



CITY OF LONG BEACH

DEPARTMENT OF PUBLIC WORKS

C-22

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August 10, 2004

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

SUBJECT: Establishing Parking Meter Rates in the Pike at Rainbow Harbor Area, Establishing a Parking Rate for the Shoreline Park Parking Lot, and Increasing the Rate for the Marina Green Parking Lot (District 2)

DISCUSSION

On February 10, 2004, the City Council authorized creation of new parking meter zones in the Pike at Rainbow Harbor area necessitated by the new streets and businesses in and adjacent to the development. The parking plan for the area, as approved by the Coastal Commission, provides for a parking meter rate of \$.50 for each fifteen minutes or less, which corresponds to an hourly rate of \$2.00 per hour. The rate is consistent with the parking rates for other off-street parking in the parking structures and surface lots within the development and the Shoreline area. Currently, the meter rates are set at \$.50 for each hour, which is the current standard meter rate in downtown.

The following parking meter zones are recommended to have a parking meter rate of \$.50 for each fifteen minutes or less to provide consistent parking rates within the Pike at Rainbow Harbor and Shoreline areas:

- Zone 19 Pine Avenue between Seaside Way and its southerly terminus.
- Zone 20 Shoreline Drive between Linden Avenue and Aquarium Way.
- Zone 21 Aquarium Way between Shoreline Drive and Seaside Way.
- Zone 22 Cedar Avenue between Shoreline Drive and Seaside Way.
- Zone 23 Bay Street between Cedar Avenue and Pine Avenue.
- Zone 24 The Paseo between Aquarium Way and Pine Avenue.
- Zone 25 Seaside Way between Linden Avenue and Golden Shore.

Approval is also requested to establish a parking rate of \$2.00 per hour for the Shoreline Park parking lot, and to increase the parking rate in the Marina Green parking lot from \$1.00 per hour to \$2.00 per hour, as approved by the Coastal Commission. This increase will make the rate consistent with the rates in the adjacent parking areas in the Pike at Rainbow Harbor and Shoreline areas.

This matter was reviewed by Deputy City Attorney Lisa Peskay Malmsten on July 29, 2004 and Budget Management Officer David Wodynski on August 2, 2004.

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TIMING CONSIDERATIONS

City Council action on this matter is requested on August 10, 2004, so that the rates can be applied at these locations.

FISCAL IMPACT

Parking meter revenue, estimated at \$359,250 per year, will be deposited into the Tidelands Fund (TF) in the Department of Public Works (PW). The net revenue, after subtracting the cost of maintaining the meters and collecting the coins, is designated to offset the cost of the Pike parking operation.

Revenue from the Marina Green parking lot, which currently approximates \$90,000 per year, and from the Shoreline Park parking lot is deposited into the Tidelands Fund (TF) in the Department of Parks, Recreation and Marine (PR).

IT IS RECOMMENDED THAT THE CITY COUNCIL:

1. Request the City Attorney to prepare a resolution establishing a parking meter rate of \$.50 for each 15 minutes or less for parking meter zones 19 – 25;
2. Request the City Attorney to prepare a resolution establishing the parking rate for the Shoreline Park parking lot at \$2.00 per hour; and
3. Request the City Attorney to prepare a resolution increasing the parking rate for the Marina Green parking lot from \$1.00 per hour to \$2.00 per hour.

Respectfully submitted,



CHRISTINE F. ANDERSEN
DIRECTOR OF PUBLIC WORKS

CFA:SG:ap/350-10 pike parking meter rates

APPROVED:



GERALD R. MILLER
CITY MANAGER