



# CITY OF LONG BEACH R-24

DEPARTMENT OF PUBLIC WORKS

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August 24, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the Department of Public Works to convert one parking space in the public right-of-way in front of 443 Pine Avenue (Kress Market) into an on-street bike parking corral. (District 1)

## DISCUSSION

Earlier this month, the City installed its first bike corral in an on-street parking space at 435 E. 1<sup>st</sup> Street in front of Utopia Restaurant, The Village Grind and Long Beach Fixed Gear bike shop. The bike corral was well received and immediately put to good use by cyclists patronizing businesses in the East Village. The bike corral provides parking for 14 bicycles in a single parking space that accommodates one car. Attached is a photograph of the Bike Corral at 1<sup>st</sup> street and Linden Avenue.

There is now interest in installing a bike corral in front of the recently opened Kress Market on Pine Avenue. A bike corral at this location will serve patrons of Kress Market, but also surrounding businesses, including Creama Cafe and other nearby eateries. A survey conducted in Portland, Oregon, found that businesses believed bike corrals play an important part in creating an enhanced street identity and a more dynamic shopping environment to attract customers. Businesses that were surveyed, noted three key benefits to the bike corrals: an increase in the number of customers; an improved sidewalk/cafe seating environment; and improved visibility of the business from the street.

Public Works is seeking authorization from the City Council to convert the first marked parking space on the westside of Pine Avenue immediately south of 5th Street adjacent to the bus stop into a bike corral. Staff consulted the neighboring businesses on the 400 block of Pine Avenue, as well as the Downtown Long Beach Association, to discuss this project and found support with no objections. As in the East Village, the success of this bike corral will also be evaluated after three months, including interviews with surrounding business owners. If ineffective or if a negative impact results, the bike corral will be removed. If both pilot projects are proven successful, staff will develop a bike corral policy for Council approval that will allow other businesses to install on-street bike parking where demand exists and the surrounding business and residential

communities are in support. The bike corral was funded with American Recovery and Reinvestment Act of 2009 (ARRA) funds.

This letter was reviewed by Assistant City Attorney Michael J. Mais on August 13, 2010, and by Budget Management Officer Victoria Bell on August 11, 2010.

SUSTAINABILITY

The installation of this bike corral will increase the access to the businesses on that commercial block by providing space for 14 bicycles instead of one car. In general, installing bike corrals in key commercial corridors increases the likelihood that customers will travel to those locations by bicycle rather than by car, eliminating pollution and greenhouse gas emissions, while promoting a more healthy and active lifestyle. Bike corrals will also visually reinforce the bicycle-friendly culture of the city.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

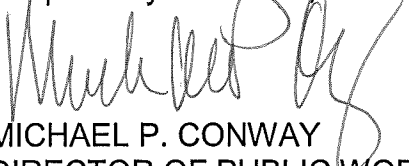
FISCAL IMPACT

No additional funding is required to implement this program. Bike parking equipment purchased with ARRA funding will be used to create the bike corral. One metered parking space will be lost, resulting in a reduction of revenue of approximately \$1,300 annually. There are no local jobs impacted by this recommendation.


SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
MICHAEL P. CONWAY  
DIRECTOR OF PUBLIC WORKS

APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER

# BIKE CORRAL AT 1<sup>ST</sup> AND LINDEN

