


Memorandum

Date: June 5, 2007
To: Mayor and City Council
From: Suja Lowenthal 
Subject: Lincoln and Broadway/Civic Center Parking Structures

REQUESTED ACTION:

Respectfully request the City Manager recommend a plan for using our Lincoln and Broadway/Civic Center parking structures for visitors to the downtown during high volume evenings and special events that would include, but not be limited to, the following information for the City Council to consider:

- Estimated costs of improving facilities in preparation of both structures being used by the public.
- Estimated costs for operating and securing both structures during time of use by the public.
- Estimated timeline for making each structure operational for public use.
- Potential revenue stemming from public use and a timeline for relieving debt incurred for facilities improvement.
- Recommended days and times for opening and closing both structures.

Request the City Manager return to the City Council within thirty days to discuss the costs and benefits of the recommendation.

BACKGROUND INFORMATION:

The Lincoln/Civic Center parking structure currently provides parking for our Civic Center employees and has been used on occasion for special events. It contains approximately 455 parking spaces between both levels, but requires repair or replacement of various elements including stairwells, entry & exit gates and way-finding mechanisms for directing visitors to the ground level.

The Broadway parking structure also provides parking for our employees, in addition to any visitors to the Civic Center. It contains approximately 576 parking spaces and appears to be ready for immediate use beyond its current public benefit.

Both structures represent a tremendous opportunity for the City of Long Beach to maximize use of our facilities due to their proximity to Pine Avenue and the Pike, combined with their convenient location on Broadway for visitors coming off of the I-710 Freeway. A similar plan is being successfully implemented for residential overnight parking near parking impacted communities in the Second District, using city lots located along the beach, Long Beach Senior Center and Alamitos & Ocean.

Providing visitors to our City with options for parking near points of interest will support our efforts to increase tourism and our local economy. Not to mention the potential revenue stream to the City, which stands to increase as mixed-use development and annual special events attract an increasing number of visitors. Capitalizing on existing city structures is a fiscally prudent and practical approach to accommodating the deluge of visitors we receive to our downtown and Pike areas on a weekly basis.