



# Building A Better Long Beach

June 20, 2011

REDEVELOPMENT AGENCY BOARD MEMBERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve and authorize the Executive Director to amend the Pine Square Parking Validation Program to reflect current parking resources and operational policies, rename the program, transfer the authority for the program to the Department of Public Works, and provide for future modification. (Central and Downtown – Districts 1,2)

## DISCUSSION

The Pine Square Parking Validation Program (Program) was established with the opening of the AMC Theatres in Downtown Long Beach, and was adopted by the Redevelopment Agency (Agency) in November 1999 to ensure that convenient, short-term parking was available to serve the downtown theatre, restaurant, shopping and service patrons (Exhibit A – Program). The Program was used as a reference document in several Agency agreements, including CityPlace.

With the opening of CityPlace, a modified version of the Program was implemented where higher rates were charged to CityPlace tenants. A revision to the Program was approved by the Agency in December 2005 to allow basement uses to participate in the Program.

Staff recommends that the Program be amended again for several reasons. Many of the parking lots included in the Program have been developed and/or are no longer available, the three CityPlace parking structures have been automated and allow two hours free parking without a validation stamp, and the requirement to provide validation for theatre patrons was eliminated with the closure of the Pine Square AMC Theatres in November 2010.

It is proposed that the Program be amended to memorialize that two hours free parking without validation may be permitted in the CityPlace parking structures, formally incorporate the 133 Promenade Walk and 100 West Broadway parking structures into the Program, and remove those lots that no longer accept validations (Exhibit B – Proposed Downtown Parking Validation Program).

REDEVELOPMENT AGENCY BOARD MEMBERS

June 20, 2011

Page 2 of 2

As there is no longer any direct relationship to Pine Square, staff recommends that the Program name be changed to the Downtown Parking Validation Program.

In conformance with the recent structural reorganization and transfer of the Parking Division to the Department of Public Works, it is recommended that the Program be moved to that department, and that any future amendments to the Program be at the discretion of the Director of Public Works (Exhibit C – Public Works' Request Related to Validation Program).

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ROBERT M. ZUR SCHMIEDE, AICP  
ASSISTANT EXECUTIVE DIRECTOR



AMY J. BODEK, AICP  
EXECUTIVE DIRECTOR

AJB:RMZ:CSM:bec

Attachments: Exhibit A – Pine Square Parking Validation Program  
Exhibit B – Proposed Downtown Parking Validation Program  
Exhibit C – Public Works' Request Related to Validation Program

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# **PINE SQUARE**

Parking Validation Program  
Information Packet

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Sponsored by:

**The Long Beach  
Redevelopment Agency**

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Effective Date: December 12, 2005

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# PINE SQUARE

## Parking Validation Program Information Sheet

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The Pine Square Parking Validation Program helps insure that convenient, short-term parking is available to serve the Downtown theater, restaurant, shopping and service patrons. Established with the opening of the AMC Theatres in Downtown Long Beach, the Validation Program enables eligible businesses to validate their customers' parking.

### **Eligibility**

Retail stores, restaurants, entertainment venues, and ground-floor or basement professional services within the boundaries of the Pine Square Parking Validation Program Area may be eligible to participate in the Pine Square Parking Validation Program. The area boundaries extend from Ocean Boulevard on the south, to Seventh Street on the north, to Pacific Avenue on the west and to Elm Avenue on the east. The area bounded by Broadway, Third Street, Pacific Avenue and Chestnut Avenue is also included as well as the Long Beach Civic Center. (See attached map) Tenants located in buildings with extensive on-site parking may be ineligible.

### **Program Participation**

Eligible businesses may apply to the Redevelopment Agency to participate in the Validation Program. Participants agree to validate only customers' parking and to display Validation Program materials. The Redevelopment Agency provides participants with a Pine Square parking validation stamp containing the participant's name and the year, a "We Validate Public Parking" window placard and an informational cash register display. Parking validation rubber-stamps are provided by the Agency at an annual cost which is based on the land use and square footage of each business.

### **Parking Validations and Limitations**

Two different parking validations are accepted as part of the Validation Program.

1. AMC Theaters Pine Square Parking Validation Stamp  
AMC Theaters has its own parking validation stamp valid for 3 ½ hours of free parking daily.
2. Pine Square Participating Business Parking Validation Stamp  
Each participating business is issued its own Pine Square parking validation stamp valid for two hours of free parking daily.

Only one parking validation will be accepted per parking ticket. As a result, the maximum validation period is two hours per vehicle per day with a Pine Square Business parking validation or 3 ½ hours per vehicle per day with an AMC Theaters parking validation.

## **Public Parking Facilities**

Pine Square parking validations are accepted at Redevelopment Agency and City of Long Beach sponsored public parking facilities in the Downtown area displaying the circular orange "Public Parking 'P'" sign. (See attached map.) These facilities honor parking validations for the time stated on the validation stamp within the allowable validation limit. Posted rates apply to any time not validated. Public parking facilities and the Validation Program have been established to serve customers visiting the Downtown area. Employee parking is available through a separate Agency permit program in designated lots.

## **Annual Cost**

Eligible businesses may participate in the Validation Program and provide customers with a two-hour parking validation. Annual parking validation rubber-stamps are provided by the Agency at an annual cost that is based on the square footage and use of each business. (See Table A.)

## **Information**

For more information about the Pine Square Parking Validation Program, please contact Ace Parking Management at (562) 570-1061, or the Redevelopment Agency at (562) 570-6225.

Please make your check or money order payable to:

**City of Long Beach Redevelopment Agency**

Send application with payment to:

**ACE Parking Management, Inc.  
Civic Center Garage  
332 West Broadway  
Long Beach, CA 90802**

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**PINE SQUARE**  
**Parking Validation Program**  
Sponsored by the Long Beach Redevelopment Agency

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**Pine Square Parking Validation Program Participant Obligations:**

I certify that . . .

1. My business is either a restaurant, a retail store, an entertainment venue or a ground-floor or basement professional service establishment within the boundaries of Ocean Boulevard on the south, Pacific Avenue on the west, Seventh Street on the north, and Elm Avenue on the east, or within the area bounded by Broadway, Third Street, Pacific Avenue and Chestnut Avenue or the Long Beach Civic Center. **(Note: Tenants in buildings containing adequate on-site parking may be ineligible for the program.)**
2. My business will offer to validate our patron's parking upon request using the Agency-provided two-hour Pine Square Parking Validation Stamp. We understand that validations are for patrons only, not employees.
3. We understand that only one Parking Validation will be honored per vehicle.
4. We understand that the Redevelopment Agency is providing our business with parking validation privileges that may be revoked given inappropriate use of this privilege.
5. We understand that the Agency may revise the cost of validation privileges periodically.
6. My business agrees to prominently display the Agency-provided "We Validate Public Parking" sign at the entrance to our business and will endeavor to display other parking validation materials provided from time to time.
7. We agree to pay for each rubber "Pine Square Parking Validation Stamp" that we order according to the fee schedule shown on attached Table A.

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**Membership Application Form:**

Name of Business: \_\_\_\_\_

Type of Business: (please circle one)

Retail      Ground-floor/Basement Professional Service      Restaurant      Entertainment

Size of Business: (please circle one)

<2,000 sq.ft.      2,000-5,000 sq.ft.      5,001-20,000 sq.ft.      >20,000 sq.ft.

Annual Cost for 1st Stamp (Table A): \$ \_\_\_\_\_

Number of Additional Stamps Requested: \_\_\_\_\_ @ \$20 each = \$ \_\_\_\_\_

\$ \_\_\_\_\_ **Total Cost**

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Manager's Name: \_\_\_\_\_

Manager's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**(This Section will be completed by ACE Parking Management)**

Program Year: \_\_\_\_\_

Application Received: \_\_\_\_\_ Application Approved: \_\_\_\_\_

Stamp Ordered: \_\_\_\_\_ Stamp Delivered: \_\_\_\_\_

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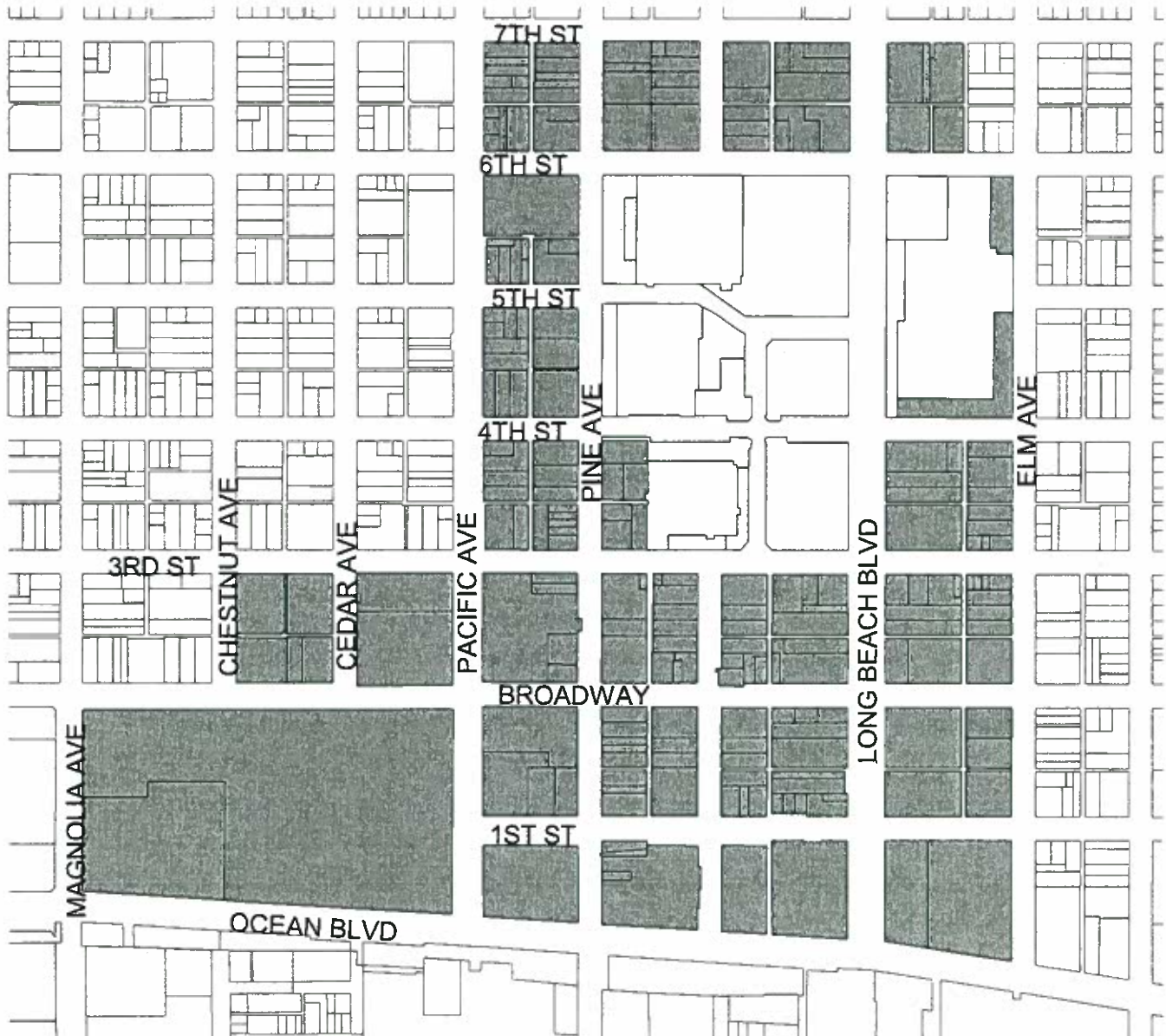
**TABLE A  
PINE SQUARE  
Annual Validation Stamp Cost\***

<b>Size in Square Feet</b>	<b>Ground-Floor/Basement Professional Services &amp; Retail Uses</b>	<b>Entertainment Venues &amp; Restaurant Uses</b>
Less than 2,000	\$ 50	\$ 75
2,000 to 5,000	\$100	\$150
5,001 to 20,000	\$200	\$300
Greater than 20,000	\$300	\$500

- **Please note that this annual cost will provide one rubber stamp for the eligible business. If the applicant would like to purchase more than one rubber stamp per year, the cost will be \$20 for each additional stamp.**
- **The Validation Program is run on a calendar year (January – December). There is no pro-ration of fees.**



# Pine Square Parking Validation Program Area







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# **DOWNTOWN PARKING VALIDATION PROGRAM**

Exhibit B

Effective June 20, 2011

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The Downtown Parking Validation Program helps insure that convenient, short-term parking is available to serve the Downtown restaurant, shopping and service patrons.

## **Participating Parking Facilities**

### **CityPlace Parking Structures**

Patrons at CityPlace may park for two hours free of charge without validation. The automated service equipment accepts credit cards, cash or coins for payment after the first two hours.

### **133 Promenade Walk (Private Owner)**

Private Owner shall implement a system by which it allows businesses wishing to purchase validation stickers to validate a patron's parking ticket up to a maximum of two hours.

For more information, visit the 133 Promenade Walk office, Suite 100, during normal business hours – 8:30 a.m. to 5:30 p.m., Monday through Friday, call (562) 951-9491 or e-mail [133promenadewalk@charterinternet.com](mailto:133promenadewalk@charterinternet.com).

### **100 West Broadway (Private Owner)**

Private Owner has implemented a validation system for the tenants of its building during normal business hours (weekdays until 5:30 p.m.).

## **Special Events**

The Department of Public Works reserves the right to suspend the provisions of the Program for special events such as the Grand Prix. For the Grand Prix and other special events, flat rates upon entry may apply.

## **Information**

For more information about the Downtown Parking Validation Program, please contact the City's Parking Division at (562) 570-5827.



**Exhibit C**

**Date:** June 6, 2011  
**To:** Amy J. Bodek, Executive Director, Redevelopment Agency  
**From:** Michael P. Conway, Director of Public Works *MP*  
**Subject:** Pine Square Parking Validation Program

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With the transfer of responsibility for certain City of Long Beach and Redevelopment Agency parking facilities to the Parking Division of the Asset Management Bureau of the Department of Public Works, it would seem appropriate to transfer management of the Pine Square Parking Validation Program (Program) from the Development Services Department to Public Works.

It is my further understanding that Redevelopment Agency Board action is required to modify the Program. This is to request that the Redevelopment Agency consider transferring the management of the Program to Public Works and amend the Program to designate participating parking facilities, reflect current operational policies, and delegate the authority to modify the program to the Director of Public Works.

Please contact me if you have any questions.

cc: Robert M. Zur Schmiede, Assistant Executive Director  
Victor Grgas, Asset Management Bureau Manager  
Carl S. Morgan, Redevelopment Project Officer  
Luis Maldonado, Parking Operations Officer  
Barbi Clark, Development Project Manager