in the neighborhoods surrounding the beach lots? Was that consideration part of the pilot program or other related (and possibly ongoing) discussion?
2. Has there been discussion that in shifting the hours for the Belmont Pier lot, specifically, that the shortened availability will likely limit even further the ability of local residents to meaningfully use that lot overnight? (I may raise

this point at the meeting on behalf of our residents and immediate neighbors, but having that lot unavailable to overnight permit parking until at least 9 p.m. (vs the prior 8 p.m.) and requiring exit before 6 a.m. (vs the prior 8 a.m.) results in even less desirability for residents to use that option and will therefore add additional vehicles to surface streets overnight, especially on street-sweeping evenings and mornings.)

3. Are the permit costs the same as have been in place and posted online in recent years? Any changes anticipated, given the shortened hours availability and use?

4. With the addition of gates and the change to specific hours, is there any budgeting or planning to maintain or increase patrols of the beach lots generally and the Belmont Pier lot specifically? (Residents in our building whose units face the beach regularly complain about noise from vehicles and activities in the Belmont Pier lot after 10 p.m. and into the after-midnight hours. Between midnight and 6 a.m., would there then be no allowed use if the lot apart from overnight permit holders, and activities during that window prohibited?)

I'll look forward to your reply, if possible before the meeting but if not, whenever your time allows.

Thanks and best,

Brian Cochrane

On Apr 23, 2018, at 11:39 AM, Mark Hungerford <Mark.Hungerford@longbeach.gov> wrote:

Hi Brian,

Nice speaking with you a moment ago. Attached is the project description and tables detailing the proposed changes. Feel free to reply with any follow-up questions you may have.

Regards,
Mark Hungerford, AICP
Planner

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mark.hungerford@longbeach.gov | lbsds.longbeach.gov

<Project Description - Narrative.pdf>



25 - 39TH PLACE
LONG BEACH, CA 90803
(562) 433-3891
(562) 434-0604 (FAX)
www.belmontbrewing.com

April 23, 2018

City of Long Beach
Department of Development Services
Hearing Officer
333 West Ocean Blvd., 5th Floor
Long Beach, CA 90802

Re: Opposition to Public Works' Proposal to permanently charge for parking in the Belmont Pier Parking Lot between 6 and 8 pm and increasing parking rates

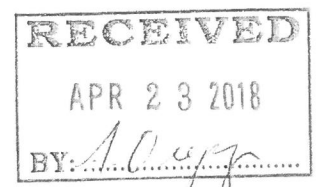
To Whom It May Concern:

Belmont Brewing Company opposes Public Works' proposal to permanently charge for parking in the Belmont Pier Parking Lot between 6 and 8 pm and to increase parking rates in that lot as the proposal:

- (1) Is contrary to the Belmont Pier Planned Development's purpose of increasing use of an underutilized area;
- (2) will drive legitimate use of the pier area away and thereby further deteriorate the area and public safety;
- (3) will discourage capital investment in the area and employment in the area;
- (4) will place Belmont Brewing Company at a competitive disadvantage with other restaurants on property leased by the City with lots that do not charge for parking;
- (5) will add to traffic and parking congestion in the surrounding area as the public looks for cheaper alternatives to the beach lot; and
- (6) will negatively impact other revenue the City receives from leaseholders.

A two week attempt to divine the meaning of the enigmatic "Notice" I received on April 10 (as a property owner – Belmont Brewing Company received no notice) regarding "changes to the City's regulation of public beach parking lots" has yielded, among other things, the following details from Mark Hungerford, Project Planner regarding this proposal:

- (1) "Fees for beach parking lots will be increased to a rate of \$.50 - \$1.00/15 minutes" (4/18/18 e mail from Mark Hungerford); and



City of Long Beach Hearing Officer
April 23, 2018
Page Two

- (2) The permanent extension of metering in the Belmont Pier parking lot from 6-8 pm, a time when virtually the only demand for the lot is for the Belmont Brewing Company.

If the City is determined to cripple or destroy one of the remaining businesses leasing property from the City in the Belmont Pier area, reduce the number of people visiting the area, and further deteriorate the area, charging these fees and permanently extending the metered hours from 6-8 pm is an excellent way to do it. The Belmont Olympic Pool complex is gone. La Palapa Restaurant is gone. The AquaLink is gone. Belmont Brewing is still here but raising parking rates and continuing the extension of metered hours from 6-8 pm will be devastating. Why pay these rates to go to a restaurant by the Belmont Pier when other restaurants by the water and leased by the City have no parking fees? Why go to the pier area at all?

The Belmont Pier Planned Development District (PD-2) provides in part:

The intent of the Planned Development is to encourage a joint public and private effort to revitalize the underutilized area ... [Section 1, Purpose and Intent]

Yet it seems the Public Work's interest is simply extracting more money from the public from the parking lot, regardless of the impact on public use, surrounding businesses, the people those businesses employ, or the stated purpose of the Belmont Pier Planned Development of revitalizing an underutilized area.

A partial history of City actions in the Belmont Pier PD-2 since Belmont Brewing's opening in 1990 which have had the result, if not the intent, of reducing utilization of the area:

- 1990 – City began charging for parking year-round instead of Labor Day to Memorial Day;
- July 1, 1995 - City doubled the parking rate which decreased the usage of the parking lots by “37 percent” – Page 1 of City of Long Beach Report on and adoption of Two Resolutions Regarding Beach Parking Fees (Districts 2 and 3), **Exhibit 1**;

City of Long Beach Hearing Officer
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- 1997 – City doubled the parking fees for the Belmont Pier Parking Lot and “the total number of vehicles using beach lots did decrease” – 9/30/1998 Letter from City Councilman Frank Colonna to David Hansen, attached hereto as **Exhibit 2**, responding to David Hansen’s 6/19/1997 letter to Gwendolyn Parker;
- 2013 – City reduced the number of parking spaces in the Belmont Pier lot to accommodate a change in the bike path in spite of the Belmont Pier Planned Development District Plan’s mandate that “[t]he existing number of public parking spaces shall be retained” [Section II d (1)];
- 2014 - City demolished Belmont Plaza Olympic Pool and La Palapa Restaurant;
- 2017 - City started charging for parking for the hours of 6:00 pm to 8:00 pm; and
- 2017 AquaLink service to Belmont Pier terminated due to a broken ramp with no apparent plan to repair the ramp or resume service.

There just is not enough demand for parking in the Belmont Pier area to justify these fees and metering hours. As I wrote years ago:

It is important to understand how the Belmont Pier area is different from the Seal Beach Pier or the Huntington Beach Pier, where parking meters near the pier command ... [much higher rates]. The Huntington Beach and Seal Beach piers are continuations of their Main Streets, with expansive commercial centers, beaches with swimming, surfing etc. These features create tremendous demand for limited parking. The Belmont Pier area, in contrast is relatively isolated, with minimal commercial activity, no swimming or surfing. 6/19/1997 letter to Gwendolyn Parker, attached hereto as **Exhibit 3 page 1**

Further, discouraging legitimate use of the pier area by increasing parking rates can only increase the blight of mentally disturbed, drug addled drifters who frequent the pier area, steal bikes, use drugs, assault people, defecate in public and intimidate people. As former City Councilman and former Commander of the Long Beach Police Department Doug Drummond wrote long ago in support of Belmont Brewing Company’s patio expansion:

Expansion of this and other visitor serving commercial uses that bring the public to the Belmont pier area at dusk and after dark is of vital interest to help insure public safety. August 8, 1996, Letter from Doug Drummond to the California Coastal Commission **Exhibit 4**

City of Long Beach Hearing Officer
April 23, 2018
Page Four

When legitimate public use is chased away with high parking fees, the criminal element fills the void. As Doug Drummond continued:

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont brewery restaurant. This popular restaurant brings people to it by car, bike, and on foot. The patrons combine dining with strolling on the pier, plaza and bike path. This trend needs to be encouraged to grow- not nipped in the bud by government. Exhibit 4 page 1-2

Those words are just as true today. Raising parking rates and charging to park in the lot in the evening will only discourage the public from patronizing one of the few remaining legitimate evening activities in the area: dining at Belmont Brewing Company. Further deterioration of the area will follow.

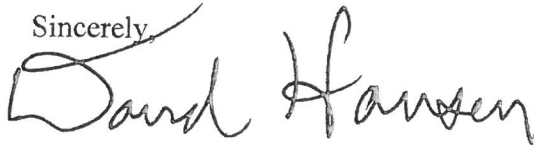
The City of Long Beach does have a broader financial interest that Public Works does not: rental revenue from Belmont Brewing Company, rental revenue from other City tenants, and the jobs of the people they employ. While cutting parking use in half would not mathematically decrease Public Works' revenue if rates were doubled, it would mathematically decrease the rental revenue the city receives from Belmont Brewing Company and other City tenants. While Public Works may not care about that revenue or the resulting loss of jobs, loss of taxpayer's income, loss of sales tax revenue, loss of federal and state excise tax revenue, loss of payroll tax revenue, or loss of income tax revenue, these are things that other government entities seem to care about.

There is another troubling aspect of the Public Works' proposal that ought to be addressed. Over the years the City of Long Beach has on several occasions requested proposals from Belmont Brewing Company and others for development of the Belmont Pier. No business in its right mind would contemplate investing substantial capital for in a commercial enterprise on the Belmont Pier as long as the Public Works can function as Gozer the Destroyer and effectively cut off access to the Pier area by raising parking rates and reducing the hours the lot is open. That does not seem to be a concern of Public Works, but it ought to be. Public Works does not seem concerned that a lot of people's livelihoods depend on the public being willing to park in that Pier lot and visit Belmont Brewing Company and other surrounding businesses. That willingness to use the lot will diminish with parking rate increases. You can't repeal the law of supply and demand, but Public Works can do a lot of damage trying.

City of Long Beach Hearing Officer
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Page Five

I've looked out at a mostly empty Belmont Pier Parking lot for 28 years, and this plan seems determined to keep it that way. The plan reflects a myopic view that does not serve the public interest and should be denied.

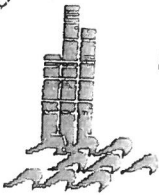
Sincerely,

A handwritten signature in cursive script that reads "David Hansen". The signature is written in black ink and is positioned to the right of the word "Sincerely,".

David Hansen
President and Co-Owner, Belmont Brewing Company

Cc Councilwoman Suzie Price

039436



434-0609

CITY OF LONG BEACH

Department of Parks, Recreation and Marine
276C Studebaker Road, Long Beach, CA 90815-1697
(562) 570-3100 • FAX (562) 570-3109

May 14, 2002

RECEIVED
CITY CLERK
LONG BEACH, CALIF.
02 MAY -9 AM 11:53

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Report on and Adoption of Two Resolutions Regarding Beach Parking Fees (Districts 2 and 3)

DISCUSSION

At the City Council meeting on April 2, 2002, Councilmember Frank Colonna requested a report evaluating beach parking fees and revenue for all beach and marina parking lots east of Alamitos Avenue. The attached report is provided in response to that request.

The report indicates that the doubling of the beach parking rate in fiscal year 1995-96 has failed to have the desired effect and appears to have caused peripheral parking problems. As a result, it is recommended that the City Council implement a pilot program reducing the beach parking fee from \$0.25 per fifteen minutes to \$0.25 per thirty minutes, effective May 24, 2002, or as soon thereafter as the parking meters can be changed to reflect the new rates, and shall terminate as of November 30, 2003. This program will enable staff to fully evaluate the effects of the rate reduction for a two-summer period, and make a beach parking fee recommendation at the end of this pilot program.

In a related issue, at certain times during the year, the staffed kiosk at the Belmont Veterans Memorial Pier lot costs more to operate than the daily revenue derived from the lot. This occurs particularly on weekdays during the winter season. We have spoken with the operator of the kiosk and they can suspend service with minimal notice. Therefore, it is recommended that the City Manager, or his designee, be given authority to suspend staff service and offer free parking in the Belmont Veterans Memorial Pier lot when it is deemed fiscally prudent to do so.

These matters were reviewed by Deputy City Attorney James McCabe on May 6, 2002, and by Budget Bureau Manager Annette Hough, on May 3, 2002.

TIMING CONSIDERATIONS

City Council action on this matter is requested at the May 14, 2002, meeting in order to implement this program by Memorial Day 2002.

The benefits are endless...™

HONORABLE MAYOR AND CITY COUNCIL
May 14, 2002
Page 2

FISCAL IMPACT

The beach parking lot revenues have been declining since 1995. It is estimated that the proposed 50 percent fee reduction will result in a revenue loss of \$150,000 in the Tidelands Operating Fund (TF) during the first full year of implementation. However, it is anticipated that the fee reduction, which will provide more of an incentive for patrons to use the beach parking lots, combined with a concerted marketing effort, will bring the parking revenues back to their current levels within two to three years. The estimated loss to the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR) is \$62,500 for the remainder of Fiscal Year 2002.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

- 1) Receive and file the Report on Beach Parking Fees and Revenue.
- 2) Adopt the attached Resolution authorizing a pilot program for a beach parking fee reduction effective May 24, 2002, or as soon thereafter as the parking meters can be changed to reflect the new rates, and shall terminate as of November 30, 2003.
- 3) Adopt the attached Resolution authorizing the City Manager, or his designee, to suspend staffed parking service and offer free parking in the Belmont Veterans Memorial Pier Lot when it is deemed fiscally prudent.

Respectfully submitted,



PHIL T. HESTER
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:msm
Attachments

APPROVED:



HENRY TABOADA
CITY MANAGER

REPORT ON BEACH PARKING FEES AND REVENUES

Prior to July 1, 1995, beach parking fees were \$0.25 per thirty minutes. During the budget process for fiscal year 1995-96, the City Council passed a fee increase doubling this parking fee, to \$0.25 per fifteen minutes. Although beach parking revenues did experience an increase, it was nowhere near the revenue doubling that was expected when the fee increase was passed.

Attachment 1 illustrates the financial history of beach parking revenues shortly before the rate doubling, as well as subsequent to the rate doubling. As you can see, the average revenues have increased by 25 percent, but the usage of the parking lots has decreased 37 percent.

This trend supports two schools of thought. The first is that the parking fee may be a disincentive to beach usage. The second is that beachgoers are parking in adjacent neighborhoods. In either instance, the need to address parking fees in beach lots is underscored.

In addition to failing to have the impact on revenues that was anticipated, other problems have arisen since the doubling of the rate. Specifically:

- 1) The restaurants adjacent to the Belmont Pier have complained of a drop in business by 25 percent since the rate was doubled in 1995. They point to the fact that they are competing for business with restaurants in the Alamo Bay Marina and Seal Beach, most of which enjoy convenient free parking. In fact, the business of one restaurant is down to the extent that they are currently falling behind on rent payments to the City.
- 2) The residents near Marina Park (Mother's Beach) often complain that beachgoers avoid the pay beach lot by parking in the adjoining neighborhood. This also occurs along Ocean Boulevard.
- 3) The Parks, Recreation and Marine Strategic Plan shows tremendous support for the beaches, yet the beach parking fee appears to create a barrier to beach usage.

Finally, in an effort to attract more beachgoers, the State recently halved its daily beach parking rate to \$3 a day, significantly lower than the \$1 an hour currently charged in our beach lots.

Recommendation

As a result of the continued decline in beach parking revenues, and in an effort to mitigate the problems encountered since the rate was doubled, we recommend a pilot program to reduce fees in all beach parking lots east of Alamo Avenue to \$0.25 per thirty minutes. We recommend implementation prior to Memorial Day 2002 and further action (either program termination or a recommendation to implement the reduced rate permanently) by November 30, 2003. This will enable staff to fully evaluate the effects of the pilot program over a period which includes two summers.

ATTACHMENT 1

BEACH PARKING REVENUE - COMPARATIVE ANALYSIS

<u>YEAR</u>	<u>BUDGETED REVENUE</u>	<u>ACTUAL REVENUE</u>	<u>NOTES</u>
1993-94	300,000	374,902	
1994-95	525,000	375,641	
1995-96	1,061,190	661,364	Rate increased from \$0.25 per 30 minutes to \$0.25 per 15 minutes
1996-97	750,000	468,424	
1997-98	550,000	477,381	
1998-99	625,340	446,914	
1999-2000	836,922	501,554	
2000-01	902,802	458,110	

REVENUE COMPARISON

Average Revenue - 1993-1995	375,272	
Average Revenue - 1996-2001	470,477	1995-96 not used due to 15-month year
Difference	95,205	
Revenue Increase After Rate Doubling	25%	

USAGE COMPARISON

Average Hours Parked - 1993-1995	750,543	
Average Hours Parked - 1996-2001	470,477	1995-96 not used due to 15-month year
Difference	(280,066)	
Usage Decrease After Rate Doubling	-37%	



OFFICE OF THE CITY COUNCIL

FRANK COLONNA
COUNCILMEMBER THIRD DISTRICT

CIVIC CENTER PLAZA
333 WEST OCEAN BOULEVARD
LONG BEACH, CALIFORNIA 90802

Office:
(562) 570-6310
FAX: (562) 570-6186
TDD: (562) 570-6629

September 30, 1998

David Hansen
Belmont Brewing Company
25 Thirty Ninth Place
Long Beach, CA 90813

Dear David:

The following is in response to your letters regarding the fee structure at the Belmont Pier parking lot.

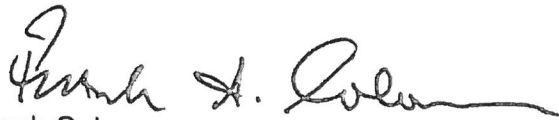
After receiving your first letter I met with Ralph Cryder, Gail Wasil and Gwendolyn Parker, and as a result of that meeting the Department of Parks, Recreation and Marine did research on meter revenue before and after rates doubled. Unfortunately, the City's records do not allow for an evaluation of usage specific to the Belmont Pier parking lot. Prior to the rate increase, meter revenue was deposited on an aggregate basis for all beach lots. However, the comparison does show that when the rates doubled, the total beach parking lot revenue did not. In fact, revenue in 1996 exceeded fiscal year 1993/94 revenue by only 18.11% and 1997 meter revenues exceeded 1993/94 revenues by 26.75%. Although this information does not show that the number of vehicles using the Belmont Pier parking lot dropped after rates were increased, it does show that the total number of vehicles using beach lots did decrease. We cannot conclude that the rate itself is a disincentive to parking in the lots, as it could be the rate coupled with the means of payment - quarters only, with inadequate change machines.

With the above in mind, and for the fact that the Belmont Pier parking lot serves three commercial interests in the area as well as the beach and the pool, the City has been exploring the feasibility of staffing the lot.

Mr. David Hansen
September 30, 1998
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The Department plans to further evaluate the rate structure to optimize use of the lot. Once they have had an opportunity to do so, I will contact you to arrange a meeting.

Sincerely,

A handwritten signature in cursive script, appearing to read "Frank A. Colonna". The signature is written in black ink and is positioned above the printed name.

Frank Colonna
Councilmember, District 3
Cc: Ralph Cryder, Director, Parks, Recreation and Marine



25 THIRTY-NINTH PLACE
LONG BEACH,
CA 90803
(562) 433-3891
(562) 434-0604 (FAX)

June 19, 1997

Gwendolyn Parker
City of Long Beach
Marina Leases and Concessions
2760 Studebaker
Long Beach, Ca. 90815

Re: Draft Parking Proposal

Dear Ms. Parker:

Thank you for inviting my comments on the draft parking plan for the Belmont Pier area. Although I have not seen or read the proposal because it has not been released, as I understand it, the proposal includes the following features:

- (1) an increase in parking fees in the Belmont Pier beach lot: parking fees will be charged in the evening as well as the day;
- (2) fees of a dollar an hour during the day all year long; and
- (3) a parking attendant to collect fees rather than metered parking.

Belmont Brewing Company is in favor the component of the proposal which eliminates the requirement of "feeding" the meter a quarter for each fifteen minutes of parking. This is expensive and creates a "hassle factor" in parking, which drives business away.

While the proposal diminishes the "hassle factor", the parking fees are excessive and the proposal only exacerbates them.

It is important to understand how the Belmont Pier area is different from the Seal Beach Pier or the Huntington Beach Pier, where parking meters near the pier command a quarter for 15 minutes of parking. The Huntington Beach and Seal Beach piers are continuations of their Main Streets, with expansive commercial centers, beaches with swimming, surfing etc. These features create tremendous demand for limited parking. The Belmont Pier area, in contrast, is relatively isolated, with minimal commercial activity, minimal sunbathing, no swimming or surfing. There is not a tremendous demand for the pier lot except for an occasional hot summer weekend day and certain evenings with special events at the pool. Even then there is ample parking east of the pool.

Gwendolyn Parker
June 19, 1997
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As Patricia Towner, former chair of the land use subcommittee of the Long Beach Citizen's Committee that produced the L.C.P. for Long Beach (and former Coastal Commissioner) stated in her December 27, 1996, letter to the Coastal Commission in support of BBC's patio expansion:

Parking is really not a problem. It is true that on weekend afternoons during the summer the public parking lot immediately adjacent to the plaza can fill up. There are, however, literally thousands of under used public parking spaces to the east of Belmont Pool, an easy and pleasant stroll up the bike path to the pier and plaza.

A copy of Ms. Towner's letter is attached.

It is not hard to understand that when the City doubled its parking fees for the beach lot from \$.50 per hour to \$1.00 per hour, Belmont Brewing Company's lunch business fell by 25%: there are too many other places to go for lunch that do not involve such a parking expense. The lot sits virtually empty most of the time. I took the enclosed Polaroid pictures at 12:15 today. It is a sunny summer day, school is out, and there are about 200 empty parking spaces. There is a parking problem at the Belmont Pier lot: it is under used. The City has exacerbated that problem with its parking rates. The current rates simply do not make sense given this area and the City's articulated commitment to revitalize it.

The area became blighted over the years, with subsistence fisherman, bums and crime being the most prominent features.

In response, the City of Long Beach and the California Coastal Commission certified a coastal plan, which provides for the Belmont Pier Planned Development Area that

[t]he intent of this Planned Development is to encourage a joint public and private effort to revitalize this underutilized area ... [Emphasis Added]

Certified Coastal Plan, page III-C-21. "Underutilized" is a very diplomatic term. As Vice Mayor Drummond stated in his August 8, 1995 letter to the California Coastal Commission in support of BBC's patio expansion:

Gwendolyn Parker
June 19, 1997
Page Three

The Belmont Pier area long suffered a very serious crime problem. At one point, crime, including murder, became so rampant that the City was forced to close the pier to the public at dusk. Closing a public pier is a terrible thing to have to do to such a significant public asset.

*** The area was dark and underutilized, a perfect site for gang and other criminal activity. It didn't help that the major commercial establishment bringing people into the area at night was a disreputable bikers bar located where the Belmont Brewery now sit.

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont Brewery restaurant. This popular restaurant brings people to it by car, bike and on foot. The patrons combine dining with strolling on the pier, plaza and bike path. This trend needs to be encouraged to grow--not nipped in the bud by government. [Emphasis added]

A copy of Vice Mayor Drummond's letter is attached.

Dr. Bush, Chairman of the Long Beach Planning Commission expressed similar thoughts in support of Belmont Brewing Company's patio expansion:

I used to go to the Belmont Pier every night ... and I saw that Pier deteriorate all around that area before the Brewery came there and I am happy to see some young fellas who bring some business to Long Beach because that Pier is my second home away from home to go down and talk to someone greater than myself and the water and at night sometimes I go there. And to see the change in that place and to see that community is coming back I am glad to see the Pier come back to a livable condition and people doing something to help the city because that Pier definitely needs help down there it's almost dead.

Transcript of Planning Commission Hearing, City of Long Beach, October 17, 1996, pages 4-5.

Gwendolyn Parker
June 19, 1997
Page Four

Now that Belmont Brewing Company has helped turn this area around, the City insists on charging excessive rates which threaten redevelopment. Charging parking fees that equal the rates charged at popular swimming and surfing beaches is a strange way to help revitalize an "underutilized area". As indicated, our lunch business fell by 25% when the City doubled its parking rates. Now the City wants to charge for parking after 6 p.m. as well! This is an astoundingly short sighted idea which will help kill redevelopment of this area: make it expensive to come here, as expensive as the metered areas of popular beach areas. The city should be doing all it can do to help bring people to the pier area after dark, not chase them away with new parking fees.

I would hope that the City would set rates more in accordance with the laws of supply and demand and look to the longer range interest it has in a viable commercial area at the Belmont Pier. Lower rates should actually increase revenue due to increased volume. Rates should be less during weekdays and evenings. During the winters demand could rarely justify the cost of an attendant. In the past the City did not charge for parking in the lot from after Labor day until Memorial day. Too often different government entities work at cross purposes in ineffable ways. This appears to be one of those times.

Lower parking rates and the resultant increased use of the lot would be of added benefit to a multitude of government entities that collect taxes and fees from Belmont Brewing Company and the other business near the pier. The Belmont Brewing Company pays hundreds of thousands of dollars in sales taxes, excise taxes, property taxes, possessory use taxes, rent to the City of Long Beach, income taxes, payroll taxes, fees, fees, fees, and more fees to government entities of every kind and description.

While an attendant may eliminate the need to park with a roll of quarters, government ought to be about more than extracting the most dollars possible from the private sector in the most efficient manner. This City can help make this area more competitive with other surrounding dining areas and accomplish its purpose of revitalizing this area by keeping parking rates consistent with that goal and with the laws of supply and demand.

Sincerely,

David Hansen

enc.

Ms. Patricia Towner

Long Beach, CA 90803
December 27, 1996

California Coastal Commission
245 W. Broadway, Suite 380
Long Beach, CA 90802

Re: 5-96-200 (Belmont Brewing Company)

Dear Commissioners,

I was the chair of the land use subcommittee of the Long Beach Citizen's Committee that produced the L.C.P. for our City. This L.C.P., adopted after 18 months of night meetings by our broad based citizen's group, has been cited by the Commission ever since as a model L.C.P. process. Later, I also served as an alternate commissioner on the South Coast Regional Coastal Commission.

Given my personal history, I believe I can provide you some insight that should be helpful to you in deciding the Belmont Brewing Company case. Although Long Beach is blessed with almost 5 miles of beach front, most areas' value for commercial visitor serving purposes is impacted by adjacent residential uses. The Belmont Pier and Plaza is just about the only beach adjacent area the Committee felt strongly should be encouraged to develop such visitor serving commercial uses.

At the time the plan was produced, it did not seem likely that restaurants, specialty shops and the like would elect to locate in what was then a rather dismal area in decay and suffering public safety problems. Ultimately, gang fights and even a murder forced the City to close the pier at dusk, a disgrace for a public pier.

Subsequently, policies put into place to turn the area around began to bear fruit. The catalyst proved to be replacing a gay bikers bar with the restaurant you know as the Belmont Brewery. This inexpensive, pleasant facility featured a beach front patio that began to draw visitors back to the area. A scuba and skateboard shop followed and across the plaza an upscale Italian restaurant opened. These are the only two beach front restaurants permitted along the entire five miles of beach.

Today, the Belmont Pier and Plaza area is on its way to becoming a planning success; Long Beach's only beach facing area that contains commercial visitor serving facilities.

I recently returned to living full time in Long Beach from Sacramento after serving as the Chief Executive Officer of the State Commission on the Status of Women. I was surprised to learn that Coastal Staff was recommending against adding 600 square feet to the front of the present patio area for the Belmont Brewery. I am bothered by staff's conclusion that this minor expansion should require additional parking or interfere with westward views from the plaza.

I understand from my experiences as a coastal commissioner why such concerns are valid in overdeveloped beach areas such as Venice where commercial development can overburden the infrastructure needed for other public recreational uses. Belmont Plaza is not such an area. Applying such a negative mind set to the Belmont Pier and Plaza is a true counter to the basic thrust of the L.C.P. It would be a shame if such concerns discourage future needed visitor serving facilities in the area.

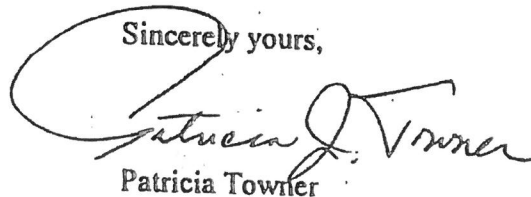
Parking is really not a problem. It is true that on weekend afternoons during the summer the public parking lot immediately adjacent to the plaza can fill up. There are, however, literally thousands of under used public parking spaces to the east of Belmont Pool, an easy and pleasant stroll up the bike path to the pier and plaza.

There may have been some merit for view corridor concern when the patio addition was planned to extend East into the main pedestrian access way to the area. Now that the expansion is planned to the South, view corridor interference seems minuscule, especially since a 20 foot view corridor will be maintained.

This case is more important than adding 600 square feet to an existing restaurant. The criteria your staff is asking you to apply may make it difficult to achieve worthwhile planning objectives as set out in the L.C.P.

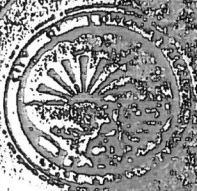
I urge you to grant a permit for this project.

Sincerely yours,



Patricia Tower

cc: Charles E. Greenberg
Councilman Doug Drummond



DOUGLAS S. DRUMMOND
 VICE MAYOR
 COUNCILMEMBER, THIRD DISTRICT
 CIVIC CENTER PLAZA
 333 WEST OCEAN BLVD
 LONG BEACH, CA 90802

TELEPHONE (310) 570-6226
 FAX (310) 570-6166
 TDD (310) 570-6629

August 8, 1995

RECEIVED

AUG 8 1995

CALIFORNIA
 COASTAL COMMISSION
 SOUTH COAST DISTRICT

California Coastal Commission
 Gateway, Suite 380
 Long Beach, CA 90802-4416

RE: BELMONT BREWING COMPANY
 APPEAL NO. A-5-LOB-95-126
 HEARING DATE AUGUST 10, 1995

Dear Commissioners:

I am the City Councilman representing the Belmont Pier area where the Belmont Brewery restaurant is located. I am also Vice Mayor of the City of Long Beach.

I hope the Commission grants a permit for the Belmont Brewery restaurant to add some 600 square feet to its existing outdoor patio area. There are many reasons why doing so for this colorful, well-run, and inexpensive restaurant at an important visitor serving location is in the best interests of the public. I am sure most of them will be explained to you during the hearing.

One reason, however, is not so obvious, and is very important to me as the former Commander of the Long Beach Police Department and the present Councilman for the area. Expansion of this and other visitor serving commercial uses that bring the public to the Belmont pier area at dusk and after dark is of vital interest to help insure public safety. We need to insure the public safety of all the public using the area at night.

The Belmont Pier area long suffered a very serious crime problem. At one point, crime, including murder, became so rampant that the City was forced to close the pier to the public at dusk. Closing a public pier is a terrible thing to have to do to such a significant public asset.

The pier and plaza area is contained, but quite large, and is somewhat difficult to police by patrol cars. The area was dark and underutilized, a perfect site for gang and other criminal activity. It didn't help that the major commercial establishment bringing people into the area at night was a disreputable bikers bar located where the Belmont Brewery now sits.

Belmont Pier is in the center of our beach and has historically been the activity center for beach access. The parking lot has been metered and the revenue from these meters has provided security officers for that location. In the coming year we intend to restore the pier and add an improved restaurant in order to invite more people to the area.

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont Brewery restaurant. This popular restaurant brings people to it by car, bike, and

Coastal Commission
Belmont Brewery, Appeal No. A-5-LOB-95-126
August 8, 1995
Page 2

on foot. The patrons combine dining with strolling on the pier, plaza, and bike path. This trend needs to be encouraged to grow--not nipped in the-bud by government.

Our long term solution is to treat the area as a small "community" and provide a continuous police presence at night by foot or bicycle patrol. Long Beach has been very successful with this approach to bring back and protect the public in its downtown "Pine Square" are. But to provide adequate demographics and intensity of night use to justify such a public safety program in today's tough economic times, there needs to be a higher concentration of night time visitor serving uses in the area.

I urge the Commission to join with me to help attain the vision of the Citizen's Committee who produced the Long Beach L.C.P. for the area. We want to make the area a great, safe, dusk and evening visitor serving destination. The patio expansion, now before you while minor, is a step in the right direction. Denying this permit would send an unfortunate signal that the Commission will not even approve a small expansion to existing patio dining in the area.

We at the City are working hard to turn this area around so that it may become a major visitor serving asset of our City. Please help, not discourage, our effort.

Sincerely,



Douglas S. Drummond, Vice Mayor
Councilmember, Third District

DSD/neb