

Application For Appeal

An appeal is hereby made to Your Honorable Body from the decision of the

Site Plan Review Committee
Zoning Administrator
Planning Commission
Cultural Heritage Commission

Which was taken on the _____ day of _____, 20 ____.

Project Address: _____

I/We, your appellant(s), hereby respectfully request that Your Honorable Body **reject** the decision and ☐ **Approve** / ☐ **Deny** the application or permit in question.

ALL INFORMATION BELOW IS REQUIRED

Reasons for Appeal: _____

Appellant Name(s): _____

Organization (if representing) _____

Address: _____

City _____ State _____ ZIP _____ Phone _____

Signature(s)  _____ Date _____

- A separate appeal form is required for each appellant party, except for appellants from the same address, or an appellant representing an organization.
- Appeals must be filed within 10 days after the decision is made (LBMC 21.21.502).
- You must have established *aggrieved* status by presenting oral or written testimony at the hearing where the decision was rendered; otherwise, you may not appeal the decision.
- See reverse of this form for the statutory provisions on the appeal process.

BELOW THIS LINE FOR STAFF USE ONLY

☐ **Appeal by Applicant** ☒ **Appeal by Third Party**

Received by: MC Case. No.: 2302-02 (APL23-009) Appeal Filing Date: 5/18/23

Fee: \$432.00 ☒ Fee Paid Project (receipt) No.: PLNB55176

Division V. - Appeals

21.21.501 - Authorization and jurisdiction.

- A. Authorization. Any aggrieved person may appeal a decision on any project that required a public hearing.
- B. Jurisdiction. The Planning Commission shall have jurisdiction on appeals of interpretations made pursuant to Section 21.10.045 and decisions issued by the Zoning Administrator and Site Plan Review Committee, and the City Council shall have jurisdiction on appeals from the Planning Commission as indicated in Table 21-1. Decisions lawfully appealable to the California Coastal Commission shall be appealed to that body.

21.21.502 - Time to file appeal. An appeal must be filed within ten (10) days after the decision for which a public hearing was required is made.

21.21.503 - Form of filing. All appeals shall be filed with the Department of Planning and Building on a form provided by that Department.

21.21.504 - Time for conducting hearing of appeals. A public hearing on an appeal shall be held:

- A. In the case of appeals to the City Planning Commission, within sixty (60) days of the date of filing of the appeal with the Department of Planning and Building; or
- B. In the case of appeals to the City Council, within sixty (60) days of the receipt by the City Clerk from the Department of Planning and Building of the appeal filed with the Department.

21.21.505 - Findings on appeal. All decisions on appeal shall address and be based upon the same conclusionary findings, if any, required to be made in the original decision from which the appeal is taken.

21.21.506 - Finality of appeals.

- A. Decision Rendered. After a decision on an appeal has been made and required findings of fact have been adopted, that decision shall be considered final and no other appeals may be made except:
 - 1. Projects located seaward of the appealable area boundary, as defined in Section 21.25.908 (Coastal Permit—Appealable Area) of this title, may be appealed to the California Coastal Commission; and
 - 2. Local coastal development permits regulated under the city's Oil Code may be appealed to the city council.
- B. No Appeal Filed. After the time for filing an appeal has expired and no appeal has been filed, all decisions shall be considered final, provided that required findings of fact have been adopted.
- C. Local Coastal Development. Decisions on local coastal development permits seaward of the appealable area shall not be final until the procedures specified in Chapter 21.25 (Coastal Permit) are completed.



City of Long Beach

411 W. Ocean Blvd., 3rd Floor

Long Beach, CA 90802

Visit us at longbeach.gov/lbds



LongBeachBuilds

This information is available in alternative format by request at 562.570.3807.

For an electronic version of this document, visit our website at longbeach.gov/lbds.

CARP (Citizens About Responsible Planning) Appeal Details re::
Public Right-of-way Abutting 5236 E 2nd Street
Application No. 2302-02 (LCDP23-009) May 8, 2023

CARP is appealing both the process and the substance of the Legend's 'Permanent' Parklet Approval:

- (1) The Zoning Administrative Hearing procedure is seriously flawed, allowing a City Development Services employee/Staff Member to individually make important and critical land use decisions without needed public and community participation and oversight.

Zoning Administrative Hearing meetings [ZA] are NOT posted on the City's Public Calendar (Legistar.com/Calendar) as are Planning Commission and other Mayor/Council-authorized bodies and Commissions. ZA Meeting Dates are not posted, ZA Agendas are not Posted, No Staff Reports are posted, ZA Minutes are not posted, ZA Audio and/or Video recordings of Hearing meetings are not Posted. It is extremely difficult for the public and citizens of Long Beach to even know or access information about these important public right-of-way and land use Hearings.

The ZA Hearing Officer and Decision Maker is a City Development Services employee/Staff Member (under the oversight of City Management and direction). It often appears that the Hearing Officer has already decided or been directed to find/decide in favor of the Applicant business or developer (in this case Legend's Sports Bar and Restaurant, co-owned/managed by Matt Peterson, Chair of the Belmont Shore Parking and Business Improvement Area Advisory Commission and prominent/influential individual in the 3rd District and City.)

- (2) The May 8th Hearing was conducted in a casual, unstructured manner, not in a public setting but over Zoom. The Hearing Officer paid little attention or acknowledgement of the concerns and issues raised in public (Zoom) testimony or submitted in written statements. The Hearing Officer's Approval of Legend's Application seemed pre-ordained, with discussion mainly limited to and focused on Conditions.

While a written set of Conditions was provided to individual requestors just two or three days before the May 8th Hearing, the Hearing Officer revised and reworded the Conditions 'on the fly', mainly in consultation with the Legends Application representative Eric Johnson. Again, this was done in a very casual, off the cuff manner.

One of the Conditions seems totally unworkable and in fact will likely lead to conflict, security failures and encourage unhoused, transient individuals and individuals with mental and drug afflictions to take over the Legends Parklet when the restaurant/bar is closed and overnight. This "Public Access Requirement" states that a sign must be posted on the 'Permanent' Parklet railing worded as follows: **"The sign shall indicate the no purchase from the abutting business is necessary to use the public parklet."** Thus Legends and City Police appear to have no control nor way to prevent loitering, sitting, sleeping, etc. in these 'Permanent' Parklets 24/7! Is this what the City, Planning Commission, and Councilmember want to happen on Belmont Shore's 2nd Street as Permanent Parklets proliferate? (Public works currently has more than one dozen Second Street permanent parklet applications in process, which will come to Development Services soon, with more expected.)

The loss of extremely valuable public parking spaces on 2nd Street was not addressed. The loss of business adjacent public parking, as well as the addition of numerous new patrons, was focused on by the approved Local Coastal Program, numerous Shore Parking Studies through the years,

and difficulty/impossibility to locate or buy additional convenient parking is an ongoing unaddressed problem. Retail businesses, office holders, and the Disabled ADA community suffer with the loss of 2nd Street Business District Parking – and these Stakeholders as well as the adjacent residential community are damaged by this situation. However this subject was essentially ignored.

The Condition addressing a Transportation Demand Management (TDM) plan was vague, and did not include any requirements. It was left to Legends to “Promote”, “Organize” or “Provide” “strategies to assist” employees and patrons transportation options.

3) In order for the public, community and citizens of Long Beach and elsewhere to obtain a meaningful Planning Commission hearing of their concerns, it is necessary for organizations such as CARP or individuals to pay \$432 each to Appeal the ZA Hearing Officer’s decision. This is an excessive burden to gain access to important and critical City Land Use decisions.

It is unclear whether the Legends Permanent Parklet Applicant has formally agreed to the Conditions. And Conditions such as these are not monitored by Development Services nor regularly enforced by the City. It has been the case that enforcement is only by Citizen Complaint, an unachievable burden.

(NOTE: Detailed statements were previously delivered to the Zoning Administrator by CARP President Joe Weinstein, Board Member Melinda Cotton and others which should be included with this Appeal document).

LICENSED CONTRACTORS DECLARATION				WORKER'S COMPENSATION DECLARATION			
<p>I hereby affirm that I am licensed under provisions of Chapter 9 {Commencing with Section 7000} of Division 3 of the Business and Professional Code, and my license is</p> <p>License _____ License _____</p> <p>Dat _____ Contract _____</p> <p style="text-align: center;">OWNER-BUILDER DECLARATION</p> <p>I hereby affirm that I am exempt from the Contractors License Law for the following reason {Sec.7031 California Business and Professional Code: Any City which requires a permit to construct, alter, improve, demolish or repair any structure prior to its issuance also requires the applicant for such permit to file a signed statement that he is a licensed contractor pursuant to the provisions of the Contractors License Law {Ch.9} {Commencing with Sec.7000 of Div.3 of the B. & P. C.} or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Sec.7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars {\$500.00}:</p> <ul style="list-style-type: none"> I as owner of the property, or my employees with wages as their sole compensation, will do the work and the structure is not intended or offered for sale {Sec.7044, B. & P. C. : The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvements is sold within one year of completion, the owner-builder will have burden of proving that he did not build or improve for the <ul style="list-style-type: none"> I am exempt under _____, B. & P. C. for this _____ <p>Dat _____ Own _____</p> <p style="text-align: center;">- IMPORANT -</p> <p>Application is hereby made to the Superintendent of Building and Safety for a permit subject to the conditions and restrictions set forth on the front faces of this application</p> <p>1. Each person upon whose behalf this application is made and each person at whose benefit work is performed under or pursuant to any permit issued as a result of this application agrees to and shall indemnify and hold harmless the City of Long Beach its officers, agents, and employees from any liability arising out of the issuance of any permit from this application.</p> <p>2. Any permit issued as a result of this application becomes null and void if work is</p>				<p>____ I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are:</p> <p>Carrier: _____ Policy _____</p> <p>(This Section need not be completed if the permit is for one hundred dollars (\$100) or less)</p> <p>____ I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California, and agree that if I should become subject to the workers' compensation provisions of Section 3700 of the Labor Code, I shall</p> <p>Dat _____ Applica _____</p> <p>WARNING: FAILURE TO SECURE WORKERS' COMPENSATION COVERAGE IS UNLAWFUL, AND SHALL SUBJECT AN EMPLOYER TO CRIMINAL PENALTIES AND CIVIL FINES UP TO ONE HUNDRED THOUSAND DOLLARS, IN ADDITION TO THE COST OF COMPENSATION DAMAGES AS PROVIDED FOR IN SECTION</p> <p>I hereby state that there is a construction lending agency for the performance of the work for which this permit is issued {Sec.3907, Civ. C.}.</p> <p>Lender's _____</p> <p>Lender's _____</p> <p>I certify that I have read this application and state that the above information is correct. I agree to comply with all City and State laws relating to the building construction, and hereby authorize representatives of this city to enter upon the</p> <p>_____ Signature of Owner or Contractor</p> <p>_____ Date</p>			
JOB ADDRESS		RECEIPT NO.		DATE		PROJECT NO.	
5236 2ND ST		04257552		5/19/23		PLNB55176	
JOB DESCRIPTION						AREA	
3rd Party Appeal of App. No. 2302-02						0	
OWNER		OCCUPANCY		PLANNING			
ADDRESS		ASSESSOR NO.		ZONE			
CITY	STATE	ZIP CODE	FSB	S	RSB	CENSUS TRACT	
						0	
APPLICANT							
JOE WEINSTEIN							
CONTRACTOR							
ADDRESS							
CITY	STATE	ZIP CODE	PHONE NO.				
STATE LICENSE NO.			CITY LICENSE NO.				
ARCHITECT/ENGINEER			LICENSE NO.				
ADDRESS							
CITY	STATE	ZIP CODE	PHONE NO.				
VALUATION	PRESENT BLDG USE	PROPOSED BLDG USE	BLDG HEIGHT		TYPE OF CONSTRUCTION		
0.00			0		APPTHPTY		
LEGAL DESCRIPTION							

Paid by: JOE WEINSTEIN

\$432.00 Credit or Debit Card (PC)

24038064	400.00	Appeal by Third Party	
24038065	16.00	Surcharge General Plan	N
24038066	16.00	Surcharge Technology	N
	432.00		
			CHECK

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:27 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Hearing Agenda, 8 May 2023: Local Coastal Development Permit Requests

Amy L. Harbin, AICP
Planner

Long Beach Development Services | Planning
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562.570.6872



From: Joe Weinstein <jweins123@hotmail.com>
Sent: Monday, May 08, 2023 1:14 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Hearing Agenda, 8 May 2023: Local Coastal Development Permit Requests

-EXTERNAL-

To Zoning Administrator, City of Long Beach

From: Citizens About Responsible Planning

Subject: Hearing Agenda, 8 May 2023: Local Coastal Development Permit Requests

Dear Zoning Administrator:

Citizens About Responsible Planning (CARP) urges your rejection of these requests.

Citizens About Responsible Planning (CARP) is an organization of concerned Long Beach area residents focused on responsible local land use and planning decisions. CARP was founded in 2015 by citizens committed to ensuring that land use decisions are based on the public good.

The proposed permits would approve encroachments on public space whose impacts will injure existing City goals and public assets and benefits. These encroachments are sometimes termed 'parklets' – misleadingly hinting that they are endearingly petite 'parks'. However, each encroachment is no kind of 'park' - neither space for nature or recreation, nor a place for parking vehicles. On the contrary, each encroachment removes public space from any of these uses.

In fact, these encroachments are land-grabs, much like the historic land-grabs in Britain which enclosed commons, and thereby privatized what was public land.

Such land-grabs, anywhere in the city, are unfair both to the public and to all other private property owners: public access and activities are impaired, and in addition grabbers get exclusive use of extra property free of extra property tax.

The proposed grabs in the Belmont Plaza vicinity are extra noxious because, contrary to the Coastal Act, they degrade already stressed public access to much needed and popular beach sites and activities. These grabs thereby contradict earnest and costly City efforts – both long-standing and ongoing - to enhance public beach usability and recreation.

The Belmont Brewing Company (BBC) grab application especially merits no indulgence. The proposed conditions are not readily enforceable by available city staff. By all accounts from neighborhood residents, BBC has gone the extra mile to be a bad neighbor, by taking few if any steps to control extra noise and lights that disturb neighbors and migratory birds, or to schedule deliveries to minimize traffic impacts.

BBC already encroaches on over 2000 square feet of valued public land. Its round-the-clock deliveries obstruct bike and pedestrian traffic – and emergency vehicle access - at one of the key beach-use choke-points of the entire Long Beach shore. The proposed new grab would further contradict City goals and the Coastal Act, by blocking both beach access and views.

Cordially,

Joe (Joseph M.) Weinstein

President, Citizens About Responsible Planning

4000 Linden Ave., Long Beach CA 90807

Maryanne Cronin

From: Melinda Cotton <mbcotton@hotmail.com>
Sent: Tuesday, April 04, 2023 4:08 PM
To: Maryanne Cronin
Cc: Christopher Koontz; Alison Spindler-Ruiz
Subject: Attached Letter re Legends LCDP Permanent Parklets Application & Attachments
Attachments: Letter re Legends LCDP Permanent Parklet Application.pdf; C-24607 Resolution Parking Impacted areas.pdf; Sidewalk Dining on 2nd St in Belmont Shore LCDP Aug 31 1997.pdf; Parking Commission Doesnt Support Parklets In Belmont Shore Grunion Gazette November 15 2012.pdf; LB Disability Commission Letter re Parklet Concerns.pdf; Disability Attorneys Letter re Sidewalk Access & Parklets.pdf; 1990 Belmont Shore Parking Study.pdf; Cotton-Beland-Associates Belmont Shore Parking Study March 199900-21.pdf; Walker Belmont Shore Parking Study (10-15).pdf

-EXTERNAL-

Hi Maryanne,

Thanks again for spending time with us today to go over the plans for Legends proposed Permanent Parklet on 2nd Street.

I hope my letter and the attachments come through... they might be too big, if so I can send in batches.

Sincerely,
Melinda Cotton

To: Maryanne Cronin, Planner
Christopher Koontz, Director, Development Services
Zoning Administrator

April 4, 2023

Re:

Local Coastal Development Permit (LCDP) for a permanent parklet (301 square feet) within the public right-of-way abutting the Legends sports bar/restaurant at 5236 E 2nd Street in the CNP zoning district.

Hello Maryanne,

Thank you for meeting with Jeff and I today.

As we discussed, Parking in Belmont Shore, especially near the 2nd Street Business District, has been a documented problem as long as anyone can remember.

The 1980s Local Coastal Program approved by the Coastal Commission took the Shore's parking shortage so seriously that it devoted special policies to protect this special community and its neighborhoods.

The situation again got so serious that the City, on May 19, 1998, imposed a moratorium prohibiting new restaurant-related land uses in the Belmont Shore area for an entire year, while a Parking Study was conducted, and resulted in the City asking for an LCP amendment codifying parking requirements which was approved by the Coastal Commission.

In 2012 the Belmont Shore Parking and Business Improvement Area Advisory Commission [BSPBIA-aka Belmont Shore Parking Commission] firmly rejected George's Greek Restaurant's request for a Parklet taking over two metered parking spaces. The Parking Commission said they couldn't afford to lose even one 2nd Street parking Space.

Since 2012, numerous restaurants and food service businesses have replaced 2nd St. retail and service businesses; additional sidewalk dining has been added, none of these appeared to be required to provide additional parking. Currently four new, big restaurant/bars are set to open or have opened without parking requirements (Viaje just opened, Louie Louie, L'antica Pizzeria da Michele and South of Nick's are coming soon with no additional parking and new parking impacts. Short Term Rentals and Accessory Dwelling Units also have come to Belmont Shore, with no additional parking required and, in many cases, they are allowed to replace garages and parking spots with ADUs. All this is adding pressure on existing 2nd Street metered and free residential parking spaces.

The current plan - to eliminate numerous 2nd Street parking spaces so restaurants can install "Permanent Parklets" - will mean both the loss of Parking and the addition of many patrons – many of whom will drive to the Shore and put more impact on existing parking. I urge Development Services, the Zoning Administrator, Planning Commission and Planners to oppose an LCDP 'Permanent Parklet' for Legends or any other 2nd St. Belmont Shore location.

We realize City Departments such as Development Services and Planning are being pressured to approve Parklets in Belmont Shore – we hope the history and actions taken through the years to preserve both existing parking spaces and community welfare will be of help to you in making your decisions.

Coastal Commission Actions re Belmont Shore and other Parking Impacted Areas

- a) Coastal Approved LCP Belmont Shore Policy issues regarding parking (1980) (*see LCP excerpts page 3*) (<https://longbeach.gov/globalassets/lbds/media-library/documents/planning/advance/general-plan/local-coastal-program-with-seasp-and-pd-2>)
- b) Coastal Commission Approved LCP Amendment (1999) re Shore Parking following City's one-year Moratorium on new Restaurants noting "The City has submitted LCP amendment request No. 2-99A as part of its strategy to address the well-documented parking deficiency that exists in the Belmont Shore commercial area." <https://documents.coastal.ca.gov/reports/1999/10/F6a-10-1999.pdf>
- c) Coastal Commission decision (2022) re San Diego 'Streetaries' (i.e. Parklets) On Nov. 21, 2022 The Commission denied San Diego's request to "...transition temporary outdoor dining spaces in the public right-of-way erected in response to the COVID-19 pandemic to permanent places." The Commission agreed with Coastal Staff that: "Allowing the expansion of private structures and uses into areas currently reserved for public parking, or into parking areas intended to meet the demand associated with private uses, could adversely impact the ability of the general public to access and enjoy the shoreline." "Streetaries within the Beach Impact Area would be required to replace any public parking they occupy with an equivalent number of parking spaces at no cost to the public either on site or through a shared parking agreement pursuant to the LCP's requirements." <https://documents.coastal.ca.gov/reports/2022/12/W16a/W16a-12-2022-report.pdf>

City of Long Beach Actions re Belmont Shore Parking Deficit

- 1. Parking Impacted Areas officially Defined (1988) (WHEREAS, in 1988, the City Council of the City of Long Beach adopted Resolution C-24607 designating the boundaries of parking-impacted areas where the inadequacy of public and private vehicle parking "is particularly acute." (*attached C-24607 Resolution...*) (Belmont Shore is a "parking impacted area")
- 2. Sidewalk Dining LCDP was issued 2nd Street (Aug. 31, 1997) (*attached "Sidewalk Dining on 2nd St..."*) "... allow outdoor dining on 4'6" of the public right of way on 2nd St. between Livingston Drive and Santa Ana Avenue." No parking requirement was included.
- 3. May 19, 1998, City Council imposes a one-year moratorium prohibiting new restaurant-related land uses in the Belmont Shore area for an entire year
- 4. 2012 BS Parking Commission votes against allowing Parklets on 2nd St. (*attached Grunion Gazette articles*)
- 5. May 12, 2022 City's Disability Commission submits Memo to Council concerns re "Temporary Parklets" (*attached letter*):
 "CACoD has been made aware that many of the temporary parklets approved during the pandemic have unintentionally resulted in right-of-way restrictions, and at times inaccessibility, for our disability community."
- 6. June 13, 2022 Mayor & Council Members receive letter from Attorneys representing disabled community in Federal Court approved 2017 ADA access Settlement re "curb ramps, sidewalks, and other pedestrian facilities". Settlement Attorneys expressed concerns regarding Parklets program (*attached Attorneys letter*):
- 7. LBTransit Board of Directors meeting (Jan 26, 2023) again heard public and ADA concerns about blockage of 2nd Street LBTransit Bus Stops by large Food & Alcohol restaurant Delivery Trucks.

LBTransit CEO & Board expressed concerns and asked for City assistance and enforcement to prevent bus stop blockage by Delivery Trucks.

8. March 16, 2023 Belmont Shore Parking Commission Meeting, Acting City Traffic Engineer Paul VanDyk acknowledged an “acute need” for loading zones in the 2nd Street Business District and said this summer Public Works would do a ‘Belmont Shore Pilot Study’ but in the meantime would proceed with the ‘Permanent Parklets’ process. (*below link ‘Curb Management Practices’ report*): <https://longbeach.legistar.com/View.ashx?M=F&ID=11710018&GUID=C8C0ABAC-0AEA-4F49-ACA3-410BE07F435E>

Belmont Shore Parking Studies:

Because parking and congestion problems noted in the LCP became even more aggravated through the years, there have been a number of Belmont Shore Parking Studies which highlighted the change of 2nd Street from “neighborhood serving” to “functioning in many ways as a regional commercial district”.

1990 Belmont Shore Parking Study (conducted by Planning Staff) (*attached*)

The Study noted: “In 1980, the Local Coastal Plan was adopted, and zoning regulations were established to reinforce Second Street’s neighborhood character.” ... “The Second Street commercial character has changes especially within the last ten years.” “The commercial mix of uses has changed” ... “More restaurants and food retail shops now operate in the area. Small retail shops were replaced by high volume food related retail or tourist shops.”

1991 ‘Project for Public Spaces’ “Belmont Shore Parking and Business Improvement Area” six-month study in part Noted: “Residential sidestreets are heavily impacted by parking, especially between the hours of 5pm and 8 pm when residents come home and restaurant employees and customers arrive.”

1999 Cotton-Beland “Belmont Shore Commercial District Parking Deficiencies Study” (*attached*):

“The lack of off-street parking for both commercial and residential uses results in business employees and customers and local residents all vying for the same on-street parking spaces throughout the Shore.” “The new restaurants and larger retail stores appear to be the primary generators of increased parking demand.”

2016 Walker Parking Study “The lack of availability of parking near the businesses can lead to waste in the form of cruising (searching) for parking (wasted time, wasted fuel, increased emissions)...

- a) “increased frustration) by visitors who prioritize parking close to their destination.”
When customers are leaving an establishment at 2AM, it is preferable that they find parking close to their destination rather than 500 feet down a residential street.”
- b) “Discuss service changes with Long Beach Transit. The transit pass program is only as strong as the underlying transit services provided.” Walker Parking Study (*attached*)

LCP – Long Beach Local Coastal Program was Certified by the Coastal Commission on July 22, 1980. Belmont Shore policies are noted specifically as a “**LOCAL COASTAL PROGRAM PLANNING AREAS**’ which repeatedly notes of Belmont Shore: “Parking in the area, even for the residents, is a major problem.”

6. The Belmont Shore (Area D). This is an intensely developed residential area having a special "beach community" atmosphere. Its shopping district is unique in Long Beach for the amount of walk-in and bike-in trade it receives. Belmont Shore fronts a very popular ocean beach and an equally popular bay beach. Traffic and parking problems are therefore sometimes acute.

[page 191] “Belmont Shore adjoins Long Beach’s most popular beach on Alamitos Bay and the most heavily used section of the ocean-front beach...the influx of visitors in the summer, combined with a complete absence of parking for the Alamitos Bay beach and the restricted (pay) parking for the ocean-front beach, impact the community during several months of the year.”

[page 191] “Second Street and Ocean Boulevard are the major east/west streets in Area D with Second Street recording the highest volumes. Second Street is the primary route between the east side of Long Beach and downtown. It is always congested because of the commercial activity along its length, and because of frequent traffic signals.”

[page 195] "Non-Residential

“Drive-in and Drive-through facilities are prohibited. No further encroachment into residential areas by commercial enterprises shall be allowed. All parking spaces connected with the commercial strip shall be considered the parking reservoir in individual permit applications (see Implementation section).

[page 419] “G. Any intended traffic and/or street alterations within this area shall be subject to the same public notification, posting and approval procedures presently used by the City Planning and Building Department for variances in City Ordinances.”

Commission Staff Report: "In recent years, a proliferation of full-service restaurants has exacerbated the parking conflicts, especially in the evenings and weekends when the local residents are at home to compete for limited parking with the employees and customers of the commercial uses. The situation caused the City, on May 19, 1998, to impose a moratorium that prohibited new restaurant-related land uses in the Belmont Shore area. During the moratorium, the City Planning and Building Department undertook a study and issued a report entitled, Belmont Shore Commercial District- Options and Recommendations for Addressing Parking Deficiencies" (March 1999). The moratorium prohibiting new restaurant-related land uses in the Belmont Shore area expired on May 19, 1999. The changes proposed by this LCP amendment request represent one of the recommendations of that City report for addressing parking deficiencies.

Thank you for your attention. I hope the above information is useful.

Sincerely,
Melinda Cotton
40- year resident, Belmont Shore
Past-President and Past-President and Board Member, Belmont Shore Residents Association
Long Beach Mayor's Transportation Task Force Member, Doug Otto, Chair

B-1153

Resolution No. C-24607

Designating the boundaries of
parking-impacted areas in the City
of Long Beach.

Introduced _____ Hall

Adopted _____ 12/13/88

Publication _____

Posted _____

B-1153
B-12-03-11

John R. Calhoun
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802
Telephone (213) 590-6061

1 RESOLUTION NO. C- 24607

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH DESIGNATING THE BOUNDARIES
5 OF PARKING-IMPACTED AREAS IN THE CITY OF LONG
6 BEACH

7
8 WHEREAS, the City Council has adopted various provi-
9 sions regulating the parking and storage of motor vehicles in
10 areas of the City where the inadequacy of public and private
11 vehicle parking spaces is particularly acute; and

12 WHEREAS, examples of direct linkage between such
13 provisions and the designation of parking-impacted areas are
14 found in Chapter 18.76 of the Long Beach Municipal Code, relat-
15 ing to residential building records, and Chapter 10.32 of the
16 Long Beach Municipal Code, relating to preferential residential
17 parking; and

18 WHEREAS, examples of regulations related to parking
19 impaction, though without direct linkage to designation of
20 parking-impacted areas, are found in Chapter 10.33 of the Long
21 Beach Municipal Code, relating to overnight parking permits,
22 and Section 10.22.025 of the Long Beach Municipal Code,
23 relating to parking in front of one's own driveway; and

24 WHEREAS, after full consideration and upon approp-
25 riate staff recommendation, it is the desire of the City
26 Council to designate certain areas of the City of Long Beach as
27 being parking-impacted areas for the various purposes alluded
28 to in the two preceding recitations and for such additional

1 purposes as may be appropriate;

2 NOW, THEREFORE, BE IT RESOLVED as follows:

3 Section 1. The City Council of the City of Long
4 Beach hereby designates those certain areas shown as shaded
5 areas in the attached pages 3, 4, 5, 6, 9, 10 and 11, which
6 pages are hereby incorporated herein as if set forth in full in
7 this Section 1, as parking impacted areas' (1) in the sense of
8 and for the purposes of Chapters 10.32 and 18.76 of the Long
9 Beach Municipal Code, (2) for the purposes of Chapter 10.33 and
10 Section 10.22.025 of the Long Beach Municipal Code and (3) for
11 all other purposes and in such contexts as the City Council may
12 have provided for in calling for or alluding to the designation
13 of or existence of parking-impacted areas in the City of Long
14 Beach.

15 Sec. 2. This resolution shall take effect immedi-
16 ately upon its adoption by the City Council, and the City Clerk
17 shall certify the vote adopting this resolution.

18 I hereby certify that the foregoing resolution was
19 adopted by the City Council of the City of Long Beach at its
20 meeting of December 13, 1988, by the following
21 vote:

22 Ayes: Councilmembers: Braude, Edgerton, Hall, Clark,
23 Robbins, Smith, Grabinski,
24 Kellogg.
25 Noes: Councilmembers: None.
26 Absent: Councilmembers: Harwood.

27 ///

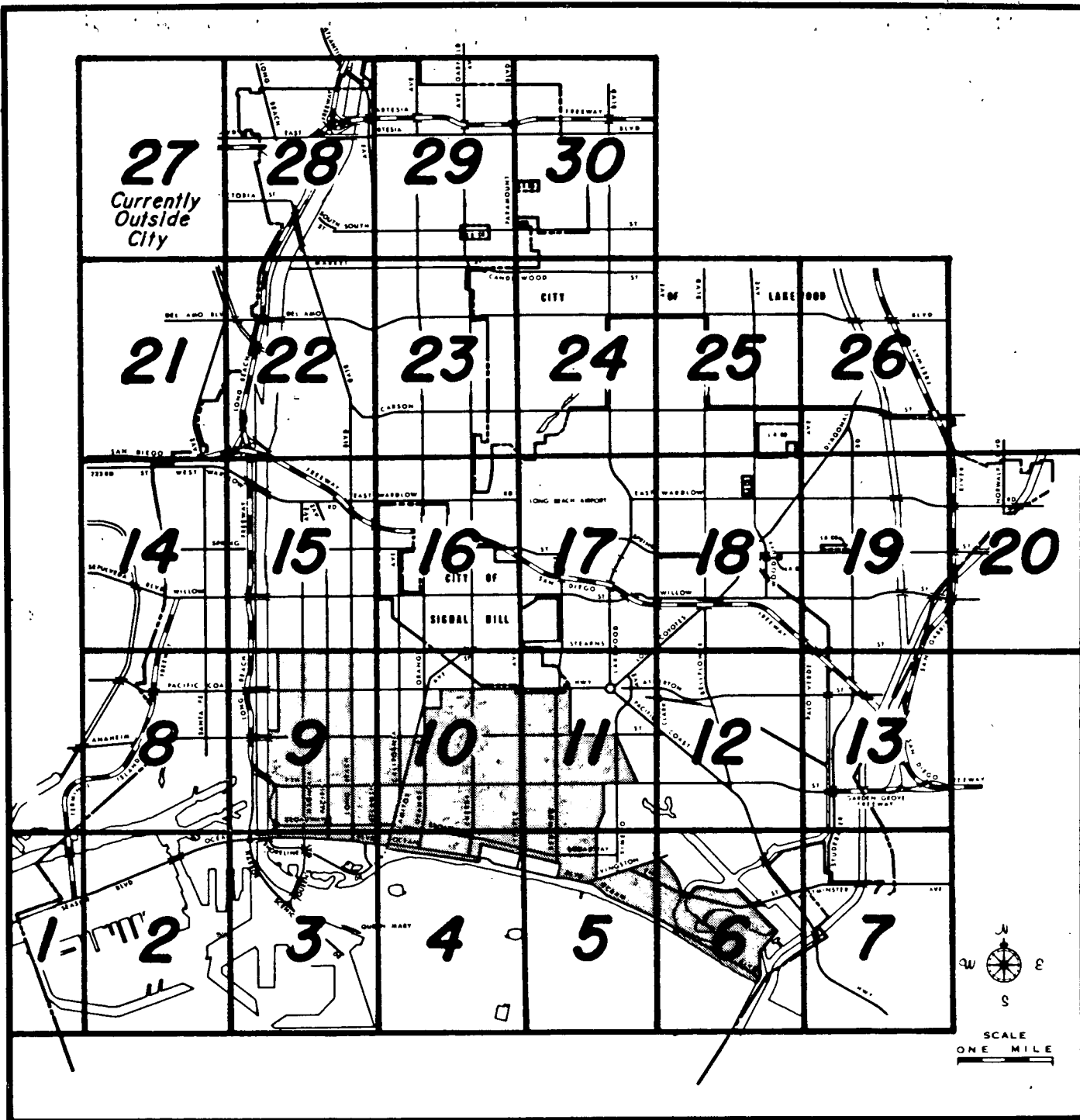
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John R. Calhoun
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802
Telephone (213) 590-6061


City Clerk

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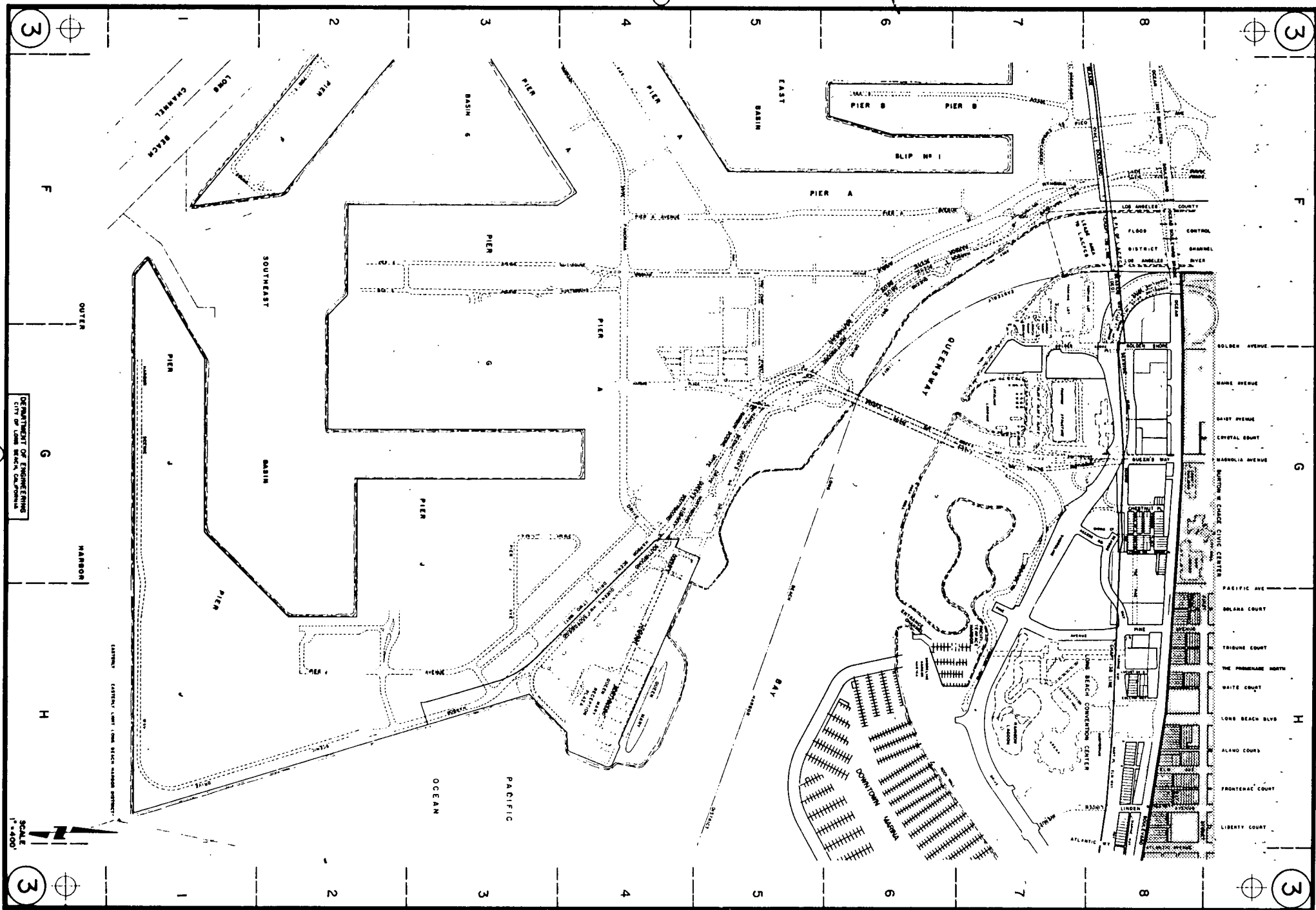
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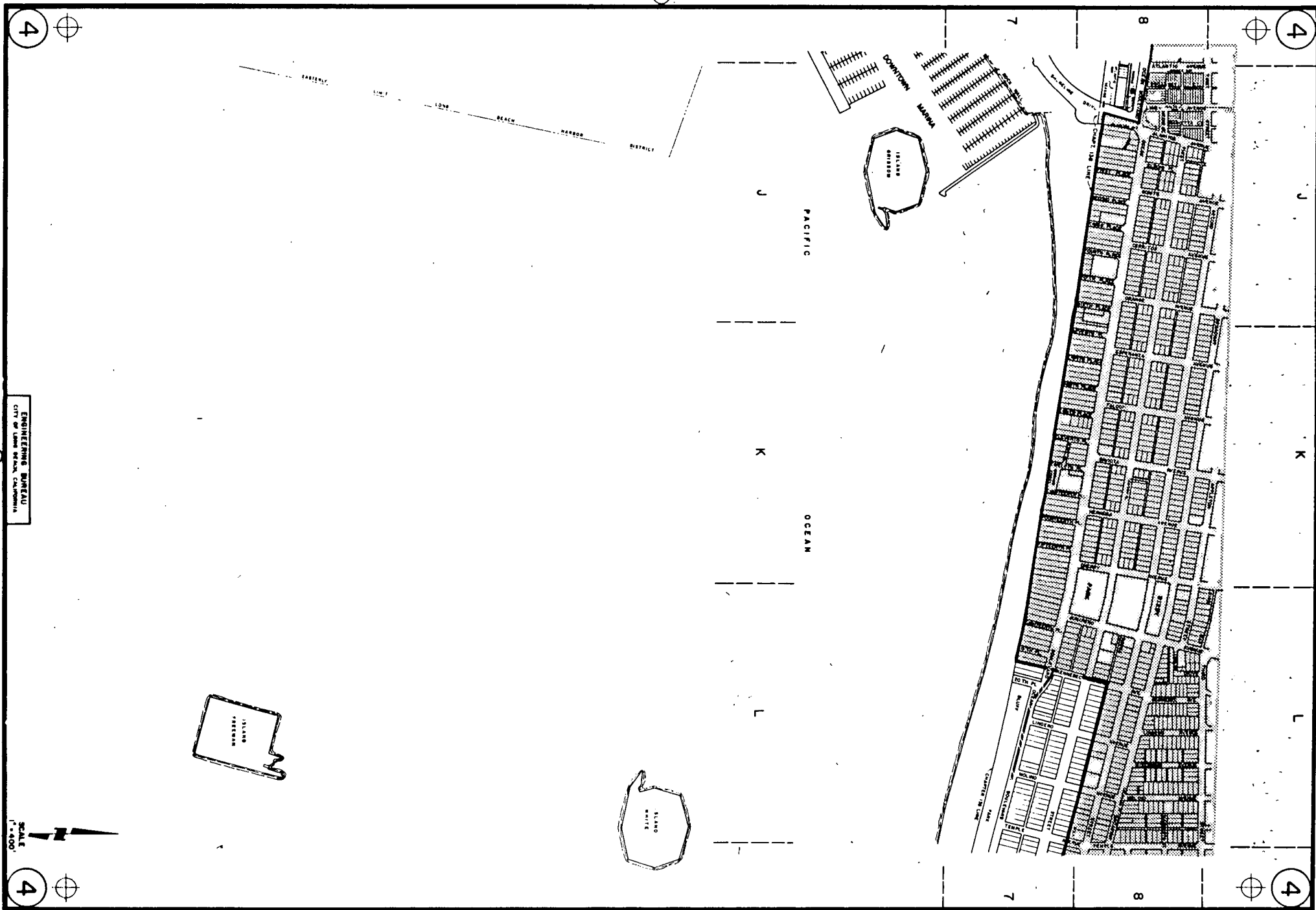
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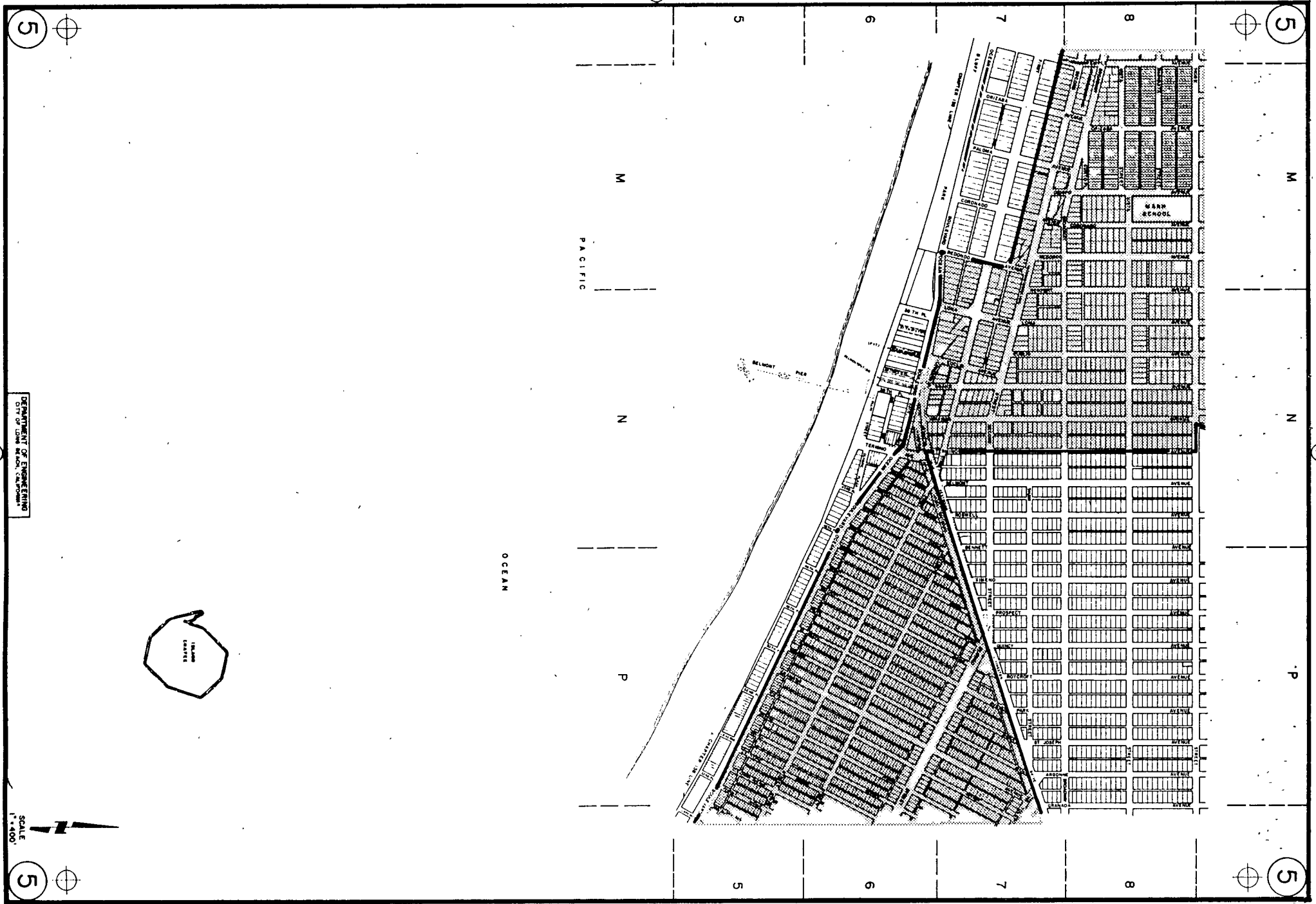
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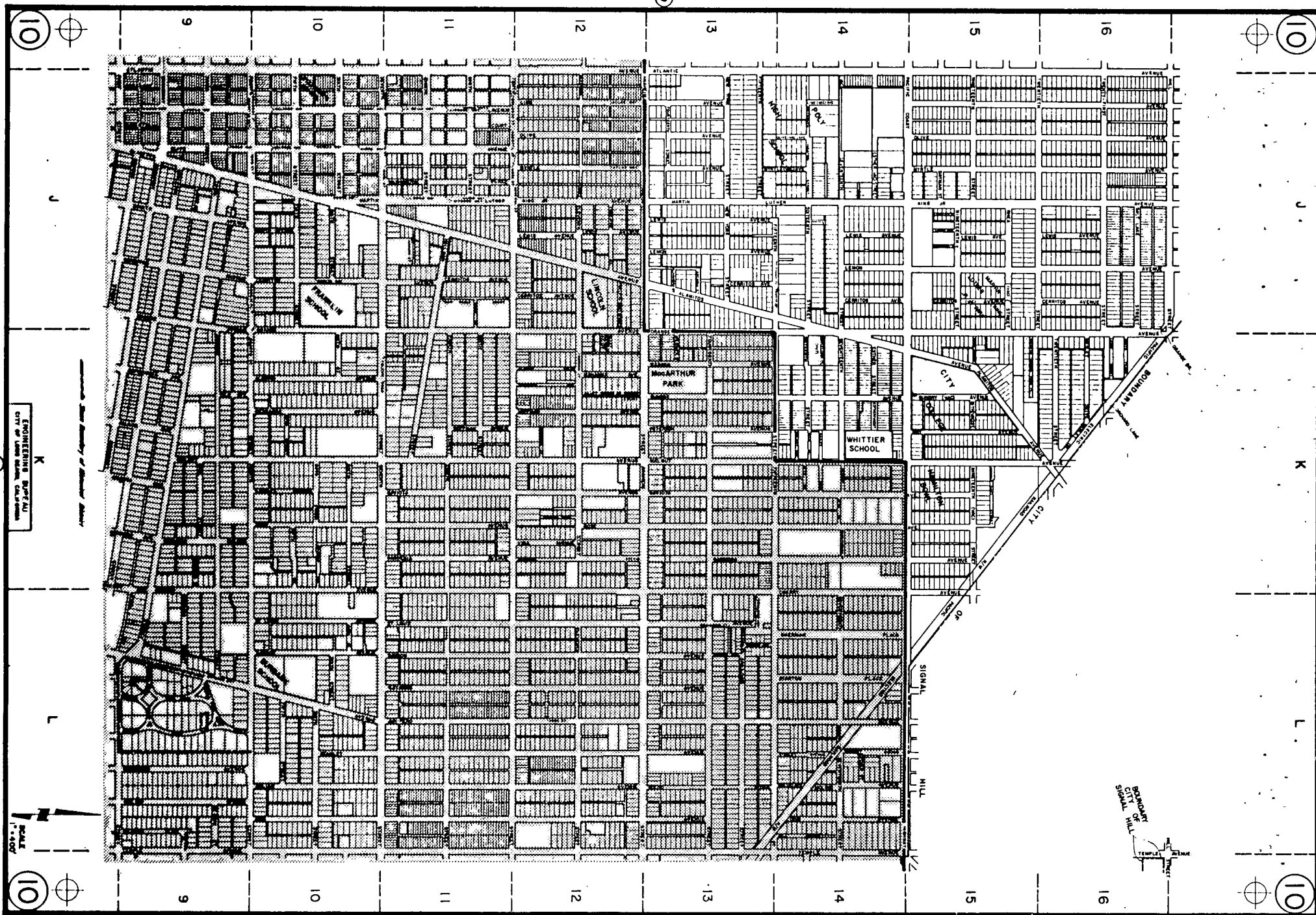




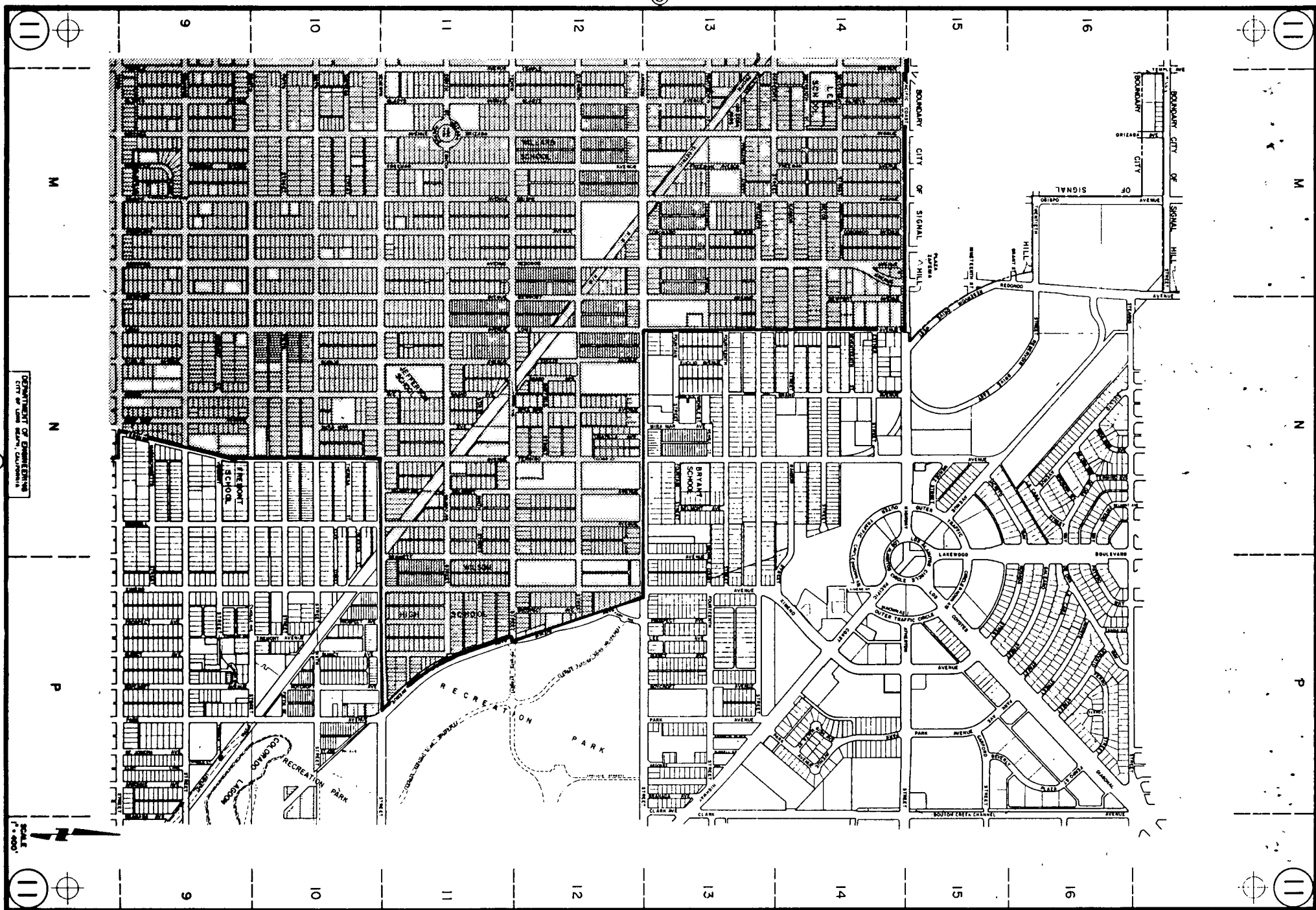
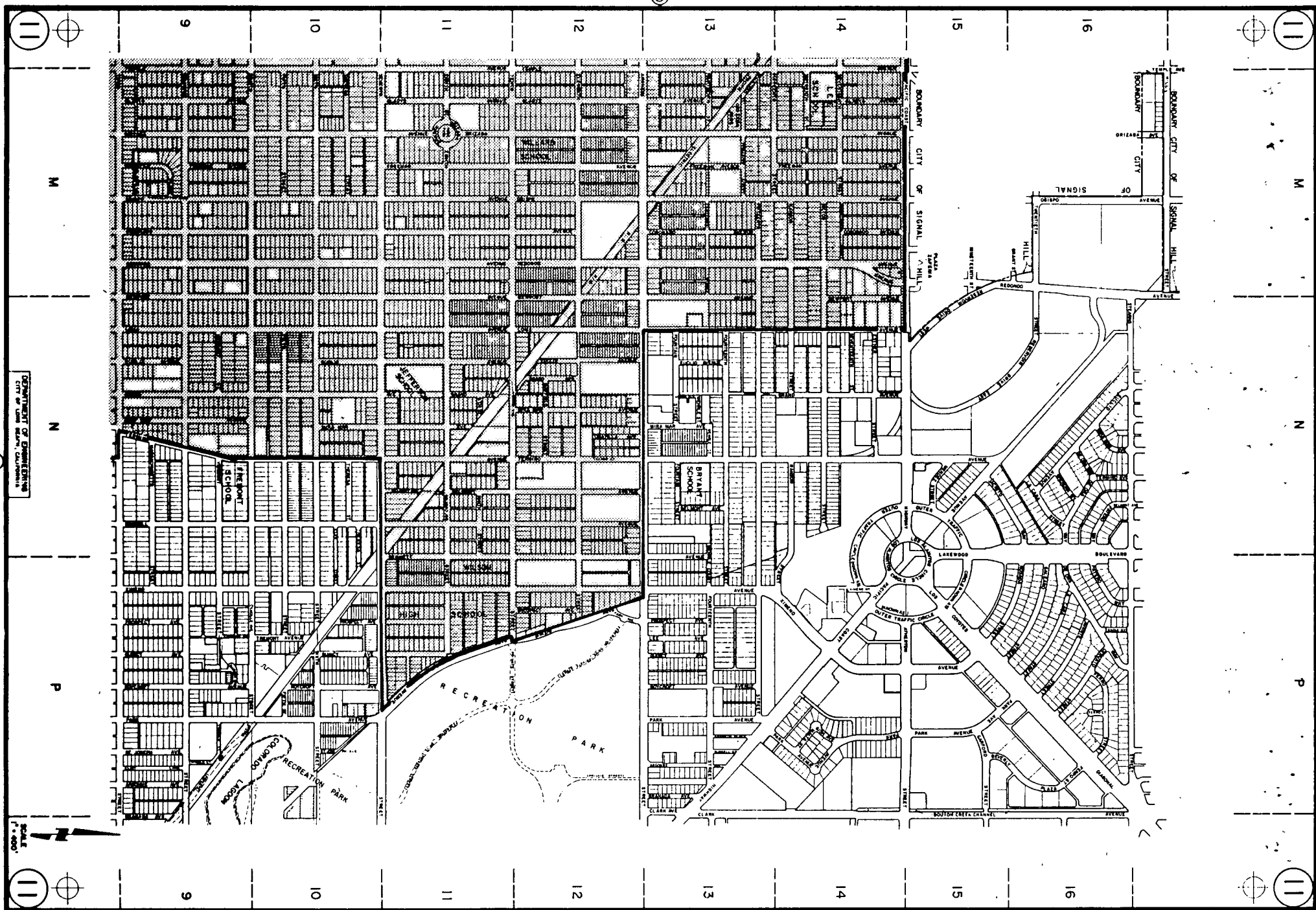
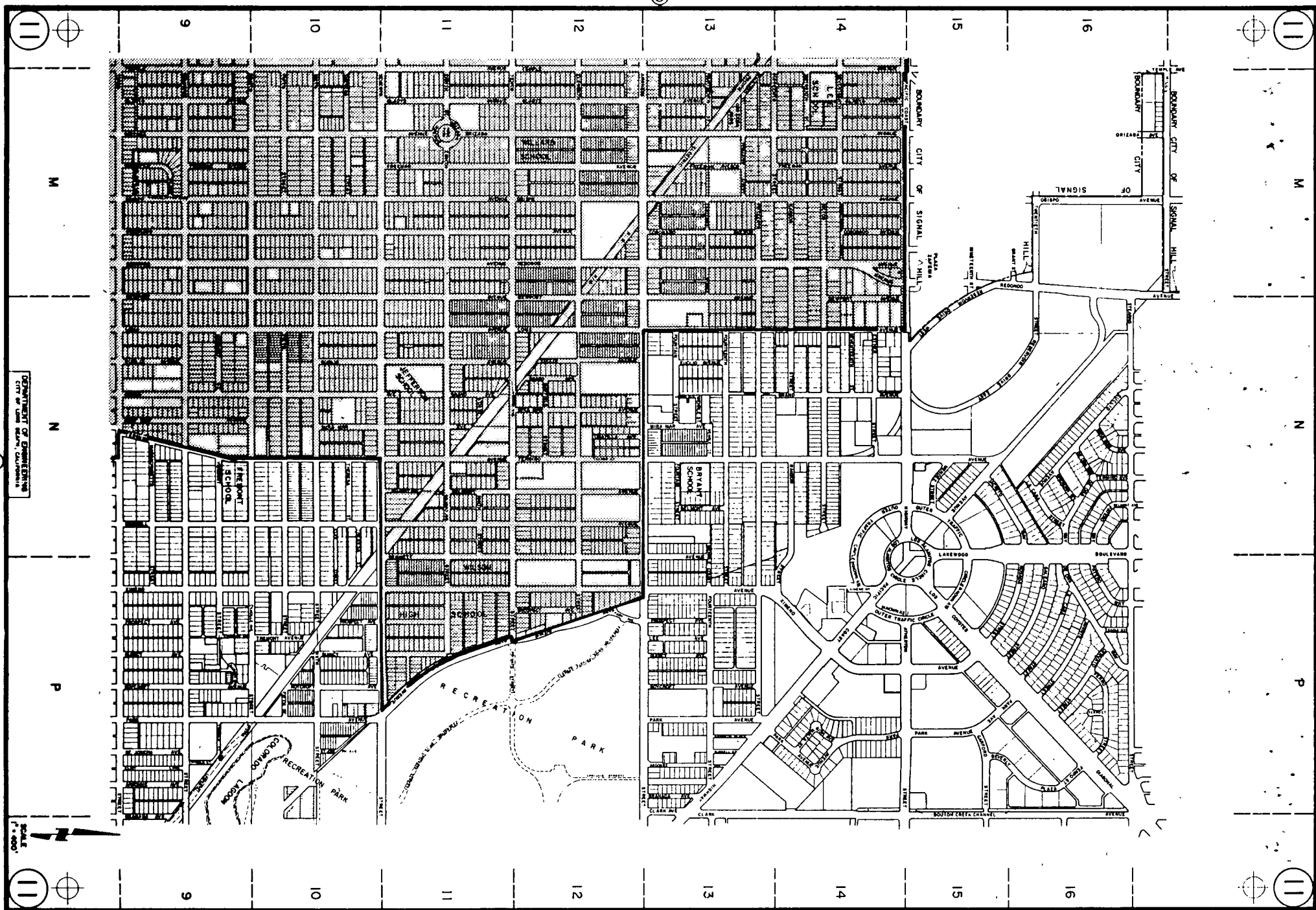
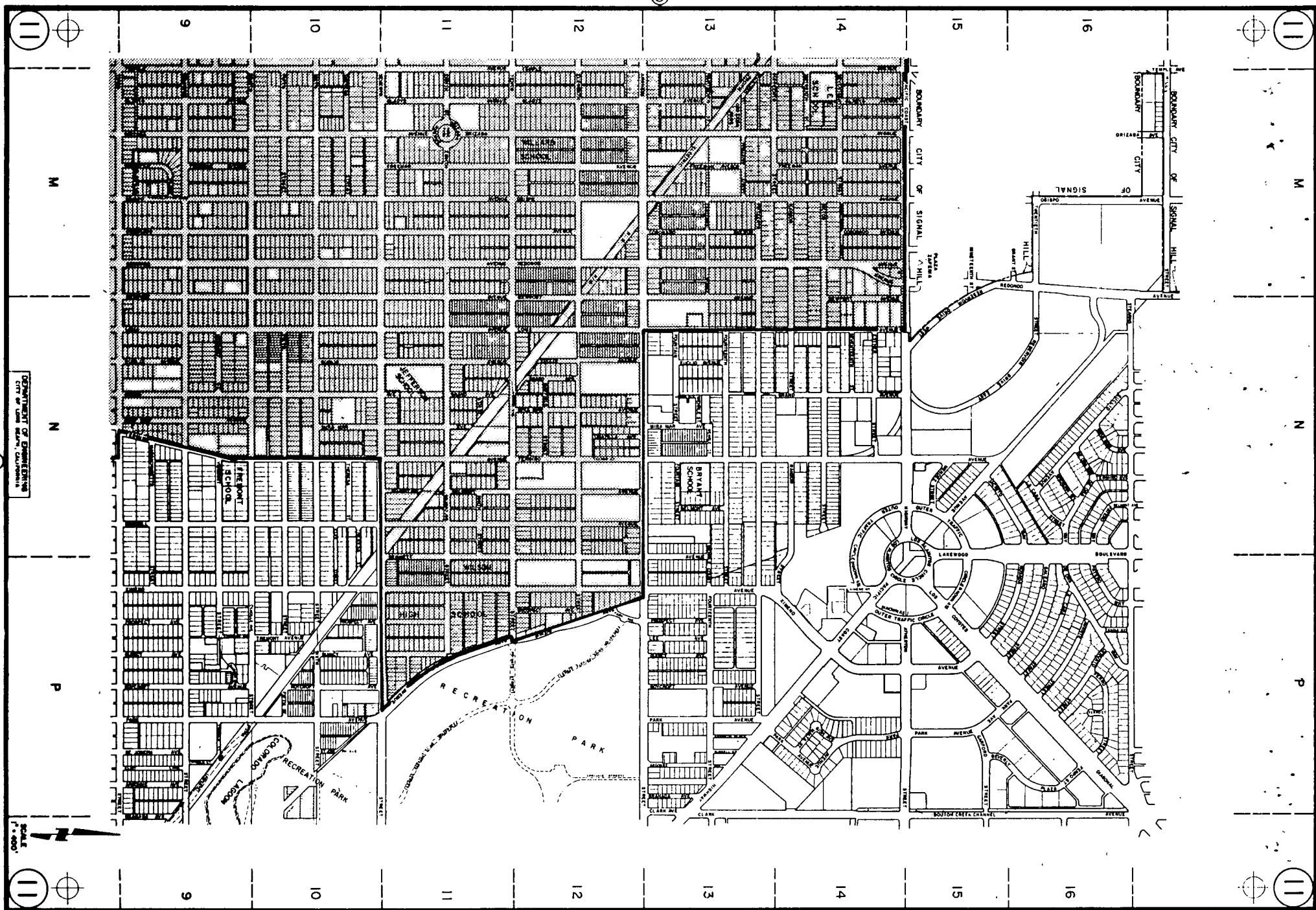
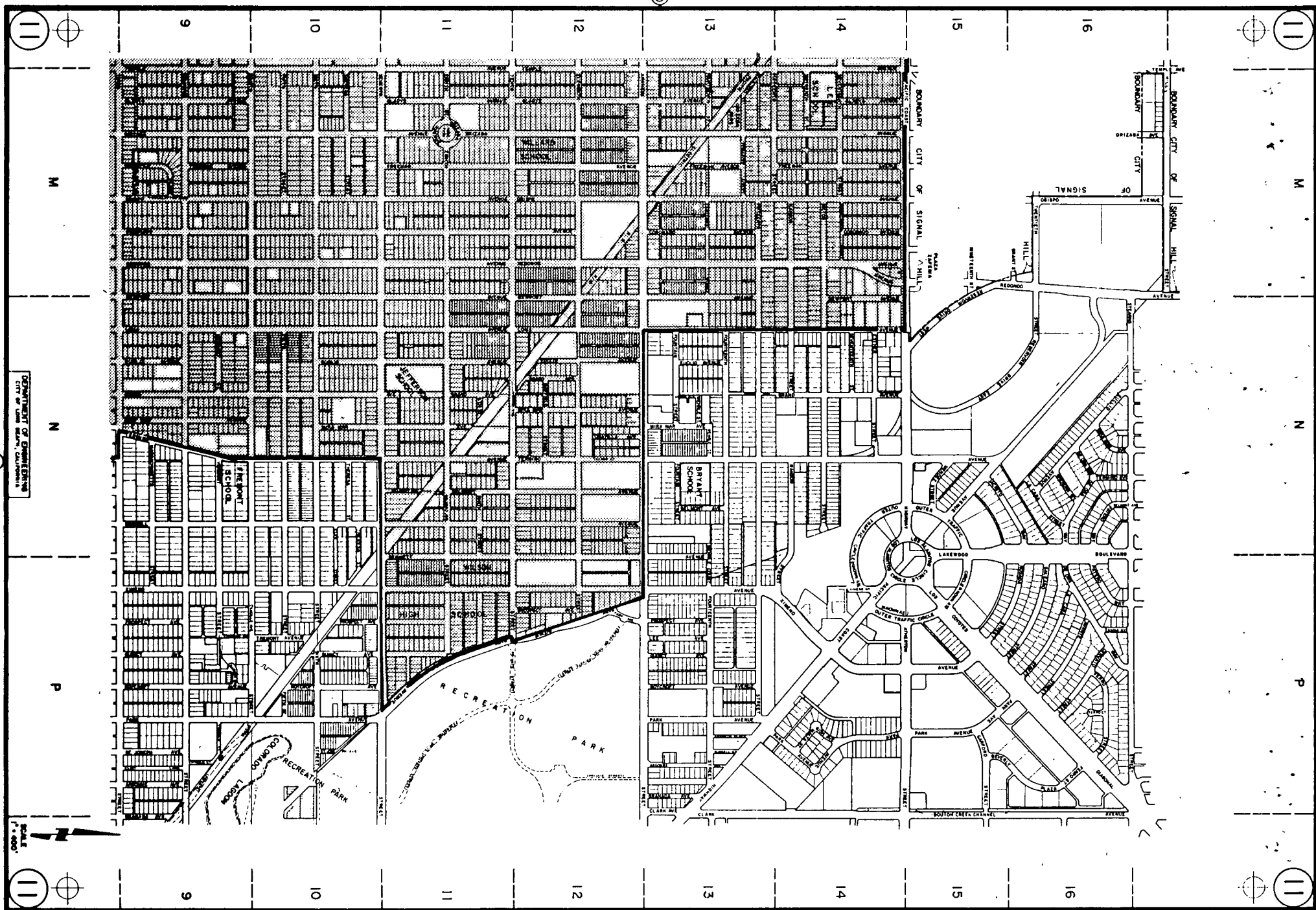
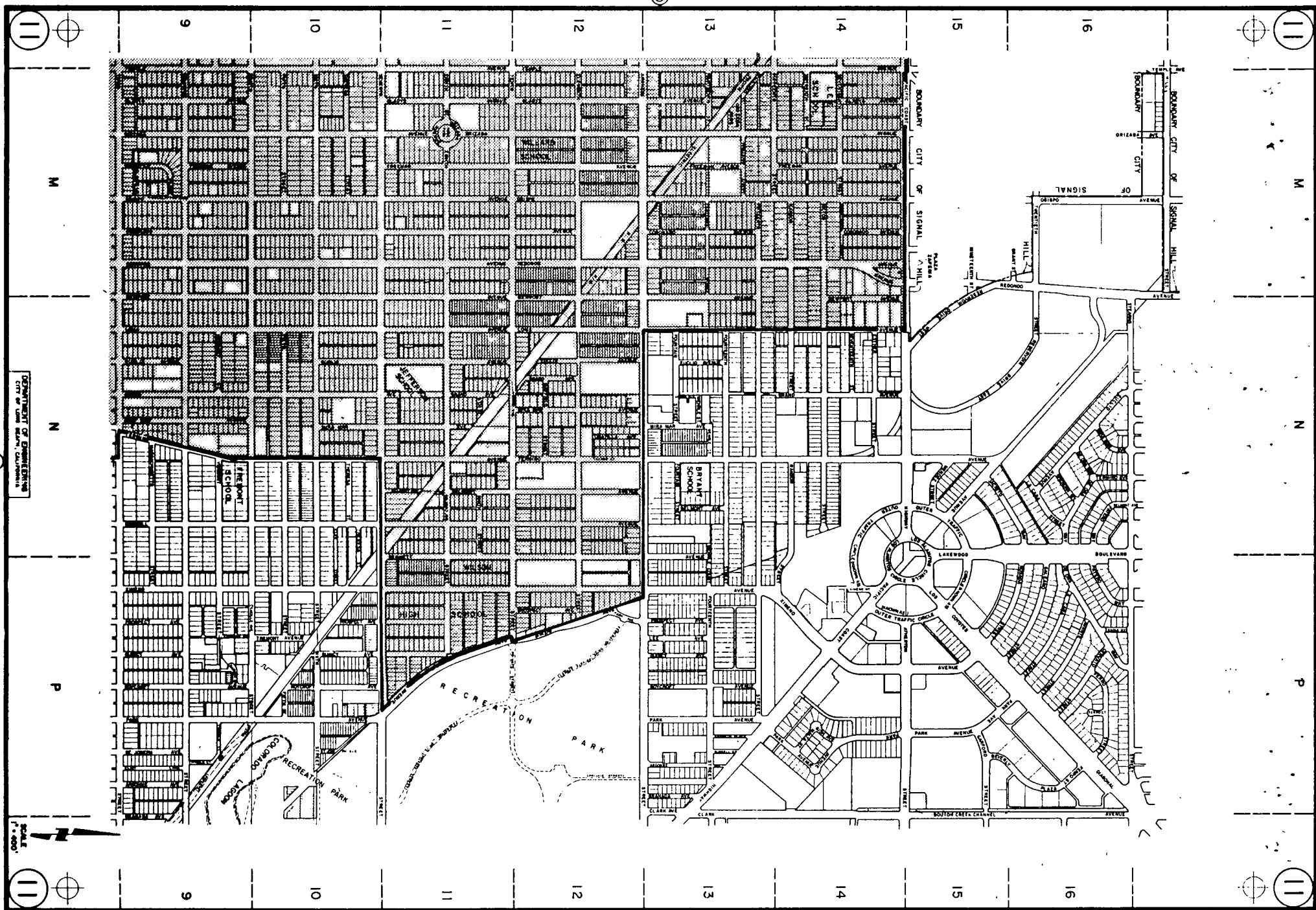
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Sidewalk Dining on Second Street in Belmont Shore Summary of Regulations

Ref: Local Coastal Development Permit No. 9705-01

Section 14.14.020 of the Municipal Code states that no person may use or occupy the public sidewalk without a written permit obtained from the City Council. Any occupancy occurring in the coastal zone also requires a coastal development permit. On August 31, 1997, a coastal development permit was issued to provide for sidewalk dining on Second Street, between Livingston Drive and Santa Ana Avenue. No portions of the intersecting side streets were included in this action. The regulations are summarized as follows:

1. The 4'6" wide strip nearest the property line may be occupied by permission from the City (the 4-foot wide brick paver strip + 6"). All barricades, umbrellas and other obstructions must be contained within this area. Restrictions to the use of the intersection areas (corners) exist – refer to the diagram titled Required Intersection Clearance.
2. The applicant shall submit a scaled and dimensioned site plan showing the permit area and the number and location of all tables and chairs, planters, umbrellas and other proposed furnishings. An elevation drawing must be submitted showing the appearance and construction of the required barricade. One seat is permitted for every 15 square feet of permit area. All furnishings and improvements must be approved by the Department of Planning and Building. No tall vertical elements other than umbrellas are permitted.
3. Signage is limited to wall and awning signs as permitted by the Zoning Code. All other forms of signs such as A-frame signs shall not be permitted in the permit area or elsewhere on the public sidewalk.
4. Service of alcohol within the outdoor dining permit area shall require either a Conditional Use Permit or Conditional Use Permit Exemption (CUPEX). An exemption shall only be issued if alcohol is sold in conjunction with meal service in the outdoor dining area for a licensed restaurant. If the newly expanded outdoor dining area is used solely for drinking, a new Conditional Use Permit shall be required. Approval of any permit to serve alcohol must be granted by the Planning Department prior to City Council review. Applications are available at the 4th floor Planning Counter, and take approximately 1 – 2 weeks to process. Service of alcohol after 10:00 pm requires that food be served along with the alcohol, and that a state-licensed security guard be provided for each business operator to the satisfaction of the Police Chief.
5. The display of merchandise, outdoor vending, amplified music or live entertainment is prohibited except under a Special Use or Event Permit.

The actual Notice of Final Action of the Planning Commission for Local Coastal Development Permit No. 9705-01, with Conditions of Approval, may be obtained from the Planning Bureau.

Parking Commission Doesn't Support Parklets In Belmont Shore



November 15, 2012 | Grunion Gazette, The/The Downtown Gazette (Long Beach, CA)

Section: Downtown

326 Words | Readability: Lexile: 1600, grade level(s): >12

NewsBank.com

A debate about **parklets** that started this summer ended this morning — at least for the foreseeable future — when members of the Belmont Shore Parking and Business Advisory Commission voted against supporting **parklets** in the business district.

Parking commissioners were joined by David Roseman, the city's traffic engineer, as well as several Shore business owners and area residents to talk about whether or not **parklets**, or sidewalk extensions, could be a viable option for business owners to install in front of their restaurants or shops.

The discussion was spurred by news that broke this summer that the owners of George's Greek Cafe (5316 E. Second St.) had submitted an application to the city for a parklet. According to Bill Lorbeer, chair of the Parking Commission and owner of the building housing George's Greek Cafe, the application for a parklet for the business has been withdrawn, but city officials could not confirm that the application officially has been withdrawn.

Roseman said that negative community feedback about the proposed parklet in front of George's Greek Cafe was what put a halt on the project. Still, he wanted to hear feedback from the Parking Commission to see if **parklets** might be a consideration for other businesses on the street.

Commissioners at the meeting Thursday morning mainly voiced concerns about the possibility of losing parking spaces on Second Street as well as how a parklet could crowd already limited sidewalk space.

They also questioned the safety of adding **parklets** to a busy commercial corridor. They said that although three **parklets** have been successfully installed along Fourth Street in Long Beach, the street configurations and pedestrian traffic is different in Belmont Shore.

Some also had concerns about whether or not a parklet would interfere with Belmont Shore events such as the Christmas Parade, where high school marching bands fill up the street from curb to curb.

Parking commissioners Joy Starr, Eric Forsberg and Marsha Jeffer voted against supporting **parklets** in Belmont Shore. Lorbeer abstained from the vote.

**CITY OF LONG BEACH
CITIZEN'S ADVISORY COMMISSION ON DISABILITIES**

Kim Vuong, Chair
VACANT, Vice Chair
Dr. Gretchen Swanson, Secretary
Stephen Adams, Commissioner



Nubia Flores, Commissioner
Marissa Gonzalez, Commissioner
Jeremy Hill, Commissioner
Dr. Chris Karadjov, Commissioner
Dr. Nicholas Matthews, Commissioner

May 12, 2022

Mayor and Councilmembers
Tom Modica, City Manager
411 W Ocean Blvd
Long Beach, CA 90802

Re: Parklets that promote Mobility for All in the City of Long Beach

Almost immediately, the COVID pandemic took a toll on small businesses in Long Beach, including restaurants and bars. For many of these restaurants and bars to remain open, the City understandably created a temporary parklet program which allowed for outside dining in spaces this would normally not be permitted. We are relieved that our City is now beginning to return to normalcy, including inside gatherings, and moving forward economically.

Now is the time to re-evaluate the City-permitted temporary parklet program. CACoD has been made aware that many of the temporary parklets approved during the pandemic have unintentionally resulted in right-of-way restrictions, and at times inaccessibility, for our disability community. Although there have been attempts to enforce 5 feet of clear pedestrian access, this must be a temporary measure allowed during the pandemic. We know and have experienced along several corridors that the 5 feet of clear pedestrian access is not maintained nor enforced, being crossed and encroached by wait staff, restaurant customers and other members of the public, and sidewalk furniture without regard to pedestrians.

Our City includes residents and visitors who use a range of mobility devices, including manual and electric wheelchairs and scooters, walkers, walking canes, and all-white or red-tipped canes. Additionally, our residents and visitors with hearing loss require additional visual clues and support to navigate comfortably and safely.

With the impending sunset of the temporary parklets on June 30, 2022 and to sustain our economic viability – we urge the City and its departments to re-evaluate the parklets with our disability community in mind, and not after complaints are made. Additionally, we recommend a thoughtful accessibility review beyond ADA compliance before approving anymore future permanent parklets.

Lastly, we recommend that programs such as our City's Mobility Team and the Health Department's Walk-N-Roll Program design accommodating strategies to encourage *mobility for all*.

Thank you for your time and consideration.

Sincerely,

The Citizen's Advisory Commission on Disabilities (CACoD)

Cc: Eric Lopez, Director, Department of Public Works

Shareholders
Linda M. Dardarian
Laura L. Ho
James Kan
Andrew P. Lee



Of Counsel
Barry Goldstein
David Borgen
Morris J. Baller

June 13, 2022

Via U.S. Mail & E-Mail
Mayor@longbeach.gov¹

The Honorable Robert Garcia, Mayor
City Council Members
City of Long Beach
411 W. Ocean Blvd
Long Beach, CA 90802

Re: Sidewalk Access for Persons with Mobility Disabilities

Dear Mayor Garcia and Council Members:

We are Class Counsel in *Ochoa et al. v. City of Long Beach*, Case No. 2:14-cv-04307-DSF-FFM (C.D. Cal.). The *Ochoa* matter is a certified class action filed on behalf of persons with mobility disabilities who allege that the City's pedestrian right of way is not accessible as required by state and federal disability anti-discrimination laws. The parties reached a settlement in 2017 that has been entered as a binding order of the federal court, and has a thirty-year term (through 2047). The settlement requires the City to improve the accessibility of its curb ramps, sidewalks, and other pedestrian facilities over that thirty-year period. Class Counsel has a duty to ensure that the City meets its obligations under the settlement and to represent the interests of the certified class of persons with mobility disabilities in the *Ochoa* matter.

We write to address sidewalk access for persons with mobility disabilities as it relates to the City's Temporary and Permanent Parklet Programs. Members of the certified class have provided us with photographs showing tables, chairs, signs, planters, and even semi-permanent structures that reduce the clear width of the pedestrian right of way adjacent to parklets located on and around 2nd Street in the Belmont Shores neighborhood. Those photographs also show bar and restaurant patrons congregating on sidewalks near parklets. Such obstructions deny access to persons with mobility disabilities. The conditions depicted in the photographs are consistent with the May 12, 2022 correspondence sent to you by the Citizen's Advisory Committee on Disability stating that their members have experienced sidewalks adjacent to parklets in which "5 feet of clear pedestrian access is not maintained nor enforced" and is "being crossed and encroached by wait staff, restaurant customers and other members of the public, and sidewalk furniture without regard to pedestrians."

We understand that the City's Temporary Parklet Program is scheduled to sunset on June 30, 2022, and that the City is currently considering whether to extend the program to allow businesses to submit applications to make their parklets permanent. We take no position on

¹ This correspondence was also sent to individual Council Members at their district email addresses.

whether the City should extend the Temporary Parklet Program or allow permanent parklets. We emphasize, however, that the City has a binding, court-enforceable obligation to ensure the accessibility of its pedestrian rights of way. In addition to the requirements of state and federal disability anti-discrimination laws, the *Ochoa* settlement requires the City to “maintain the accessible features of its Pedestrian Facilities so that persons with Mobility Disabilities will be able to use such routes safely and independently.” Settlement Agreement and Release of Claims § 14.1.² Moreover, the *Ochoa* settlement requires the City to “draft and implement written policies and procedures which enforce the City’s current code requirements ensuring access to Pedestrian Facilities that are used by third parties, including but not limited to barriers caused by signage, tables and chairs, and other items installed or erected by third-parties.” *Id.* § 16.2.2. We trust that the City will meet its obligations under the *Ochoa* settlement.

Thank you for your consideration of the foregoing. To the extent Class Counsel may be of assistance to the City in addressing pedestrian right of way issues related to parklets, please do not hesitate to contact us.

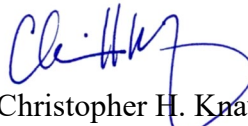
Respectfully,



Andrew P. Lee
Goldstein, Borgen, Dardarian & Ho



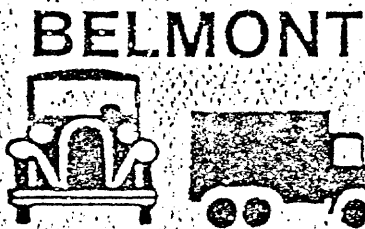
Meredith Weaver
Disability Rights Advocates



Christopher H. Knauf
Disability Rights Legal Center

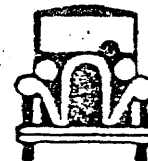
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² A complete copy of the *Ochoa* settlement agreement is available at <https://gbdhlegal.com/wp-content/uploads/cases/Proposed-Settlement-Agreement.pdf>.



BELMONT
SHORE

PARKING STUDY



PREPARED FOR THE CITY PLANNING COMMISSION

March 22, 1990

Prepared by:

City Planning Bureau

with the

Departments of Community Development and Public Works

INTRODUCTION

This report presents a summary of the existing parking conditions for the commercial district located along Second Street in Belmont Shore. It also describes alternative options to address existing and potential commercial parking shortages. (Figure 1 is a map of this district.)

The report is organized into seven sections described below:

I. Background

Factors that contribute to existing parking conditions.

II. Data Collection Procedures

Inventory of parking supply, existing businesses and employees, field survey of parking demand, and other demand assumptions.

III. Data Results

Parking supply, business and employee inventory, field survey data, other demand estimates.

IV. Analysis of Field Research, Parking Demand and Supply

V. Future Conditions for Second Street

VI. Parking Alternatives

VII. Conclusion

I. BACKGROUND

Second Street in Belmont Shore is a thriving commercial district with an eclectic blend of retail, office and restaurant uses that cuts through the heart of one of the most desirable coastal neighborhoods. However, its charm is part of its problem. Parking spaces are in competition by many users: neighborhood residents, commercial patrons, local and regional visitors, tourists and employees alike. As a result many believe there is a parking problem in Belmont Shore.

This parking problem is not an isolated residential, commercial, or tourist problem. It is a shared problem impacting the entire Belmont Shore community with interrelated causes and effects. Parking shortages within the residential area aggravate parking shortages within the commercial district. To comprehend the conditions shaping the commercial parking situation requires an understanding of the residential parking problems.

A. Residential Parking Conditions

Several factors contribute to the existing residential parking problems:

- o Non-conforming structures
- o Garage conversions
- o Multiple demand

Non-conforming structures:

Belmont Shore is an older residential community that developed from land-filled swampland in the early 1920's. California and Mediterranean style homes were built on small sized lots (typically 25' x 90'). Many of these homes are still standing. Approximately one third of all the present housing found in Belmont Shore today was built before 1940.

In the 1940's and 1950's low-rise apartment buildings appeared on the landscape. All these older homes and apartment buildings were built without parking, or with inadequate parking given today's standards. The zoning code and parking regulations that govern residential construction in Belmont Shore today were only recently established through the Local Coastal Plan adoption in 1980. The Local Coastal Plan imposed heavy parking requirements on residential development -- two parking spaces per unit. Consequently, the vast majority of the residential structures in Belmont Shore are non-conforming with regard to current parking regulations. Many tenants, property owners, and guests are forced to park on the street.

Garage Conversions:

Many of the garages in Belmont Shore are old and are too small to accommodate today's cars. As a result, they are used for storage or other non-parking uses. In addition, even adequate garages that do exist have been found to be used for storage or other purposes, instead of for parking. Using required parking for other uses is prohibited by the municipal code. Obviously this situation decreases the already scarce supply of on-street residential parking spaces.

However, this situation has improved recently. In 1988, the City Building Bureau instituted a Garage Inspection at Re-Sale Program that addressed garage conversions within parking impacted areas. Now when a residential property is offered for sale within a parking impacted area, as designated by City Council, the garage must be inspected by the City to determine that it functions for parking purposes before the sale is complete. The Belmont Shore neighborhood is a designated, parking impacted area and consequently, garage inspections have occurred over the last year. However, other garages continue to be used for other purposes than parking and some are even rented out for storage purposes. Enforcement is difficult.

Multiple/Regional Demand:

As previously mentioned, this dense residential community abuts the commercial district located along Second Street. Often, commercial patrons compete with residential users for parking spaces, especially during evening hours and at particular locations along Second Street. Visitors and beachgoers also compete for these spaces seasonally.

B. Commercial Parking Conditions

As previously discussed, the conditions of the existing commercial parking situation are shaped by the surrounding residential parking problems. There are also other internal factors which directly affect the commercial parking conditions:

- o History of low parking standards which did not meet the demand
- o Non-conforming structures

Low Parking Requirements:

The Second Street commercial district was originally envisioned as a neighborhood serving commercial center for the Belmont Shore residential community. Until the last

decade or so, Second Street functioned as a neighborhood serving commercial district with grocery stores, small retail shops, including a department store, a neighborhood theater and some restaurants. In 1980, the Local Coastal Plan was adopted and zoning regulations were established to reinforce Second Street's neighborhood character. Second Street was zoned CL, Limited Commercial. (Note: Now this name has been changed to CP, Commercial Pedestrian.) The CL/CP (Limited Commercial) zone is a neighborhood, pedestrian oriented commercial district with the parking requirements set at one half of the city parking standards for commercial uses. It is characterized by a physical form of continuous building frontages (small businesses) along the front property line or sidewalk. Parking is provided to the rear.

The Second Street commercial character has changed especially within the last ten years. It no longer functions just as a neighborhood serving commercial district. The commercial mix of uses has changed and intensified. Neighborhood serving commercial uses became replaced with broader market uses. For example, the Belmont Theater closed and was converted to the Belmont Shore Athletic Club. More restaurants and food retail shops now operate in the area. Small retail shops were replaced by high volume food related retail or tourist shops. Commercial rents climbed. Retail shops with high mark-up merchandise or professional offices are becoming more common since these high volume uses can better absorb higher rents. Banks had also become popular, but with the adoption of the LCP (Local Coastal Plan) in 1980, additional banks are no longer permitted in this zone.

Second Street has become an unique, eclectic commercial area with a broad market appeal. Patrons come from the greater city and regional areas to shop and eat. Tourists also patronize Second Street. As a recent consultant study indicated, only 28% of Belmont Shore's market share draws from neighborhood residents. (A consultant study was prepared by Kathleen Lauren Flood for the Belmont Shore Business Association, 1989.) Second Street is no longer only a neighborhood commercial center: it actually functions in many ways as a regional commercial district.

The Urban Land Institute in its Community Builders Handbook gives a list of characteristics typical of a regional commercial center, and Second Street shares some of these characteristics, such as size and market radius. Regional centers range in size from 400,000 square feet GFA and above and consist of 40 - 80 shops. Second Street has 416,000 square feet GFA and consists of 192 businesses. Its market radius can be estimated to be at least four miles, which is characteristic of regional centers. However, Second Street does not have major department

stores or other such commercial tenants typical of regional shopping centers. From a strict zoning perspective, Second Street's "neighborhood commercial district" parking requirements are low, given its actual function and the typical parking demand for this type of commercial district.

Previous to 1987, new businesses of any type that replaced old ones in the same building or businesses that expanded within the same building structure, did not have to provide additional parking. In other words, intensification of use could occur without the provision of additional parking. For example, if restaurants replaced retail uses, although parking demand increased, additional parking would not be required. Outdoor dining areas were also not required to provide additional parking. As a result, the intensification of commercial uses have occurred. Since 1980, approximately 18 restaurant, or food related retail shops have been expanded or replaced retail uses. Subsequently, parking demand increased and the parking situation had become more strained.

However, this intensification of use has for the most part recently been addressed. In 1987, the City Council adopted changes to the Zoning Code, initiated by the Planning Department, that eliminated these zoning "loopholes". Any expansion or intensification of use required additional parking. Outdoor dining also required additional parking.

Non-conforming Structures:

Like the residential community, many of the commercial buildings located along Second Street are older structures and were built without parking or with inadequate parking.

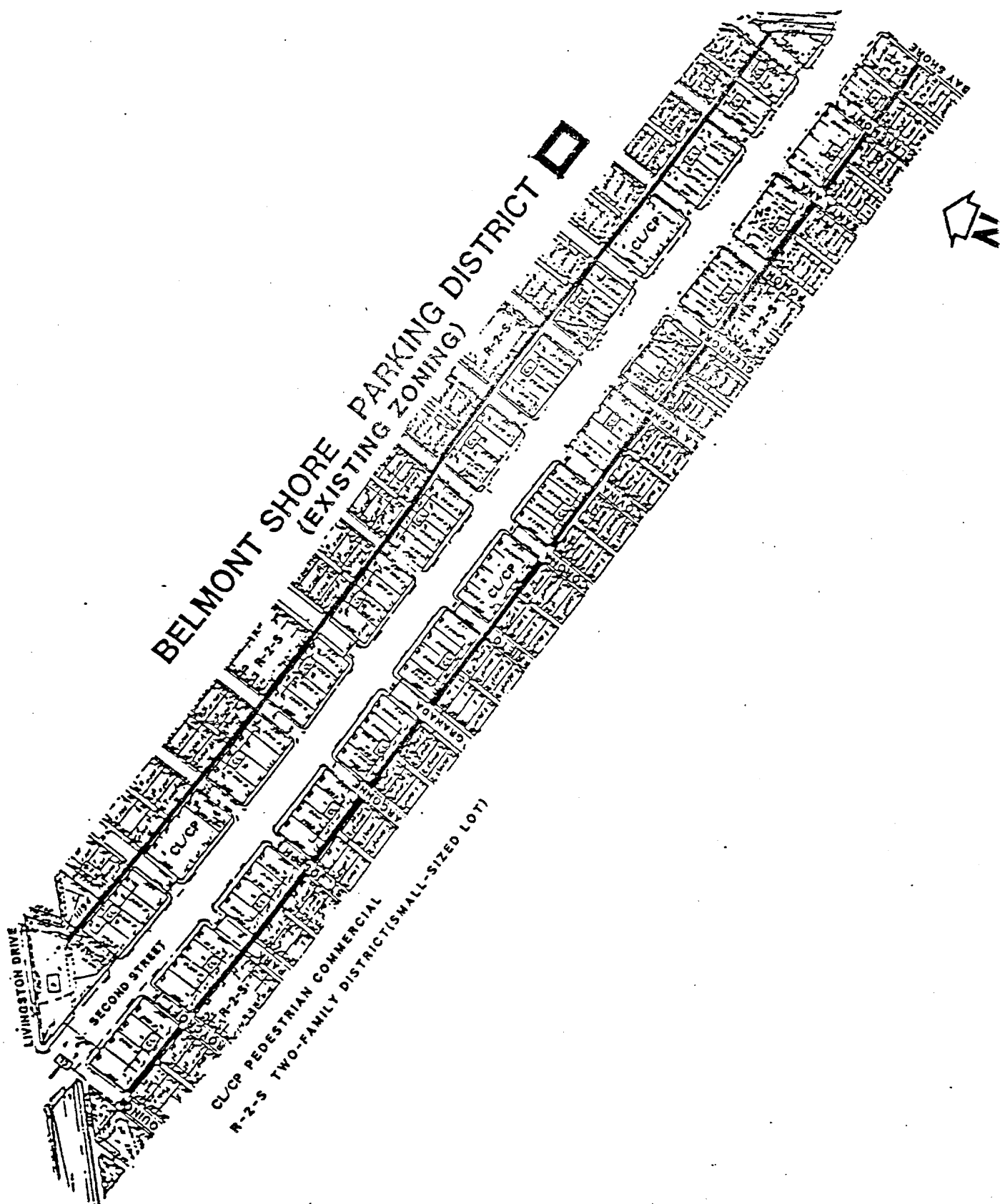


FIGURE 1

II. DATA COLLECTION

To begin our study of existing commercial parking conditions, data was collected. The data collection consisted of the following activities:

- o Inventory of current parking supply
- o Inventory of businesses by name and land use (retail, office, bank, restaurant/ready to go foods)
- o Inventory of number of employees per business
- o Field survey of parking demand
- o Calculation of parking demand by land use/zoning requirements
- o Calculation of parking demand using other assumptions

A. Parking Supply Inventory

A parking inventory was conducted for the 28 blocks that make up the study area -- both the north and south sides of Second Street. (A portion of the 189 block of Livingston Drive fronts Second Street, so this block was also included in the parking supply inventory.) On a block by block basis, the following information was collected and tabulated. This information is presented in Table 1.

- o Number of off-street parking spaces;
- o Classification of off-street parking spaces (public vs. private)
- o Number of on-street parking spaces;
- o Classification of on-street parking spaces by the following categories:
 - Regular (metered)
 - Yellow (loading) zones;
 - Red (emergency) zones;
 - Green (30 minute parking) zones.

B. Business Inventory

A survey of current businesses operating along Second Street was conducted by using field research and business license information. These businesses were located on Second Street or on the adjacent perpendicular residential streets, but all within the CL/CP (limited commercial) district. The information obtained was organized in the following way:

- o Table of businesses by name and type on a block by block basis for the north and south sides of Second Street

- o Summary table of businesses and employee data.
- o Map indicating geographic location of businesses.

C. Employee Inventory

The number of employees working in Belmont Shore along Second Street was also inventoried as part of this study. Using business license information and phone surveys, an inventory of employees was obtained. The information was organized in the following way:

- o Table of businesses by name and type on a block by block basis that indicates the number of employees per business.
- o Table of businesses with large employers indicated (those who employ more than ten employees).
- o Map indicating geographic location of large employers.
- o Summary table of business and employee data.

D. Field Survey of Commercial Parking Demand

Information on current parking demand was collected using field research. Field crews were dispatched to survey the number of parking spaces available (both on and off-street parking spaces) from the total parking supply within the 28 block parking district. This field survey was conducted over two seven day periods; one week in October (1989) and one week in November (1989). The Belmont Shore Business Association indicated that business is typically slow in October and busy in November, thus these counts would yield a well rounded, representative sampling. The counts of available spaces were taken every other hour beginning at 11:00 a.m. until 9:00 p.m., Sunday through Thursday, 11:00 a.m. until 11:00 p.m., Friday and Saturday.

The data indicated four time segments as peak periods for parking demand. These peak periods became our units of analyses:

1. Weekday lunch (11:00 a.m. to 1:00 p.m.)
2. Weekday dinner (5:00 p.m. to 9:00 p.m.)
3. Weekend lunch (11:00 a.m. to 1:00 p.m.)
4. Weekend dinner (5:00 p.m. to 9:00 p.m.)

The data collected for both these two week periods (October and November) was averaged together. It was not found to be dissimilar. The data was then averaged for each of these four peak periods to make analysis possible. The data was then organized on a block by block basis and on a

three block basis. A three block basis was also selected for analysis because it was assumed that drivers will choose from a parking supply that encompasses one block east and west of their destination block. Empty spaces were counted and a comparison of total supply to demand (filled spaces) was made. For illustrative purposes the data was displayed in graphic form. The data was organized into four categories for illustrative purposes and is presented in the following groupings:

- o Available (empty) spaces on a block by block basis, for each of the four peak periods.
- o Available (empty) spaces for three block areas, for each of the four peak periods.
- o A comparison of supply and demand (filled spaces) on a block by block basis, for each of the four peak periods.
- o A comparison of supply and demand (filled spaces) on a three block basis.

E. Parking Demand According to Zoning Requirements

Parking demand was also calculated by reviewing the existing land uses and the corresponding zoning code parking requirements. Tax assessor data was used to estimate the amount of square footage per use on a block by block basis. Specific square footage per each use was not available so instead, reasonable estimates are made in the calculation of square footage per use for each block. For the purposes of this study, restaurant and food-related retail uses were grouped together as they have virtually the same parking requirements, and office and retail uses were grouped together as their parking requirements are in most cases the same. The CL(CP) (limited commercial) zone parking requirements are 2/1000 square feet GFA (Gross Floor Area) for office/retail uses and 5/1000 square feet GFA (Gross Floor Area) for restaurants and food-related retail uses.

(Please Note: the zoning requirements for parking have recently been proposed for change in the CL/CP (limited commercial) zone. The parking requirements for office and restaurant uses are proposed to be no longer set at one-half the rate of city-wide standards, but rather at the same rate as city-wide parking standards. The calculations for parking demand do not take into account these proposed parking requirement changes for office and restaurant uses. They have not received final approval).

This data is presented in the following way:

- o Table presenting tabulation of square footage per use, and parking requirements on a block by block basis.

F. Parking Demand Using Other Assumptions

Parking demand was also estimated by using city-wide parking standards, shared-use parking standards (Source: Urban Land Institute studies). The city-wide parking standards used are the following:

1. 4/1000 square feet GFA (Gross Floor Area) for retail office uses
2. 10/1000 square feet GFA (Gross Floor Area) for restaurant and food-related retail uses.

Shared use assumes businesses have different peak hours. According to ULI (Urban Land Institute) the following percentages of shared parking can be applied to these land uses: retail 97%, office 90%, restaurant 50%. Urban Land Institute indicates that a regional shopping center characteristically has four parking spaces per 1000 square feet GFA (Gross Floor Area). This information is presented as follows:

- o Table summarizing estimated parking deficits for the entire commercial district using city-wide parking standards, shared use and regional center parking standard assumptions.

III. DATA RESULTS

This section presents the data obtained for parking supply, and parking demand by field research, zoning requirements, and other assumptions. The data obtained on businesses inventory and employee inventory is also presented.

A. Parking Supply

There is a total of 935 parking spaces in the study area (Second Street commercial parking district). This includes on and off-street spaces, publicly and privately owned. Table 1 presents the summary of parking supply. Figure 2 is a map of the Second Street district which geographically presents the parking supply.

B.
and

C. Inventory of Businesses and Number of Employees

The Belmont Shore commercial district consists of a variety of businesses: offices, retail/service shops, restaurants/food retail shops, banks and other miscellaneous establishments. Currently, there is a total of 192 businesses. Table 2 presents a list of businesses by name and type on a block by block basis. There are a total of 88 retail/service uses, (46% of the total business mix), 47 offices, (24% of the total); 46 restaurants/food retail shops (24% of the total), 7 banks (4% of the total), and 4 other establishments (2% of the total). Table 3 is a summary of business mix data, employee data and a tabulation of total gross square footage by use. Figure 3 is a map illustrating the location of business by name per block throughout the commercial district.

There is a total of 416,000 square feet of gross building area within the Belmont Shore commercial district: (this estimate is derived from the tax assessor rolls), 241,000 square feet are occupied with retail/office uses and 175,000 square feet are occupied with restaurant/food retail uses.

Our research indicated a total estimate of 1,324 employees. The majority of business in Belmont Shore are small businesses and employ less than ten employees. Twenty-five or 13% of the total number of Second Street businesses employ more than ten employees. These 25 businesses employ 613 employees or 46% of all employees in the district. The five largest employers have 275 employees or 20% of the district total. Table 2 presents the number of employees per business and the large employers (employing more than ten employees) are indicated with an asterisk. Figure 3 also geographically indicates the location of the large employers, which are also indicated with an asterisk.

BELMONT SHORE COMMERCIAL BUSINESSES

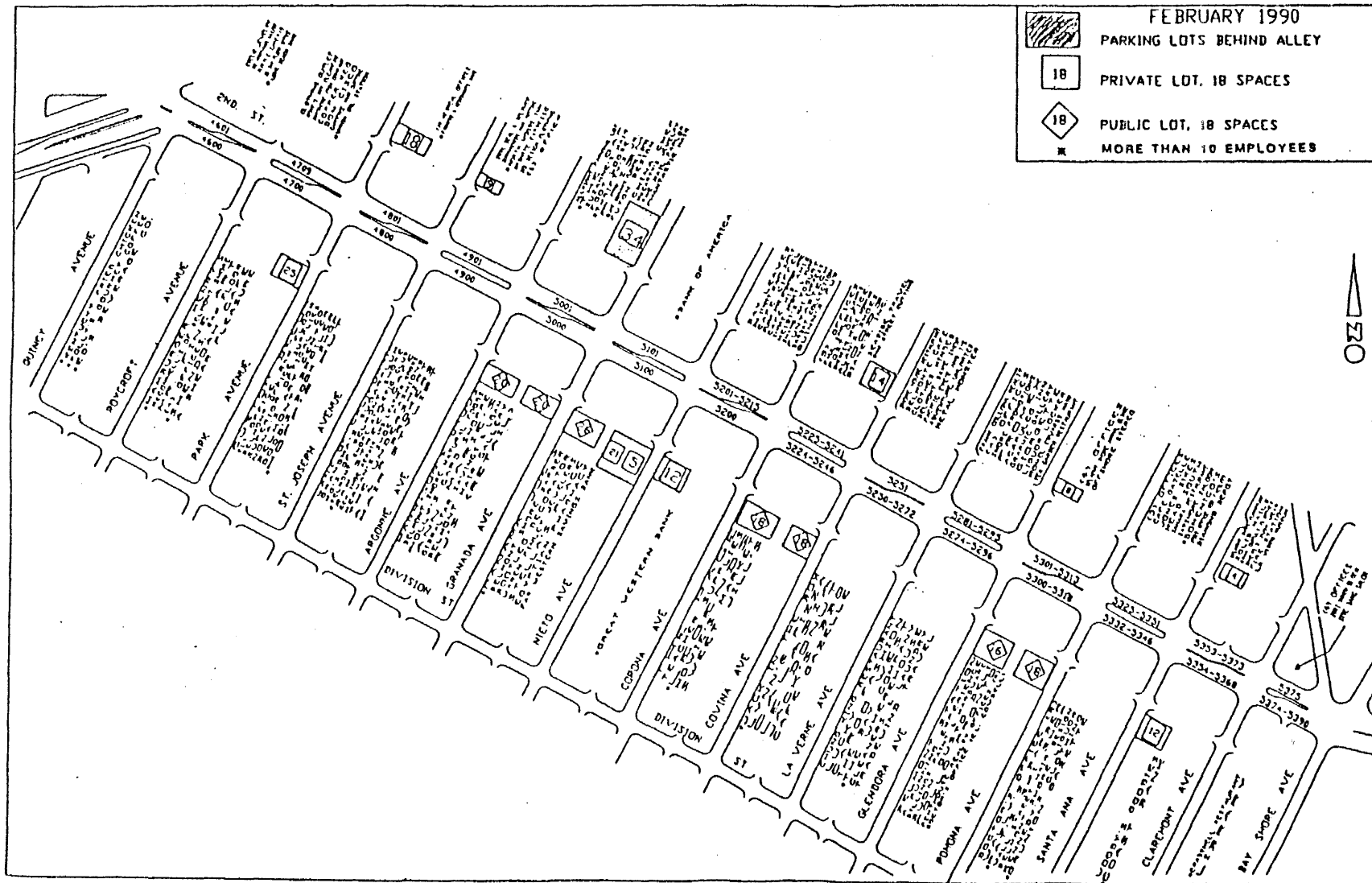


FIGURE 3

- ☐ BELMONT SHORE COMMERCIAL BASE MAP
☒ BELMONT SHORE COMMERCIAL PARKING SUPPLY

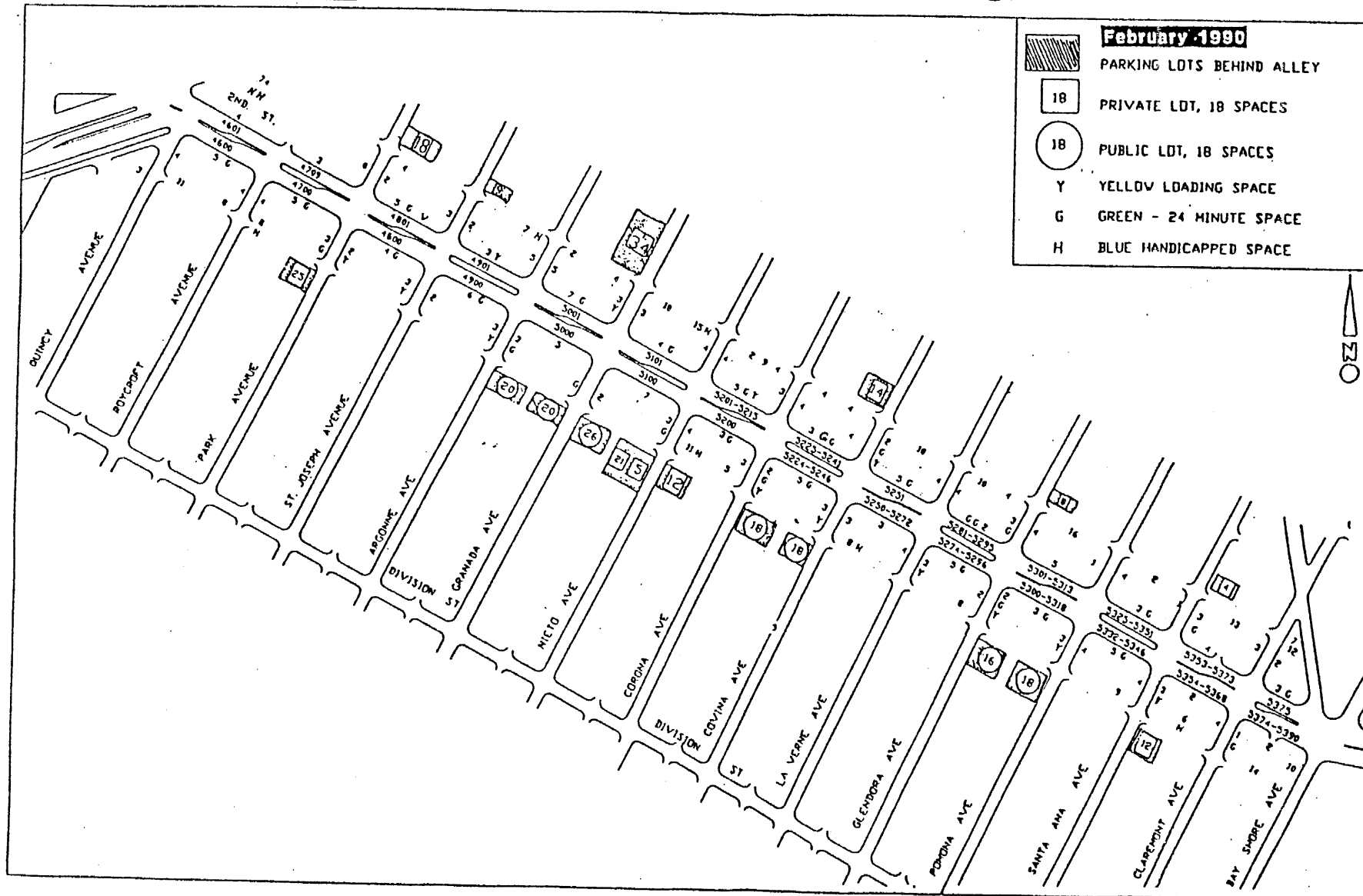


FIGURE 2

D. Parking Demand Results from Field Research

Tables 4 and 5 present the parking demand data base obtained through our field research. The data is then presented in graph form to visually illustrate the results. A total of 32 graphs are presented. Graphs 1-16 represent all the graphs for the field research data collected on the north side of Second Street. Graphs 1-4 present the number of empty spaces counted during the four time periods; weekday lunch, weekday dinner, weekend lunch, weekend dinner on a block by block basis, for the north side of Second Street. Graphs 5-8 present the number of empty spaces counted during the four peak periods on three block basis for the north side of Second Street. Graphs 9-12 present a comparison of supply with demand (filled spaces) for the four peak periods on a block by block basis and Graphs 13-16 present this data on a three block basis.

Graphs 17-32 present all the data collected on the south side of Second Street. Graphs 17-20 present the number of empty spaces counted during the four peak periods on a block by block basis for the south side of Second Street. Graphs 21-24 present the number of empty spaces counted during the four peak periods on a three block basis. Graphs 25-28 present a comparison of supply with demand (filled spaces) during the peak periods on a block by block basis and graphs 29-32 present this data on a three block basis.

E. Parking Demand Using Zoning Requirements and Other Assumptions

1. CP/CL (limited commercial) Zoning Requirements

Table 6 presents the parking demand by use according to CL/CP (limited commercial) zoning and LCP, (Local Coastal Plan) parking requirements on a block by block basis.

Total parking demand	1,201
Parking supply	<u>935</u>
Deficit	266

2. City-wide Parking Standards

Parking demand by reviewing square footage per use along Second Street can also be estimated using the city-wide parking requirements (4/1000 sq. ft. retail/service/office uses; 10/1000 sq. ft. restaurant/food retail uses).

Total parking demand	2,714
Minus parking supply	<u>935</u>
Deficit	1,779

3. Shared Use

Parking demand can also be estimated while assuming shared parking. Businesses with different hours of peak business hour -- (based on ULI (Urban Land Institute) study, retail 97%, office 90%, restaurant 50%).

a. Shared Use by City Parking Standards:

Total parking demand	1,755
Parking Supply	<u>935</u>
Deficit	820

b. Shared use by current CL/CP (limited commercial) (zoning) standards:

Total parking demand	877
Parking Supply	<u>935</u>
Deficit/Surplus	58 spaces

4. Regional Shopping Center - Urban Land Institute

The Urban Land Institute (ULI) indicates that a regional community center characteristically has four parking spaces per 1000 square feet. The following demand estimate is based on this assumption:

Total parking demand (ULI)	1,664
Parking Supply	<u>935</u>
Deficit	729

TABLE 1

EXISTING PARKING SUPPLY
SECOND STREET

SOURCE: FIELD RESEARCH

NORTH SIDE		Red Yellow Green Metered R/Y/G/M	OFF-STREET		TOTAL
BLOCK NUMBER	ON-STREET		PUBLIC	PRIVATE	
4601	6			74	80
4709	3			-	3
4801	12	(1G)		22	34
4901	11	(1Y)		17	28
5001	17	(1Y/1G)		41	58
5101	12	(1G)		26	38
5201	14	(1Y/1G)		15	29
5225	13	(2G)		22	35
5251	14	(1Y/2G)		10	24
5281	12	(3G)		14	26
5301	10			24	34
5331	12	(1G)		2	14
5351	11	(1G)		17	28
5375	6	(1G)		19	25
Totals	153	(4Y) (13G)	0	303	456
SOUTH SIDE					
189 (Livingston)	3				3
4600	14	(1G)		19	33
4700	14	(2G)		34	48
4800	12	(2Y/2G)			12
4900	13	(1Y/1G)			13
5000	10	(2G)	40		50
5100	13	(1G)	26	26	65
5200	11	(1G)		29	40
5224	14	(2Y/2G)	36		50
5252	10			9	19
5274	12	(1Y/1G)		8	20
5300	12	(2Y/2G)	34		46
5324	14	(1G)		9	23
5354	10	(1Y)		19	29
5374	4			24	28
Totals	166	(9Y) (15G)	136	177	479
Grand Totals					
(North & South Side)	319		136	480	935

TABLE 2

SECOND STREET BUSINESS AND EMPLOYEE INVENTORY

SOURCE: BUSINESS LICENSE

NORTH SIDE

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Block 4601		
Cielo Jewelry	Retail	1
The Printworks Gallery	Retail	3
Tuttle Cameras	Retail	5
(1) 2nd Floor Office		
*Long Beach Bank	Bank	<u>20</u>
		29
Block 4709		
Clothing Outlet	Retail	2
Rone's Dry Cleaners	Retail	2
Bayshore Fish Co.	Retail/Restaurant	10
Copper Keg	Restaurant	1
Don Cisco	Restaurant	3
Carefree Hair Cutting	Service	6
*Union Oil Station	Service	<u>16</u>
		40
Block 4801		
(4) Medical Offices	Office	10
*Farmers & Merchants	Bank	<u>25</u>
		35
Block 4901		
Sign, Seal & Deliver	Service	1
Bushwackers Hair Cutting	Service	4
*North Woods Inn	Restaurant	66
Midnite Expresso	Restaurant	6
M3 Design Clothing	Retail	2
(1) Office	Office	<u>2</u>
		81
Block 5001		
Allright Parking Lot	Service	1
*The Gap	Retail	22
Suzanne's Hair	Service	7
Foot Loose	Retail	3
*Thrifty's Jr.	Retail	20
Prism	Retail	3
Clare Conway Flowers and Gifts	Retail	6

*More than 10 employees

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Futon Design	Retail	2
China Chef	Restaurant	7
McCarty's Jewelry	Retail	4
The Nail Parlor	Service	2
Phantastic Hair	Service	3
		<u>80</u>
Block 5101		
*Bank of America	Bank	25
		<u>25</u>
Block 5201		
Bay Leaves	Retail	1
2nd Street Beauty Supply	Retail	2
Cafe Eiffel	Restaurant	2
B.S. Optometrist Assoc.	Office	3
Cafe Mis Amis	Restaurant	4
Shore Sport & Surf	Retail	4
Heidi's Yogurt	Retail Restaurant	7
Shang Hai Express	Restaurant	1
Funtastech	Retail	3
Bardat Collection	Retail	4
Quinn's Pub	Restaurant	4
		<u>35</u>
Block 5225		
(5) Offices	Office	10
Paul Saklin Lamps	Retail	2
Post Office	Office	4
Sheree's Merle Norman	Retail	2
Alan's Shoes	Retail	4
Moods	Retail	2
Diane's, Inc.	Retail	9
Seaside Travel	Office	8
2nd Street Cutting	Service	7
		<u>48</u>
Block 5251		
Shore House Restaurant	Restaurant	10
Belmont Cafe	Restaurant	9
Clothes Minded	Retail	2
Belmont Bake Shop	Restaurant/Retail	6
Pacific Eye's and T's	Retail	7
Adventure, Unlimited	Retail	3
Metal Monster	Retail	3
		<u>40</u>
Block 5281		
Frank Collona Realty	Office	5
(4) Offices	Office	8
*More than 10 employees		

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Shore Promotions	Office	1
Fromex	Service	10
Acapulco Inn	Restaurant	8
Graphic Gallery	Retail	2
Giorgette	Retail	1
Liquor Locker	Retail	5
Michael Edwards Hair	Service	4
Tea Garden Restaurant	Restaurant	<u>9</u>
		53
Block 5301		
(6) Offices	Office	10
Belmont Shore Animal Clinic	Office	5
Offshore Stereo	Retail	<u>7</u>
		22
Block 5325		
(3) Offices	Office	3
Cafe Gazelle	Restaurant	10
Jones Bikes	Retail	2
Head South	Retail	2
Sahara Restaurant	Restaurant	3
Bayshore Saloon	Restaurant	6
*Domenico's	Restaurant	18
Diamond Depot	Retail	<u>2</u>
		46
Block 5353		
Belmont Shore Furniture	Retail	8
Sheri's	Retail	5
Fire Station	Other	4
LB Video Museum	Other	4
Gina Cututi Clothes	Retail	2
Solid Nails	Service	<u>2</u>
		25
Block 5375		
(6) Offices	Office	10
Double Rainbow Ice Cream	Retail	5
Side Bang Salon	Service	<u>7</u>
		22
TOTAL BUSINESSES		
	112	
Food Related Restaurants	20	
Office	36	
Retail/Service	51	

*More than 10 employees

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Banks	3	
Other	2	
Total Employees	581	
Total Large Employers	8	

SOUTH SIDE

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Block 4600		
*Kentucky Fried Chicken	Restaurant	12
*Polly's Gourmet Coffee	Retail/Restaurant	13
*Ed's Beverage Company	Retail/Restaurant	<u>20</u>
		45
Block 4700		
*Hamburger Henry's	Restaurant	12
McConnell's of		
Belmont Shore	Retail/Restaurant	9
Mr. Fine Art	Retail	4
(4) Offices, 2nd Floor	Office	7
*Shenandoah Cafe	Restaurant	31
A Shear Pleasure	Service	<u>10</u>
		73
Block 4800		
Custom Decor	Retail	3
(1) Office, 2nd Floor	Office	1
Belmont Office Supplies	Retail	3
Superior Optical Co.	Retail	2
Nona's Art Center	Retail	2
Belmont Broiler	Restaurant	5
Dodd's Book Shop	Retail	6
*Hoff's Hut	Restaurant	<u>28</u>
		50
Block 4900		
Lanz of California	Retain	6
Grandma's Sugarplum	Retail/Restaurant	9
KG's of Belmont Shore	Retail	4
*B.S. Athletic Club	Other	15
2nd Street Cafe	Restaurant	4
Gem Shoe Repair		
and Leather Goods	Retail	1
Herman's Shoe Fashions	Retail	2
The Undershirt	Retail	3
A & R Brokers	Office	3
Hair Stylist	Service	<u>2</u>
		49
Block 5000		
Harrison's Drugs	Retail	7
B.S. Natural Foods	Retail	10
*Holly's Card Shoppe	Retail	14
Anne Marie's	Retail	4
*More than 10 employees		

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Gilbraltar Saving & Loan	Bank	6
Belmont Hair Gallery	Service	4
RJ's	Retail	<u>2</u>
		47
Block 5100		
*Panama Joe's	Restaurant	50
Belmont Shore Barber	Service	5
Bootleg Decorator	Retail	4
Warren Finley Jewelers	Retail	7
Stella's Place	Retail	2
Egyptian Pharmacy	Retail	9
Fair Western Savings	Bank	<u>6</u>
		83
Block 5200		
*Great Western Bank	Bank	40
Block 5224		
The Rage	Retail	3
Teacher Supplies	Retail	9
*Legends	Restaurant	40
Howie's Market	Retail/Restaurant	3
Sweet Jill's	Retail/Restaurant	<u>10</u>
		65
Block 5250		
*Jack in the Box	Restaurant	18
Lynn's Pizza	Restaurant	5
Calasia	Restaurant	6
Le Donut	Restaurant	6
Cafe Gazelle	Restaurant	<u>5</u>
		40
Block 5274		
Chung King Restaurant	Restaurant	5
Lucky Fashion	Retail	1
Cargo West	Retail	6
The Bay Company	Retail	5
*The Wherehouse	Retail	29
Cleaners and Laundry	Service	2
Tradewind Travel	Office	<u>3</u>
		51
Block 5300		
Belmont Station	Restaurant	10
A Running Experience	Retail	6
Billings Paint & Hardware	Retail	9
*More than 10 employees		

<u>NAME</u>	<u>TYPE</u>	<u>NUMBER OF EMPLOYEES</u>
Buon Gusto Deli	Restaurant	5
Pollo Pronto	Restaurant	5
Penthouse Realty Offices	Office	10
Dr.'s Office (E.L. Cowdell)	Office	3
		<u>48</u>
Block 5332		
Doctor's Office	Office	3
Wally's Barber	Service	2
*Pat's Ski Shop	Retail	16
Wall Street Hair Design	Service	10
Belmont Shore Liquor	Retail	3
Kennedy's Clothing	Retail	6
*Grunion Gazette	Office	13
		<u>53</u>
Block 5354		
Woody's Goodies	Restaurant	3
*Coast Bank	Bank	79
		<u>82</u>
Block 5374		
*Crabshell Restaurant	Restaurant	11
Library	Other	6
		<u>17</u>
TOTAL BUSINESSES	80	
Food Related Restaurants	26	
Office	11	
Retail/Service	37	
Banks	4	
Other	2	
Total Employees	743	
Total Large Employers	17	

*More than 10 employees

TABLE 3

SUMMARY OF BUSINESS USE AND EMPLOYEE DATA

A. Business breakdown by type: restaurant/food retail,
retail/service, office, bank or other.

Total Number of:

Offices	(24%)	47
Retail/Service	(46%)	88
Restaurant/Food Retail	(24%)	46
Banks	(04%)	7
Other, i.e., Health Club	(02%)	<u>4</u>

TOTAL NUMBER OF BUSINESSES: 192

B. Breakdown of use by gross square footage.

Estimates taken from tax assessor rolls: (rounded off to nearest 1,000)

Retail/office	241,000
Restaurant/food retail	175,000

TOTAL GROSS SQUARE FOOTAGE 416,000

C. Employee Data

Estimate obtained from business license and phone surveys:

Total number of employees	1,324
Total number of large employers	25 (13% of businesses)

TABLE 4

SUMMARY OF FIELD REASERCH DATA

NORTHSIDE OF 2ND STREET

BLOCK	TOTAL	WEEKDAY LUNCH DEMAND (FILLED) SPACES	WEEKDAY LUNCH EMPTY SPACES	WEEKDAY DINNER DEMAND (FILLED) SPACES	WEEKDAY DINNER EMPTY SPACES	WEEKEND LUNCH DEMAND (FILLED) SPACES	WEEKEND LUNCH EMPTY SPACES	WEEKEND DINNER DEMAND (FILLED) SPACES
4601	80	72	8	44	36	58	22	56
4708	3	2	1	2	1	3	0	2
4801	34	16	18	25	9	24	10	34
4901	28	12	16	19	9	21	7	28
5001	58	39	19	28	30	30	28	32
5101	38	27	11	20	18	25	13	10
5201	29	25	4	21	8	23	6	24
5225	35	22	13	15	20	21	14	20
5251	24	19	5	18	6	21	3	20
5281	26	18	8	20	6	22	4	21
5301	34	19	15	17	17	14	20	22
5331	14	8	6	15	-1	8	6	17
5353	28	16	12	11	17	7	21	13
5375	25	15	10	8	17	8	17	9
TOTALS	456	310	146	263	193	285	171	308
BY THREE BLOCK AREA								
4601/4708	83	74	9	46	37	61	22	58
4801/4901/5001	120	67	53	72	48	75	45	94
5101/5201/5225	102	74	28	56	46	69	33	54
5251/5281/5301	84	56	28	55	29	57	27	63
5331/5353/5375	67	39	28	34	33	23	44	39
TOTALS	456	310	146	263	193	285	171	308

TABLE 5

SUMMARY OF FIELD REASERCH DATA

SOUTHSIDE OF 2ND STREET

BLOCK	TOTAL	WEEKDAY LUNCH DEMAND (FILLED) SPACES	WEEKDAY LUNCH EMPTY SPACES	WEEKDAY DINNER DEMAND (FILLED) SPACES	WEEKDAY DINNER EMPTY SPACES	WEEKEND LUNCH DEMAND (FILLED) SPACES	WEEKEND LUNCH EMPTY SPACES	WEEKEND DINNER DEMAND (FILLED) SPACES	WEEKEND DINNER EMPTY SPACES
189	3	0	3	1	2	1	2	1	2
4600	33	16	17	17	16	21	12	22	11
4700	48	25	23	33	15	39	9	42	6
4800	12	10	2	12	0	11	1	12	0
4900	13	11	2	15	-2	13	0	15	-2
5000	50	28	22	47	3	48	2	48	2
5100	65	45	20	56	9	50	15	58	7
5200	40	33	7	26	14	33	7	36	4
5224	50	19	31	39	11	45	5	45	5
5250	19	9	10	13	6	14	5	15	4
5274	20	10	10	17	3	16	4	19	1
5300	46	19	27	34	12	29	17	38	8
5332	23	13	10	14	9	15	8	17	6
5354	29	17	12	14	15	18	11	16	13
5374	28	9	19	10	18	7	21	12	16
TOTALS	479	264	215	348	131	360	119	396	83
BY THREE BLOCK AREA									
189/4600/4700	84	41	43	51	33	61	23	65	19
4800/4900/5000	75	49	26	74	1	72	3	75	0
5100/5200/5224	155	97	58	121	34	128	27	139	16
5250/5274/5300	85	38	47	64	21	59	26	72	13
5332/5354/5374	80	39	41	38	42	40	40	45	35
TOTALS	479	264	215	348	131	360	119	396	83

TABLE 6

DEMAND BY USE ACCORDING TO CURRENT ZONING
(LOCAL COASTAL PLAN) REQUIREMENTS (80% OF CITY-WIDE REQUIREMENT
NORTH SIDE OF SECOND STREET

<u>BLOCK NUMBER</u>	<u>SQUARE FOOTAGE</u>	<u>LAND USE</u>	<u>PARKING DEMAND</u>
4601	13,000	Bank/Retail	26
4701	1,500	Restaurant	6
	<u>5,476</u>	Retail	<u>10</u>
	6,976		16
4801	8,084	Bank/Office	16
4901	10,640	Restaurant	53
	<u>3,000</u>	Retail	<u>6</u>
	13,640		59
5001	1,500	Restaurant	8
	<u>16,486</u>	Retail	<u>33</u>
	17,986		41
5101	7,627	Bank	15
5201	8,880	Restaurant	44
	<u>8,126</u>	Retail	<u>16</u>
	17,016		60
5221	20,064	Retail/Office	40
5251	6,000	Restaurant	30
	<u>7,271</u>	Retail/Office	<u>14</u>
	13,271		44
5271	2,899	Restaurant	15
	<u>10,723</u>	Retail/Office	<u>21</u>
	13,622		36
5301	12,858	Retail/Clinic Offices	26
5325	9,494	Restaurant	47
	<u>6,674</u>	Retail/Office	<u>13</u>
	16,168		60
5351	10,000	Retail/Fire Station/ Museum	31
5375	<u>4,862</u>	Retail	<u>10</u>
Total North Site	175,714		480

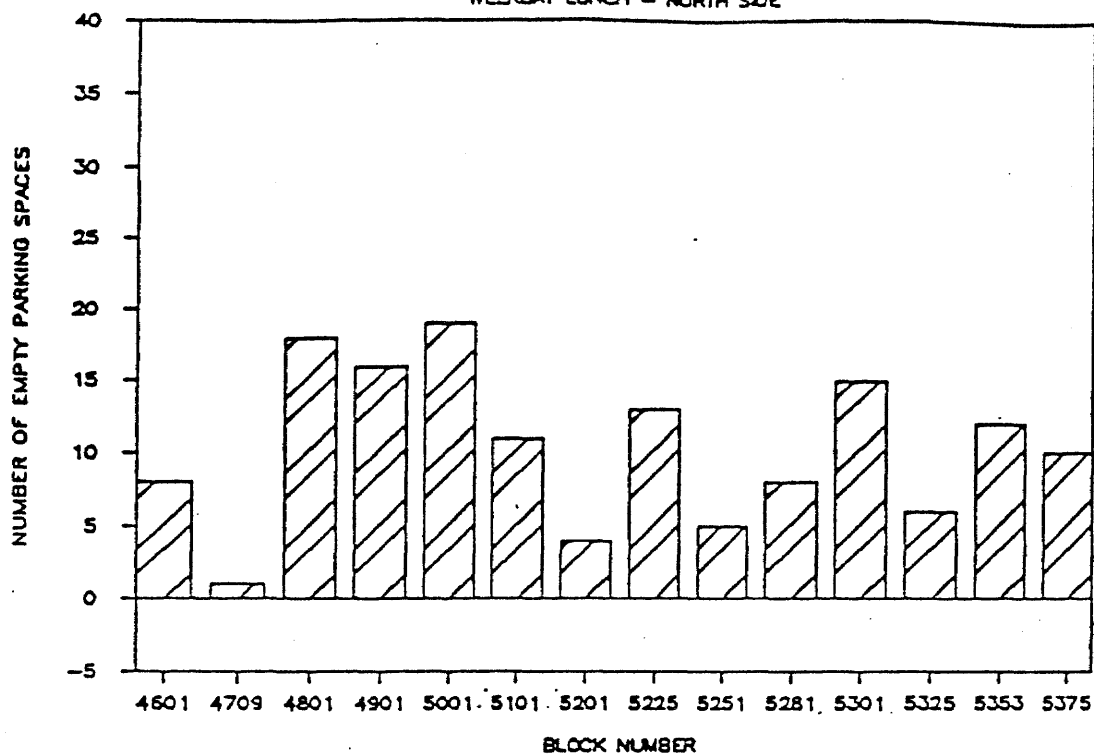
SOUTH SIDE OF SECOND STREET

<u>BLOCK NUMBER</u>	<u>SQUARE FOOTAGE</u>	<u>LAND USE</u>	<u>PARKING DEMAND</u>
4600	10,275	Restaurants	51
4700	9,253	Retail/Office	18
	<u>7,448</u>	Restaurant	<u>37</u>
	16,701		55
4800	8,087	Restaurant	40
	<u>17,077</u>	Retail/Office	<u>34</u>
	25,164		74
4900	24,870	Gym	91
	<u>5,562</u>		<u>11</u>
	30,432		102
5000	3,296	Restaurants	16
	<u>22,394</u>	Retail	<u>45</u>
	25,690		61
5100	4,582	Restaurants	23
	<u>13,559</u>	Retail	<u>27</u>
	18,141		50
5200	14,016	Bank	28
5224	8,213	Restaurants	41
	<u>7,834</u>	Retail	<u>16</u>
	16,047		57
5252	9,384	Restaurants	47
5274	4,000	Restaurant	20
	<u>10,489</u>	Retail	<u>20</u>
	14,489		40
5300	8,284	Restaurant	41
	<u>11,768</u>	Retail/Office	<u>24</u>
	20,052		65
5324	12,319	Retail/Office	25
5354	12,883	Retail/Bank	26
5374	1,070	Restaurant	5
	<u>14,000</u>	Public Library	<u>35</u>
	15,070		40
Total South Side	240,663		721
Grand Total	416,377 sq. ft.		1,201

I. G R A P H S F O R
N O R T H S I D E O F
S E C O N D S T R E E T

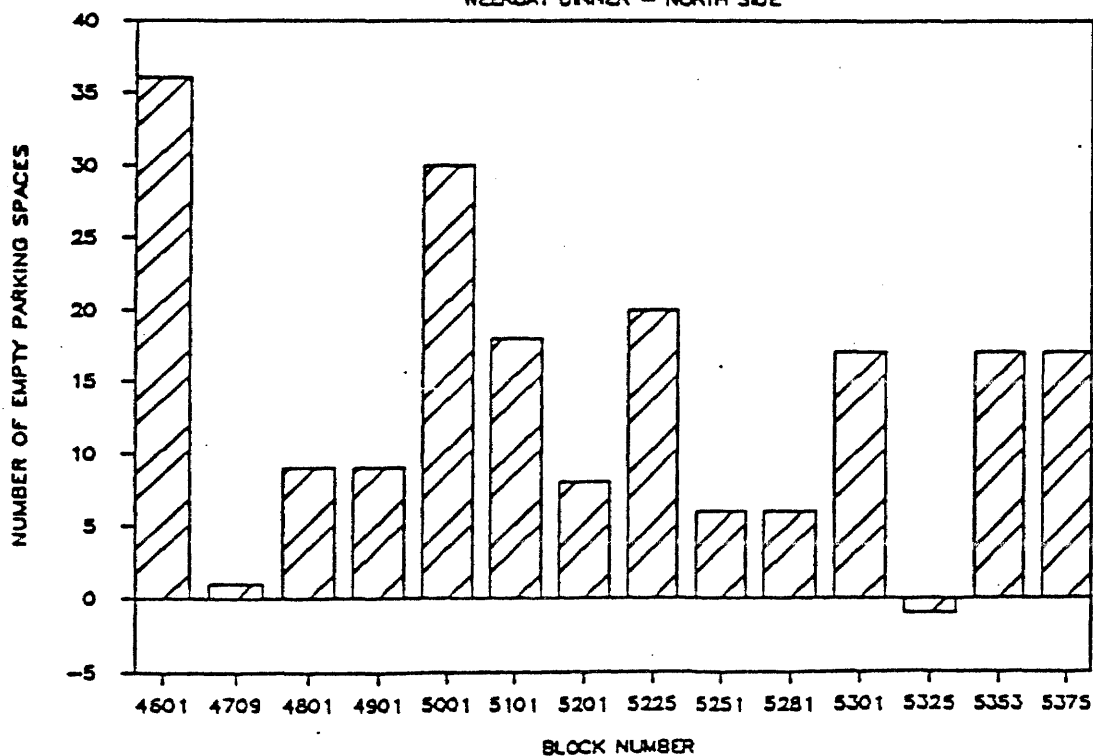
EMPTY PARKING SPACES

WEEKDAY LUNCH - NORTH SIDE



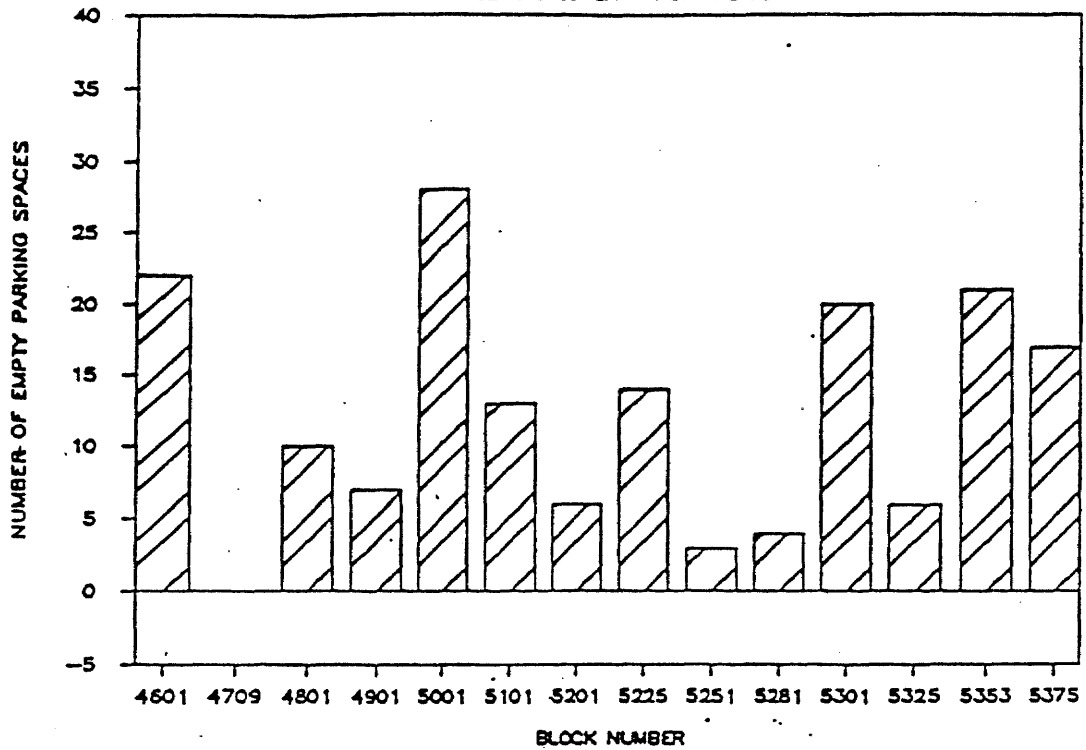
EMPTY PARKING SPACES

WEEKDAY DINNER - NORTH SIDE



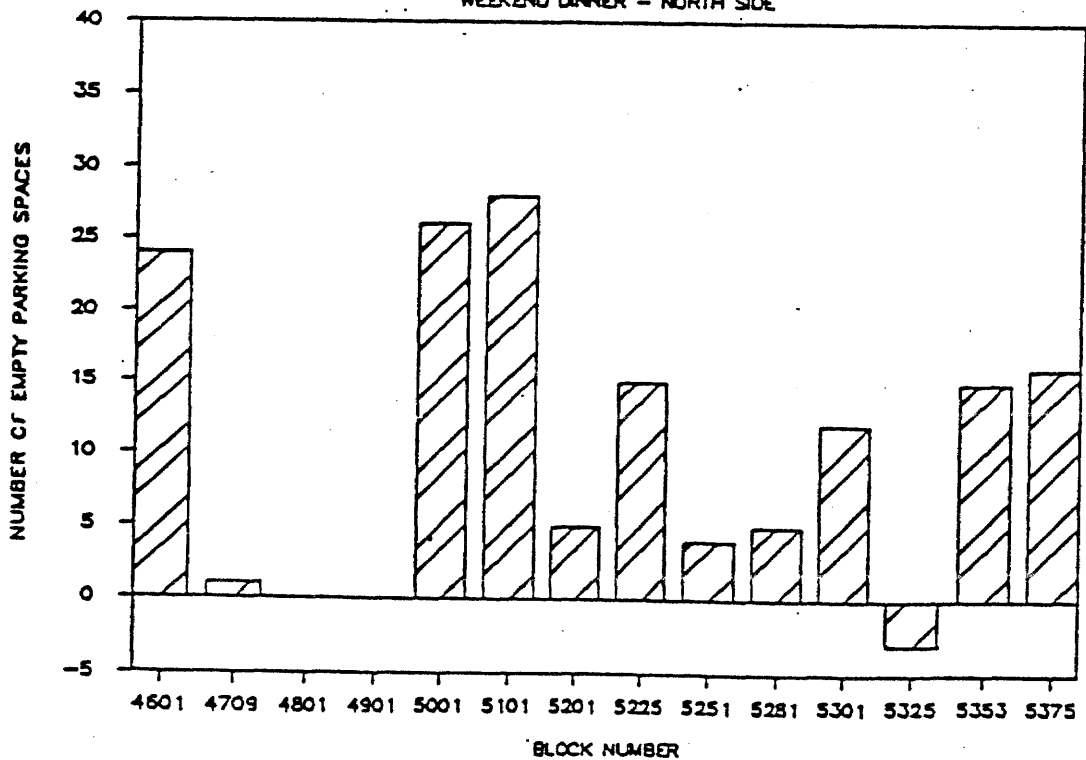
EMPTY PARKING SPACES

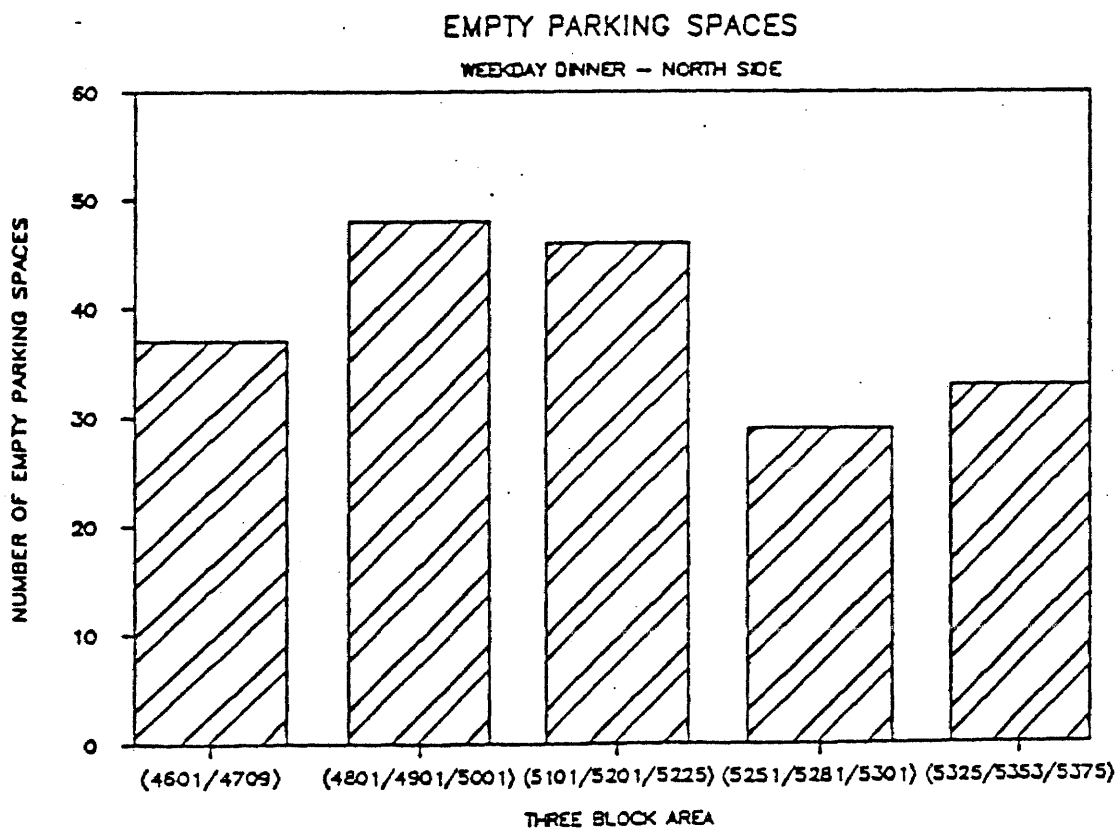
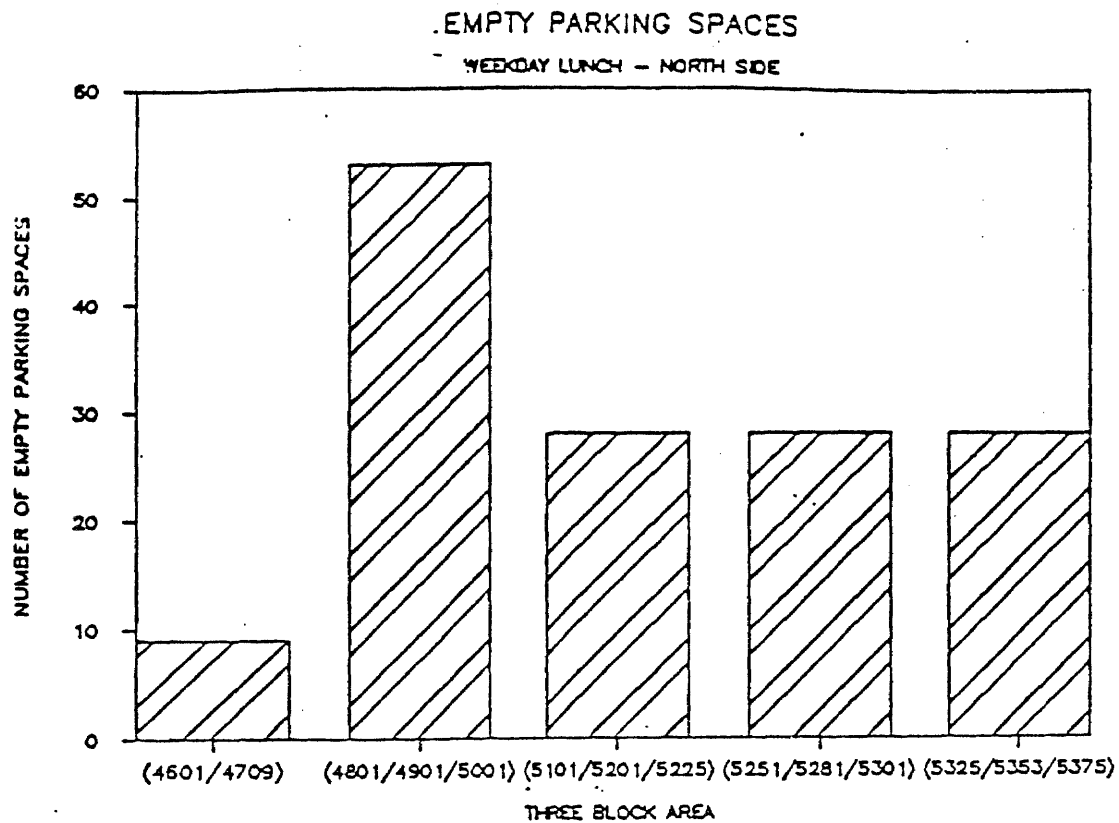
WEEKEND LUNCH - NORTH SIDE



EMPTY PARKING SPACES

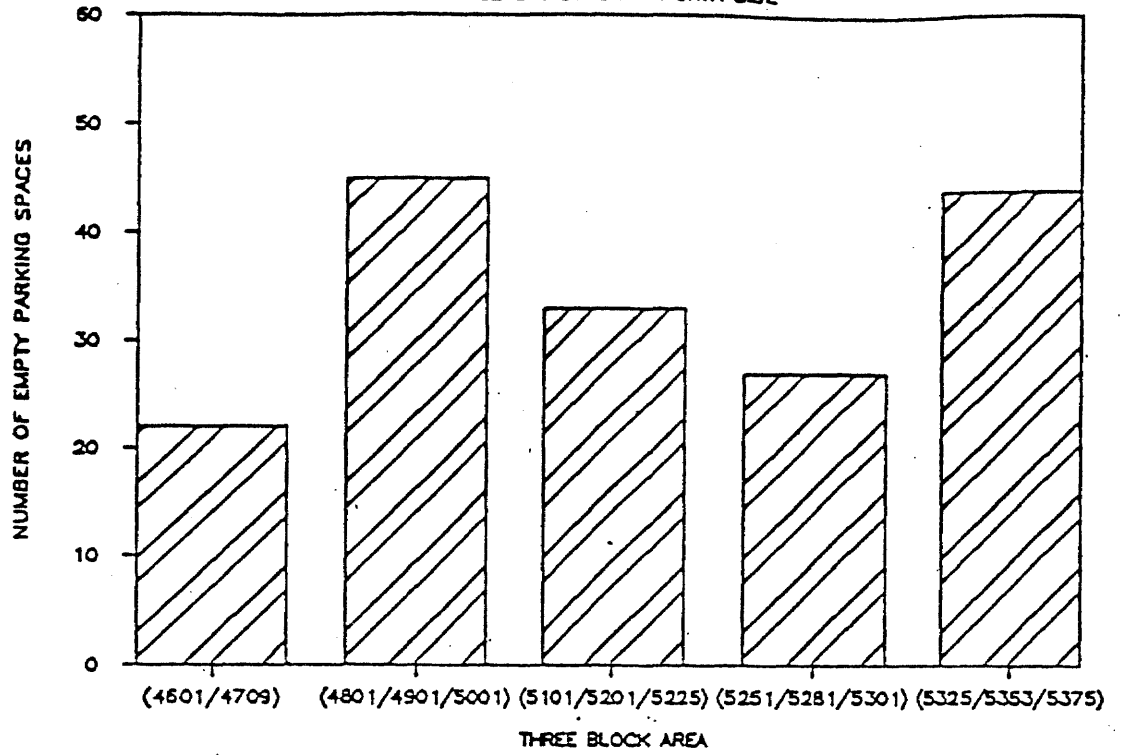
WEEKEND DINNER - NORTH SIDE





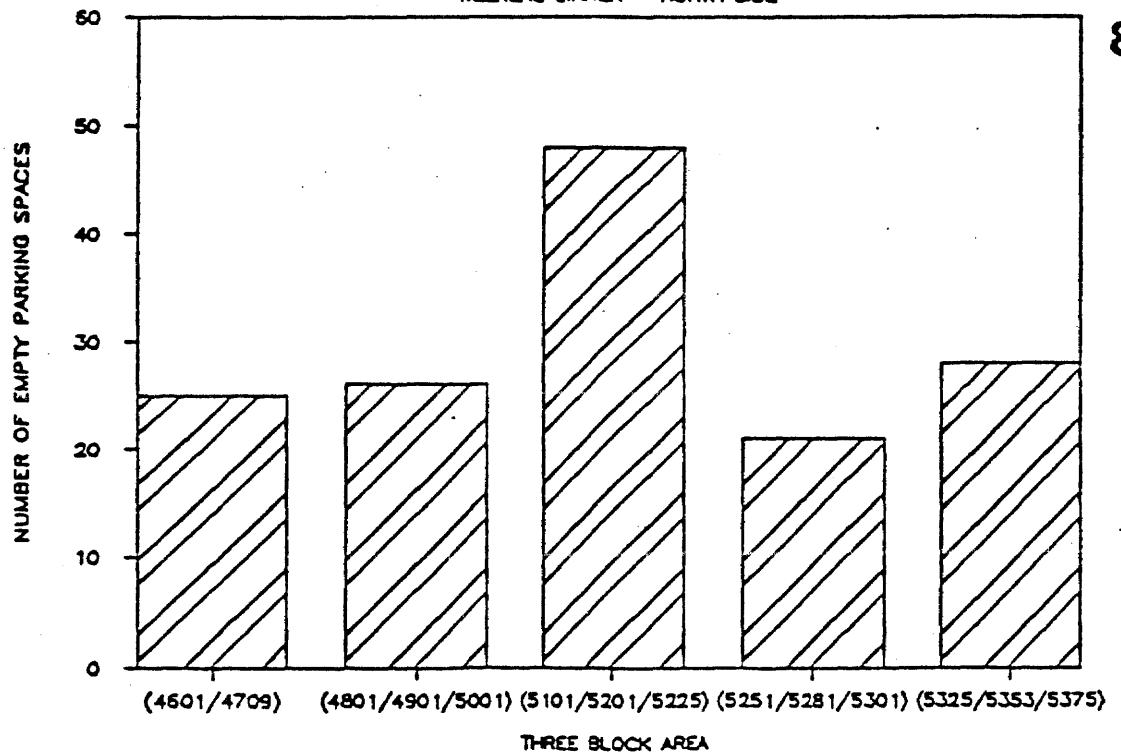
EMPTY PARKING SPACES

WEEKEND LUNCH - NORTH SIDE



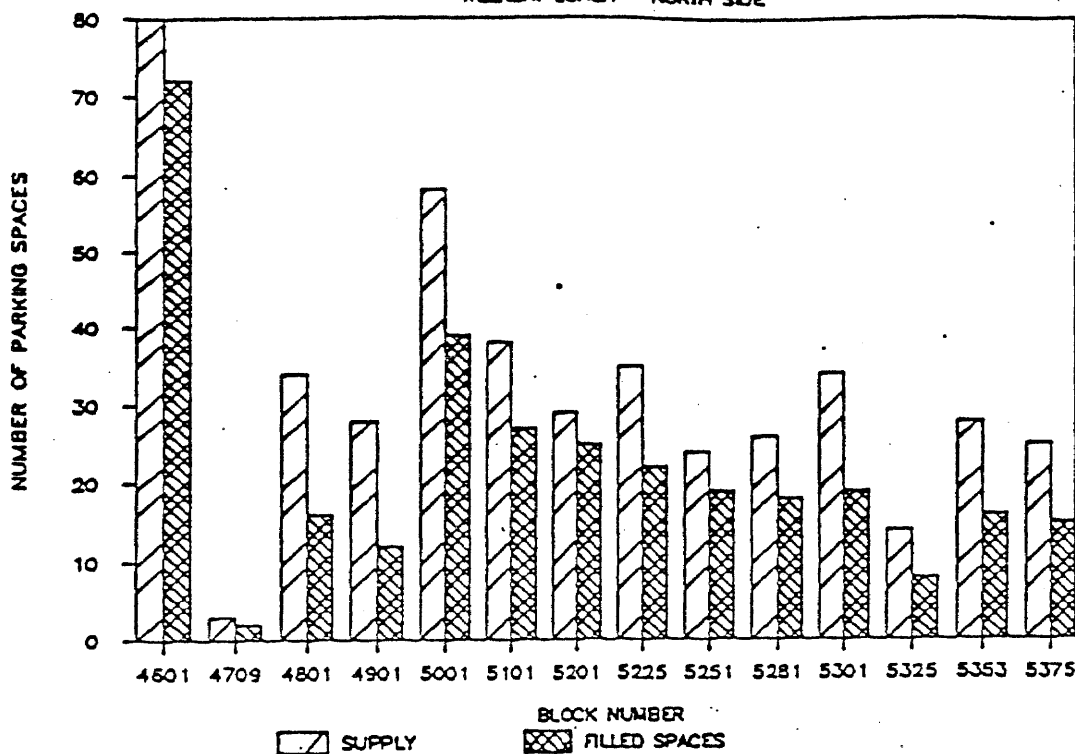
EMPTY PARKING SPACES

WEEKEND DINNER - NORTH SIDE



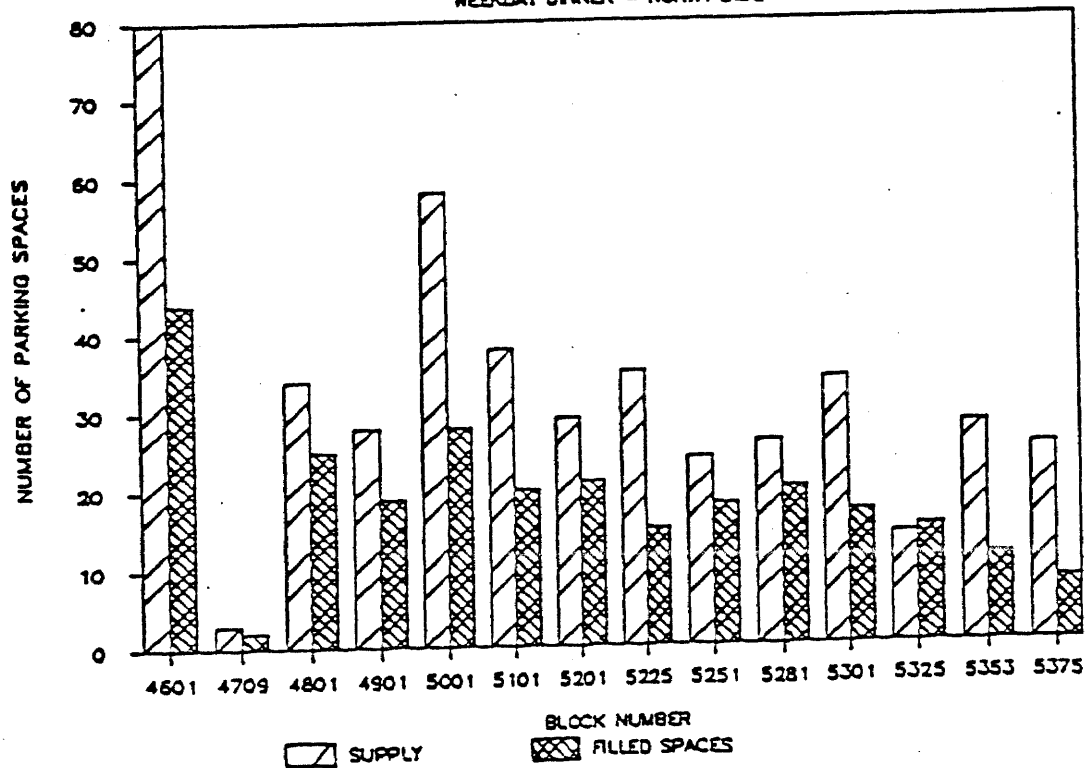
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - NORTH SIDE



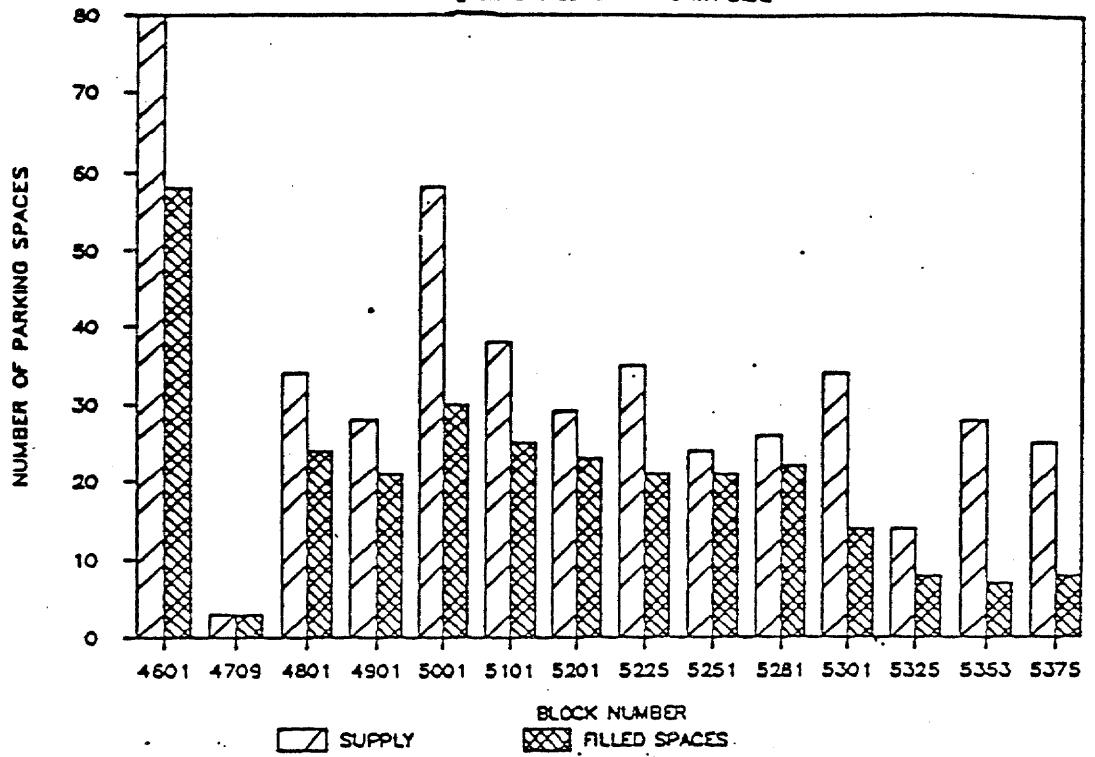
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WEEKDAY DINNER - NORTH SIDE



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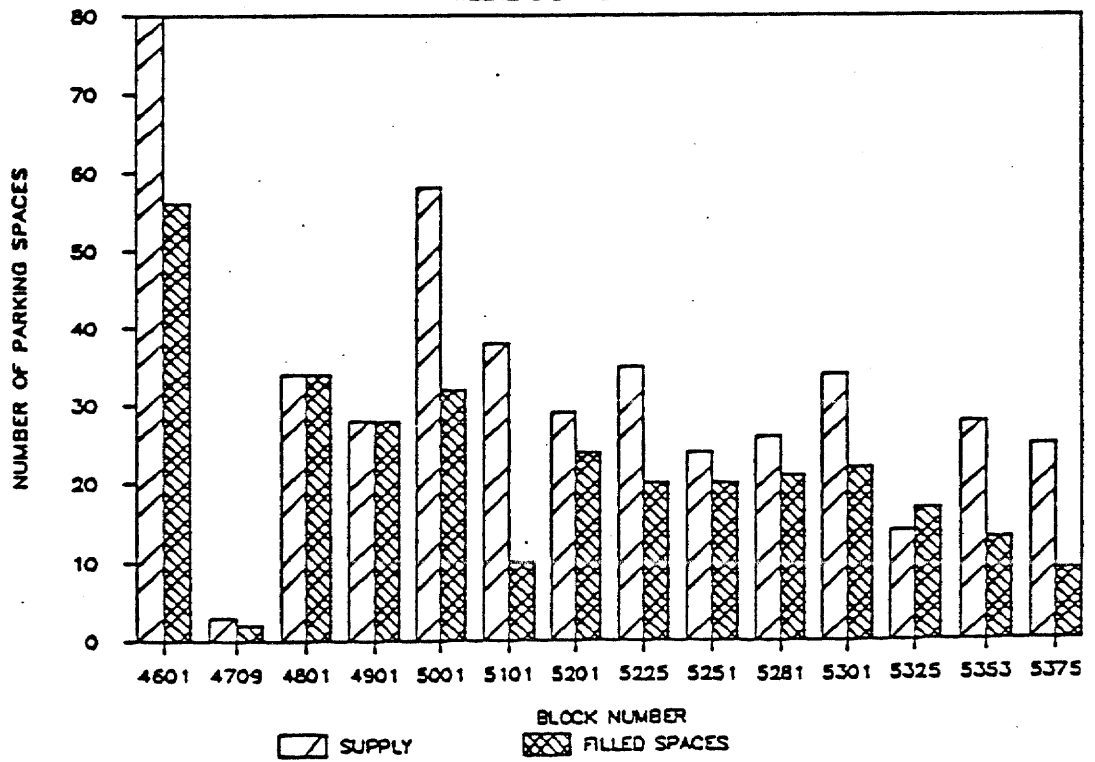
WEEKEND LUNCH - NORTH SIDE



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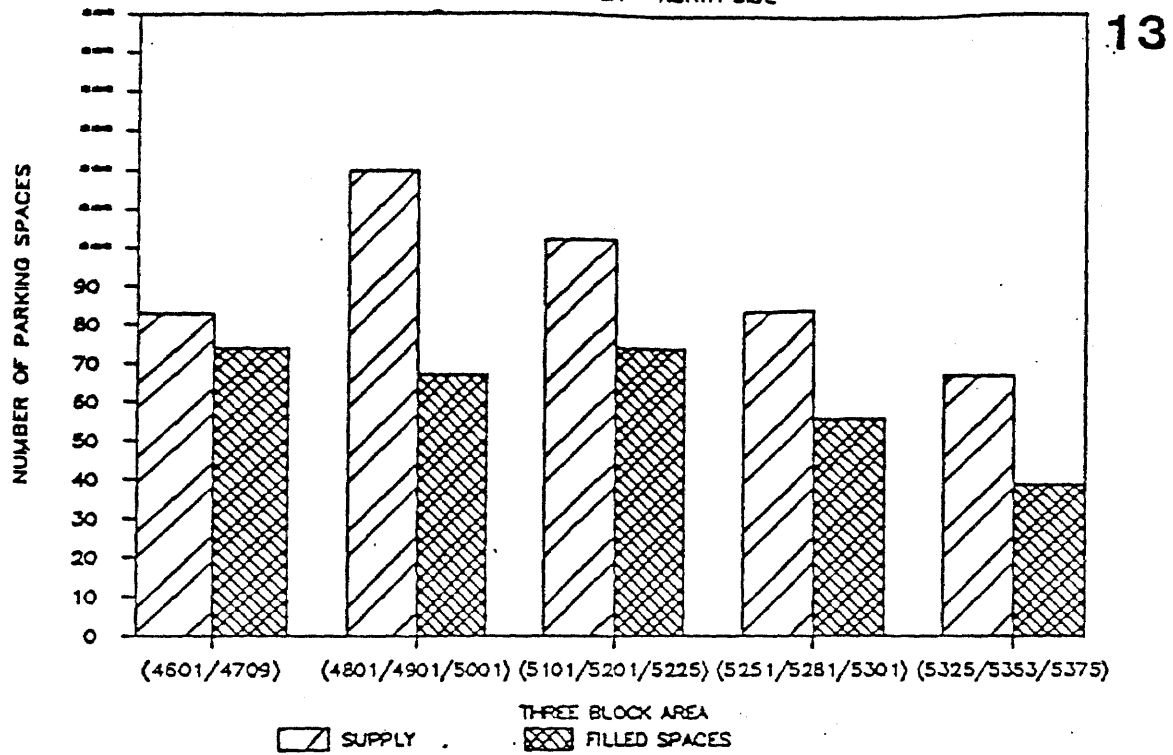
WEEKEND DINNER - NORTH SIDE



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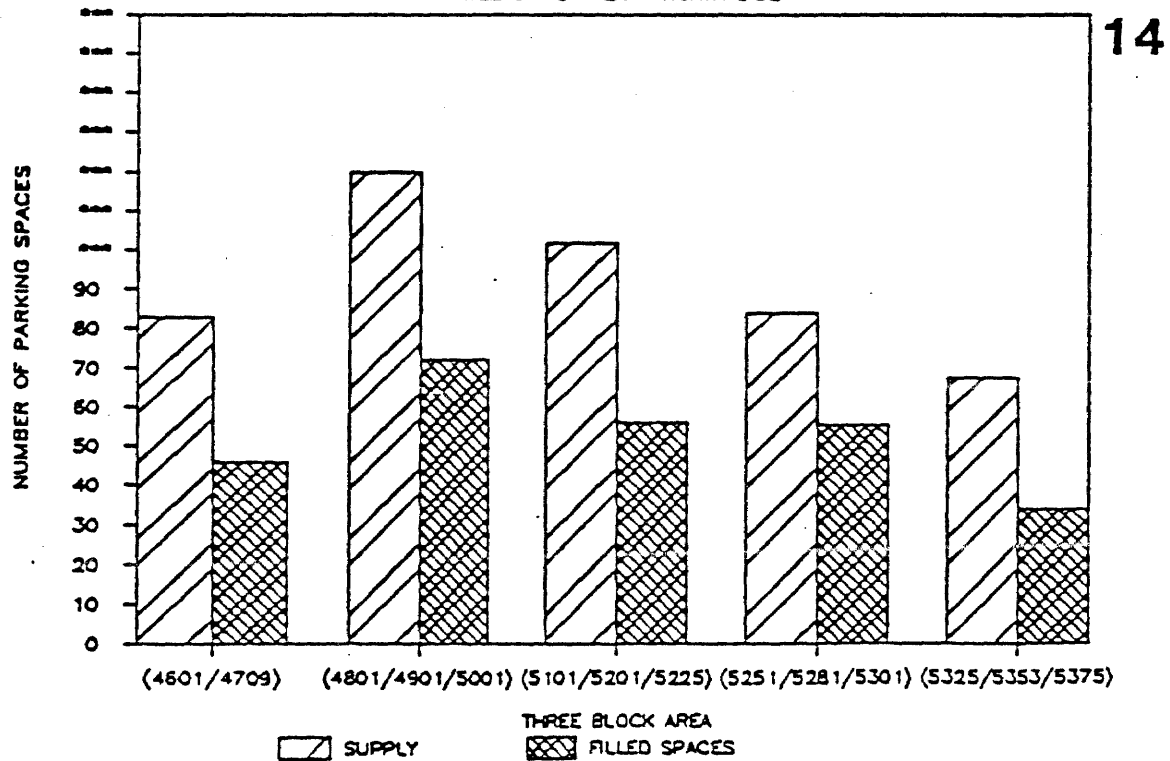
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WEEKDAY LUNCH - NORTH SIDE



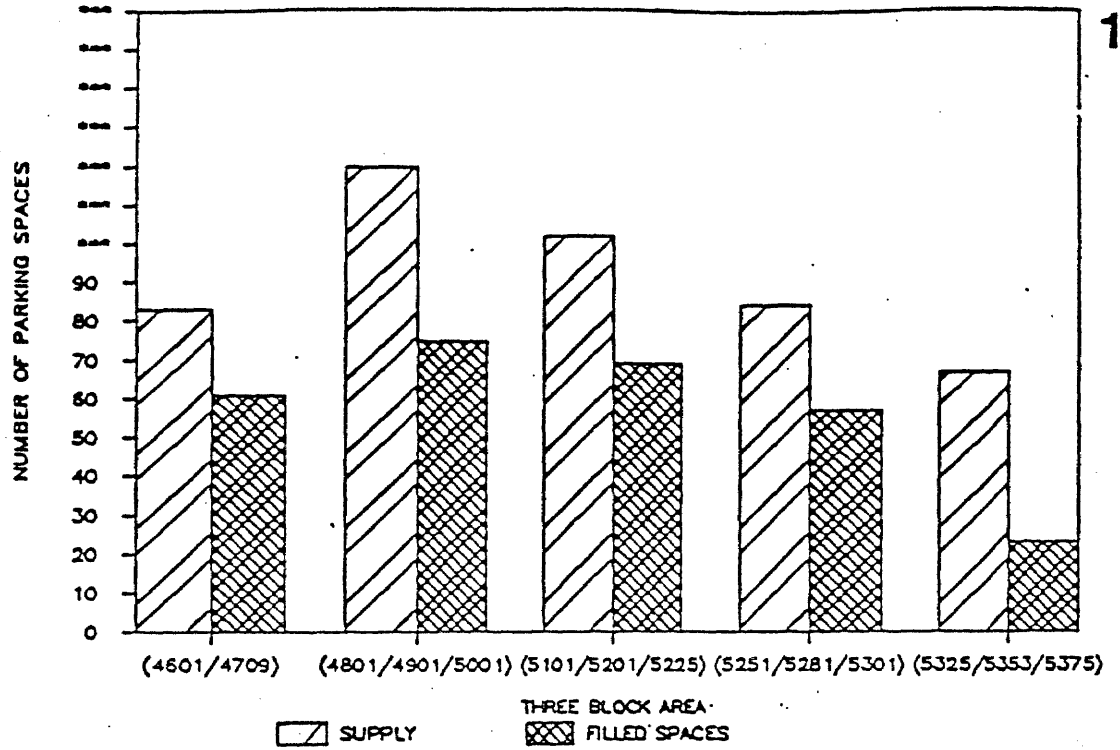
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WEEKDAY DINNER - NORTH SIDE



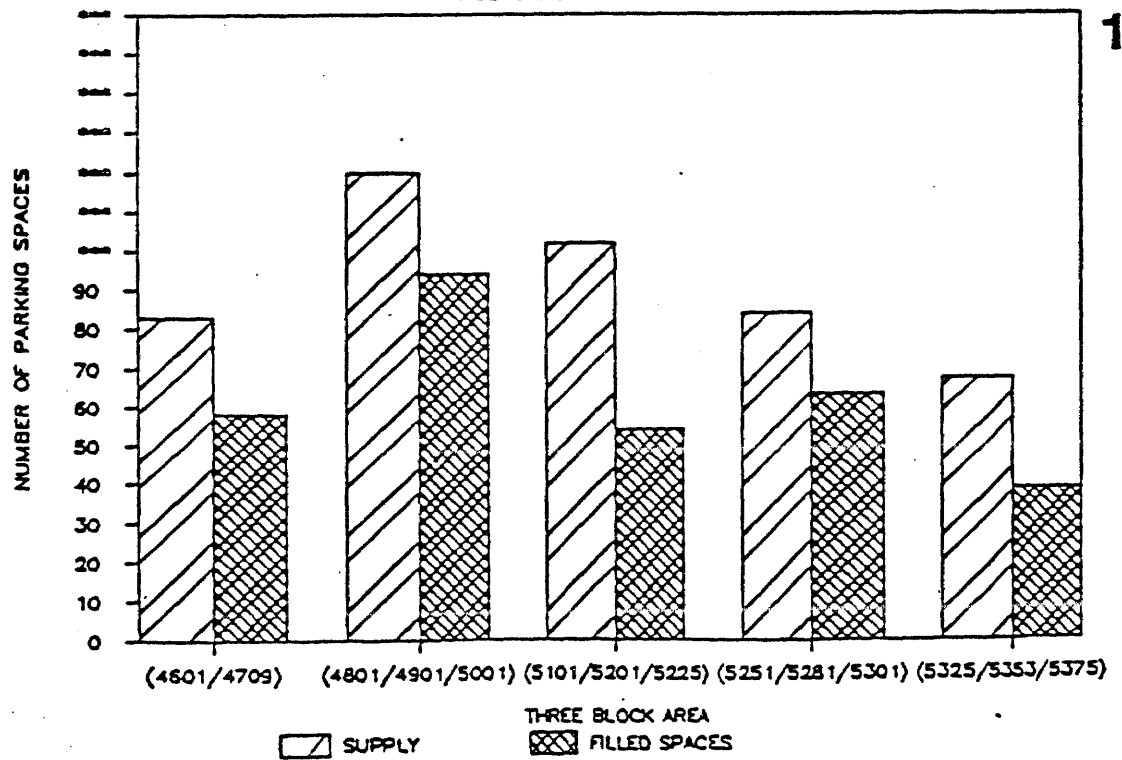
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WEEKEND LUNCH - NORTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

WEEKEND DINNER - NORTH SIDE

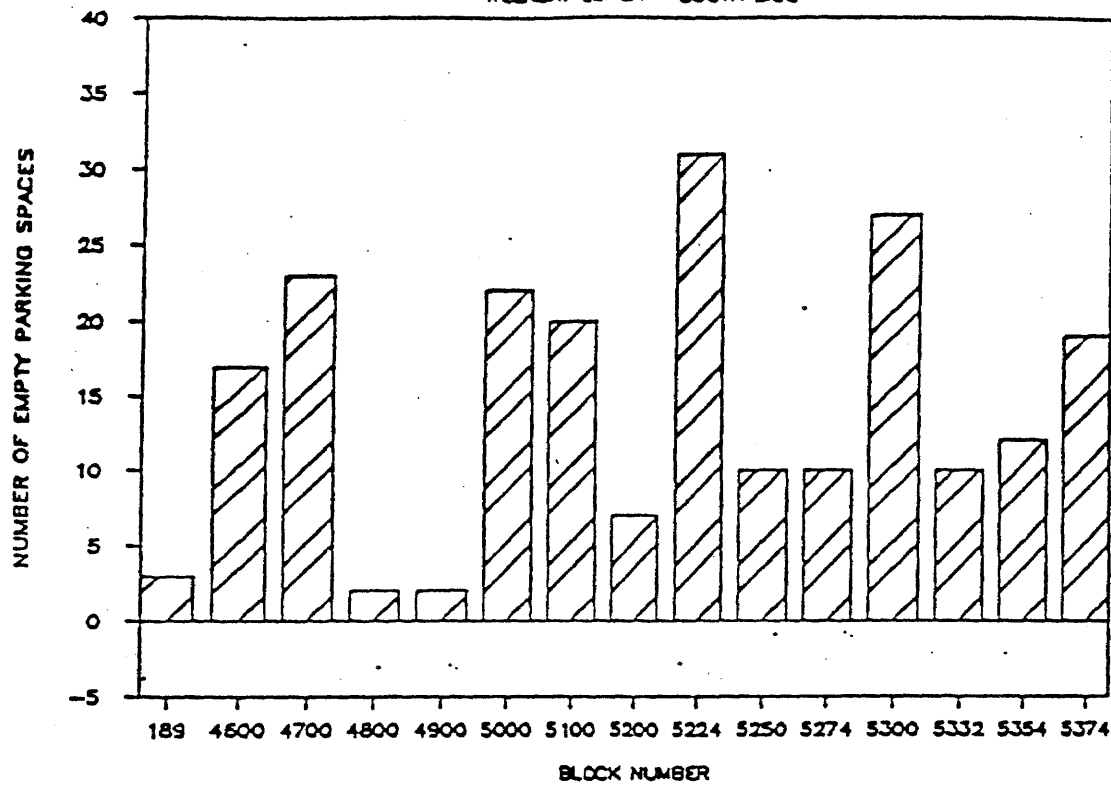


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II. GRAPHS FOR
SOUTH SIDE OF
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EMPTY PARKING SPACES

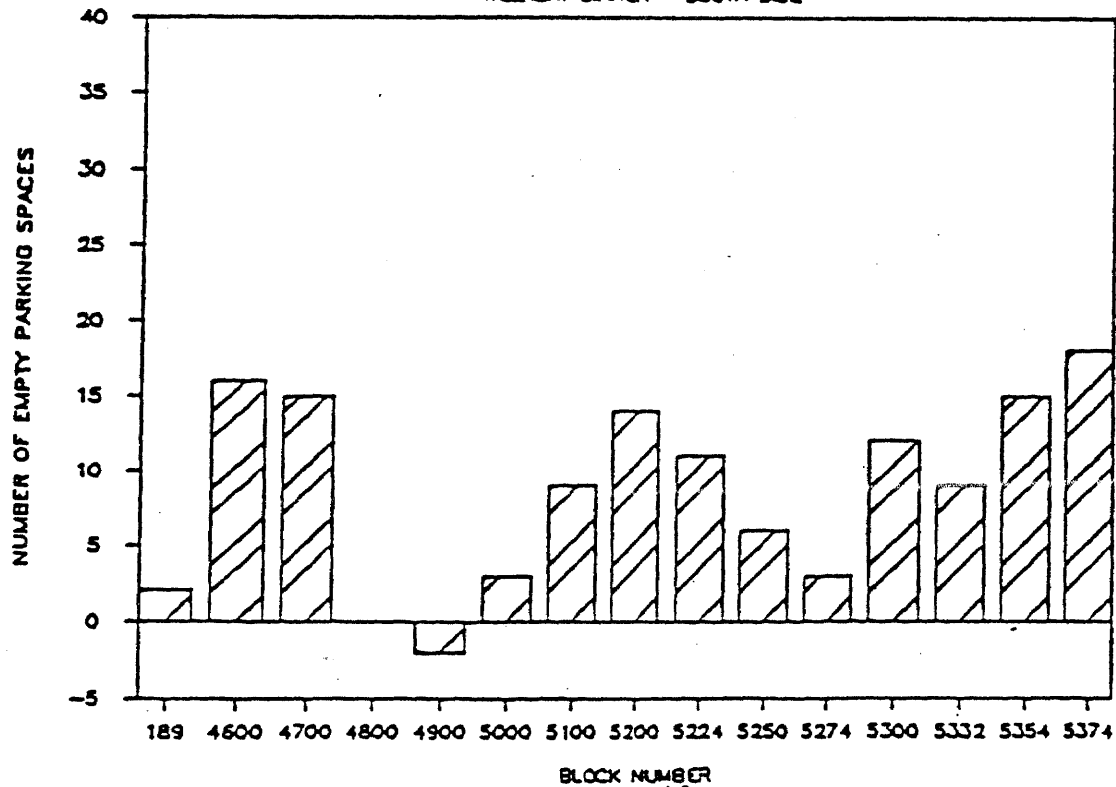
WEEKDAY LUNCH - SOUTH SIDE



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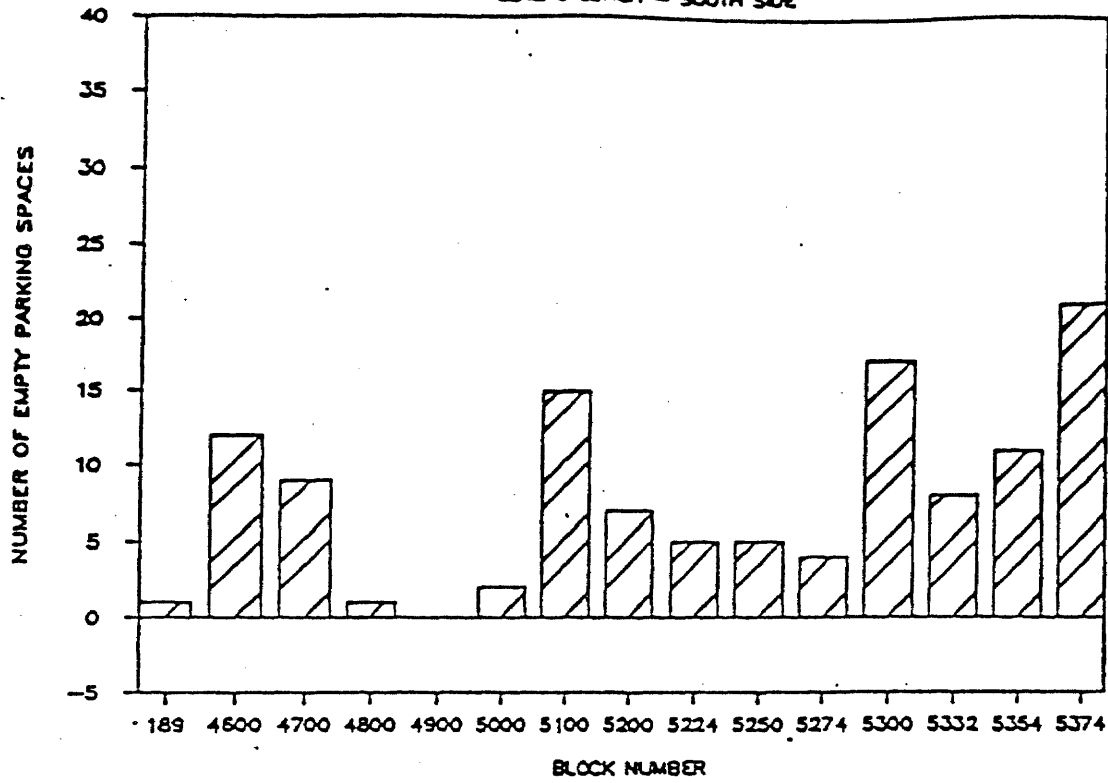
WEEKDAY DINNER - SOUTH SIDE



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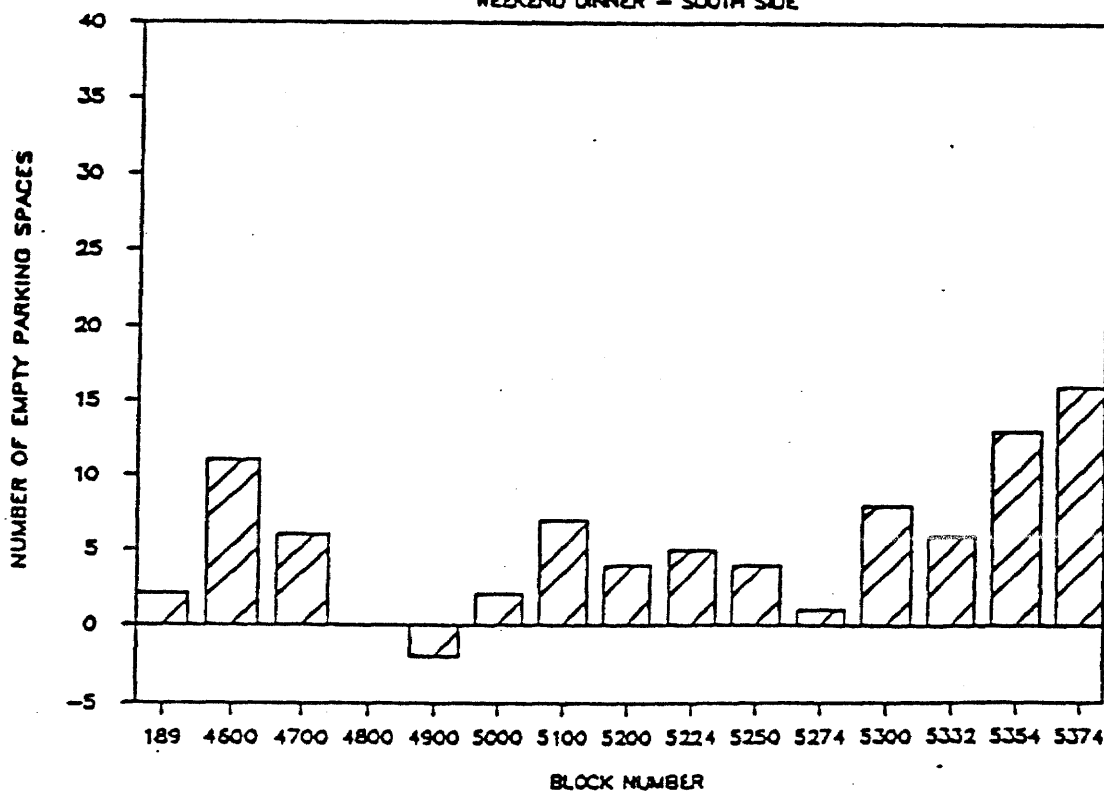
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19

EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

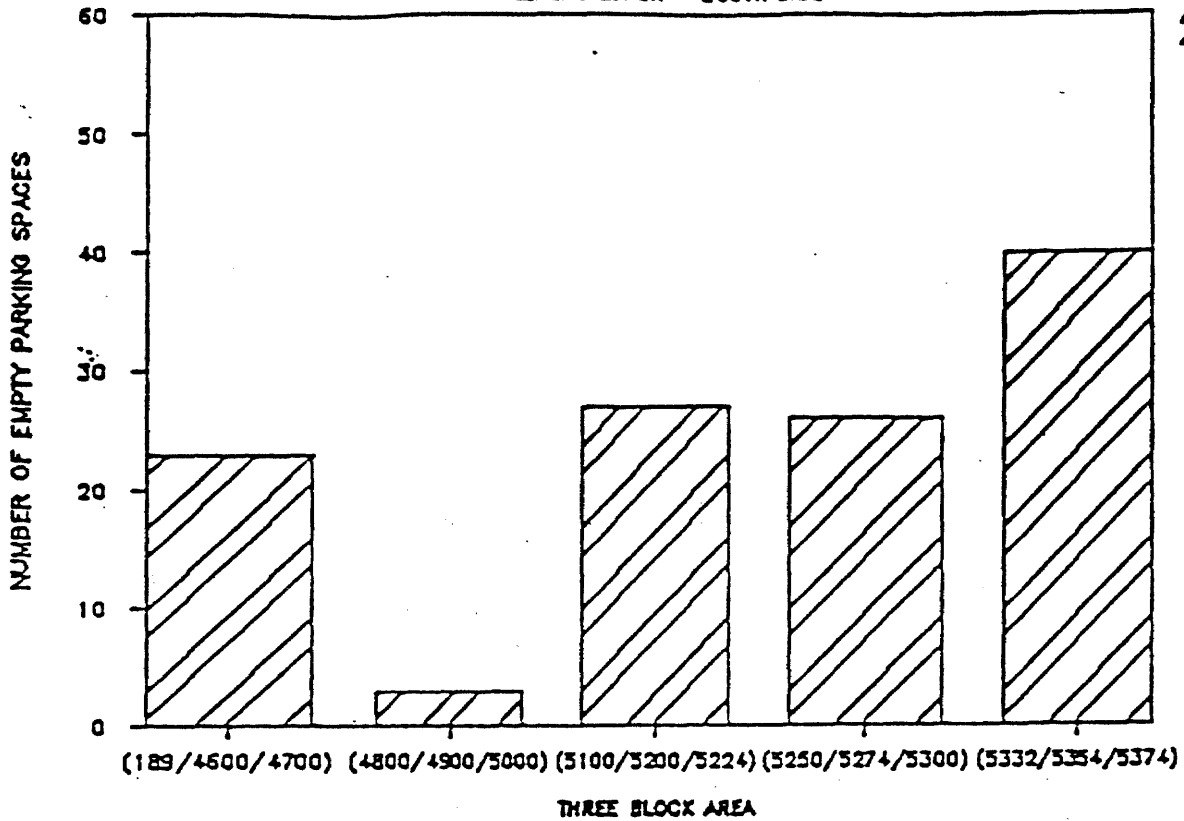


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WEEKEND LUNCH - SOUTH SIDE

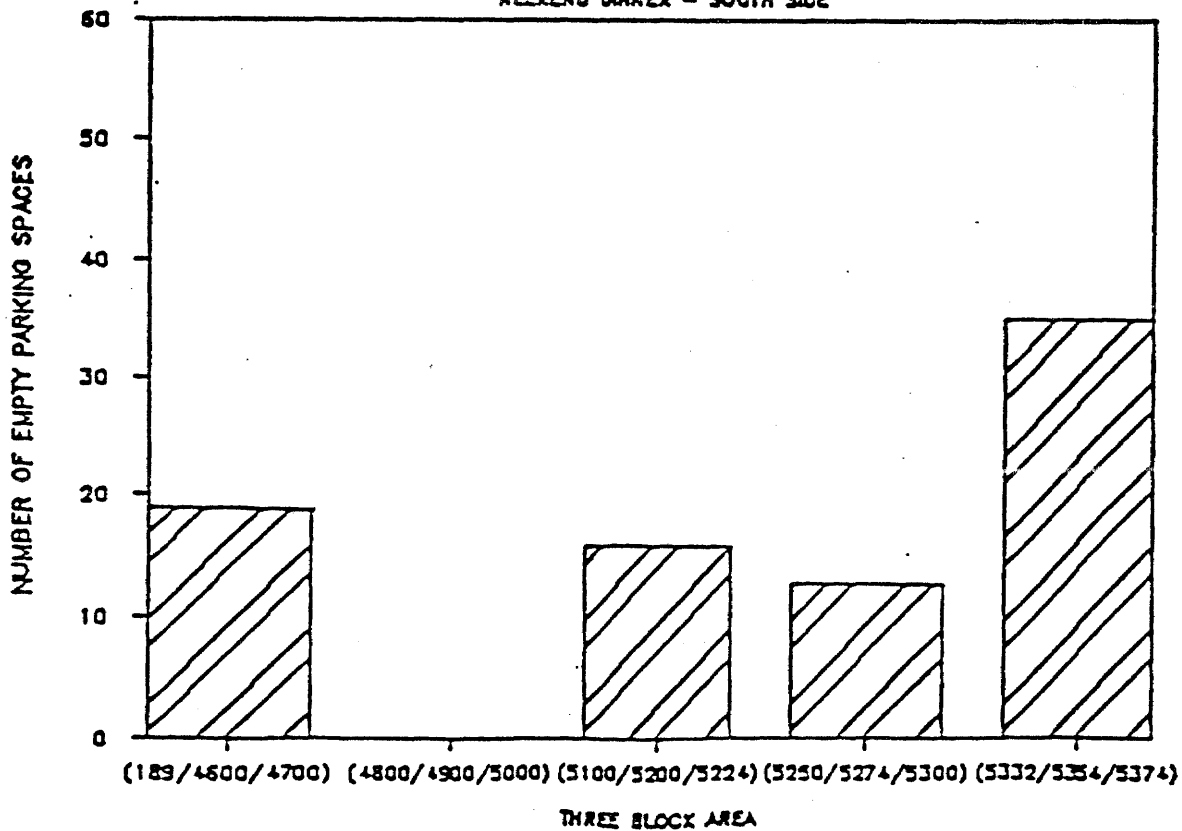
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EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

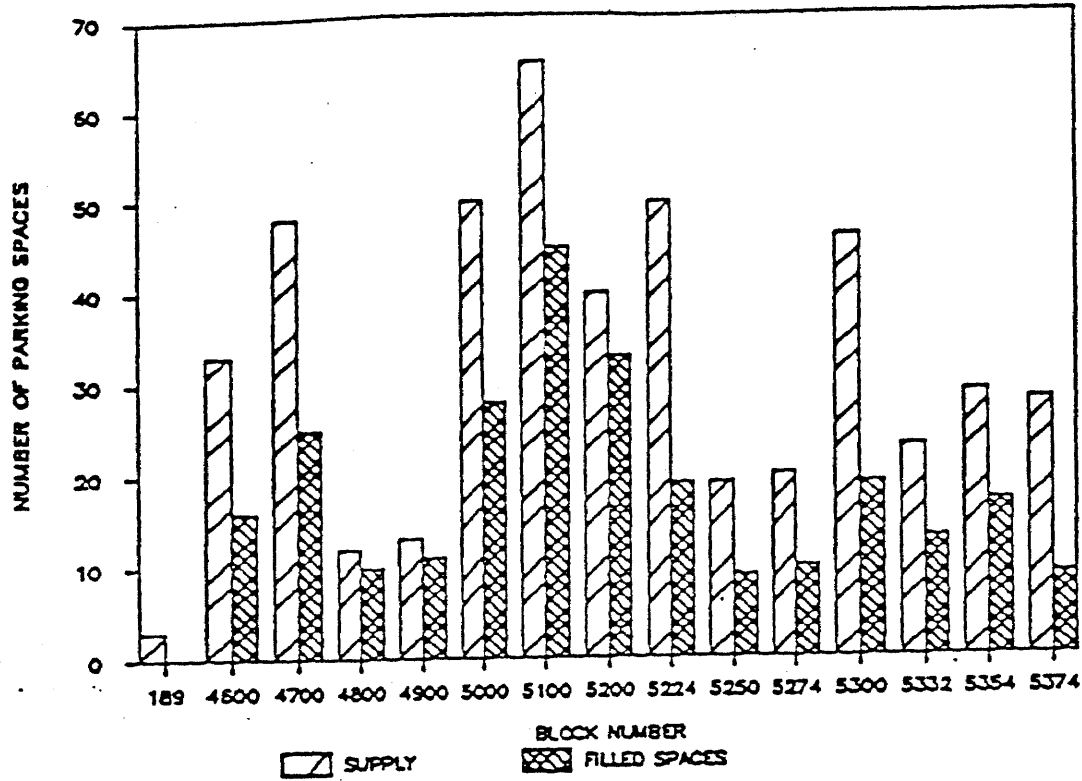
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THREE BLOCK AREA

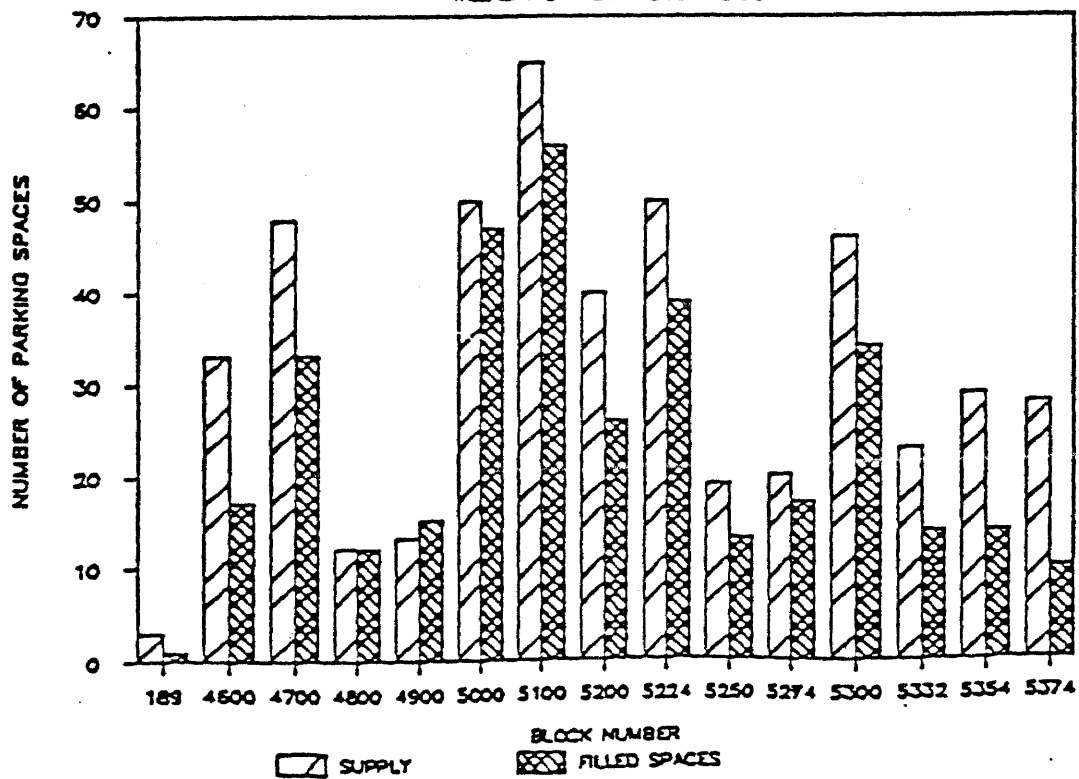
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WEEKDAY LUNCH - SOUTH SIDE



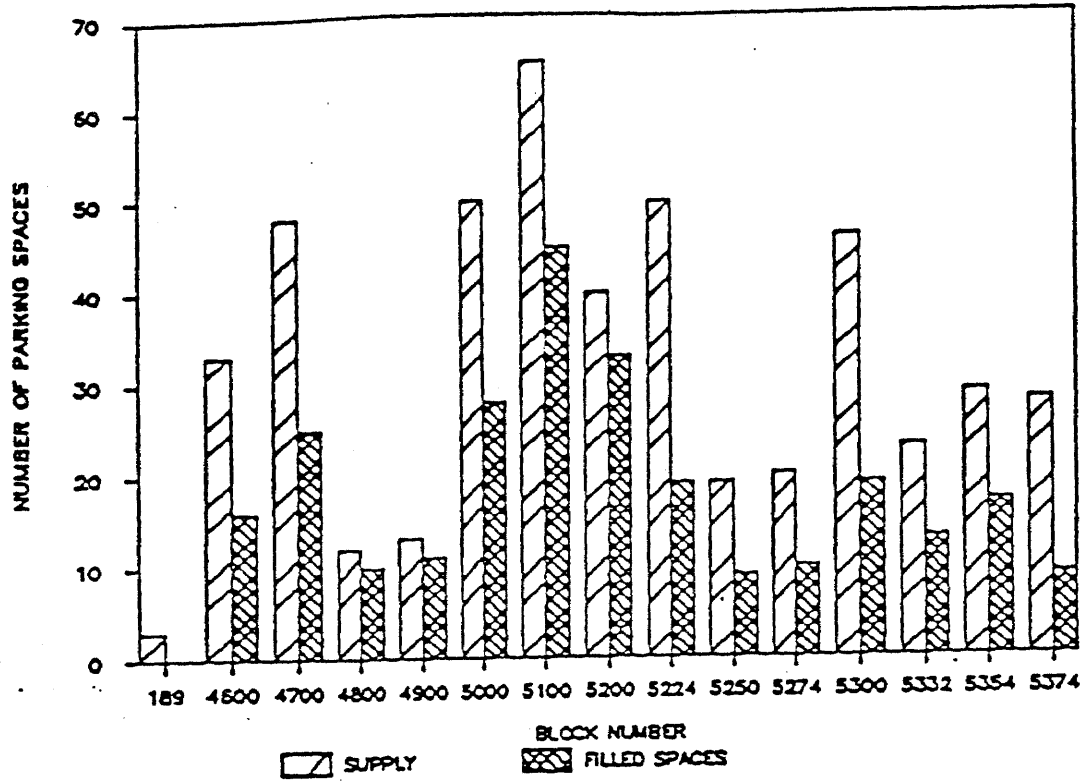
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WEEKDAY DINNER - SOUTH SIDE



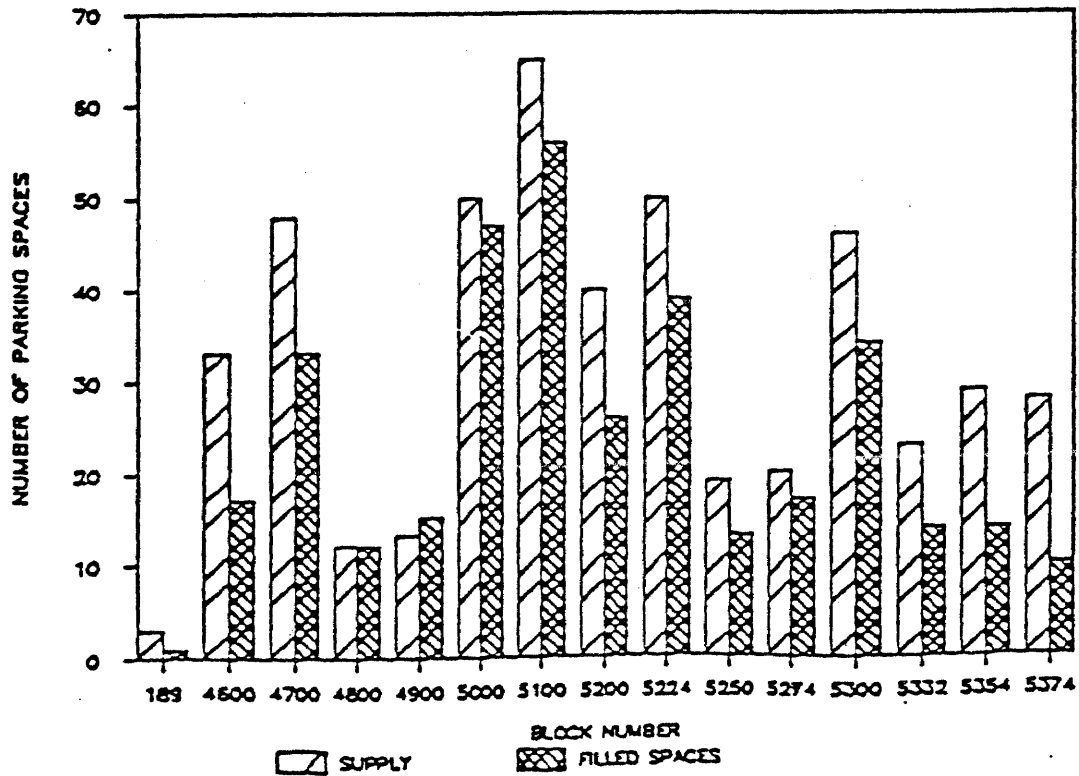
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WEEKDAY LUNCH - SOUTH SIDE



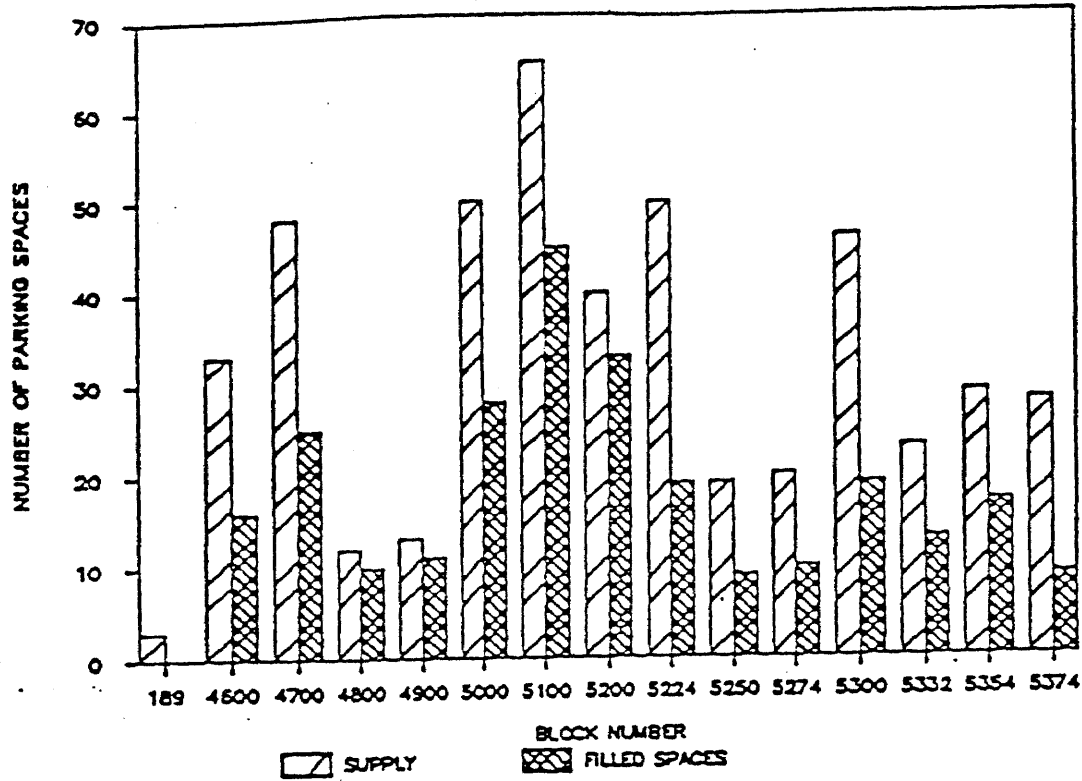
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WEEKDAY DINNER - SOUTH SIDE



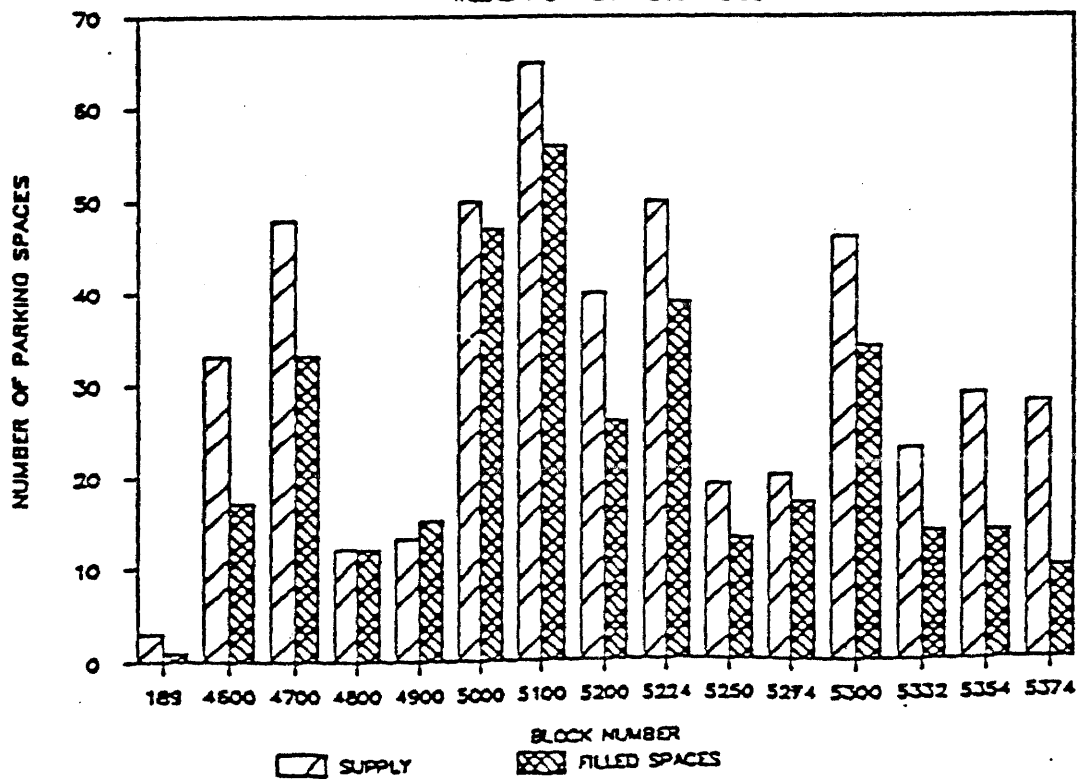
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WEEKDAY LUNCH - SOUTH SIDE



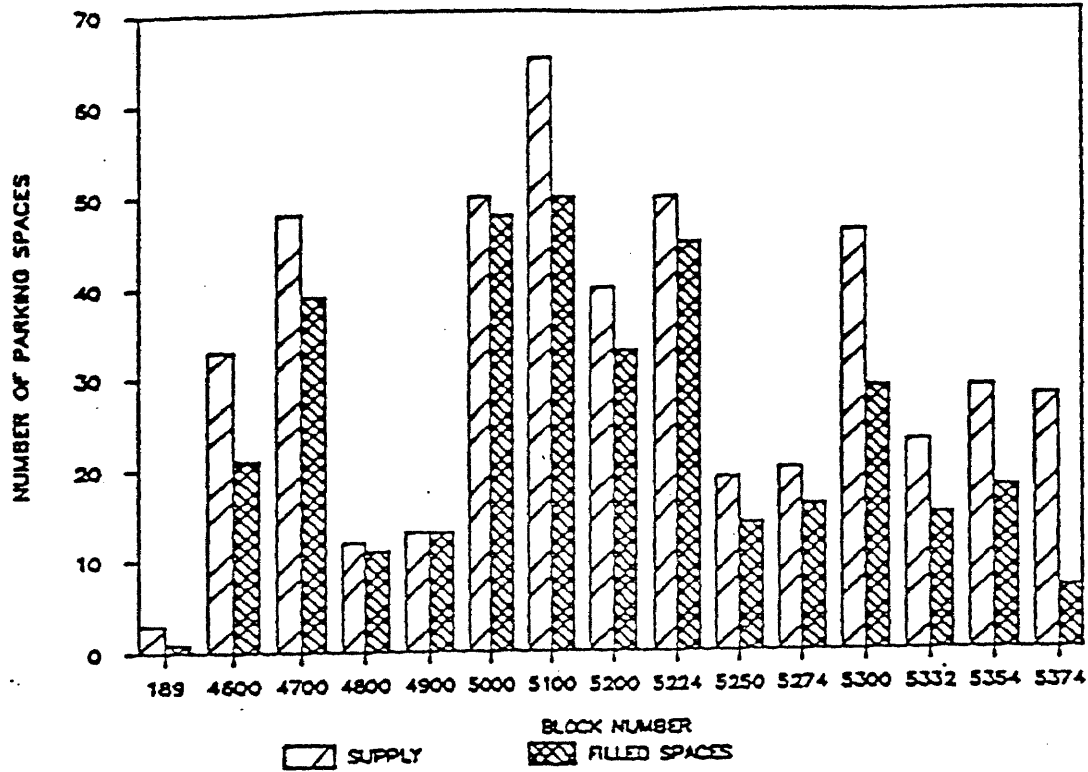
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WEEKDAY DINNER - SOUTH SIDE



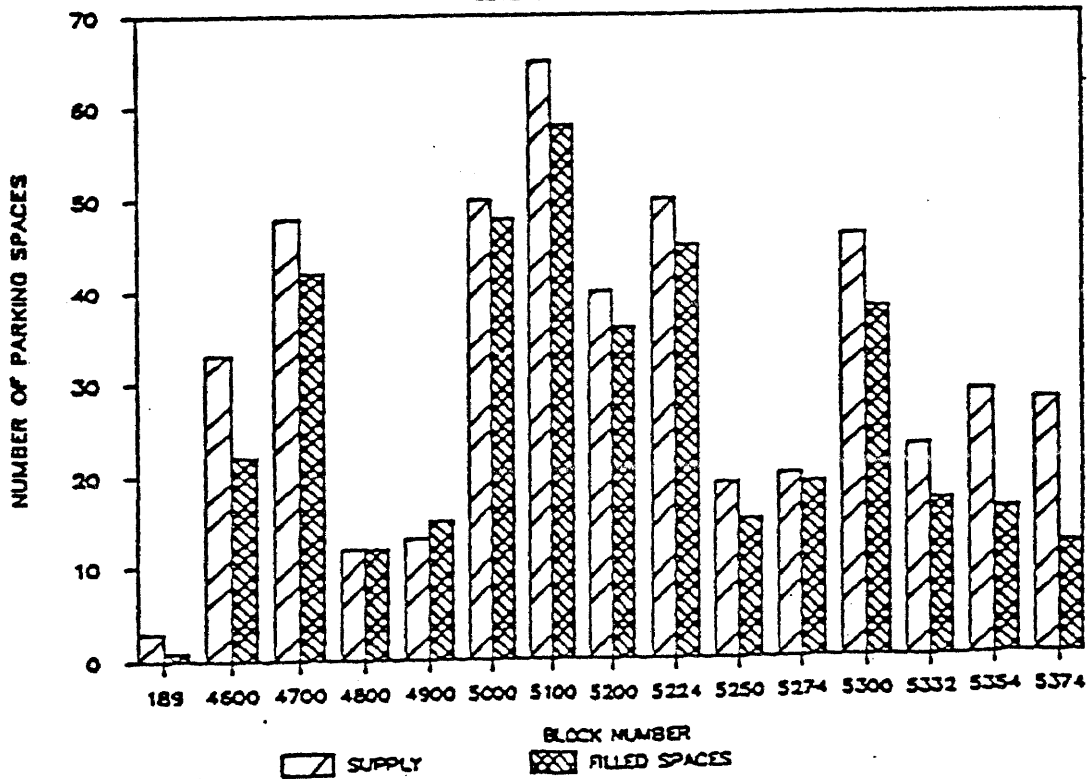
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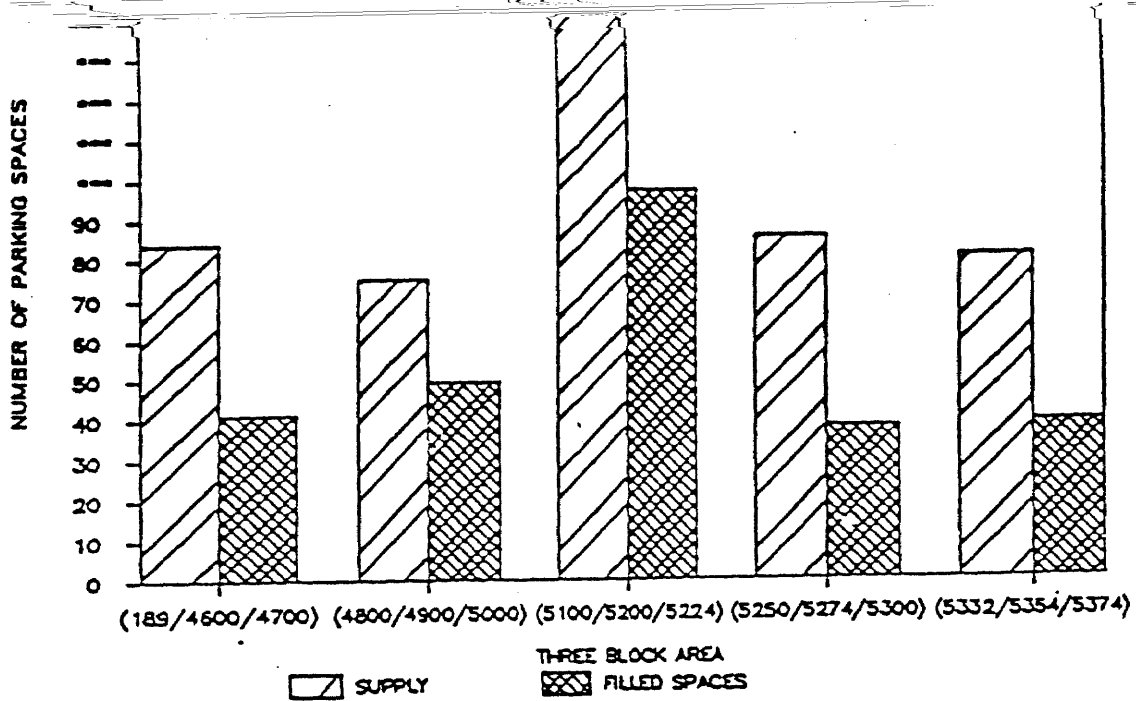
WEEKEND LUNCH - SOUTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

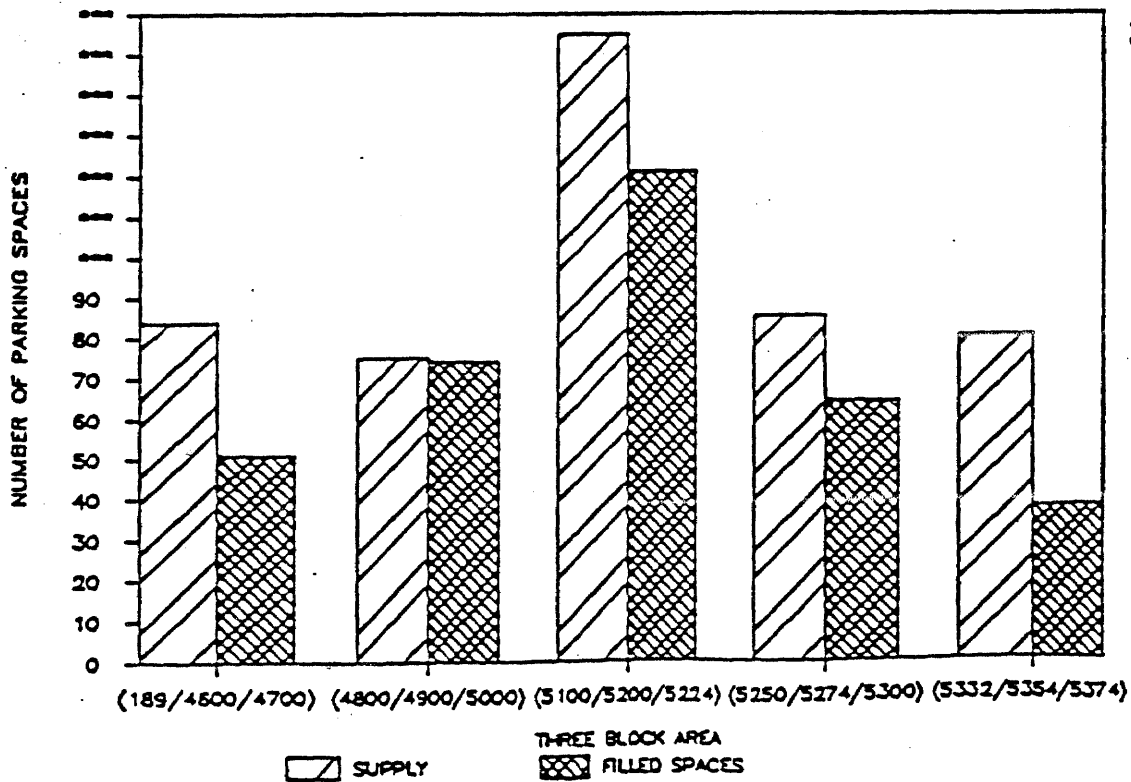
WEEKEND DINNER - SOUTH SIDE





SUPPLY & DEMAND (FILLED SPACES)

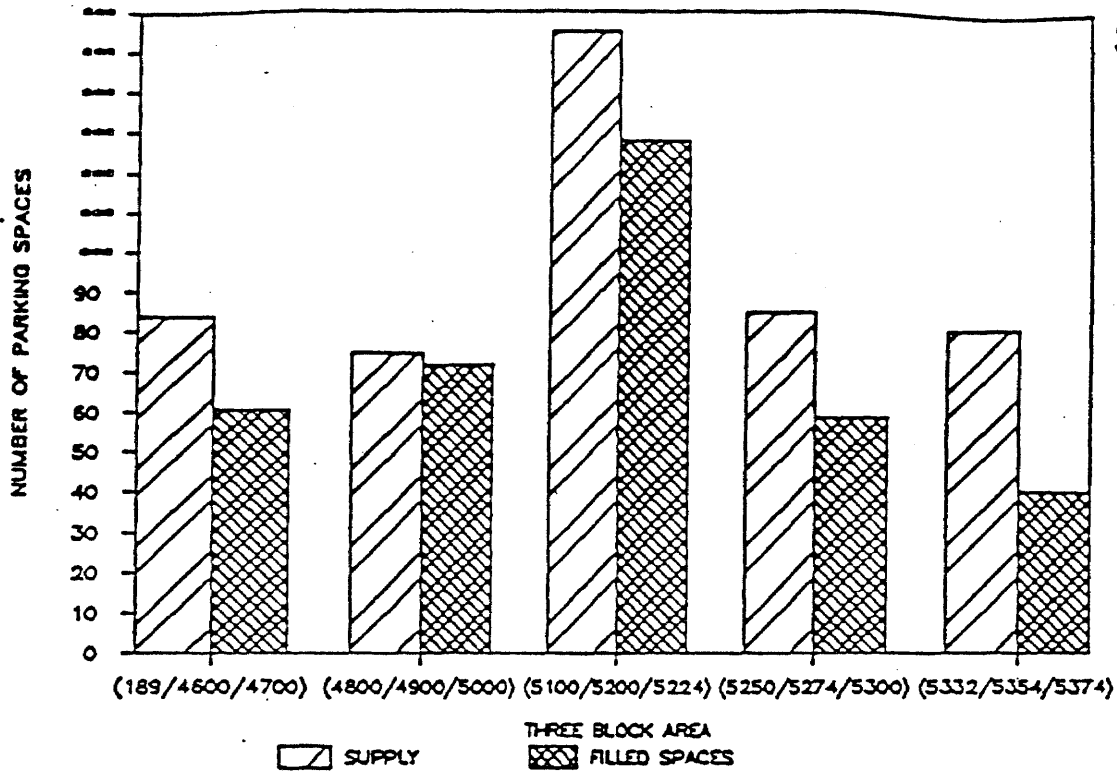
WEEKDAY DINNER - SOUTH SIDE



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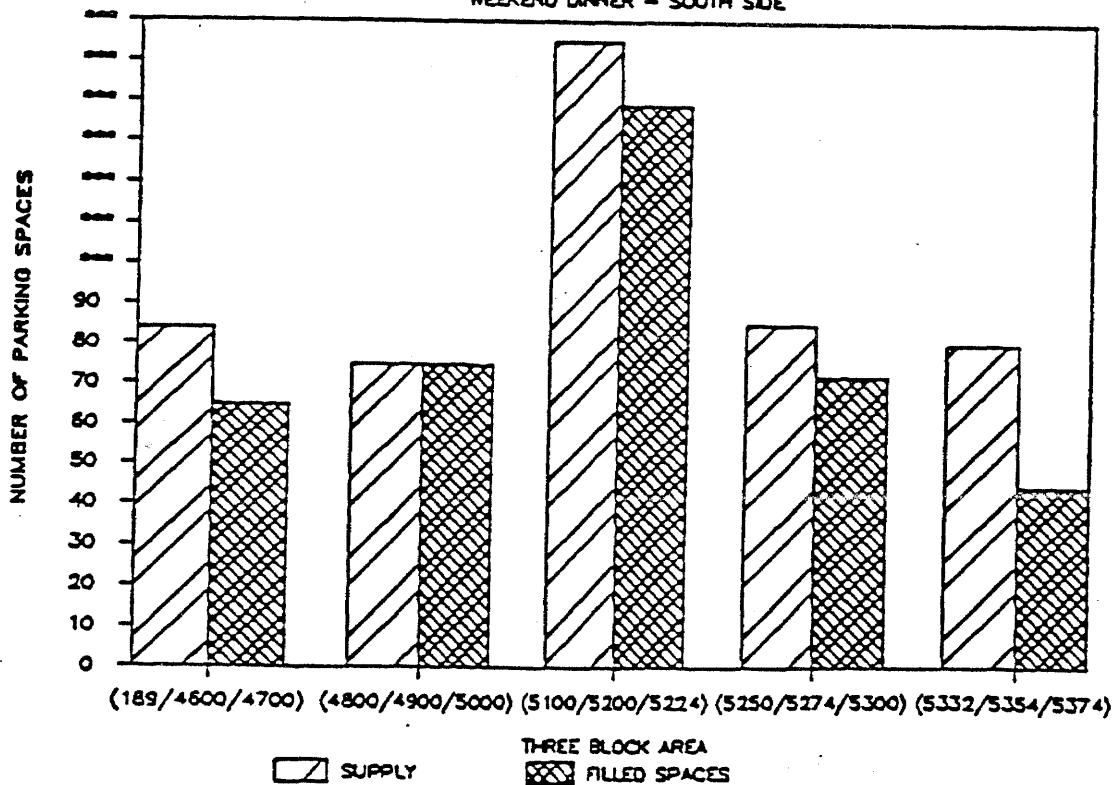
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WEEKEND LUNCH - SOUTH SIDE



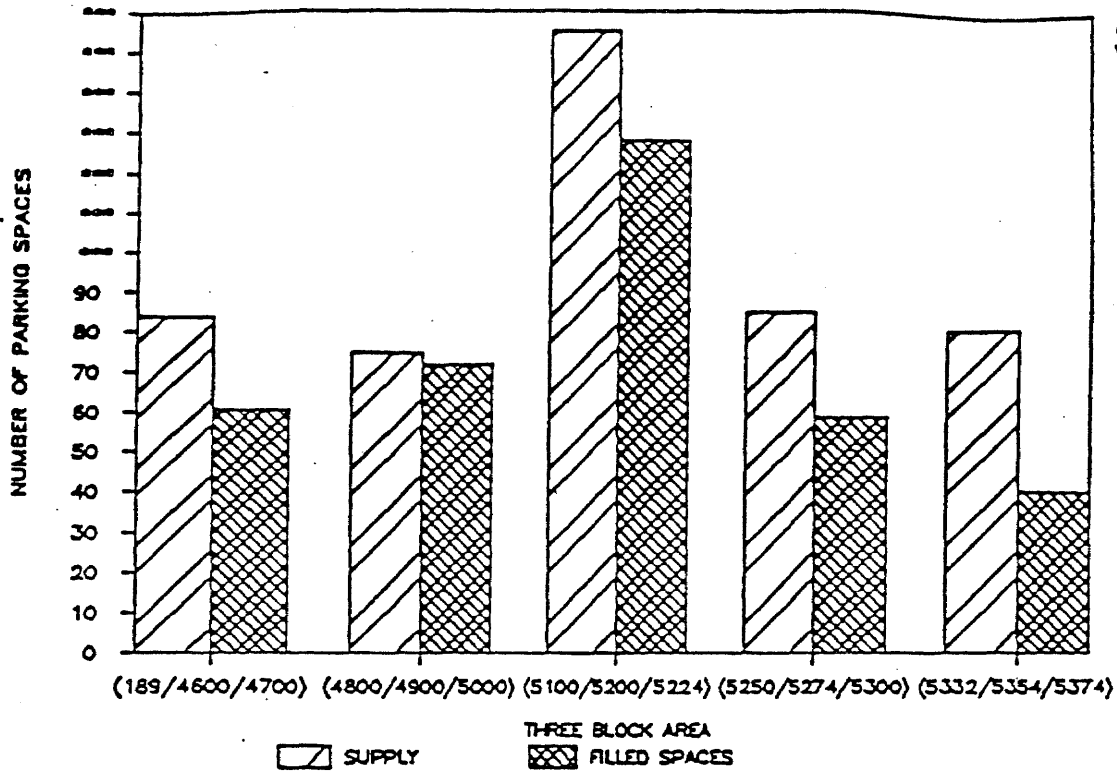
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WEEKEND DINNER - SOUTH SIDE



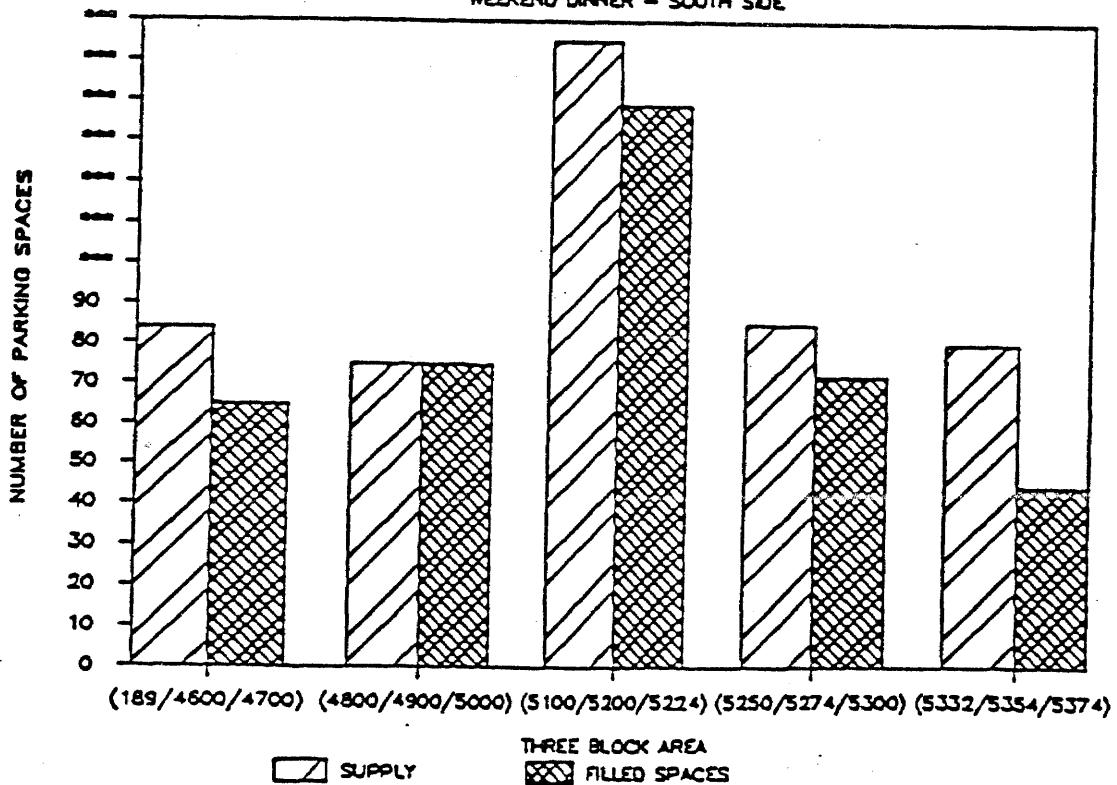
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WEEKEND LUNCH - SOUTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

WEEKEND DINNER - SOUTH SIDE



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IV. ANALYSIS OF FIELD RESEARCH, PARKING DEMAND AND SUPPLY

This section analyzes the results of the data collected regarding parking supply, parking demand through field research and according to Zoning Requirements CL/CP (limited commercial).

A. Parking Supply

The Second Street commercial district has a total of 935 parking spaces. This includes all on-street and off-street, public and private spaces. There are a total of 136 public off-street spaces and 480 private off-street spaces. A total of 319 spaces are located on-street. The parking supply is almost evenly split between public and private spaces. Fifty-one percent of the total parking supply is private spaces located off-street and the other 49% are public spaces both located on-street and off-street. All the off-street public lots are located on the south side of Second Street and the majority of private spaces are located on the north side. The parking spaces are not evenly distributed by block throughout the district. Supply ranges from 12 to 74 spaces per block. Both the public and private spaces have some constraints regarding use. The private parking supply has the following constraints which restricts availability:

1. Three private lots with a total of 84 spaces are currently leased to Allright Parking and the parking spaces are provided for charge with \$2.00 and \$3.00 maximum rates.
2. Most of the private spaces are posted with customer only signs that indicate others will be towed.

The first constraint on private parking does appear to restrict usage. Two of these private lots are located behind the 5001 and 5101 blocks on the north side of Second Street facing both sides of Granada Avenue. Data presented in graphs 1-4 indicates that these two lots are never full during the four peak periods. In fact, each block has more than 10 spaces available at any of these times. During weekend dinner hours, the district's busiest time in terms of parking demand, the data indicates that these two blocks have more than 20 empty spaces while immediately adjacent blocks have less than five empty spaces.

The other private pay parking lot is located on the south side of Second Street behind the 4700 block along Park Avenue: this lot has 25 parking spaces. The data presented in graphs 17-20 shows this lot as never full during the four peak periods. This block was found to have at least six empty spaces during weekend nights and nine spaces available during weekend lunch. During the weekday lunch

and dinner hours more than 15 spaces were found available. Again, adjacent blocks to the east have parking shortages with zero or less than two empty spaces during all the four peak periods.

It can be concluded that drivers are choosing to park in the free public (after 6:00 p.m.) or private spaces, or along the adjacent residential streets, instead of in the convenient private pay parking lots. The public spaces are currently metered at \$.25 an hour. However, after 6:00 p.m. the spaces are provided free of charge. Charging for parking is a real constraint on the parking supply.

The second constraint is more difficult to analyze. The parking supply inventory did not recognize which spaces were private spaces posted for customers only. However, it can be estimated from field research that the majority of private spaces are provided this way, especially those spaces located to the rear of the buildings before the alley. As the field research indicates, many of these private spaces are used in the evening or after business hours, and it appears enforcement to prohibit illegal use is lax. Strict enforcement of the use of these spaces would be a constraint and would restrict continued usage of these spaces.

B. Parking Demand Analysis from Field Research

Tables 4 and 5 summarize the results of the field survey. The total parking counts for demand (filled spaces) and the number of empty spaces are presented. Overall, the commercial parking district, according to the field research does not have a parking shortage. More than 80 spaces are available on either the north or south side of Second Street during any of the four peak periods. However, there are some isolated problem areas which will be discussed and presented below, first by the north side and then the south side of Second Street.

1. North Side:

The north side of Second Street has a parking supply of 456 spaces. During any of the four peak periods, there are more than 140 spaces or 30% of the total supply available throughout these 14 blocks. Graphs 1-4 and Table 4, indicate that weekend dinner hours are the busiest times in terms of parking demand; the number of empty spaces is the lowest relative to the counts obtained during the other three peak periods.

On a three block basis, as indicated by Table 4 and in graphs 5-8, there are no acute shortages of spaces. More than nine spaces are available every three blocks during the four peak hour periods. Weekday lunch is the

busiest period. The 4601/4709 block is the only large block area with less than 10 spaces available (empty) during the weekday lunch period. Otherwise, this three block area and the other three block areas have more than 20 spaces available during the other three peak periods.

On an individual block basis, according to Table 5 and graphs 1-4, there are six blocks with parking problems, which for purposes of this study are blocks with five or less empty spaces during any of the peak periods. This figure was arbitrarily selected for this study to provide a reasonable basis of comparison between blocks. However, as the data illustrates, these blocks with parking problems are isolated and when adjacent blocks are considered in the block's parking supply their "parking shortage" is diminished. (Note: Block 4709 is considered with Block 4601, as no street bisects their lots and their parking supply is shared.) The six problem blocks are as follows:

Block: 1) 4801

This block with a total of 34 spaces only has a parking shortage during weekend dinner hours. No empty spaces are during this period. No commercial uses on this block are open in the evening, so it can be assumed that patrons of adjacent restaurants across the street or the Belmont Shore Athletic Club are probably using these spaces.

Block 2) 4901

This block with a total of 28 spaces also only has a parking problem during weekend dinner hours. No empty spaces were found during the weekend dinner hours. During the other three peak periods no apparent problem exists. Northwoods Inn patrons are most likely the demand for this lot at night. In addition, the private parking lot with 34 spaces located to the rear of the adjacent 5001 block is never fully parked.

Block 3) 5201

This block with a total of 29 spaces has fewer than five spaces during weekday lunch hours. There are 11 businesses on the block, and five restaurants or food related retail shops. It can be assumed these shop customers and possibly employees too, account for the parking demand. The blocks immediately to the west and east of 5201 though have ten or more empty spaces during the day.

Block 4) 5251

This block with a total of 24 spaces has a consistent parking problem. During all four peak periods it has less than six empty spaces and only three empty spaces exist during weekend dinner hours. Three restaurants/food retail shops and four retail shops are located here. However, Block 5225 to the west, consistently has more than 10 spaces available.

Block 5) 5281

This block with a total of 26 parking spaces (like its neighbor block 5251) has less than six empty spaces during weekday dinner, weekend lunch and weekend dinner hours. Thirteen different businesses are located here, which includes two restaurants. But again Block 5301, which is located adjacent to the east, has more than ten available spaces during these three peak periods.

Block 6) 5325

This block with a total of 14 spaces has a serious parking shortage during weekday dinner and weekend dinner hours. Cars are illegally parked as indicated by the -1 and -3 empty spaces count. More cars are parked than there are spaces during these hours. The parking supply is small for this block and there are four restaurants which most likely accounts for the nighttime demand. But again, Block 5353 to the east has more than 15 empty spaces during both these peak periods.

2. South Side

The south side of Second Street has a parking supply of 479 spaces. During any of the four peak periods, there are more than 80 spaces, or 17% of the total parking supply available on the south side of Second Street. Table 5 and graphs 17-24 indicate that there is one, three block area with parking problems and seven blocks when reviewed individually, that have parking problems.

The three block area, 4800/4900/5000 has parking shortages during three of the four peak periods: weekday dinner, weekend lunch, and weekend dinner hours. It has one empty space during weekday dinner, three empty spaces during weekend lunch and zero during weekend dinner. But the three block areas to the east and west have more than 15 spaces or more during all these three peak periods. The private pay lot, with 25 spaces, is located to the west behind Block 4700.

On a one block basis, seven blocks have five or less empty spaces during some of the peak periods. However,

most of these blocks contain a small parking supply on their block (see graphs 9-16, 25-32). Weekend dinner hours are the busiest time period. In some cases, two adjacent blocks have shortages. Otherwise, parking shortages are on an isolated block basis. These blocks are indicated as follows:

Block 1) 4800

This block with a total of only 12 spaces was found to have two or less empty spaces during all four peak periods. This block consists of eight businesses and two restaurants; Hoff's Hut and the Belmont Broiler. However, the adjacent 4700 block with a pay parking lot to the rear has more than five spaces available during all four peak periods.

Block 2) 4900

This block with a total of only 13 spaces was found to have two or less empty spaces during all four peak periods. In fact, cars were parked illegally during weekday dinner and weekend dinner hours. This block is the only block in the study area where adjacent blocks on both sides also have parking shortages during all peak periods except weekday lunch. Belmont Athletic Club, and eight other businesses are located here.

Block 3) 5000

This block with a total of 50 spaces has a parking shortage of three or less empty spaces during three periods: weekday dinner, weekend lunch and weekend dinner. The two public parking lots on this block are fully used during these times. This block consists of seven businesses, one bank and one food-related retail shop. The 5100 block located to the east consistently has more than seven empty spaces during all four peak periods.

Block 4) 5200

This block with a total of 40 spaces has a parking shortage of four empty spaces during the weekend dinner hours. Great Western Bank is located here and is closed at night. Demand from adjacent restaurants most likely accounts for the parking demand. The 5100 block located to the west consistently has more than seven empty spaces during all four peak periods.

Block 5) 5224

This block with a total of 50 spaces has five empty spaces during weekend lunch and weekend dinner hours.

Five businesses are located here and one restaurant: Legends. Adjacent blocks to the east and west are also busy during weekend dinner hours.

Block 6) 5250

This block with a total of 19 spaces has five or less spaces during weekend lunch and weekend dinner hours. Six businesses are located here and all are restaurants or food-related retail shops. Adjacent blocks are also busy during weekend lunch and dinner hours.

Block 7) 5274

This block with a total of 20 spaces has four or less empty spaces during weekday dinner, weekend lunch and weekend dinner hours. Seven businesses exist with one restaurant. The adjacent 5300 block to the east has more than five empty spaces during all these three peak periods.

C. Parking Demand Using Zoning Requirements and Other Assumptions

The Belmont Shore commercial district currently has a total of 416,000 square footage of gross building area. Each of the 28 blocks varies in total building area. The blocks range in square footage between 4,800 square feet to 30,000 square feet. The tax assessor information does not break down the square footage of building area by specific use. Consequently, we estimated square footage per use. Because of parking standards and the generalized information we obtained from the tax assessor rolls, we separated the district's commercial uses into two broad categories: office/retail and restaurant/food retail uses and calculated the square footage and estimated parking requirement for each aggregate use. Currently, there is an estimated 241,000 square footage in office/retail use and 175,000 in restaurant/food retail use. Generally the parking requirements are the same for these uses in the CP/CL (limited commercial) zone: 2/1000 square feet gross floor area for office/retail uses and 5/1000 square feet for restaurant/food retail uses. (Parking requirements for restaurants/food retail uses are calculated on the basis of dining area gross floor area. This information was not available, so parking requirements are calculated using total gross floor area. As a consequence, parking demand may be one third greater than the demand estimates.)

According to CP (limited commercial) zoning requirements, city-wide parking requirements, shared use assumptions and the Urban Land Institute estimates, the commercial district is parking deficient. The Parking deficit ranges from 266

parking spaces assuming the current CP (limited commercial) parking standards to 1,779 parking spaces assuming city-standards. Only when assuming shared parking, then the CP (limited commercial) (50% of city-wide standards) parking standards, is there a surplus of 58 parking spaces.

V. FUTURE CONDITIONS

Developing solutions to any parking shortages along Second Street also requires consideration of future parking conditions. This section will examine the potential factors that could influence the Second Street commercial district and its parking conditions to the year 2000.

One constant factor that will influence the future development and parking conditions for Second Street is City policy:

- A. The Land Use Element, its implementing tool -- the Zoning Code, the Local Coastal Plan and to a smaller degree, the Transportation Element are the chief policy documents that guide and define development parameters for the commercial center along Second Street.

Several other factors could occur that would affect the future parking conditions of Second Street:

- B. The existing business mix could change to consist of more parking intensive uses.
 - C. The current private parking supply that is not legally tied to existing businesses could be lost and redeveloped as non-parking commercial uses.
 - D. Belmont Shore residents could request the establishment of a preferential parking district for the residential area.
- A. City Policy - The Land Use Element, Zoning Code, Local Coastal Plan and Transportation Element

The Land Use Element of the General Plan, is the policy document guiding physical development for the city. In 1989, it was revised by the Planning and Building Department and adopted by City Council. One of its chief components is the neighborhood plan. Every neighborhood was reviewed and policies for uses, design and densities were set forth in a neighborhood plan. The Belmont Shore neighborhood plan indicates that the present character of the Second Street commercial district should be maintained; the zoning code designation of CL/CP (limited commercial) should not change. Furthermore, "intensification of the existing business mix without adequate consideration for parking, traffic and the residential quality of life should not be permitted. Additional regional uses should not be permitted", Land Use Element, pg. 94.

The parking requirements for the CL/CP (limited commercial) zone have been recently recommended for change in addition to other zoning text amendments, which implement the new Land Use Element. Under the new proposed text changes,

only retail uses would continue to receive the present 50% parking break. New offices, restaurants, and ready-to-go/food-related retail shops would have to provide parking at city-wide standards. (These parking requirement changes still need Coastal Commission approval before they become effective. This should occur sometime in late spring.)

The Local Coastal Plan which was adopted in 1980, is another level of city policy governing development in Belmont Shore. The CL (limited commercial) zoning designation and development standards created for Second Street implemented the Local Coastal Plan's objectives and policies. Today, zoning and the Local Coastal Plan continue to be mutually consistent. In other words, the Local Coastal Plan (LCP) indicates that the existing scale, and neighborhood character of Second Street should be maintained. It also allows, by way of a conditional use permit, the use of the residential lots one lot north and south of the alleys behind Second Street to be used for parking.

The Transportation Element is presently under review for revision purposes. As part of the current review, Second Street has been designated as a major arterial/scenic route. What this implies is that the status quo condition should be maintained for this section of Second Street in terms of traffic and street improvements. This policy reinforces the land use policies.

Result: Existing CL/CP (limited commercial) zoning designation will remain. A mix of retail sales, professional offices, restaurants, and personal services will continue to be permitted. Banks or other large commercial uses will continue to be prohibited.

B. The Existing Business Mix Could Change to Consist of More Parking Intensive Uses

During the last decade or more, Second Street has undergone changes. As previously stated, although it physically resembles a neighborhood center, it actually functions in many ways like a regional commercial center. This is evidenced by the number of restaurant expansions and new food-related retail shops increased during the last decade and the fact that the tenant mix is weighed more towards regional commercial uses such as restaurants, retail chains, tourist and food-related retail shops than neighborhood-serving retail shops. These regional commercial uses can support higher rents and are parking intensive. It is conceivable that this trend could continue. The CL/CP (limited commercial) zone permits all kinds of retail, restaurant, personal services and offices. However, the proposed zoning changes to increase the parking requirements for parking intensive uses such as:

restaurants and offices would reduce this trend if obtaining additional parking spaces is difficult. Other retail chains, such as The Gap Store and the proposed Thrifty's store, which typically have a greater volume of foot and car traffic, could also continue to be located along Second Street.

Result: If the trend of new parking intensive commercial uses continues, the parking supply would need to be expanded to provide the required parking. Another option would be the establishment of a shopping center management and leasing plan to maintain a certain mix of tenants. Another option would be to amend the CL/CP (limited commercial) district to prohibit any additional restaurants and other potential parking intensive commercial uses.

C. The Parking Supply

It is possible that the existing privately owned lots that have extra parking spaces that are not legally tied to a particular business could be sold and developed as residential uses. There are two such lots. One is located behind the 4700 block along Park Avenue and the other is located behind the 5001 block along the west side of Granada Avenue. These lots are presently leased by a private vendor and used to provide day and nighttime pay public parking. If these lots were eliminated, the existing parking supply would be reduced by 59 spaces. (Bank of America owns the private lot on the east side of Granada Avenue and leases it at night to a private vendor for pay parking.)

Result: The total commercial district parking supply would be reduced by 59 spaces. The parking supply would need to be increased to prevent the aggravation of present parking conditions. These private lots are presently located near blocks of high parking demand, by "parking problem" blocks.

D. The Belmont Shore Residents Could Request a Preferential Parking District for the Residential Areas

It is possible that Belmont Shore residents, in an effort to address residential parking conditions could request the establishment of a preferential parking district for their neighborhood area. This would seriously aggravate commercial parking conditions. Most likely, the group most affected would be employees who use residential streets for parking. The commercial parking supply would be constrained especially on weekends and during evening hours.

Result: Employee parking programs would need to be instituted and/or the parking supply within the parking district would need to be increased.

VI. PARKING ALTERNATIVES

Taken as a whole entity, the Belmont Shore commercial district, according to current zoning requirements, is parking deficient. However, the field research indicates that there is no overall parking shortage. During any of the four peak periods, the field research indicates that more than 220 parking spaces are available throughout the entire parking district. These spaces are available within a three block basis in all cases except one. The field survey does show that parking shortages do exist, but on an individual block basis and only in one case, on a three block basis. The commercial parking situation appears to be more of a perceived problem than one that actually exists.

It should be noted though that most likely the commercial parking demand is actually higher than what the survey reports because the adjacent neighborhood streets were not included in the survey area. It can be assumed that many employees and commercial patrons park on these streets, because parking is free. This situation is especially acute during the evening hours where windshield surveys indicated high parking occupancy on the first residential blocks north and south of Second Street. Consequently, if parking was not available on residential streets, the total reported number of empty commercial parking spaces throughout the district would be much less than 220 spaces.

On a three block basis, throughout the district there are no parking shortages during these four critical periods, except for one three block area, the 4800/4900/5000 block area which is located on the south side of Second Street. During weekday night and weekend night hours, less than two spaces were found empty. On an individual basis there are 13 blocks throughout the district which have individual block parking shortages, (less than five empty spaces). But in almost all cases, these are isolated parking problem block areas; adjacent blocks were found to have available spaces during the high parking demand hours.

In addition, there are real constraints on the private parking lots, which comprise 51% of the parking supply. Three lots operate as pay parking lots (one only at night), and charge more than metered parking. In addition, many parking spaces are posted with customer only signs and indicate others will be towed.

Given all these existing parking conditions, commercial parking concerns and problems do exist. This section presents various parking alternatives that could address existing and potential parking problems for Belmont Shore's commercial district. The alternatives addressed are:

- o Under current residential and commercial parking conditions, only improved parking management for the commercial district is needed. Hire a transportation consultant to implement a Parking Management Plan that includes the following specific tasks:
 1. Develop a program to manage and maximize usage of existing parking supply.
 2. Develop a program to address parking demand, i.e. promote incentives to use public transit, car pooling.
 3. Coordinate with the Second Street employers, especially large employers, to organize an employee parking plan.
 4. Develop a program to better promote parking availability (signing etc.).
 5. Increase number of metered spaces.
- o Consider acquisition of existing privately owned under used parking lots that are not legally tied to any business.
- o Remove constraints from privately owned spaces to allow use after hours without penalty.
- o The Belmont Shore Parking and Business Improvement Area Commissioners should study the feasibility of a shuttle/trolley system especially for employee parking. (Public monies should not be used.)
- o Use the city-owned lot leased to Bayshore Community Congregational Church for employee parking.
- o Under existing residential conditions of no permit parking, additional parking should not be provided that exceeds parking demand.

A. Parking Management Plan

As the field research indicates, parking spaces on the whole throughout the parking district either on the north side or the south side are not substantially filled during any the four peak periods. Given the commercial parking conditions and the parking conditions of the residential areas, only better parking management is presently needed. A parking management consultant should be hired to implement a parking management that includes the following tasks:

1. Develop a program to manage and maximize usage of existing parking supply.

2. Develop a program to address parking demand i.e. promote incentives to use public transit, car pooling.

Proposals should be made to Long Beach Transit to increase their operational hours along Second Street to encourage more public transit use. Employers should provide incentives to employees to use public transit.

3. Coordinate with the Second Street employers, especially large employers, to organize an employee parking plan.

More than 1,300 employees work in Belmont Shore. All these employees do not work concurrently, but it can be assumed that a large majority do. It can be estimated that the majority of employees, like most Southern Californians, drive to work, especially those who work at night. There are no employee lots currently. Most likely most employees park on residential streets. If preferential parking was established in the residential areas, employees would be at a serious loss for parking.

The vast majority of businesses in Belmont Shore employ ten or less employees, only 13% employ more than ten employees. An employee parking plan using off-site lots could be explored and developed. Such a plan should be spear headed by the large employers. Potential off-site lots for consideration as employee lots could be reviewed in conjunction with a shuttle/trolley proposal. Employers could offer a variety of incentives to employees to encourage the use of alternative modes of transportation for getting to and from work.

4. Develop a program to better promote parking availability.
5. Increase number of metered spaces.

The Department of Public Works has reviewed the yellow, red and green spaces and driveways in the commercial district to determine which spaces could be lost and converted to metered parking spaces. Six additional spaces were created from red and green zones. Yellow or loading zones were not converted. They would need to be removed first and then metered as regular spaces. To initiate this process would require the initiative of the Belmont Shore Parking and Business Improvement Area Commissioners and the affected property owners and businesses.

B. Consider Acquisition or Lease of Existing Privately Owned Lots

Three privately owned lots in the commercial district are pay parking lots. One lot is located behind the 4700 block on the south side of Second Street along Park Avenue, and the two other lots are located on the north side, behind

the 5000 and 5001 blocks along both sides of Granada Avenue. The lot on the east side of Granada Avenue is owned by Bank of America and is a pay parking lot only at night. The Park Avenue lot has 25 spaces and the West Granada Avenue lot has 34 spaces and the East Park Avenue lot has 25 spaces. Some of these spaces are currently leased to existing businesses but the vast majority of spaces within each lot are not legally tied to a particular business. As was previously discussed, in the future these lots could be sold and developed for residential or non-parking uses. The field research indicates that these lots are underutilized. Apparently, the maximum cost of \$2.00/\$3.00 is prohibitive for drivers. If the city bought or leased these lots, two positive benefits would result:

1. These parking lots would be maintained as parking lots indefinitely and the current parking supply would not be threatened.
2. The lots would be better utilized due to cheaper costs; the metered parking spaces given today's rate, would cost .25 cents an hour and would be free at night.

C. Remove Constraints from Private "Customer Only" Spaces to Allow Shared Use After Business Hours Without Penalty

Privately owned spaces account for 51% of the total parking supply. Currently, many of the private spaces are posted for customers only, with a warning that others will be towed. At nighttime, when many of these businesses close it seems reasonable that these spaces be shared with other commercial users without penalty. The initiative for a shared use parking plan should originate from the commercial owners and/or the business owners. The field research indicates that many of these posted private spaces are currently being used after business hours, despite the threat of towing. Apparently, enforcement is relaxed. By opening up these posted spaces to shared parking after business hours, one of the most critical parking concerns, parking shortages during evening dinner hours, will be addressed.

D. Conduct a Feasibility Study to Explore the Possibility of Instituting a Shuttle/Trolley along Second Street in Belmont Shore

A shuttle/trolley program may be a feasible and effective program for weekend commercial patrons or for employees to relieve parking shortages. However, such a program has been tried before and did not succeed. Communication with Los Angeles Planning Department indicates that a shuttle program is being considered for a similar neighborhood shopping area - the Melrose Avenue area. However, parking problems are more acute there. Preferential parking

recently was established in the adjacent neighborhoods. A unique provision in this plan is split preferential parking: one side of the residential streets after 8:00 p.m. is used for businesses and the opposite side is used for residents. This was a compromise plan worked out by the business and residential community. The business owners also have a hotline residents can use to report employees who are behaving improperly while parked on residential streets. (The employers have all employee license plate numbers on file.) In addition to these parking management programs, the city is considering a contract with a private vendor to provide shuttle service on weekends, over a one mile distance between two school/or church parking lots. They have hired a consultant to conduct a feasibility study, for such a shuttle program. Such a feasibility study could be contracted for the Belmont Shore commercial parking district by the Belmont Shore Parking and Business Improvement Area Commissioners without public monies.

E. Use the City Owned Lot Leased to Bayshore Community Congregational Church for Employee Parking

The Belmont Shore Parking and Business Improvement Area Commissioners should work with the business community to study and possibly implement a shuttle/trolley program. This parking lot is currently leased by the city to the church. It is zoned park and its current use could conceivably be expanded to allow public parking. This lot's removed location makes it especially ideal for employee parking.

F. Under existing residential conditions of no permit parking, additional parking should not be provided that exceeds parking demand.

Currently, the residential area does not have permit parking established. As a consequence, it can be assumed that commercial patrons and employee and residents use the residential streets for parking. Given these circumstances and the results of the field research, additional commercial parking lots are not needed at this time, providing additional parking which exceeds actual demand will encourage more regionalization of the Second Street commercial district.

VII. CONCLUSION

This study is summarized below.

Existing Conditions

1. The commercial parking shortage is more a perceived problem than an actual problem. On the whole, according to the field research, the commercial district does not have a parking shortage. During all four peak periods, more than 80 parking spaces can be found on either the north or south side of Second Street. Parking shortages that do exist are only on a individual, isolated block basis or in one case, on a three block basis.
2. There is a total of 935 on and off-street parking spaces in this district: 51% are private, 49% are public. There are 456 parking spaces located on the north side and 479 parking spaces are located on the south side.
3. The Second Street commercial district in Belmont Shore consists of 192 businesses and 416,000 square feet in building area. The total number of employees is 1,324. Thirteen percent of the existing businesses are large employers that employ more than 10 employees. These large employers employ 46% of the total number of employees.
4. According to the CP/CL (limited commercial) zoning requirements, the commercial district is parking deficient by 266 spaces.
5. Weekend dinner hours are the busiest in terms of parking demand and weekday lunch are the least busy. Total empty spaces throughout the commercial district during weekday lunch hours are 365. Total empty spaces throughout the commercial district during weekend dinner hours are 231.
6. On a three block basis, parking spaces can always be found with one exception. Only one three block basis experiences parking shortages of less than five empty spaces during weekday dinner, weekend lunch, weekend dinner, -- the 4800/4900/5000 block area on the south side of Second Street.
7. On an individual block basis, there are several blocks (13) that experience parking shortages (less than five empty spaces). However, in almost all cases, these are isolated blocks and adjacent blocks have ample parking. These blocks are listed as follows:

North Side:

4801	5201	5281
4901	5251	5325

South Side:

4800	5224
4900	5250
5000	5274
5200	

8. The existing private pay parking lots along Granada Avenue and Park Avenue are underutilized during peak periods.

Parking Alternatives

At this time, given existing residential and commercial parking conditions additional commercial parking lots are not needed. Instead improved parking management would address present concerns.

- o Hire a transportation consultant to implement a Parking Management Plan that includes the following specific tasks.
 - 1. Develop a program to manage and maximize usage of existing parking supply.
 - 2. Develop a program to address parking demand, i.e. promote incentives to use public transit, car pooling.
 - 3. Coordinate with the Second Street employers, especially large employers, to organize an employee parking plan.
 - 4. Develop a program to better promote parking availability (signing etc.).
 - 5. Increase number of metered spaces.
- o Consider acquisition or lease existing privately owned under used parking lots that are not legally tied to any business.
- o Remove constraints from privately owned spaces to allow use after hours without penalty.
- o The Belmont Shore Parking and Business Improvement Area Commissioners should study the feasibility of a shuttle/trolley system especially for employee parking. (Public monies should not be used.)
- o Use the city-owned lot leased to Bayshore Community Congregational Church for employee parking.
- o Under existing residential conditions of no permit parking, additional parking should not be provided that exceeds parking demand.

7200

BELMONT SHORE COMMERCIAL DISTRICT

**OPTIONS AND RECOMMENDATIONS
FOR ADDRESSING PARKING DEFICIENCIES**

City of Long Beach
Planning and Building Department
333 West Ocean Boulevard
Long Beach, CA 90802

March 1999

COTTON/BELAND/ASSOCIATES
Urban and Environmental Planning



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March 1999

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TABLE OF CONTENTS

	Page
1.0 Introduction	1
Purpose of this Report	1
Background and Statement of the Issues	1
Approach to the Analysis	4
2.0 Community Input	5
Comments from Residents	5
Comments from Business Owners	5
Recommendations from Zoning Committee	6
3.0 Current Zoning Standards and Parking Conditions	7
Zoning Regulations	7
Parking Availability and Use	10
4.0 Comparison of Zoning Regulations	17
Retail and Service Commercial Parking Requirements	17
Restaurant Parking Requirements	17
Loss of Nonconforming Status	18
5.0 Options and Recommendations	19
Phase 1 Recommendations:	
Immediate Actions to be Undertaken	19
Phase 2 Recommendations:	
Longer-term Review and Policy Direction	23
Appendices	
A: Business Owner Questionnaire	
B: Zoning Committee Correspondence	
C: Parking Analysis Technical Memorandum	
D: Comparison of Zoning Ordinance Standards	
E: California Coastal Commission Issues	

List of Tables

Table	Page
1 General Parking Requirements for Specific Commercial Uses	8
2 Belmont Shore Second Street Parking Inventory	12
3 Existing Parking Supply versus Code Requirements	14

List of Figures

Figure	Page
1 Belmont Shore Study Area	2
2 Off-street Parking Inventory	13

1.0 INTRODUCTION

Purpose of this Report

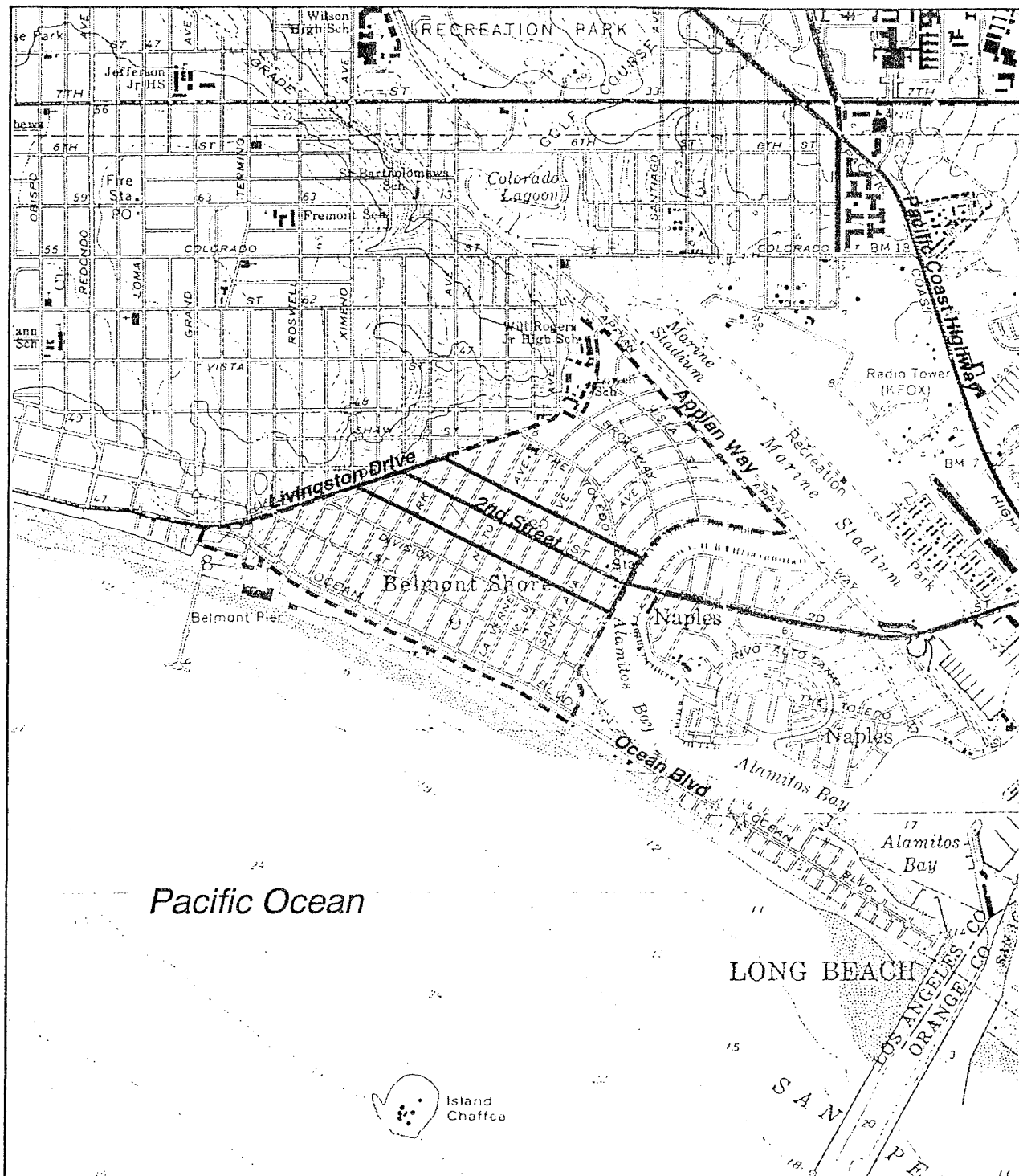
This report describes options available to address existing and anticipated long-term parking deficiencies within the Belmont Shore Second Street commercial district in Long Beach. Parking deficiencies in Belmont Shore affect both the commercial district and adjacent residential neighborhoods. However, this report focuses on strategies for addressing parking problems associated with commercial development, and restaurants in particular.

Background and Statement of the Issues

Belmont Shore is an approximate one-square-mile area that includes residential and commercial uses (Figure 1). Commercial uses are concentrated along Second Street between Livingston Drive and Bay Shore Avenue. These uses front primarily on Second Street, although several small businesses maintain storefronts on the north-south local streets just off Second Street. Existing businesses include a variety of commercial and service retail establishments, small offices, and restaurants typically permitted in the City's CP (Pedestrian Commercial) and CPN (Neighborhood Pedestrian) zoning districts.

Most of the commercial buildings were constructed when off-street parking was not required. Second Street stores primarily served the local residential neighborhoods, many patrons walked to the shops, and the number of automobiles per household were substantially less than today. Consequently, little off-street parking was provided. For the most part, the commercial lots are narrow and less than 100 feet deep, and the buildings cover the entire lot. Little or no space is available on individual lots for on-site parking. Almost all commercial buildings in Belmont Shore are considered "nonconforming" with regard to meeting current parking requirements in the Long Beach zoning ordinance (Title 21 of the Municipal Code).

Today, when a new business replaces an older business in Belmont Shore, the new business generally is allowed to retain nonconforming parking rights associated with the prior use. Additional parking is required only if the new use requires more parking than the previous use (per zoning regulations), and then, only the net difference in parking space requirements must be provided. In Belmont Shore, these conditions have resulted in the creation of relatively few new private parking spaces over the years. Public spaces, however, have been provided in metered lots and at metered spaces along Second Street.



SOURCE: U.S.G.S. 7- 1/2 minute quad- Long Beach, Los Alamitos and Seal Beach, 1964/1965; photorevised, 1981



0 2000 ft

Figure 1
Belmont Shore Study Area

Limited parking exists for residential uses in Belmont Shore. Older units often have only one parking space (or none), and residents must park on the street, a permitted practice. These nonconforming parking rights transfer with a change in ownership or occupancy. However, if a residential building is torn down and replaced with a new unit or units, parking must be provided to meet current code requirements.

The lack of off-street parking for both commercial and residential uses results in business employees and customers and local residents all vying for the same on-street parking spaces throughout the Shore.

Within the past five years Belmont Shore has experienced a gradual transition from a local-serving neighborhood business district to one serving a more regional market and clientele. Restaurants drawing from a larger area and national chain stores that appeal to a broader market base, like The Gap and Starbuck's, have begun to occupy the buildings. These uses have drawn customers who drive to the Shore. The limited number of available parking spaces fill quickly, particularly on Friday and Saturday evenings, and patrons must park on the local residential streets in Belmont Shore. As the popularity of Second Street has increased, residents have found parking on local streets increasingly impacted.

The parking problem in Belmont Shore developed over many years, and the City has worked with businesses and residents to resolve problems. The Belmont Shore Business Association was created to build parking lots financed by parking meter revenues and business assessments. Continued growth in parking demand, however, has required the City to look for a more comprehensive approach to address parking conflicts while preserving the quality and character of businesses and residences in Belmont Shore. In August of 1998, to provide time to examine potential solutions, the City established a temporary moratorium on new restaurant uses in Belmont Shore (set to expire May 19, 1999).

The new restaurants and larger retail stores appear to be the primary generators of increased parking demand. Therefore, the City Planning and Building Department authorized this study to explore the following issues:

- Does the recent increase in the number of restaurants along Second Street critically impact parking?
- Do existing zoning regulations related to parking, nonconforming parking rights, and classification of uses compromise the potential for long-term improvement of parking conditions in the Shore?
- Are existing parking facilities being used to their capacity, and if not, how can utilization be enhanced?
- Is a residential permit parking system appropriate to provide the relief sought by Belmont Shore residents?

Approach to the Analysis

City Planning and Building staff, together with zoning and parking consultants, undertook a three-point approach to the analysis of Belmont Shore parking issues, involving:

- Consultation with Belmont Shore business and resident groups to identify concerns and solicit suggestions,
- Review of the City's zoning regulations and a comparison of these regulations to standards practiced in other cities comparable to Long Beach, and
- Assessment of existing parking deficiencies for Second Street businesses, and a review of techniques and programs available to address deficiencies and related intrusion into adjacent residential neighborhoods.

The results of the analysis and recommendations arising from the findings are presented in this report.

2.0 COMMUNITY INPUT

In order to identify the concerns of Belmont Shore residents, commercial property owners, and business owners regarding parking issues and to attempt to elicit a "vision" for Second Street, the Planning and Building Department met with local interest groups on several occasions, conducted an open house for business owners, and circulated an informal business owner questionnaire. Groups contacted included the Belmont Shore Business Association (BSBA), the Belmont Shore Improvement Association (BSIA), the Belmont Shore Parking Coalition, and the Belmont Shore Zoning Committee, which is comprised of representatives from all interest groups.

Comments from Residents (Belmont Shore Improvement Association)

Residents made the following general comments and suggestions at meetings with City staff:

- The "grandfathering" of nonconforming parking rights represents a substantial problem.
- Beach parking lots could be used by residents and businesses, with a shuttle service for businesses.
- Residents oppose parking structures and the conversion of existing residential lots adjacent to the alley to parking lots.
- Preferential parking for residents is desirable.
- Passport Shuttle service to Belmont Shore from downtown should be free.
- Parking conflicts occur every weekend throughout the year.

Comments from Business Owners (Belmont Shore Business Association)

On January 26, 1999, the City Planning and Building Department held an open house for Belmont Shore business owners. Owners were invited to meet informally with staff to discuss their ideas regarding a "vision" for Second Street and to explore ways to address parking issues. Prior to the workshop, City staff distributed a two-page questionnaire. A copy of the questionnaire is included in Appendix A.

Of the approximately 250 questionnaires distributed, 25 completed questionnaires were returned. This ten percent return represents a good return rate, although the sampling method was not a scientific sampling. The two key questions asked regarding the vision for Second Street were:

1. Should Belmont Shore businesses be focused on serving the local population or provide a mix of shops and restaurants aimed more toward tourists and people from neighboring cities?

2. Do you perceive the increase in restaurants in the Shore as a benefit or detriment to your business? What about the Shore as a whole?

For question 1, 60% of the respondents indicated that Second Street businesses should appeal to both local and regional markets, and 36% indicated the draw should be local. For question #2, the response overwhelmingly (77%) indicated that the influx of restaurants was detrimental to the Shore. Several respondents expressed concern over the increasing number of "fast-food" and "take-out" restaurants. The need for "quality" restaurants and shops was frequently cited.

Recommendations from Zoning Committee

City staff met with the Belmont Shore Zoning Committee to discuss parking issues, the restaurant moratorium, and options for addressing concerns. The Committee, in a letter dated December 4, 1998 (see Appendix B), recommended the following:

- Establishing new "restaurant" definition in the zoning ordinance to better reflect the range of restaurant types citywide;
- Establishing new restaurant parking standards for the CP and CNP districts in Belmont Shore which would generally double current requirements; and
- Eliminating rights to nonconforming parking for new restaurant uses in Belmont Shore.

In discussions with City staff and the project consultant, Committee members indicated that new restaurants appear to substantially impact parking in Belmont Shore. Thus, the Committee's recommendations focus on creating stricter parking standards for restaurants.

3.0 CURRENT ZONING STANDARDS AND PARKING CONDITIONS

This section reviews provisions of the Long Beach zoning ordinance regarding parking standards and nonconforming regulations relevant to Belmont Shore. An analysis of current parking supply within the Second Street commercial district is also presented.

Zoning Regulations

Title 21 of the Long Beach Municipal Code, the zoning ordinance, regulates the use and development of all properties in the City. Existing and new uses must comply with the provisions for the zoning district in which they are located, as well as to general use and development standards applicable to all uses in the City. For the purposes of this analysis, the general provisions of interest are (1) classification of uses for the purposes of determining parking requirements, (2) parking standards, and (3) nonconforming provisions.

All commercial properties on Second Street in Belmont Shore are zoned CP (Pedestrian Commercial). Permitted retail and service uses include small-scale businesses intended to serve the local community. Financial institutions are not permitted, nor are fast-food restaurants with drive-through facilities. Restaurants are permitted by right, unless alcoholic beverages are sold, in which case a conditional use permit (CUP) or CUP exemption is required.

Classification of Uses for Determining Parking Requirements

Chapter 21.41 of the zoning ordinance sets forth parking requirements for commercial businesses. *Ready-to-eat restaurants*, for the purposes of defining parking requirements, are placed in the same category as *Retail Stores* and *Personal Service Uses*. *Fast-food restaurants*, which the zoning ordinance separates from *ready-to-eat restaurants*, and *dinner restaurants* are distinct categories.

The zoning ordinance contains the following definitions for various types of restaurants:

Restaurant: A commercial use engaged in the preparation and sale of food for immediate consumption. A restaurant includes a kitchen containing not less than a double sink, a range, an oven, and an exhaust canopy. Catering is an accessory use to a restaurant. Uses that prepare and sell food without a full kitchen are a tavern if they sell alcoholic beverages for on-premises consumption, or a ready-to-eat restaurant food establishment if they do not sell alcohol for on-premises consumption.

Ready-to-eat restaurant: A use, whether it meets the definition of restaurant or not, that sells food in a form that is ready to eat at the time of sale, and is primarily designed for take out, with limited on-site service. Such uses include bakeries, delicatessens, donut shops, ice cream shops, and yogurt shops.

Fast-food restaurant: A restaurant which supplies food and beverages primarily in disposable containers and which is characterized by high automobile accessibility, self-service, and short stays by customers.

Dinner restaurant: A restaurant which provides primarily table service to customers with limited take-out service.

The zoning ordinance does not contain a threshold for when a *ready-to-eat restaurant* with table service becomes a *dinner restaurant*. As standard policy, the Planning and Building Department considers a *ready-to-eat restaurant* as any such business containing less than 250 square feet of serving area. Any restaurant (other than a *fast-food restaurant*) containing 250 square feet or more of serving area (dining/in front of counter area) is determined to be a *dinner restaurant*.

Parking Standards

Table 1 presents the parking standards for the restaurant categories cited above, as well as for taverns. Section 21.41.226 of the zoning ordinance provides that in Belmont Shore, parking shall be one-half of the parking generally required. **Thus, parking requirements for new businesses in Belmont Shore are one-half of the standards indicated in Table 1.**

Table 1
General Parking Requirements for
Specific Commercial Uses

Use Category	Required Number of Parking Spaces
Retail and Personal Service Store or Shop	4/1,000 SF-GFA
Ready-to-eat Restaurant	4/1,000 SF-GFA
Fast-food Restaurant	5 spaces, plus 1 per 3 seats in dining area, or 10/1,000 GFA, whichever is greater
Dinner Restaurant	10/1,000 SF-GFA of dining area, plus 20/1,000 GFA of tavern area and 25/1,000 GFA of dance floor
Outdoor Dining at established restaurant	0 for 250 SF-GLA or less; for > 250 SF-GLA, 5/1,000 GLA (none if located on public sidewalk)
Tavern	20/1,000 SF-GFA

Abbreviations: SF=square feet; GFA=gross floor area; GLA=gross land area

Of particular note is the parking requirement for *ready-to-eat restaurants*. The parking requirement in Belmont Shore is 2 spaces per 1,000 square feet of gross floor area (SF-GFA). For *fast-food* and *dinner restaurants*, the requirement is approximately 5 spaces/1,000 SF-GFA. Thus, *ready-to-eat restaurants* provide less than one-half the parking required for all other restaurant uses.

Nonconforming Provisions

The term *nonconforming*, in the context of zoning regulations, means that a use, structure, or related improvement does not conform to the current zoning ordinance use regulations or development standards. Chapter 21.27 of the Long Beach zoning ordinance addresses such nonconforming uses and structures. Several provisions of Chapter 21.27 are relevant to this analysis.

Section 21.27 provides that nonconforming rights to a use are lost if the use is abandoned for 12 months or if the structure housing the use is *demolished* or *rebuilt*. The zoning ordinance defines these terms as follows:

Demolish means to remove more than 50 percent of the exterior walls of an existing building or structure, as measured by the linear length of the walls. Windows, doors, and/or deteriorated wall sections are all considered part of the wall (Sec. 21.15.750).

Rebuild means an addition or additions to a building whereby the area of the building is expanded by more than 50 percent by construction over an existing building. In calculating the 50 percent expansion, all construction after January 1, 1990 shall be included (Sec. 21.15.2250).

City interpretation of *demolish* allows for the entire interior, exterior, and roof of a building to be torn down, provided at least 50 percent of the exterior walls remain, without a structure losing its nonconforming status.

Section 21.27.090 addresses nonconforming parking. The zoning ordinance provides that nonconforming parking rights shall be lost if a structure is demolished or rebuilt, but not if the structure is merely vacated. Therefore, as indicated in Section 1.0, a new permitted use in Belmont Shore, leasing space in an existing building, can retain the nonconforming parking rights associated with that building and/or prior use. Additional parking would be required only if the new use has a higher parking demand, and then, only the net difference in spaces is required. For example, if one retail use replaces another, no new parking spaces would need to be provided. If a ready-to-eat restaurant replaces a retail use, no new parking would be required since these two uses have the same parking requirement (2 spaces/1,000 SF-GFA in Belmont Shore). If a dinner restaurant moves into a space formerly occupied by a retail business, only the net difference in parking spaces needs to be provided.

Other Land Use Regulation Considerations

Additional sections of the zoning ordinance and portions of the City's *Local Coastal Plan* relevant to this study effort include:

Off-site Parking: Section 21.41.222 of the zoning ordinance states that commercial uses may provide off-site parking facilities, provided that such facilities are located within 600 feet of the use being served. (This distance restriction does not apply to Downtown, parking districts, or the Westside Industrial Redevelopment Project Area).

Local Coastal Plan: Belmont Shore is within Area D of the *Local Coastal Plan*. Policies call for the unique character of Second Street to be preserved and for the district to serve residents of the area rather than provide "region-serving" facilities. The Plan states "Parking in the first lots north and south of the alleys behind the shops may be allowed under provisions of conditional use permits, except in the block between Park Avenue and St. Joseph Avenue, north of Second Street, where parking may extend up to two lots north of the alley."

Parking Availability and Use

An analysis of the parking supply in the Belmont Shore commercial district (Second Street) and the relationship of existing parking to City parking requirements was undertaken. However, a residential parking supply/demand analysis was not included; the study effort focused on commercial uses only. Primary questions examined in the analysis were:

- What is the ability of the Second Street parking supply to adequately handle current and potential future parking demand?
- How does the existing parking supply compare to the theoretical parking supply that would have been provided if uses in Belmont Shore were required to meet standard code requirements?
- What areas of Belmont Shore and the Second Street district experience the greatest parking deficiencies?

The complete analysis is presented in a technical memorandum contained in Appendix C. Findings are summarized on the following pages.

Methodology

The following approach was used to examine parking supply and demand issues:

- **Parking Supply** - A comprehensive inventory of all parking spaces was conducted. The inventory included the number of parking spaces by type (private off-street, public off-street, and public on-street), parking spaces desegregated on a block-by-block basis, parking restrictions (time of day), parking fees, and other related parking conditions.
- **Parking Requirements** - A "theoretical" code parking analysis was conducted. This type of analysis estimated the number of parking spaces that would be required in the district given citywide parking code requirements. The theoretical code analysis therefore attempts to identify parking needs based on City zoning ordinance parking ratios as a benchmark against which to measure the reduced parking supply in the Shore. That is, how much less parking has been provided over time due to special parking standards applicable to Area D (Belmont Shore) that requires only one-half of the parking that would be provided at other locations in the City?
- **Parking Conditions by Block** - The supply and demand for parking was estimated for each block, as well as for the district as a whole. This was necessary because parking is very locally oriented. For example, research has indicated that retail patrons generally expect to park no farther than about one-eighth of a mile (660 feet) from their destination (or closer as parking is available). Therefore, parking at one end of Second Street cannot reasonably be expected to serve businesses at the other end. The distance persons are willing to walk to parking varies by type of business, length of stay, and purpose of the visit.

Existing Parking Supply

Table 2 summarizes the existing parking supply. The location of the spaces is indicated on Figure 2.

The inventory shown in Table 2 includes (1) all off-street spaces and (2) only those on-street spaces that are located on Second Street and the perpendicular side streets from the north to the south alleys. Additional on-street spaces exist beyond each alley; however, those spaces are adjacent to residential properties. Clearly, some of those spaces in front of residential properties are used for commercial parking. Since the purpose of this analysis is to assess the ability of the *commercial* parking supply to serve the *commercial land uses*, the residential area spaces are not included in the initial inventory.

Table 2
Belmont Shore Second Street Parking Inventory

Type	Number of Spaces
Public Spaces	
Metered Lots	153
On-Street Metered	322
On-Street Non-Metered	44
Total Public Spaces	519
Private Spaces	
Pay Lots	81
No-Fee Private Spaces	427
Total Private Spaces	508
Total Available Parking	1,027

Theoretical Parking Code Requirement

The theoretical parking demand for existing commercial uses in the Second Street district was calculated on a block-by-block basis, using as the demand factors standard zoning ordinance requirements applicable citywide (not the one-half reduction allowed in Belmont Shore). An adjustment was made for the mixed-use character of the district, assuming that spaces are shared and that peaking periods differ. The methodology is explained in the technical memorandum (Appendix C). The demand analysis found that a **net deficiency of 479 parking spaces** exists, as indicated in Table 3.

Current Parking Demand

A parking utilization analysis was conducted on a typical peak summer day. On Sunday, August 30, 1998, a series of timed aerial photographs was taken for the purpose of identifying parking usage throughout various times of the day. That day was characterized by very high beach demand due to hot summer conditions. Photographs were taken at 11 AM, 2 PM, 4 PM, and 6 PM. The results of the parking utilization analysis are summarized below.

Private lot parking demand was very low in the morning at 11 AM (only 31 percent utilized); private lot usage peaked at 6 PM at 56 percent full. This is consistent with similar surveys taken at other high demand beach communities (for example, Manhattan Beach, Hermosa Beach, and Newport Beach). The reason for relatively low overall private lot utilization is that many private lots provide only a few spaces, they are located directly in back of businesses, and they

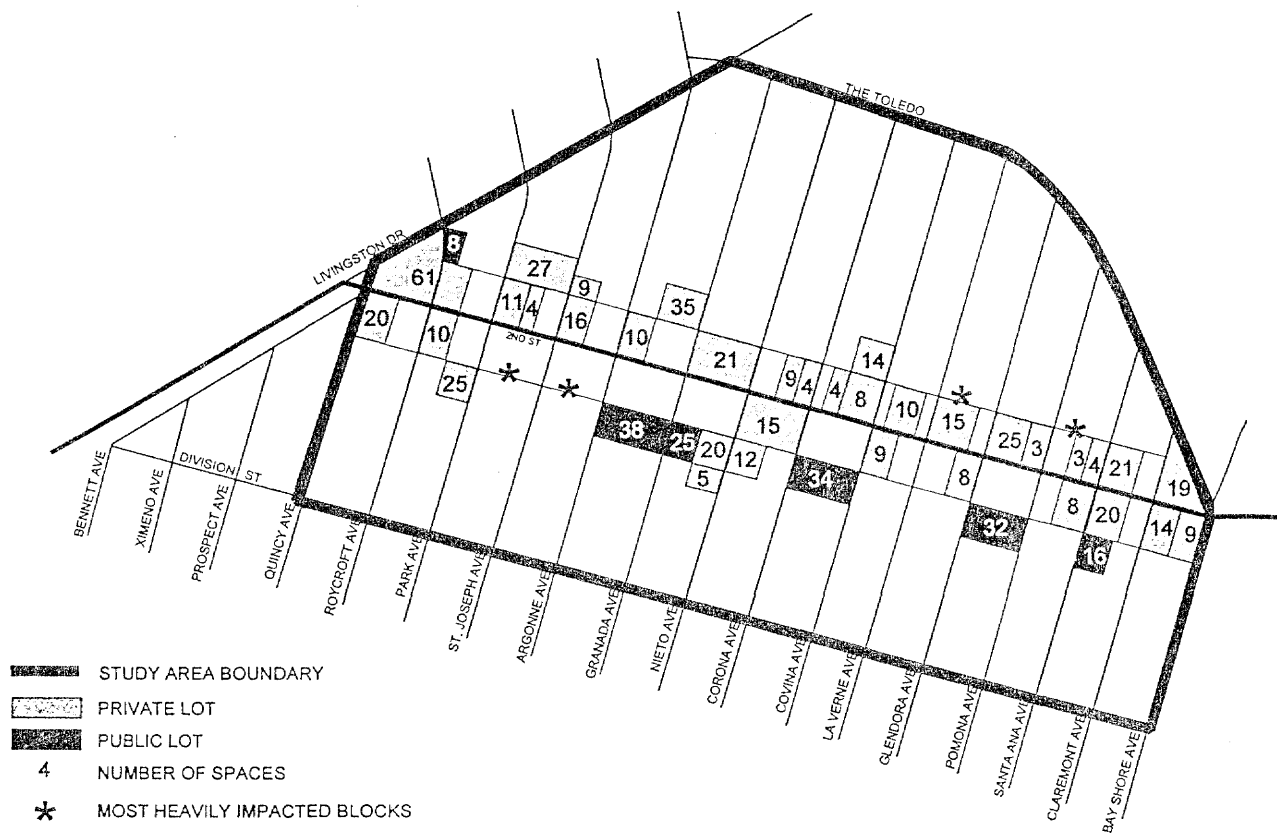


Figure 2
Off-Street Parking Inventory

Table 3
Existing Parking Supply versus Code Requirements

Block Number	Number of Off-Street Spaces	Theoretical Code Parking Requirement	Surplus or Deficiency in Block
1	20	48	-28
2	35	93	-58
3	0	110	-110
4	0	269	-269
5	38	96	-58
6	50	98	-48
7	27	68	-41
8	34	101	-67
9	9	67	-58
10	8	61	-53
11	32	93	-61
12	8	76	-68
13	36	53	-17
14	23	25	-2
15	69	89	-20
16	42	63	-21
17	25	94	-69
18	45	72	-27
19	21	74	-53
20	13	39	-26
21	26	62	-36
22	10	41	-31
23	15	99	-84
24	28	48	-20
25	7	92	-85
26	21	40	-19
27	19	19	0
Total	661	2,091	-1430
Adjustment for Mixed Use (28 percent) Shared Parking (see Appendix C)		(585)	
Adjusted Requirement/Deficiency		1,506	-845
On-street Spaces Available on 2 nd St. and Side Streets from Alley to Alley			366
Net Deficiency			-479

may be chained off or signed for no parking by anyone except that business. Therefore, this parking remains unused when the business is closed.

Public lot utilization is much higher throughout the Second Street area. Many public lots experienced 95 to 100 percent occupancy throughout the day. Overall, public lot parking demand at 11 AM was 57 percent, but it jumped to 84 percent by 2 PM and 86 percent by 6 PM. At 6 PM, 21 public spaces were observed to be available throughout the area (all lots combined).

Generally, parking occupancy of 85 percent or greater in a business district is considered to be essentially "full" from an operational perspective because the few remaining spaces may be too small to accommodate large vehicles or may require considerable vehicle circulation to locate the few remaining spaces.

Summary and Conclusions

The parking technical analysis yields the following key findings:

- Approximately 1,027 parking spaces are available in the Belmont Shore **commercial district** (Second Street and the area between the alleys, including lots that extend beyond the alleys, but excluding spaces that front residential properties).
- The theoretical zoning ordinance requirement for the commercial district is 2,091 spaces. Adjustments for mixed-use of parking yields a theoretical requirement of 1,506 spaces.
- The estimated **deficiency** is approximately **479 spaces**.
- The four blocks with the greatest parking deficiencies are:
 - south of Second Street between Argonne and St. Joseph,
 - south of Second Street between Park and St. Joseph,
 - north of Second Street between Pomona and Santa Ana, and
 - north of Second Street between La Verne and Glendora.

These blocks have deficiencies ranging from 85 to 269 spaces per block. Other blocks have lower deficiencies.

Based on these findings and the additional information presented in Appendix C, the following conclusions can be drawn:

- A significant parking deficiency exists during peak periods within the Second Street business corridor.

- Peak-day demand for public spaces is high, with nearly full occupancy of all on-street and public lot spaces.
- Restaurants contribute the greatest proportion of parking demand (39 percent).
- Redevelopment of vacant lots and continued reuse of vacant buildings would further impact adverse parking conditions.
- A significant portion of the parking demand (nearly one-third during peak times) is currently absorbed by on-street parking in the adjacent residential neighborhood.

4.0 COMPARISON OF ZONING REGULATIONS

Zoning requirements in other cities were reviewed to determine how the City of Long Beach's zoning regulations for parking and nonconforming uses/parking compare to other jurisdictions. The survey included California cities similar to Long Beach (and the Belmont Shore area in particular) and Long Beach Benchmark Cities (cities outside of California comparable to Long Beach in terms of size, population, and government structure).

California cities included in the survey were Carmel-by-the Sea, Carlsbad, Huntington Beach, Monterey, Palo Alto, Redondo Beach, San Buenaventura (Ventura), San Clemente, San Diego, San Marino, Santa Barbara, Santa Monica, Tiburon, and Torrance. The Benchmark Cities surveyed were Colorado Springs, Colorado; El Paso, Texas; Lubbock, Texas; Portland, Oregon; and Seattle, Washington.

The findings of the survey are summarized here. Detailed information is included in Appendix D.

Retail and Service Commercial Parking Requirements

Most cities require between 2 to 5 parking spaces per 1,000 square feet of gross floor area (2-5/1,000 SF) for retail and service commercial businesses. Standards are lower in areas well served by transit or in intensive, mixed-use commercial districts. The highest standard applies in Colorado Springs (10/1,000 SF), and several cities require 5/1,000 SF (Huntington Beach, Palo Alto, and Torrance). The lowest requirement is in Carmel-by-the-Sea, at 1.7/1,000 SF. Within special districts in Colorado Springs, Seattle, and Portland, parking requirements may be waived entirely.

In Long Beach, the citywide standard is 4/1,000 SF, with a reduced requirement in Belmont Shore of 2/1,000 SF. Thus, the parking requirement for general retail and service commercial businesses in Long Beach are comparable to and within the range of other cities' requirements, with the Belmont Shore standard at the lower end of the range.

Restaurant Parking Requirements

As indicated in Section 3.0 of this report, the Long Beach zoning ordinance establishes separate parking standards for *ready-to-eat restaurants* and *dinner restaurants*. (Because existing zoning regulations prohibit new *fast-food restaurants* with drive-through lanes in Belmont Shore, the analysis comparison survey did not address fast-food restaurants.) For parking purposes, the zoning ordinance defines a ready-to-eat restaurant as a retail use, thereby requiring a citywide standard of 4/1,000 SF of serving area and in Belmont Shore, 2/1,000 SF of serving area. Dinner restaurants require 10/1,000 SF of serving area (5/1,000 in Belmont Shore).

Other cities' ordinances vary widely in the minimum parking requirements for eating and dining establishments. Few cities differentiate between small and large restaurants. Also, calculation of parking space requirements may be based on dining or serving area, gross floor area, or number of seats, and additional spaces may be required for outdoor dining area and bar or dance area. Thus, direct comparison among cities is somewhat difficult.

At the high end, Carlsbad requires 10/1,000 SF for restaurants containing less than 4,000 SF of floor area and 20/1,000 for larger restaurants (with a minimum of 40 parking spaces required). Most cities require at least 10/1,000 SF for all restaurants. Lower requirements generally apply only in special districts and particularly, districts well served by transit.

In general, Long Beach citywide standards for both ready-to-eat and dinner restaurants are within the middle range of those cities surveyed. The Belmont Shore standard is markedly less than most other city standards, although comparable to requirements applicable to special districts in San Diego.

Loss of Nonconforming Status

The survey in Appendix D discusses in detail various scenarios involving nonconformities. The most relevant discussion focuses on nonconforming parking and when rights to such are lost. In Long Beach, rights to nonconforming parking are never lost unless a building is demolished and replaced with a new structure (refer to *Nonconforming Provisions* discussion in Section 3.0 above).

The Long Beach ordinance is much more liberal regarding loss of nonconforming status than most other cities surveyed, generally because Long Beach employs a liberal definition of "demolish". Most cities consider all nonconforming rights, including parking, to be lost when more than 50 percent of a structure is rebuilt or replaced. In Long Beach, the entire interior, exterior, and roof of a building may be torn down, provided at least 50 percent of the exterior walls remain (linear length of the walls), without a structure losing its nonconforming status. However, the City has found that implementation of existing nonconforming provisions allows for the preservation of area architecture and scale and provides for the economic reuse of generally viable buildings without drastically changing neighborhood character.

5.0 OPTIONS AND RECOMMENDATIONS

Options available to address parking problems in Belmont Shore include both zoning ordinance amendments and parking management strategies. The options described in this section identify the varied approaches considered by Planning and Building Department staff in the course of this study.

Because the number of restaurants along Second Street appears to be the primary cause of increasing parking problems in Belmont Shore, a two-phased approach is recommended to easing parking conflicts. The first phase involves (1) making focused amendments to the zoning ordinance to address restaurants and restaurant parking, and (2) monitoring metered parking more aggressively. These strategies are recommended for immediate implementation. Phase 2 strategies require further review and policy consideration by the City Council and broader public discussion. The Council may direct the Planning Commission and City staff to pursue specific Phase 2 strategies now or to consider the approaches at a later date.

Phase 1 Recommendations: Immediate Actions to be Undertaken

Described below are ordinance amendments and parking management strategies recommended for immediate action and implementation. A brief discussion of possible implications follows each recommendation.

Zoning Ordinance Amendments

The following zoning ordinance amendments are recommended. Full public hearings before the Planning Commission and City Council will be required prior to adoption and enforcement.

1. Amend Definition of Ready-to-eat Restaurant

Amend the definition of *ready-to-eat restaurant* (section 21.15.2332) to read as follows:

Ready-to-eat restaurant: A use, whether it meets the definition of restaurant or not, that sells food in a form that is ready to eat at the time of sale, and is primarily designed for take out with on-site service area **limited to 150 square feet of dining in/ front of counter area. Full-service kitchens are not allowed in ready-to-eat restaurants.** Such uses include bakeries, delicatessens, donut shops, ice cream shops, and yogurt shops.

Discussion: The zoning ordinance currently is silent with regard to the amount of serving area in *ready-to-eat restaurants*. As a matter of policy, the Zoning Administrator interprets *ready-to-eat restaurant* to mean a retail food service business with no more than 250 square

feet of serving area (combined counter service and seating area); a restaurant with more than 250 square feet of serving area is considered a *dinner restaurant*.

This zoning ordinance amendment would codify and tighten existing policy. Also, new *ready-to-eat restaurants* might be reclassified as *dinner restaurants* and therefore would be subject to the higher parking requirement outlined in Recommendation 3 below.

2. **Revise the Definition of *Demolish***

Amend Section 21.15.750 of the zoning ordinance (definition of *demolish*) to provide stricter controls on what portion of a nonconforming structure can be torn down without loss of nonconforming status. The following is recommended:

“Demolish” means to remove more than fifty percent of the exterior walls (*structural framing*) of an existing building or structure, as measured by the linear length of the walls. ~~Where windows, doors and/or deteriorated partial wall sections are removed, are all considered part of a the~~ *corresponding amount of linear length of wall removed shall be calculated on a pro rata basis.*

Discussion: As discussed in Sections 3.0 and 4.0, the current definition of *demolish* is fairly liberal and is interpreted to allow the entire interior, exterior, and roof of a building to be torn down, provided at least 50 percent of the exterior walls remain, without a structure losing its nonconforming status. While City staff finds the current definition and interpretation work, staff indicates that this clarification is necessary to address public misunderstanding of the intent of the provision.

The definition change will apply citywide but will not alter the threshold for triggering loss of nonconforming status pursuant to Section 21.27.060(A) of the zoning ordinance.

3. **Increase Parking Standard for *Dinner Restaurants* in CP and CNP Zone Districts, Area D of the Coastal Zone**

Amend section 21.41.226(A) of the zoning ordinance to require new *dinner restaurants* in Belmont Shore to provide 10 parking spaces per 1,000 SF of dining area. “New” restaurant shall mean any new construction or any change in use from a non-restaurant use to a restaurant use. Section 21.32.240 will also require parallel revisions. The two amendments proposed are as follows:

Amend section 21.41.226 subsection A as follows:

- A. New buildings. In Area D of the Coastal Zone (2nd Street between Livingston and Bayshore), the parking in the CP and CNP districts shall be one-half the parking required in Chapter 21.41, Table 41-1c, *except the one-half parking standard shall not apply to restaurants (new and reuse/conversion of existing non-*

restaurant lease spaces) which shall conform to full parking standards. In all other areas of the Coastal Zone and outside the Coastal Zone, parking in the CP and CNP district shall be as required in Chapter 21.41, Table 41-1c (also see 21.41.240). Any new parking provided, or reconfiguration of existing parking facilities, in Area D of the Coastal Zone can utilize tandem parking subject to the provisions of section 21.41.235 subsection B of the tandem parking regulations.

Amend special development standards by district (section 21.32.240) by amending subsection F as follows:

- F. CP and CNP Districts, Parking. In Area D of the Coastal Zone (2nd Street, between Livingston and Bayshore), the parking in the CP and CNP districts shall be one-half the parking required in Chapter 21.41, Table 41-1c, *except the one-half parking standard shall not apply to restaurants (new and reuse/conversion of existing non-restaurant lease spaces) which shall conform to full parking standards.* In all other areas of the Coastal Zone and outside the Coastal Zone, parking in the CP and CNP district shall be as required in Chapter 21.41, Table 41-1c (also see 21.41.226). *Any new parking provided, or reconfiguration of existing parking facilities, in Area D of the Coastal Zone can utilize tandem parking subject to the provisions of section 21.41.235, subsection B of the tandem parking regulations.*

Discussion: Section 21.41.226(A) currently allows new commercial uses along Second Street, including restaurants, to provide only one-half of the parking spaces required citywide. Thus, *dinner restaurants* are required to provide only 5 spaces per 1,000 SF of dining area. Also, existing rights to nonconforming parking continue.

The recommended ordinance amendments would require **new** dinner restaurants, as defined above, to provide a full level of parking. Rights to nonconforming parking, which at some locations means no parking, would continue. For example, a 1,000-square-foot retail space that has no parking and is converted to a new restaurant use with 250 square feet of dining area would require provision of 3 parking spaces (2.5 rounded up to 3 as required by code).

The recommended changes will result in the creation of new private parking spaces whenever new restaurants are established. Given the small lot sizes along Second Street and limited opportunities/sites available for new parking spaces, it is possible that few new restaurants will be established unless developers and new restaurant owners find creative solutions to meet the new parking requirements.

Some sites may not be viable for restaurant use due to space restrictions. Also, the continuity of store fronts along Second Street could be disrupted if parking lots are designed to exit onto Second Street or if underground parking is provided.

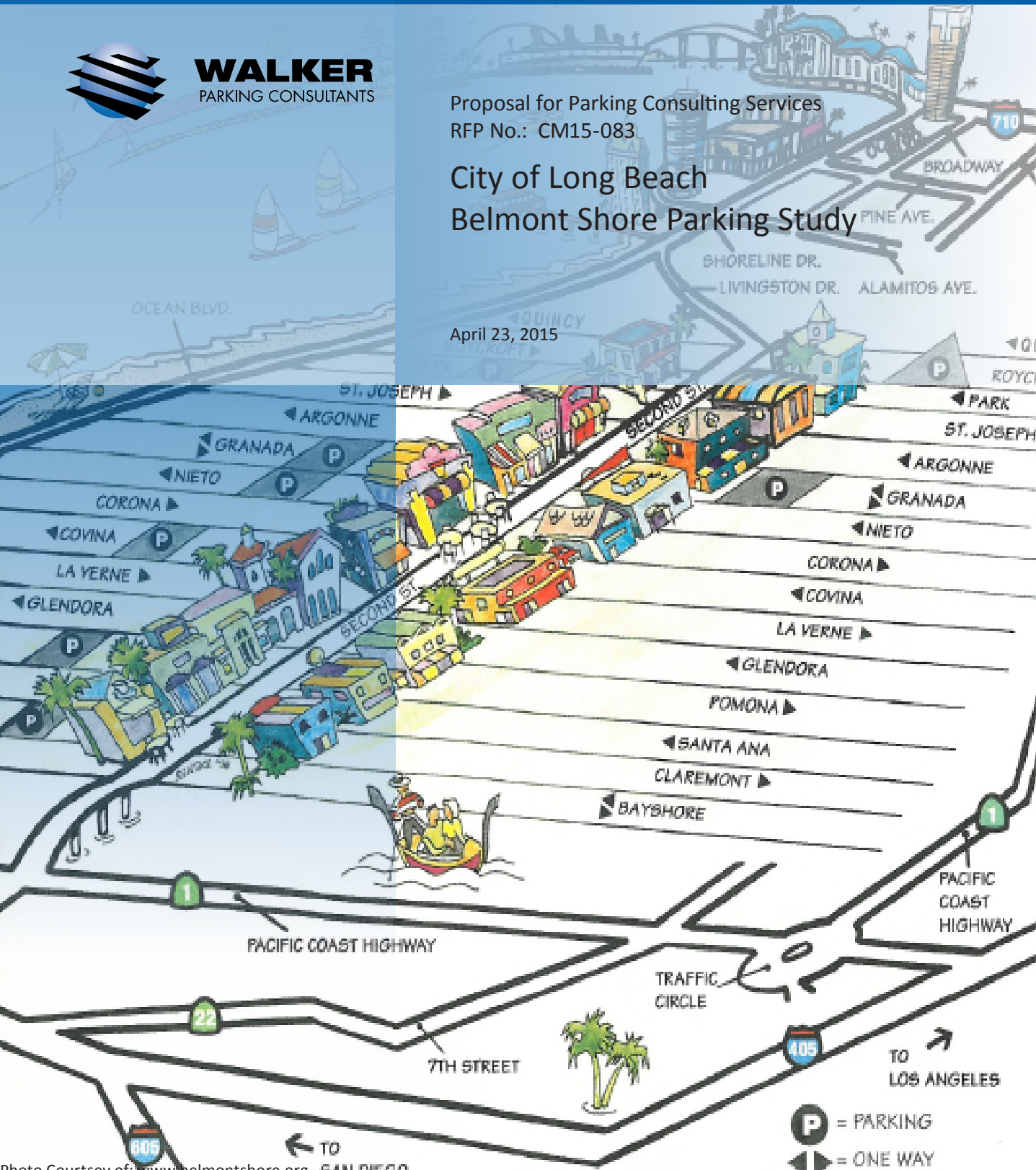


WALKER
PARKING CONSULTANTS

Proposal for Parking Consulting Services
RFP No.: CM15-083

City of Long Beach Belmont Shore Parking Study

April 23, 2015



Proposal for Parking Consulting Services
RFP No.: CM15-083

City of Long Beach Belmont Shore Parking Study

April 23, 2015



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

City of Long Beach
Request For Proposals Number CM15-083
For
Belmont Shore Parking Study

Release Date:	03/27/2015
Consultant Questions Due:	04/07/2015
Posting of the Q & A:	04/14/2015
Due Date:	04/23/2015

For additional information, please contact:
Anne Takii, Buyer/City Contact, 562-570-6362

See Section 4, for instructions on submitting proposals.

Company Name _____ Contact Person Steffen Turoff, Director, Planning Studies

Address 606 South Olive St., Suite 1100 City Los Angeles State CA Zip 90014

Telephone (213) 488-4911 ^{Walker Parking Consultants} Fax (213) 488-4983 Federal Tax ID No. 38-1782774

E-mail: steffen.turoff@walkerparking.com

Prices contained in this proposal are subject to acceptance within 90 calendar days.

I have read, understand, and agree to all terms and conditions herein. Date April 22, 2015

Signed 

Print Name & Title Steffen Turoff, Director, Planning Studies



WALKER
PARKING CONSULTANTS

606 South Olive Street, Suite 1100
Los Angeles, CA 91105

T | 213.488.4911
F | 213.488.4983
www.walkerparking.com

April 23, 2015

Ms. Anne Takii
Buyer
City of Long Beach, City Clerk
333 West Ocean Blvd., Plaza Level
Long Beach, CA 90802

Re: Response to Request for Proposals
Belmont Shore Parking Study - RFP No. CM15-083

Dear Ms. Takii:

Walker Parking Consultants ("Walker") is pleased to submit for your review the following proposal to assist in the development of a Parking Study and Parking Management Plan for the Belmont Shore Parking and Business Improvement Area in the City of Long Beach. We are very excited about this project and the opportunity to present our proposal to you. We believe that your needs, as outlined in your Request for Proposals ("RFP"), correspond exceptionally well with our professional strengths and our significant experience working in historic districts in Coastal California. This project provides us with the opportunity to do what we do best and offer a real value to you as our client.

Walker is a consulting and design firm providing innovative solutions for a wide range of parking and transportation issues. Founded in 1965, the firm has 250 employees and is the worldwide leader in the parking field, with a major presence in parking planning in California, offering a full range of parking consulting, design, engineering, and restoration services. We are a full-service professional services firm that can meet all of your parking consulting-needs in house.

Many growing vibrant, coastal neighborhoods face challenges similar to the Belmont Shore when trying to balance the desire to provide a pedestrian-friendly, aesthetically pleasing communities with the need to provide adequate, available, convenient and cost-effective parking for residents, businesses and the spikes in demand created by beachgoers and local events. Walker's Study Services Group has done extensive work with municipalities throughout California and the United States that are confronting similar issues of wanting to manage and grow their parking districts and systems as effectively and responsibly as possible.

Because design, including automated parking structures, are a significant component of our business, we understand the importance of parking planning and cost-effective alternatives. This was the case in the City of Santa Monica. Walker developed a program to fund the two planned garages. At the same time, Walker presented study findings to demonstrate how parking demand could be accommodated more cost-effectively, without building the new structures. Although the client proposed the construction of a 1,000-space downtown parking structure, Project Manager Steffen Turoff met with a dozen stakeholders and community groups and presented study findings to City officials, residents and stakeholders that the new structure was unnecessary and that more desirable alternatives should be pursued, including an improved management plan for the existing parking and transportation resources. Walker suggested that the City channel resources into a cost effective and sustainable parking management plan that included the use of *existing* parking spaces, public transit, and non-motorized modes of transportation such as bicycling and walking. By accepting Walker's recommendations, the City saved in excess of \$57 million dollars, leaving these funds available for transportation alternatives.

Walker will perform all scope items contained within the City's RFP CM-15-083 for Belmont Shore Parking Study issued March 27, 2015. Our proposed team will be 100% committed to working with the Belmont Shore community and will commit appropriate resources to complete our services in a timely and efficient manner. If you need additional information, or have questions on the information presented, please do not hesitate to contact us.

Sincerely,
WALKER PARKING CONSULTANTS

Steffen Turoff, AICP
Director, Planning Studies

Table of Contents



APRIL 23, 2015

1. Primary Proposer Information	1
2. Subcontractor Information	10
3. References	16
4. Cost	28
5. Attachments	29
6. Addendum	45

Prime Proposer Information

Section 9.1 Primary Proposer Information

Company ownership

Corporation, Michigan, March 1965

Location of the company offices

Abu Dhabi
An Arbor
Boston
Charlotte
Denver
Dubai

Elgin
Houston
Indianapolis
Kalamazoo
Los Angeles
Minneapolis

New York
Philadelphia
San Diego
San Francisco
Seattle
Tampa

Location of the office servicing any California account(s)

606 South Olive Street, Suite 1100, Los Angeles, CA 90014

Number of employees both locally and nationally. Specify number of full time employees residing in Long Beach.

Local Employees	National Employees	Long Beach Residents
15	235	0

Location(s) from which employees will be assigned.

Los Angeles, CA

Name, address and telephone number of the Proposer's point of contact for a contract resulting from this RFP.

Steffen Turoff, Director, Planning Studies
606 South Olive Street, Suite 1100
Los Angeles, CA 90014
T | 213.488.4911 F | 213.488.4983
E | steffen.turoff@walkerparking.com

Company background/history and why Proposer is qualified to provide the services described in this RFP.

Please see page 2.

Length of time Proposer has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.

Throughout our 50 year history, Walker has completed over one thousand parking analyses and management plans for public and private sector clients throughout the United States. We have successfully completed dozens of such studies for cities throughout Southern California and hope to do the same for the City of Long Beach and the Belmont Shore community.

Resumes for key staff to be responsible for performance of any contract resulting from this RFP.

Complete resumes starting on page 4.

Company Profile



Walker Parking Consultants is a consulting and design firm providing innovative solutions for a wide range of parking and transportation issues. Founded in 1965, the firm has over 250 employees and is the worldwide leader in the parking field, offering a full range of parking consulting, design and general restoration services.

Walker's Consulting Resources Group consists of planners and consultants who are devoted to providing specialty parking and transportation consulting services.

The organizational structure of Walker's Consulting Resources Group optimizes the advantages offered by both centralization and decentralization. Experienced leaders and support staff are located in geographical areas that serve as our training and research centers, enabling us to simultaneously serve both the east and west coasts of the U.S.

To effectively service local clients, key staff members who work with the Consulting Resources Group are located in most Walker offices, a significant number of whom are in our Los Angeles office. This structure helps us provide you with a quality product, trained staff members, and cost effective and responsive service.

The staff members comprising Walker's Consulting Resources Group include a unique mix of transportation engineers, parking planners, and experienced business people. Many of the staff have hands-on parking operations experience with airports, hospitals, hotels, municipalities, restaurants, retail establishments, office buildings and universities. This hands-on operations experience benefits you because it allows us to go beyond theory to develop solutions that withstand the challenges of the real world.

SERVICES:

PLANNING

- Supply/Demand
- Parking Alternatives
- Site Analysis
- Traffic Engineering
- Parking and Transportation Master Planning
- Wayfinding/Pedestrian Travel
- Airport Landside Planning
- Shared Parking Analysis

DESIGN

- Prime Design
- Architecture
- Structural Engineering
- Automated Vehicle Storage and Retrieval Systems
- Electrical Engineering
- Mechanical Engineering

FINANCIAL

- Market and Financial Analysis Planning
- Financing Alternatives
- P3 Monetization

OPERATIONS

- Parking Operations
- Operational Audits
- Due Diligence Studies
- Operator Selection
- Car Park Management Systems

SYSTEMS

- Lighting, Security, Signage
- Functional Layouts
- Access and Circulation Systems
- Durability Engineering

RESTORATION

- Structural Investigations
- Seismic Retrofit
- Due Diligence
- Repair Documents
- Capital Improvement Plan
- Corrosion Protection Plan
- System Upgrades

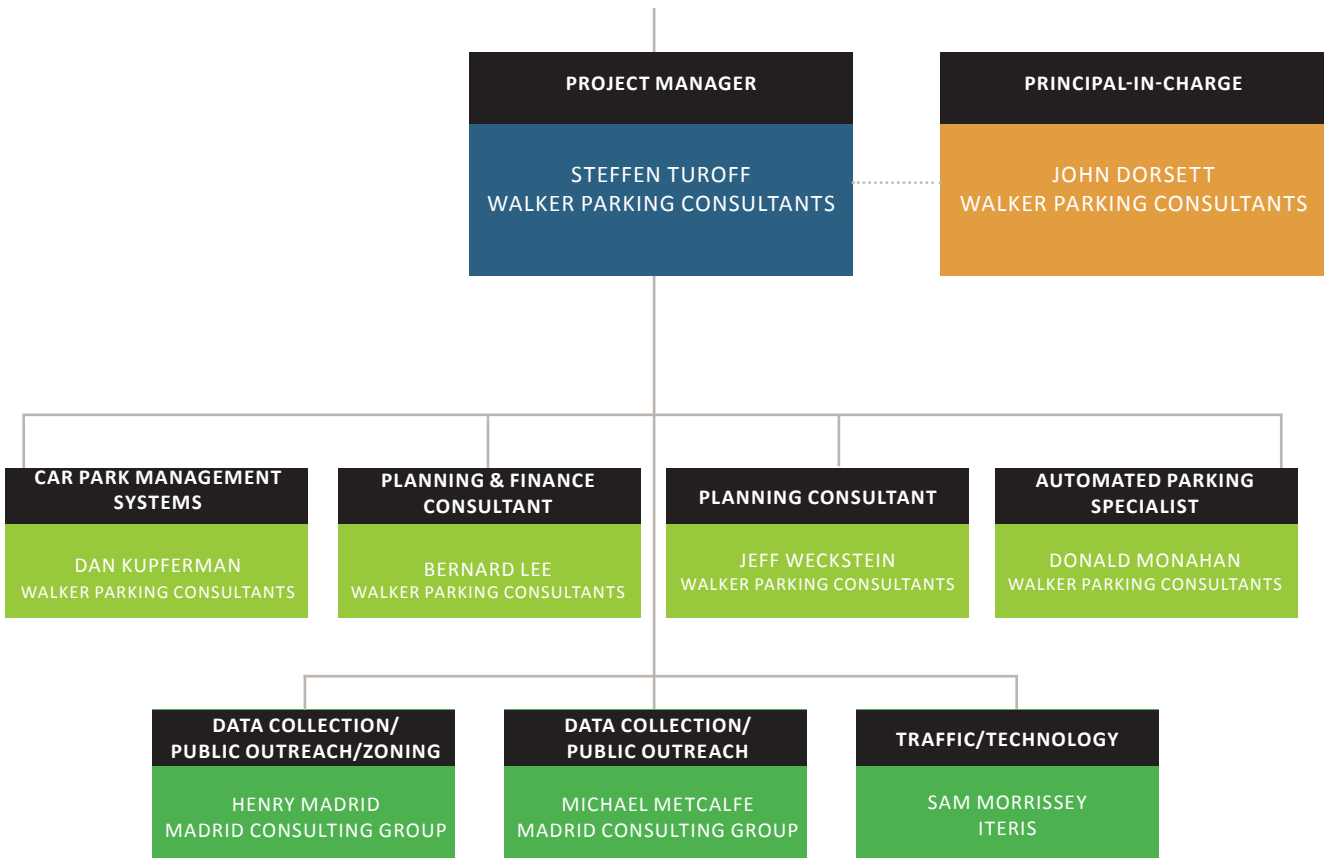
Prime Proposer Information

The success of your project will depend upon a wide variety of factors. No factor is more important than the people that will work on the project. The team we have assembled for your project has been carefully selected to provide the specialized services that your project requires. Our team clearly understands your project needs and requirements.

Detailed resumes for each team member are included in this section.

Our project team will be organized as follows:

CITY OF LONG BEACH



Reports directly to Walker

Steffen Turoff, AICP

Project Manager



EDUCATION:

Master of Arts, Urban Planning, University of California - Los Angeles

Bachelor of Arts, Economic History, University of California - Berkeley

Charrette Planner Certificate, National Charrette Institute

AFFILIATIONS:

International Parking Institute

American Institute of Certified Planners

International Downtown Association

Urban Land Institute

California Redevelopment Association

LOCAL GOVERNMENT PARTICIPATION:

Chair, West Los Angeles Neighborhood Council Committee on Transportation, Traffic, and Development, 2004-2005

RECENT PUBLICATIONS:

"Hey Buddy, What will you Pay for this Parking Spot?" *Planning*, American Planning Association, May-June 2013

"Mensa Meters", *The Parking Professional*, International Parking Institute, May 2013

PRESENTATIONS:

Panelist, "Parking Districts in Action", California League of Cities Planners Institute, March 2008, Sacramento, California

"Green Parking", International Parking Institute Annual Convention, June 2008, Dallas, Texas

"Parking Systems: Policies, Management and Design", Southern California Association of Governments (SCAG), May 2010, Los Angeles, California

LANGUAGES:

Spanish, proficient speaking and reading

Japanese, fluent speaking and reading

Steffen's focus at Walker is on parking policy and planning in commercial districts and town centers. He is a member of Walker's internal Municipal Task Force, whose members research the parking issues faced by cities. His analyses frequently deal with the relationship between parking policy and related issues such as economic development, the cost of real estate, transportation alternatives and "smart growth." He also works on studies for mixed-use developments, universities, airports, and other land uses as well.

Steffen has a Master of Arts in Urban Planning from UCLA, where he studied with parking expert Professor Donald Shoup. Subsequently Steffen was a planning analyst at Gilmore Associates in Los Angeles, the development firm that championed the City's Adaptive Reuse Ordinance, which allows for the conversion of historic buildings into multifamily uses. The firm is credited with sparking the residential renaissance in Los Angeles' Historic Core neighborhood.

REPRESENTATIVE STUDIES:

City of Huntington Beach

Feasibility Study

Pacific Beach

San Diego, CA

Parking Management and Implementation Plan and Policy Analysis

East Liberty Development Corporation

Pittsburgh, PA

Parking District Implementation Plan
Parking Policy Analysis

City of Santa Monica, CA

Finance Department

Citywide Rate and Policy Study

City of Arcadia, CA

*Departments of Transportation and Planning
Downtown Parking Study and Management Plan*

City of Sunnyvale, CA

Sunnyvale Caltrain Station

Department of Public Works

Paid Parking Feasibility Study

City of Santa Monica, CA

Economic Development Division

Parking Financing and Management Study

City of Carmel-by-the-Sea, CA

Downtown Parking Analysis and Management Plan

City of Del Mar – Downtown

Del Mar, CA

Supply/demand study and parking management strategy

City of Napa, CA

Parking Management Plan

City of Healdsburg-Downtown

Parking Management Plan with an in lieu fee component

City and County of Honolulu

Parking Rate Study

City of Novato, CA

Private developer

City Hall/Downtown Parking Demand Study

City of Culver City, CA

Community Redevelopment Agency

Parking Management and Pricing Plan Update

Downtown Santa Rosa

Downtown Parking Policy and Financing Analysis

City of Sacramento, CA

Downtown Garage Feasibility Study

Parking Demand and Financial Analysis

Downtown Ojai, CA

Parking Supply and Demand Analysis

Bernard K. Lee

Parking Consultant



EDUCATION:

Master of Arts in Urban Planning,
University of California, Los Angeles

Bachelor of Science in Engineering,
University of Michigan, Ann Arbor

PROFESSIONAL ORGANIZATIONS:

Urban Land Institute

LANGUAGES:

Mandarin Chinese

German

Bernard is a member of the firm's Consulting Resources Group. His responsibilities include leading or performing research, analysis and outreach in order to develop recommendations and provide guidance on parking and transportation issues. He has worked for public sector, private sector, and institutional clients throughout the United States, as well as in China and Middle East.

His work covers a variety of areas including market analysis, financial analysis, supply/demand analysis (including shared parking analysis), parking management, parking technology, parking operations, and transportation demand management. He is actively engaged in the firm's Parking Monetization efforts and has worked for a number of clients on both the buy-side and sell-side.

Bernard holds a Master of Arts in Urban Planning from the Luskin School of Public Affairs at UCLA, where his area of concentration was Transportation Planning. He has a specific interest in the interactions between the transportation system and land uses. While at UCLA, he studied under noted parking expert Professor Donald Shoup. Bernard holds an undergraduate degree in Industrial and Operations Engineering from the University of Michigan.

Prior to joining Walker, Bernard worked as a Regional Planner for the Southern California Association of Governments, the nation's largest Metropolitan Planning Organization, and as a Senior Consultant at RCLCO, a leading national real estate advisory firm. He also holds prior work experience in operations-focused management consulting and web-based software and services.

REPRESENTATIVE PROJECTS:

City of Santa Monica Santa Monica, CA

Development of parking rate model used to inform future parking rate changes citywide

Off-Airport Parking Facility Los Angeles, CA

Development of financial projections under multiple scenarios

City of Arcadia – Downtown Arcadia, CA

Supply/demand study and parking management strategy

City and County of Honolulu Honolulu, HI

Rate study with proposed parking rate changes

Saint Mary's College of California Moraga, CA

Supply/demand study, special event parking plan and policy recommendations, including Transportation Demand Management measures

City of Riverside – Downtown Riverside, CA

Comprehensive parking study including supply/demand study, feasibility analysis, and parking management strategy

Old Town Goleta Goleta, CA

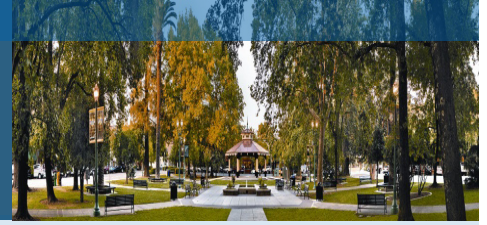
Comprehensive parking study including supply/demand study, financial feasibility analysis, and parking management strategy

City of Cincinnati Cincinnati, OH

Market analysis, financial analysis and process support for parking system monetization

Jeff Weckstein

Parking Consultant



EDUCATION:

Master of Arts in Urban Planning,
University of California, Irvine

Bachelor of Arts in Economics,
Bachelor of Arts in Asian Studies,
Case Western Reserve University

LANGUAGES:

Japanese

Jeff Weckstein is a member of the firm's Consulting Resources Group. His responsibilities include researching, analyzing and providing recommendations and guidance on parking-related issues for public sector, private sector, and institutional clients. His work covers a variety of areas including market and financial analysis, shared parking analysis, supply/demand analysis, parking management, parking technology, parking operations, and transportation planning.

Jeff holds a Master of Arts in Urban Planning from the University of California, Irvine, with a specific interest in the intersection of transportation and land use. Prior to joining Walker, Jeff worked as a Transportation Planner for multiple consultants conducting traffic and parking studies.

REPRESENTATIVE PROJECTS:

City of Del Mar – Downtown Del Mar, CA

*Supply/demand study and parking
management strategy*

City of Sacramento – Downtown Sacramento, CA

Financial Analysis

City of Healdsburg – Downtown Healdsburg, CA

Parking plan with an in lieu fee component

City of Huntington Beach Huntington Beach, CA

Feasibility Study

City of Novato Novato, CA

Parking Study and Strategic Plan

VA West Los Angeles Los Angeles, CA

Master Planning Study

City and County of Honolulu Honolulu, HI

Parking Rate Study

City of San Luis Obispo San Luis Obispo, CA

Parking Division Assessment

City and County of Honolulu Honolulu, HI

Parking Rate Study

Olive View UCLA Medical Center
Los Angeles, CA
Master Planning

Donald Monahan, P.E.

Automated Parking Specialist



EDUCATION:

Bachelor of Science in Civil Engineering
 University of Minnesota

REGISTRATIONS:

Registered Professional Engineer in the
 states of Minnesota, Colorado, Kansas,
 Michigan, Nevada and Hawaii

Certified Parking Facility Manager by the
 National Parking Association

AFFILIATIONS:

National Parking Association (Parking
 Consultants Council)

International Parking Institute

Institute of Transportation Engineers

Precast, Prestressed Concrete Institute

Illuminating Engineering Society of North
 America

American Society of Civil Engineers

International Code Council

Construction Specifications Institute

National Fire Protection Association

Automated & Mechanical Parking
 Association

Design-Build Institute of America

AWARDS:

Bernard Dutch Memorial Award for
 Outstanding and Dedicated Service by
 the National Parking Association, October
 1996

Don Monahan has 35 years of parking consulting experience on over 600 multi-level parking structures, 100 parking studies, and 40 parking structure restoration projects. He has specialized expertise with regard to parking needs assessment, financial feasibility studies, traffic access and circulation, parking configuration, signage, lighting, safety, security, waterproofing, parking equipment, fire protection, parking management/operations, building code issues, and automated vehicle storage systems. Don has performed energy-efficient lighting assessments on 66 parking structures in the last 6 years. He has managed many parking structure projects as the prime consultant from conception to completion with construction cost budgets of up to \$100 million. Don also provides expert witness testimony with regard to personal injury claims in parking facilities.

Don maintains his high level of expertise through involvement in several technical and professional organizations. He is the past chairman of the Parking Consultants Council ('93 - '95) and a current member of the Board of Directors of the National Parking Association (1993 - 2012). He serves on the Parking Structures Committee of the Precast, Prestressed Concrete Institute, Parking Garage Committee 88A of The National Fire Protection Association, and is a member of the Parking Facility Lighting Task Force and Security Lighting Task Force of the Illuminating Engineering Society. He has authored numerous articles in trade journals and magazines as well as lectured at several seminars and parking industry conferences. Don is a co-author of the book, *Parking Structures: Planning, Design, Construction, Maintenance and Repair*, Third Edition, by Springer Media (<http://www.springer.com/engineering/civil+engineering/book/978-0-7923-7213-4>), and is the principal author of the *Guide to the Design & Operation of Automated Parking Facilities*, April 2003. As a member of the International Code Council, Don has authored several sections of the International Building Code related to parking structure design.

REPRESENTATIVE PROJECTS:

West Hollywood Automated Parking Structure **West Hollywood, CA**

200-car AVSRS parking facility

Harvard University Automated Parking **Cambridge, MA**

Automated Parking Study

Wall Street Automated Parking **Norwalk, CT**

*Parking consulting for planned 250-car
 automated garage on an existing 120-car
 surface lots*

San Leandro Downtown Parking Garage **San Leandro, CA**

*Parking Prime for a 4-level, 384 space parking
 structure*

University of California Berkeley **Berkeley, CA**

Parking demand study

City of Escondido **Escondido, CA**

Parking planning study

Plummer Park Automated Vehicle Storage **Los Angeles, CA**

*Proposed design options for an AVSRS parking
 garage*

Seventh & Market Mixed-Use Development **San Diego, CA**

Parking consulting

John Airport Parking Structure C **Costa Mesa, CA**

*Parking Prime for a 5-level, 2,240 space
 parking structure*

Dan Kupferman, CAPP

Director of Car Park Management Systems



EDUCATION:

Bachelor of Science, Business Administration, Eastern Nazarene

Certified Administrator of Public Parking (CAPP)

PROFESSIONAL ORGANIZATIONS:

Urban Land Institute
 International Parking Institute
 National Parking Association
 New England Parking Council

PUBLICATIONS:

"Audit Control in Gated and On-Street Parking Systems", The Parking Professional, November 2010

"Multi-Space 101", The Parking Professional, May 2009

"Why Multi-Space Parking Meters?", Parking Today, February 2009

"On-Street Parking Technology – Past, Present, and Future"

- Building NEITE Annual Meeting, December 2009
- NEPC Annual Conference, March 2010
- PAC Annual Conference, October 2011

Director of Car Park Management Systems, Dan's responsibilities include researching, analyzing and recommending solutions to parking problems through the performance of studies involving technologies such as parking access and revenue control systems (PARCS), parking guidance systems (PGS), parking meters (SSMs), multi-space meters (MSMs), in-car devices, sensors, handheld enforcement units, license plate recognition (LPR) systems, cell phone and internet applications, and permitting systems.

Dan brings over 20 years of parking operations, parking technology, and business development experience and expertise to the firm. Prior to joining Walker, Dan was a Business Development Manager with a leading manufacturer of multi-space payment systems. His parking operations and equipment experience includes work with several national operators and overseeing significant installations in the Greater Boston area.

Dan has always embraced technology, and was one of the first operators in New England to implement Pay-On-Foot and Pay-In-Lane technologies.

Dan graduated magna cum laude from Eastern Nazarene College with a Bachelor of Science degree in Business Administration and received his Certified Administrator of Public Parking (CAPP) certification through the International Parking Institute (IPI) and the University of Virginia. He has held numerous positions with IPI and currently serves on their Board of Directors. Dan is also President of the New England Parking Council.

Dan has been published in Parking Today and in the Parking Professional, and appears frequently in the Parking Professional's "Ask the Experts" column. He has presented during numerous educational seminars on parking related topics.

This unique combination of skill sets and experience gained first hand over more than 20 years provides enormous benefits to clients that he serves.

REPRESENTATIVE PROJECTS:

City of Long Beach Long Beach, CA

*Financial and Operational Recommendations.
 On-street parking study, meter recommendations.*

New Haven Parking Authority New Haven, Connecticut

PARCS design/consulting and parking guidance system recommendations for 6 structured parking facilities and 2 parking lots utilizing POF and MSM technology

City of Houston - Houston First Corporation Theater District Parking Garage Operations and Functional Review Houston, Texas

PARCS Review, Operational Analysis, 3,369 spaces

Gateway Center Newton, Massachusetts

Parking technology review and upgrade for hotel and office building

City of Chicago Chicago, Illinois

On-street parking meter study. Identify potential for increasing metered parking inventory and hours of operation.

City of Medford Medford, Massachusetts

Establishment of a paid on-street parking program. Multi-space meters and LPR enforcement.

City of Memphis Memphis, Tennessee

On-street parking study, meter recommendations for 1,400 spaces. RFP specifications, proposal review, contract negotiations, installation oversight and acceptance testing.

John W. Dorsett, AICP, CPP

Principal-In-Charge



EDUCATION:

Master of Business Administration, Butler University

Bachelor of Science, Indiana University
Kelley School of Business

PROFESSIONAL AFFILIATIONS:

ACEC's Senior Executive Institute

American Institute of Certified Planners
National Parking Association

American Planning Association
Indiana Chapter

International Parking Institute

National Association of College and
University Business Officers

The Urban Land Institute

PRESENTATIONS AND PUBLICATIONS:

"Parking Monetization," Panel Speaker,
Infrastructure and Public Private
Partnership (P3) Opportunities, Urban
Land Institute Sacramento, Sacramento,
CA, May 18, 2012.

"Parking Trends: A Look at Challenges and
Opportunities Relating to Parking," Panel
Speaker, Breakfast Series -- Foley's Land
Use Update, Chicago, IL, April 3, 2012.

"Panel Discussion: Texas Infrastructure
Finance & PPP Structures," Speaker, San
Antonio P3 Workshop, San Antonio, TX,
November 3, 2011.

"Considering Privatizing Your Parking
Assets? Some Questions to Help
Determine if the Move is Right for Your
Community," American City and County,
November 2010.

"Financing Alternatives and Public Private
Partnerships," Speaker, Parking Strategies
for the Built Environment Seminar, Quality
Growth Institute, Atlanta, Georgia, May
18, 2010.

As Senior Vice President and Director of Consulting Resources, John guides a parking consulting and study services group responsible for leadership in functional design, operations consulting, planning and financial studies, and parking access and revenue control systems consulting and design. He provides leadership and the necessary resources to successfully deliver 250+ engagements annually. John also heads up Walker's P3 practice.

As a working manager and a planner certified by the American Institute of Certified Planners ("AICP"), John also from time-to-time consults on complex parking and transportation consulting projects requiring specialized expertise. John's leadership and project consultation is based on his involvement with hundreds of parking and transportation study engagements for architects, airports, hospitals, municipalities, real estate developers, and universities located in all 50 U.S. states and several foreign countries. The scope of these engagements has included parking supply and demand modeling, parking planning and concept design, due diligence, market and financial analysis, shared parking, parking management, parking access and revenue control, and traffic and transportation studies.

In 1992, John was promoted to Department Head of the Parking Consulting and Study Services Group. In 1996, he was promoted to Director of Study Services and made a Principal of the firm. In 2000, he was promoted to Vice President. In 2006, he was promoted to his current position. He has served as a board member and maintains a significant firm-ownership interest.

Prior to joining Walker in 1990, John was employed with a national trade association and a national real estate developer. There, he successfully completed consulting assignments involving market, demographic, economic, financial feasibility, and site location studies for retail and residential housing developments. He is experienced in the planning, management, and administration of market surveys, including field data collection, direct mail, telephone, and personal interviews, as well as statistical analyses.

REPRESENTATIVE PROJECTS:

Allentown Parking Authority

Birmingham Parking
Authority

Central Oklahoma
Transportation and Parking
Authority

Centre City Development
Corporation, San Diego, CA

Chicago Parks District,
Chicago, IL

City of Aurora, IL

City of Bloomington, IN

City of Calabasas, CA

City of Cheyenne, WY

City of Cincinnati, OH

City of Detroit, MI

City of Grand Junction, CO

City of Hermosa Beach, CA

City and County of Honolulu,
HI

City of Huntington, WV

City of Huntington Beach, CA

City of Indianapolis, IN

City of Kansas City, MO

City of Lansing, MI

City of Long Beach, CA

City of Memphis, TN

City of Mesa, AZ

City of Norfolk, VA

City of Normal, IL

City of Sacramento, CA

City of San Antonio, TX

City of San Jose, CA

City of Sarasota, FL

County of San Diego, CA

Hartford Parking Authority,

Hartford, CT

Lancaster Parking Authority,

Lancaster, PA

Reading Parking Authority,

Reading, PA

Tulsa Parking Authority,

Tulsa, OK

University Circle, Cleveland,
OH



Madrid Consulting Group, LLC

Subcontractor Information

Section 9.2 Subcontractor Information

9.2.1 Does this proposal include the use of subcontractors?

Yes X No Initials ST

Madrid Consulting Group, LLC.

Subcontractor information

Company ownership

MCG is a California Limited Liability Company.

Location of the company offices

Long Beach, CA

Location of the office servicing any California account(s)

76 Santa Ana Ave., Long Beach, CA 90803

Number of employees both locally and nationally. Specify number of full time employees residing in Long Beach.

Local Employees	National Employees	Long Beach Residents
2	0	1

Location(s) from which employees will be assigned.

Long Beach, CA

Name, address and telephone number of the Proposer's point of contact for a contract resulting from this RFP.

Henry Madrid, Owner
76 Santa Ana Ave.
Long Beach, CA 90803
T | 562.866.3265
E | henry@madridcg.com

Company background/history and why Proposer is qualified to provide the services described in this RFP.

MCG is a certified Long Beach Small Business Enterprise #188667. Henry is very familiar with the City of Long Beach from having served as a Project Manager for the Long Beach Tidelands Agency with responsibilities for major real estate development and public asset management functions along the Long Beach coastline involving a convention and theater center, marinas, hotels, retail/tourist centers, and office developments. Henry is also a resident of the subject Belmont Shore Study Area which has afforded him a sound understating of the subject RFP parking issues.

Length of time Proposer has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.

The Madrid Consulting Group, LLC (MCG) is an urban economics and real estate advisory firm led by Henry Madrid. Henry has been providing consultant services to the public sector for 27 years. MCG has provided services to public agencies that have included various aspects of parking policies, parking lot asset management, TOD and parking economics, and parking as related to Smart Growth development. MCG is also highly experienced in small business development, public financing tools including BIDS, public parking revenue bonds, employment analysis, and public outreach to effected communities and businesses. MCG has provided various asset management services to the Los Angeles Department of Transportation (LADOT) with regard to its 120+ public parking lots for over 10 years including parking economics, parking and smart growth strategies, public/private development of parking properties, parking asset databases, disposition and valuation assignments, and others. Other relevant experience includes on-call consultant economic and planning benches for LA Metro and with the Los Angeles Economic Development Corp (LAEDC) to provide economic impact analysis of Measure R transportation projects.

Resumes for key staff to be responsible for performance of any contract resulting from this RFP.

Complete resumes staring on page 11.



Madrid Consulting Group, LLC

Henry Madrid

Principal



EDUCATION:

Master of Public Administration,
University of California Los Angeles

Bachelor of Arts, Public Administration,
University of California Los Angeles

Henry is a real estate and urban economics professional with over 35 years of related public sector experience as employee and consultant. He has worked with a major real estate consulting firm, managed his own consultancy practice, and has held various public-sector management positions with City government, redevelopment agencies, and asset management agencies. He served as Director of Real Estate for the Los Angeles Community Redevelopment Agency which included extensive real estate development, development planning, public financing strategies, acquisition, transportation and infrastructure projects, and public asset management responsibilities. Henry also served as Project Manager for the City of Long Beach Tidelands Agency with responsibilities for major real estate development, public financing, groundleasing, and public asset management functions along the Long Beach coastline.

Public speaking activities have included the 10th annual Los Angeles Neighborhood Initiative (LANI) Community Forum Workshop May 2012 – topics included post-redevelopment strategies, economic and community development planning. “Environmental Scanning” State Community College Economic & Workforce Development 15th Annual Conference, “Strategic Planning and Market Responsive Data and Tools” Economic & Workforce Development Program – State Economic Workforce Development Program Advisory Committee -12th Annual South Bay Economic Forecast. SCAG Conference “The Transportation and Land Use Connection”; High Desert Economic Summit “Technology and Economics”; US Department of Commerce “Redevelopment Opportunities for Developers”; lectured at Cal Poly Pomona on “The Urban Development Process”; lectured at the University of Riverside on “Urban Economic Policy”.

REPRESENTATIVE PROJECTS:

SR 60 Gold Line Corridor Eastside Extension –TOD Plans

TOD station master plans

Goldline SR-60 Transit Alternative – Advantages and Benefits Study

Transit alternatives

LADOT Parking Lot Asset Management Services

Land use strategies and Smart Growth development

LA City Parking Lots Smart Growth Strategies

Evaluation of 121 city-owned parking lot sites for potential application of Smart Growth strategies

LA City LADOT Parking Lot Asset Database

Development of an MS Access database and reports to help manage the City of Los Angeles 120+ public parking lot properties

LADOT Hollywood & Highland Parking Garage Economic Strategy

Analysis of the public parking garage located at the Hollywood & Highland entertainment complex

Eastside Metro Gold Line LRT Extension Cluster “C” Community Linkages Corridor

Development of the Eastside Metro Gold Line LRT Extension Cluster “C” Community Linkages Corridor plan

Metro Stations TOD Plans

Planning and economic analysis



Madrid Consulting Group, LLC

Michael Metcalfe

Associate



Michael is an architectural designer and urban planner specializing in urban design, site planning, and master planning for real estate development. His professional background includes more than 35 years of experience in preparing master plans for mixed-use, commercial, residential, industrial, institutional, and transportation/aviation-related development. Most development projects include associated parking elements. His background includes TOD urban design studies and master plans for land use, circulation, and Mixed-use Development planning and design for community redevelopment strategies, multi-family residential, and master plans for local and regional-serving retail/entertainment destinations of all types and scale. Michael provides consulting services to public agencies (including LA Metro), private developers, and multi-disciplinary consulting teams.

EDUCATION:

Master of Architecture (M. Arch. /Urban Design), GSAUP, University of California Los Angeles

REPRESENTATIVE PROJECTS:

SR 60 Gold Line Corridor Eastside Extension –TOD Plans

TOD station master plans

Goldline SR-60 Transit Alternative – Advantages and Benefits Study

Transit alternatives

LADOT Parking Lot Asset Management Services

Land use strategies and Smart Growth development

LA City Parking Lots Smart Growth Strategies

Evaluation of 121 city-owned parking lot sites for potential application of Smart Growth strategies

LA City LADOT Parking Lot Asset Database

Development of an MS Access database and reports to help manage the City of Los Angeles 120+ public parking lot properties

Eastside Metro Gold Line LRT Extension Cluster “C” Community Linkages Corridor

Development of the Eastside Metro Gold Line LRT Extension Cluster “C” Community Linkages Corridor plan

Metro Stations TOD Plans

Planning and economic analysis

Subcontractor Information



Subcontractor information	Iteris, Inc.		
Company ownership	Corporation		
Location of the company offices	Berkeley Long Beach	Los Angeles Santa Ana	
Location of the office servicing any California account(s)	Berkeley Long Beach	Los Angeles Santa Ana	
Number of employees both locally and nationally. Specify number of full time employees residing in Long Beach.	Local Employees 150	National Employees 275	Long Beach Residents 1
Location(s) from which employees will be assigned.	Long Beach Los Angeles		
Name, address and telephone number of the Proposer's point of contact for a contract resulting from this RFP.	Sam Morrissey, PE, TE Associate Vice President, Transportation Systems 801 S. Grand Ave., Suite 530, Los Angeles, CA 90017 T 213.802.1724 E sgm@iteris.com		
Company background/history and why Proposer is qualified to provide the services described in this RFP.	Iteris was founded based on the principle of providing quality solutions to clients — on time and within budget. Iteris is committed to the transportation industry, striving to solve challenging problems regarding the movement of people and goods to enhance a growing economy. Iteris promises principal-level commitment to all projects and takes a disciplined approach to each system and software project based on ISO 9001 standards, starting with understanding the end-users' needs.		
Length of time Proposer has been providing services described in this RFP to the public and/or private sector. Please provide a brief description.	Iteris is the market leader in providing Traffic Information Management Solutions to the Intelligent Traffic Management Industry since 1987. Iteris' decades of expertise in traffic management, along with superior services and patented products help: detect, measure, and manage traffic and vehicular performance; minimize traffic congestion; and empower our clients with solutions to better manage their transportation networks.		
Resumes for key staff to be responsible for performance of any contract resulting from this RFP.	Complete resumes starting on page 14.		

Samuel G. Morrissey, PE

Associate Vice President



EDUCATION:

BS, Civil Engineering, Rensselaer Polytechnic Institute, Troy, NY

REGISTRATIONS:

Civil Engineer, California, #C67686

Traffic Engineer, California, #TR2555

Civil Engineer, Hawaii, #13130

PROFESSIONAL AFFILIATIONS:

Institute of Transportation Engineers (ITE)

Sam serves as Associate Vice President of Iteris' Transportation Systems division, based out of the Los Angeles office, and spearheads business development and delivery of key projects and initiatives within the company. Prior to joining Iteris in 2014, Sam served as Manager of Parking and Traffic for the City of Santa Monica, where he worked since January 2009. His experience includes overseeing transportation engineering, traffic signal, and transportation demand management (TDM) program services. Sam has over 14 years of experience in the design, planning, forecasting, analysis, and operation of a variety of transportation facilities in California, Nevada, Arizona, Hawaii, Utah, and Washington.

REPRESENTATIVE PROJECTS:

Exposition Light Rail Phase II Santa Monica, CA

Represented the City's interests in terms of traffic operations and circulation during the design and construction of the new light rail line. Responsibilities included participation in high-level negotiations between the City, the Exposition Light Rail Construction Authority, and Los Angeles Metropolitan Transportation Authority, as well as additional meetings with County elected officials. Provided technical support for various design components, including station design and layout. Supervised Transportation Engineering staff in the design, construction, and inspection of various transportation-related components including traffic signals, roadway improvements, and new stations.

Multi-Modal Travel & Parking System Santa Monica, CA

Oversaw the initiation of this approximately \$1 million Los Angeles Metropolitan Transportation Authority grant-funded project. This project will create a comprehensive multi-modal wayfinding system for the City that includes trip planning tools, an online parking reservation system, real-time traveler information systems, dynamic signage, and static signage.

Public Parking Operations Santa Monica, CA

Supervised the operation and maintenance of the City's public parking facilities, including approximately 10,000 off-street and 6,000 on-street spaces generating over \$60 million in gross annual revenue. Ensured that staff provided the highest level of customer service when processing payments, administering the citation process, and managing the sale of parking permits.

Parking Meter Modifications Santa Monica, CA

Oversaw modifications to on-street meter hours of operation and/or time limits. Worked with stakeholders to determine appropriate parking regulations for specific locations.

Parking Rate Study Santa Monica, CA

Assisted in the management of a consultant project to review public parking rates in Santa Monica. The goal of the project was to develop a parking rate adjustment formula in order to better set public parking rates to meet the demands of the public and allocate parking demand throughout the City's on- and off-street parking resources.

Subcontractor Information

Section 9.2.1.4

The City requires that the awarded Proposer provide proof of payment of any subcontractors used for this project. Proposals shall include a plan by which the City will be notified of such payments.

Walker has a formal policy in place to ensure that subconsultants are compensated in a timely manner. Madrid Consulting Group and Iteris will enter into a subconsultant service agreement with Walker prior to the project start date. Subconsultant shall submit, on a monthly basis, invoices for the services rendered up to that time and receipts for expenses for which subconsultant seeks to be reimbursed. In turn, Walker's accounts payable department will issue payment to subconsultants and notify the subconsultant and City Project Manager of the transaction.

References



Section 9.3. References

Client Name: City of Long Beach

Project Description:

The City of Long Beach intended to procure approximately 1,532 IPS 'smart' single-space parking meters, through a cooperative ('piggyback') contract with IPS Group (IPS) that would be based on an IPS agreement with the City of Sacramento. The City worked with an engineering consultant, to provide technological assessments and evaluations, and asked Walker to advise the City as to the most beneficial course of action to take in contracting with IPS. The procurement is for on-street meters only.

The City asked Walker to review and compare the terms of the Sacramento agreement and an IPS proposal based on a contract with the City of Berkeley and advised the City which terms would be in the City's best interests. The City was also seeking advice on which features and functions should be employed and how best to implement and operate the new meters. Furthermore, the City wanted to ensure that even in a worst-case scenario, the City maintains net revenue neutrality. The City did not intend to upgrade the meters unless the additional revenue generated by the upgrade is equal to, or greater than the cost of procuring and operating them.

Project Dates: April 2014-July 2014

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
John Dorsett, Dan Kupferman, Steffen Turoff

Client project manager name and telephone number: Lea Eriksen, Budget Manager,
562.570.5237



2010 INTERNATIONAL DOWNTOWN
ASSOCIATION MERIT AWARD WINNER

Client Name: City of Santa Monica

Project Description:

Walker was retained by the City of Santa Monica to identify sources of revenue for the purpose of funding additional parking facilities needed to meet the perceived demand for parking in the downtown area. The purpose of the study was also to improve the public's access to Downtown Santa Monica by increasing the efficiency and utilization of existing parking spaces and other transportation options that are available, serving the downtown area.

Walker recommended that construction of the City-proposed 1,000 additional parking spaces not take place and that more desirable alternatives should be pursued, including an improved management plan for the existing parking and transportation resources, the channeling of resources into cost effective and sustainable use of existing parking

References

"Your study has turned out to be a revolutionary document."

Council Member Kevin McKeown
City of Santa Monica

"This report is fabulous and long overdue . . . We've had an inefficient approach to manage our parking over the years . . . This will help us further our sustainability goals."

Council Member Richard Bloom
City of Santa Monica

"This vote marked a sea change for the council members."

Columnist Frank Gruber,
The Lookout

spaces, and greater incentives for the use of public transit and non-motorized modes of transportation such as bicycling and walking.

The outcome of the study was significant for downtown Santa Monica and the city as a whole. The goals and objectives of the study were exceeded. In addition, the study was trend-setting for the region, potentially marking a turning point in transportation and land use planning in Southern California. As the Los Angeles Times described it, the study is "changing the very psychology of urban vehicle storage." Council members called the report "fabulous" and "a revolutionary document"

Project Dates: January 2008 - November 2009

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
John Dorsett, Steffen Turoff

Client project manager name and telephone number: Miriam Mack, Former Executive Director, City of Santa Monica, Current Executive Director CASA of Ventura County, 805.389.3120

Client Name: City of Del Mar

Project Description:

Walker performed a survey of parking demand and supply in the Del Mar Village area of the City of Del Mar. Two occupancy counts each were conducted on a busy weekday and weekend day, during the lunch and dinner hours. Length-of-stay data was collected for cars parked in the area as well.

The survey findings demonstrated that Del Mar Village and the adjacent area do not suffer from a lack of parking spaces overall but rather concentrated areas of high parking occupancy rates in the most convenient spaces. All parkers are competing for the finite number of "most convenient" (typically on-street) spaces. A redistribution of parking demand is necessary to make more spaces available in convenient locations while better utilizing the many unoccupied spaces that exist nearby. When it comes to the most desirable parking spaces, visitors must have priority.

The parking issues facing Del Mar are therefore not an infrastructural problem, but rather the result of parking management issues. The issues regarding parking availability in Del Mar are the result of the policies in place that encourage the current behavior and habits of long-term parkers. Changing these policies will improve parking availability; maintaining these policies will result in continued challenges, not only from the perspective of poor level of service to visitors, but traffic congestion in the area as well. Even if additional parking spaces could be constructed, they will not result in improvements unless new policies are implemented first.

In order to better manage parking demand in and around Del Mar Village, the demand for parking needs to be redistributed. In order to do so, we recommended that the City pursue the following measures:

- Develop an employee parking program to mitigate the impact of employee parking on

References

city streets, particularly in locations where providing parking for visitors is a priority.

- Open up privately owned off-street lots (including those belonging to houses of worship) to allow employee and/or public parking in these lots after the close of the business day or when spaces are generally observed to be highly underutilized.
- Due to the low utilization of the existing valet program, make the lot currently used available for general public parking.
- Increase turnover on Camino del Mar by extending the hours of enforcement of time-limited spaces from 6:00 PM to 9:00 PM to discourage restaurant/nighttime employee use of these spots at the beginning of their shifts.
- Improve wayfinding to the public parking available at the City Hall lot, and provide clearer signage at the entrance to the lot.
- Reintroduce parking permit programs for residents.
- Expand paid parking to Camino del Mar. Paid parking has proven to be the only effective method by which to make parking spaces available to customers and visitors. Paid parking is most effective where the demand for parking is highest. Customers prefer a paid, available space to a free space that they have trouble finding and which requires a significant walk.

I've heard from Council members and they were VERY impressed with your presentation and written document. They felt it was direct, concise and very strong – good recommendations and backup to support them. So, good job, you made us look great!

Kathleen Garcia, City of Del Mar

Project Dates: June 2013 - Present

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ: Steffen Turoff, Jeff Weckstein

Client project manager name and telephone number: Kathleen Garcia, Planning and Community Development Director, 858.755.9313

Client Name: City of Carmel-By-The-Sea

Project Description:

Walker conducted a quantitative analysis of parking demand and supply in the downtown district of Carmel-by-the-Sea and provided recommendations for improved parking management practices.

We discovered that the overall peak occupancy rate of the parking system in Downtown Carmel is among the highest we have observed among the dozens of parking demand studies that Walker has performed in commercial districts throughout California. Recent improvements in parking enforcement technology would provide the City with a greater ability to enforce existing parking restrictions. Paid parking, even if implemented only in those spaces experiencing the highest demand, would result in better management of the parking system overall (and could lower ticket anxiety for Carmel-by-the-Sea visitors).

Through our analysis and experience we concluded that:

- On-street parking in Carmel-by-the-Sea's commercial district experiences a consistently high demand for on-street parking;
- A significant number of parking spaces for visitors are being used by long-term

References

“We worked together and came up with some very essential goals and objectives that were challenging but important to include in the City’s overall parking management plan. Walker listened to our concerns and provided the exact plan with effective policy measures that we were looking for. We feel very confident going forward implementing the suggested policies to achieve the desired parking goals for Carmel.”

Jason Burnett, Mayor
City of Carmel-By-The-Sea

parkers;

- There is a need to redistribute some parked vehicles from high demand to lower demand locations;
- The lack of available on-street parking is a greater detriment to the district than a modest fee for parking;
- Given the mix of businesses, a two-hour time limit is arguably arbitrary and visitors would benefit from the ability to spend more time in the district;
- A longer time limit by itself could result in more long-term parkers utilizing short-term spaces; and
- Cities comparable in nature to Carmel have turned to paid parking in order to manage parking demand in their commercial districts.

Project Dates: June 2013 - November 2013

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Dan Kupferman, Steffen Turoff

Client project manager name and telephone number: Michael Calhoun, Police Chief,
831.624.6403

Client Name: City of Arcadia

Project Description:

With its recently completed Downtown Plan as well as the imminent opening of its Gold Line light rail station, the City of Arcadia and its Redevelopment Agency sought to conduct a comprehensive analysis of its Downtown parking system. The purpose of the analysis was to identify specific parking policy alternatives and recommendations that will serve the area and could be implemented as the area develops and parking demand patterns change. Based on extensive field data and public opinion surveys, Walker Parking Consultants developed the following findings and recommendations:

- Changes to regulations and restrictions on public parking spaces including enforcement policies.
- Establishment of a parking credit program by which property owners could satisfy parking requirements and obtain access to the public parking supply.
- Creation of a dedicated parking fund within the City’s general fund to ensure that a portion of parking revenue generated in the Downtown areas was dedicated to covering costs in the District including parking maintenance, operations and capital improvements as well as other Downtown improvements if needed.
- Creation of a Downtown stakeholder group to act as an advisory group regarding decisions related to the allocation of the parking fund.
- Improved signage for the purpose of more effectively communicating the location of parking available to the public.
- Issuance and sale of a limited number of monthly and daily all-day parking permits

References

for commuters in selected public parking locations as a way to manage and control parking demand in the Downtown area as well as generate revenue for the City, if the demand for Gold Line commuter parking exceeds that which the planned Gold Line parking structure can accommodate

Project Dates: March 2011 - September 2012

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Steffen Turoff, Bernard Lee

Client project manager name and telephone number: Linda Hui, Transportation Services Manager, 626.574.5435

References



Madrid Consulting Group, LLC

Client Name: Southern California Association of Governments

Project Description:

SR 60 Gold Line Corridor Eastside Extension - TOD Plans. MCG prepared four TOD station master plans for the proposed extension of the Metro Eastside Gold Line Corridor Extension (http://www.compassblueprint.org/tool/SR60_coalition) under a SCAG contract. Each TOD station contained trip forecast analysis, accessibility analysis, transit dependency analysis, housing & transportation costs analysis, and TOD station Smart Growth parking strategies.

Project Dates: 2010-2012

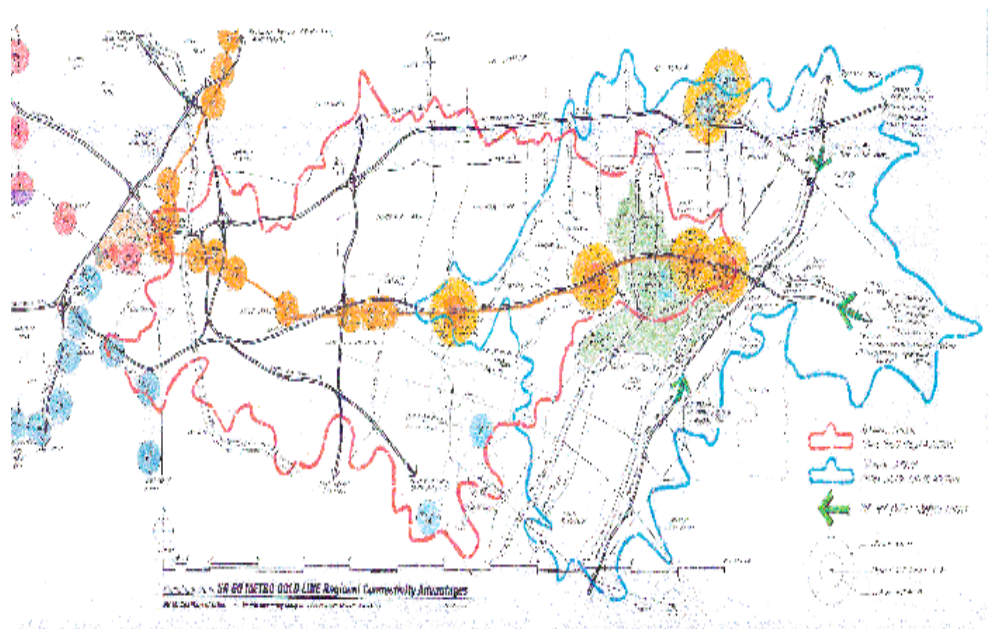
Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid

Client project manager name and telephone number: Marco Anderson,
Regional Planner/Comprehensive Planning, 213.236.1879

Client Name: SR-60 Coalition of Cities

Project Description:

Goldline SR-60 Transit Alternative – Advantages and Benefits Study. The MCG team prepared various analysis under contract with the SR-60 Coalition of Cities with regard to demonstrating the superior aspects of this transit Alternative. The analysis included the formulation of various parking strategies at the proposed transit stations such as freeway parking intercept plans, automated parking concepts, connectivity map, reduced shared parking layouts, and other transit ridership enhancement strategies.



References

Project Dates: 2010-2012

Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid, Michael Metcalfe

Client project manager name and telephone number: Anthony Ybarra, City Manager
City of South El Monte, 626.579.6540

Client Name: Los Angeles Department of Transportation

Project Description:

LADOT Parking Lot Asset Management Services. MCG has provided various consulting services to the LADOT for over 10 years with regard to its parking lot assets. Services included land use strategies and Smart Growth development, transit-oriented development (TOD), Public Private Parking (P-3) strategies, Legislative practices and governance, use of the massive Parking Revenue Funds, achieving affordable housing goals, reducing traffic and VMT's, further SCAG 2% Strategy, and other such land use and City transportation and planning considerations. Services included market analysis, city land use policy analysis, parking strategies, site planning and urban design, financial feasibility and development potentials analysis.

Project Dates: 2010-2012

Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid, Michael Metcalfe

Client project manager name and telephone number: Amir Sadadi, Assistant General Manager (retired), 213.972.8480

Client Name: Mira Costa College

Project Description:

MCG has prepared environmental scans and associated analysis for over 45 California community Colleges throughout the state. This extensive data and analysis included business inventories by occupation and industry, business GIS mapping analysis, industry clusters analysis, employee data, jobs demand, resident labor force data, and business industry clusters analysis. Analysis also included real estate development planning on College owned parking lots.

Project Dates: 2006-2014

Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid

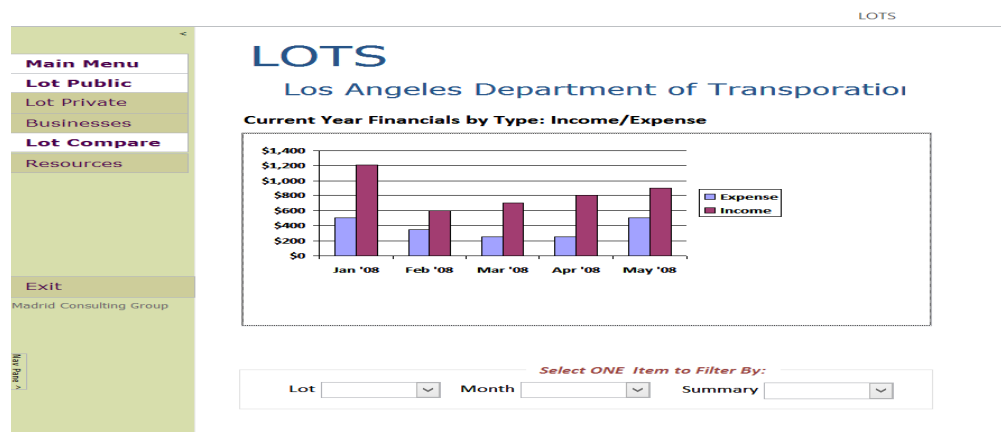
Client project manager name and telephone number: Charlie Ng, Formerly Vice Chancellor, Fiscal Services, Now Vice President-Business and Administrative Services
Mira Costa College, 760.795.6830

References

Client Name: Los Angeles Department of Transportation

Project Description:

LA City LADOT Parking Lot Asset Database. MCG developed an MS Access database and reports to help manage the City of Los Angeles 120+ public parking lot properties. The application allowed assessment of businesses within 0.25 miles from each parking lot, display of all relevant land use conditions, Google earth displays, comparisons with private facilities with the radius, retrieval of relevant documents, revenue reporting and more. The following are screen shots of the "LOTS" parking lot database.



Public Lots

Select	LOT#	Cluster	District	Address	City	Zip Code	Lot Type	Status	Lot Operation	Spaces
<input type="checkbox"/>	610	4	6	14532 Gilmore St	Van Nuys	91411-1602	Surface	Active	Operated	138
<input type="checkbox"/>	613	12b	11	2010 S Pisani Pl	Venice	90291-3817	Surface	Active	Free	53
<input type="checkbox"/>	614	15	4	728 S Cochran Ave	Los Angeles	90036-3813	Surface	Active	Auto Pay Stations	41
<input type="checkbox"/>	616	12b	11	1411 Electric Ave	Venice	90291-3733	Surface	Active	Free	29
<input type="checkbox"/>	617	12b	11	1511 Electric Ave	Venice	90291-3735	Surface	Active	Free	22
<input type="checkbox"/>	618	1	3	7134 Remmet Ave	Canoga Park	91303	Surface	Active	Free	19
<input type="checkbox"/>	619	16	4	1451 N Gardner St	Los Angeles	90046-4101	Surface	Active	Auto Pay Stations	22
<input type="checkbox"/>	620	4	6	14607 Sylvan St	Van Nuys	91411-2327	Surface	Active	Operated	57
<input type="checkbox"/>	621	3	3	7120 Baird Ave	Reseda	91335-4128	Surface	Active	Free	81
<input type="checkbox"/>	622	3	3	7131 Canby Ave	Reseda	91335-4304	Surface	Active	Free	62
<input type="checkbox"/>	623	33	8	8707 Menlo Ave	Los Angeles	90044-4813	Surface	Active	Free	77
<input type="checkbox"/>	624	3	3	7222 Baird Ave	Reseda	91335	Surface	Active	Free	78
<input type="checkbox"/>	625	31	8	3416 W 43rd St	Los Angeles	90008-6906	Surface	Active	Auto Pay Stations	172
<input type="checkbox"/>	626	31	8	3328 W 43rd St	Los Angeles	90008-4570	Surface	Active	Auto Pay Stations	105
<input type="checkbox"/>	627	7	4	11231 Magnolia Blvd	North Hollywood	91601-3703	Surface	Active	Auto Pay Stations	47
<input type="checkbox"/>	628	26	1	2418 Daly St	Los Angeles	90031-2221	Surface	Active	Auto Pay Stations	28
<input type="checkbox"/>	629	5	5	14591 Dickens St	Sherman Oaks	91403-3765	Structure	Active	Operated	198

Let Details - Lot # 601

Operator: GSD Gen'l Svcs Dept of City of Los Angeles

Assigned To: Keep

Strategic Plan: Rates: \$3.40 / 15 Min

Maximum Rate: \$7.20

Disabled Spaces: 7

Spaces by Hour:

1 hr	2 hrs	4 hrs	10 hrs	Total
---	---	---	---	230

Actions: Google Map, EAP Map, Lot Financials, View Private Lot

Project Dates: 2010-2012

Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid

Client project manager name and telephone number: Amir Sadadi, Assistant General Manager (retired), 213.972.8480

References



Client Name: City of Long Beach

Project Description:

Long Beach Transportation Management Center (#32396). The City of Long Beach, the second largest city in Los Angeles County, enlisted the traffic operations expertise of Iteris to provide design review, and recommend modifications to the final TMC design which included TMC layout, technology selection for traffic system elements, and equipment recommendations for all the audio/video and communication equipment installed in the new TMC.

Iteris provided complete TMC traffic systems and TMC audio/ video integration which included:

- Design and integration of a video wall matrix consisting of 4x2 (8 total) 55" flat panel monitors
- Installation and integration of an 80" flat panel monitor in the TMC conference room
- Integration and installation of 3 workstation computers
- Integration of the traffic system communication network into the TMC
- Installation and integration of in-ceiling audio speaker system in the TMC conference room
- Integration of a new HD cable TV system to the 80" conference room display
- Integration of audio/video connection station in the conference room table

Project Dates: September 2013 - March 2014

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Sam Morrissey

Client project manager name and telephone number: Nathan Baird, Mobility & Healthy Living Programs Officer, City of Long Beach, 562.570.6618

Client Name: City of Long Beach

Project Description:

Ocean Boulevard Signal Synchronization Project. The goal of this project is not only to design interconnect and connect Ocean Boulevard within the City of Long Beach to the soon to be installed Adaptive Traffic Control System (ATCS), but also to identify and design improvements that will result in improved traffic operations. To achieve this, the corridor was evaluated on a microscopic level to identify operational and safety enhancements to local intersection operations. The project includes communication design, operations analysis, signal modifications and signal coordination. Additionally, this project involves the implementation of innovative traffic operations such as:

- Modifications of traffic signals utilizing rest-in-red traffic operations.
- Implementation of pedestrian scramble to improve intersection throughput and reduce delays
- Development of two traffic signals on a single controller to improve traffic operations during "free" traffic signal control mode.

References

January 2015 - April 2015 (ATCS Implementation)
January 2015 - April 2015 (ATCS Development)

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Sam Morrissey

Client project manager name and telephone number: Nathan Baird, Mobility & Healthy Living Programs Officer, City of Long Beach, 562.570.6618

Client Name: City of Long Beach

Project Description:

Atlantic Avenue Signal Synchronization Project. Atlantic Avenue is a critical north/south arterial that serves as an alternate to the Interstate 710 freeway connecting downtown Long Beach and coastal communities to two major freeways. The goal of this project is not only to design interconnect and connect Atlantic Avenue to soon-to-be-installed Adaptive Traffic Control System (ATCS), but also to identify CCTV camera locations and design improvements that will result in improved traffic operations. The essential element of any traffic control system is to provide a robust and continuous communication infrastructure from the field elements to the TMC. The existing twisted-pair communication cable will be utilized on the north section of Atlantic Avenue and the proposed interconnect gap closure will be single mode fiber optic communication cable connecting the several communication hubs on Atlantic Avenue, Ocean Boulevard and Long Beach Traffic Management Center.

In addition to communication gap closure design, there are also a number of intersections that require major and minor signal modifications. Below are potential improvements that are being considered:

- Bicycle improvements (detection, signalization, etc.)
- In-pavement LED crosswalk lights
- Automatic pedestrian detection (i.e. infrared, microwave or video detection)
- Illuminated push buttons
- Countdown pedestrian signal
- Adaptive pedestrian clearance (increasing the FDW time based on location of pedestrians in the crosswalk)

Project Dates: December 2009 - January 2012

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Sam Morrissey

Client project manager name and telephone number: Nathan Baird, Mobility & Healthy Living Programs Officer, City of Long Beach, 562.570.6618

References

Client Name: Los Angeles Department of Transportation

Project Description:

City of Los Angeles/SCAG Transit Oriented District (TOD) Parking and Utilization Study. Iteris served as lead consultant for a research study oriented at identifying the relationship between various characteristics of eight Transit Oriented Districts (TOD) in the City of Los Angeles and parking supply/demand in and near those transit hubs. For the study, eight TOD areas in Los Angeles were chosen for detailed empirical analysis. The eight locations were chosen to represent a cross section of various types of TODs including heavy rail, light rail, commuter rail, bus rapid transit, downtown, suburban and village areas. Detailed field studies and research were conducted to identify the following variables within a one-eighth mile radius of each of the eight TODs; parking supply by type (public, private, on-street, residential, commercial, and other parking lots and structure), parking pricing, parking restrictions, land use type, density of development and transit ridership. Parking demand studies were undertaken during weekdays to understand the parking demand characteristics around each transit node. The data was then used to determine linkages and relationships between parking within the TODs and the success of the TODs in shifting trips from auto to transit. Another key task led by Iteris included a comprehensive research of “best practices” related to parking and TODs. This included a summary of all recent research on topics related to TODs including parking supply, parking demand, parking pricing, parking occupancy, trip generation, auto ownership and other issues of interest in transit oriented districts. The results of the study will help inform the City regarding issues such as parking code standards in transit districts, potential parking “maximums” and how parking pricing may be used in TOD areas.

Project Dates: June 2011 - October 2012

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Sam Morrissey

Client project manager name and telephone number: Miles Mitchell, Senior Management Analyst I, LADOT, 213.972.8475

Client Name: Friends of Hollywood Central Park

Project Description:

As part of the project design team, Iteris developed circulation options for both vehicular and non-motorized transportation as part of a feasibility study for the Hollywood Freeway Cap Park Project, now called Hollywood Central Park. The Hollywood Freeway Cap would create a new park in the heart of Hollywood by decking over U.S. 101 between Santa Monica Boulevard and Bronson Avenue. Iteris evaluated options for reconnecting the city street grid that had been disrupted when the freeway was originally constructed. The recommendations were based on community input regarding which linkages were important to the adjacent neighborhoods. Using our knowledge of Caltrans design standards, Iteris identified recommended reconfigurations of the freeway interchanges at Hollywood, Sunset, and Santa Monica Boulevards and the establishment of a frontage

References

road system in conjunction with development of the park. The project won a Special Award of Merit for Planning Excellence for Grassroots Initiative from the American Planning Association Los Angeles chapter. Iteris is now serving as part of the consultant team preparing the environmental impact report for the Hollywood Central Park

Project Dates: July 2013 - Ongoing

Technical Environment: Microsoft Office Suite, Microsoft Project, state-of-the-art and secure computers, printers and latest versions of software

Staff assigned to reference engagement that will be designated for work per this RFQ:
Sam Morrissey

Client project manager name and telephone number: Laurie Goldman, Executive Director/Founding President, 310.274.8682



Cost

Please see envelope titled *Cost Proposal*.



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment A CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with the terms and conditions specified in this Request for Proposal. Any exceptions MUST be documented.

YES ☒ NO ☐ SIGNATURE 

EXCEPTIONS: Attach additional sheets if necessary. Please use this format.

EXCEPTION SUMMARY FORM

RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (PROVIDE A DETAILED EXPLANATION)
		We have read and reviewed the City's contract.
		Although we take exception to the indemnity language,
		we understand from past experience, that City has not
		been willing to negotiate language that would be insurable
		with our insurance carrier. Through our risk management
		team, we have evaluated our exposure and have agreed to
		the language included in the RFP. If the City is willing to
		negotiate language that would be insurable,
		we would certainly welcome further discussion
		regarding indemnity provisions.



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment C

Statement of Non-collusion

The proposal is submitted as a firm and fixed request valid and open for 90 days from the submission deadline.

This proposal is genuine, and not sham or collusive, nor made in the interest or in behalf of any person not herein named; the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal and the proposer has not in any manner sought by collusion to secure for himself or herself an advantage over any other proposer.

In addition, this organization and its members are not now and will not in the future be engaged in any activity resulting in a conflict of interest, real or apparent, in the selection, award, or administration of a subcontract.

A handwritten signature in black ink, appearing to read "Steffen Turoff".

April 22, 2015

Authorized signature and date

Steffen Turoff, Director, Planning Studies

Print Name & Title



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment D

Debarment, Suspension, Ineligibility and Voluntary Exclusion Certification

Please read Acceptance of Certification and Instructions for Certification before completing

As a current or potential vendor for the City of Long Beach (City) your firm, through its business relationship with the City, may be the recipient of federal grant funds. As such, the City is required to document that neither your business entity or organization, nor any of your principals are debarred, suspended, ineligible, or have voluntarily been excluded from receiving federal grant funds. Consistent with Executive Order No. 12549 Title 2 CFR Part 180 Subpart C, all potential recipients of federal grant funds are required to comply with the requirements specified below. By submission of proposal/bid/agreement, the undersigned, under penalty of perjury, certifies that the participant, nor any of its principals in the capacity of owner, director, partner, officer, manager, or other person with substantial influence in the development or outcome of a covered transaction, whether or not employed by the participant:

- Are not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal department or agency;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, been suspended, debarred, voluntarily excluded or declared ineligible by a federal agency;
- Do not presently have a proposed debarment proceeding pending;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, been indicted or convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, had one or more public transactions (Federal, State, or local) terminated for cause or default.

If reorganization, management turnover, or a shift or change of principals' status occurs, written notice must be submitted within 21 days. Subsequent disclosure of unfavorable information will be subject to thorough review and remedial action. Updated versions of this certification may be requested on a routine basis.

Where the potential prospective recipient of Federal assistance funds is unable to certify to any of the statement in this certification, such prospective participant shall attach an explanation to the applicable bid/agreement/proposal.

Walker Parking Consultants

Business/Contractor/Agency

Steffen Turoff

Name of Authorized Representative

Handwritten signature of Steffen Turoff.

Signature of Authorized Representative

Director, Planning Studies

Title of Authorized Representative

April 22, 2015

Date

r20141001

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. WALKER PARKING CONSULTANTS / ENGINEERS, INC	
2 Business name/disregarded entity name, if different from above dba: WALKER PARKING CONSULTANTS; WALKER RESTORATION CONSULTANTS	
3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶	<input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
5 Address (number, street, and apt. or suite no.) 2121 HUDSON AVENUE	Requester's name and address (optional)
6 City, state, and ZIP code KALAMAZOO, MI 49008	
7 List account number(s) here (optional) REMIT TO ADDRESS: 36852 EAGLE WAY, CHICAGO, IL 60678-2640	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
3	8	-	1	7	8	2	7	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here Signature of U.S. person ▶ 

Date ▶ 1-2-15

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

• Form 1099-C (canceled debt)

• Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Vendor Application Form

Company Name

(same as line 1 on W9): Walker Parking Consultants/Engineers, Inc.

DBA Name

(same as line 2 on W9): Walker Parking Consultants; Walker Restoration Consultants leave blank if not applicable

Federal Tax ID Number (or SSN): 38-1782774 required (this number is a fed tax ID: ☐ SSN: ☐)

Web Address: www.walkerparking.com leave blank if not applicable

Purchase Order Address: 606 South Olive Street, Suite 1100

Attn: Steffen Turoff

City: Los Angeles

State: CA

Zip Code: 90014

Contact Name: Steffen Turoff

Email: steffen.turoff@walkerparking.com

Phone Number: 213-488-4911

e.g. 562-555-1234

Fax: 213-488-1983

e.g. 562-555-5678

Toll Free:

e.g. 800-555-2468

If 'remit to' address is the same as the purchase order address, put SAME in first box only

'Remit to' Address : 36852 Eagle Way

Attn: Walker Parking Consultants

City: Chicago

State: IL

Zip Code: 60678

Contact Name: Dianne Schaver

Email: dianne.schaver@walkerparking.com

Phone Number: 847-697-2640

e.g. 562-555-1234

Fax:

e.g. 562-555-5678

Toll Free:

e.g. 800-555-2468

Type of Ownership:

Individual ☐ Partnership ☐ Corporation ☒ LLC ☐ Nonprofit ☐ Government ☐

Composition of Ownership (at least 51% of ownership of the organization) (check all that apply)

MBE ☐ WBE ☐ Local ☒ DBE ☐ Certified SBE ☐ Certified Micro ☐

State certification number:



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

EQUAL BENEFITS ORDINANCE DISCLOSURE FORM

As a condition of being awarded a contract with the City of Long Beach ("City"), the selected Contractor/Vendor ("Contractor") may be required during the performance of the Contract, to comply with the City's nondiscrimination provisions of the Equal Benefits Ordinance ("EBO") set forth in the Long Beach Municipal Code section 2.73 et seq. The EBO requires that during the performance of the contract, the Contractor shall provide equal benefits to its employees with spouses and employees with domestic partners. Benefits include but are not limited to, health benefits, bereavement leave, family medical leave, membership and membership discounts, moving expenses, retirement benefits and travel benefits. Cash equivalent payment is permitted if an employer has made all reasonable efforts to provide domestic partners with access to benefits but is unable to do so. A situation in which a cash equivalent payment might be used if where the employer has difficulty finding an insurance provider that is willing to provide domestic partner benefits.

The EBO is applicable to the following employers:

- For-profit employers that have a contract with the City for the purchase of goods, services, public works or improvements and other construction projects in the amount of \$100,000 or more
- For-profit entities that generate \$350,000 or more in annual gross receipts
Leasing City property pursuant to a written agreement for a term exceeding 29 days in any calendar year

Contractors who are subject to the EBO must certify to the City before execution of the contract that they are in compliance with the EBO by completing the EBO Certification Form, attached, or that the City has issued them a waiver. Contractors must also allow authorized City representatives access to records so the City can verify compliance with the EBO.

The EBO includes provisions that address difficulties associated with implementing procedures to comply with the EBO. Contractors can delay implementation of procedures to comply with the EBO in the following circumstances:

- 1) By the first effective date after the first open enrollment process following the contract start date, not to exceed two years, if the Contractor/vendor submits evidence of taking reasonable measures to comply with the EBO; or
- 2) At such time that the administrative steps can be taken to incorporate nondiscrimination in benefits in the Contractor/vendor's infrastructure, not to exceed three months; or
- 3) Upon expiration of the contractor's current collective bargaining agreement(s).



City of Long Beach
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Compliance with the EBO

If a contractor has not received a waiver from complying with the EBO and the timeframe within which it can delay implementation has expired but it has failed to comply with the EBO, the Contractor may be deemed to be in material breach of the Contract. In the event of a material breach, the City may cancel, terminate or suspend the City agreement, in whole or in part. The City also may deem the Contractor an irresponsible bidder and disqualify the Contractor from contracting with the City for a period of three years. In addition, the City may assess liquidated damages against the Contractor, which may be deducted from money otherwise due the Contractor. The City may also pursue any other remedies available at law or in equity.

By my signature below, I acknowledge that the Contractor understands that to the extent it is subject to the provisions of the Long Beach Municipal Code section 2.73, the Contractor shall comply with this provision.

Printed Name: Steffen Turoff Title: Director, Planning Studies

Signature:  Date: April 22, 2015

Business Entity Name: Walker Parking Consultants



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

CERTIFICATION OF COMPLIANCE WITH THE EQUAL BENEFITS ORDINANCE

Section 1. CONTRACTOR/VENDOR INFORMATION

Name: Walker Parking Consultants Federal Tax ID No. 38-1782774
Address: 606 South Olive Street, Suite 1100
City: Los Angeles State: CA ZIP: 90014
Contact Person: Steffen Turoff Telephone: 213.488.4911
Email: steffen.turoff@walkerparking.com Fax: 213.488.4983

Section 2. COMPLIANCE QUESTIONS

- A. The EBO is inapplicable to this Contract because the Contractor/Vendor has no employees. Yes X No
- B. Does your company provide (or make available at the employees' expense) any employee benefits? X Yes No
(If "yes," proceed to Question C. If "no," proceed to section 5, as the EBO does not apply to you.)
- C. Does your company provide (or make available at the employees' expense) any benefits to the spouse of an employee?
 X Yes No
- D. Does your company provide (or make available at the employees' expense) any benefits to the domestic partner of an employee?
 X Yes No (If you answered "no" to both questions C and D, proceed to section 5, as the EBO is not applicable to this contract. If you answered "yes" to both Questions C and D, please continue to Question E. If you answered "yes" to Question C and "no" to Question D, please continue to section 3.)
- E. Are the benefits that are available to the spouse of an employee identical to the benefits that are available to the domestic partner of an employee? X Yes No
(If "yes," proceed to section 4, as you are in compliance with the EBO. If "no," continue to section 3.)

Section 3. PROVISIONAL COMPLIANCE

- A. Contractor/vendor is not in compliance with the EBO now but will comply by the following date:

 By the first effective date after the first open enrollment process following the contract start date, not to exceed two years, if the Contractor/vendor submits evidence of taking reasonable measures to comply with the EBO; or

 At such time that the administrative steps can be taken to incorporate nondiscrimination in benefits in the Contractor/vendor's infrastructure, not to exceed three months; or



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_____ Upon expiration of the contractor's current collective bargaining agreement(s).

- B. If you have taken all reasonable measures to comply with the EBO but are unable to do so, do you agree to provide employees with a cash equivalent? (The cash equivalent is the amount of money your company pays for spousal benefits that are unavailable for domestic partners.)

_____ Yes _____ No

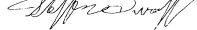
Section 4. REQUIRED DOCUMENTATION

At time of issuance of purchase order or contract award, you may be required by the City to provide documentation (copy of employee handbook, eligibility statement from your plans, insurance provider statement, etc.) to verify that you do not discriminate in the provision of benefits.

Section 5. CERTIFICATION

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct and that I am authorized to bind this entity contractually. By signing this certification, I further agree to comply with all additional obligations of the Equal Benefits Ordinance that are set forth in the Long Beach Municipal Code and in the terms of the contract of purchase order with the City.

Executed this 22 day of April, 2015, at Los Angeles, CA

Name Steffen Turoff Signature 

Title Director, Planning Studies Federal Tax ID No. 38-1782774

Business Entity Detail

Data is updated to the California Business Search on Wednesday and Saturday mornings. Results reflect work processed through Friday, April 17, 2015. Please refer to [Processing Times](#) for the received dates of filings currently being processed. The data provided is not a complete or certified record of an entity.

Entity Name:	WALKER PARKING CONSULTANTS/ENGINEERS, INC.
Entity Number:	C1610187
Date Filed:	03/15/1988
Status:	ACTIVE
Jurisdiction:	MICHIGAN
Entity Address:	2121 HUDSON AVE
Entity City, State, Zip:	KALAMAZOO MI 49008
Agent for Service of Process:	NATIONAL CORPORATE RESEARCH, LTD.
Agent Address:	523 W 6TH ST STE 544
Agent City, State, Zip:	LOS ANGELES CA 90014

* Indicates the information is not contained in the California Secretary of State's database.

- If the status of the corporation is "Surrender," the agent for service of process is automatically revoked. Please refer to California Corporations Code [section 2114](#) for information relating to service upon corporations that have surrendered.
- For information on checking or reserving a name, refer to [Name Availability](#).
- For information on ordering certificates, copies of documents and/or status reports or to request a more extensive search, refer to [Information Requests](#).
- For help with searching an entity name, refer to [Search Tips](#).
- For descriptions of the various fields and status types, refer to [Field Descriptions and Status Definitions](#).

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COLB FORM SBE-2P: SBE/VSBE/LSBE COMMITMENT PLAN

SECTION 1

Project Name:	Belmont Shore Parking Study RFP No.:CM15-083	Date:	April 22, 2015
Prime Vendor:	Walker Parking Consultants	Prime Contract \$ Amount:	\$98,000

Estimated \$ Value of Prime's Participation:	\$98,000	Estimated % of Prime's Participation:	86%
Estimated \$ Value of SBE Participation:	\$6,860	Estimated SBE % of Prime Contract \$ Amount:	7%
Estimated \$ Value of VSBE Participation:		Estimated VSBE % of Prime Contract \$ Amount:	
Estimated \$ Value of LSBE Participation:		Estimated LSBE % of Prime Contract \$ Amount:	

SECTION 2 (please refer to instructions on page 2)

Business Name, City, State, Contact Person, Phone #	Indicate "SBE", "VSBE" or "LSBE"	Indicate if 1st Tier Sub, Lower Tier Sub, Vendor or Supplier	Contract With	Brief Description of Work	\$ Value of Subcontract, Materials or Services	% of Total Prime Contract Value
<i>Ex #1: ABC Land Surveyors Long Beach, CA Mr. Joe Smith, (562) 555-1212</i>	<i>LSBE</i>	<i>1st tier sub</i>	<i>XYZ Prime Consultant</i>	<i>Land surveying</i>	<i>\$100,000</i>	<i>20%</i>
<i>Ex #2: Tom's Survey Supplies Long Beach, CA Mr. Tom Jones, (562) 555-1313</i>	<i>VSBE</i>	<i>Supplier</i>	<i>ABC Land Surveyors</i>	<i>Surveying supplies</i>	<i>\$5,000</i>	<i>1%</i>
<i>Ex #3: Banana Blueprints Irvine, CA Mrs. Diane Tomas, (562) 555-1313</i>	<i>SBE</i>	<i>Supplier</i>	<i>XYZ Prime Consultant</i>	<i>Blueprint Supplies</i>	<i>\$10,000</i>	<i>2%</i>
Madrid Consulting Group, LLC. Long Beach, CA, Henry Madrid, 562.866.3265	SBE	1st tier sub	Walker Parking Consultants	Data Collection/ Public Outreach	\$6,860	7%

Steffen Turoff, Director, Planning Studies

213.488.4911

Completed by: Prime Consultant Contact (please print or type)

Phone #

Signature

4/22/15

Date

steffen.turoff@walkerparking.com

Email



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment A CERTIFICATION OF COMPLIANCE WITH TERMS AND CONDITIONS OF RFP

I have read, understand and agree to comply with the terms and conditions specified in this Request for Proposal. Any exceptions MUST be documented.

YES ☒ NO ☐ SIGNATURE _____

Henry Madrid

Madrid Consulting Group, LLC.

EXCEPTIONS: Attach additional sheets if necessary. Please use this format.

EXCEPTION SUMMARY FORM

RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (PROVIDE A DETAILED EXPLANATION)



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment C

Statement of Non-collusion

The proposal is submitted as a firm and fixed request valid and open for 90 days from the submission deadline.

This proposal is genuine, and not sham or collusive, nor made in the interest or in behalf of any person not herein named; the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal and the proposer has not in any manner sought by collusion to secure for himself or herself an advantage over any other proposer.

In addition, this organization and its members are not now and will not in the future be engaged in any activity resulting in a conflict of interest, real or apparent, in the selection, award, or administration of a subcontract.

4-21-15

Authorized signature and date

Henry Madrid, Owner, Madrid Consulting Group, LLC.

Print Name & Title



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment D

Debarment, Suspension, Ineligibility and Voluntary Exclusion Certification

Please read Acceptance of Certification and Instructions for Certification before completing

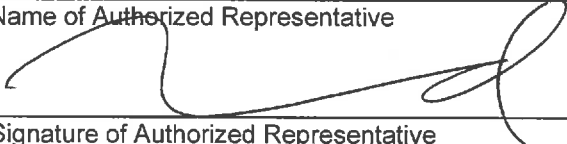
As a current or potential vendor for the City of Long Beach (City) your firm, through its business relationship with the City, may be the recipient of federal grant funds. As such, the City is required to document that neither your business entity or organization, nor any of your principals are debarred, suspended, ineligible, or have voluntarily been excluded from receiving federal grant funds. Consistent with Executive Order No. 12549 Title 2 CFR Part 180 Subpart C, all potential recipients of federal grant funds are required to comply with the requirements specified below. By submission of proposal/bid/agreement, the undersigned, under penalty of perjury, certifies that the participant, nor any of its principals in the capacity of owner, director, partner, officer, manager, or other person with substantial influence in the development or outcome of a covered transaction, whether or not employed by the participant:

- Are not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal department or agency;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, been suspended, debarred, voluntarily excluded or declared ineligible by a federal agency;
- Do not presently have a proposed debarment proceeding pending;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, been indicted or convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct;
- Have not, within a three (3) year period preceding this bid/agreement/proposal, had one or more public transactions (Federal, State, or local) terminated for cause or default.

If reorganization, management turnover, or a shift or change of principals' status occurs, written notice must be submitted within 21 days. Subsequent disclosure of unfavorable information will be subject to thorough review and remedial action. Updated versions of this certification may be requested on a routine basis.

Where the potential prospective recipient of Federal assistance funds is unable to certify to any of the statement in this certification, such prospective participant shall attach an explanation to the applicable bid/agreement/proposal.

Madrid Consulting Group, LLC.
Business/Contractor/Agency

Henry Madrid	Owner
Name of Authorized Representative	Title of Authorized Representative
	4-21-15
Signature of Authorized Representative	Date

r20141001



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

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YES ☒ NO ☐ SIGNATURE 

EXCEPTIONS: Attach additional sheets if necessary. Please use this format.

EXCEPTION SUMMARY FORM

RFP SECTION NUMBER	RFP PAGE NUMBER	EXCEPTION (PROVIDE A DETAILED EXPLANATION)



City of Long Beach
Purchasing Division
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Long Beach, CA 90802

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In addition, this organization and its members are not now and will not in the future be engaged in any activity resulting in a conflict of interest, real or apparent, in the selection, award, or administration of a subcontract.

 4/22/15

Authorized signature and date

SAM MORRISSEY, ASSOCIATE VICE PRESIDENT

Print Name & Title



City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

Attachment D

Debarment, Suspension, Ineligibility and Voluntary Exclusion Certification

Please read Acceptance of Certification and Instructions for Certification before completing

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- Are not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal department or agency;
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Where the potential prospective recipient of Federal assistance funds is unable to certify to any of the statement in this certification, such prospective participant shall attach an explanation to the applicable bid/agreement/proposal.

ITERIS, INC.

Business/Contractor/Agency

SAM MORRISSEY

Name of Authorized Representative

ASSOCIATE VICE PRESIDENT

Title of Authorized Representative

[Signature]

Signature of Authorized Representative

4/22/15

Date

r20141001



City of Long Beach

Department of Financial Management
Purchasing Division
333 W Ocean Blvd. 7th floor, Long Beach, California 90802
p 562.570.6200

4/14/15

Addendum No. One: Q & A

NOTICE TO PROPOSERS

RFP No. CM15-083 Belmont Shore Parking Study

The acknowledgement at the end of this document needs to be signed and included with your proposal.

1. Q Does this contract require audited rates?
A: [Inquiry rescinded.](#)
2. Q: Can you confirm that all subconsultants should complete the company background section?
A: [Yes. See Section 9.2.1.2.](#)
3. Q: Regarding references, can you confirm that you would like 5 references for each of the subconsultants?
A: [Yes. See Section 9.2.1.3.](#)
4. Q: Can you clarify which of the forms the subconsultants are required to complete?
A: [Attachment A, Attachment C and Attachment D.](#)
5. Q: Is it required that the subconsultants disclose any possible conflicts of interest or is this just required of the prime consultant?
A: [Yes, please use Attachment C.](#)
6. Q: Is there a specific DBE requirement for this RFP?
A: [No.](#)
7. Q: How rigid is the City in regards to its suggested parking occupancy data collection dates/times? Is there sufficient flexibility for the chosen consultant team to work with the City to identify different and/or additional collection periods?
A: [There is a possibility if strong rationale proposed, but peak periods are identified in the RFP Scope.](#)
8. Q: Would the City also like parking turnover data collected?
A: [Yes.](#)
9. Q: Will the data collection area also include the Belmont Veterans Memorial Pier lot along E. Allin Street?
A: [Out of Study Area.](#)

10. Q: 1) Can you explain in a bit more detail what the City would like to see analyzed for Ocean Boulevard? 2) What level of design is required for the proposed road reconfiguration and 3) what level of analysis of impacts (i.e. traffic)?

A: 1) Analysis of parking space availability/utilization. 2 & 3). It is expected that the level of design and impacts are significant enough to provide information to adequately address the questions/inquiries posed in the Scope of Work.

11. Q: Can you send the prior studies—listed on your RFP CM 15-083 page 4

- 1) Belmont Shore Parking Study, March 1990; and
- 2) Belmont Shore Commerical District Options and Recommendations for Addressing Parking Deficiencies, March 1999.

A: Yes, see attached.



Acknowledged By: _____ Date: April 22, 2015

Steffen Turoff

Firm of: Walker Parking Consultants

www.walkerparking.com

Maryanne Cronin

From: Melinda Cotton <mbcotton@hotmail.com>
Sent: Saturday, April 08, 2023 8:56 PM
To: Maryanne Cronin
Subject: Article re settlement of Disability Act lawsuit
Attachments: PT Article Long Beach settles Disability Act suit, will pay millions to repair sidewalks.docx

-EXTERNAL-

Hi Maryanne,

I don't believe I sent you the article about the Disability Act lawsuit the letters I attached referenced. I thought it would be of interest.

Sincerely,

Melinda

Long Beach settles Disability Act suit, will pay millions to repair sidewalks

By [Andrew Edwards](#) | aedwards@scng.com |

PUBLISHED: April 12, 2017 at 6:29 p.m. | UPDATED: September 1, 2017 at 12:05 p.m.

Long Beach will be required to spend roughly \$200 million over three decades to bring its curbs and sidewalks into compliance with Americans With Disability Act mandates, attorneys announced this week.

The announcement follows a U.S. Central District Court judge's Monday approval of a settlement between Long Beach's city government and disability-rights attorneys representing five plaintiffs who alleged in [a 2014 lawsuit](#) that a lack of curb ramps and other infrastructure deficiencies amounted to discrimination against people who need wheelchairs or other assistance to get around town.

The settlement, pending the City Council's approval, requires Long Beach officials to accomplish infrastructure upgrades throughout the entire city.

"Within five years, there will be a curb ramp at every location where a pedestrian crossing requires a curb," said Andrew Lee, a partner at the Oakland law firm of [Goldstein, Borgen, Dardarian & Ho](#) and one of the plaintiffs' attorneys.

Long Beach Public Works Director Craig Beck said city government has already hired a consultant to survey what exactly will need to be done to fulfill what he said both sides of the case now consider to be a valuable agreement.

Repair demands

The [Disability Rights Legal Center](#), which has offices in Los Angeles, and [Disability Rights Advocates](#), which has offices in Berkeley and New York City, also represented the five plaintiffs who sued over Long Beach's curbs and sidewalks.

The deal:

- Within five years, Long Beach officials must have all legally mandated curb ramps in place. This will require construction of some 4,500 new curb ramps.
- Between years six and 20 of the settlement deal, Long Beach officials must spend up to \$50 million to repair some 16,000 curb ramps that are damaged or otherwise inaccessible to disabled individuals.
- Before 30 years are out, city government must spend up to \$125 million to remedy broken sidewalks and crosswalks.
- City government must also set aside more than \$5 million during the first 10 years of the settlement period to make specific infrastructure fixes that disabled residents will be able to request.

Beck said City Hall already has the means to process such requests through its “rapid response program.”

Prior to the settlement, Public Works primarily dealt with access issues by responding to resident complaints, Beck said. Since 2015, however, Public Works has adopted a “complete streets” policy that requires workers to fix the likes of damaged gutters or curb ramps when they’re also handling a job on the adjacent street.

Scheduling repairs

The settlement gives city government up to two years to finish its survey of needed repairs. Once that is complete, Long Beach officials will be required to hold at least two public hearings and meet again with the plaintiffs and their attorneys to plan out how the work may be completed.

Long Beach’s infrastructure needs were at the forefront of city politics last year. [Voters approved Measure A](#), a 10-year sales tax increase, in June. Measure A increases Long Beach’s sales tax rate by one percentage point during its first six years and is projected to result in some \$384 million in tax revenue being directed to City Hall over its lifetime.

Mayor Robert Garcia [promised during the Measure A campaign](#) that much of taxpayers’ money would be spent on the likes of street and sidewalk repairs, although money has also been dedicating to restoring police and fire services.

City government has outlined how the [first \\$150 million](#) of Measure A revenues may be spent. Those plans include spending some \$90 million on street repairs, as well as about \$15 million to be dedicated for sidewalk fixes.

“There will be Measure A dollars that go into this, but the settlement won’t be dependent on Measure A,” Beck said.

News of the Long Beach settlement comes about two years after [Los Angeles agreed to a similar deal](#). L.A. officials agreed to spend more than \$1 billion over three decades to fix that city’s sidewalks.

Lee’s law firm and the Disability Rights Legal Center also worked on the Los Angeles case.