



CITY OF LONG BEACH

PUBLIC WORKS DEPARTMENT

ASSET MANAGEMENT BUREAU, 333 W. OCEAN BLVD., LONG BEACH, CA 90802

PH: 562 570-3863 FX: 562 570-6380

FEBRUARY 20, 2014

BELMONT SHORE PARKING AND BUSINESS IMPROVEMENT AREA COMMISSION MEMBERS

City of Long Beach
California

REFERENCE: 14-013BS

RECOMMENDATION: Support the City of Long Beach's purchase of the property located at 205 La Verne Avenue.

DISCUSSION

On November 5, 2013 the City of Long Beach City Council held a special meeting in closed session in conference with the City's real property negotiator regarding property located at 205 La Verne Avenue. As a result of the closed session, an offer letter was presented to seller of the property, and was accepted, subject to contingencies. The intent of this purchase is to construct a parking lot with eight spaces.

The Belmont Shore Business Association (BSBA) and the Belmont Shore Parking and Business Improvement Area Advisory Commission (BSPBIAAC) have for many years been exploring ways to mitigate parking challenges for residents, as well as for customers shopping in Belmont Shore. The BSPBIAAC was created with the purpose of ameliorating parking challenges, among other activities. The commission is responsible for recommending to the City opportunities to acquire land for the purpose of constructing new parking lots.

It should be noted that other parking solution options have been considered, such as utilizing the beach parking lot for employees, and preferential parking permits. However, for various reasons, none of the other potential options have proven viable. One recent solution implemented by the BSPBIAAC was the initiation of free bus passes offered to all employees of businesses in the Belmont Shore Parking and Business Improvement Area. As a result of the bus pass program, an average of 300 – 400 unique riders (Belmont Shore employees) each month utilize the public transit system, instead of occupying parking spaces in the Shore. Even with these successes, parking challenges remain in Belmont Shore.

RECOMMENDATION

Approve recommendation.