



CITY OF LONG BEACH

H-2

DEPARTMENT OF PUBLIC WORKS

333 West Ocean Boulevard 9th Floor • Long Beach, CA 90802 • (562) 570-6383 • Fax (562) 570-6012

December 1, 2015

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation, including the petitions, into the record, conclude the public hearing, and request the City Attorney to prepare an amendment to the Long Beach Municipal Code, to establish Preferential Parking District "AC" as recommended by the City Traffic Engineer. (District 7)

DISCUSSION

Residents on the west side of Cherry Avenue between Roosevelt Road and Marshall Place, and Marshall Place between Cherry Avenue and Gardenia Avenue have requested the establishment of a new preferential parking district to seek on-street parking relief due to overflow parking generated by employees of businesses located along the east side of Cherry Avenue. The residents have also requested that a 30-minute parking restriction, from 9:00 a.m. to 9:00 p.m., Monday through Sunday, except holidays, be established within the proposed preferential parking district.

A parking study conducted by staff during the peak period of activity on Cherry Avenue and Marshall Place revealed that 75 percent of existing on-street parking spaces within a two-block area were occupied at the time of the survey. In addition, it was determined that 59 percent of the vehicles parked along these two blocks were not registered to residents of the neighborhood.

A petition formally requesting the establishment of a preferential parking district and a 30-minute parking restriction from 9:00 a.m. to 9:00 p.m., Monday through Sunday, was circulated among the residents of the two-block area. A copy of the petition is attached as Exhibit A. A review of the petition by staff revealed that 76

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percent of the residents are in favor of implementing a preferential parking district and the proposed parking restrictions.

In order to prevent parking spillover in the blocks adjacent to the proposed preferential parking district, the City Traffic Engineer is proposing to expand the preferential parking district to include streets that may be impacted. The streets included in the proposed expansion are: the west side of Cherry Avenue; Gardenia Avenue; Roosevelt Road; and Bixby Road. Residents of these streets were informed of the proposal by mail and feedback was requested. These streets in the proposed expansion will not include signage or parking restrictions at this time; however, by including these streets in the preferential parking district, the residents could request parking restrictions in the future through a well-supported petition. A map showing the proposed new preferential parking district is attached as Exhibit B.

The City Traffic Engineer has reviewed the results of the parking study, the resident petition and the feedback responses from the mailing, and has determined that the area qualifies for establishment of a preferential parking district. Although resident support for the establishment of a preferential parking District exceeds two-thirds for the west side of Cherry Avenue between Roosevelt Road and Marshall Place, and Marshall Place between Cherry Avenue and Gardenia Avenue only, the City Traffic Engineer recommends that City Council consider designating the entire seven-block area as Preferential Parking District "AC" as outlined in Exhibit B to prevent the migration of the parking problems to adjacent streets.

This matter was reviewed by Deputy City Attorney Amy R. Webber on October 21, 2015, and by Budget Management Officer Victoria Bell on October 26, 2015.

TIMING CONSIDERATIONS

City Council action on this matter is requested on December 1, 2015 in order to proceed with this project.

FISCAL IMPACT

The \$3,445 application fee and signage installation is budgeted in the Capital Projects Fund (CP) in the Public Works Department (PW). The application fee and signage costs will be funded by the Seventh Council District's non-recurring funds. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



ARA MALOYAN, PE
DIRECTOR OF PUBLIC WORKS

AM:EWhl:td

P:\CI\Preferential Parking District AC CL.doc

Attachments:

- Exhibit A –Petition
- Exhibit B –Vicinity map

APPROVED:



PATRICK H. WEST
CITY MANAGER

PETITION

We the undersigned occupants of the properties on west side of Cherry Avenue between Marshall Place and Roosevelt Road hereby request the **Establishment of a 30-minute Preferential Parking restrictions**, between the hours of 9:00 A.M. – 9:00 P.M. Monday through Sunday, except holidays and by Preferential Parking District AC Permit

We understand that any residents wishing to obtain permits exempting them from the 30-minute parking restriction will have to pay an annual fee of \$33 per permit and each household is limited to a total of four permits; three vehicle specific permits and one vehicle transferable guest permit. In addition, a preferential parking sign installation fee of \$115 per sign for a total \$805.00 will be collected before the signs are installed.

We understand that any resident who purchases a preferential parking permit in this district is **Not Guaranteed A Parking Space** due to the limited on street parking available in the area

ADDRESS	Support Request?			PRINTED NAME	SIGNATURE	DATE
	(N) YES	(N) NO	(N) NO OPINION			
3935 CHERRY AVENUE	✓			Dulce Gutierrez	<i>Dulce Gutierrez</i>	9-5-15
3975 CHERRY AVENUE	✓			Laura Moresco	<i>Laura Moresco</i>	9-6-15
3927 CHERRY AVENUE	✓			Don S. Huffield	<i>Don S. Huffield</i>	9-5-15
3945 CHERRY AVENUE	✓			Yield Corde	<i>Yield Corde</i>	9-5-15
3909 CHERRY AVENUE	✓			SON SEIZINGER	<i>Son Seizinger</i>	9/10/15
3979 CHERRY AVENUE	✓			Grace Cole	<i>Grace Cole</i>	9-5-15
3939 CHERRY AVENUE	✓			Paula Makridis	<i>Paula Makridis</i>	9-10-15
3905 CHERRY AVENUE		✓		Tommy Fournier	<i>Tommy Fournier</i>	9-5-15
3901 CHERRY AVENUE		✓		Cynthia Young	<i>Cynthia Young</i>	9-10-15
3917 CHERRY AVENUE						
3965 CHERRY AVENUE	✓			Angela Kendrick	<i>Angela Kendrick</i>	9-5-15
3969 CHERRY AVENUE	✓			Cathryn Myles	<i>Cathryn Myles</i>	9-9-15
3949 CHERRY AVENUE	✓			ISAIAS HIDALGO	<i>Isaias Hidalgo</i>	9-5-15
3955 CHERRY AVENUE	✓			ROSARIO ROSARIO	<i>Rosario Rosario</i>	9-9-15
3959 CHERRY AVENUE	✓			R.B. McCool	<i>R.B. McCool</i>	9-5-15
3923 CHERRY AVENUE	✓			Marilyn Randell	<i>Marilyn Randell</i>	9-5-15

PETITION

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We understand that any residents wishing to obtain permits exempting them from the 30-minute parking restriction will have to pay an annual fee of \$33 per permit and each household is limited to a total of four permits; three vehicle specific permits and one vehicle transferable guest permit. In addition, a preferential parking sign installation fee of \$115 per sign for a total \$460.00 will be collected before the signs are installed.

We understand that any resident who purchases a preferential parking permit in this district is **Not Guaranteed A Parking Space** due to the limited on street parking available in the area

ADDRESS	Support Request?		PRINTED NAME	SIGNATURE	DATE
	(V) YES	(V) NO / NO OPINION			
3990 GARDENIA AVENUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Robert MORGAN	<i>Robert Morgan</i>	05 Sept 2015
1911 MARSHALL PLACE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ever Payne	<i>Ever Payne</i>	9-13-15
1901 MARSHALL PLACE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ms. Delante Bennett	<i>Mrs. Delante Bennett</i>	Sept 13, 15
3993 CHERRY AVENUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
3991 CHERRY AVENUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
3993 MARSHALL					
3991 MARSHALL					

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	(V) YES	(V) NO	(V) NO OPINION			
3993 CHERRY AVENUE	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Soleang Ducl	<i>Soleang Ducl</i>	9/13/15
3991 CHERRY AVENUE				NO ONE HOME		

