



LONG BEACH REDEVELOPMENT AGENCY

333 WEST OCEAN BOULEVARD, THIRD FLOOR • LONG BEACH, CA 90802 • (562) 570-6615 • FAX (562) 570-6215

August 21, 2006

REDEVELOPMENT AGENCY BOARD MEMBERS

City of Long Beach
California

RECOMMENDATION:

Recommendation to request the Executive Director to review and determine the effectiveness of the Downtown Parking Management Program and to temporarily suspend the Program for a period of 150 days. (Downtown – Districts 1 and 2)

DISCUSSION

Background

The Redevelopment Agency adopted the Downtown Long Beach Parking Management Plan (PMP) in October 1993 to assist expanding Downtown businesses in meeting their parking requirements. The PMP established a parking management district and set forth standards based on the concept of multiple users sharing the same parking spaces. The parking management district is generally bounded by Pacific Avenue, 7th Street, Ocean Boulevard and Elm Avenue (Exhibit A).

The PMP enables the Agency to provide required parking on behalf of a participant in exchange for payment of an in-lieu fee or the dedication of parking spaces for public use. The one-time in-lieu fee has been set at \$3,000 per parking space that the Agency provides on behalf of the participant. At today's construction costs, this represents approximately 1/13 of the actual cost to construct a parking space within a parking garage (about \$40,000 per space). To provide a new business with more flexibility in meeting its parking requirement, the PMP was revised in 1999 to allow the in-lieu fee to be payable through a series of payment options ranging from five annual payments to twenty annual payments.

Code-required parking is established according to Section 21.41.216 of the Long Beach Municipal Code at a standard number of spaces per gross usable area for certain land uses. For example, 10 spaces per thousand square feet are required for a dinner restaurant, 20 per thousand for the tavern area of an establishment, and 25 per thousand for a dance floor. The PMP lowers the parking ratio for all of these uses to

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging citizen participation.

REDEVELOPMENT AGENCY BOARD MEMBERS

August 21, 2006

Page 2

three spaces per 1,000 square feet. This parking reduction makes this program very attractive to businesses needing parking in order to expand or open, and also significantly impacts the availability of parking in the Downtown area.

A list of the current parking participants in the PMP is attached (Exhibit B). In the initial years of the program, the fee was waived for several participants. The PMP was revised in 1999 to prohibit the waiving of fees, except in the case of City historic landmark structures, and then only if it can be demonstrated that such a fee would impair the feasibility of the rehabilitation.

Available Parking Resources

Parking continues to be impacted as the Redevelopment Agency-owned surface parking lots are developed and taken out of the available parking inventory. Agency staff is working with the new parking officer to develop alternative parking solutions – part of this effort includes conducting an accurate count of available parking.

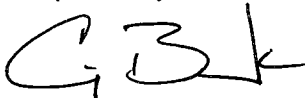
Meyer, Mohaddes Associates, Inc. conducted the most recent parking occupancy survey on Tuesday, June 20 and Saturday, June 24, 2006. An analysis of that data is currently underway. A count is also planned for Saturday, September 2, 2006, to provide an indication of parking availability over a holiday weekend (Labor Day).

Staff does not want to add to the impact by increasing the number of “virtual spaces” that are taken out of the inventory through the Downtown Parking Management Plan, and recommends that the program be temporarily suspended for a period of 150 days, until the results of the latest parking occupancy survey can be evaluated and recommendations can be presented to the Agency.

SUGGESTED ACTION:

Approve recommendation.


Respectfully submitted,



PH PATRICK H. WEST
EXECUTIVE DIRECTOR

PHW:CAB:BEC

APPROVED:


GERALD R. MILLER
CITY MANAGER

Attachments: Exhibit A – Parking Management Plan
Exhibit B – List of PMP Participants

Exhibit A

PARKING MANAGEMENT PLAN

Downtown Long Beach Parking Management Plan
Information Packet

Sponsored by:
**The Long Beach
Redevelopment Agency**
Adopted May 10, 1999

Redevelopment Agency of the City of Long Beach Downtown Parking Management Plan (PMP)

Introduction

The availability of abundant, convenient public parking is essential if Downtown Long Beach is to compete successfully with other urban areas or suburban shopping centers. It is the goal of the Redevelopment Agency to facilitate and encourage the revitalization of the Downtown retail district by ensuring an adequate supply of parking to support existing and new uses in the area. To achieve this goal, the Redevelopment Agency established a Downtown Parking Management Plan (PMP) to manage parking resources to maximize the use of existing parking spaces within the Downtown retail core. The Plan establishes appropriate parking standards that supersede those contained in the City's zoning regulations for designated uses and circumstances.

The PMP District

The area within Downtown Long Beach which has been identified for the management of parking resources between Pacific Avenue, and Elm Avenue from the north side of Ocean Boulevard to the south side of Seventh Street. The area bounded by Broadway, Third Street, Pacific Avenue and Chestnut Avenue is also included as well as the Long Beach Civic Center. Please see the attached map for specific boundaries. Hereafter, this area is referred to as the PMP District.

Mixed Use Parking Standards

The provision of adequate parking supply is considered to be fundamental to revitalization of the Downtown PMP District and the PMP focuses on the District's parking needs as a whole rather than looking at the parking needs of individual buildings or land uses.

In general, most suburban commercial developments are freestanding, single-destination projects. In contrast, the area within the District contains a mix of office, retail, entertainment, restaurant and housing uses. Any given vehicle trip requiring a parking space in the area frequently has more than one purpose or destination.

The close proximity of these uses to each other has resulted in the District having a cumulative peak parking demand that is lower than would exist if the uses were freestanding and existed in isolation. This situation is primarily attributable to two factors:

1. Differences in demand for parking spaces from adjacent or nearby land uses (by hour, day or season) enable the same parking spaces to be effectively utilized by patrons of several different uses at different times.

2. Complimentary relationships among adjacent or nearby land use activities result in people being attracted to two or more destinations on a single vehicular trip.

The Zoning Code of the City of Long Beach recognizes the appropriateness of establishing parking standards that may supersede or supplement general city-wide parking requirements contained in the City's zoning regulations for mixed-use areas of Long Beach. Section 21.41.233 Subsection C of the Zoning Code allows for the Planning Commission approval of a "parking plan" for specific areas, and that such a plan can supersede the parking requirements in the Zoning Code.

The Redevelopment Agency retained the services of Barton-Aschman Associates (BAA) in 1991 to assess the parking utilization within the District and to develop appropriate parking standards for both existing and future conditions. Kaku Associates updated this information in 1999.

The Redevelopment Agency and the Planning Commission recognized the shared-use nature of parking allocation within the Downtown District and allocated a parking standard of three spaces per 1,000 square feet of gross usable floor area (GUFA).

The shared-use parking standards are based on the assumption that patrons will use a single parking space for more than one destination and that one parking space will be open and available for short-term parking to serve many different uses which have different peak hours. For these reasons, parking developed under this shared-use standard will be required by agreement to be open and available for non-exclusive, short-term public parking during specific weekdays, evenings, weekends and holidays, and to be regulated by policies established to manage shared-use parking such as the Parking Validation Program.

These standards have been established as an alternative to the current standards set forth in the Zoning Code available only to specific types of developments.

USE	MINIMUM PARKING RATIOS
Office Including: 1. Banking, savings and loans, other financial institutions 2. Medical or dental office 3. Post Office 4. Professional or unspecified office	3.0 spaces/1,000 SF GUFA
General Commercial Including: 1. Retail stores, shops, convenience stores 2. Commercial services, copy shops 3. Department store, discount store 4. Grocery store, supermarket 5. Drug store, pharmacy 6. Beauty salon, barber shop, nail salon, dry cleaning	3.0 spaces/1,000 SF GUFA
Regional Shopping Including: 1. Regional malls 2. Regional or neighborhood shopping centers	3.0 spaces/1,000 SF GUFA
Movie Theater & Public Assembly Including: 1. Movie Theater 2. Assembly hall, church 3. Museum	3.0 spaces/1,000 SF GUFA
Restaurant Including: 1. Fast food restaurant 2. Restaurant 3. Tavern 4. Ready-to-eat restaurant	3.0 spaces/1,000 SF GUFA
Sidewalk Dining	0 spaces/1,000 SF GUFA
Residential Uses (rental or for-sale)	Excluded from use of share-use parking standards contained in this Plan. Zoning Code standards apply.
New construction of office, hotel or institutional uses on lots greater than 22,500 square feet.	Excluded from use of share-use parking standards contained in this Plan. Zoning Code standards apply.

<p>Other Uses</p>	<p>Any category not listed above shall be reviewed by the Planning Department who shall submit a written recommendation to the Redevelopment Agency.</p> <p>The Redevelopment Agency shall determine minimum parking ratios after reviewing the Planning Department's recommendations.</p> <p>Review of uses in the "Other Use" category shall be made on a case-by-case basis.</p>
--------------------------	---

Any developer-provided parking developed using these shared-use standards shall be required to enter into an agreement with the Redevelopment Agency to make the required parking available to the public on a non-exclusive basis during weekdays, evenings, weekends and holidays.

Application of Standards

The Downtown Parking Management Plan does not include provisions regulating when parking will be required. The City's Zoning Code Chapter 21.41 policies establish the circumstances under which parking must be provided. These circumstances generally include new construction, additions to existing buildings, rehabilitation of existing buildings replacing 50% of the exterior walls, changes in use, changes in occupancy classifications and conditional uses.

Once the Planning and Building Department has determined that the Zoning Code requires parking to be provided for a particular project within the Downtown PMP District, the owner of the project has two options. The owner may choose to satisfy this requirement by providing parking for the owner's exclusive use under the minimum parking standards contained in the Zoning Code. Or, if eligible, the owner may choose to satisfy the requirement with shared-use parking as regulated by the provisions and minimum parking ratios contained in the Agency's PMP.

Eligible Uses

The following categories of development may be eligible to use shared-use parking standards to meet parking requirements:

- Non-residential new construction on lots of less than 22,500 square feet in size.
- New construction on sites greater than 22,500 square feet in size of retail, commercial, restaurant, regional shopping and entertainment or public assembly uses as defined by the PMP's shared-use parking standards.

- Additions to existing buildings, rehabilitation of existing buildings or changes in use or occupancy in existing buildings.
- Designated City Historic Landmark buildings.

Conversely, the following types of developments *are not* eligible to use the shared-use parking standards contained in the PMP:

- New or existing residential uses
- New construction of hotel, office or hospital uses on sites greater than 22,500 square feet in size.
- The Redevelopment Agency reserves the right to prohibit participation in the PMP to otherwise eligible uses if those uses have access to other sufficient parking resources, i.e.: via tenant or landlord relationships with the same owner where parking is available.

The following provisions apply to the use of the shared-use parking standards contained in this PMP:

- Uses entitled under the Zoning Code to exist under legal, non-conforming conditions (i.e. grandfathered) may continue to enjoy such status under the shared-use parking standards.
- In most cases, the shared-use standards are substantially lower than the standards contained in the Zoning Code. In a few limited circumstances, shared-use standards may be higher than what is required under the Zoning Code. In such cases, the lower of the two standards applies.

All parking developed under shared-use parking standards shall enter into an agreement with the Redevelopment Agency. The agreement will require that the parking be operated on a non-exclusive basis, be open and available to the public for shared-use short-term public parking during specific weekday, evening, weekend and holiday hours and be regulated by policies established to manage shared-use public parking such as the Parking Validation Program.

Monitoring of Parking Supply

The Redevelopment Agency will periodically monitor the utilization of short-term and long-term parking spaces available to serve the District.

To ensure that new and existing parking is utilized effectively, the Agency may negotiate agreements with private owners to make their parking open to the public during daytime, evening and weekend hours and to include those parking resources in a parking validation program.

In-Lieu Parking Fees

To assist small-scale new development and the rehabilitation of existing buildings within the PMP District, the Agency may not require parking be provided by the project on site. In exchange for the payment of an in-lieu fee, the Agency may provide the required off- site parking on behalf of eligible development projects.

All off-site parking provided by the Agency shall be non-exclusive, shared-use parking from the pool of available public parking. Since the availability of public parking is limited, and the Agency will be responsible for ensuring that sufficient parking exists, the Agency shall require each project that uses Agency-provided public parking pay a portion of the capital cost and operational costs needed to develop and operate public parking resources.

Eligible projects shall pay the in-lieu fee for each public parking space provided by the Agency. The fee shall be due at the time a building permit or business license is issued. In the case of Agency-assisted development projects, the in-lieu fee shall be due at the time an Owner Participation Agreement or Disposition and Development Agreement is approved unless otherwise modified by the Agency Board. In the case of City historic landmark structures, the Agency may postpone or waive the in-lieu fee if it can be demonstrated that such fee would impair the feasibility of the rehabilitation. No other waivers to the imposition of the in-lieu fee shall be granted. The in-lieu fee may be paid either in one lump sum or on an installment payment basis.

Participants shall also pay a share of the operational costs for the public parking facilities. These costs may include the user's payment of full-market rates for the use of the parking spaces, charges to participating businesses for the privilege of validating short-term parking and monthly parking rates for the use of long-term or employee parking.

In-Lieu Fee Schedule (adopted May 1999)

Payment of in-lieu fees reimburses the Redevelopment Agency for satisfying the participant's parking requirements.

- The in lieu fee has been set at \$3,000 per space for each shared-use parking space the Agency commits on behalf of a PMP participant.
- The in-lieu fee is payable in a lump sum of \$3,000 per space or may be paid annually with an 8% interest rate applied to the outstanding balance. The payment (lump sum or first year) is due at the earlier of the following unless an alternative payment schedule is authorized as stated above by the Redevelopment Agency Board:

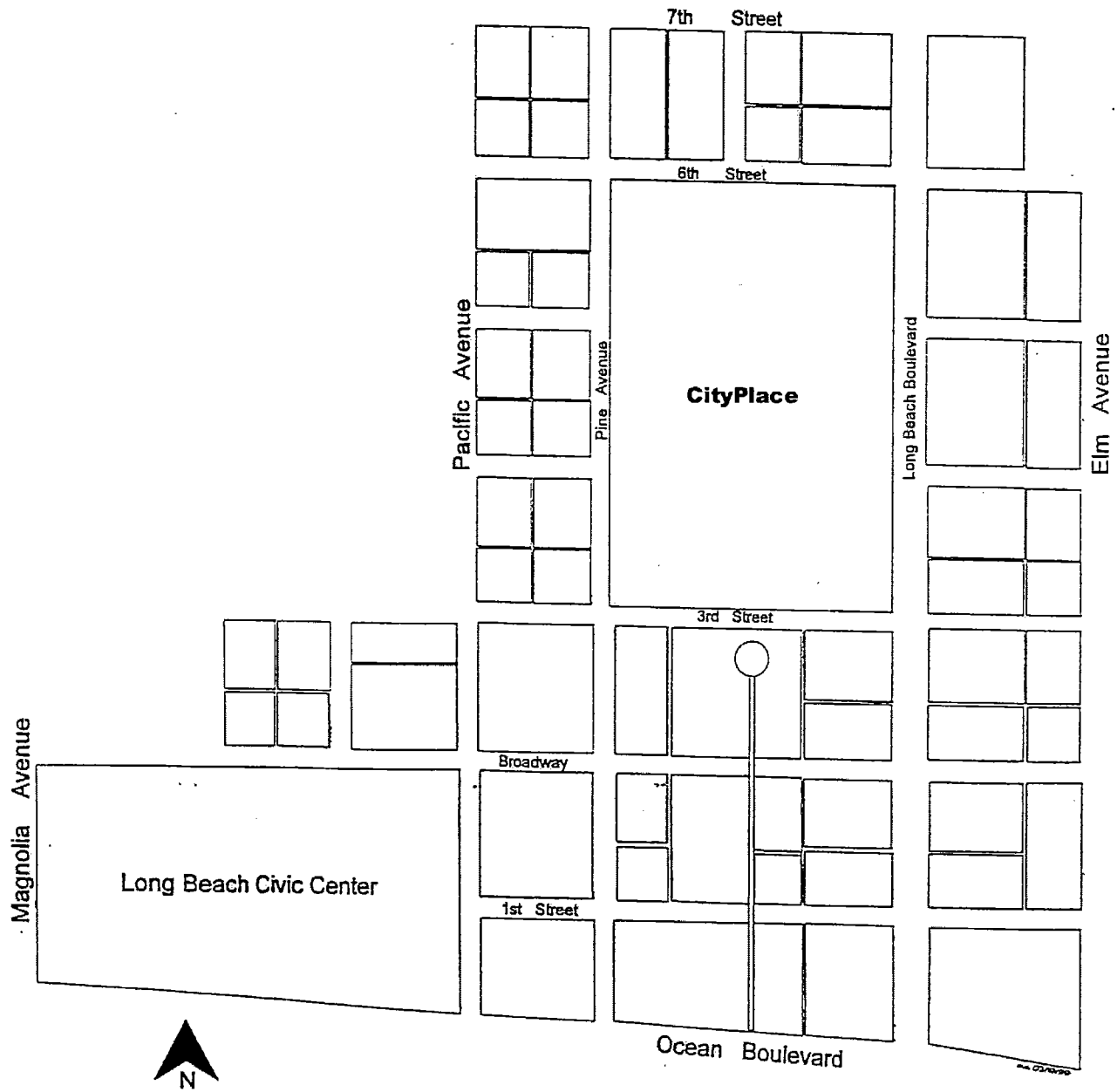
- 1) The time a building permit or business license is issued.

- 2) When an Owner Participation or Disposition and Development Agreement is executed.
- If the participant chooses to pay the in-lieu fee over time, the participant will select one of the following options:
 - 1) Five annual payments of \$700 per space per year, including interest. This annual rate is computed using an 8% interest rate.
 - 2) Twenty (20) annual payments of \$300 per space per year, including interest. This annual rate is computed using an 8% interest rate.

Other provisions of the PMP include:

- Parking validation privileges are available to PMP participants through the Parking Validation Program.
- Posted parking rates apply to users parking without a permit or parking validation.
- The Redevelopment Agency reserves the right to prohibit participation in the PMP to otherwise eligible uses if those uses have access to other sufficient parking resources, i.e.: via tenant or landlord relationships with the same owner where parking is available.

Downtown Parking Management Plan



Redevelopment Agency's Downtown Parking Management Plan

Committed Parking

Building or Use Name and Location	Contract Number	Agreement with Tenant or Owner	Type of Agreement	Committed		Payment Received	Notes
				Daytime Capacity	Evening Capacity		
Café 555, Linden Avenue		Tenant	Letter to Planning	9	9	n/a	No fee assessed
140 Pine Avenue (offices/restaurants)		Building Owner	OPALtr to Planning	59	59	n/a	No fee assessed
City Centre (NextLink) 200 Pine	DT 486	Building Owner	Parking Agreement	Terminated	Terminated	\$6,000	Agreement Terminated
CSULB Foundation / Edison Theater	DT 487	Tenant	Parking Agreement	--	--	\$42,582	Pays \$2 per ticket sold **
First Congregational Church	DT 525	Building Owner	Parking Agreement	64	64	\$0	In-lieu fee waived
SETAB (Tikal/Cousin Jack's)	DT 537	Tenant	Parking Agreement	Terminated	Terminated	\$3,000	Default-Agreement Terminated
HJKD Enterprises (dba New York Bryan's)	DT 579	Tenant	Parking Agreement	Terminated	Terminated	\$2,040	Default-Agreement Terminated
Ayman Maoulawi (dba Aladdin Grill & Café)	DT 580	Tenant	Parking Agreement	2	2	\$1,800	20 Annual Pmts/ West Star
A Side Inc. (dba Cohiba Nightclub)	DT 581	Tenant	Parking Agreement	16	16	n/a	No fee assessed
Downtown Blue Café	DT 582	Tenant	Parking Agreement	88	88	n/a	No fee assessed
Pine Avenue S&G, LLC (dba Smooth's)	DT 584 DT 590	Tenant	Parking Agreement	1	1	n/a	No fee assessed
Fusion Nutrition, Inc. (dba Wasabi)	DT 590.1	Tenant	Parking Agreement	2	2	\$600	20 Annual Pmts/ West Star
Café Sevilla of Long Beach	DT 597	Tenant	Parking Agreement	2	2	\$600	20 Annual Pmts/ West Star
Perلمان Inc. (dba HUSH Restaurant)	DT 598	Tenant	Parking Agreement	Terminated	Terminated	\$600	Participant sold business
Shannon's On Pine	DT 602	Tenant	Parking Agreement	5	5	\$1,500	20 Annual Pmts/ West Star
Total:				248	248	\$58,722	

Notes:

Any business opened prior December, 1992 (opening date of AMC Theaters) was allowed to participate in the PMP without paying any fee.

*MIP Properties gave the Agency the right to use spaces within their private garage (DT 438 - Autoport, 123 W. 1st St.) in exchange for the right to use the PMP parking ratio for the conversion of the bank space to Jillian's. This agreement carried over when the building was sold. The Madison is currently in former bank space.

**Fee increases to \$3/ticket on 1/1/07