

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY AMENDING SECTION 10.28.130 IN ITS ENTIRETY RELATING TO PARKING METER ZONES

WHEREAS, the City Council of the City of Long Beach desires to revise the parking meter zones within the city in response to new and changed parking demand;

NOW, THEREFORE, the City Council of the City of Long Beach ordains as follows:

Section 1. Section 10.28.130 of the Long Beach Municipal Code is amended in its entirety to read as follows:

10.28.130 Parking meter zones established-rates set by resolution.

A. The areas or streets described below are hereby established as parking meter zones:

Zone Number	Area/Street
1	Second Street between Livingston Drive and Bayshore Avenue and all streets intersecting Second Street within those limits from the alley north of, to the alley south of, Second Street, including those parking lots adjacent to the alleyways south of Second Street.
2	Ocean Boulevard between Golden Avenue (Golden Shore) and Atlantic Avenue.
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Zone Number	Area/Street
3	1 st Street, Broadway, 3 rd Street, 4 th Street, 5 th Street, 6 th Street, and 7 th Street between Pacific Avenue and Long Beach Boulevard; Pacific Avenue between 1 st Street and 7 th Street; AND Pine Avenue, Locust Avenue, and Long Beach Boulevard between Ocean Boulevard and 7 th Street.
4	1 st Street, Broadway, 3 rd Street, and 4 th Street between Long Beach Boulevard and Atlantic Avenue; 5 th Street, 6 th Street, and 7 th Street between Long Beach Boulevard and Elm Avenue; Elm Avenue between Ocean Boulevard and 6 th Street; AND Linden Avenue between Ocean Boulevard and Broadway.
5	Broadway between Maine Avenue and Pacific Avenue; 3 rd Street, 4 th Street, and 5 th Street between Cedar Avenue and Pacific Avenue; Magnolia Avenue (west side only) between Ocean Boulevard and Broadway; Chestnut Avenue between Broadway and 3 rd Street; AND Cedar Avenue between Broadway and 5 th Street.
6	Pacific Avenue and Locust Avenue between 7 th Street and 8 th Street; Pine Avenue between 7 th Street and 10 th Street; Long Beach Boulevard between 7 th Street and 14 th Street; 7 th Street between Long Beach Boulevard and Elm Avenue; AND 8 th Street between Pacific Avenue and Locust Avenue.
7	(reserved)
8	(reserved)
9	(reserved)
10	(reserved)
11	(reserved)
12	(reserved)
13	(reserved)
14	(reserved)
15	(reserved)
16	(reserved)
17	(reserved)

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Zone Number	Area/Street
18	Pine Avenue between Seaside Way and Ocean Boulevard.
19	Pine Avenue between Seaside Way and its southerly terminus.
20	Shoreline Drive between Linden Avenue and Aquarium Way.
21	Aquarium Way between Shoreline Drive and Seaside Way.
22	Cedar Avenue between Shoreline Drive and Seaside Way.
23	Bay Street between Cedar Avenue and Pine Avenue.
24	The Paseo between Aquarium Way and Pine Avenue.
25	Seaside Way between Linden Avenue and Golden Shore.
26	(reserved)
27	Palo Verde between Atherton Street and Anaheim Road.
28	Anaheim Road between Palo Verde Avenue and Iroquois Avenue.
29	Lew Davis Drive between Faculty Drive and Clark Avenue.
30	Carson Street between Faculty Drive and Clark Avenue.
31	Ocean Boulevard between Termino Avenue and Bennett Avenue.
32	Olympic Plaza between Termino Avenue and Bennett Avenue.
33	Ocean Boulevard between Bay Shore Avenue and 55 th Place.

B. The rates of parking meters fees for the parking meter zones described in this Section shall be set, from time to time, by resolution of

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1 the City Council, which rates may vary, at the discretion of the City
2 Council, from zone to zone.

3
4 Sec. 2. The City Clerk shall certify to the passage of this ordinance by the
5 City Council of the City of Long Beach and cause it to be posted in three conspicuous
6 places in the City of Long Beach, and it shall take effect on the thirty-first day after it is
7 approved by the Mayor.

8 I hereby certify that the foregoing ordinance was adopted by the City Council
9 of the City of Long Beach at its meeting of _____, 2006, by the
10 following vote:

11 Ayes: Councilmembers: _____

12 _____

13 _____

14 _____

15 Noes: Councilmembers: _____

16 _____

17 Absent: Councilmembers: _____

18 _____

19 _____

20 _____

21 _____

City Clerk

22 _____

23 _____

24 Approved: _____

(Date)

Mayor

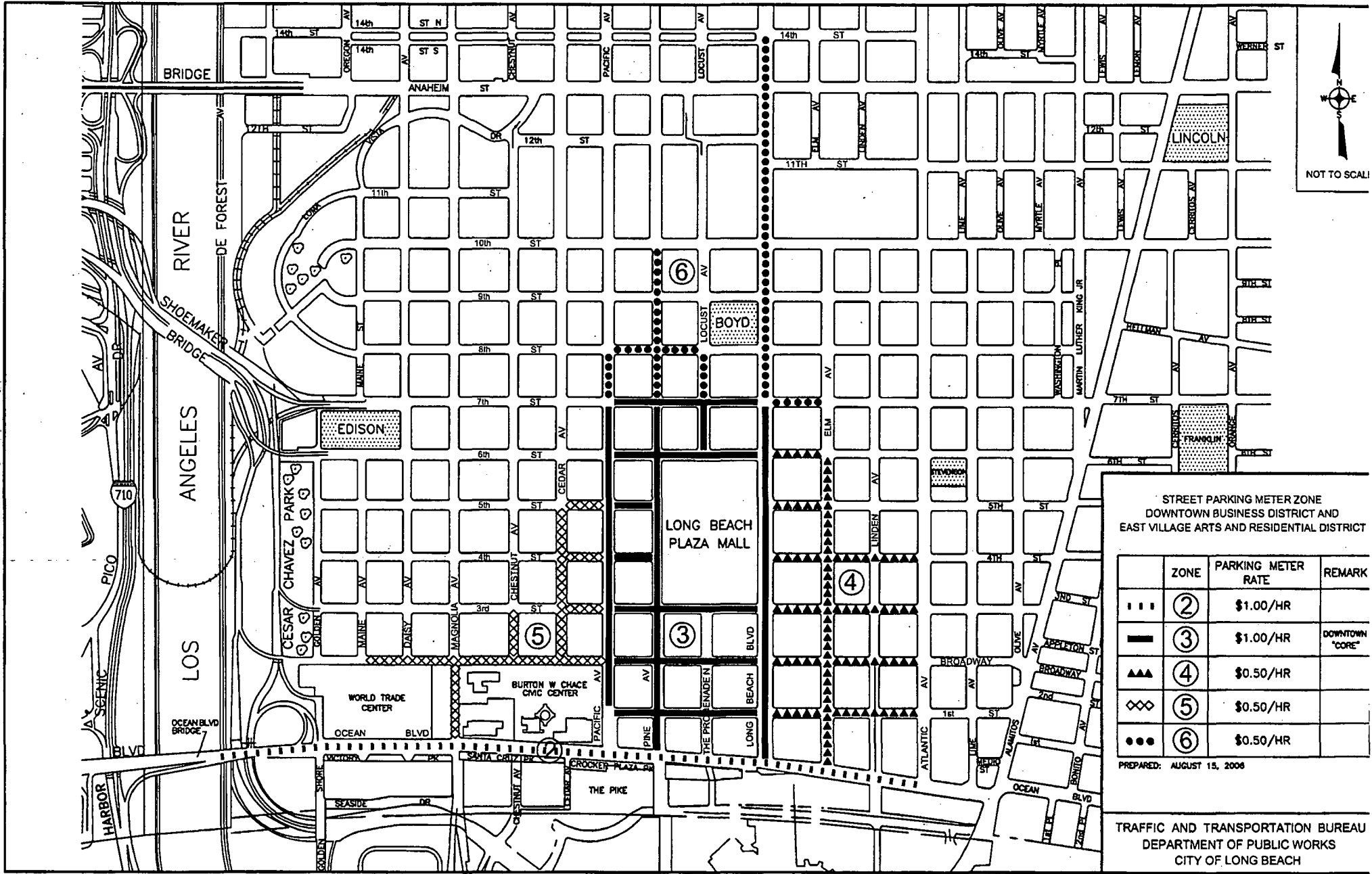
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STREET PARKING METER ZONE
DOWNTOWN BUSINESS DISTRICT AND
EAST VILLAGE ARTS AND RESIDENTIAL DISTRICT

	ZONE	PARKING METER RATE	REMARK
⋯	②	\$1.00/HR	
—	③	\$1.00/HR	DOWNTOWN "CORE"
▲▲▲	④	\$0.50/HR	
◇◇◇	⑤	\$0.50/HR	
●●●	⑥	\$0.50/HR	

PREPARED: AUGUST 15, 2006

TRAFFIC AND TRANSPORTATION BUREAU
DEPARTMENT OF PUBLIC WORKS
CITY OF LONG BEACH



CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

June 21, 2005

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION

Request the City Attorney to prepare an ordinance establishing guidelines for downtown parking meter rates and revenue sharing between the City and Downtown Long Beach Associates. (Districts 1 and 2)

DISCUSSION

With the adoption of the Fiscal Year 2005 budget, the City Council authorized the increase of rates in the Downtown Parking Meter Zone. Subsequent to this action, City staff and the Downtown Long Beach Associates (DLBA) met to discuss the impact of increasing parking meter rates and how best to implement the change. Two primary concerns were voiced by the DLBA: how to mitigate the impact of a rate increase on Downtown residents and the need to provide for continued investment in the area to sustain its economic success.

Currently the parking meter rate is \$1.00 per hour from 9:00am – 6:00pm. To increase revenue further, it is proposed the time be extended to operate from 9:00am – 9:00pm. While this recommendation is appropriate for core business areas, it will unduly impact the Arts District and residential areas; therefore, it is recommended that the Downtown have different enforcement areas. (Exhibit A – provides a map of proposed rate differences and Exhibit B – details proposed operating hours and rates.)

Historically, the City has provided a portion of the Downtown parking meter revenue to the DLBA (Exhibit C). These funds were used to supplement DLBA efforts in promoting the Downtown businesses and events. With the recommended changes, Downtown parking meters will generate approximately \$1,000,000+ in General Fund revenue. The City and DLBA recommend the following revenue sharing proposal:

- FY05 = \$0 to DLBA
- FY06, FY07, FY08 = \$140,000 to DLBA
- FY09 and beyond =
 - 50 percent of net revenue to City General Fund
 - 25 percent of net revenue to DLBA for infrastructure improvements
 - 25 percent of net revenue to DLBA for Downtown marketing

HONORABLE MAYOR AND CITY COUNCIL

June 21, 2005

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This letter was reviewed by Deputy City Attorney Lisa Malmsten on June 14, 2005, and Budget Management Officer David Wodynski on June 13, 2005.

TIMING CONSIDERATIONS

City Council action on this matter is not time critical.

FISCAL IMPACT

The City is in the process of optimizing parking operations, which will result in both administrative savings and reduction in maintenance costs with the introduction of new technology. It is estimated parking revenue will increase significantly over the next five years providing new revenue to the General Fund. The agreement limits revenue sharing during Fiscal Years 2005-2008 allowing the City more time to address the General Plan structural deficit. In Fiscal Year 2009, the amount increases to 50 percent of net proceeds being transferred to the DLBA to support downtown activities.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



CRAIG BECK

ACTING DIRECTOR OF COMMUNITY DEVELOPMENT



CHRISTINE F. ANDERSEN

DIRECTOR OF PUBLIC WORKS

APPROVED:

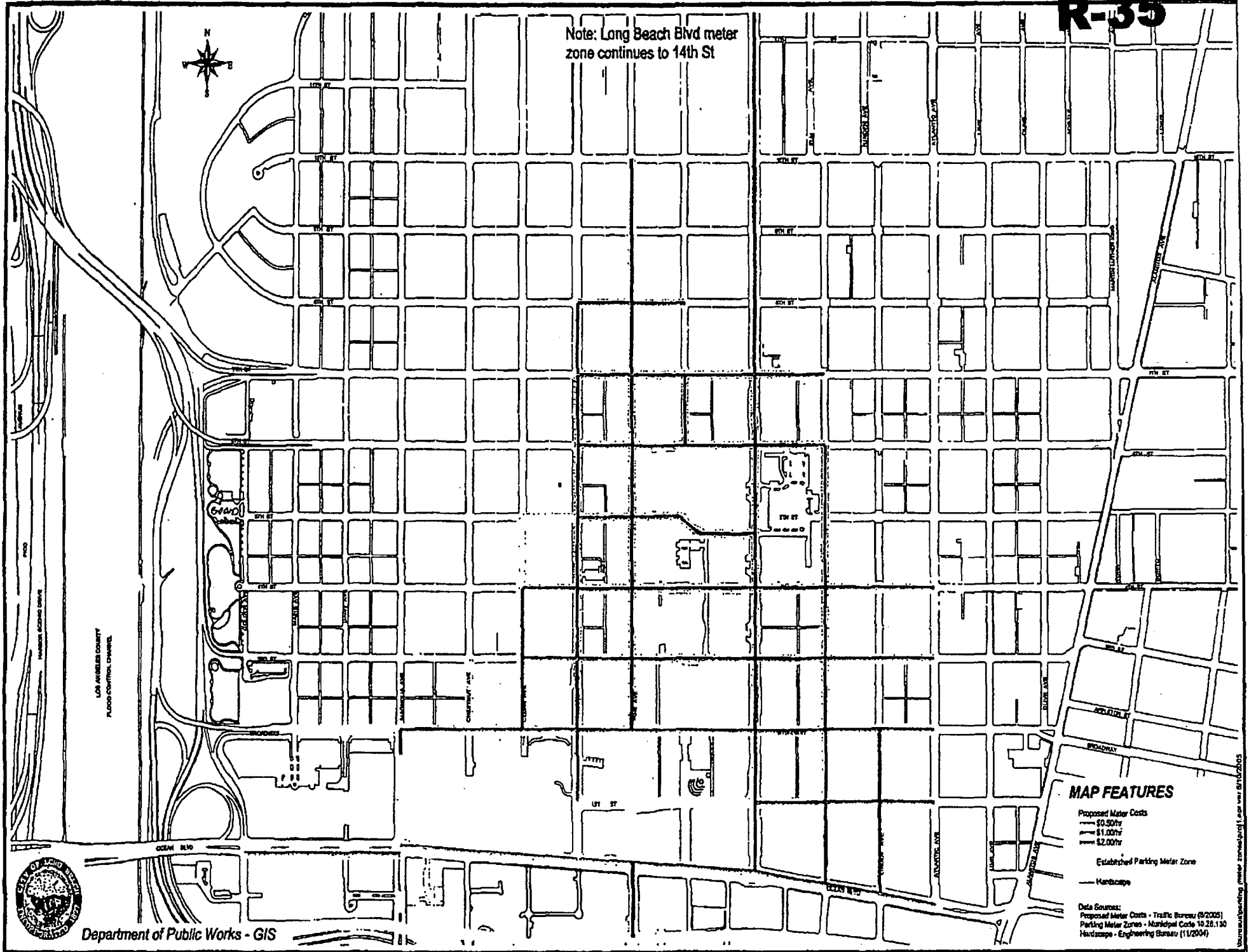
for 
GERALD R. MILLER
CITY MANAGER

RH:tb

DLB Parking Rev Sharing v 03 .doc

Attachments: Exhibit "A" - Map of Proposed Meter Costs
Exhibit "B" - Outline of Operating Hours
Exhibit "C" - Historical Downtown Parking Meter Revenue Sharing

Note: Long Beach Blvd meter zone continues to 14th St



LOS ANGELES COUNTY
FLOOD CONTROL CHANNEL



Department of Public Works - GIS

MAP FEATURES

Proposed Meter Costs
—— \$0.50/hr
—— \$1.00/hr
—— \$2.00/hr

Established Parking Meter Zone

—— Hardscape

Data Sources:
Proposed Meter Costs - Traffic Bureau (9/2005)
Parking Meter Zones - Municipal Code 10.28.130
Hardscape - Engineering Bureau (1/2004)

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Exhibit "B"

Operating Hours

DOWNTOWN (SPLIT)

Business District

Current

9:00am to 6:00pm
(Monday through Saturday)
Rate: \$1.00 per hour

Proposed

9:00am to 9:00pm
(Monday through Sunday)
Rate: \$1.00 per hour

East Village Arts District & Residential Areas

Current

9:00am to 6:00pm
(Monday through Saturday)
Rate: \$1.00 per hour

Proposed

No change
Rate: \$0.50 per hour

Exhibit "C"

Fiscal Year	Additional City Funding	Source of Additional Funding
1996	\$101,000	GP
1997	\$200,000	GP
1998	\$143,000	GP
1999	\$143,000	GP
2000	\$143,000	GP
2001	\$143,000	GP
2002	\$143,000	GP
2003	\$143,000	RD
2004	\$100,000	GP
2005	\$0	N/A