

H-18

August 3, 2021

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, and adopt a Resolution amending the Master Fees and Charges Schedule to add a new parking rate for the Market Street Lot at 5412 Long Beach Boulevard. (District 8)

DISCUSSION

City Council approval is requested to adopt a Resolution amending the Master Fees and Charges Schedule to add a new parking rate for the Market Street Lot, at 5412 Long Beach Boulevard (parking lot bordered by Market Street to the south and Long Beach Boulevard to the west).

The Public Works Department is proposing to activate the Market Street Lot for paid parking. This activation will require multi-space pay station installation, signage, and restriping and numbering of parking stalls. Public Works will maintain and operate the 16-space lot through an agreement with LAZ Parking. Paid parking provides benefits to the local business community by promoting parking turnover, which reduces searching for parking by visitors, leading to wasted time, wasted fuel, and increased emissions. Providing ease of parking to business patrons further supports economic recovery and business activity.

The proposed fee will be set at the standard rate of \$1.00 per hour from 8:00 a.m. to 8:00 p.m., Monday through Sunday, and will take effect immediately after City Council adoption. Revenue generated from this fee will be reinvested in the parking lot to cover operations and ensure lighting and infrastructure are maintained to ensure safety and cleanliness.

This matter was reviewed by Deputy City Attorney Erin Weesner-McKinley on July 12, 2021 and by Budget Management Officer Rhutu Amin Gharib on July 13, 2021.

TIMING CONSIDERATIONS

City Council action is requested on August 3, 2021, to allow timely rate-setting to begin recovering the proposed fee.

FISCAL IMPACT

This recommendation will amend the Master Fees and Charges Schedule to add a new parking rate fee for the Market Street Lot at the standard rate of \$1.00 per hour from 8:00 a.m. to 8:00 p.m., Monday through Sunday, and will take effect immediately after City Council adoption. The estimated revenue impact resulting from the new paid parking location is unknown but will be an overall revenue increase and will be deposited in the General Fund Group in the Public Works Department. Activation costs, including multi-space pay station installation, signage, and restriping and numbering of parking stalls, are anticipated to be \$11,775, absorbed in the General Fund Group in the Public Works Department in FY 21. These costs will be recouped over time by the new revenue generated by the proposed fee. This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ERIC LOPEZ
DIRECTOR OF PUBLIC WORKS

APPROVED:



THOMAS B. MODICA
CITY MANAGER

EL:AW:ll

ATTACHMENT: RESOLUTION

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
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Long Beach, CA 90802-4664

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2021, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

Recusal(s): Councilmembers: _____

City Clerk