

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Wednesday, May 17, 2023 8:42 AM
To: Maryanne Cronin; Alexis Oropeza
Subject: FW: Comment on LCDP and parklets in Belmont Shore

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: Jacob Alonso <jacob.d.alonso@gmail.com>
Sent: Monday, May 15, 2023 10:49 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Comment on LCDP and parklets in Belmont Shore

-EXTERNAL-

Hello,

As someone starting a family in Belmont Shore, I want to voice my support for parklet permits being issued by the city, and specifically comment on LCDPs.

In summary, I like to walk around our coastal communities, as do many others, particularly those with families. In our experience, there is already substantial vehicle traffic on 2nd street, which impacts both local noise, emissions, and aesthetics. Walking with a child on 2nd street sidewalks is enjoyable when there are parklets around, adding to the ability to access the coastal areas of Long Beach--without the terror of being a pedestrian with a child only inches away from moving vehicles.

Specifically, I want to address a few points I've read in opinion pieces and websites run by local residents who want more parking. One gets the impression they do not have young children or try to use the neighborhood as pedestrians. It is a shared space, not just one for vehicles, and parklets provide a sense of safety, without impeding walkability. They allow us to enjoy coastal areas outdoors. And they promote a thriving small business community that makes the area desirable and provides a resilient local tax base.

The argument that parklets turn public land to for-profit businesses seems to intentionally avoid the fact that roads themselves already turn public land over to individuals with cars. Neighborhoods are shared spaces and those without

cars or who choose to walk benefit greatly from parklets, and allow for the use of right of ways in a more equitable manner. Again, regulations require parklets to be used for public enjoyment, and LCDPs should take into account the ability for all to enjoy our coastal areas, not just those in cars. Additionally, arguments related to ADA accessibility and objects placed on sidewalks seem to intentionally ignore the fact that better regulation of parklets, rather than their elimination, serve the public's interest just as well.

All questions of public use must ultimately weigh competing interests. In this case, opponents to parklets seem to believe that a small group of homeowners, and specifically those that use cars to access local businesses, should have a louder voice than the many individuals who simply want to enjoy our coastal communities on foot and outdoors. The complaints about noise emanating from businesses due to their parklets simply does not appear to be empirically validated, either by the number of noise complaints to the city, nor anecdotally in my experience living in the area--not to mention the fact that all businesses on 2nd street are quiet by 10pm.

Ultimately, LCDPs should consider broader community impacts related to our coast, not just whether they are a nuisance to some, but whether they provide an equitable benefit to all those who deserve to enjoy these areas. Coastal communities are shared by many, not just those who travel by car, and parklets serve a purpose of traffic calming and encouraging pedestrian use of local businesses, even if people have to park further away in residential areas. As a side note, while in theory this may be a nuisance to residents, in my experience during COVID it rarely made a difference, even on extremely crowded beach days during the summer.

Belmont Brewing Company, Legends, and the many other local businesses who have applied for permits serve the public's interest in a variety of ways, chief of which is simply adding to the ability to enjoy local beaches and access parts of our beach communities on foot. While I missed the deadline to comment on those particular cases, I hope my comment can apply to others in support of parklets.

Thank you,

Jacob Alonso
jacob.d.alonso@gmail.com

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 9:03 PM
To: Maryanne Cronin
Subject: Fwd: Legends parklet must stay!!!

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Amy Snow <amyannesnow@gmail.com>
Date: May 6, 2023 at 8:38:36 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends parklet must stay!!!

Dear Council Members,

You guys. Have you been to Legends? Have you sat outside in the sun having the best lunch with your girlfriends while your spouse watches the game? You need to, because you'd see immediately it needs to remain an outdoor eating area. We are from LA, but discovered Legends three years ago. We make it a point to swing by Legends whenever we head south. It's a draw. It's special. And I don't know if it would be our favorite sports bar without the outdoor area. Mama needs her sun.

And for the record, up here in LA the parklets are all becoming permanent. Including Culver City, which shuts down a lane of the street to do it.

I know you guys have to make choices on a lot of difficult issues. This isn't one of them. Keeping it open is a win for everyone.

Best,
Amy Snow

Sent from my iPhone

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 4:12 PM
To: Maryanne Cronin
Subject: Fwd: Permanent Parklet Support Letter
Attachments: Legends Parklet Ltr - Signed.PDF

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Joshua Baskin <joshua@baskinfamily.net>
Date: May 7, 2023 at 3:15:32 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Permanent Parklet Support Letter

Please let me know if you need anything else or I can do.

May 7, 2023

Long Beach Zoning Administration

Re: Permanent Parklet for Legends

To Whom It May Concern:

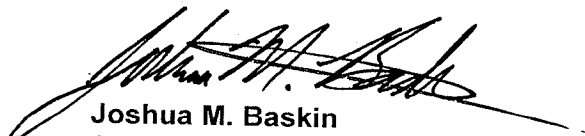
I am writing this letter in full support of approving Legends request for a permanent parklet in Belmont Shore.

Having grown up in Long Beach, Belmont Shore has always been a staple destination for spending time with family and/or friends. Of the many locations on 2nd Street, Legends has been a staple for over 40-years, and still to this day draws me down there. I believe that the current ownership has built upon Legends reputation and legacy even more bringing it to even higher reputation and stature within the community. Their commitment to the local community and Long Beach at large brings a sense of pride and value you do not see in many businesses today.

The adding of the parklet greatly outweighs the loss of two parking spaces. The parklet brings forth a very quaint aesthetic and even tighter community feel in Belmont Shore. Though I no longer live in Long Beach, my family and I are just a short distance away in Orange County. It is businesses like Legends and their owners' focus on the community that continues to bring my family and I back quite frequently. The addition of the parklet just continues to add to our draw to continue to return and enjoy the experience.

Thank you for your time in consideration of this letter, and please approve the permanent parklet for Legends in Belmont Shore. It is right for the community, for Long Beach and the many visitors that come throughout the year.

Sincerely,



Joshua M. Baskin
Attorney at Law
949-233-7866

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:23 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Parklets

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: panapet888 <panapet88@gmail.com>
Sent: Saturday, May 06, 2023 8:42 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parklets

-EXTERNAL-

I'm asking you to not grant permanent parklets for several reasons:

They're not safe!

They infringe upon the buffer between traffic and cyclists. This is a fact. Also, I work on 2nd Street and see people driving at excessive speeds every day. It's only a matter of time before someone ploughs into a parklet. It's happened in Naples, on 4th Street and DTLA already.

They're not fair to retail establishments.

Have you asked retail stores if they'd like more square footage? I'm sure they'd love it. Especially when it was free, but that option was never offered to them.

They're unsanitary and look unkempt.

2nd Street looks so much better now that they're gone. If they are brought back, citations should be issued for damaged and dirty parklets.

PARKING!

I can't tell you how many times people have come into our store to complain about the lack of parking in Belmont Shore. It has a chilling effect on businesses when customers have no place to park. They'll go somewhere else. Why make this situation even worse?

I hope you take all of these valid points into consideration and deny more permits for parklets.

Thank you,
Kellie Brown

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:38 AM
To: Maryanne Cronin
Subject: Fw: 100% Supporting Legends keep their parklet permanent...

-EXTERNAL-

From: Cori Cauble <coricauble@gmail.com>
Sent: Tuesday, April 18, 2023 2:49 PM
To: Eric Johnson <eric@legendssportsbar.com>
Cc: David Copley <david@legendssportsbar.com>; Claudia Copley <claudiacopley@gmail.com>; sljecj@gmail.com <sljecj@gmail.com>
Subject: RE: 100% Supporting Legends keep their parklet permanent...

Dear Zoning administrator,

I'm writing you in support of Legends restaurant and Bar on Second Street in Belmont Shore.

I am currently residing in Belmont Shore, although I have lived here and am a Long Beach native. I moved here as a 3 year old in 1974. I've owned homes, raised a son who is now 25 yrs old and have opened many businesses within Long Beach. All of my money and resources have stayed here. I'm coming from someone who is well versed in all things Long Beach and Belmont Shore.

Legends has created some life long memories for our family and community. The parklet allows for an outdoor space for all of us to enjoy, including our dogs :)

The owners not only gave us a safe space to dine during the pandemic (open air) they took many sacrifices, did whatever possible to keep their staff housed and employed. We have a small town here we all got wind of who was doing what during that time.

They have displayed integrity over the years and have done an exemplary job in building jobs and keeping the level of excellence in a casual/ sports bar environment.

They continue to be a staple here. This is not only about bottom line but about supporting businesses like theirs to flourish, so they can stay a staple in our community and keep our charm.

Whether we are rooting for our favorite team, celebrating a win or a birthday or just having a delicious QUALITY burger, a Legends special, and the parklet expands on that.

If the concern is parking, possibly creating designated parking lots on and having the new "Circuit" service do drop off and pick ups? This seems like a larger solution.

Please consider allowing them to keep this parklet.

Cheers,

Cori Cauble
155 Claremont Ave, LB 90803
562.225.9048

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Friday, May 05, 2023 7:37 AM
To: Alexis Oropeza; Maryanne Cronin
Subject: FW: Zoning Administrator: Application Number 2302-02 (LCDP23-009)

In the ZA in box.

Amy

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: ceiwut <ceiwut@gmail.com>
Sent: Wednesday, April 26, 2023 7:46 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Zoning Administrator: Application Number 2302-02 (LCDP23-009)

-EXTERNAL-

Reason: Letter in support of Shore Restaurant Group, LLC - Eric Johnson
Attention: Zoning Administrator

To whom it may concern,

I am a resident at 161 Nieto Ave, Long Beach, CA 90803.

I have been a patron of all of the restaurants located on 2nd street, and most with my three children. I am quite familiar with, and thankful for, all of the parklets that the city had approved over the past several years for our local restaurants.

According to the address listed on the application (5236 E 2nd Street), it appears as though the team behind "Legends Sports Bar" is requesting a permanent parklet.

I would like to voice my complete endorsement for their request.

Throughout the past decade of dining with my children at Legends, I have only known the management (and staff) to be strong advocates for family, community and safety. Since the challenging moments of the pandemic, my direct

experience with the parklet at Legends added a community aspect to the dining experience that was matched by no other venue as it brought celebration and positivity to the center of 2nd street. Outdoor dining on 2nd Street is sorely missed by my family at three locations, and Legends is one of them.

As a resident, I understand the concerns around noise, around parking and around safety.

I find far more concern with noise caused by our late night street performers / musicians in front of Chase Bank than from dining. Nonetheless, I am good with the music.

I believe that 2 metered spaces replaced with a parklet will be outweighed by the sales tax revenue generated 2nd street wide by outdoor dining.

Lastly regarding safety, although I am no expert, I believe the central location of Legends on the block, combined with the flow of traffic heading east towards Covina Ave poses much less safety concerns from visual obstruction to oncoming or crossing traffic than the parklet which used to be at the corner of St Joseph and 2nd street which was a horrible field of view obstruction for cars trying to get onto 2nd street. Nonetheless, I have no safety concerns for my children due to a parklet at Legends.

My only request of the city is to support a reasonable beauty requirement for the parklet that lends it visually charming for our little neighborhood.

I endorse this application without reservation.

Thank you,

Fred Cei
(310) 800-3733

Maryanne Cronin

From: Brian Cochrane <bshoresbrian@gmail.com>
Sent: Monday, May 08, 2023 11:00 AM
To: Jonathan Iniesta; Maryanne Cronin; DV - Zoning Administrator
Subject: DENY: LCDP for Legends Bar & Grill on Second Street

-EXTERNAL-

To the Zoning Administrator and Development Services staff:

I write today to urge that Legends, operating at 5236 E. Second Street, be DENIED any Local Coastal Development Permit it seeks to gain a permanent parklet in public parking spaces that would be converted for the bar's use on a permanent basis.

No city or government study has been undertaken to formally assess the impact of this desired parklet and the approximately dozen additional being sought by other bars and restaurants within the half-mile stretch of Second Street in Belmont Shore.

City Engineer Paul Van Dyk has spoken at recent Parking Commission meetings of a pilot program/assessment that aims to begin later this summer to understand and mitigate the volume of delivery trucks that are already adversely impacting safety and accessibility on Second Street, but that effort would come too little, too late, if Legends' application and others are granted in the time frame before then. And that pilot program is focused narrowly on delivery vehicles, not a wider review of permanent parklets, traffic safety and — central to the Zoning Administrator's review today — access to and view/enjoyment of the beach areas just two blocks from Second Street.

A full independent study of all impacts is crucial before any parklet be allowed to break ground anywhere in Belmont Shore, and especially Second Street and Belmont Pier.

The ripple effects and impact of even a single parklet occupying two public parking spaces on Second Street are obvious:

— The loss of two spaces means visiting patrons cannot park directly in front of the establishment itself. They must seek spaces elsewhere, likely within the residential streets perpendicular to the property, as they will certainly not want to pay meter rates for short periods of time farther away on Second Street.

— Delivery trucks for Legends will have no direct access to the establishment for the frequent deliveries common to bars and restaurants. As has been documented in dozens of photos and emails to the Parking Commission, LB Transit and multiple city departments, these delivery trucks routinely double park in the Second Street right lane and, more critically, in the red zones designated for buses. That action denies travelers, especially those with disabilities and access needs, the ability to board and exit buses safely in the proper bus stops closest to their desired destinations, including the nearby beaches.

— The addition of more than a dozen tabletops envisioned in the Legends parklet plan exacerbates the volume of patrons by a significant factor, adding to the vehicle load in this already parking-impacted area.

— Additional personnel to service the parklet area — waitstaff, bussers, shift managers, bartenders, etc. — will also need parking spaces to meet the demand. They, too, will almost certainly park on side streets in residential areas, displacing residents and essentially limiting access to beaches altogether by visitors from outside the area. The elitist

privilege of further denying beach enjoyment to people with less means from other parts of the city is evident. And this to serve more drinks and a private business to generate more profits?

On the larger-impact scale, no plan has been put forth by any city department or official to address the loss of parking spaces that would result from the dozen applicants currently seeking parklets on Second Street, of which Legends is just the first to reach this LCDP stage. The loss of 16-24 parking spaces would be a major and detrimental impact to Second Street in an area that is designated for residential/local use with some retail serving local needs.

With an additional half-dozen new restaurants and bars to begin operations in just the next few months — many/most of whom are likely to also seek permanent parklets to be competitive — the negative effects throughout this narrow swath of retail in a residential area will be magnified. While the Permanent Parklets handbook references a limit regarding loss of 10% of parking spaces within a certain geographical radius, there has been no evidence of such consideration regarding the dozen current applications, and the legal ramifications of denying future applicants something that has been granted to current applicants are a potential quagmire.

Regarding the specific application of Legends now, residents during the two-plus years of temporary parklets allowing during the COVID-19 pandemic documented and shared at multiple city council meetings the abuses by Legends of the public space while operating its temporary parklet:

- Routine encroachment on the public sidewalk by menu boards, hostess stands, signage, plants, dog water bowls, band promo artifacts (the large football player statue on wheels)
- The frequent and abundant volumes of Legends customers routinely hanging out on the sidewalk between the business' sidewalk dining area and the temporary parklet, such that they impeded passers-by and eliminated the five-foot ADA-required direct path of transit. Many of the patrons, whether waiting to get seated, traversing between parklet and restaurant, or talking with seated patrons, had open liquor containers in hand in the public walkway. Legends did nothing to limit the behavior of patrons, and there is no belief by residents now that the establishment or city departments would actively monitor and enforce against such breaches in the future.
- The sidewalk dining boundaries long in place by Legends and dozens of other bars and restaurants overextend the designated gray/brown strips on Second Street already, ranging from two inches to a full foot, resulting in no direct and safe line of transit for pedestrians and those with disability challenges. This space is already impacted, absent parklets, but will certainly be adversely narrowed by any parklet and standard operations by Legends and other bars/restaurants.

I would also like to note here, significantly, that this particular applicant, Legends, is owned in part by Matt Peterson, who is also a board member of the Belmont Shore Business Association and Chairman of the Belmont Shore Parking and Business Improvement Area. This application creates an inherent conflict of interest in that as head of that Commission he has and will in the future create agendas and vote on items that directly impact his own business and that of other commissioners whose permanent parklet applications are pending before the Zoning Administrator and other city departments.

Over the past two years, Chair Peterson has never allowed a formal review of the parklet issues to be undertaken or debate in a meeting, but did author a letter of support, with other fellow commissioners/applicants encouraging the city to continue temporary parklets and allow permanent parklets on Second Street — directly to his benefit.

Mr. Peterson and his fellow commission members/applicants will also set the rates for permanent parklet holders to reimburse the BID for loss of parking-space revenue on Second Street, a direct conflict of interest between his/their positions as commissioners and applicants seeking permanent parklets.

As a BSBA board member, Mr. Peterson and other fellow applicants have been afforded presentation time in community meetings to advocate for their parklet applications, with minimal time provided to those opposing.

Before any application or LCDP for Legends is allowed to move forward, a robust public review of these conflicts of interest must be undertaken, and safeguards implemented to ensure impartiality and service in the public interest.

With all of the above considerations, it is essential that the Zoning Administrator DENY the LCDP sought by Legends.

Thank you for your consideration.

Respectfully,

Brian Cochrane
Belmont Shore resident

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:26 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Parking not Parklets

Amy L. Harbin, AICP
Planner

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

-----Original Message-----

From: Laura Conte <lauraofnaples@aol.com>
Sent: Sunday, May 07, 2023 2:02 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parking not Parklets

-EXTERNAL-

I am writing to voice my opinion that I do not want 13 parklets on Second Street. It has been great having the parking back and being able to see people walking on the street and also to have our streets cleaned. It has been difficult finding parking when you need to shop or have services done. I am thinking that you are taking more than 13 parking spots away for the 13 permanent parklets. The parklets were pushed out beyond the hash marks of the area that is mandated for vehicles and encroached too far into the street. How were the streets and gutters cleaned when they were in existence? Are the restaurant owners reimbursing the city for the loss of revenue? Can their kitchens handle this? Are there enough bathroom facilities for the extra tables? I am against the parklets.

Please feel free to contact me if you need further information.

Best,
Laura Conte

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Friday, May 05, 2023 7:38 AM
To: Alexis Oropeza; Maryanne Cronin
Subject: FW: Permanent Parklet

FYI,
Amy

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: Dave Corradi <perio2go@yahoo.com>
Sent: Wednesday, May 03, 2023 2:25 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Permanent Parklet

-EXTERNAL-

RE: Permanent Parklet application for 5236 E. Second Street

I am unable to attend the hearing, but as a resident of Belmont Shore since 2005, I would like to voice my opposition to a permanent parklet at this location. During the pandemic, this business was extremely aggressive in occupying both the parklet and the sidewalk. It is first and foremost a sports bar, and while I have no opposition to sports bars, I do not care to walk through them on a daily basis. The parklet forced me (and many others, including children) to do exactly that. The patrons do not respect that the sidewalk is a public right of way, especially once the alcohol starts flowing, and the staff is also known to interrupt foot traffic. The business itself also has ample seating and an open facade and as such should not need to expand out to the street.

I would suggest as a compromise that if a parklet is permitted, alcohol sales would be prohibited on it. Second Street does not need an open-air bar.

Thank you for your consideration,

David Corradi

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 4:51 PM
To: Maryanne Cronin
Subject: Fwd: Letter to the Community

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Greg Costello <surprise.sv@gmail.com>
Date: May 6, 2023 at 4:46:22 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: **Letter to the Community**

To Whom It May Concern:

Legends Sports Bar is a major attribute to this entire community, and has been since its inception. The minimal parking spaces that will become unavailable if their parklet is approved will have almost ZERO impact on the community. I live in the neighborhood and have very little trouble finding parking whenever and wherever I want it.

The advantage of the parklet to the community is immeasurable. Not only does it support and enhance a major business entity in our neighborhood, it adds to the aesthetics and image for pedestrians on Second Street, which brings more business to the entire town, which benefits everyone from other businesses on 2nd, to tax dollars for our town which improve streets and police activity. It is a WIN-WIN for everyone, including the opponents of the parklet. They (the opponents) need to look at the bigger picture!

With hopes for a Legends Parklet,
Greg Costello

Resident and regular customer of Legends and other businesses here in Belmont Shore

Sent from my iPad

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

RESOLUTION NO. C- 24607

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH DESIGNATING THE BOUNDARIES
OF PARKING-IMPACTED AREAS IN THE CITY OF LONG
BEACH

WHEREAS, the City Council has adopted various provisions regulating the parking and storage of motor vehicles in areas of the City where the inadequacy of public and private vehicle parking spaces is particularly acute; and

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

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

WHEREAS, after full consideration and upon appropriate staff recommendation, it is the desire of the City Council to designate certain areas of the City of Long Beach as being parking-impacted areas for the various purposes alluded 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:	<u>Braude, Edgerton, Hall, Clark,</u>
23			<u>Robbins, Smith, Grabinski,</u>
24			<u>Kellogg.</u>
25	Noes:	Councilmembers:	<u>None.</u>
26	Absent:	Councilmembers:	<u>Harwood.</u>

27 ///

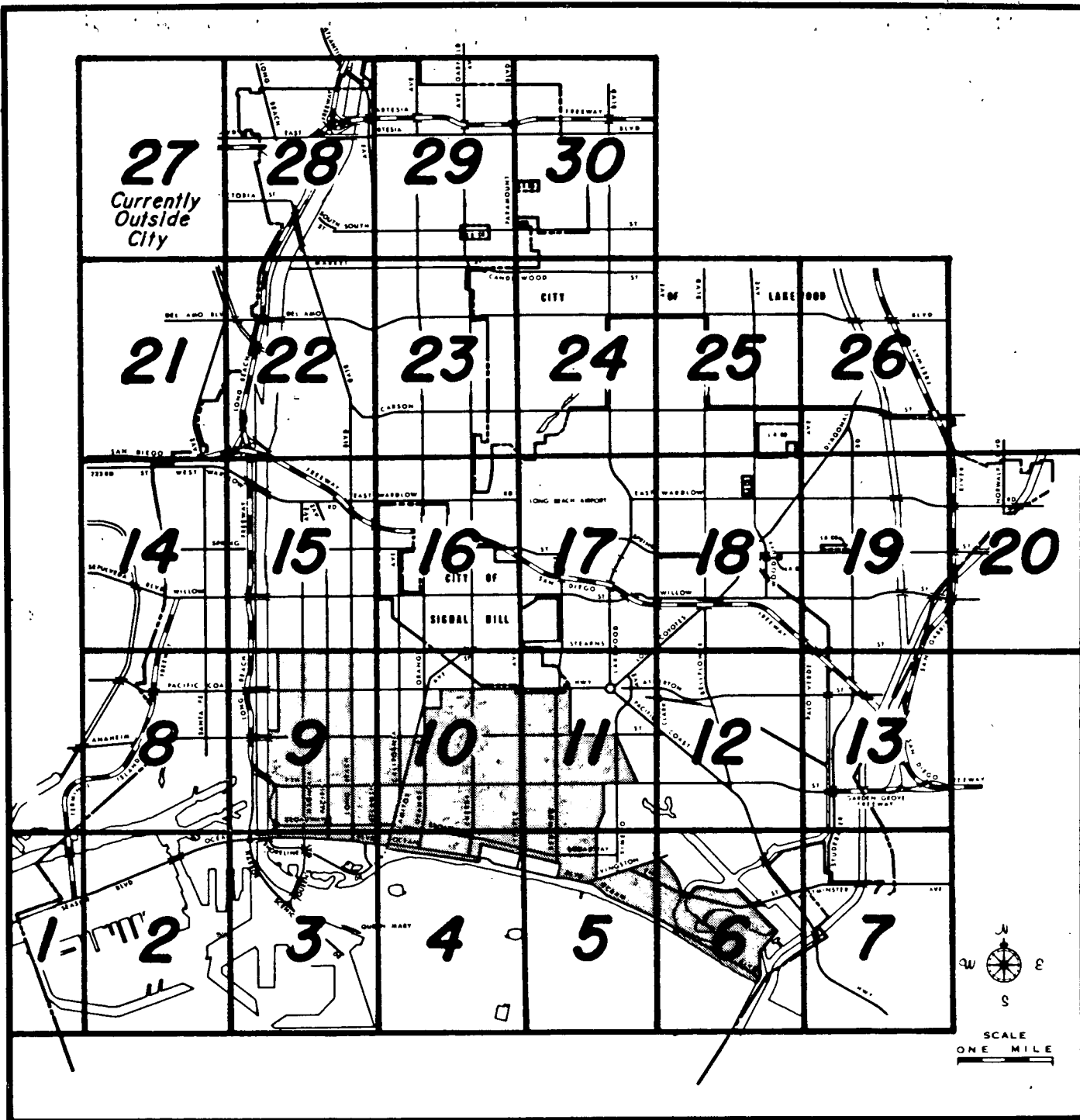
28 ///

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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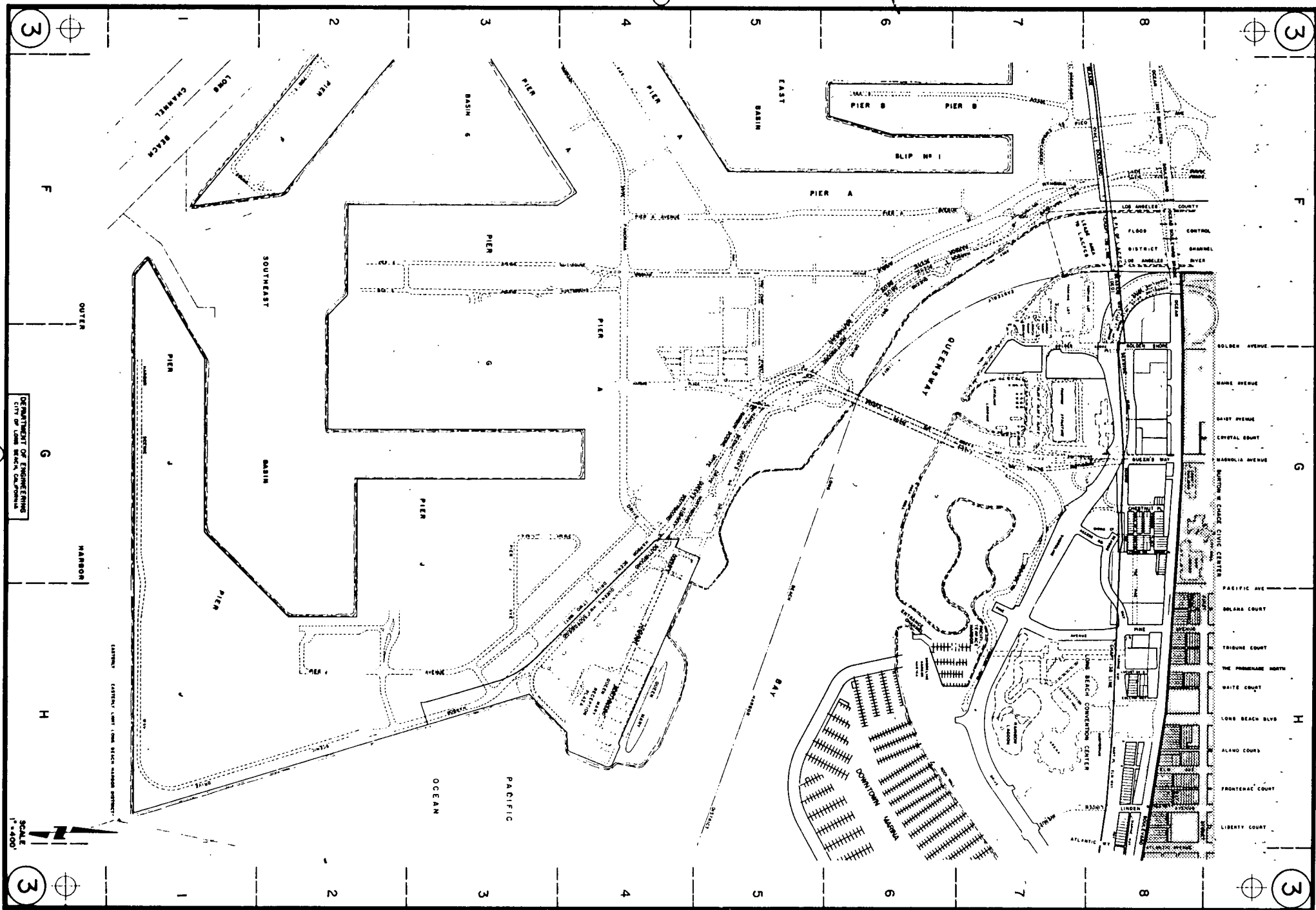
PARKING IMPACTED AREA

INCLUDING PAGES 3, 4, 5, 6, 9, 10 & 11

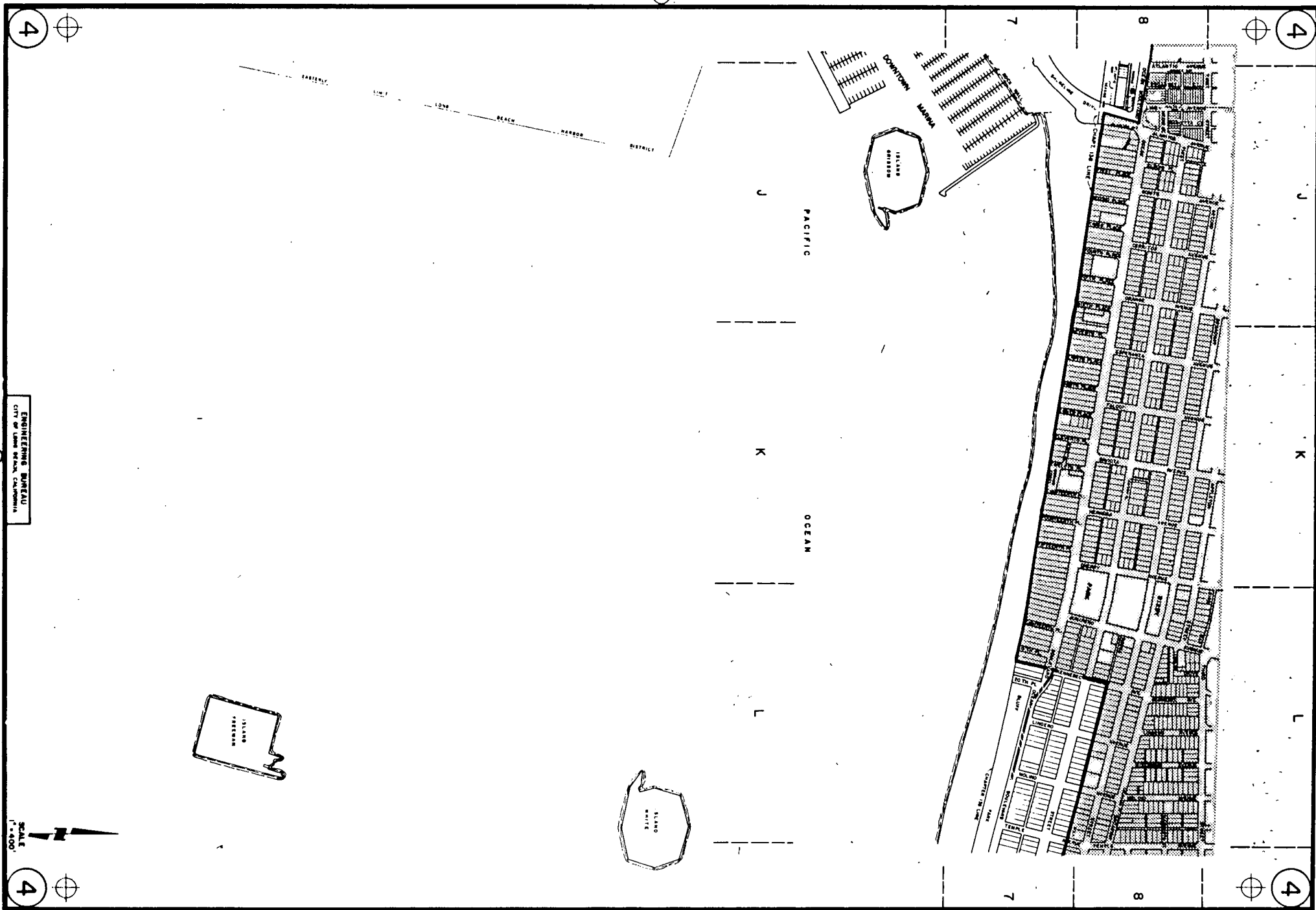
RESOLUTION NO. _____

ADOPTED DATE _____

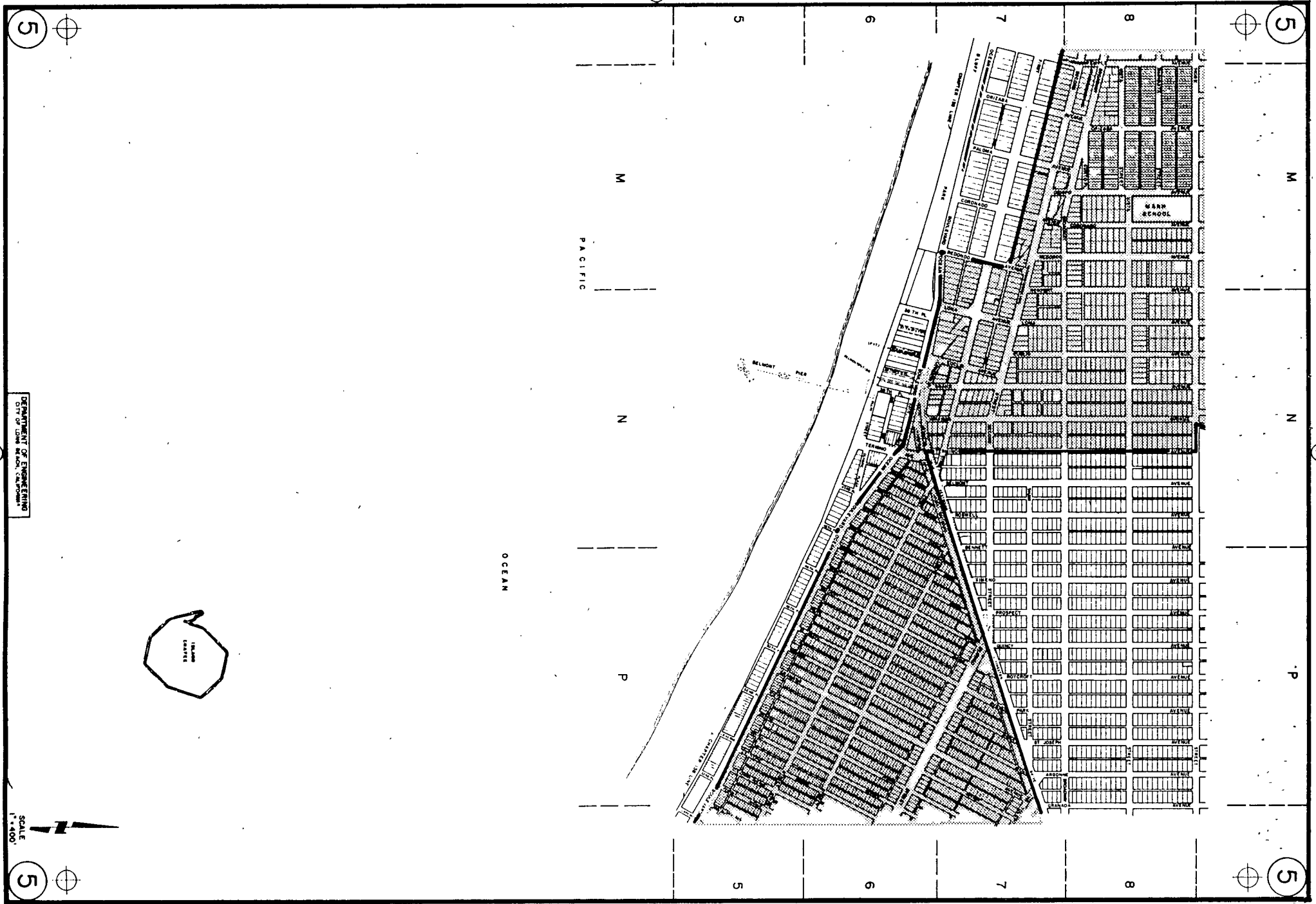
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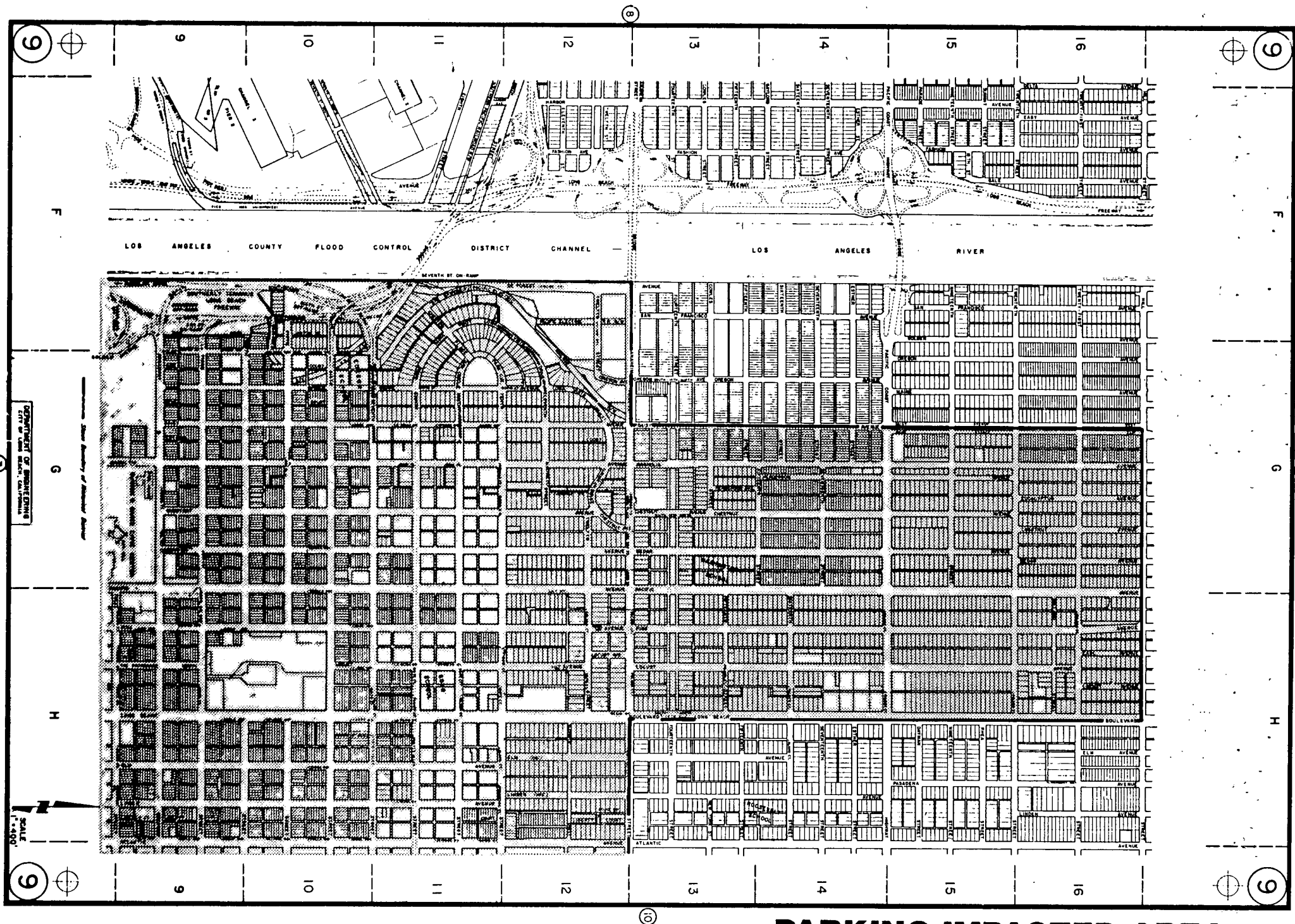
PARKING IMPACTED AREA



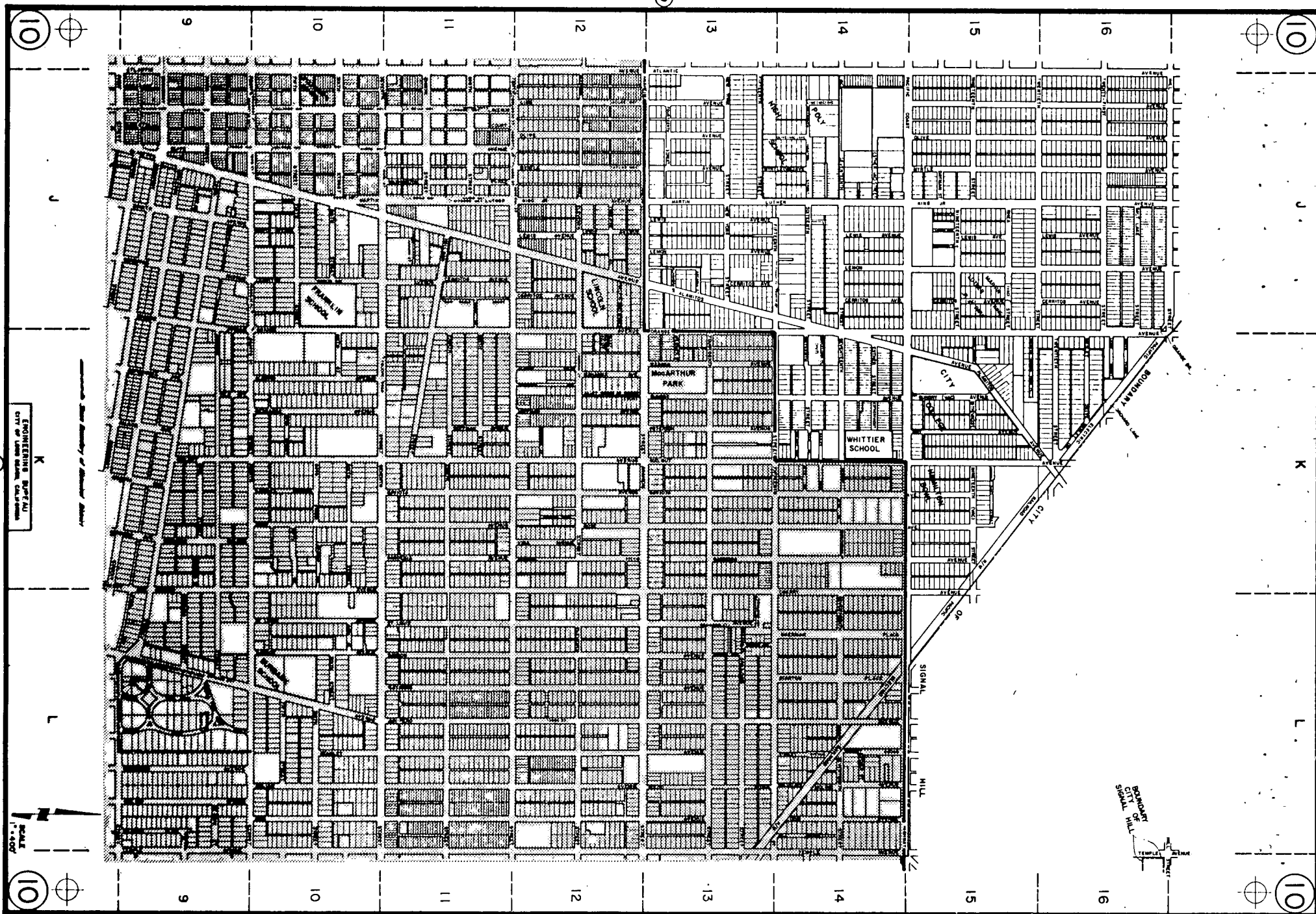
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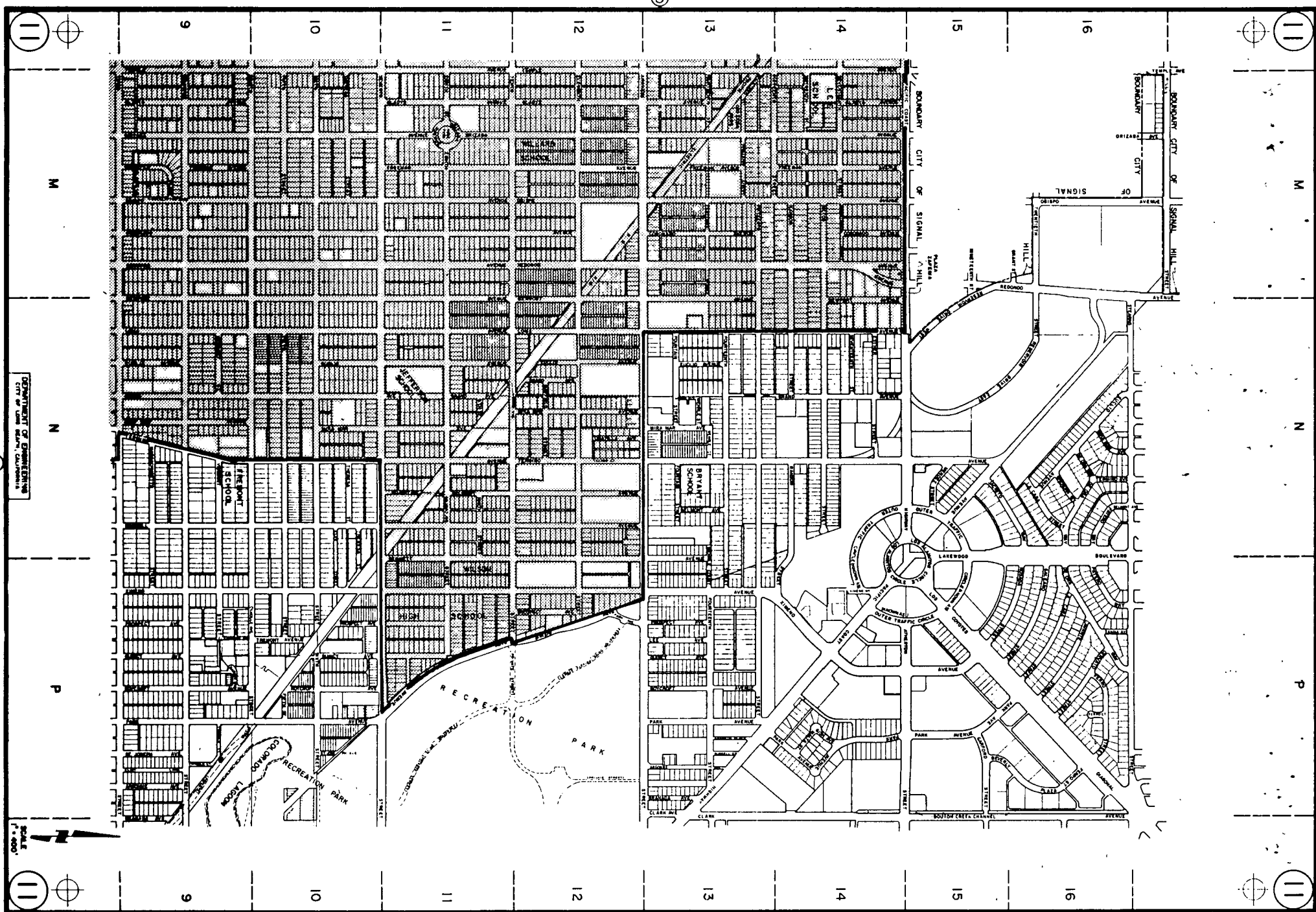
PARKING IMPACTED AREA



PARKING IMPACTED AREA



PARKING IMPACTED AREA



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.

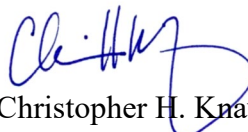
Respectfully,



Andrew P. Lee
Goldstein, Borgen, Dardarian & Ho



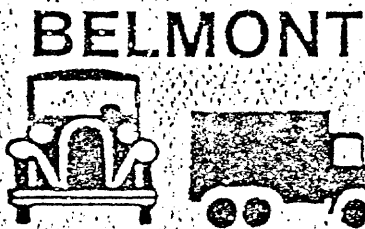
Meredith Weaver
Disability Rights Advocates



Christopher H. Knauf
Disability Rights Legal Center

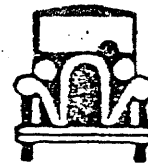
APL/kbm

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.

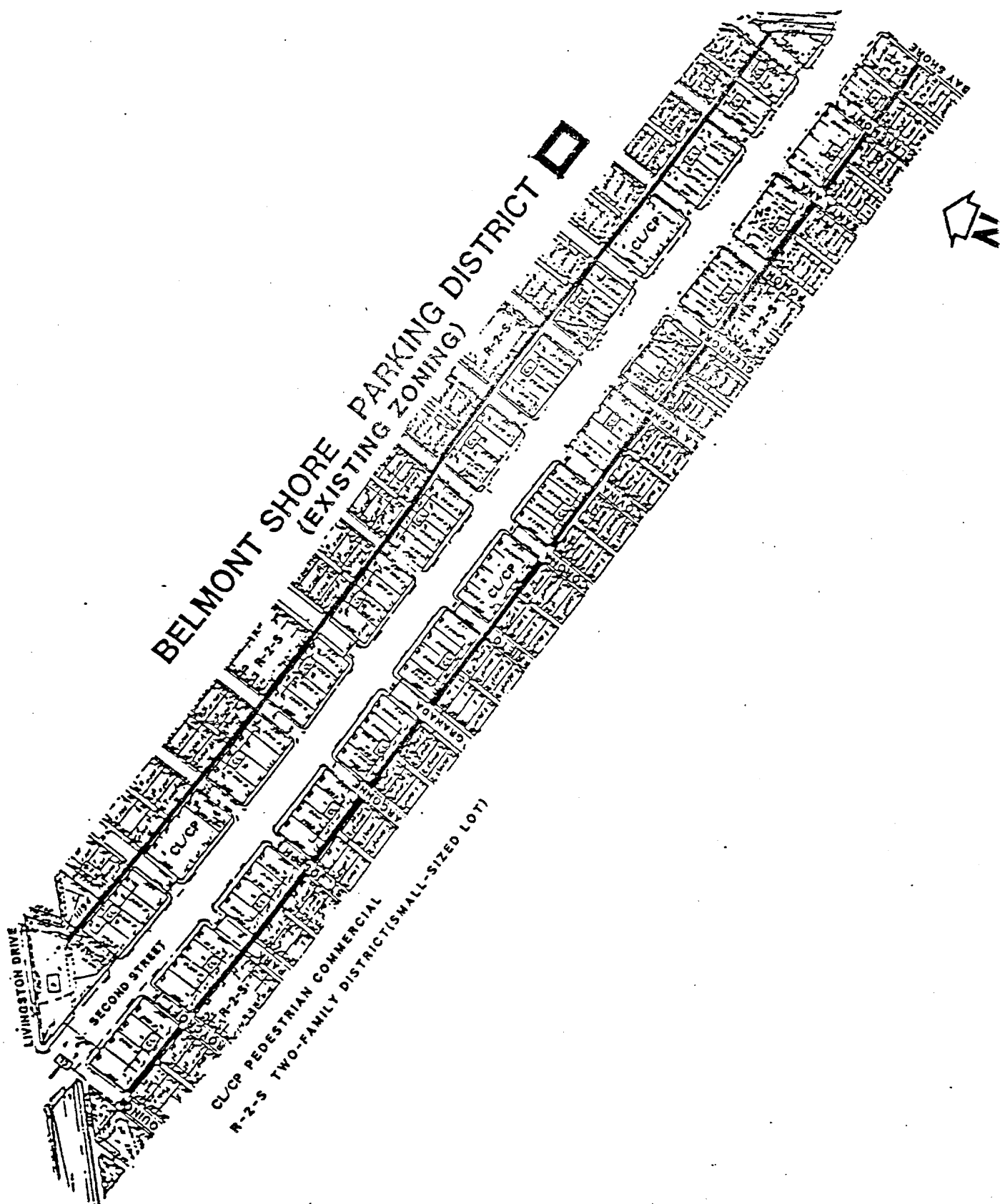


FIGURE 1

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

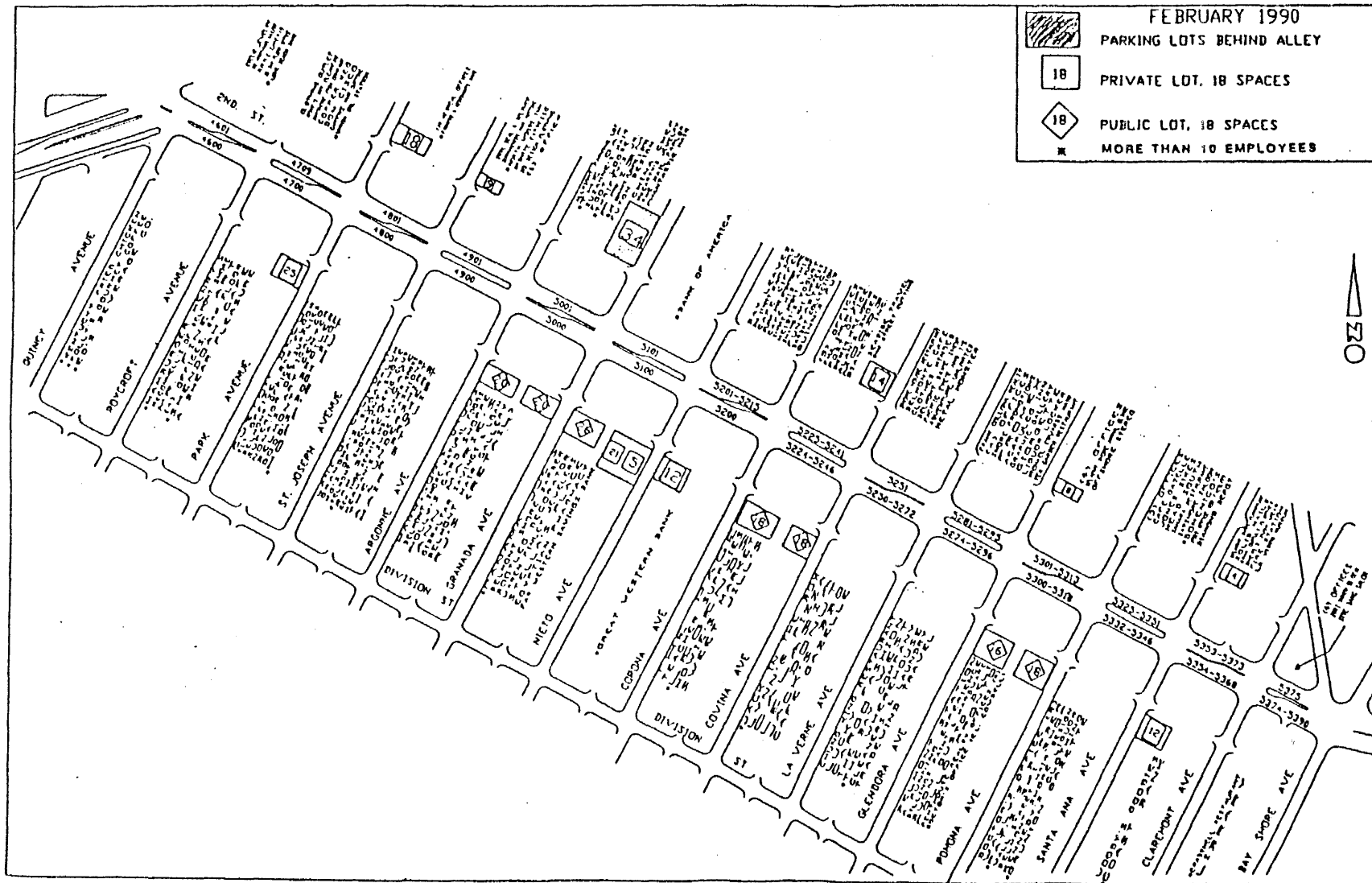




FIGURE 3

-  BELMONT SHORE COMMERCIAL BASE MAP
 BELMONT SHORE COMMERCIAL PARKING SUPPLY

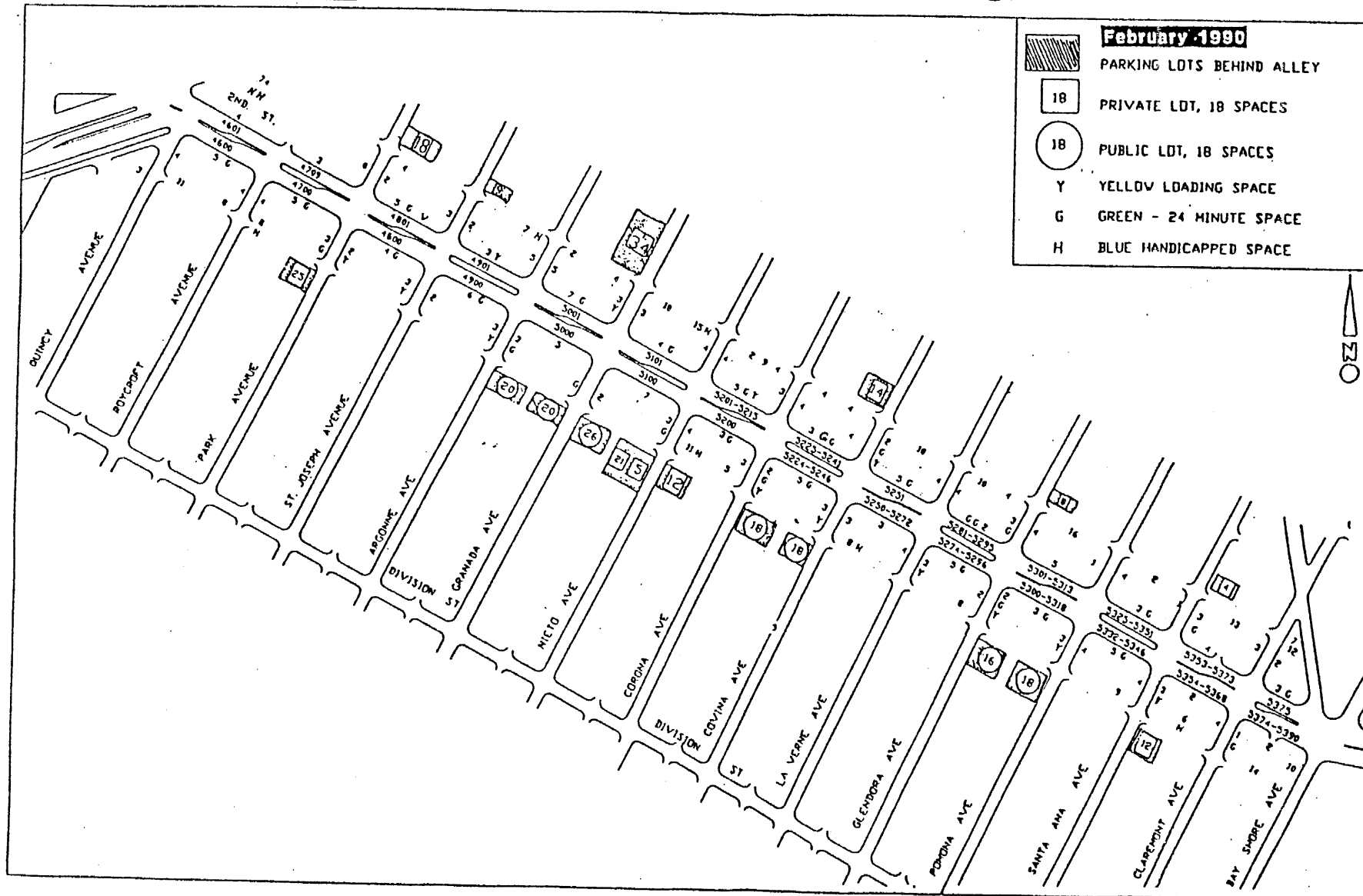


FIGURE 2

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

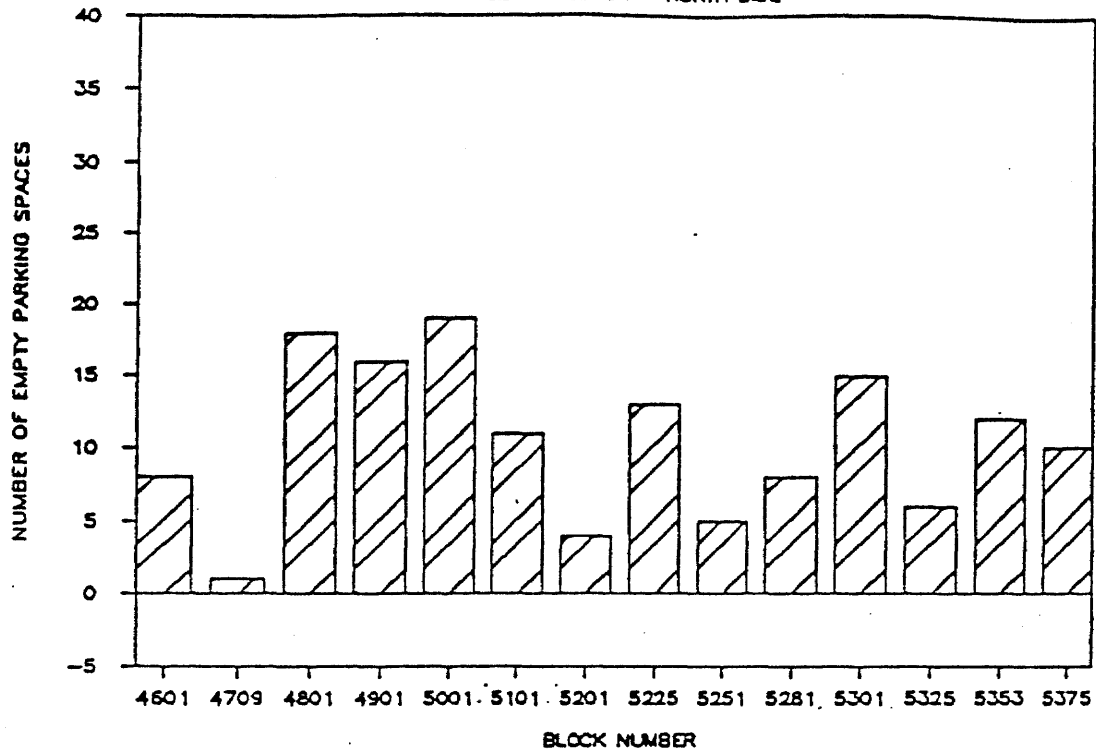
SOUTH SIDE OF SECOND STREET

<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

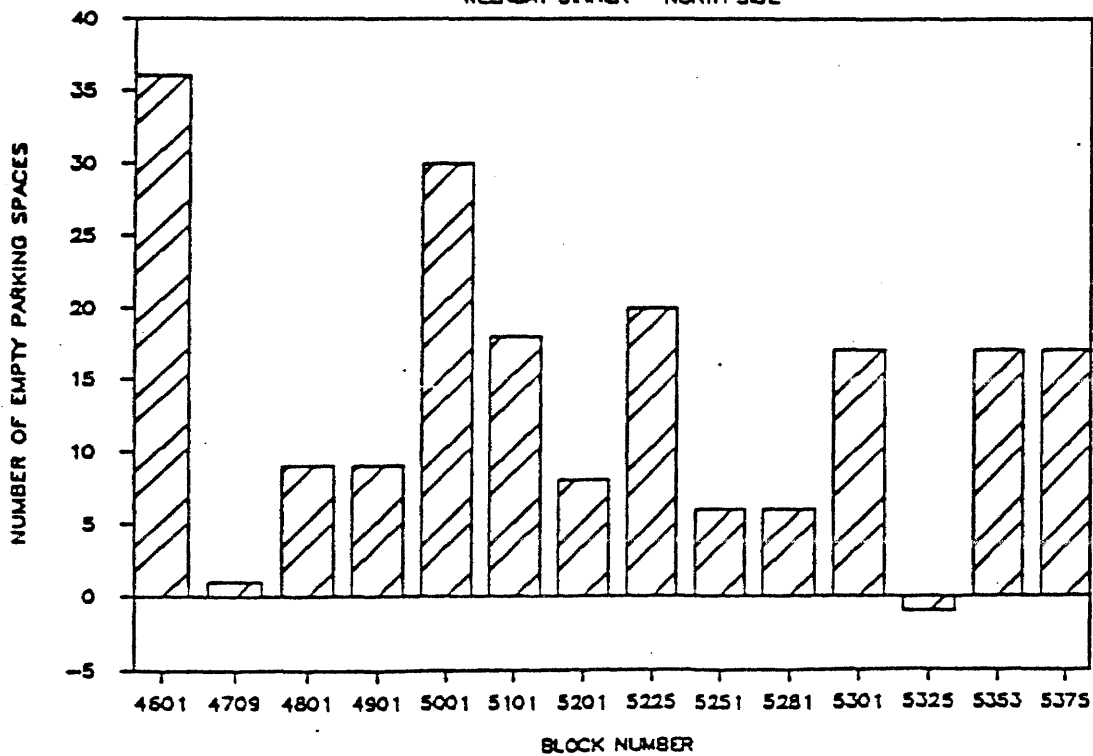
EMPTY PARKING SPACES

WEEKDAY LUNCH - NORTH SIDE



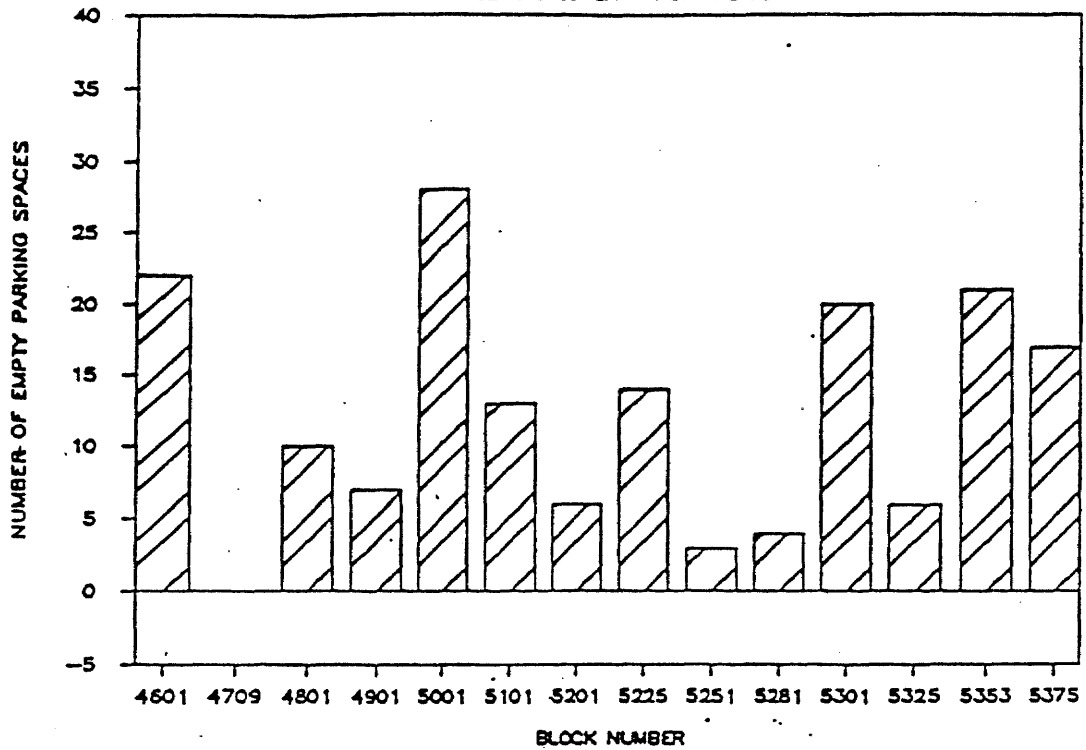
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WEEKDAY DINNER - NORTH SIDE



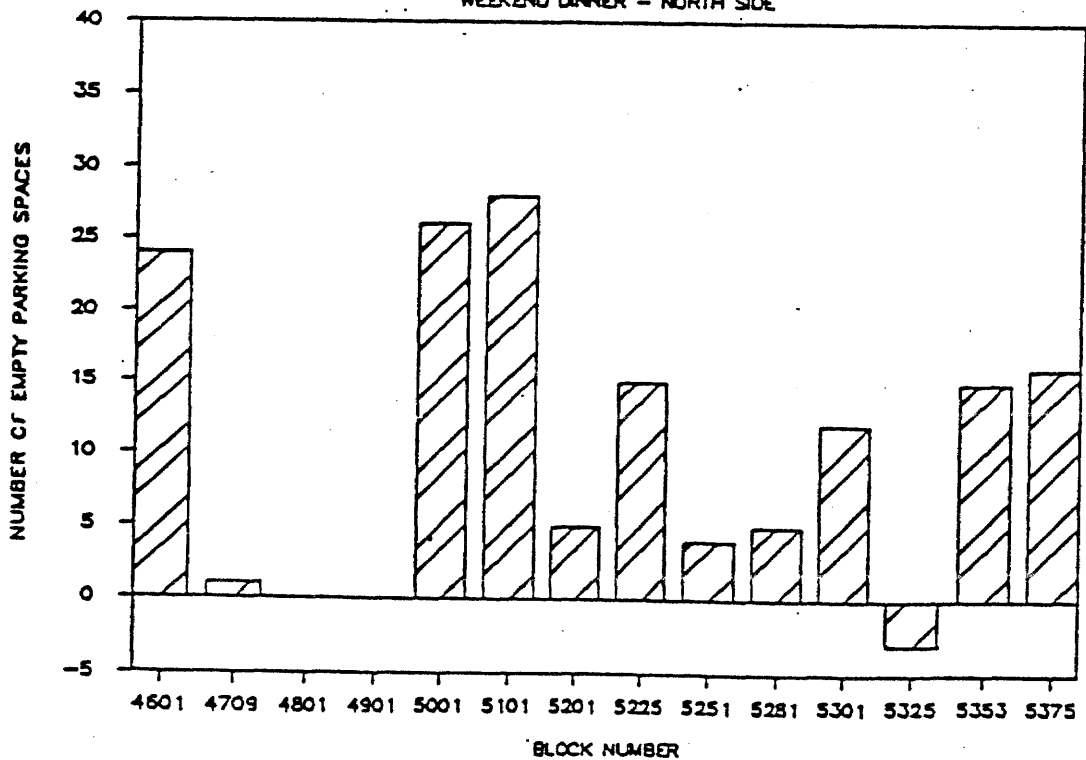
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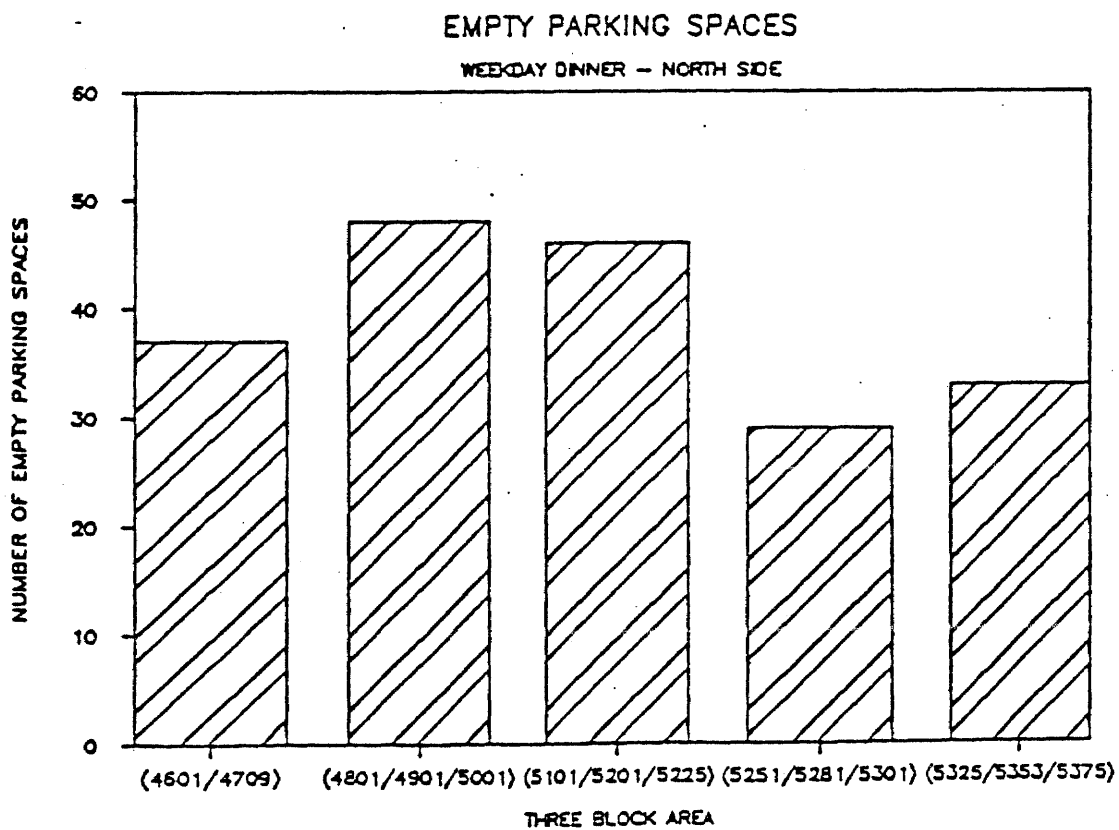
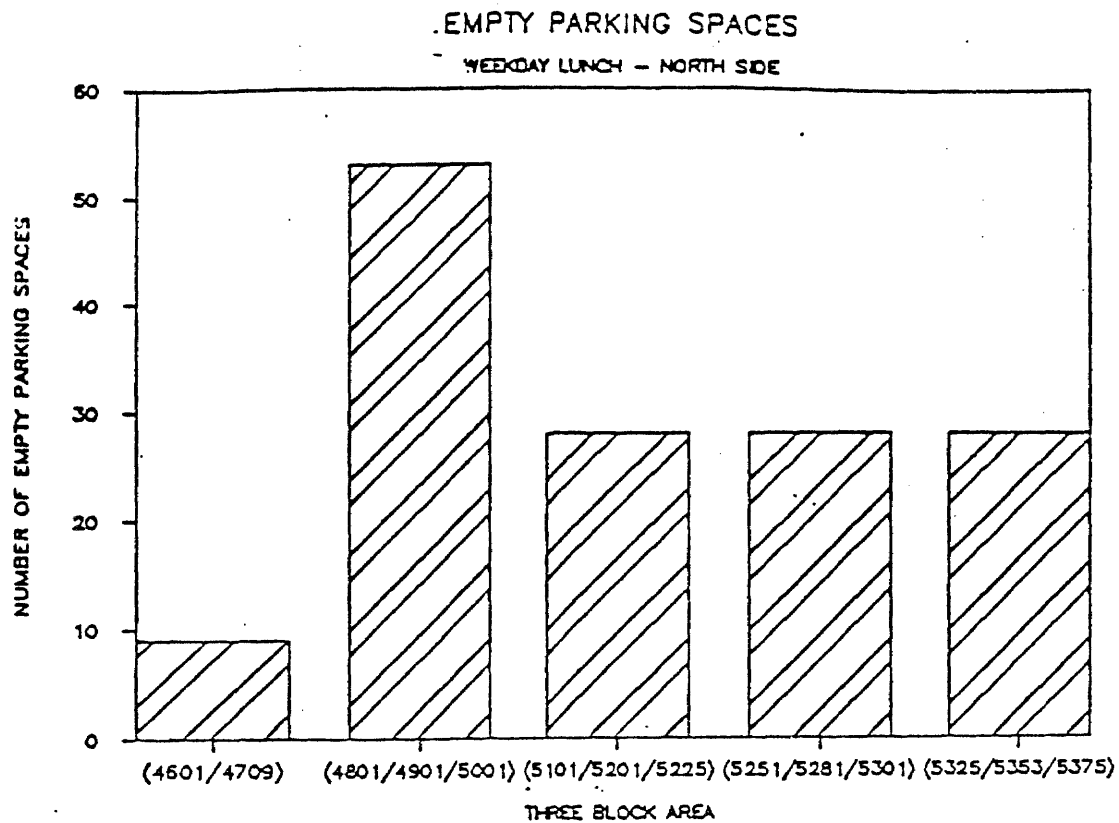
WEEKEND LUNCH - NORTH SIDE



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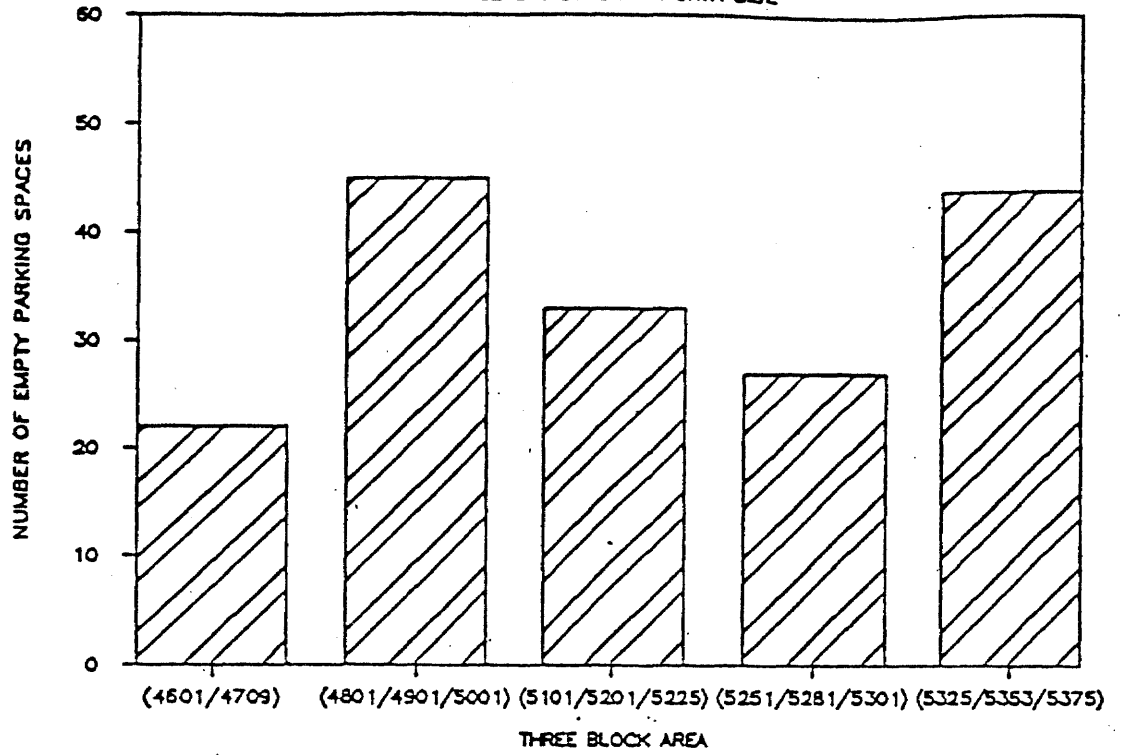
WEEKEND DINNER - NORTH SIDE





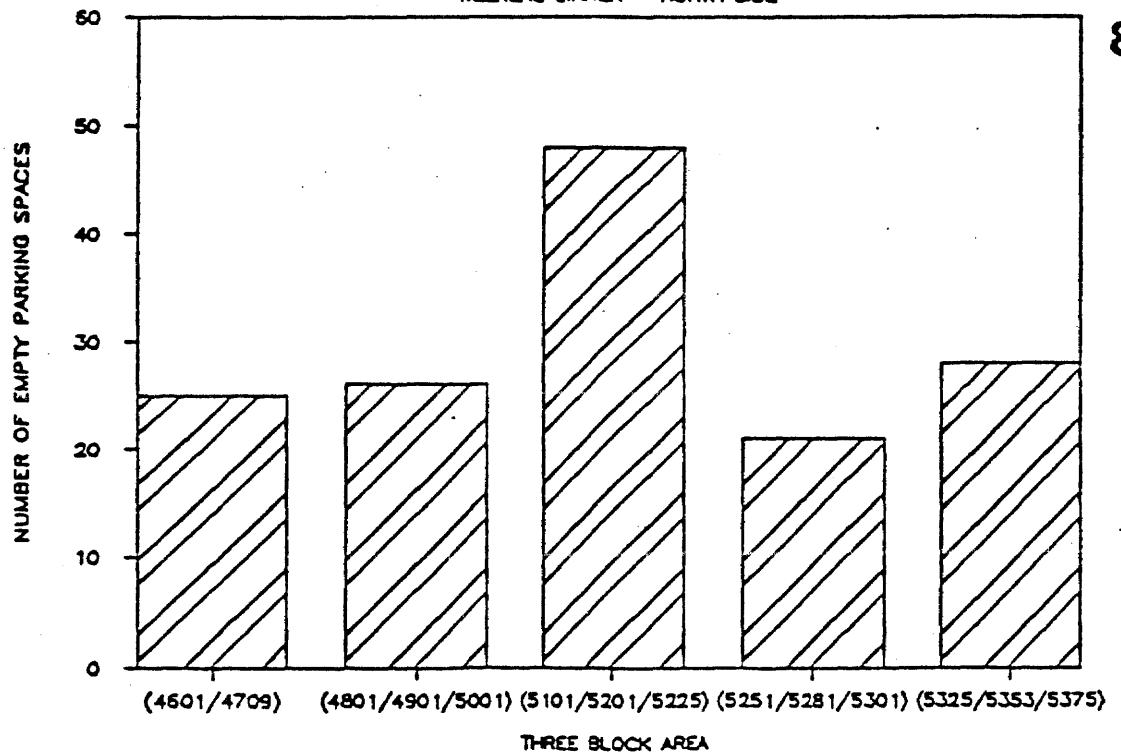
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WEEKEND LUNCH - NORTH SIDE



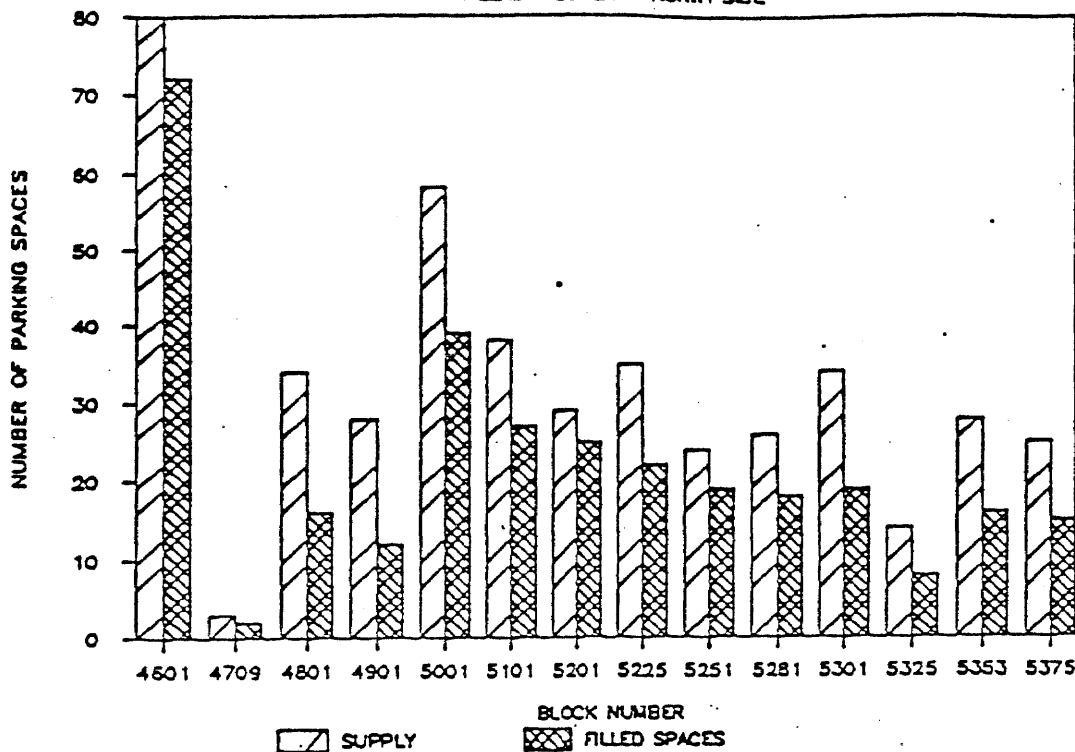
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WEEKEND DINNER - NORTH SIDE



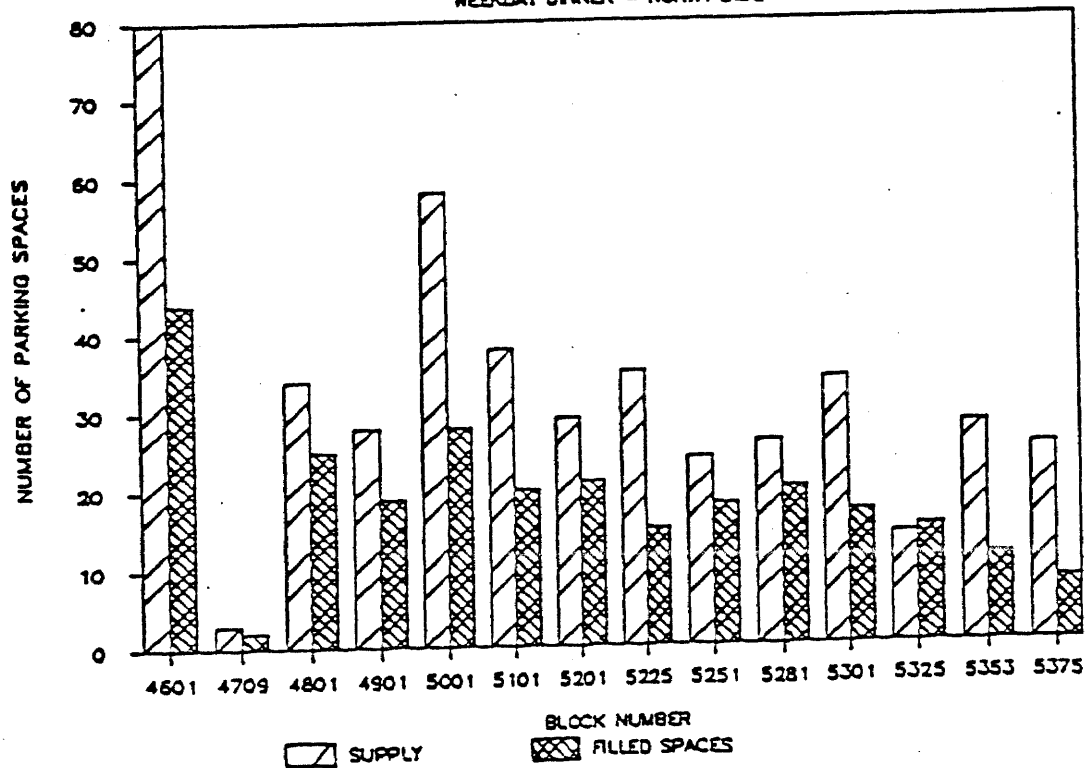
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - NORTH SIDE



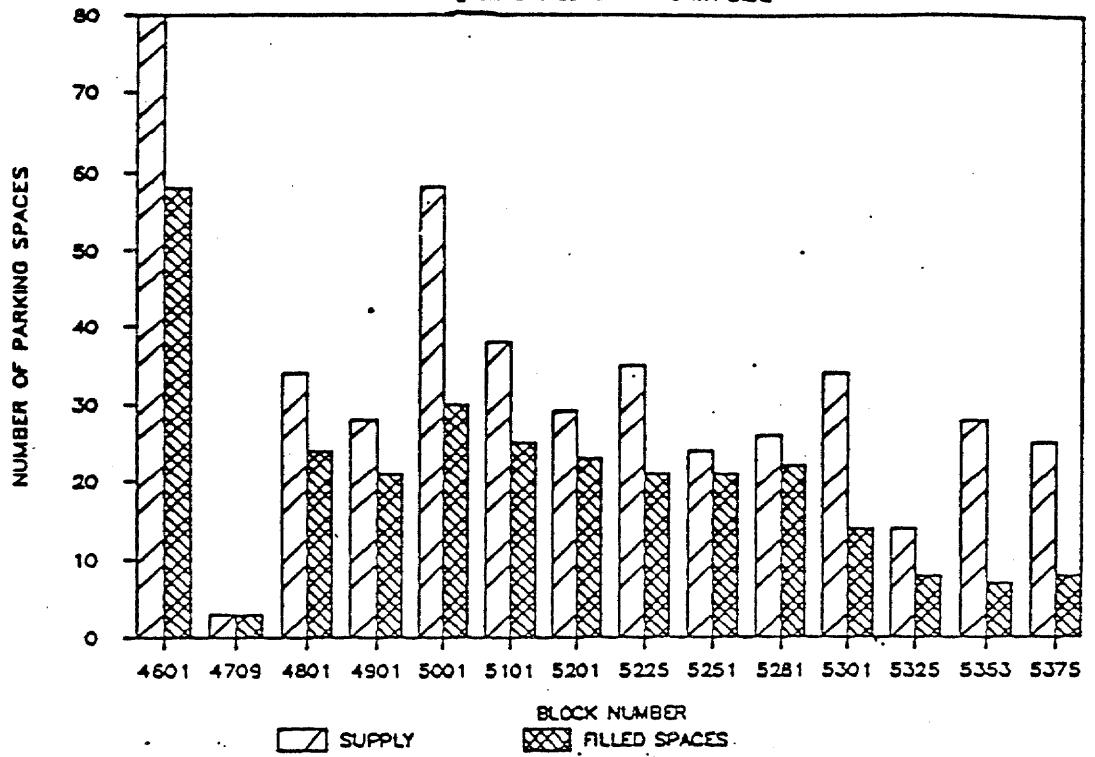
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY DINNER - NORTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

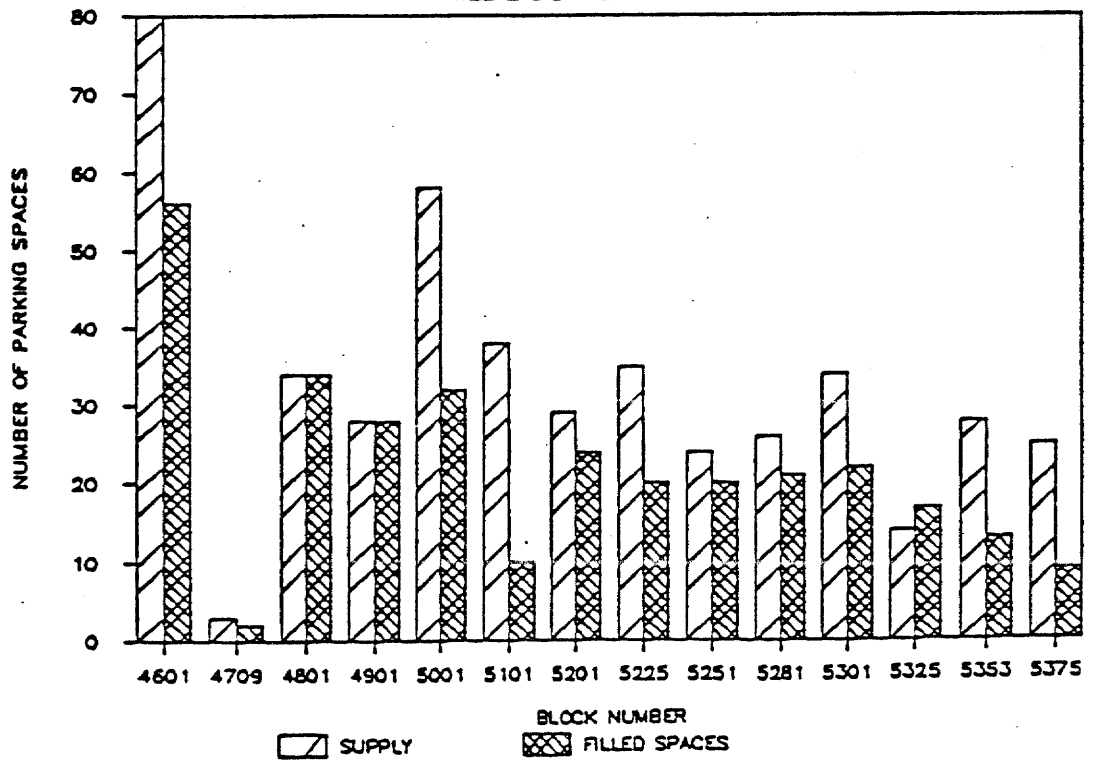
WEEKEND LUNCH - NORTH SIDE



11

SUPPLY & DEMAND (FILLED SPACES)

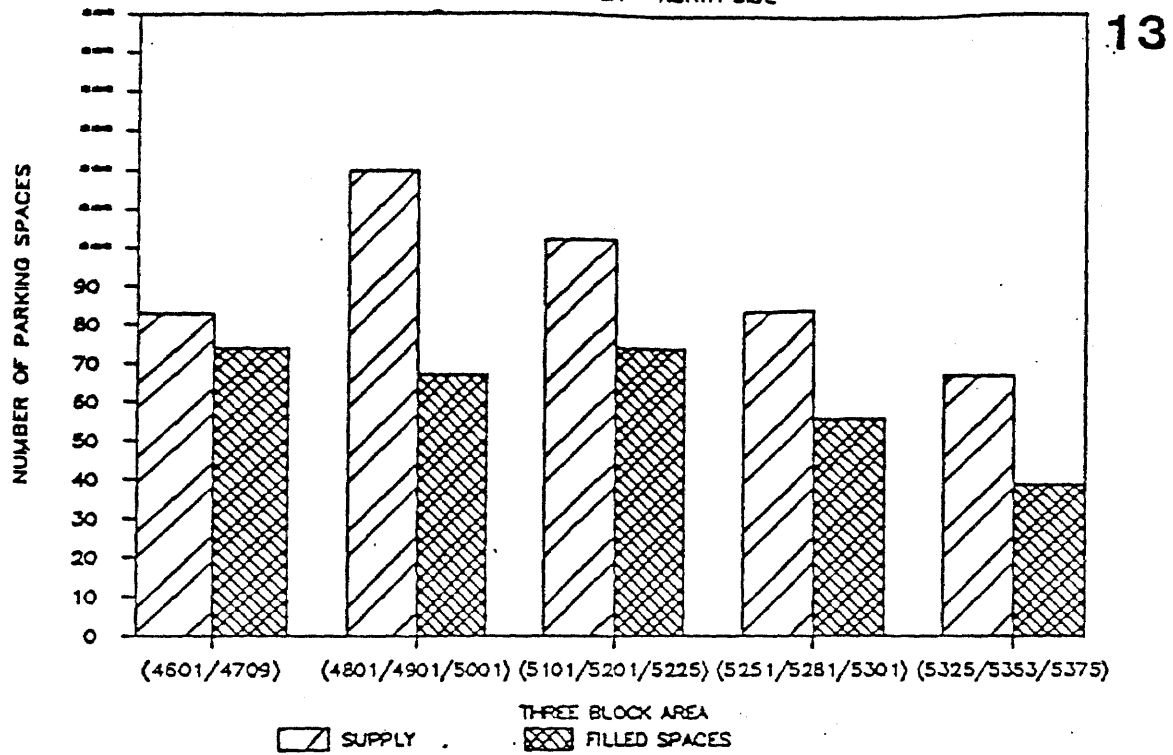
WEEKEND DINNER - NORTH SIDE



12

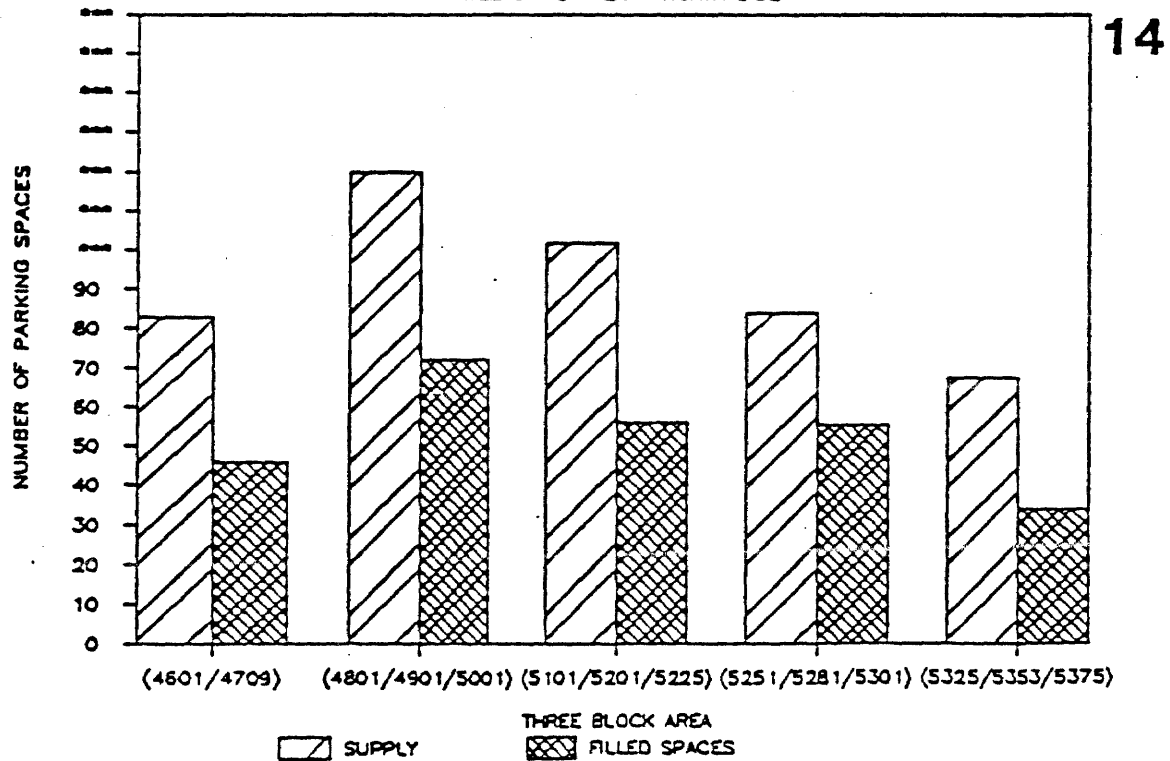
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - NORTH SIDE



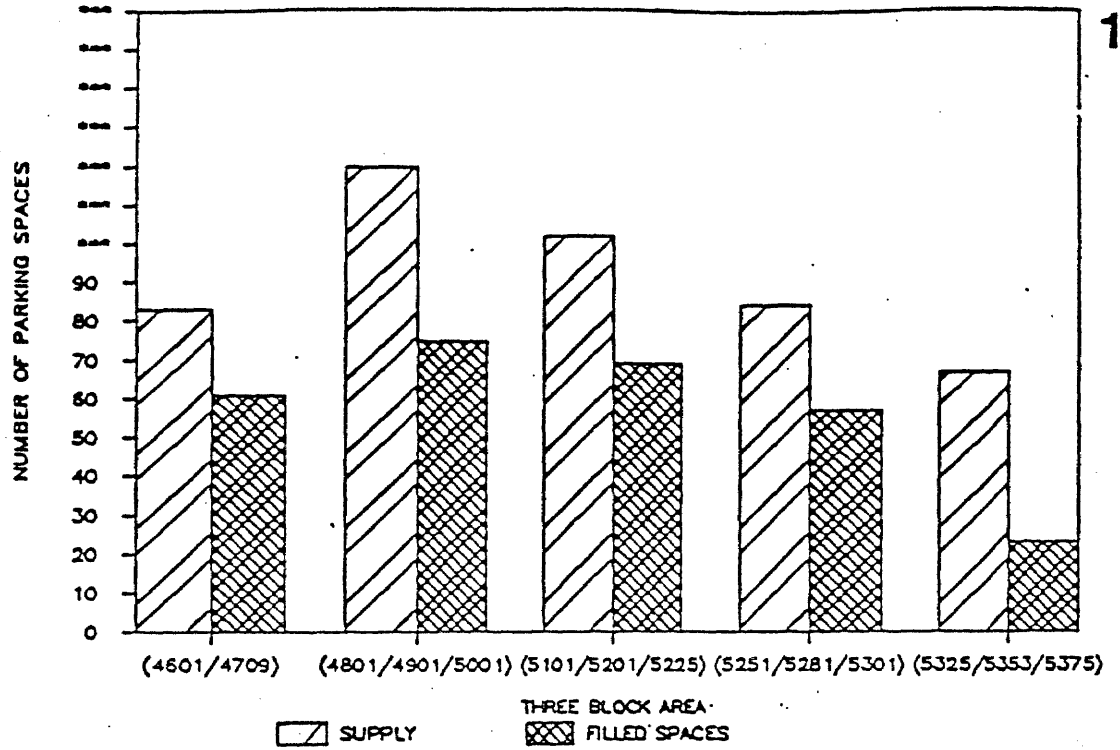
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY DINNER - NORTH SIDE



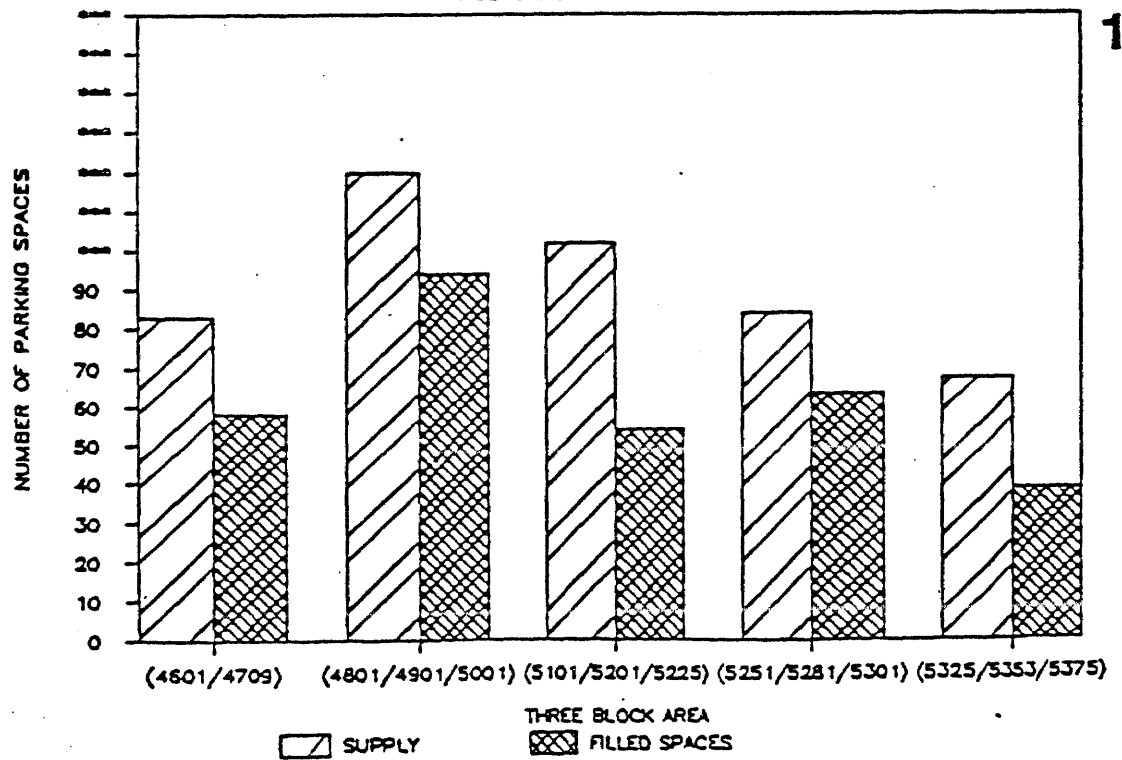
SUPPLY & DEMAND (FILLED SPACES)

WEEKEND LUNCH - NORTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

WEEKEND DINNER - NORTH SIDE

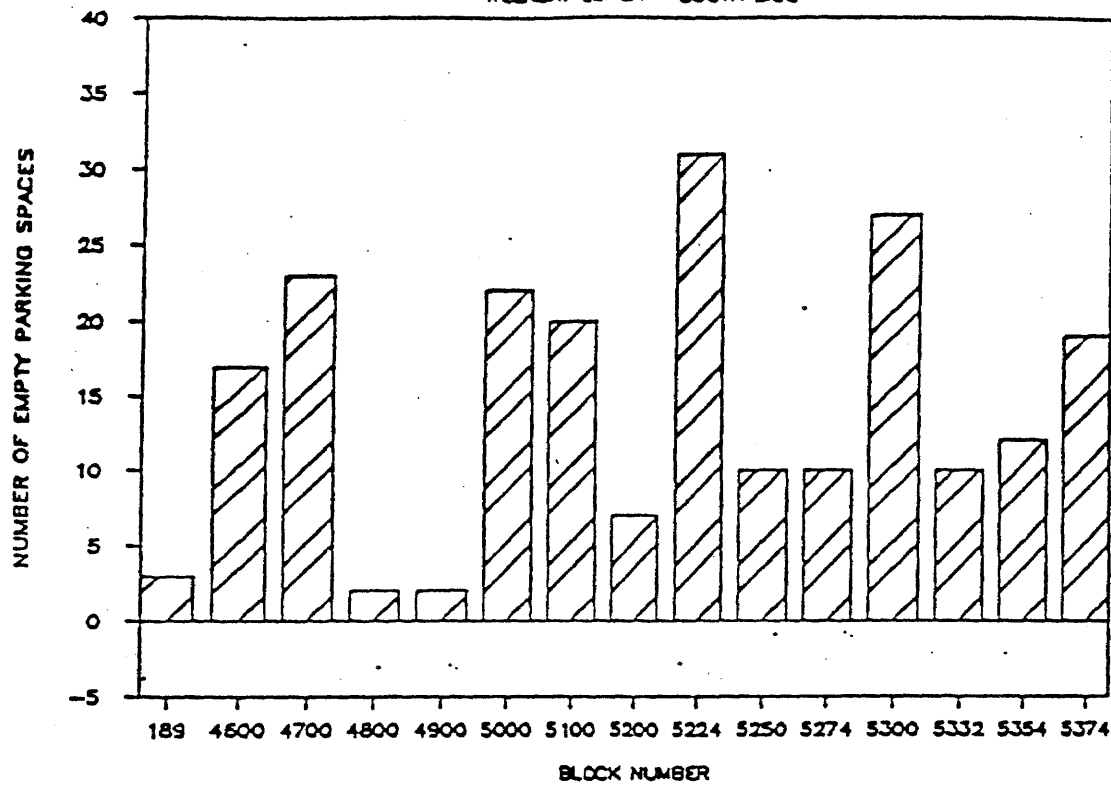


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II. GRAPHS FOR
SOUTH SIDE OF
SECOND STREET

EMPTY PARKING SPACES

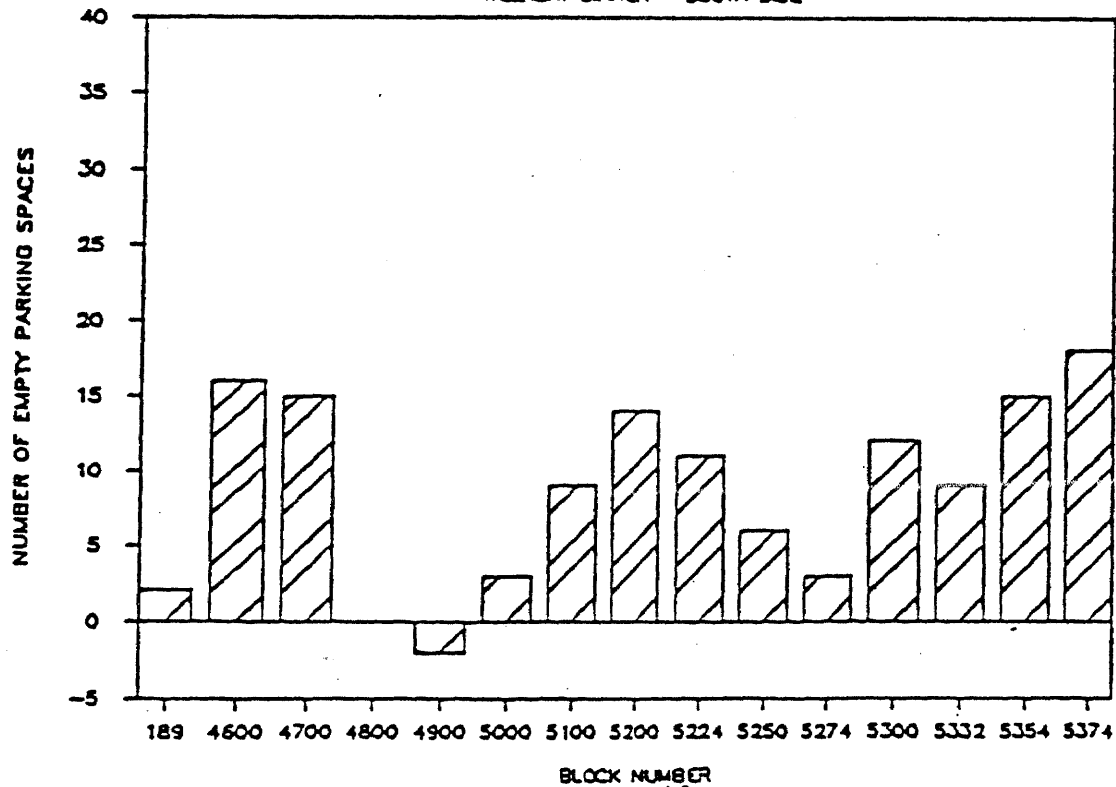
WEEKDAY LUNCH - SOUTH SIDE



17

EMPTY PARKING SPACES

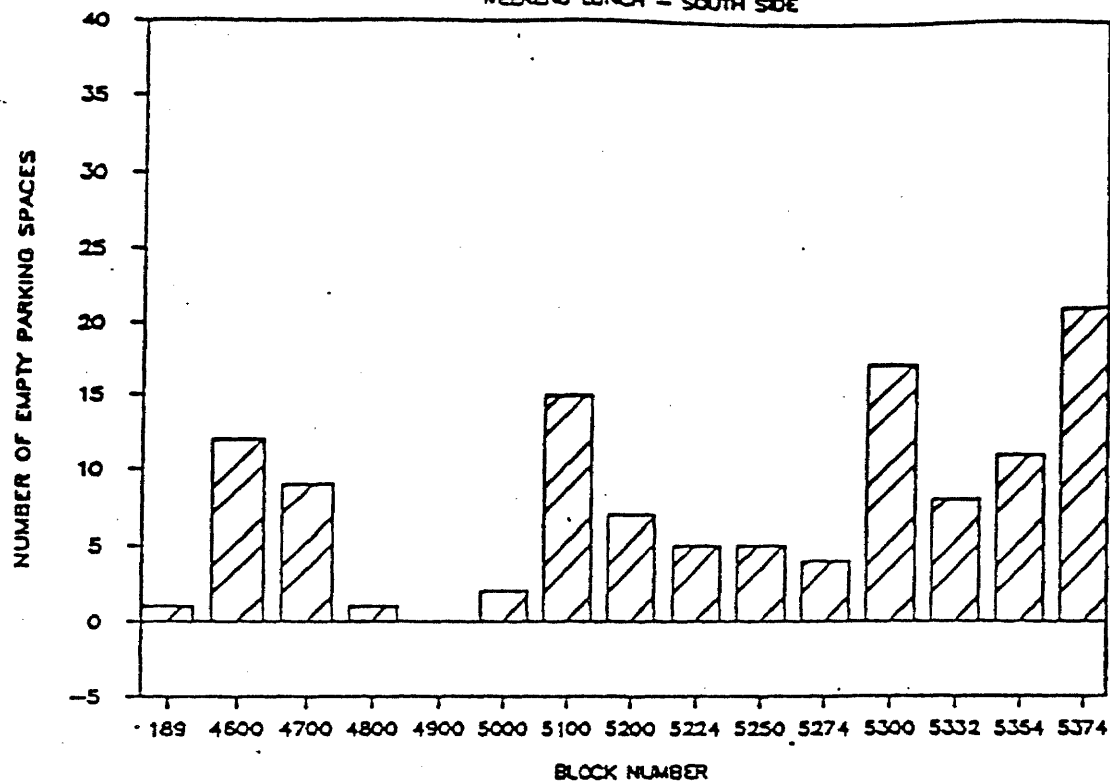
WEEKDAY DINNER - SOUTH SIDE



18

EMPTY PARKING SPACES

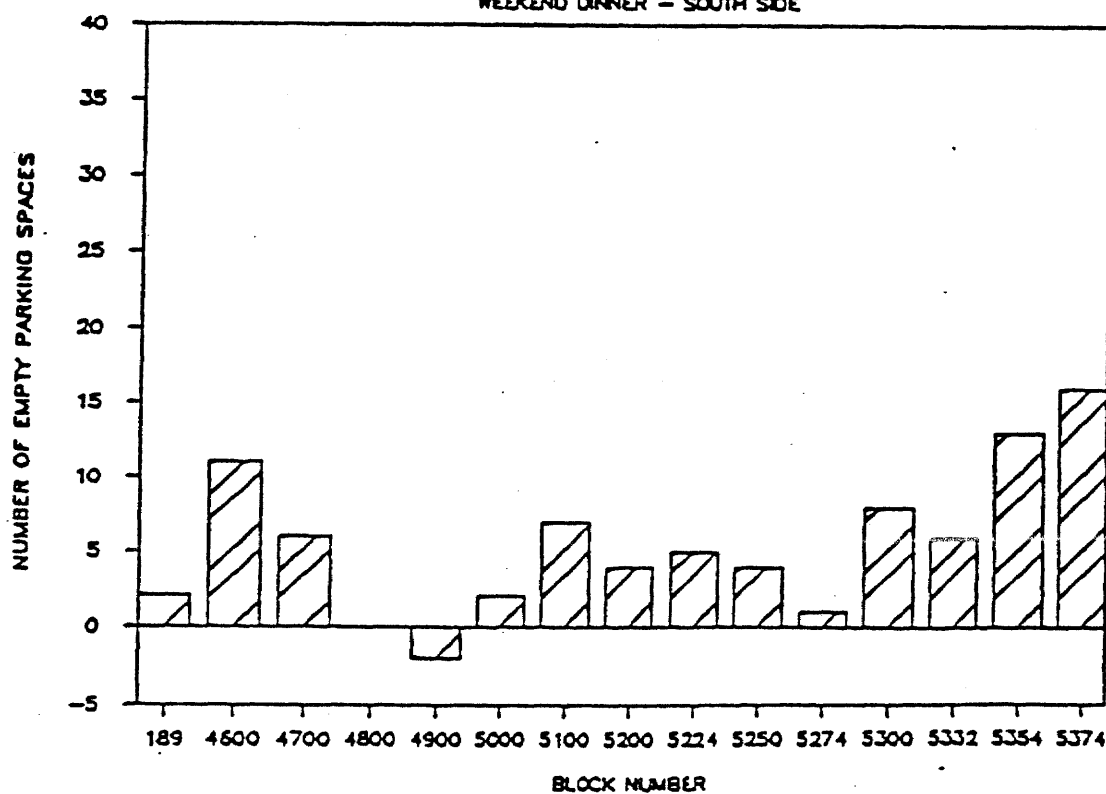
WEEKEND LUNCH - SOUTH SIDE



19

EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

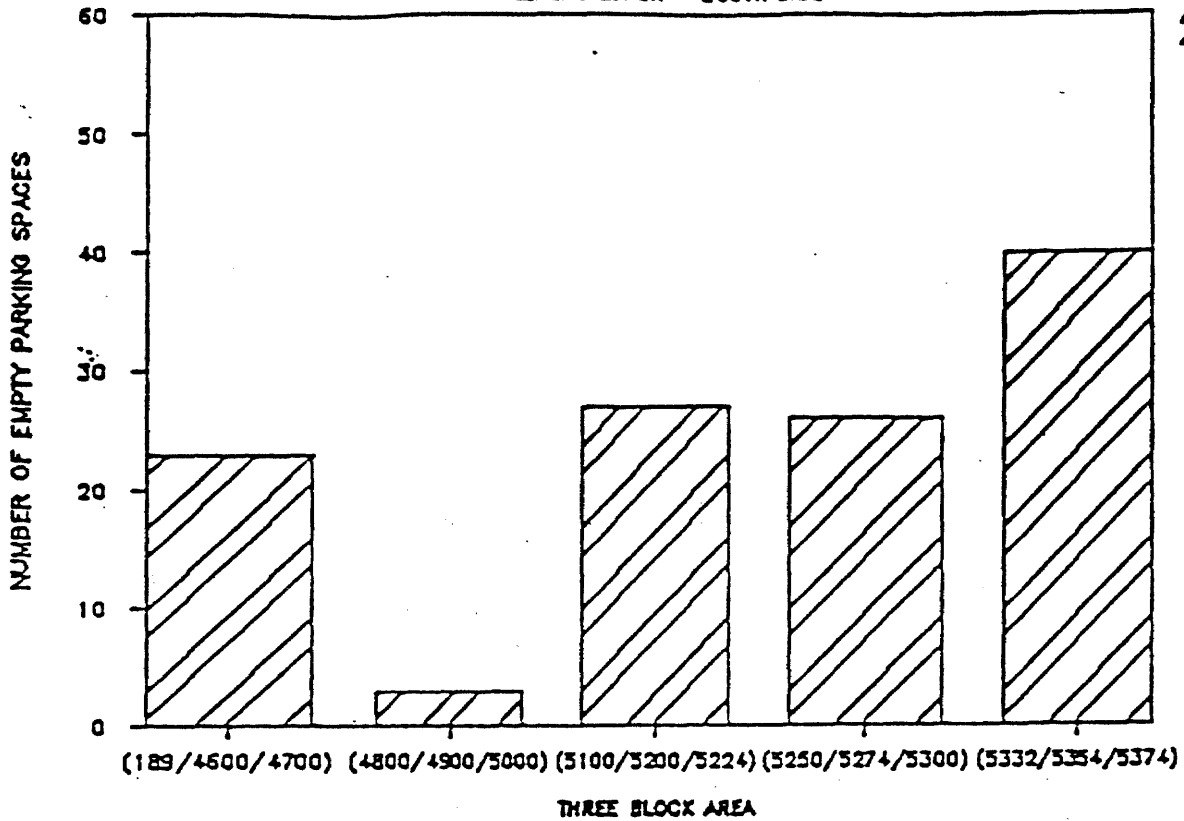


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EMPTY PARKING SPACES

WEEKEND LUNCH - SOUTH SIDE

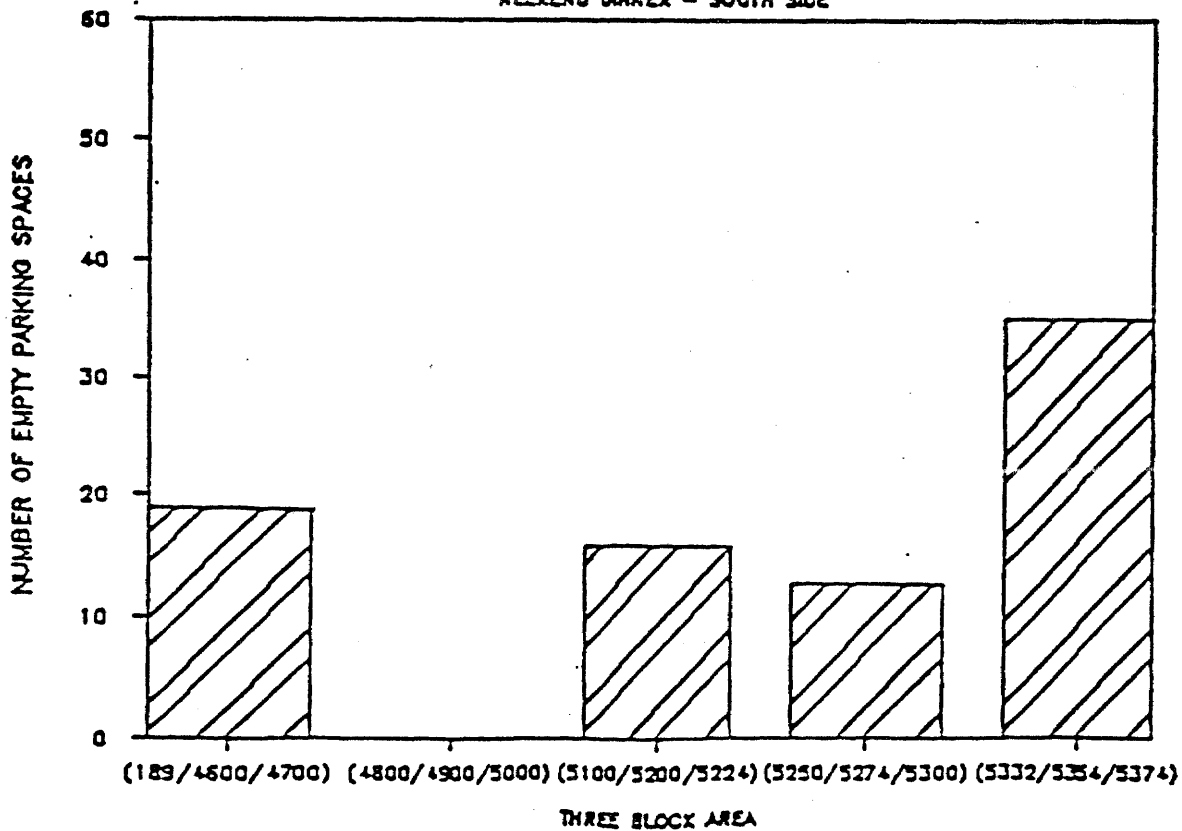
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EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

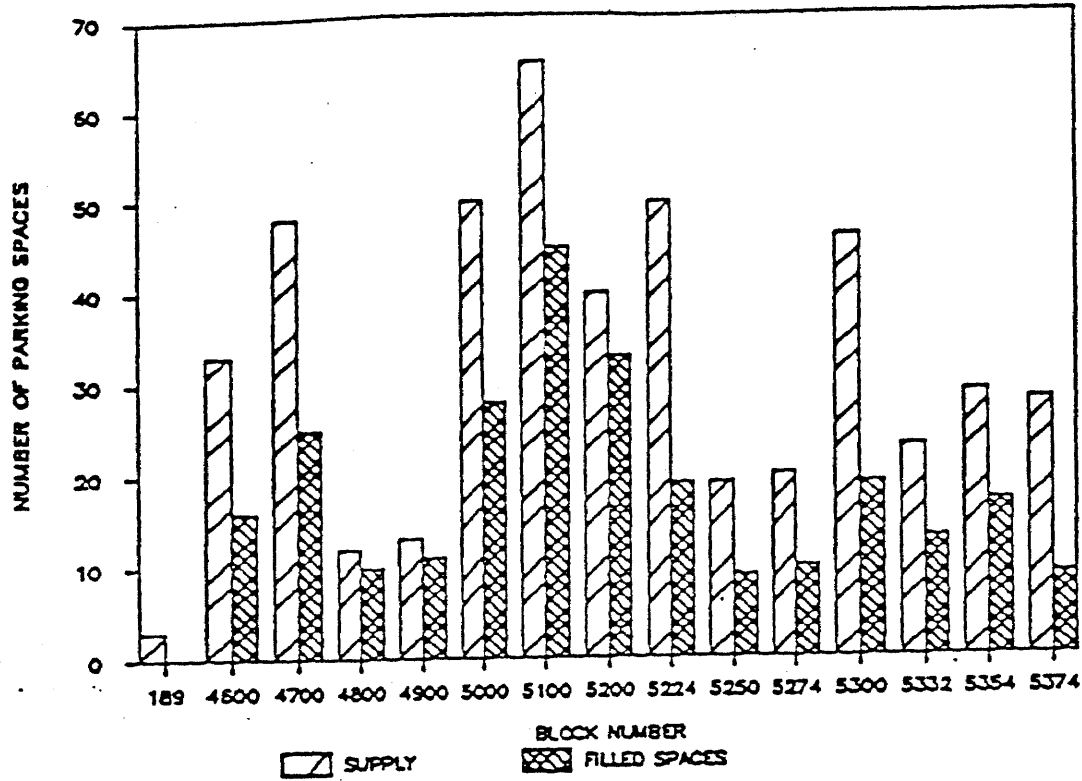
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THREE BLOCK AREA

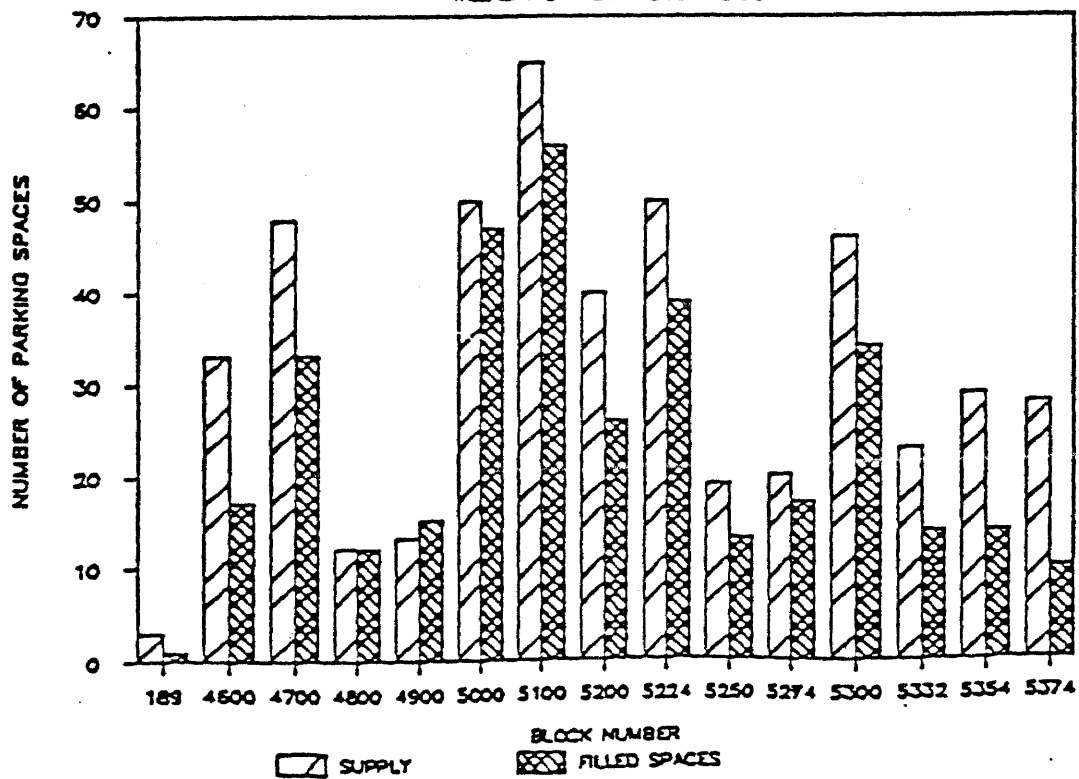
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - SOUTH SIDE



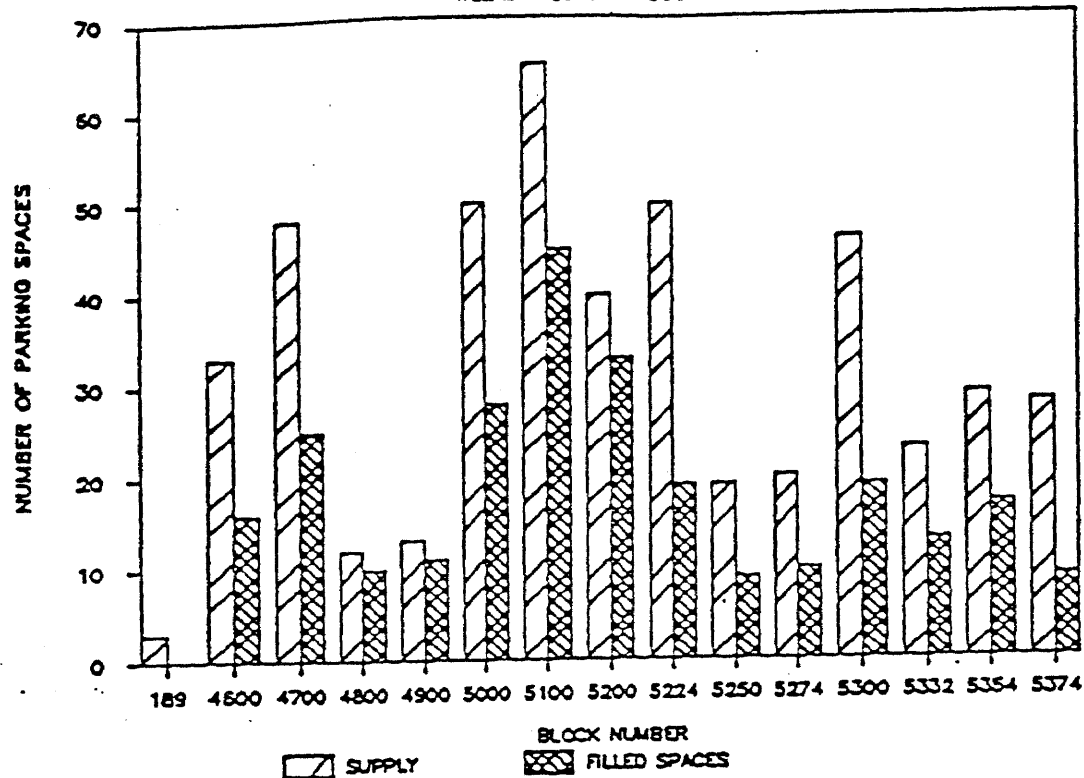
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WEEKDAY DINNER - SOUTH SIDE



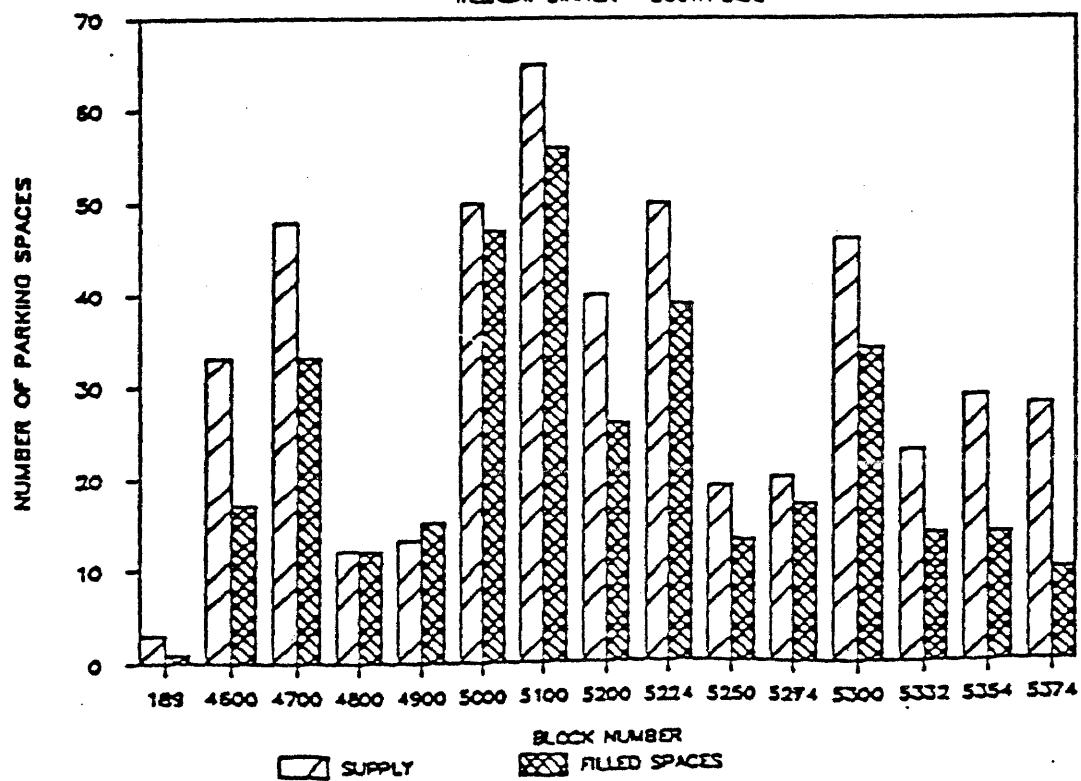
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WEEKDAY LUNCH - SOUTH SIDE



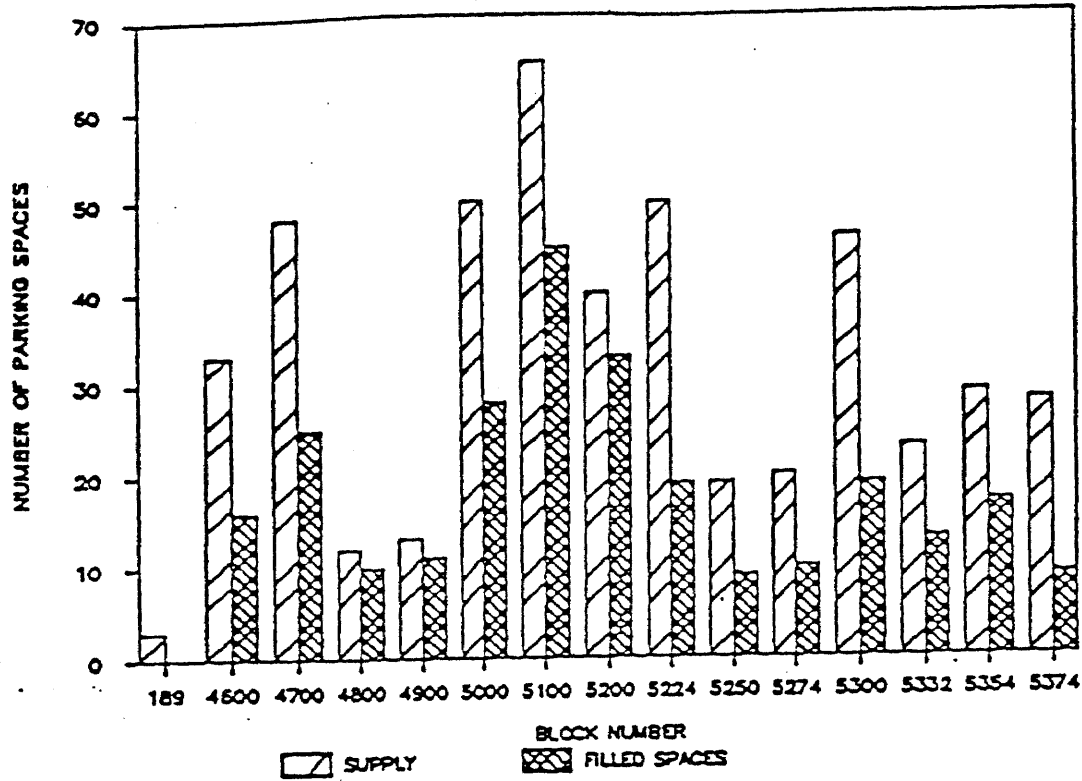
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY DINNER - SOUTH SIDE



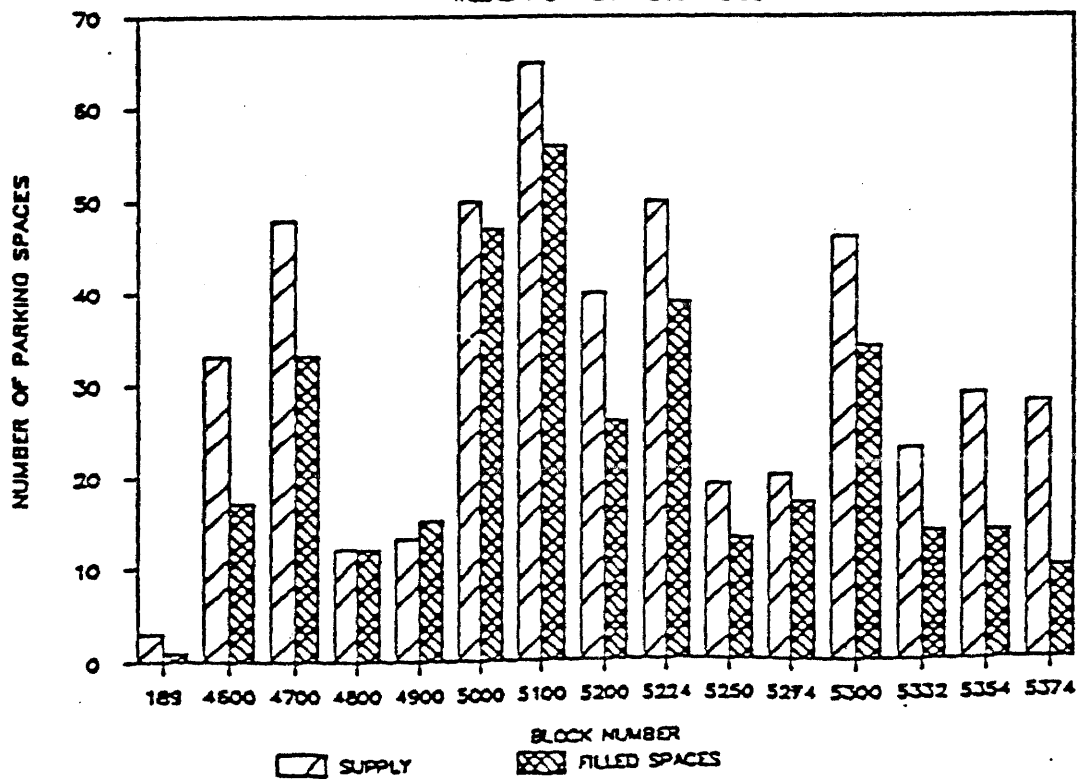
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - SOUTH SIDE



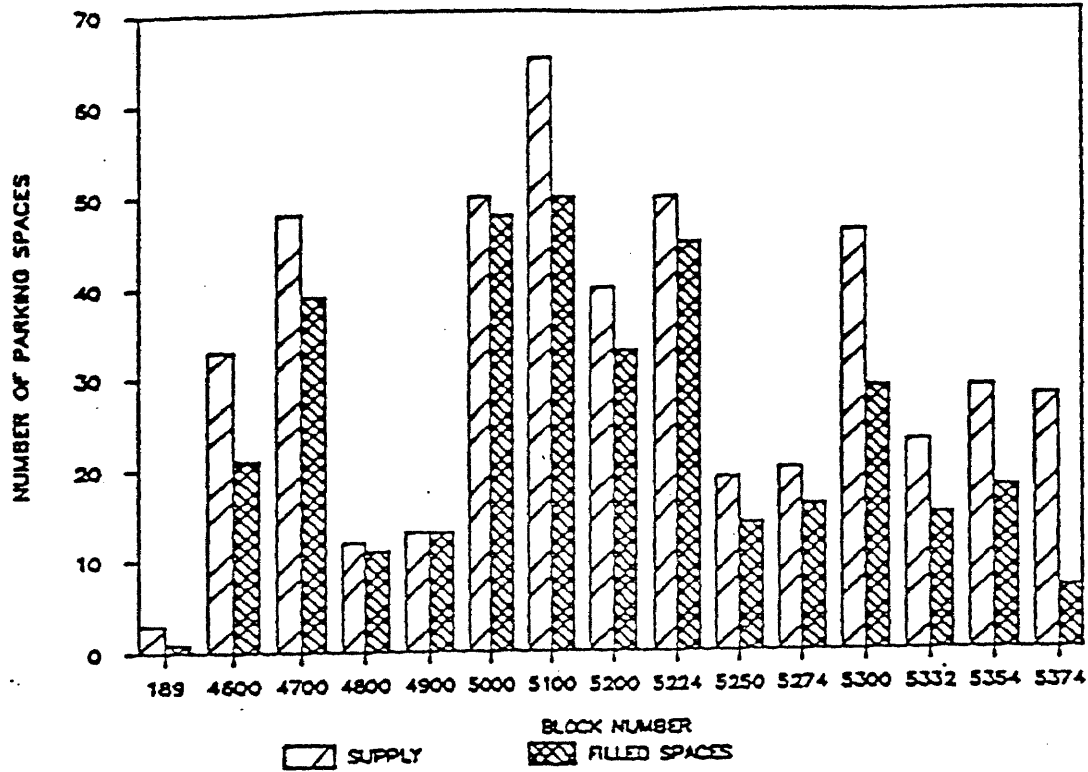
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY DINNER - SOUTH SIDE



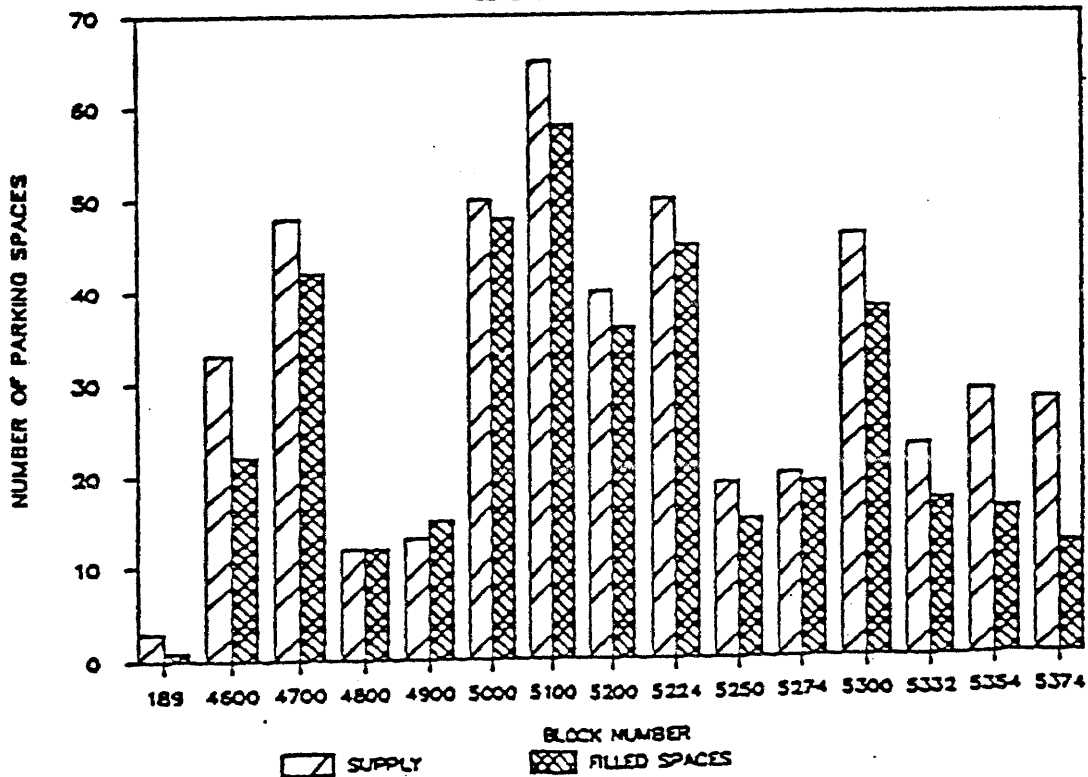
SUPPLY & DEMAND (FILLED SPACES)

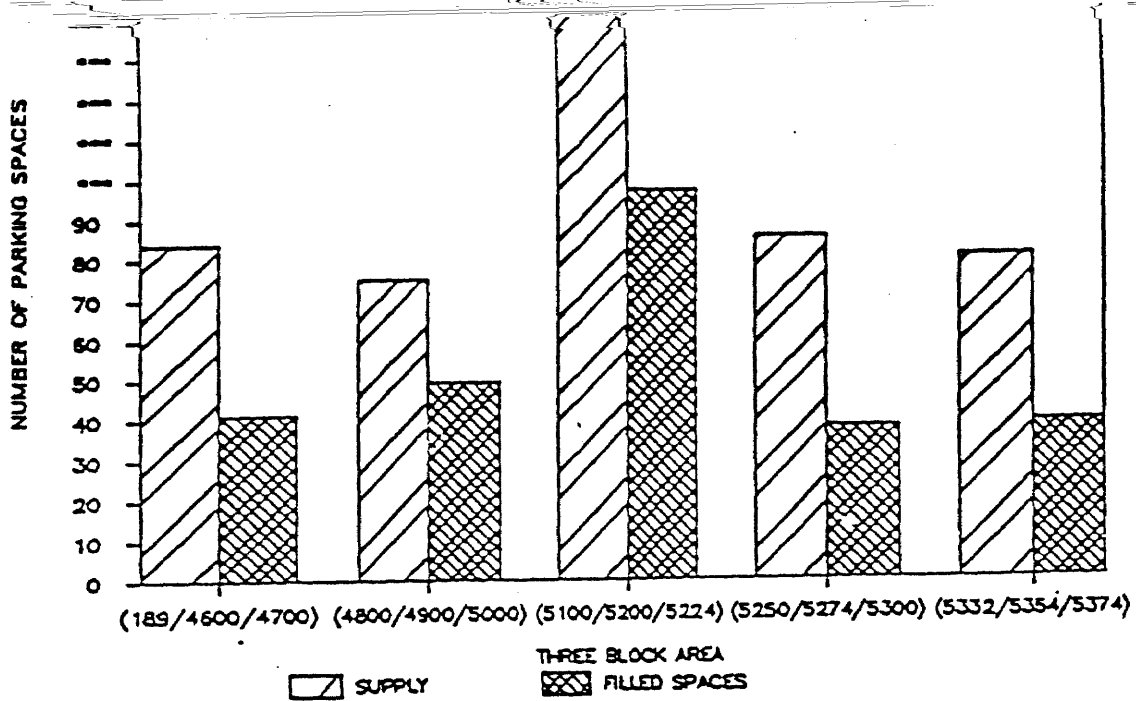
WEEKEND LUNCH - SOUTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

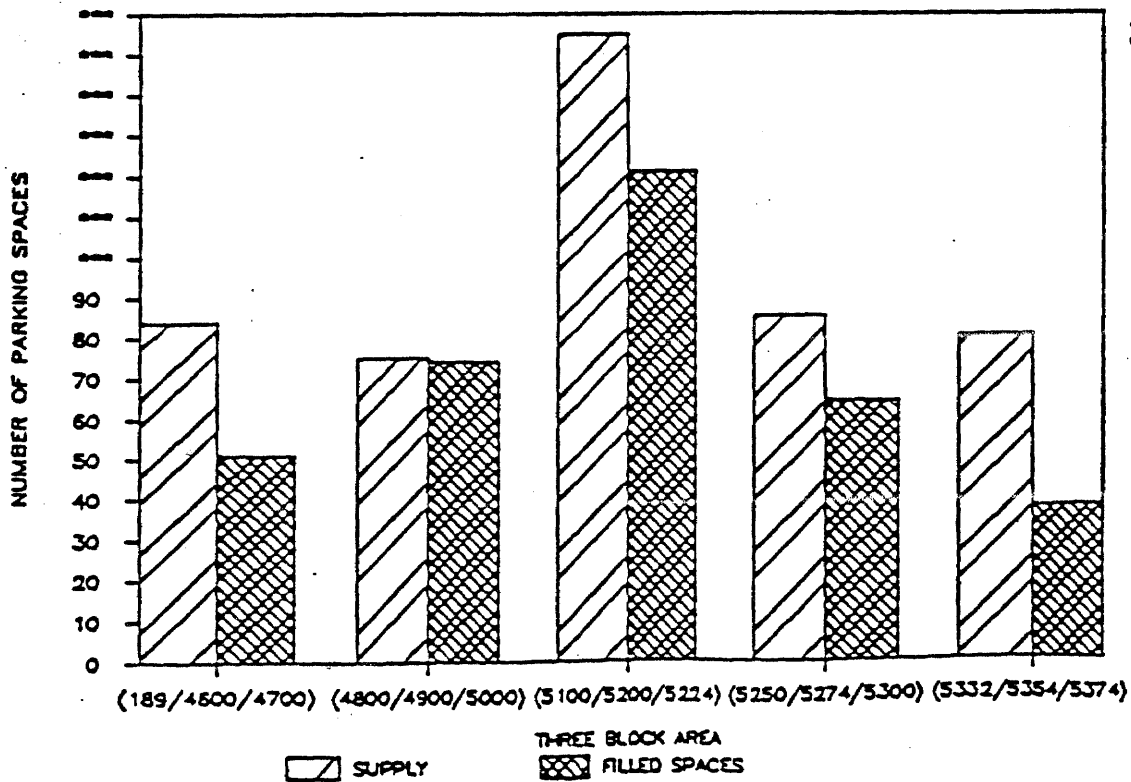
WEEKEND DINNER - SOUTH SIDE





SUPPLY & DEMAND (FILLED SPACES)

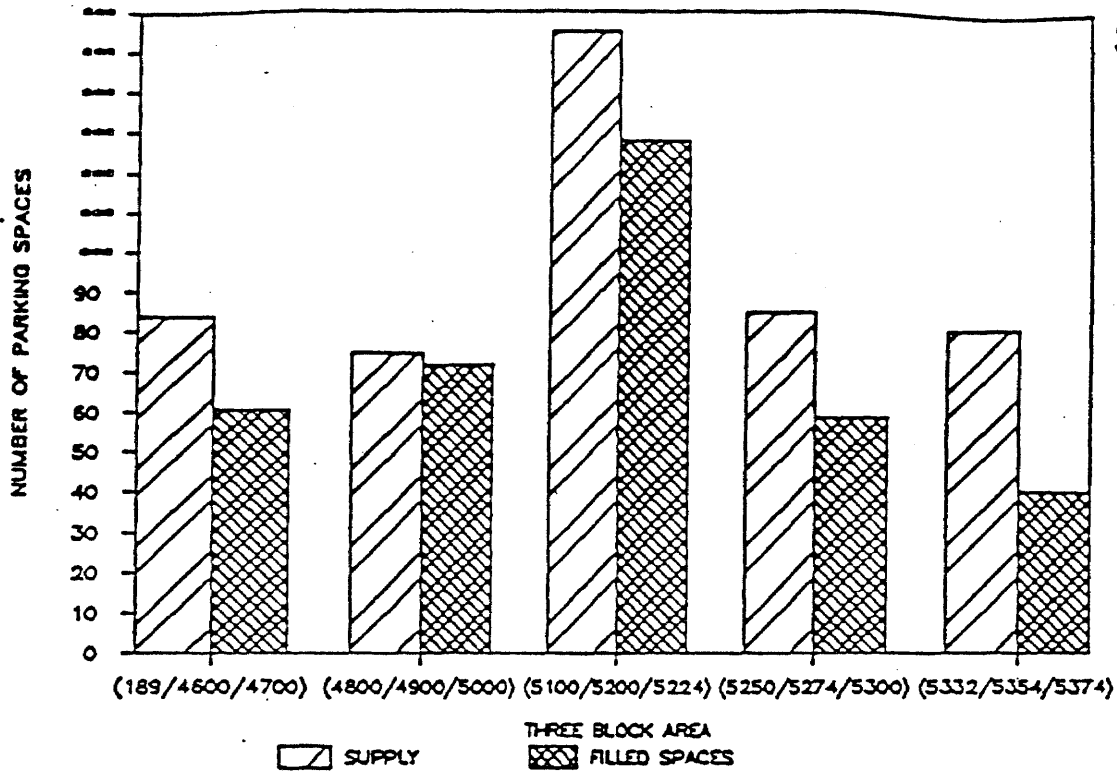
WEEKDAY DINNER - SOUTH SIDE



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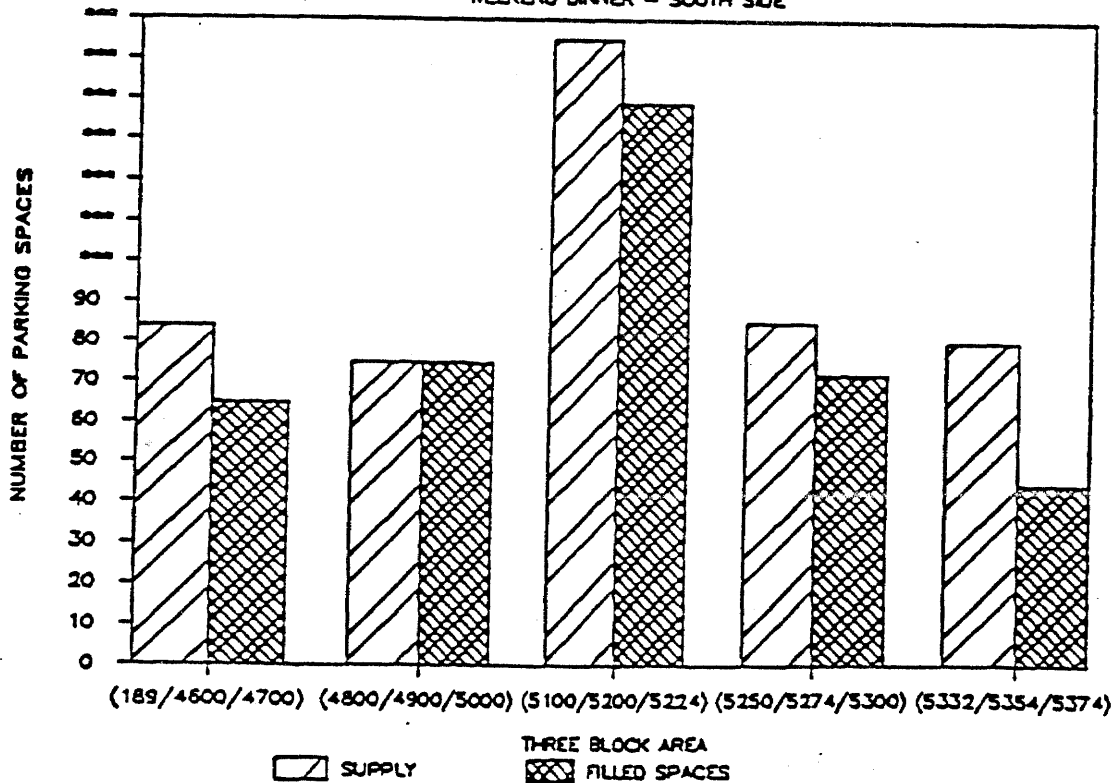
SUPPLY & DEMAND (FILLED SPACES)

WEEKEND LUNCH - SOUTH SIDE



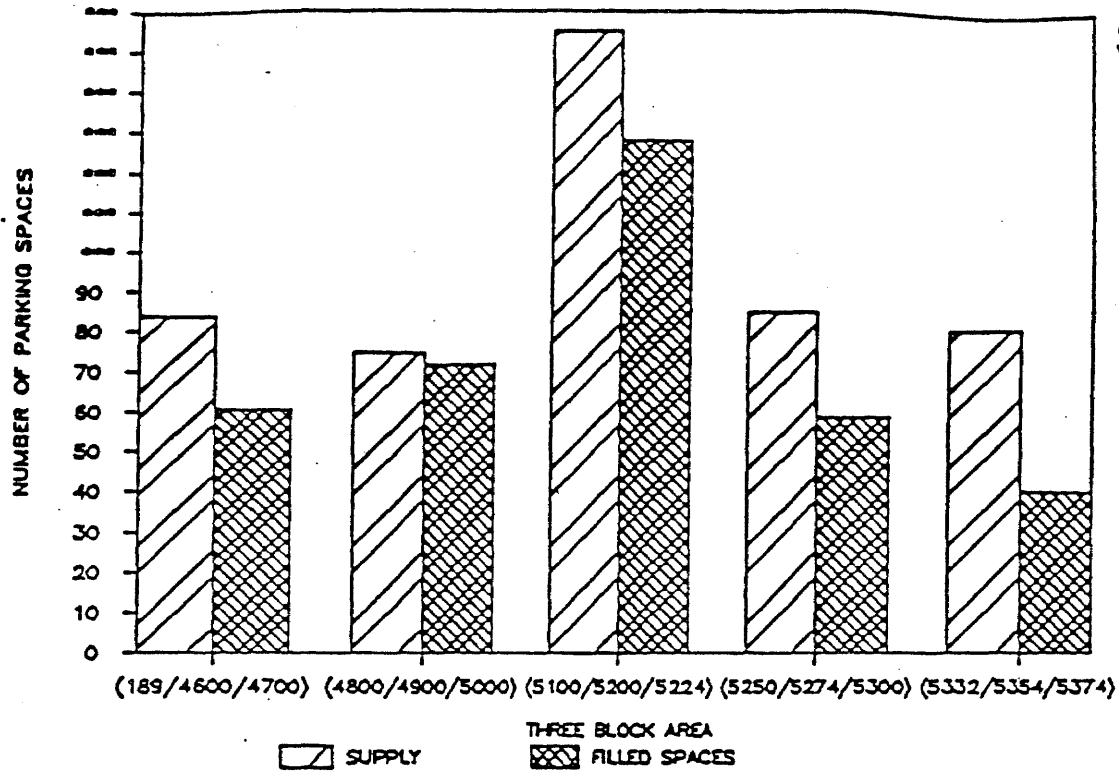
SUPPLY & DEMAND (FILLED SPACES)

WEEKEND DINNER - SOUTH SIDE



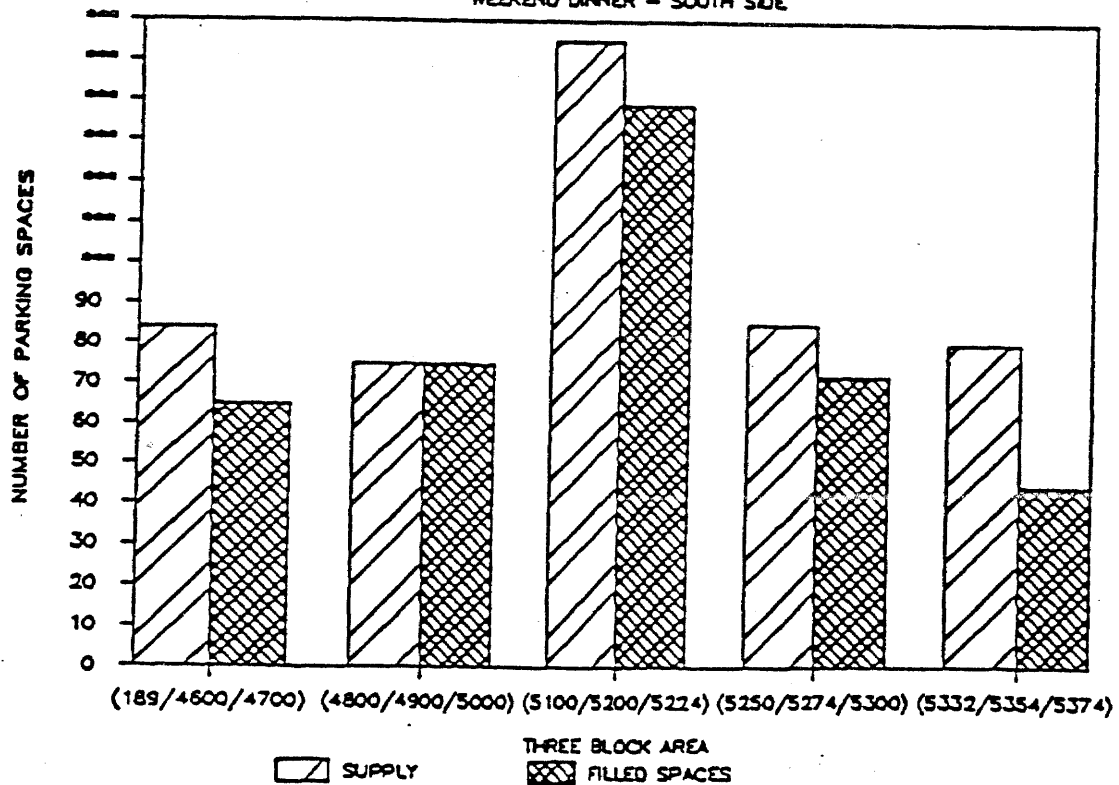
SUPPLY & DEMAND (FILLED SPACES)

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



BELMONT SHORE COMMERCIAL DISTRICT

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Long Beach, CA 90802

March 1999

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1.0 INTRODUCTION

Purpose of this Report

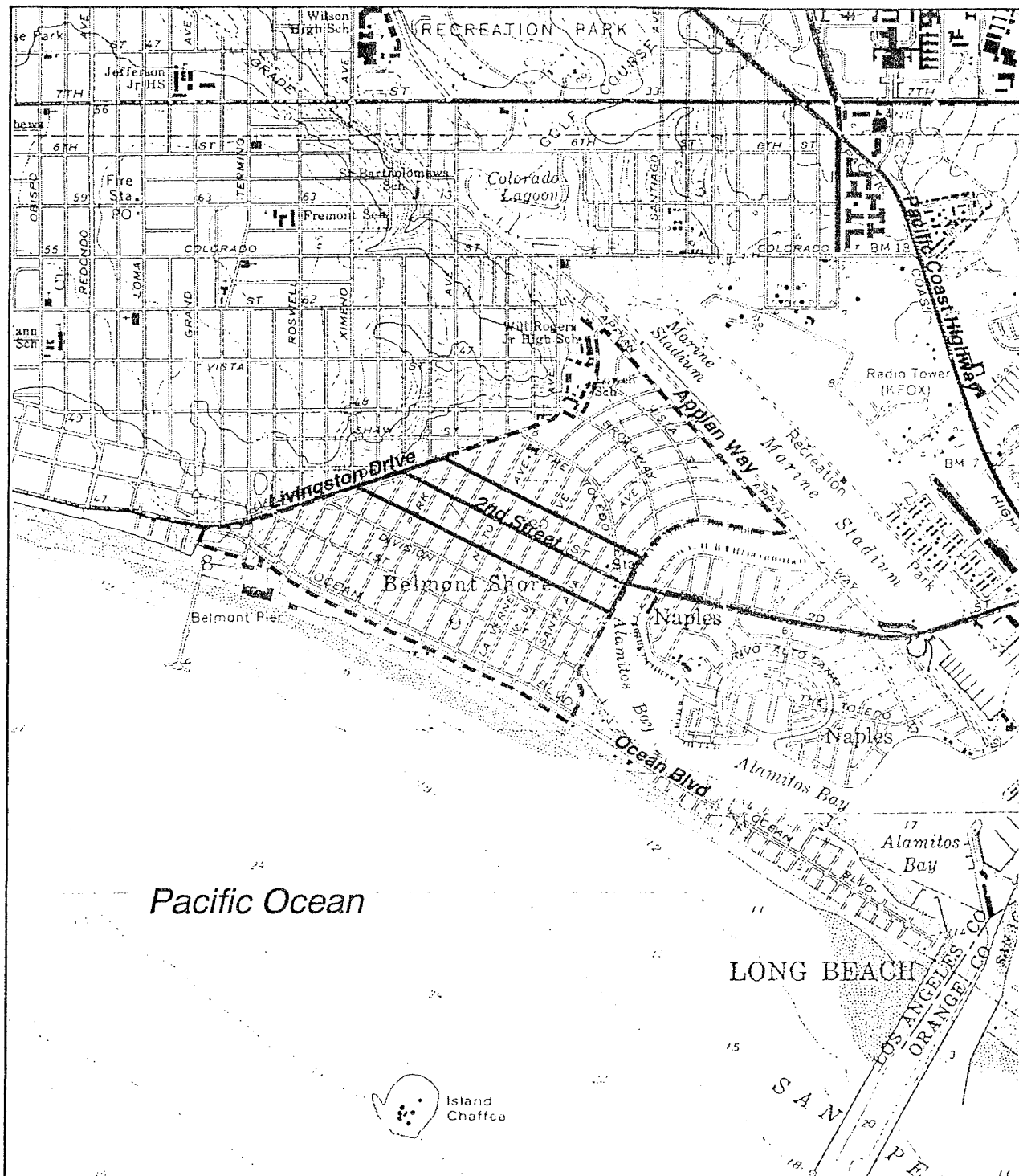
This report describes options available to address existing and anticipated long-term parking deficiencies within the Belmont Shore Second Street commercial district in Long Beach. Parking deficiencies in Belmont Shore affect both the commercial district and adjacent residential neighborhoods. However, 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

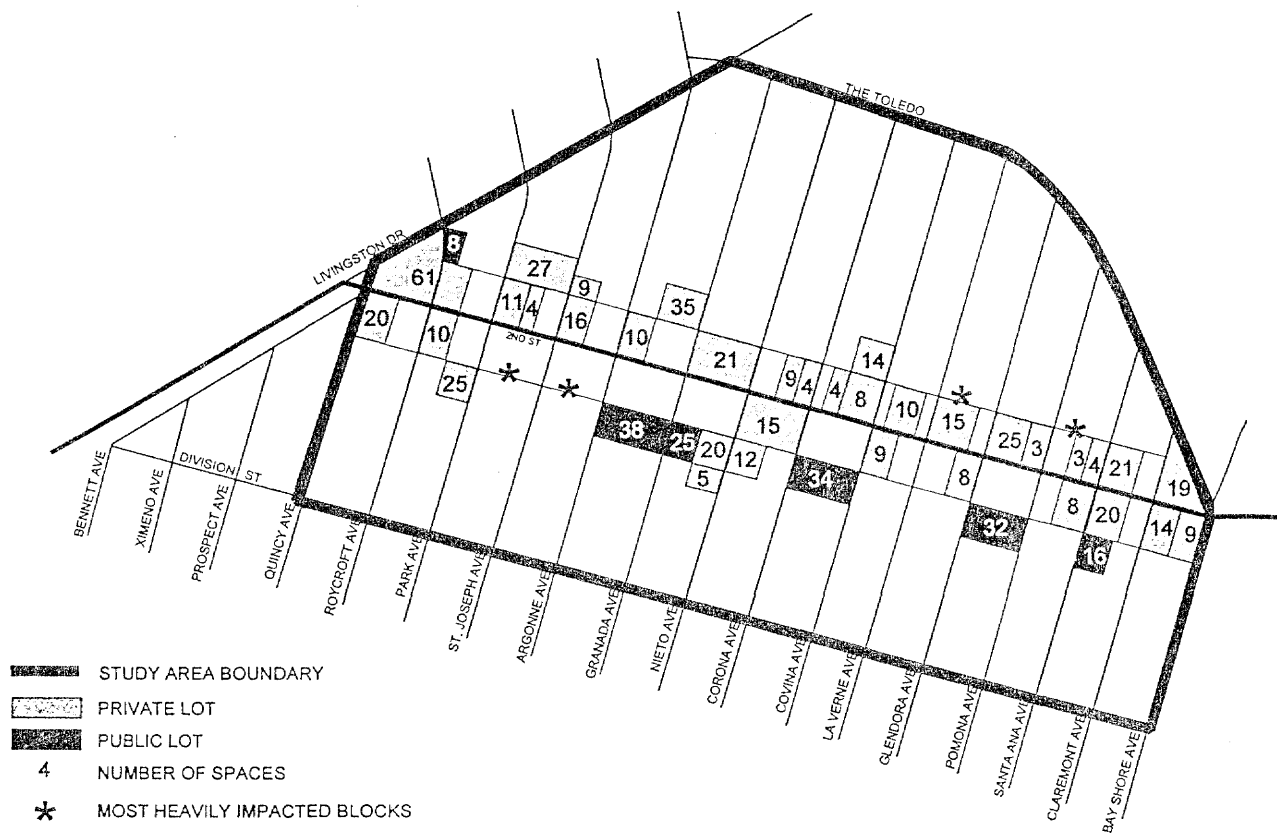


Figure 2
Off-Street Parking Inventory

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.

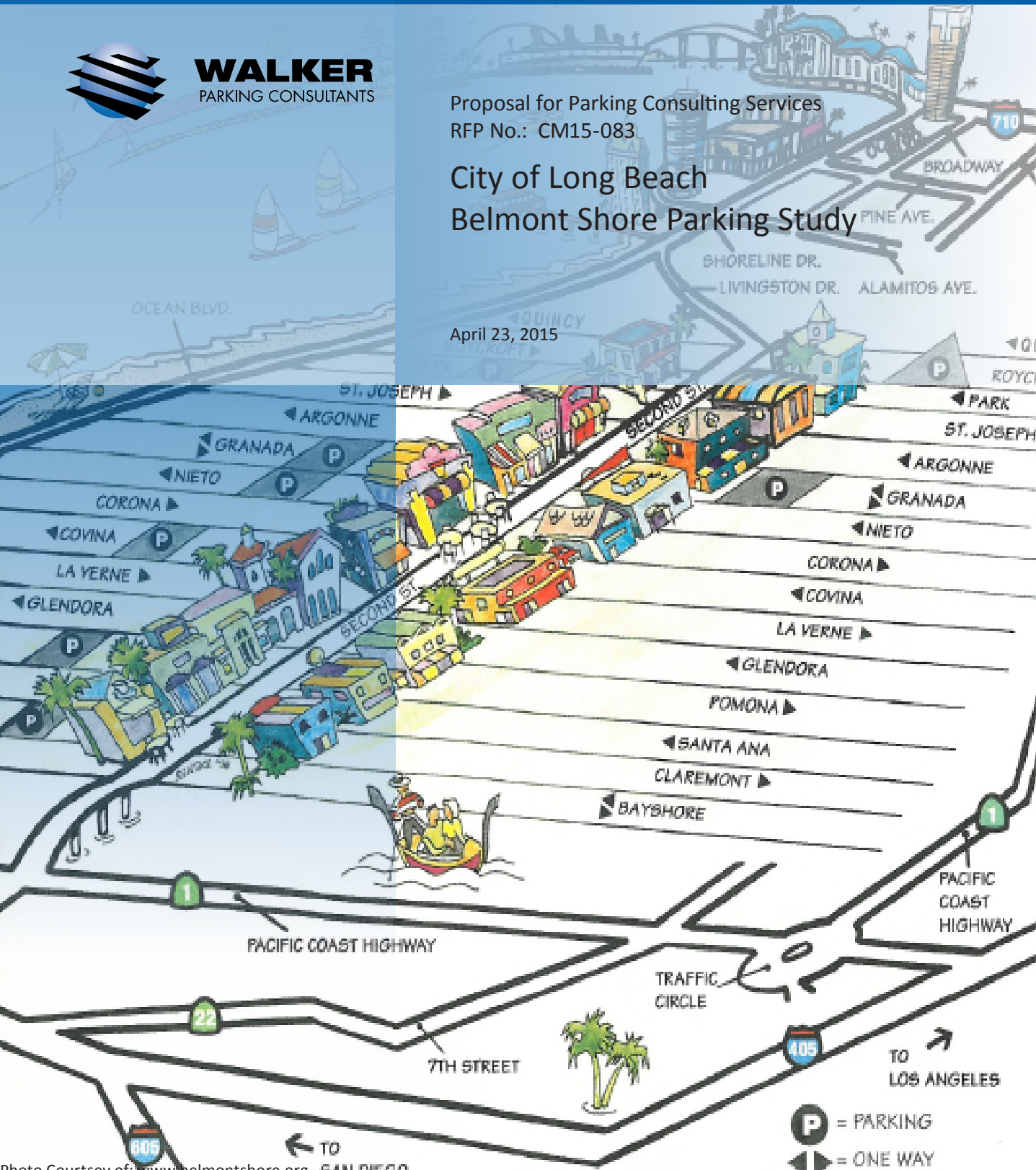


WALKER
PARKING CONSULTANTS

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

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Los Angeles, CA 91105

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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

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Prime Proposer Information

Section 9.1 Primary Proposer Information

Company ownership

Corporation, Michigan, March 1965

Location of the company offices

Abu Dhabi	Elgin	New York
An Arbor	Houston	Philadelphia
Boston	Indianapolis	San Diego
Charlotte	Kalamazoo	San Francisco
Denver	Los Angeles	Seattle
Dubai	Minneapolis	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

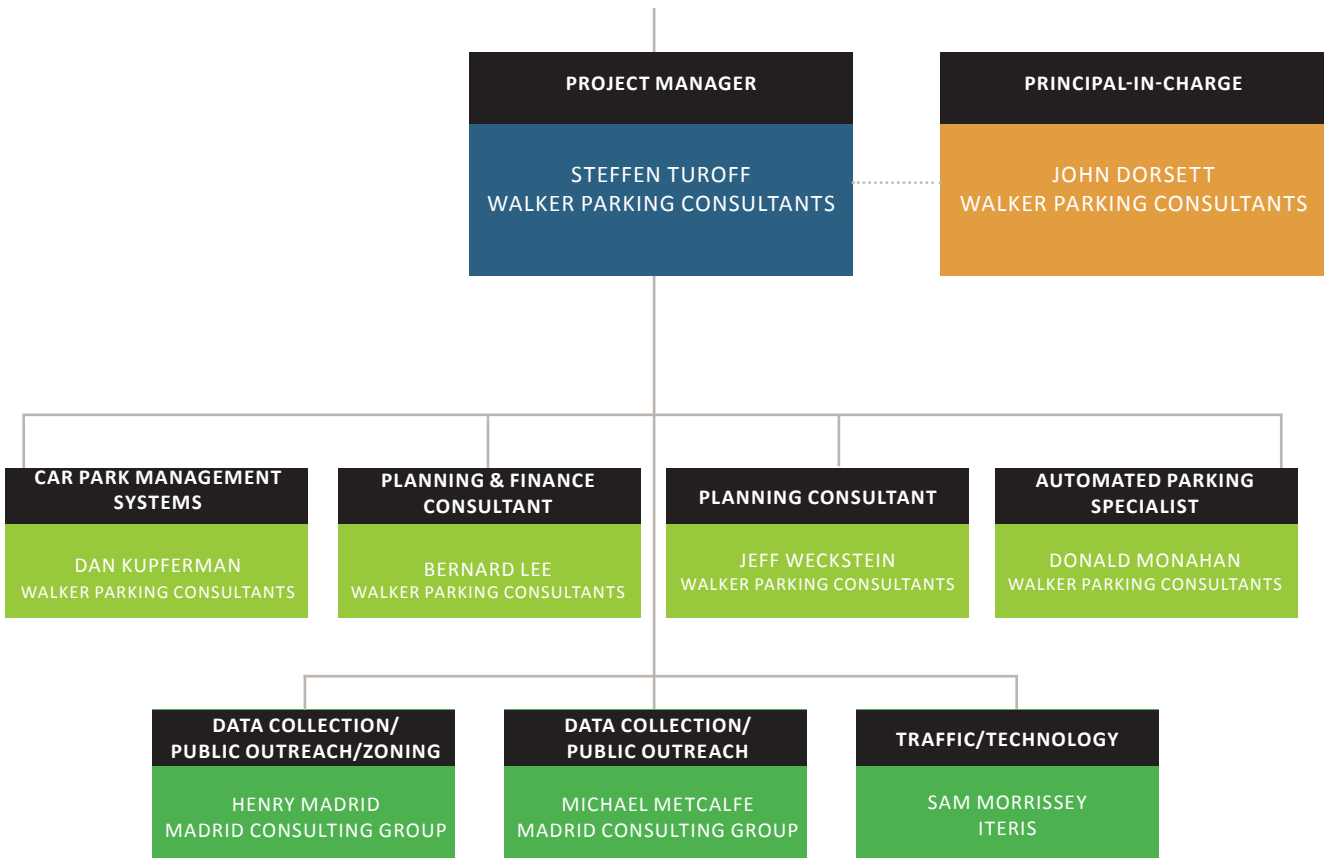
Prime Proposer Information

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

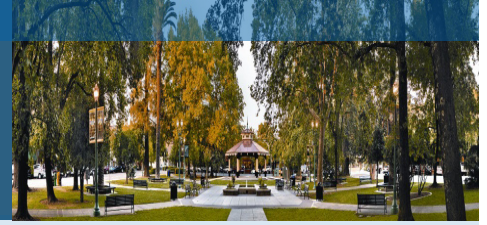
Comprehensive parking study including supply/demand study, financial feasibility analysis, and parking management strategy

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

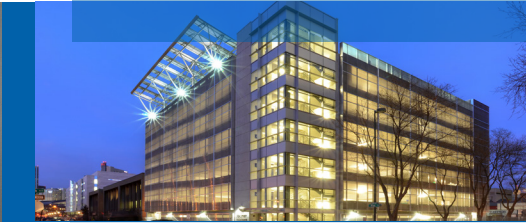
City and County of Honolulu Honolulu, HI

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 Tideland 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

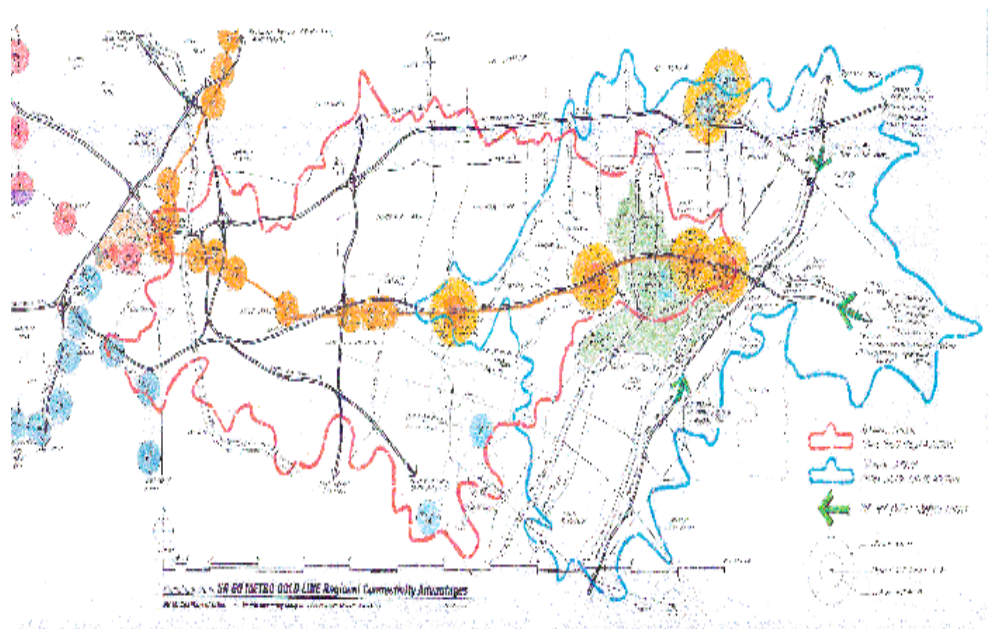
Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid

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

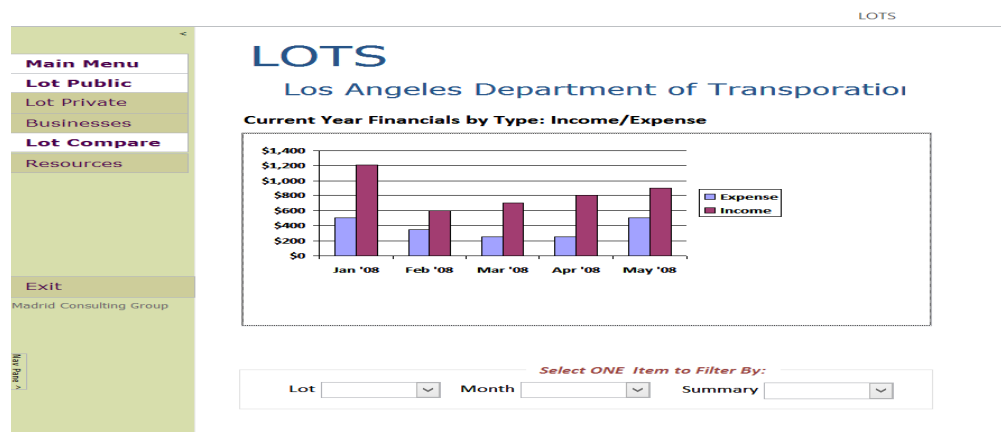
Client project manager name and telephone number: Charlie Ng, Formerly Vice Chancellor, Fiscal Services, Now Vice President-Business and Administrative Services
Mira Costa College, 760.795.6830

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.



LOTS

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

Lot 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

A handwritten signature in black ink, appearing to read "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 checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <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) ▶	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 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	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
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

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



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

_____ 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

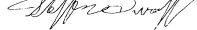
Section 4. REQUIRED DOCUMENTATION

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

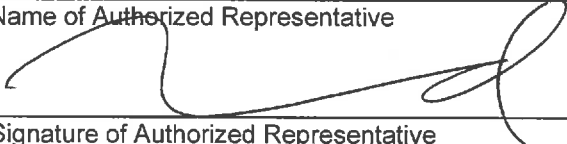
As a current or potential vendor for the City of Long Beach (City) your firm, through its business relationship with the City, may be the recipient of federal grant funds. As such, the City is required to document that neither your business entity or organization, nor any of your principals are debarred, 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

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)



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

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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.

 4/22/15

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

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- 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.

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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.

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.

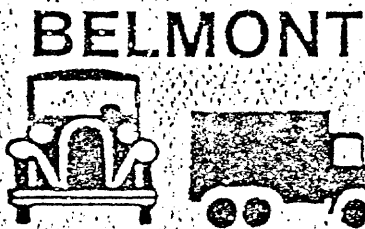
Sincerely,

Melinda Cotton

40- year resident, Belmont Shore

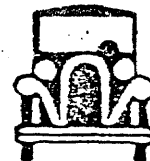
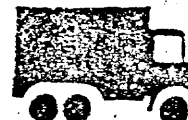
Past-President and Past-President and Board Member, Belmont Shore Residents Association

Long Beach Mayor's Transportation Task Force Member, Doug Otto, Chair



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.

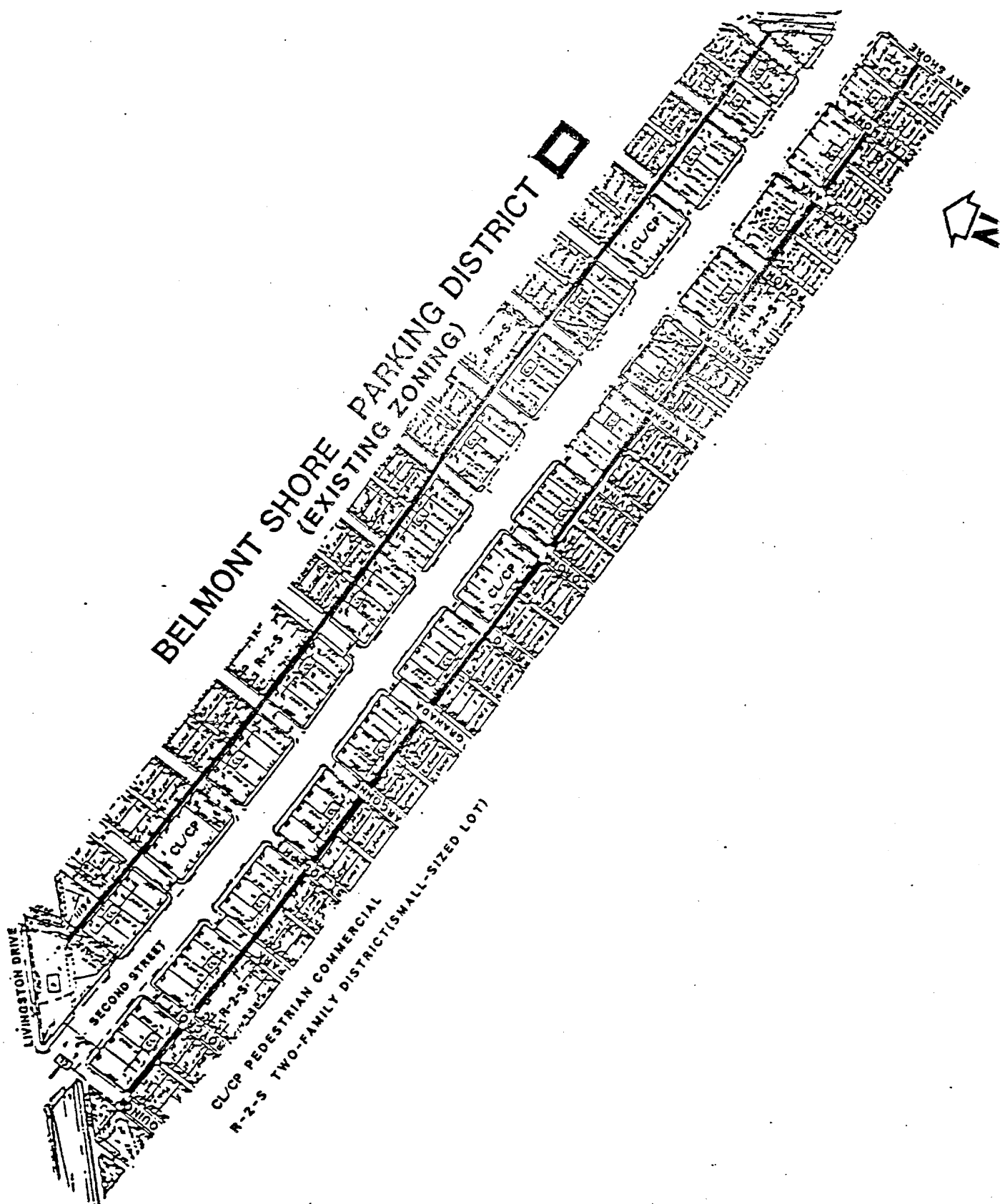


FIGURE 1

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

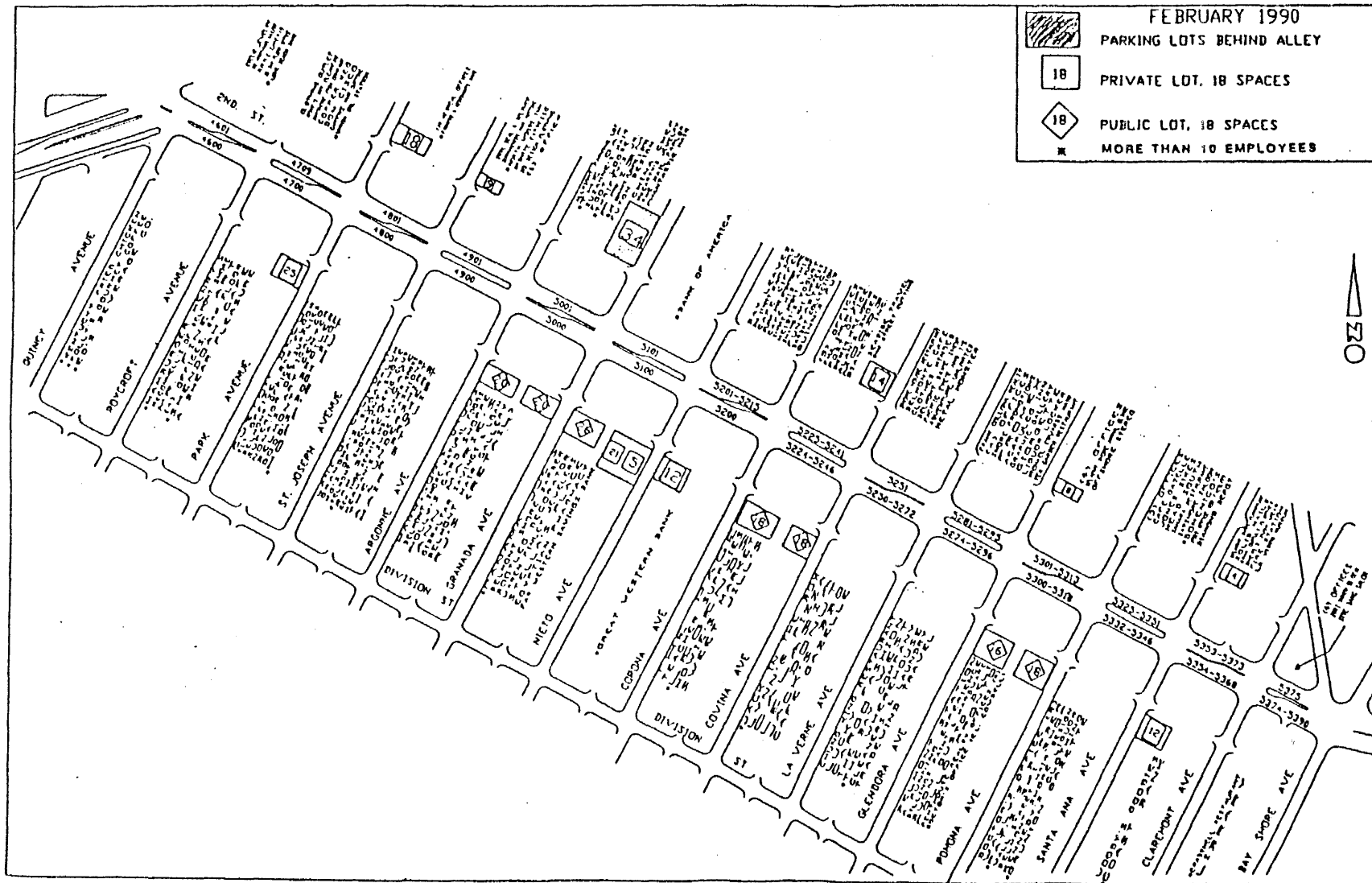




FIGURE 3

 BELMONT SHORE COMMERCIAL BASE MAP
 BELMONT SHORE COMMERCIAL PARKING SUPPLY

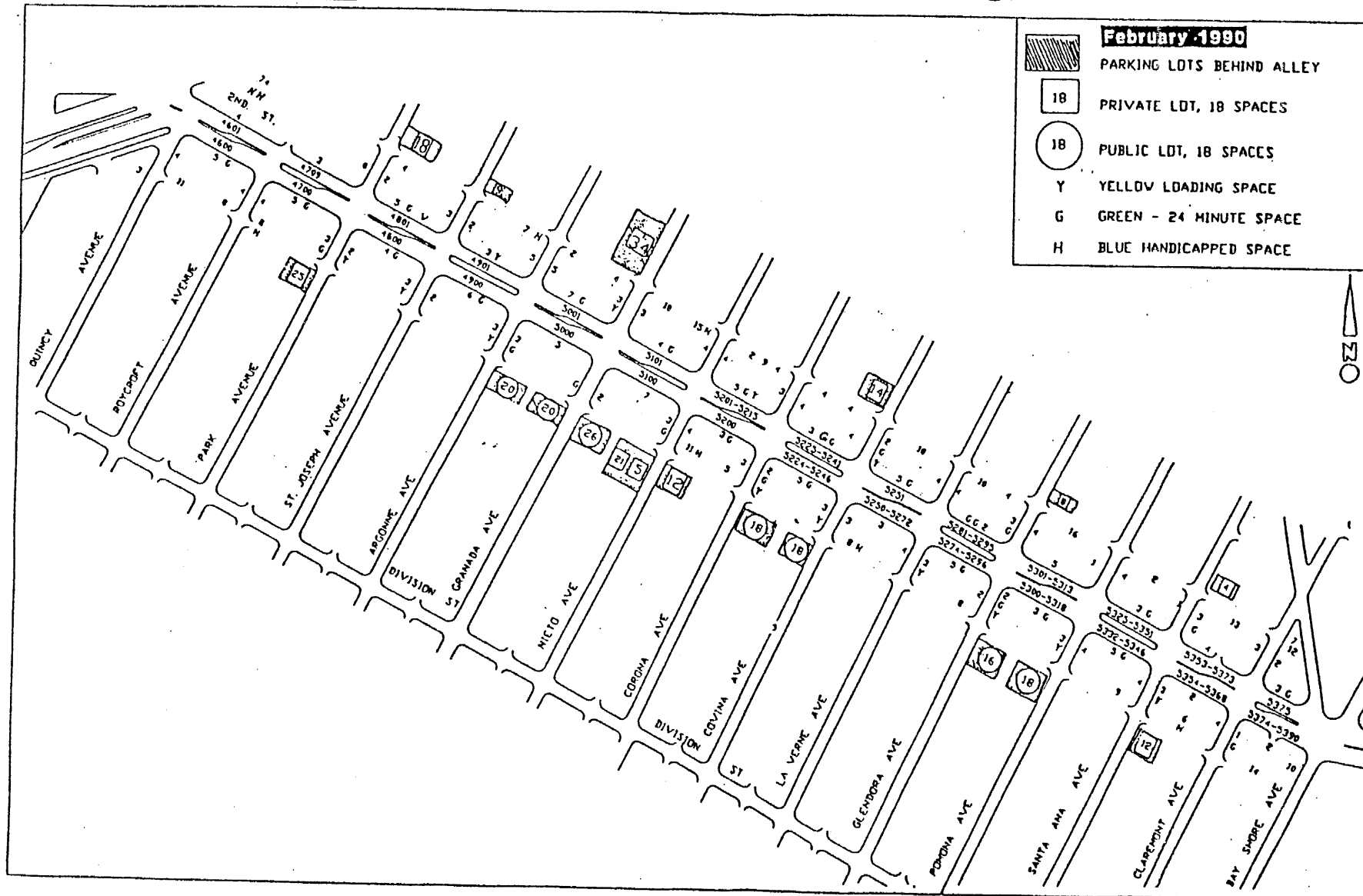


FIGURE 2

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

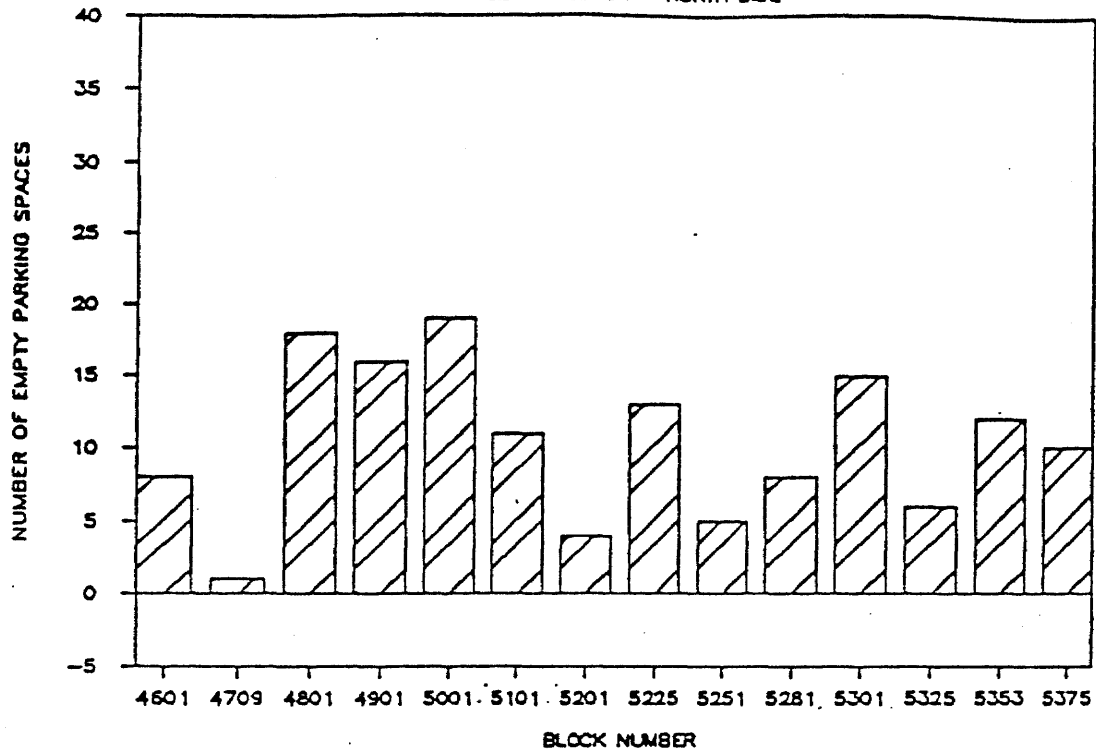
SOUTH SIDE OF SECOND STREET

<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

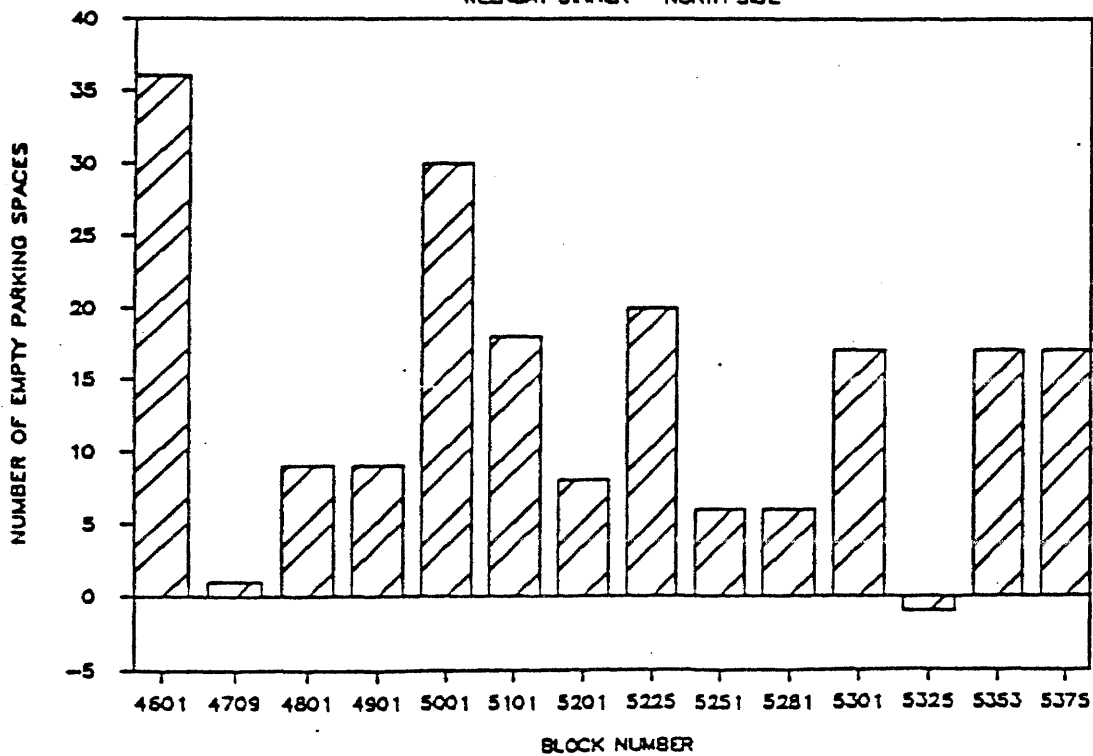
EMPTY PARKING SPACES

WEEKDAY LUNCH - NORTH SIDE



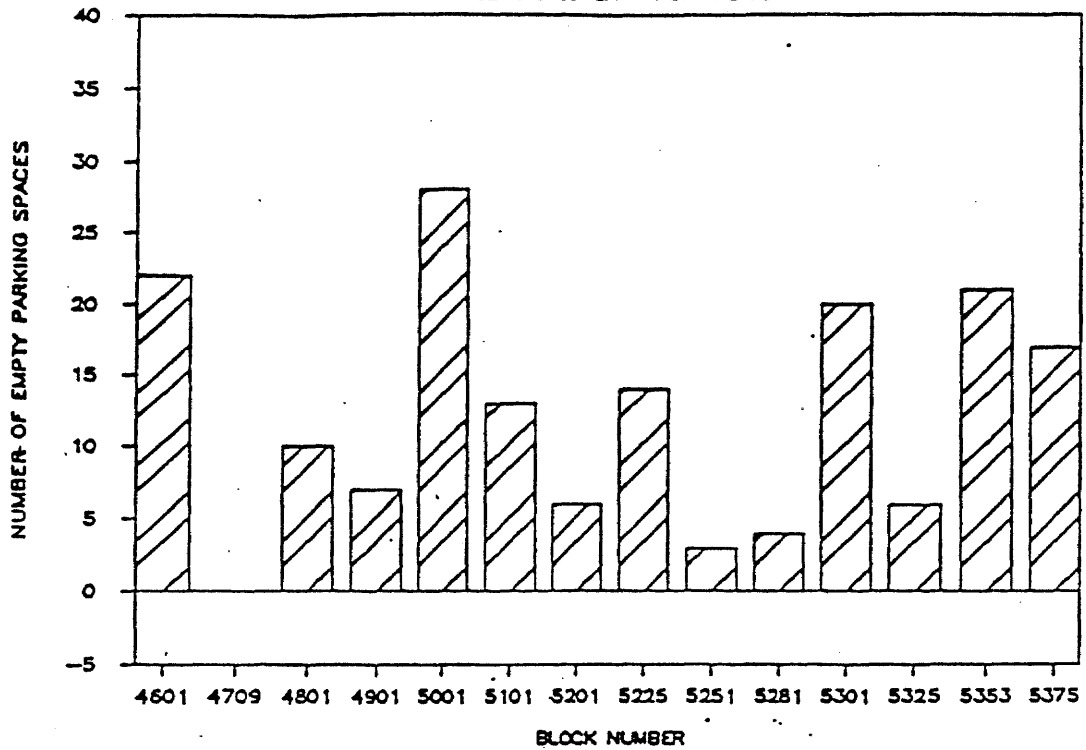
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WEEKDAY DINNER - NORTH SIDE



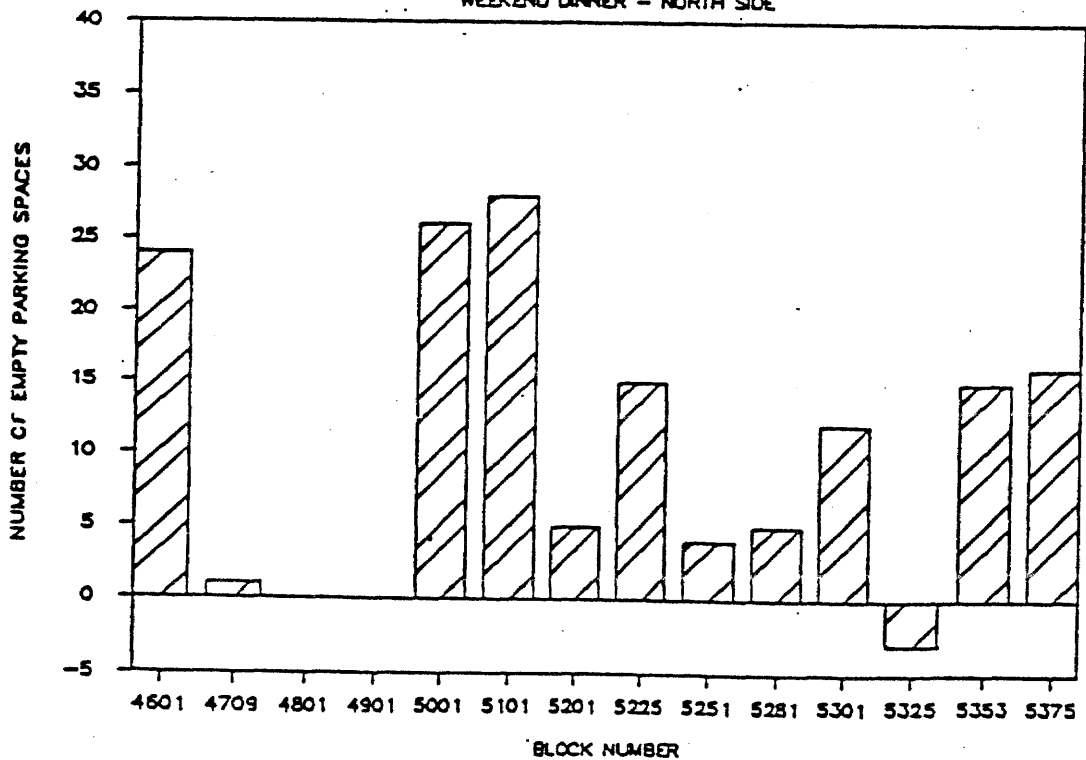
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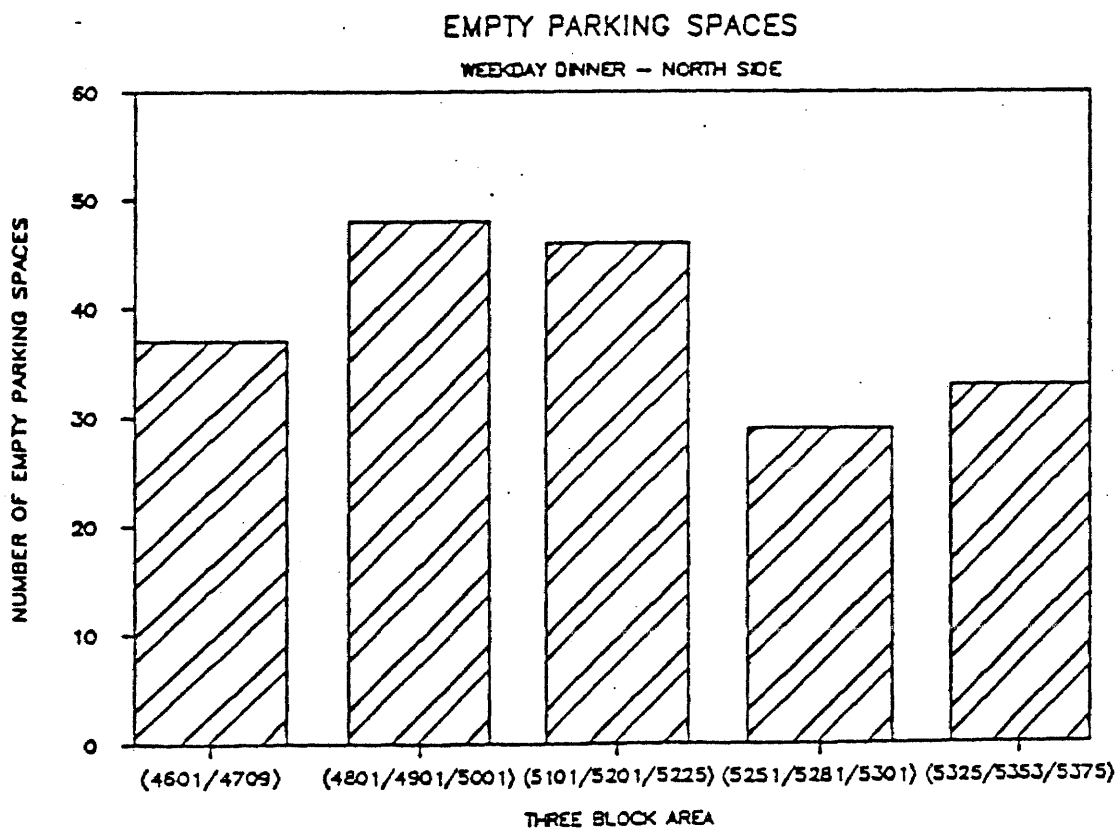
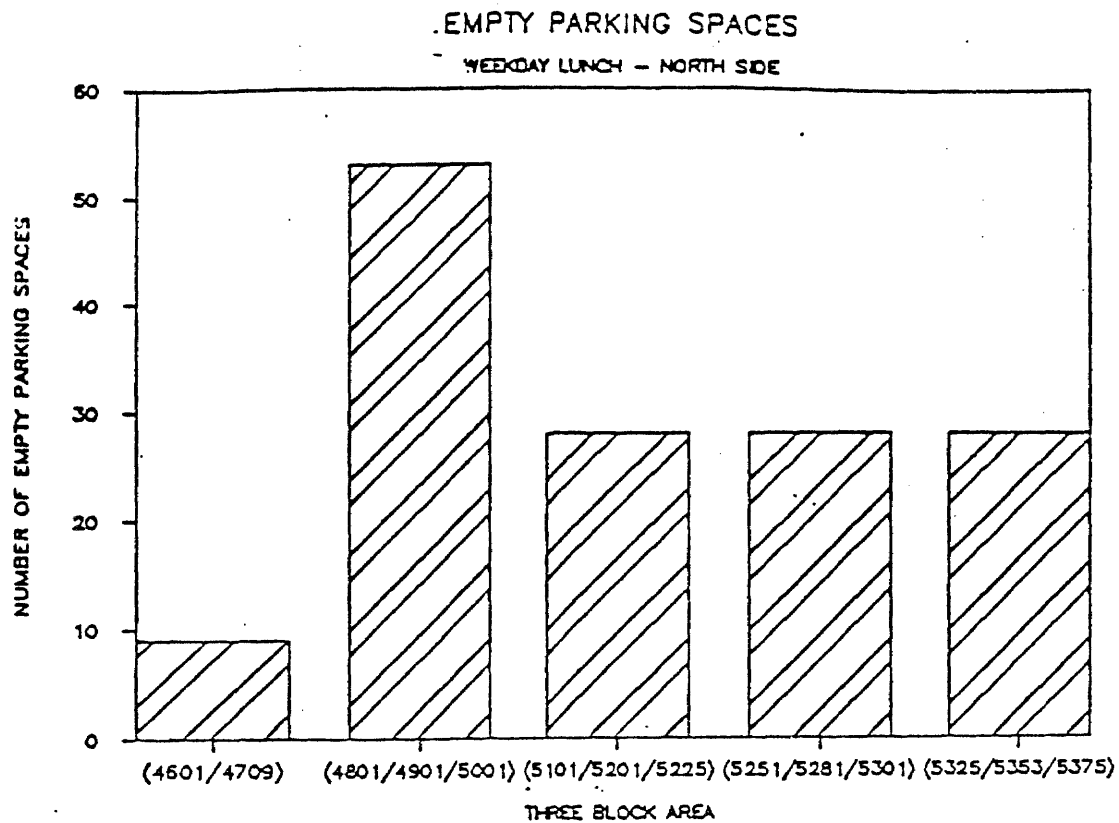
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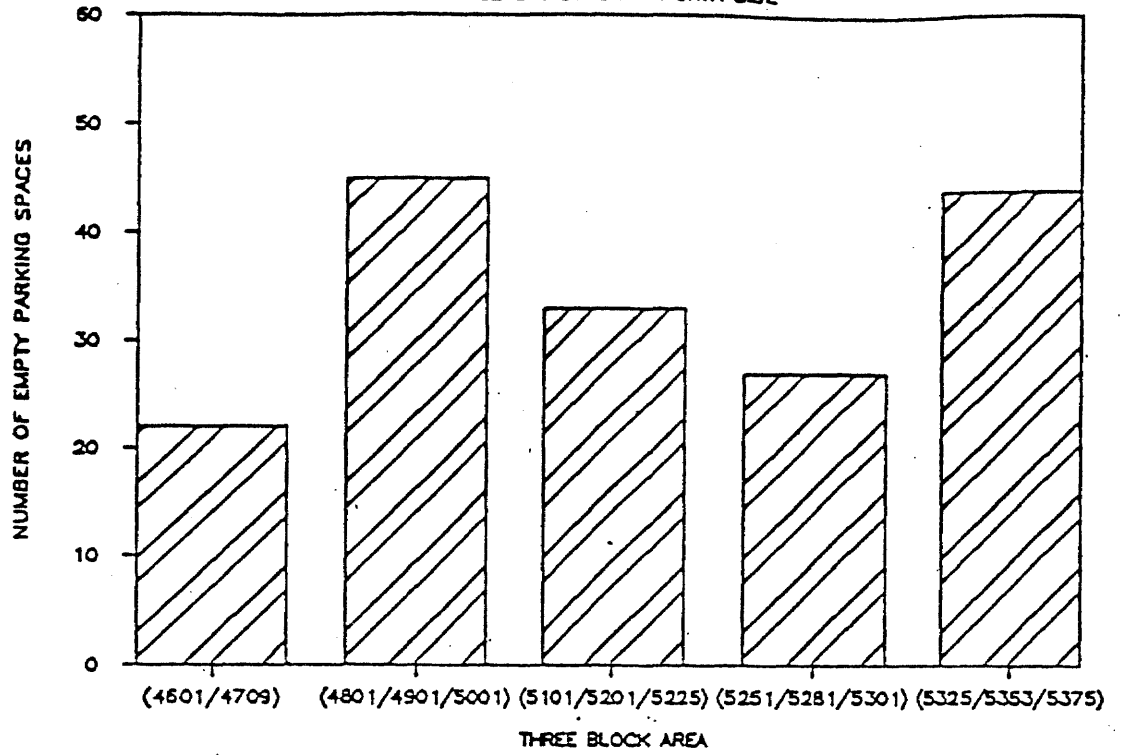
WEEKEND DINNER - NORTH SIDE





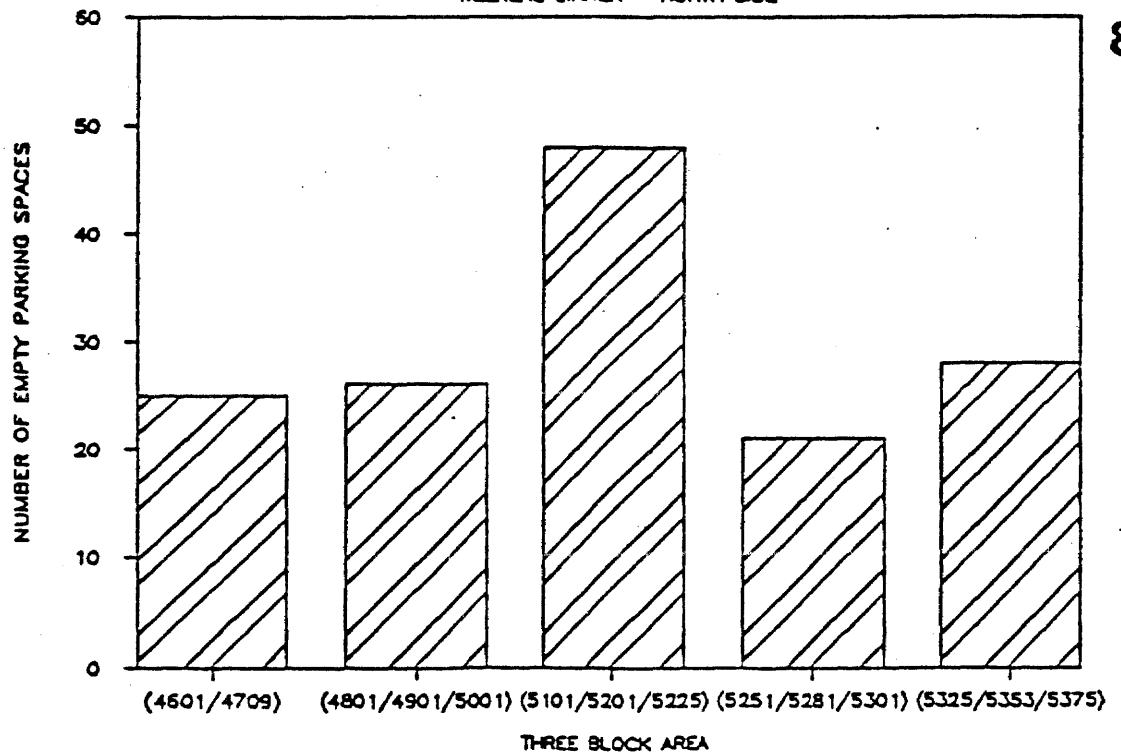
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WEEKEND LUNCH - NORTH SIDE



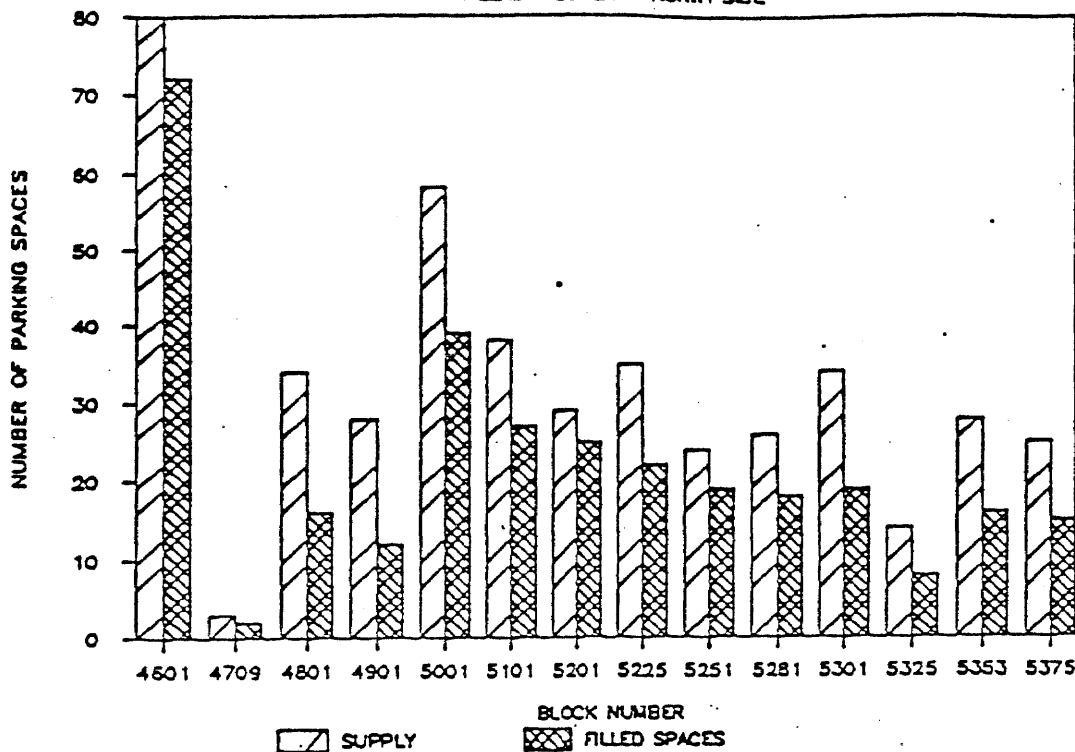
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WEEKEND DINNER - NORTH SIDE



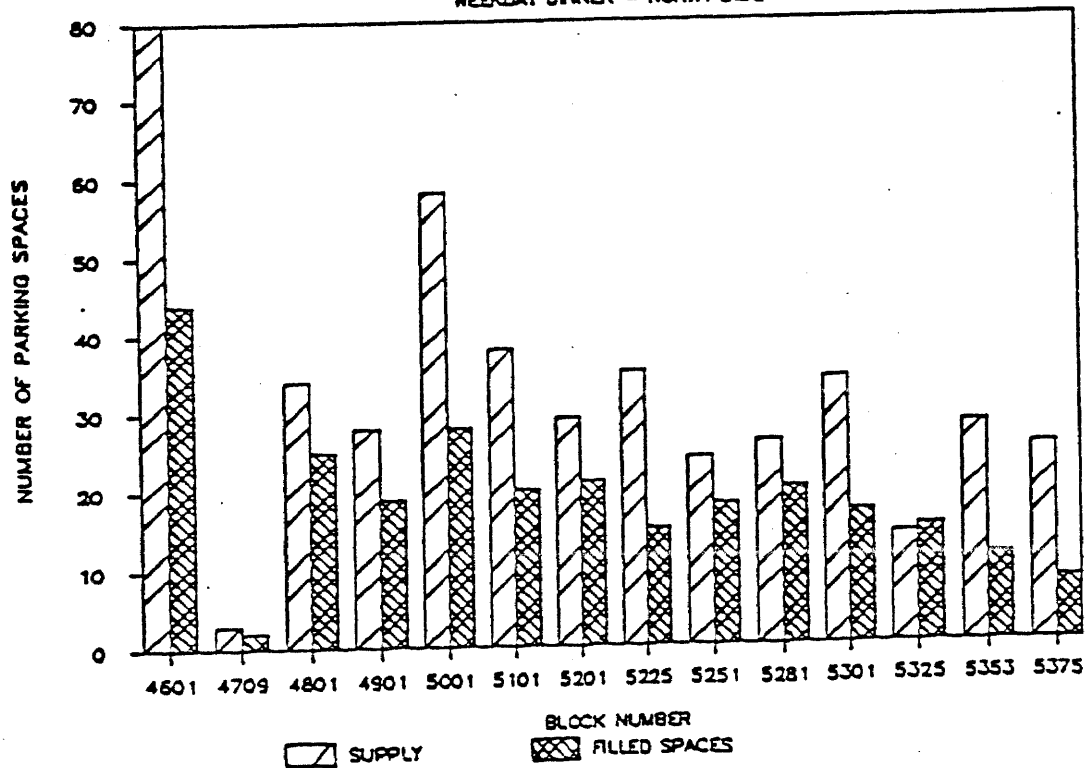
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - NORTH SIDE



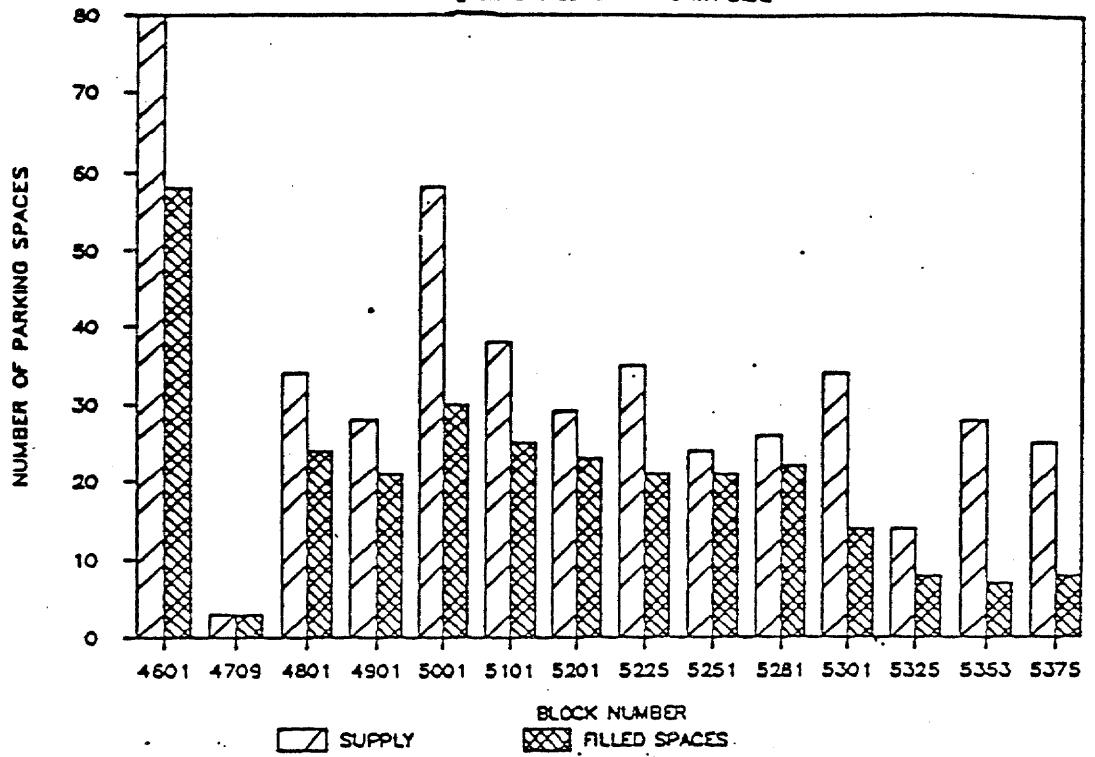
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY DINNER - NORTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

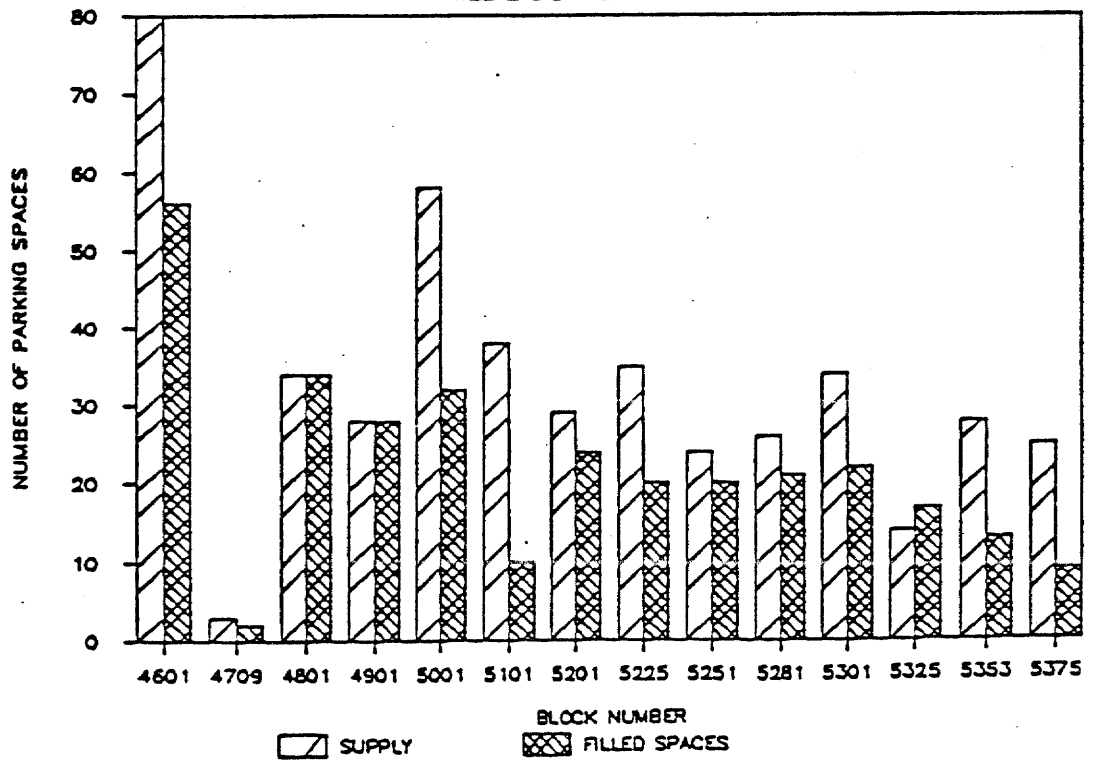
WEEKEND LUNCH - NORTH SIDE



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SUPPLY & DEMAND (FILLED SPACES)

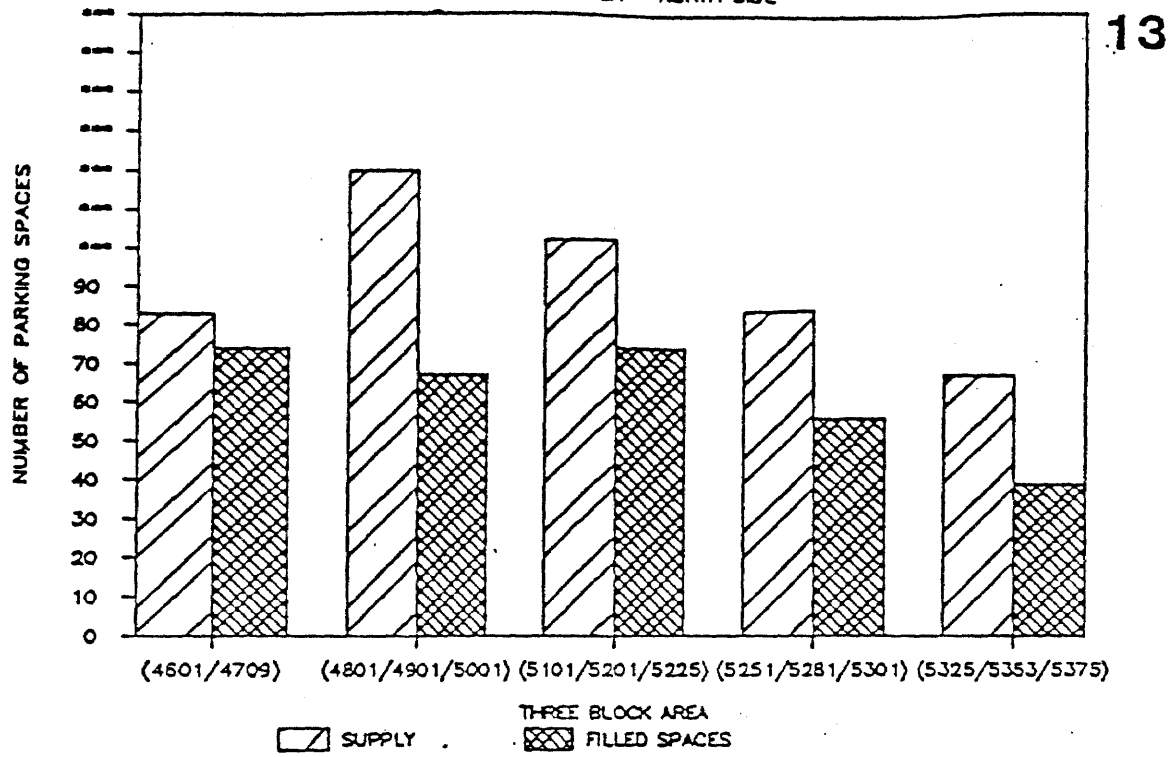
WEEKEND DINNER - NORTH SIDE



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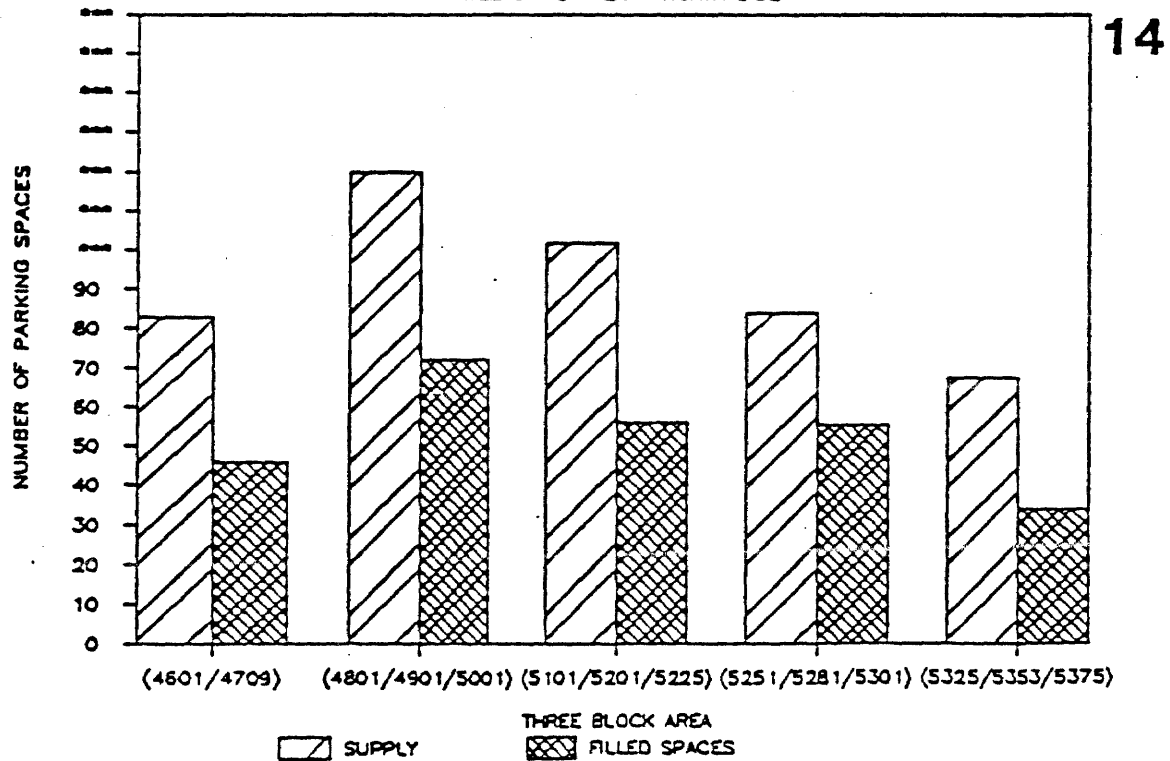
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WEEKDAY LUNCH - NORTH SIDE



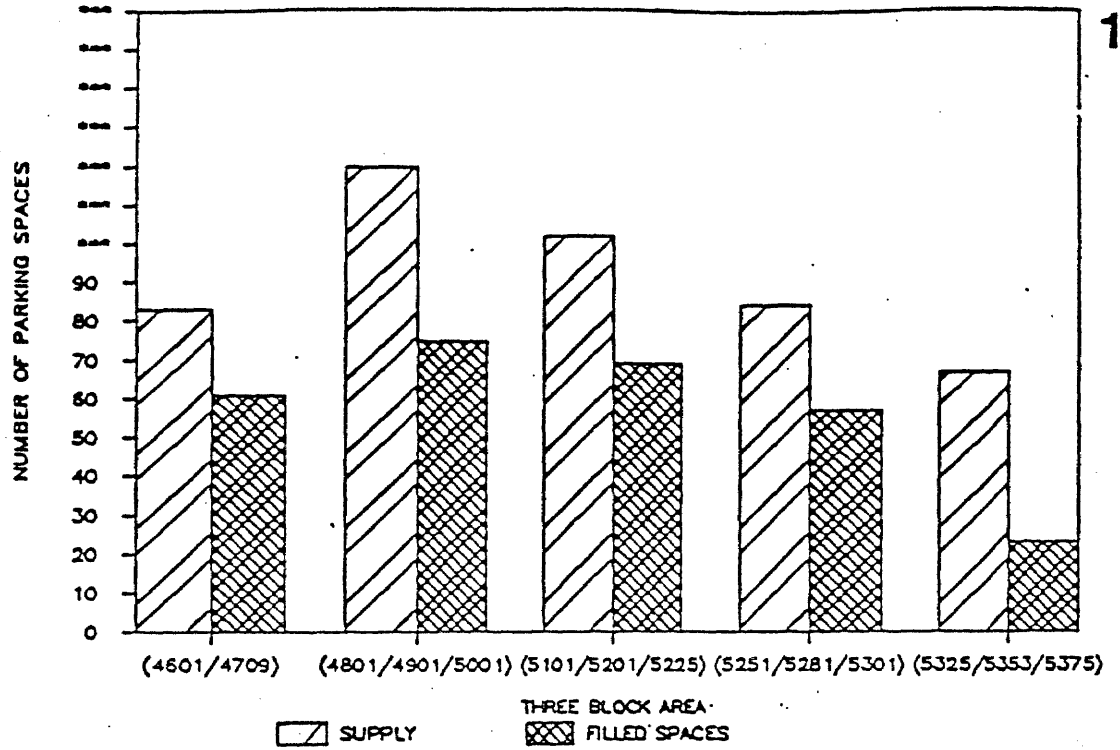
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WEEKDAY DINNER - NORTH SIDE



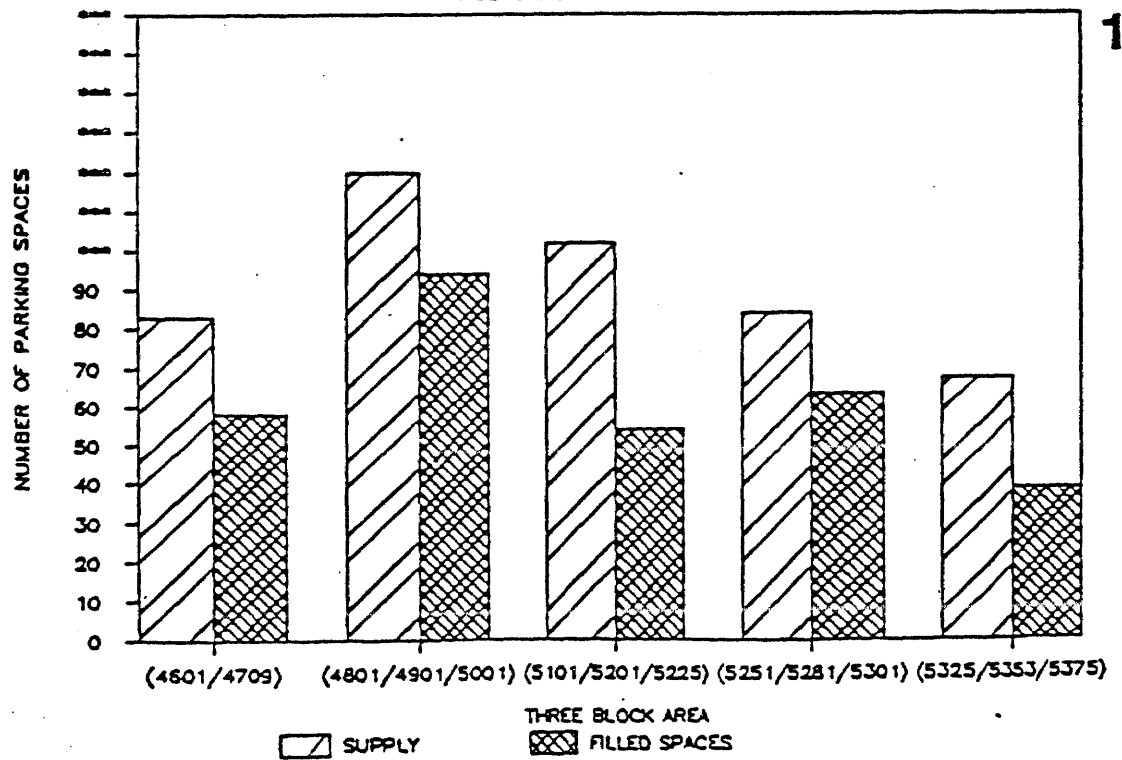
SUPPLY & DEMAND (FILLED SPACES)

WEEKEND LUNCH - NORTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

WEEKEND DINNER - NORTH SIDE

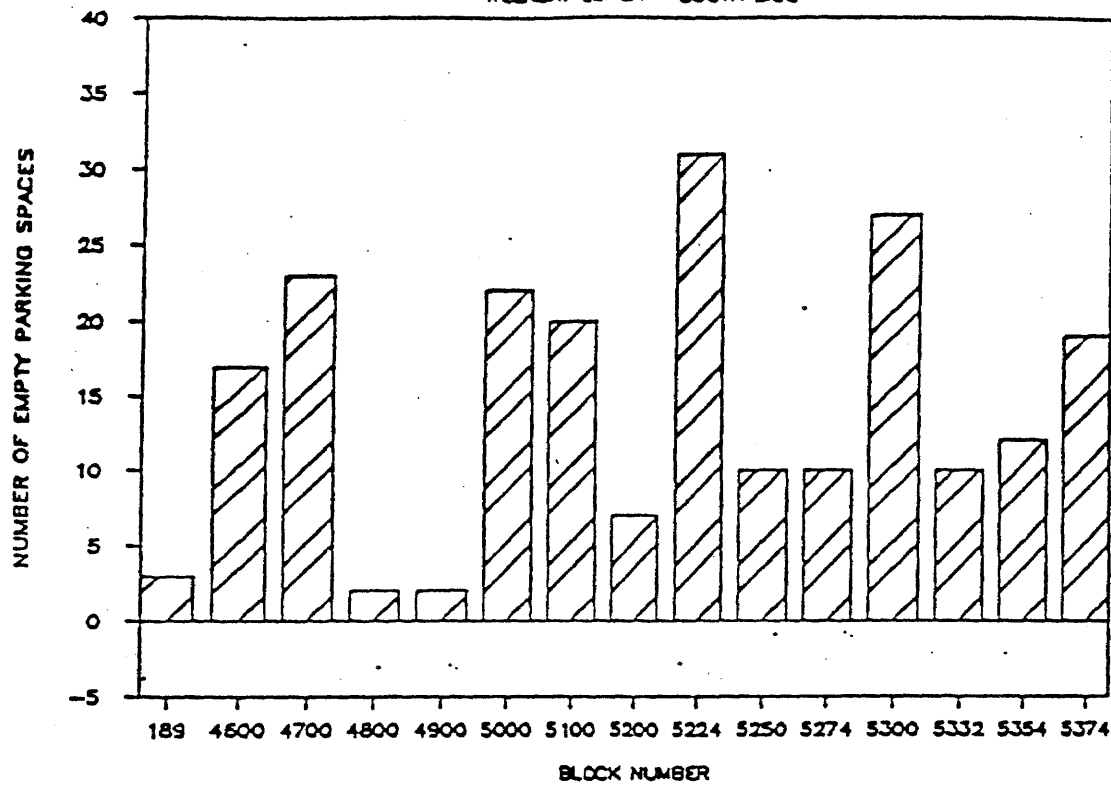


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II. GRAPHS FOR
SOUTH SIDE OF
SECOND STREET

EMPTY PARKING SPACES

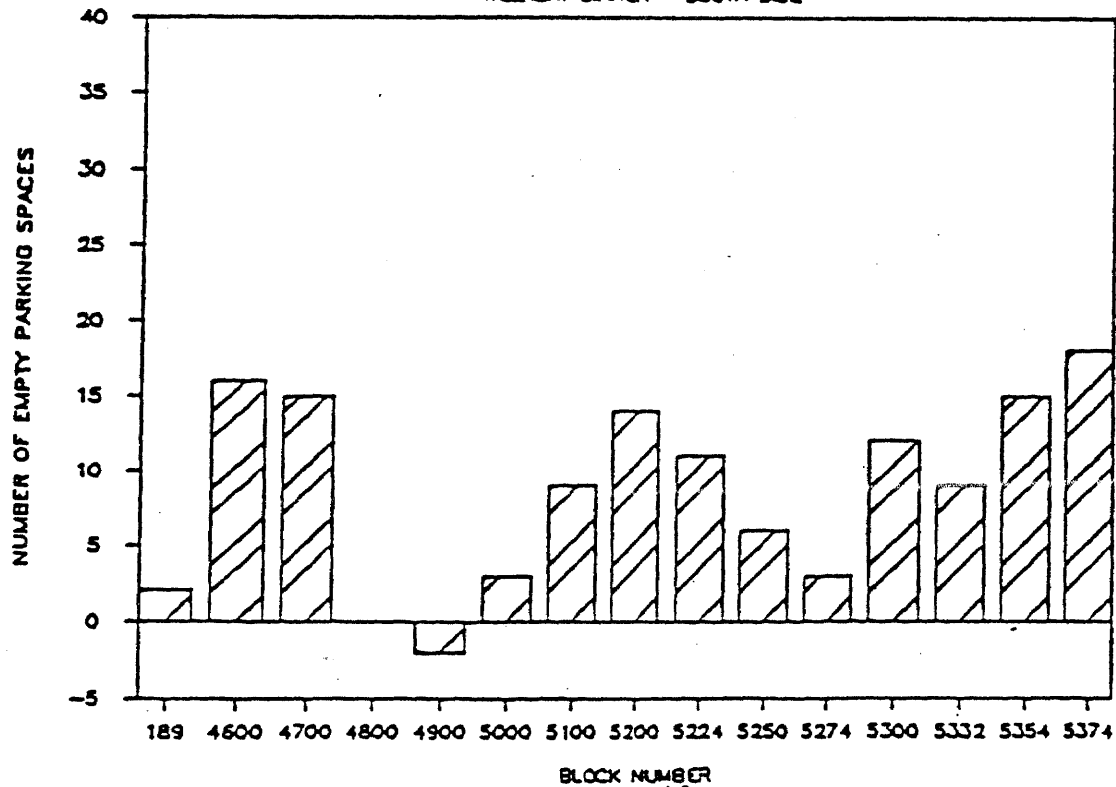
WEEKDAY LUNCH - SOUTH SIDE



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EMPTY PARKING SPACES

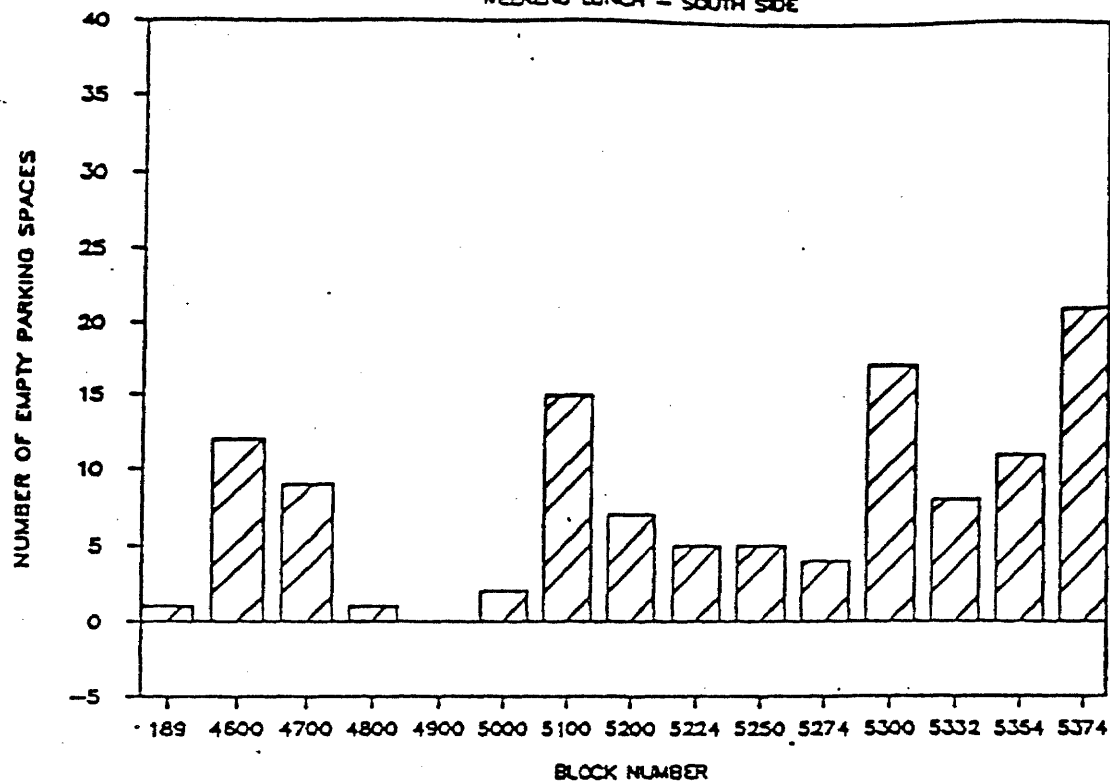
WEEKDAY DINNER - SOUTH SIDE



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EMPTY PARKING SPACES

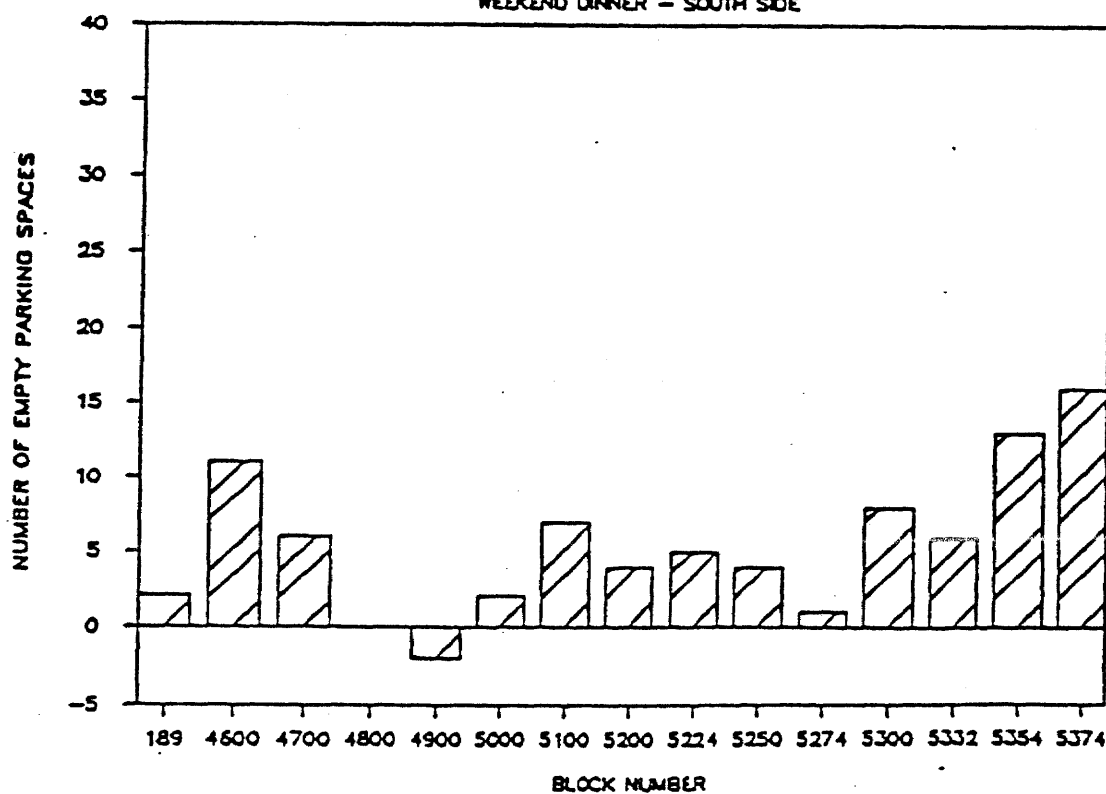
WEEKEND LUNCH - SOUTH SIDE



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EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

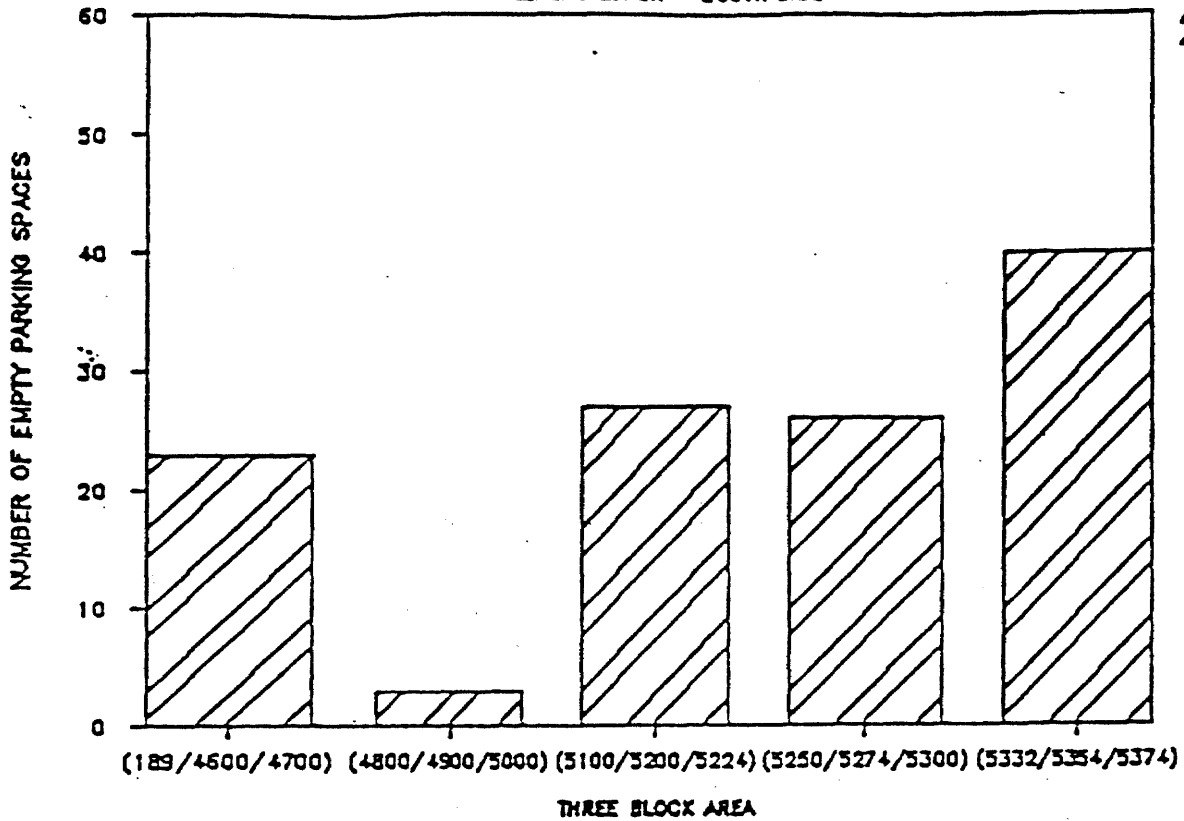


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EMPTY PARKING SPACES

WEEKEND LUNCH - SOUTH SIDE

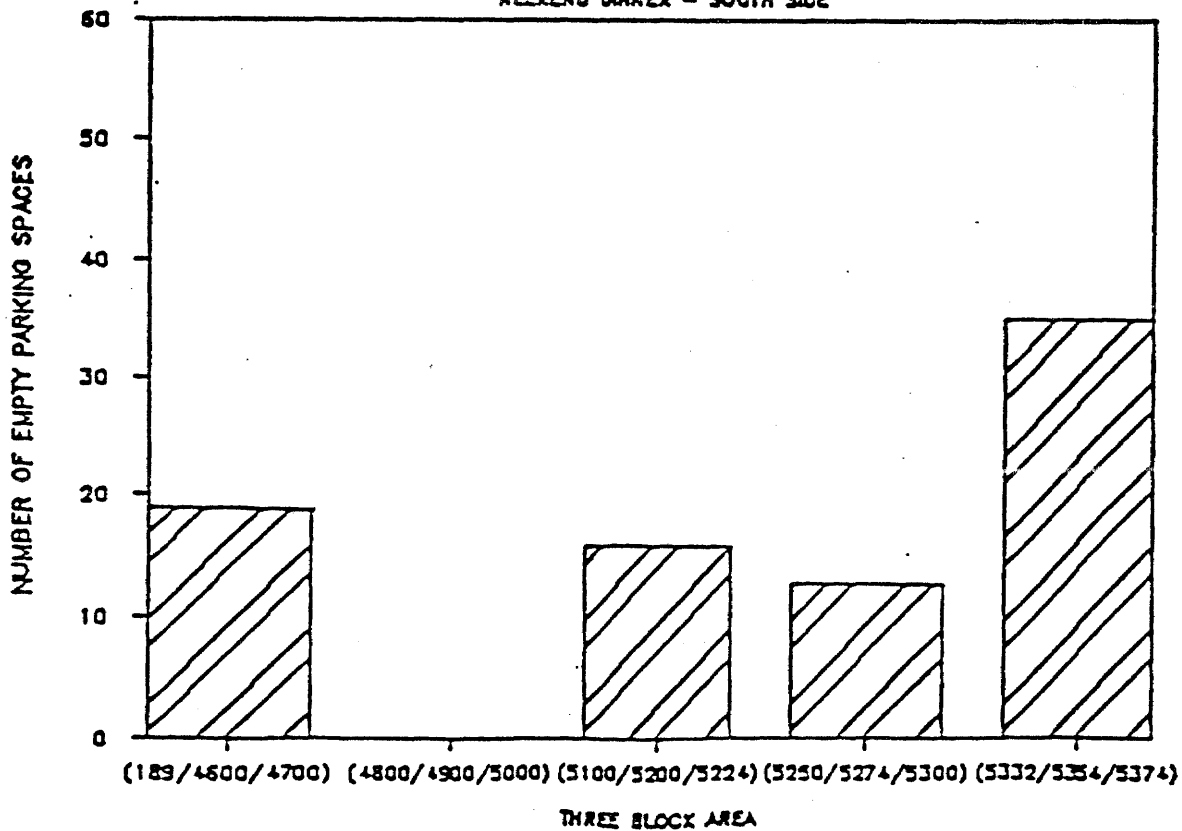
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EMPTY PARKING SPACES

WEEKEND DINNER - SOUTH SIDE

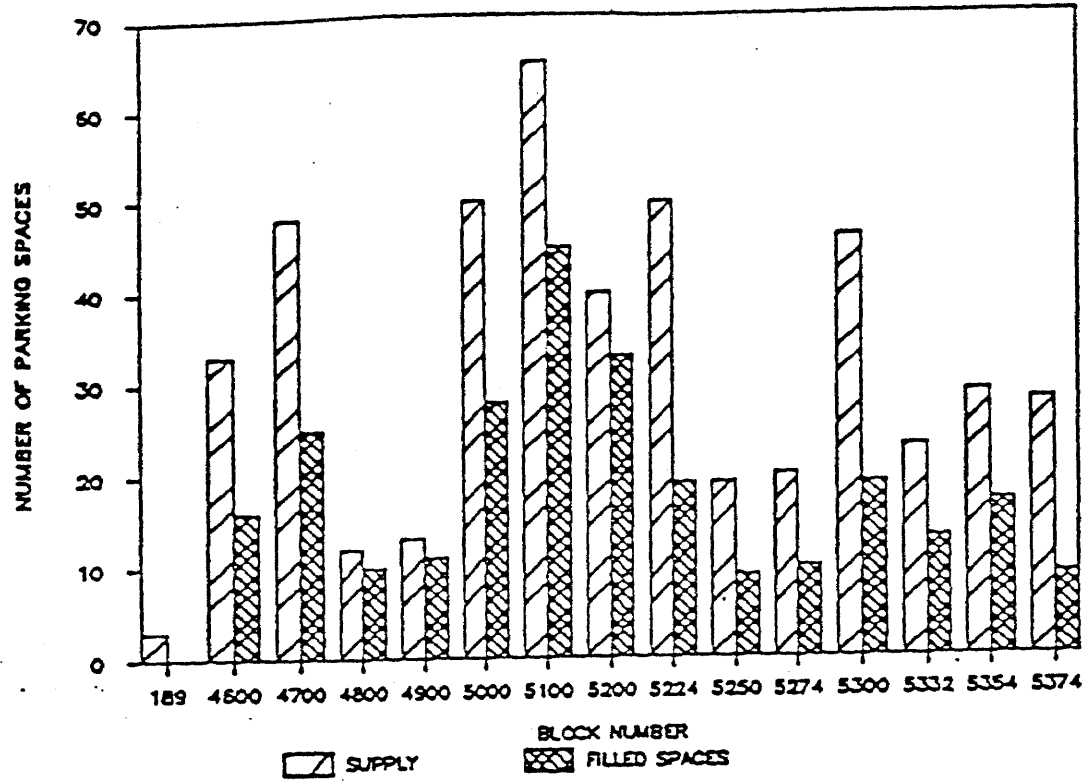
24



THREE BLOCK AREA

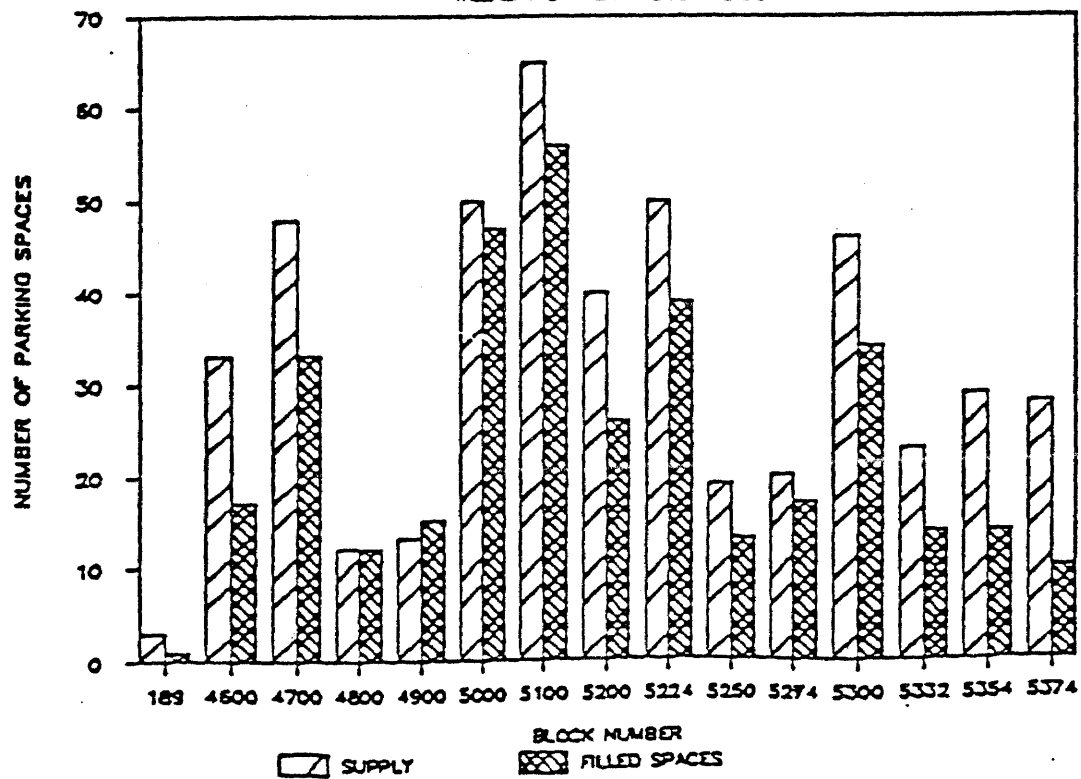
SUPPLY & DEMAND (FILLED SPACES)

WEEKDAY LUNCH - SOUTH SIDE



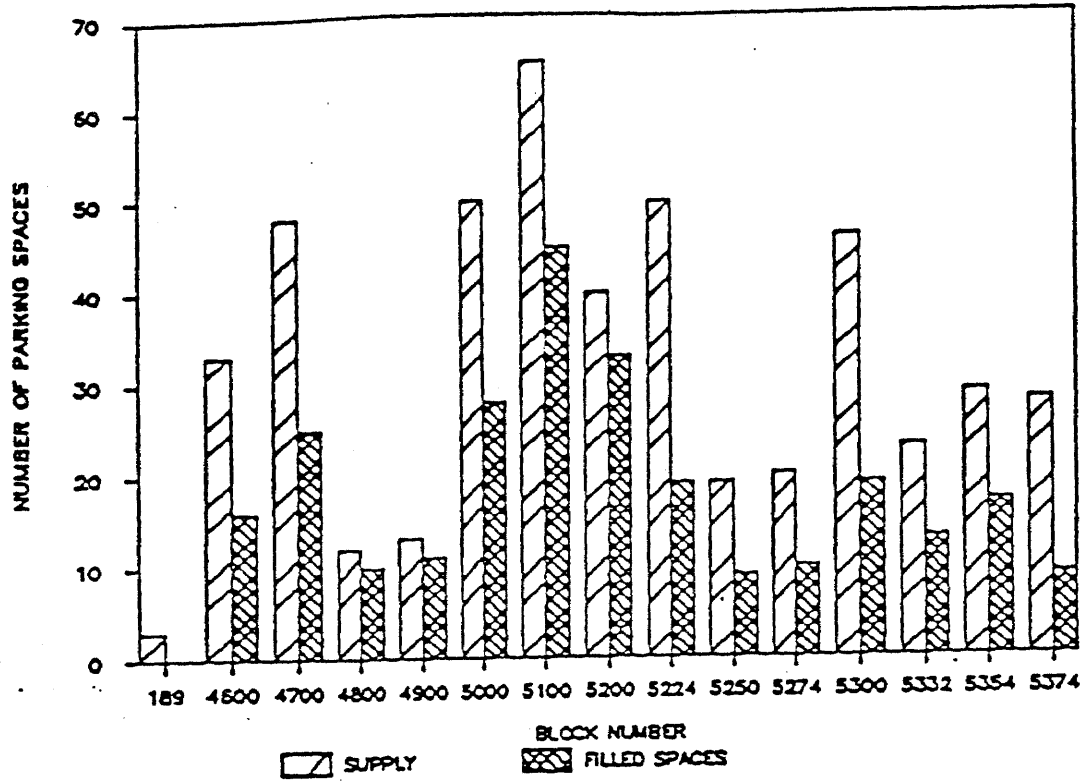
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WEEKDAY DINNER - SOUTH SIDE



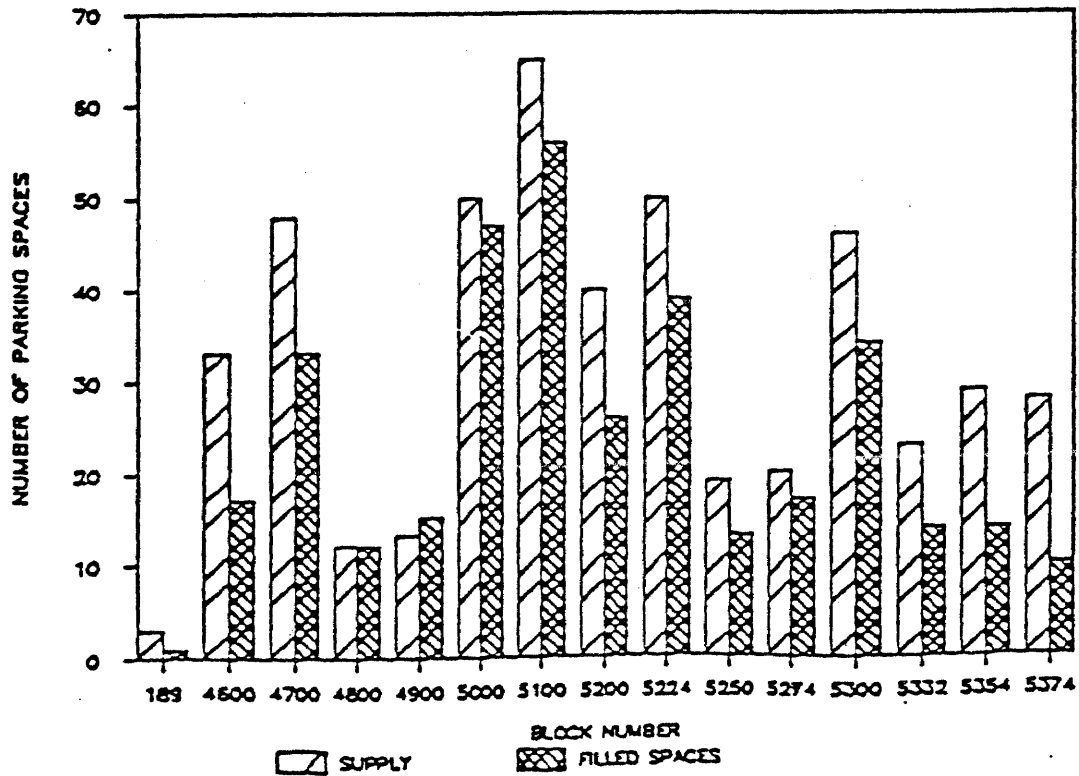
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WEEKDAY LUNCH - SOUTH SIDE



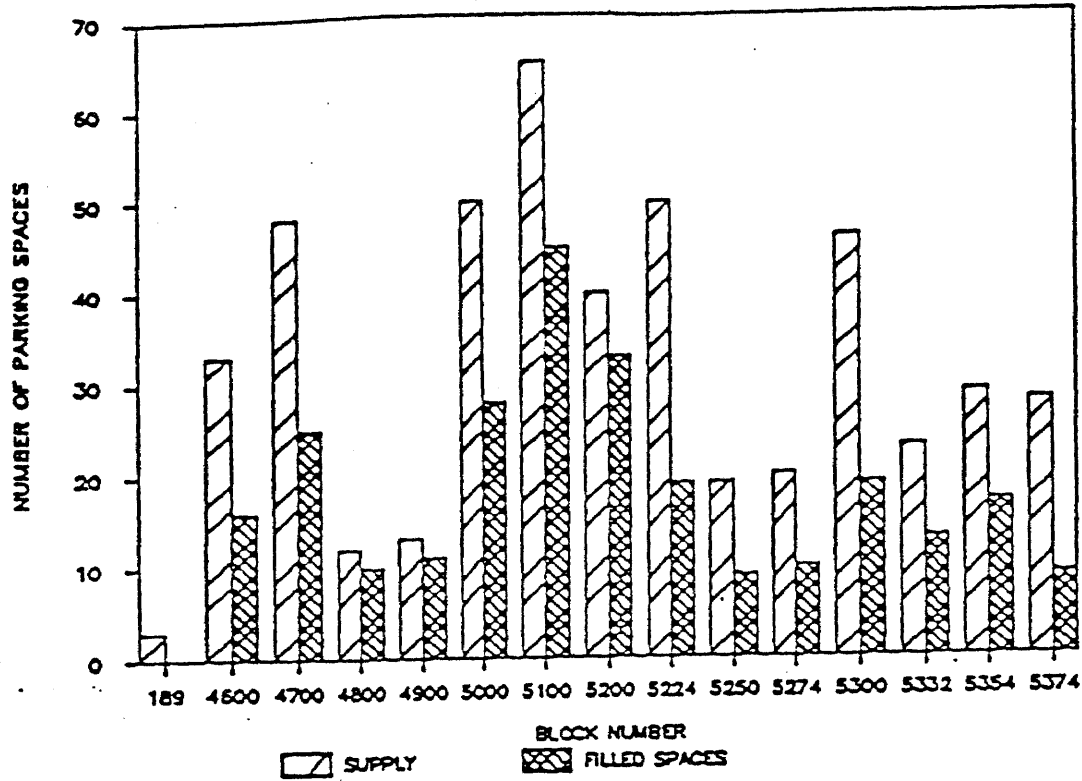
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WEEKDAY DINNER - SOUTH SIDE



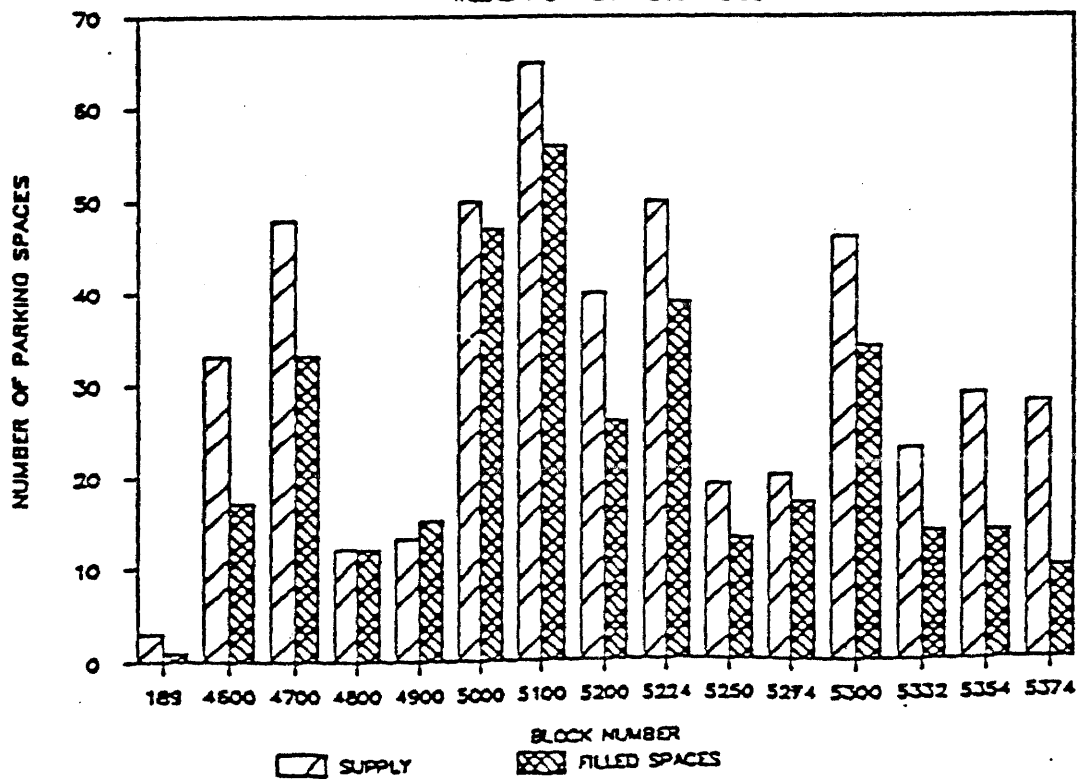
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WEEKDAY LUNCH - SOUTH SIDE



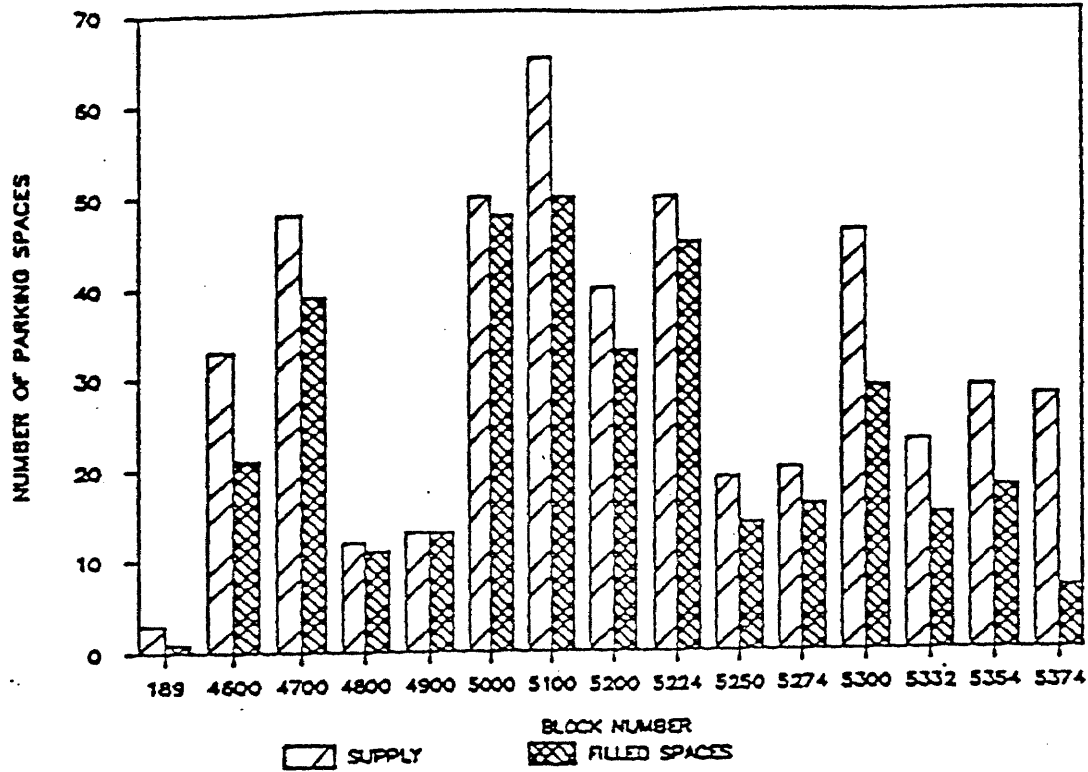
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WEEKDAY DINNER - SOUTH SIDE



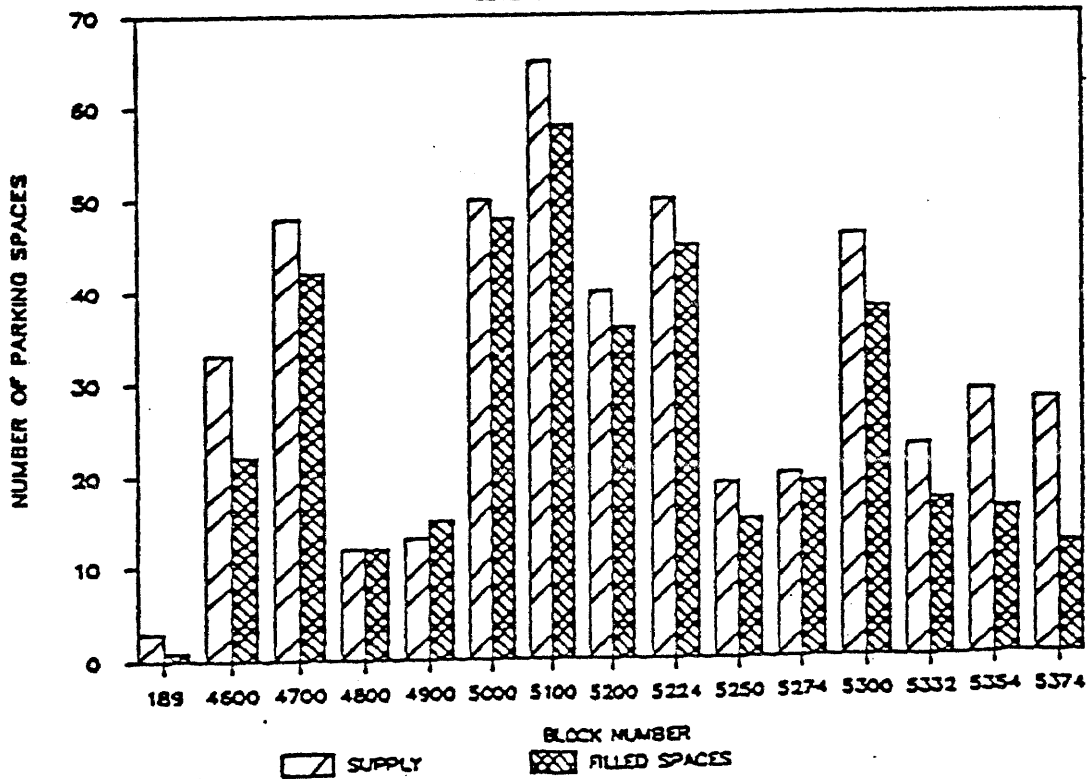
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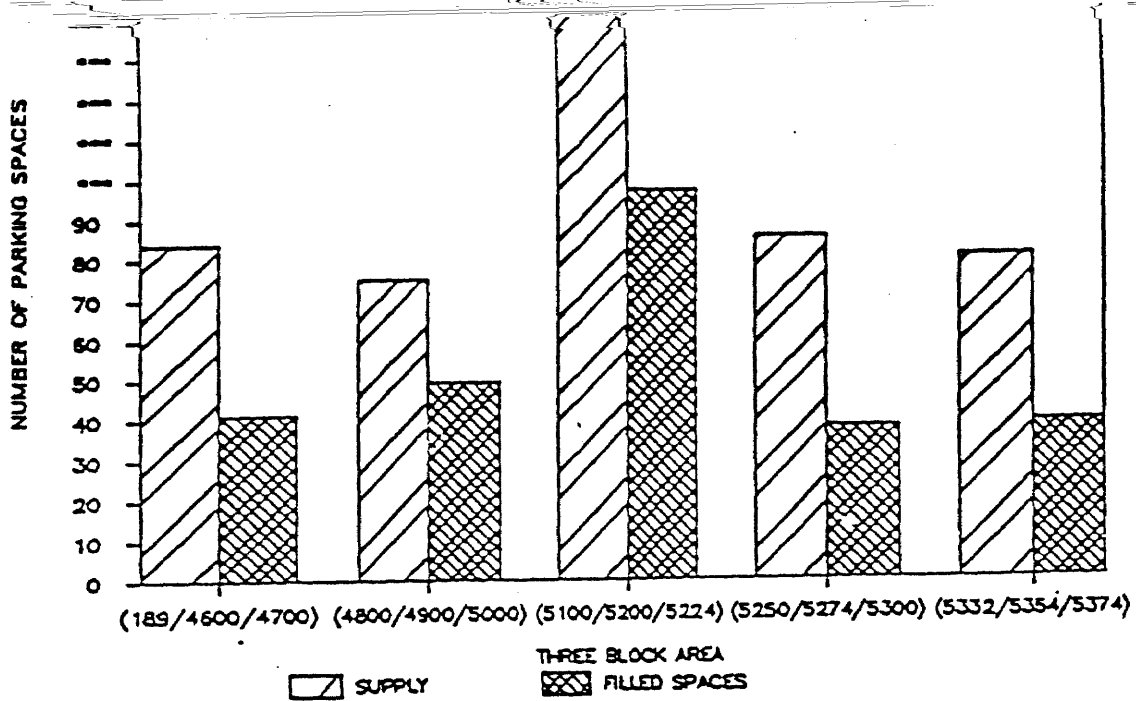
WEEKEND LUNCH - SOUTH SIDE



SUPPLY & DEMAND (FILLED SPACES)

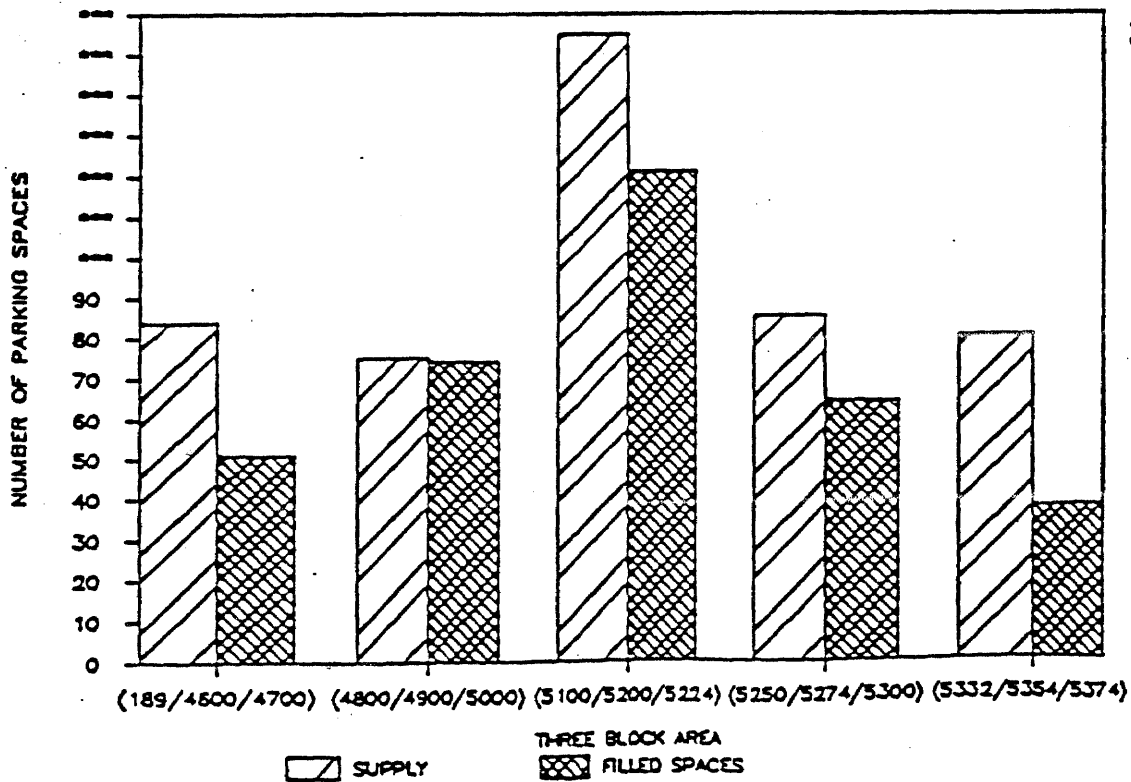
WEEKEND DINNER - SOUTH SIDE





SUPPLY & DEMAND (FILLED SPACES)

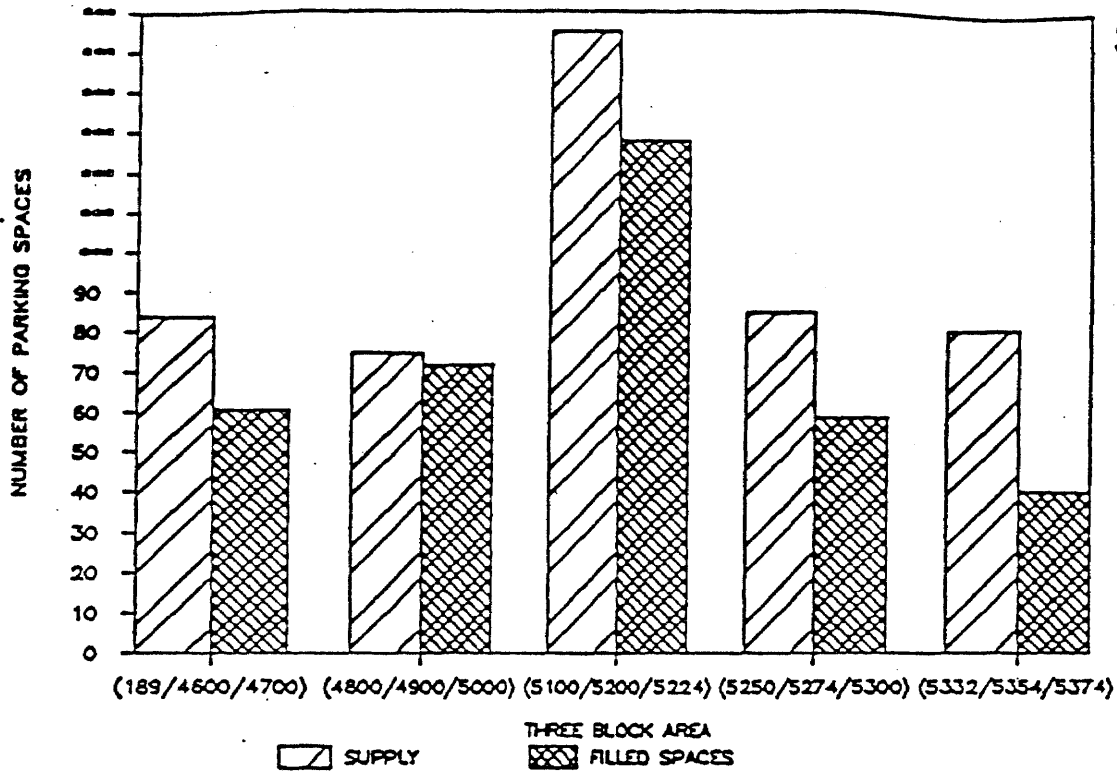
WEEKDAY DINNER - SOUTH SIDE



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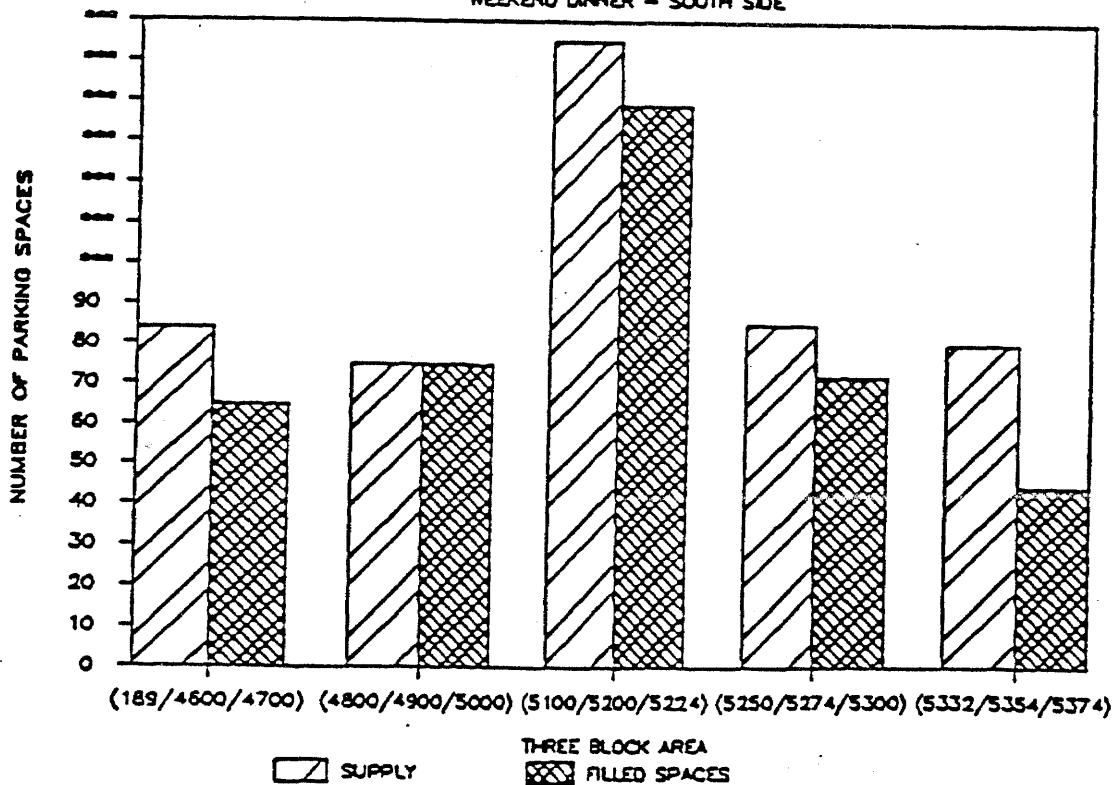
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WEEKEND LUNCH - SOUTH SIDE



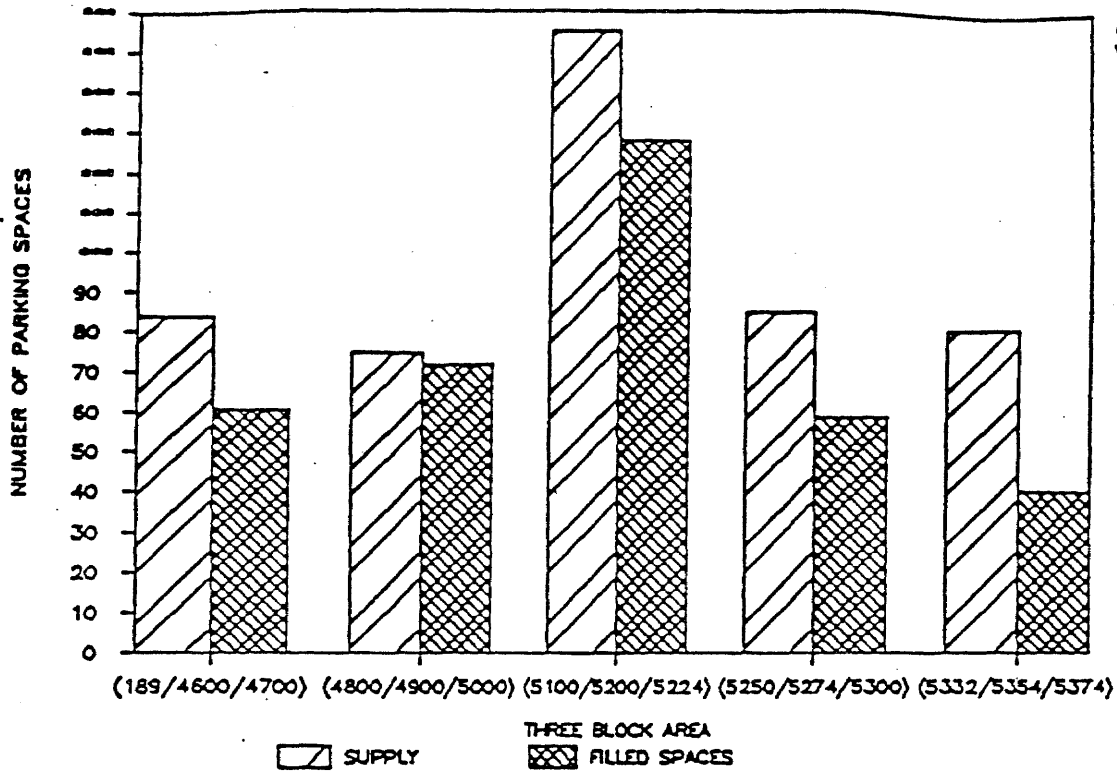
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WEEKEND DINNER - SOUTH SIDE



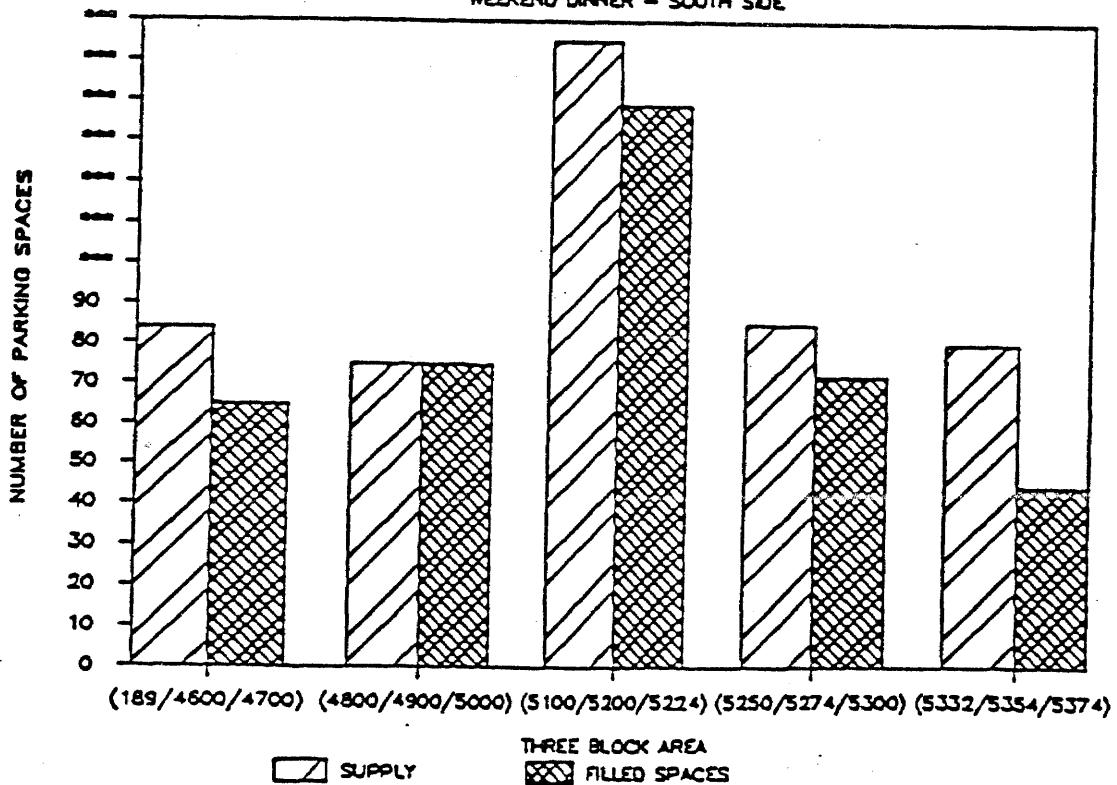
SUPPLY & DEMAND (FILLED SPACES)

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.

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

RESOLUTION NO. C- 24607

A RESOLUTION OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH DESIGNATING THE BOUNDARIES
OF PARKING-IMPACTED AREAS IN THE CITY OF LONG
BEACH

WHEREAS, the City Council has adopted various provisions regulating the parking and storage of motor vehicles in areas of the City where the inadequacy of public and private vehicle parking spaces is particularly acute; and

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

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

WHEREAS, after full consideration and upon appropriate staff recommendation, it is the desire of the City Council to designate certain areas of the City of Long Beach as being parking-impacted areas for the various purposes alluded 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 ///

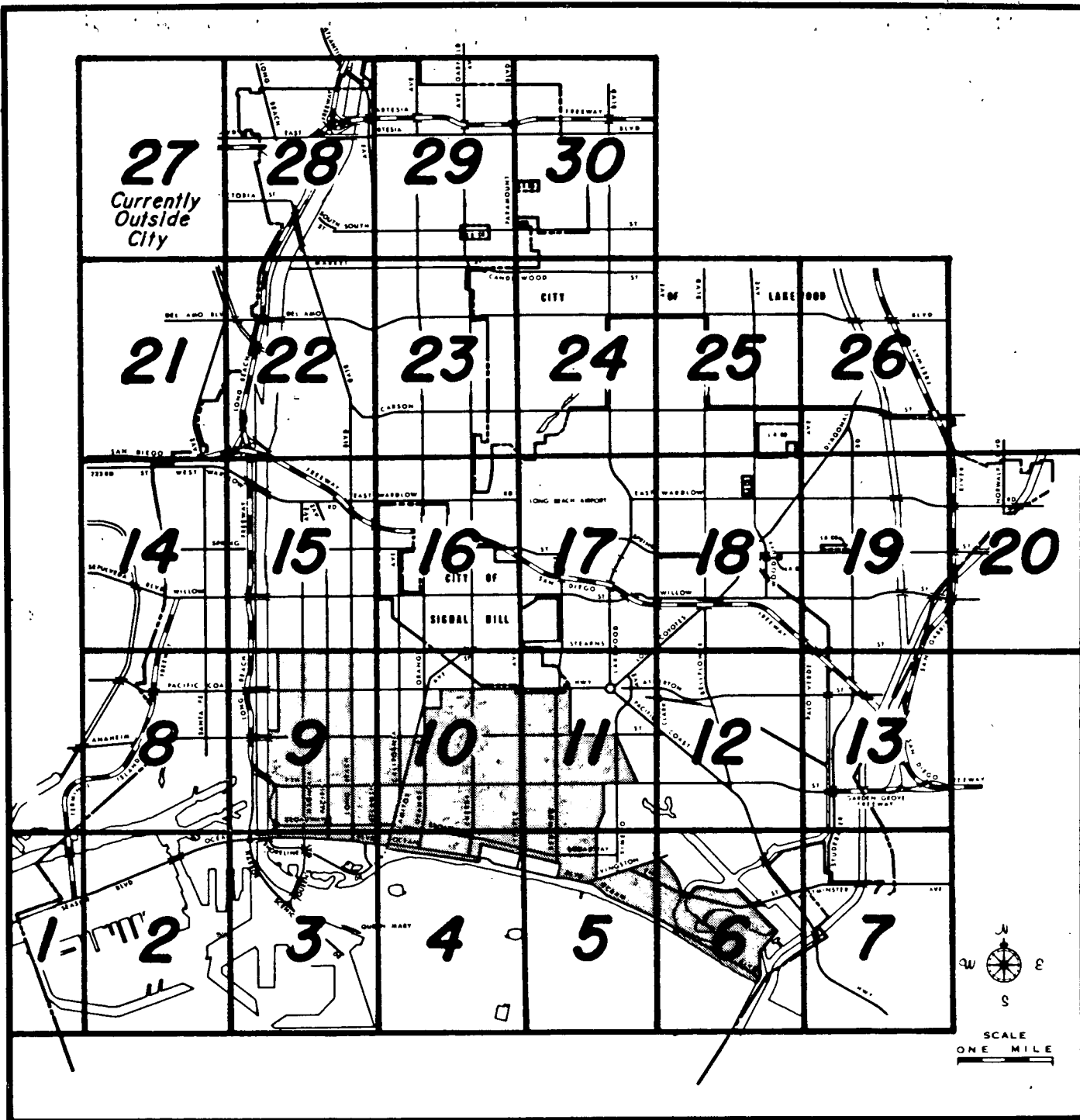
28 ///

John R. Calhoun
City Attorney of Long Beach
333 West Ocean Boulevard
Long Beach, California 90802
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City Clerk

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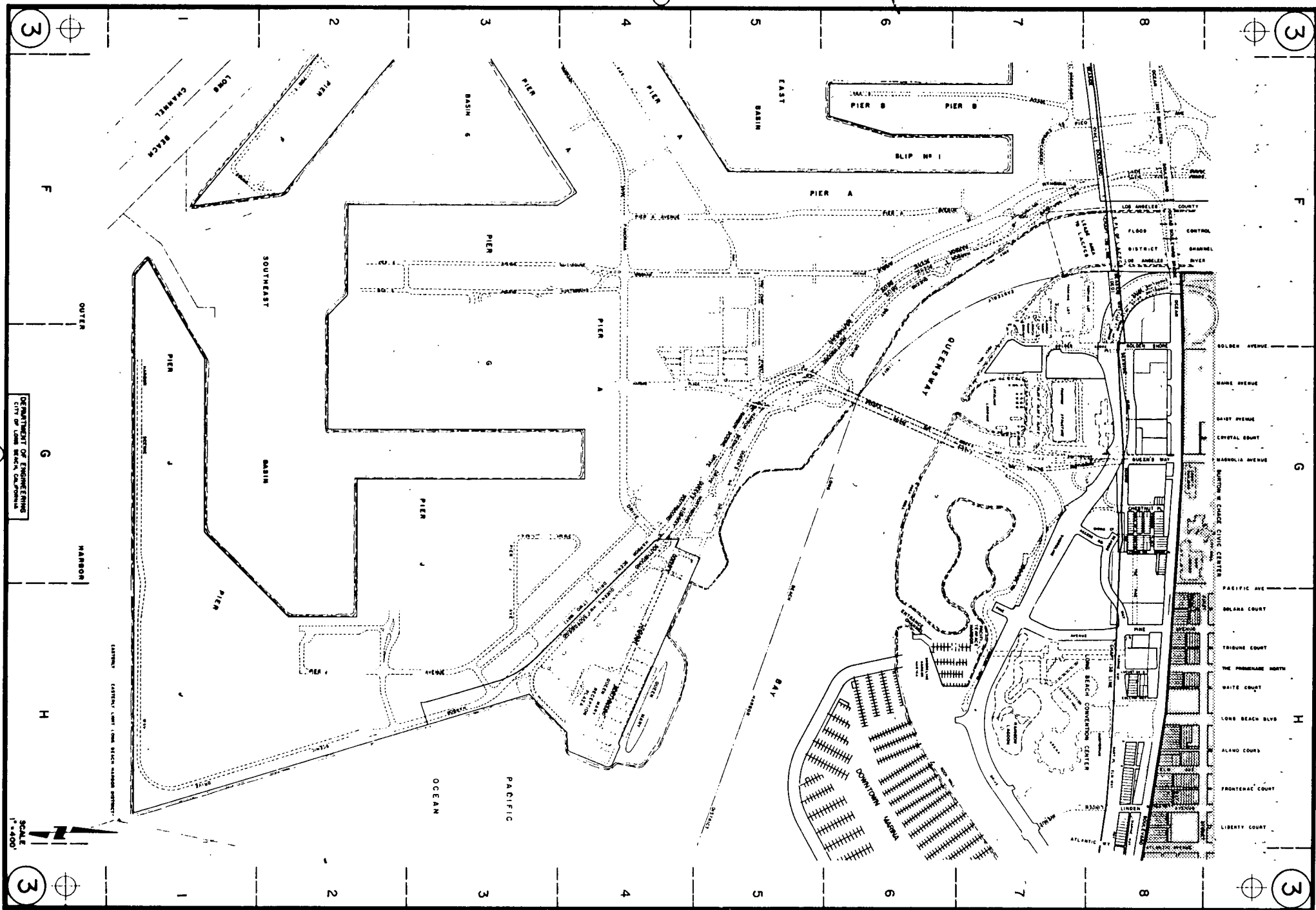
PARKING IMPACTED AREA

INCLUDING PAGES 3, 4, 5, 6, 9, 10 & 11

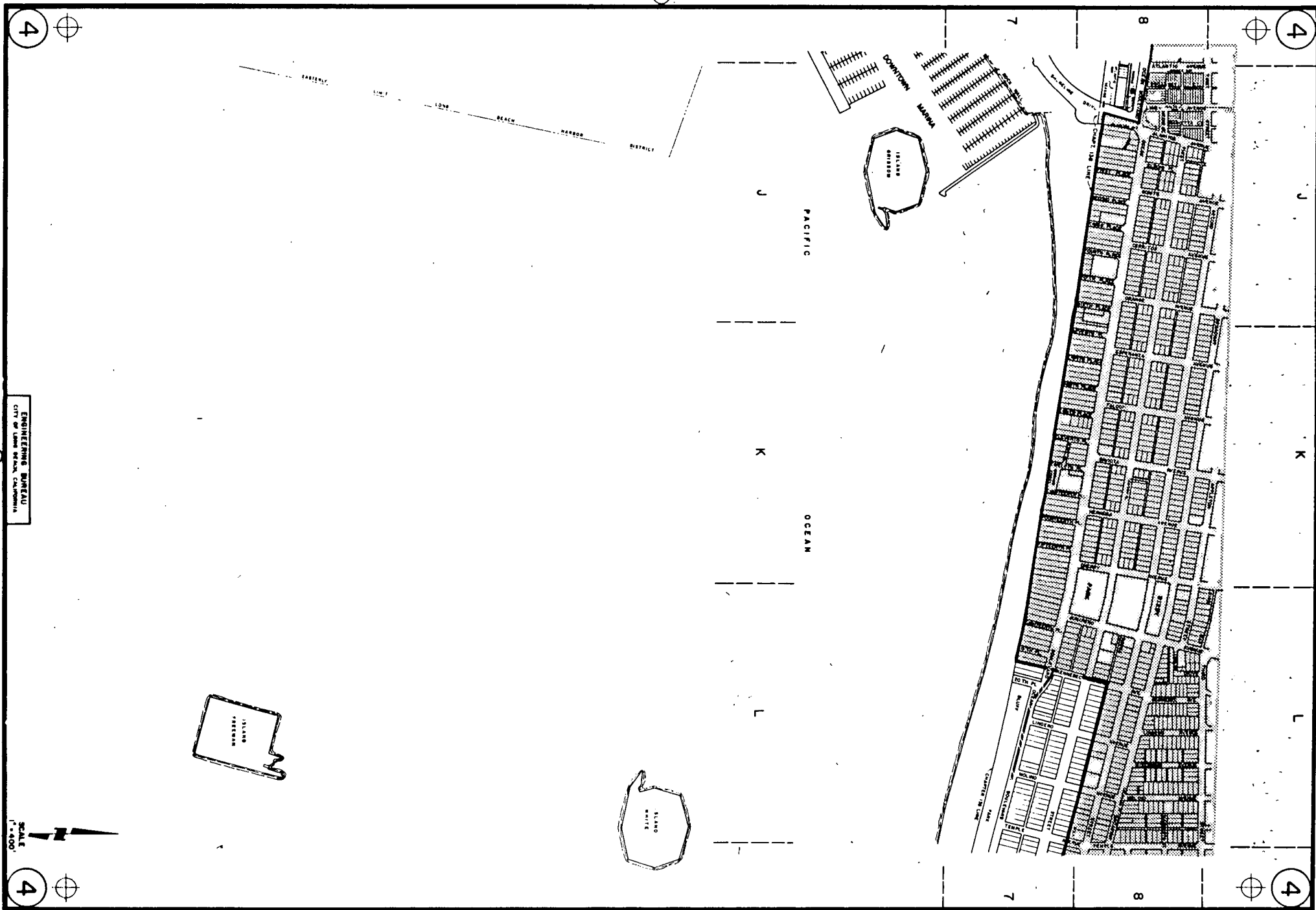
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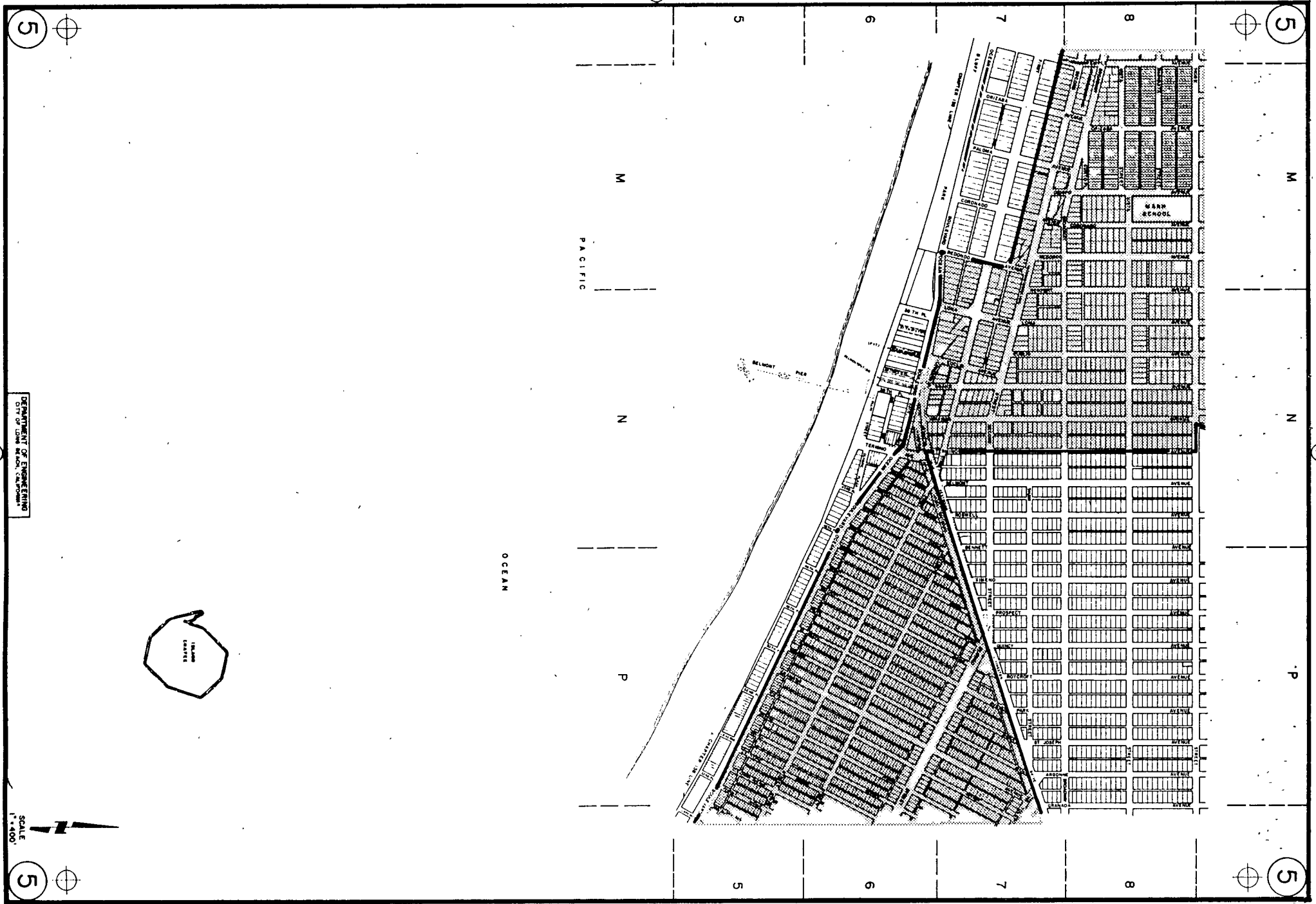
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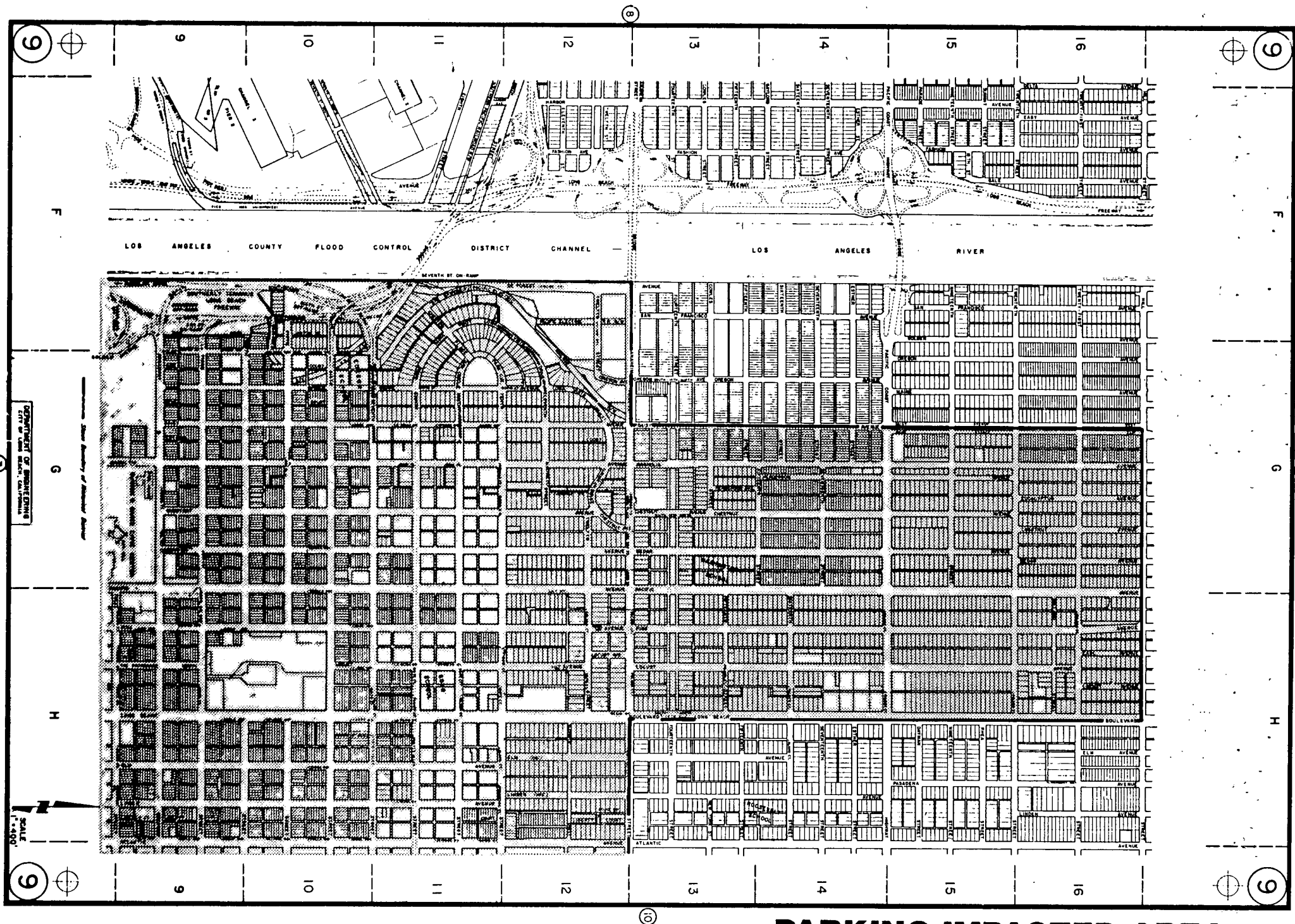
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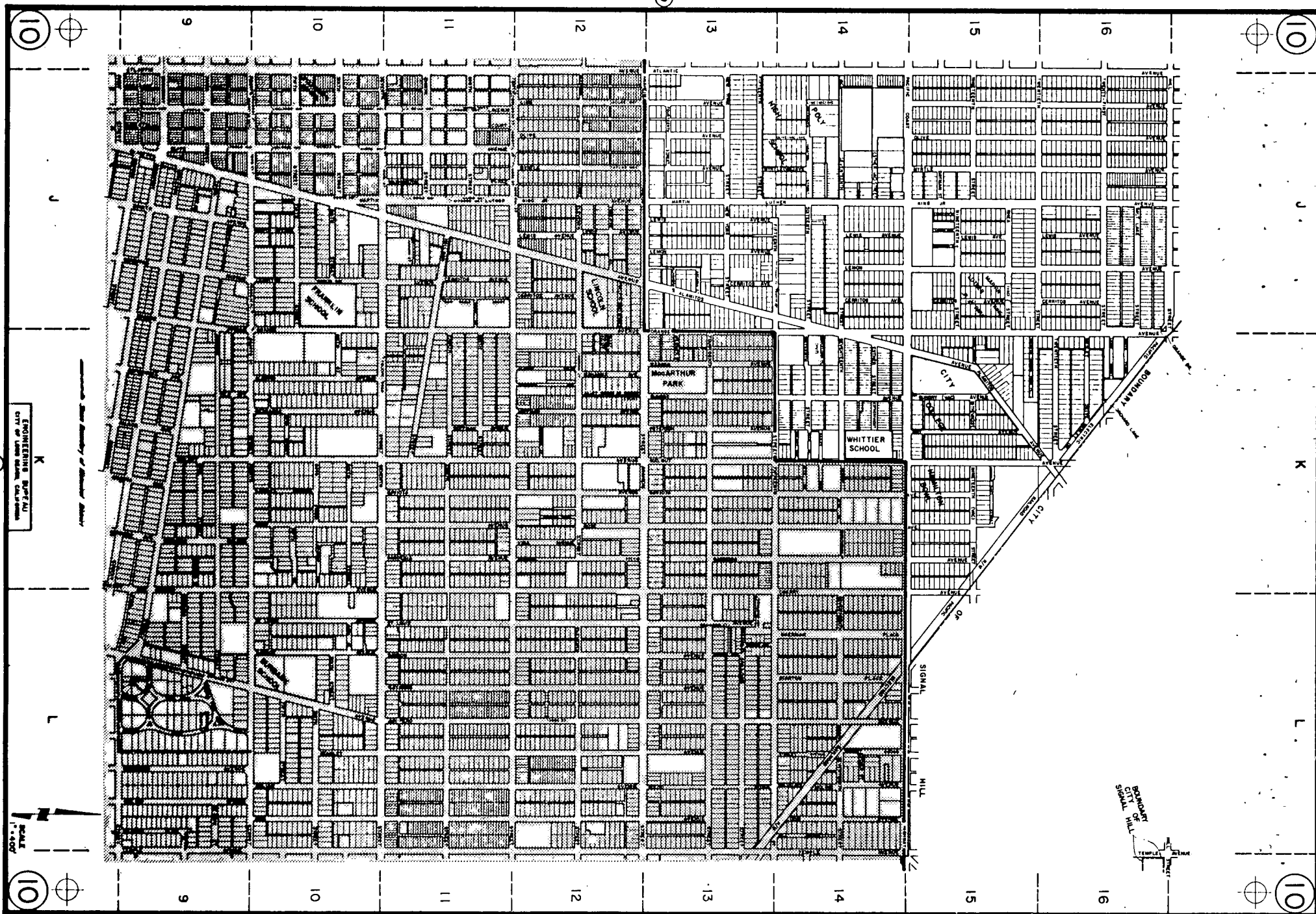
PARKING IMPACTED AREA



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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



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

LAURA STODSON #17

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1.0 INTRODUCTION

Purpose of this Report

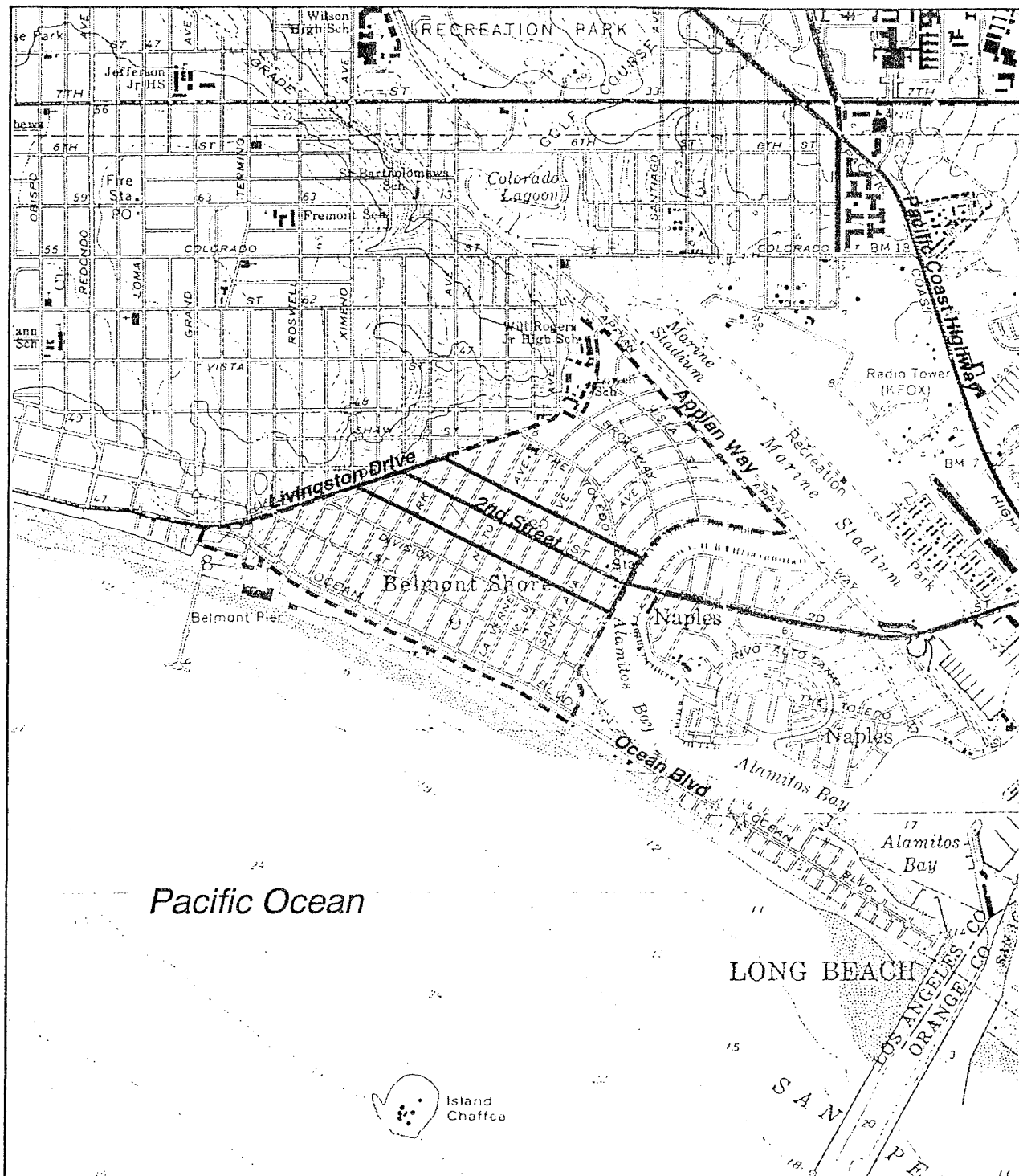
This report describes options available to address existing and anticipated long-term parking deficiencies within the Belmont Shore Second Street commercial district in Long Beach. Parking deficiencies in Belmont Shore affect both the commercial district and adjacent residential neighborhoods. However, 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

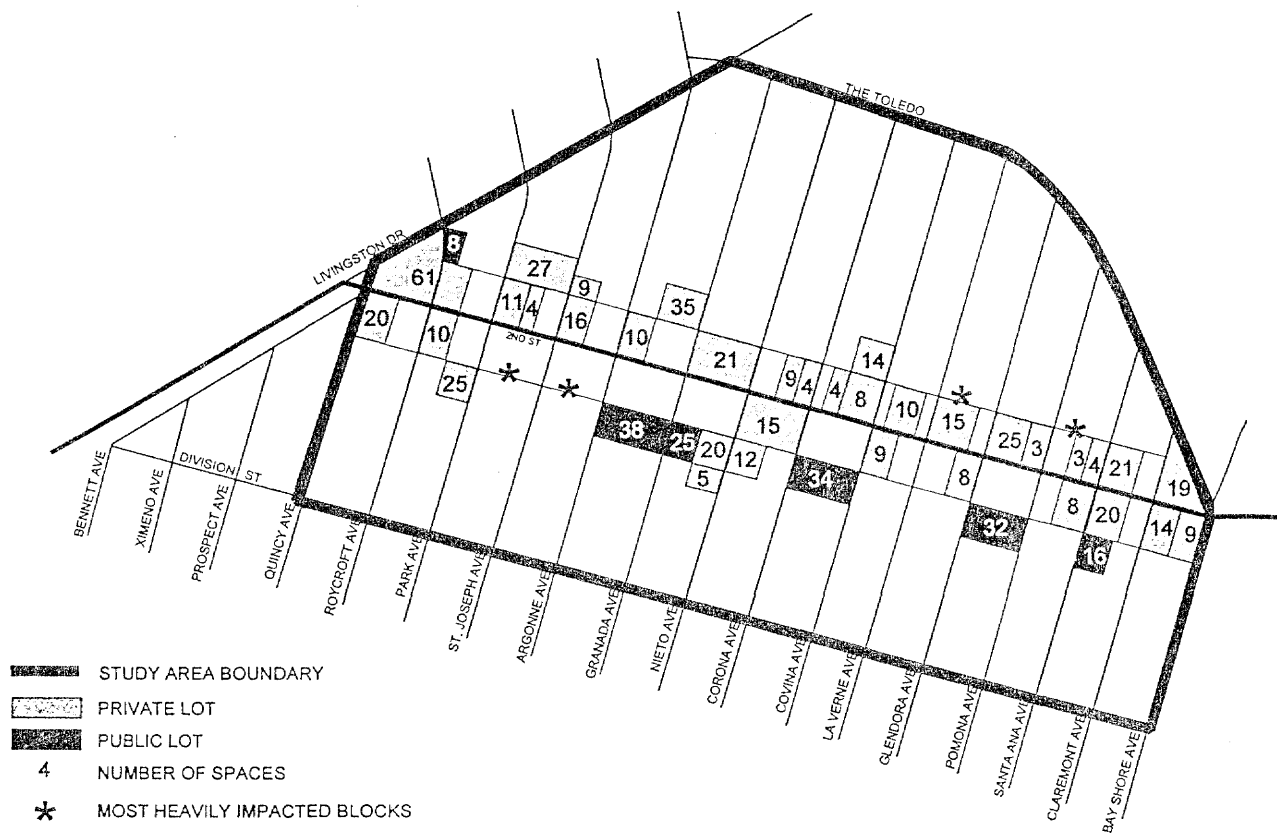


Figure 2
Off-Street Parking Inventory

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.

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.

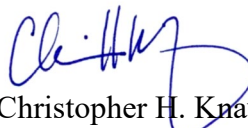
Respectfully,



Andrew P. Lee
Goldstein, Borgen, Dardarian & Ho



Meredith Weaver
Disability Rights Advocates



Christopher H. Knauf
Disability Rights Legal Center

APL/kbm

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

**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

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.

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.

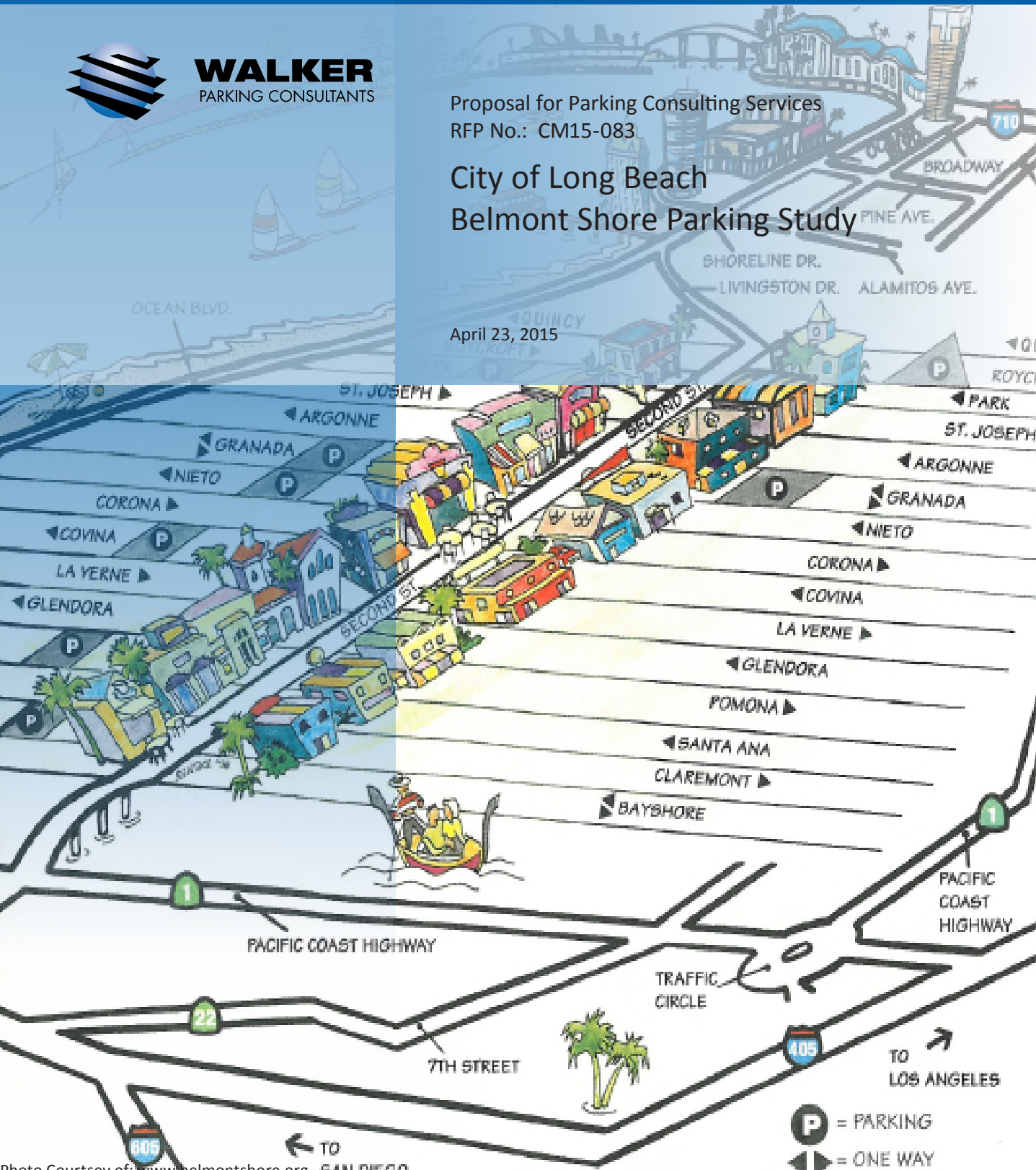


WALKER
PARKING CONSULTANTS

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

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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

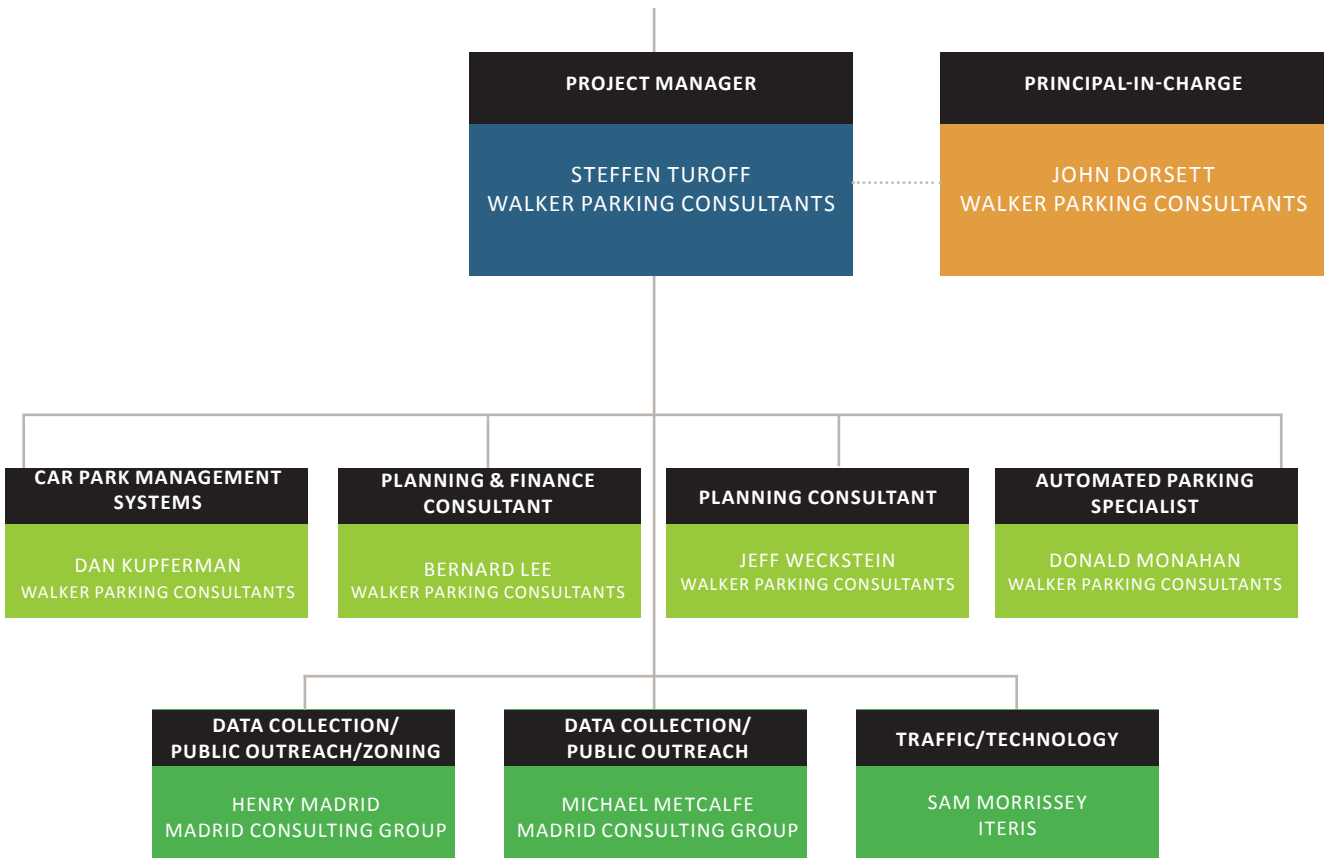
Prime Proposer Information

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

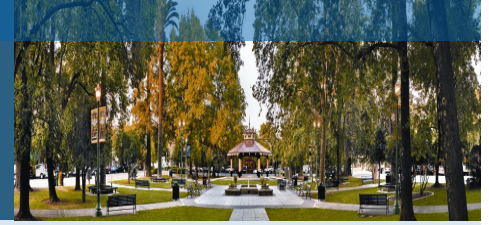
Comprehensive parking study including supply/demand study, financial feasibility analysis, and parking management strategy

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

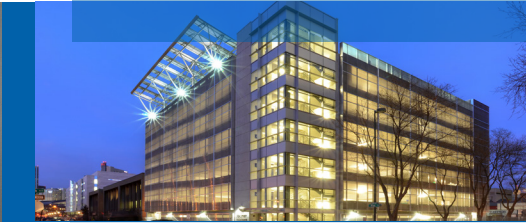
City and County of Honolulu Honolulu, HI

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

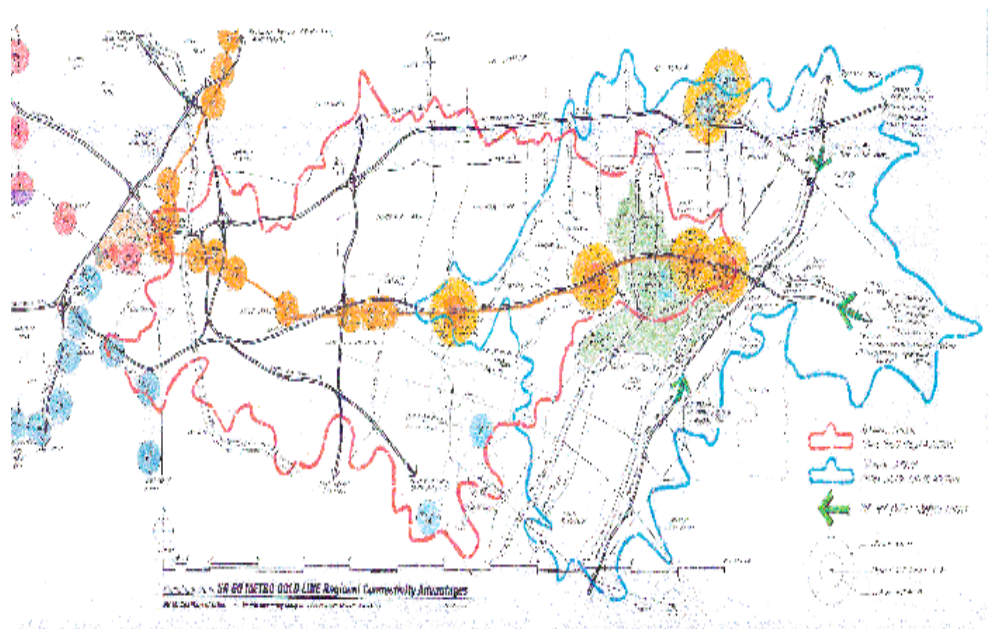
Staff assigned to reference engagement that will be designated for work per this RFQ:
Henry Madrid

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

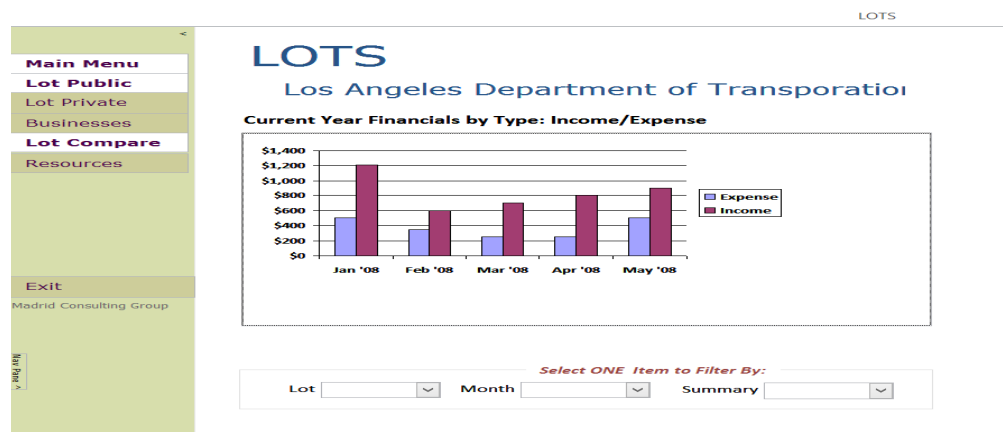
Client project manager name and telephone number: Charlie Ng, Formerly Vice Chancellor, Fiscal Services, Now Vice President-Business and Administrative Services
Mira Costa College, 760.795.6830

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 All	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

Lot 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: 230 237

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

A handwritten signature in black ink, appearing to read "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	7	4

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. 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
4. 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
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

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



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

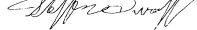
Section 4. REQUIRED DOCUMENTATION

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

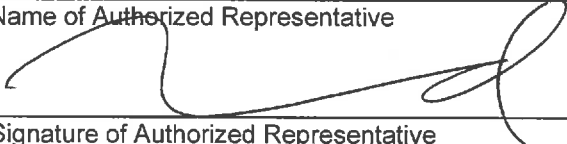
As a current or potential vendor for the City of Long Beach (City) your firm, through its business relationship with the City, may be the recipient of federal grant funds. As such, the City is required to document that neither your business entity or organization, nor any of your principals are debarred, 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

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)



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

Attachment C

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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.


4/22/15

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;
- 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.

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: DV - Zoning Administrator
Sent: Wednesday, May 17, 2023 8:42 AM
To: Maryanne Cronin; Alexis Oropeza
Subject: FW: Appealing Long Beach Zoning Admin Approval of Belmont Brewing Co. Outdoor Dining in Belmont Pier Plaza
Attachments: Belmont Brewing Company Conditions - 25 39th Place.pdf; BBC at Coastal W17c-1-1997.pdf

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: Melinda Cotton <mbcotton@hotmail.com>
Sent: Monday, May 15, 2023 10:04 AM
To: Ziff, Dani@Coastal <dani.ziff@coastal.ca.gov>; DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Cc: southcoast@coastal.ca.gov; Brian Cochrane <bshoresbrian@gmail.com>; Julie Dean <julz.travels@yahoo.com>; Corliss Lee <corlisslee@aol.com>; Jeff Miller <jeff.miller@csulb.edu>; Ann Cantrell <anngadfly@aol.com>; Anna Christensen <annachristensen259@gmail.com>; Joe Weinstein <jweins123@hotmail.com>; RAE GABELICH <hoorae1@aol.com>; glennisd@me.com
Subject: Appealing Long Beach Zoning Admin Approval of Belmont Brewing Co. Outdoor Dining in Belmont Pier Plaza

-EXTERNAL-

Hello Dani,

I apologize for bothering you, we're traveling and I don't have all the information I need.

Long Beach Zoning Administrator on May 8th APPROVED adding an Additional 500+ sq. ft. of fenced outdoor dining in Belmont Plaza (in the Coastal Appealable Zone) to their existing roughly 2000 sq. ft of Outdoor Dining previously allowed). [Attached approved May 8th BBC Conditions and also attached previous 1997 Coastal STAFF opposition to this type of encroachment in the Coastal Zone [however the Commission itself allowed it].

A number of us spoke in opposition at the Zoning Administrative hearings on May 8th and April 28th (myself, Jeff Miller, Corliss Lee of Citizens About Responsible Planning, Ann Cantrell and Anna Christiansen of Sierra Club, Julie Dean and Brian Cochrane, members of Belmont Shore Residents Assn. Board and Parking Not

Parklets group). There is strong community opposition to continued restaurant/bar takeover of Coastal Zone areas, impact on Coastal Visitors, loss of parking, negative impact on the Disabled, Environmental Justice, etc.)

We now plan to Appeal. Our question is do we need to Appeal both to the City Planning Commission (\$432 Appeal Charge) and then to Coastal Commission?? (Chuck Posner previously said we should first go the Planning Commission for a hearing, and we're willing to do that.)

Please let us know.

Thanks, Melinda

(Below my original opposition letter to the LB Zoning Administrator and I also testified publicly on May 8th.)

From: Melinda Cotton <mbcotton@hotmail.com>

Sent: Sunday, April 2, 2023 4:24 PM

To: Jonathan Iniesta <Jonathan.Iniesta@longbeach.gov>; Alexis Oropeza <Alexis.Oropeza@longbeach.gov>

Subject: OPPOSE a Local Coastal Development Permit to Belmont Brewing Company for permanent outdoor dining within the public right-of-way abutting 25 39th Pl.

Hello Jonathan and Alexis,

I urge the Planning Staff and Zoning Administrator to **turn down** the application of Belmont Brewing Company [BBC]. BBC has previously been granted significant portions of Belmont Plaza which is public property (currently more than 2,267 sq. ft.), despite the strong objections of Coastal Commission Staff in 1996. Enough is enough!

The Belmont Brewing Company has been a bad actor in its previous dealings with the Coastal Commission, in that BBC prior to 1992 had without permission taken over and walled and glassed in 402 sq ft of Belmont Plaza located in the Commission's jurisdiction! After the fact it asked for and received Commission approval to retain that area. Then in 1995 BBC asked Coastal approval for an additional 635 sq. ft. expansion, which the Commission denied. However, In 1996 BBC came back to the Coastal Commission again asking for that 600 sq. ft. of the Plaza, which the Commission permitted, over Staff's strong Objections.

The Coastal Commission's Staff Report from November 1996 (attached) recommended denial of the proposal: "Staff recommends denial of the proposed project because the proposed expansion of an enclosed commercial use into a popular public recreation area is not consistent with the Chapter 3 policies of the Coastal Act or the certified LCP. The recommendation to deny is consistent with the Commission's 1992 and 1995 actions in which it found that the remaining publicly owned area within Belmont Pier Plaza should be preserved for public use and that the BBC should not encroach any further into it. In 1992 and 1995 the Commission also found that any intensification of the BBC should be accompanied with the provision of additional parking. No parking is proposed. A denial will also protect a popular public viewpoint in Belmont Pier Plaza from the proposed encroachment."

The 1996 Coastal Commission Staff Report continued:

"Only BBC customers are permitted to use the enclosed dining area." "...because there is no on-site parking for the BBC, patrons who drive to the establishment must find parking on the streets or in nearby public beach parking lots. There are very few available on-street parking spaces in the vicinity of the BBC."

"...during the day, and especially on summer weekend days when the peak beach use hours and restaurant peak use hours coincide, BBC patrons must compete for available parking spaces in the public lot with patrons

of other nearby establishments, fishermen, roller-skaters, and beach users. During summer weekend days there is a parking shortage in the area because of heavy recreational use and because most of the commercial businesses in the area do not have on-site parking. Competition for parking in this area is fierce during these times. "

In the 25 years since the Staff Report was written the Belmont Pier, Plaza and Beach have become an even greater draw for coastal visitors with a beach bicycle and pedestrian path stretching from downtown to the Peninsula, dozens of volleyball courts, Rosie's Dog Beach, kite surfing, etc. Climate Change and more hot weather days, also bring more inland visitors to the beach. Additional restaurants have opened, as well as ICONIX Gym - all without parking of their own.

It would be a great disservice to the area to allow BBC to again expand its permanent outdoor dining area, adding many additional patrons to this congested, parking impacted area.

Again, the 2267 sq.ft. of public beachfront property BBC already uses for outdoor dining is more than enough! I ask that Planning Staff recommend Denial and that the Zoning Administrator Deny BBC's request to install "... permanent outdoor dining within the public right-of-way abutting 25 39th Pl."

Sincerely,
Melinda Cotton
40-year resident of Belmont Shore

CALIFORNIA COASTAL COMMISSION

SOUTH COAST AREA

45 W. BROADWAY, STE. 380


P.O. BOX 1450

LONG BEACH, CA 90802-4416

(310) 590-5071

W 17c

Filed: 11/7/96
49th Day: 12/26/96
180th Day: 5/6/97
Staff: CP-LB
Staff Report: 12/18/96
Hearing Date: January 7-10, 1997
Commission Action:



RECORD PACKET COPY

STAFF REPORT: REGULAR CALENDAR

APPLICATION NO.: 5-96-200

APPLICANT: Belmont Brewing Company

AGENTS: David Hansen
Chuck Greenberg

PROJECT LOCATION: 25 39th Place, Belmont Pier Plaza, City of Long Beach,
Los Angeles County.

PROJECT DESCRIPTION: A 600 square foot expansion of an existing restaurant's
enclosed outdoor dining area into the Belmont Pier
public plaza area.

SUMMARY OF STAFF RECOMMENDATION:

Staff recommends denial of the proposed project because the proposed expansion of an enclosed commercial use into a popular public recreation area is not consistent with the Chapter 3 policies of the Coastal Act or the certified LCP. The recommendation to deny is consistent with the Commission's 1992 and 1995 actions in which it found that the remaining publicly owned area within Belmont Pier Plaza should be preserved for public use and that the BBC should not encroach any further into it. In 1992 and 1995 the Commission also found that any intensification of the BBC should be accompanied with the provision of additional parking. No parking is proposed. A denial will also protect a popular public viewpoint in Belmont Pier Plaza from the proposed encroachment. The applicant disagrees with the recommendation.

LOCAL APPROVAL:

1. City of Long Beach Site Plan Review Case No. 9609-05.

SUBSTANTIVE FILE DOCUMENTS:

1. City of Long Beach Certified Local Coastal Program, 7/22/80.
2. Coastal Development Permit 5-91-821 (BBC).
3. Coastal Development Permit Appeal File A-5-LOB-95-126 (BBC).
4. City of Long Beach Patio Lease No. 20968.

STAFF NOTE:

The proposed restaurant expansion is located on public lands located seaward of the former mean high tide line (MHTL) which is represented by the Chapter 138 Line (Exhibit #2). In Long Beach the Chapter 138 Line differentiates the Commission's area of original jurisdiction (consisting of tidelands, former tidelands, submerged lands, and public trust lands), from the landward area for which the City has accepted Coastal Development Permit jurisdiction pursuant to its certified Local Coastal Program. Because the proposed development is located within the Commission's area of original jurisdiction, the Coastal Commission must act on the Coastal Development Permit application. The standard of review for development proposed in the Commission's area of retained jurisdiction (seaward of the MHTL) is the Chapter 3 policies of the Coastal Act. The certified LCP may provide guidance.

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolution:

I. DENIAL

The Commission hereby denies a permit for the proposed development on the grounds that it does not conform to the provisions of Chapter 3 of the California Coastal Act of 1976 and would have adverse impacts on the environment within the meaning of the California Environmental Quality Act.

II. FINDINGS AND DECLARATIONS

The Commission hereby finds and declares:

A. Project Description

The applicant, Belmont Brewing Company (BBC), proposes to erect a six foot high glass and stucco wall to enclose a 600 square foot portion of Belmont Pier Plaza in order to enlarge its existing 1,667 square foot outdoor dining area (Exhibit #3). The BBC is a restaurant and microbrewery located adjacent to and within Belmont Pier Plaza at the terminus of 39th Place at the base of Belmont Pier (Exhibit #2). Belmont Pier Plaza is part of the publicly owned recreational pier complex. No additional parking is proposed.

The BBC is currently located upon both private and public property. The indoor portion of the BBC is situated within a mixed-use structure located on privately owned beachfront property. However, the BBC's existing outdoor dining area is located within Belmont Pier Plaza which is public property (Exhibit #3). The currently proposed expansion of the outdoor dining area is also located entirely upon public property within Belmont Pier Plaza. The City leases this portion of the Belmont Pier Plaza to the BBC for exclusive use as an outdoor dining area.

The BBC is surrounded by several different, and sometimes conflicting, land uses. Belmont Pier Plaza fronts the BBC on both the south and east sides of the brewery (Exhibit #3). Belmont Pier, the beach bicycle path, and the public beach are located south of the BBC. The pier, plaza, and beach are popular day-use recreation areas. The pier is a popular place for fishing, strolling and embarking on whale-watching tours. Landward, to the east and west of the BBC, are residential uses comprised primarily of condominium units. Other commercial uses are located in the structure north of the BBC. The public beach/pier parking lot is located on the east side of the pier about one hundred feet east of BBC (Exhibit #2). The 174 space public beach/pier parking lot is utilized by the BBC patrons.

The BBC's existing 1,667 square foot outdoor dining area has a 7.25 foot high perimeter wall enclosing it to protect it from blowing wind and sand. Wind and sand are common problems because of the wide sandy beach located directly adjacent to Belmont Plaza and Pier. A retractable fabric roof can be extended over the existing patio area. The perimeter wall is six inches thick and is constructed with stucco, wood, aluminum and glass. The upper three feet of the wall is comprised of glass. The currently proposed dining area expansion is designed in the same manner as the existing enclosed outdoor dining area, except that the proposed perimeter wall is only six feet tall. The only access to the existing outdoor dining area is through the attached BBC restaurant and microbrewery. Only BBC customers are permitted to use the enclosed dining area.

As stated above, because there is no on-site parking for the BBC, patrons who drive to the establishment must find parking on the streets or in nearby public beach parking lots. There are very few available on-street parking spaces in the vicinity of the BBC. There is, however, a 174 space public beach parking lot adjacent to Belmont Pier and Plaza which is commonly used by BBC patrons (Exhibit #3). The lot is metered and is generally available for use during the BBC's busiest hours in the evenings and nights because the lot is not usually full at those times.

However, during the day, and especially on summer weekend days when the peak beach use hours and restaurant peak use hours coincide, BBC patrons must compete for available parking spaces in the public lot with patrons of other nearby establishments, fishermen, rollerskaters, and beach users. During summer weekend days there is a parking shortage in the area because of heavy recreational use and because most of the commercial businesses in the area do not have on-site parking. Competition for parking in this area is fierce during these times. Vons supermarket, located one-half block north of the BBC, has its own parking lot which is intensely patrolled by Vons security in order to prevent non-Vons customers from using it (Exhibit #2).

B. Previous Commission Actions

The BBC has come before the Commission on two previous occasions. On February 18, 1992, the Commission approved Coastal Development Permit 5-91-821 (BBC) permitting a portion of the BBC's existing outdoor dining area (Exhibit #5). The Commission's action occurred after the BBC had already constructed its outdoor dining area. The after-the-fact permit approved a 402 square foot portion of the outdoor dining area which is located seaward of the Chapter 138 Line (Exhibit #3). The Chapter 138 Line is the historic mean high tide line and the border between the City of Long Beach LCP jurisdiction and the Commission's original permit jurisdiction pursuant to Section 30519 of the Coastal Act. The Chapter 138 Line was delineated by the state legislature in order to define the boundary which separates the historic tidelands governed by the state from the City and private lands located inland of the historic mean high tide line. A City approved Local Coastal Development Permit (No. 77-87) approved the portion of the BBC which is located inland of the Chapter 138 Line.

In 1992, the Commission's approved the after-the-fact permit, but its adopted findings specifically limited the area which could be used for outdoor dining and protected the public's ability to access the public viewpoint located on the southwest corner of Belmont Pier Plaza (Exhibits #3 & 5 p.7). The Commission found that further private encroachments into the public areas of Belmont Pier Plaza would cumulatively impact public access by slowly taking parts of the public space for private uses, and that the remaining plaza areas should be preserved for public use with no additional public areas converted to private uses (Exhibit #5 p.8).

In regards to parking, the 1992 Commission approval did not require the BBC to provide any parking for the outdoor dining area approved by Coastal Development Permit 5-91-821 (BBC). In fact, the BBC does not provide any parking for its patrons. All patrons must use street parking or public beach and the public pier parking lots. In approving the permit, the Commission found that the proposed outdoor dining area, in association with the rest of the BBC, was a slightly less intensive use than the previous uses which occupied the BBC building (a large tavern and a retail store). The BBC was allowed to use the non-conforming parking rights of the previous use instead of providing additional parking to meet the demands of the restaurant. The Commission did also find that, "the BBC should also not expand or intensify without providing additional parking" (Exhibit #5, p.6). In order to ensure that unmitigated intensification of the BBC did not take place, the Commission required the applicant to agree in writing that any future improvements to the BBC would require a new Coastal Development Permit.

The Commission's second action affecting the BBC occurred on August 10, 1995 in an appeal of a City approved Local Coastal Development Permit No. 9502-13) City of Long Beach Local Coastal Development Permit 9502-13 approved an additional 635 square foot expansion of the BBC's outdoor dining area onto public lands located inland of the Chapter 138 Line in the Belmont Pier Plaza (Exhibit #2). The Commission received 29 appeals of the City's approval of the proposed expansion submitted by concerned residents. The appellants contended that the proposed BBC expansion was not an appropriate use of public

property; would interfere with public access to Belmont Pier, the beach, and the ocean; would interfere with public recreational use of Belmont Pier Plaza; would block public and private views to the beach, ocean, and Belmont Pier; and did not provide parking to meet the demands of the proposed project.

After a public hearing on the matter, the Commission sustained the appeal by finding that a substantial issued existed in regards to the locally approved Coastal Development Permit. The Commission then held a de novo public hearing and voted on the Coastal Development Permit application. The BBC proposal was denied by the Commission on the grounds that the proposed conversion of a public recreation area to a private commercial use was not consistent with the public access and recreation policies of the Coastal Act and was not consistent with the certified LCP (Exhibit #6). The Commission specifically found that public views protected in the certified LCP would be blocked by the proposed expansion and that the BBC failed to provide parking as required by the certified LCP.

The applicant has again applied to expand the BBC's outdoor dining area into Belmont Pier Plaza. This time the BBC dining area is extending south of the existing permitted dining area (Exhibit #3). The proposal which was denied in 1995 would have extended east of the existing permitted dining area (Exhibit #2). No additional parking is proposed to be provided for the currently proposed expansion. The currently proposed project is located entirely landward of the Chapter 138 Line within the Commission's area of original permit jurisdiction.

C. Public Access and Recreation

The proposed expansion is located within the Commission's area of original jurisdiction. Therefore, the standard of review is the Chapter 3 policies of the Coastal Act. The certified Local Coastal Program may, however, provide guidance.

The proposed expansion would not directly prevent the public from gaining physical access to the sea. However, the proposed project would deny the general public access to a portion of the Belmont Pier Plaza, a publicly owned component of the Belmont Pier recreational complex. By its very nature the proposed project would restrict use of the enclosed plaza area to customers of the BBC at the expense of the general public. The proposed outdoor dining area expansion would not only occupy an additional 600 square foot section of the plaza currently used by the general public, it would also encroach into a popular coastal viewpoint located on the southwest corner of the plaza (Exhibit #3).

Section 30213 of the Coastal Act, a public access policy, requires that the plaza's lower cost visitor and recreational facilities shall be protected and encouraged. Section 30213 of the Coastal Act states:

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

In addition, Section 30221 of the Coastal Act, a recreation policy, also requires the protection of public areas for recreational uses. Section 30221 of the Coastal Act states:

Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

Belmont Pier Plaza is a public recreational facility which the public uses without having to pay a fee for admission. The plaza is open for free use by the public 24 hours a day. Free public recreational facilities are protected as by Section 30221 as lower cost facilities. People often come to Belmont Pier Plaza to stroll, rollerblade, skate, view sunsets, people watch, and take photographs. Many people also pass through or near the plaza while biking, walking, running or skating on the beach bicycle path, or while on their way to fish off of Belmont Pier.

The site of the proposed dining area expansion is in the southwest portion of the plaza (Exhibit #3). The southwest corner of the plaza currently provides the public with an excellent viewing area where there is an unobstructed view of Downtown Long Beach, the Queen Mary, the port, Belmont Pier, Santa Catalina Island, and the rest of the beach and seascape. Public access to this important viewpoint be more difficult if the walls of the proposed dining enclosure extend next to the existing tree and planter as proposed (Exhibit #3). The viewing area will be essentially isolated from the rest of the plaza by a barrier that would be created by the proposed enclosure and the existing tree planter.

The Commission found in its 1992 and 1995 actions regarding the BBC that the remaining publicly owned area within Belmont Pier Plaza should be preserved for public use and that the BBC should not encroach any further into it. Additional commercial encroachment into the public plaza area is not an appropriate use of the limited public space in Belmont Pier Plaza.

The applicant states that the proposed project is an appropriate use of public land because the certified LCP calls for a restaurant with outdoor dining in Belmont Pier Plaza. The certified LCP does specifically state that, "Restaurants (may be) located at southern ends of pier, mid-pier, and at southern end of pier or on Plaza." However, the restaurant called for in the LCP already exists; it is the BBC. The BBC already has exclusive use of 1,667 square feet of Belmont Pier Plaza for outdoor dining. The remainder of the Belmont Pier Plaza should be protected for public recreational uses.

In fact, the certified LCP policies call for a balance between public recreational uses and commercial uses in the plaza (See Section F). Unlimited commercial use of Belmont Pier Plaza is not permitted in the LCP. In anticipation of the alteration of Belmont Pier Plaza, the LCP states that, "An open public area shall be provided on the Plaza at least as large as the existing Plaza". Additional commercial encroachment into the public plaza area would conflict with this LCP policy.

In order to balance the appropriate amount of private uses in the plaza with the public's need for lower cost recreational areas, there must be a limit on the amount of public plaza area converted to private uses. In approving Coastal Development Permit 5-91-821 (BBC) and denying Appeal No. A-5-LOB-95-126 (BBC), the Commission found that while an enclosed outdoor dining area is an appropriate use on part of the plaza and consistent with the Chapter 3 policies of the Coastal Act, further encroachments into the public areas of Belmont Pier Plaza would cause cumulative impacts on public access by slowly taking parts of the public area for private uses and would not be consistent with the Coastal Act. The Commission past findings specifically state that the remaining Belmont Pier Plaza area should be preserved for public use with no additional public areas taken for private commercial uses (Exhibit #5 p.8). Therefore, pursuant to the requirements of Chapter 3 of the Coastal Act which protect public access and recreation, the public area remaining in the plaza shall be protected for public use.

Therefore, the proposed conversion of the site to a private commercial use is not consistent with Sections 30213 and 30221 of the Coastal Act because it would interfere with the public's current use of the plaza for the above stated free recreational uses by occupying part of the plaza for private use and by obstructing public access to the remaining public areas of the plaza. Therefore, the proposed project is denied.

D. Scenic Resources

Section 30251 of the Coastal Act states in part that:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas...be visually compatible with the character of surrounding areas...

As required by the Coastal Act, the visual qualities of coastal areas shall be protected by maintaining public views to and along the ocean. The Belmont Pier Plaza provides the public with an excellent viewing areas where there is an unobstructed view of Downtown Long Beach, the Queen Mary, the port, Belmont Pier, Santa Catalina Island, and the rest of the beach and seascape. The proposed project would reduce the quality of the existing viewing opportunities in the plaza.

The southwest corner of the Belmont Pier Plaza provides an excellent viewing area where there is an unobstructed view of of the coastal areas located west and south of the Belmont Pier (Exhibit #3). Public access to the popular viewpoint would be partially obstructed if the proposed walls of the outdoor dining area encroach into it. Any additional encroachments into the viewing area would threaten the future of the viewpoint itself because it could invite future efforts to wall off the remaining small, isolated viewpoint and add it to the BBC's outdoor dining area. Section 30251 of the Coastal Act requires that development be sited and designed to protect public views to and along the coast. The proposed project is not consistent with Section 30251 and is therefore denied.

The certified LCP also contains policies to protect this popular public viewpoint. The LCP states that projects should protect, "Pedestrian access around the Plaza on the south and west perimeter of the Plaza and including a viewing platform at the foot of 39th Place extending from the south end of the Plaza a sufficient distance to provide panoramic views". The proposed project would encroach into the viewing platform identified in the above policy. In addition, the design of the proposed project does not "provide a maximum feasible amount of unobstructed views through (its) their site towards the beach and recreational facilities" as required by the certified LCP. Therefore, the design of the proposed expanded outdoor dining area is not in conformance with the certified LCP and is denied.

E. Parking

A basic goal of the Coastal Act is to protect and maximize public access to the coast. One of the methods commonly used to maximize public access to the coast is to ensure that there is enough parking available for visitors of the coast. The Commission has consistently found that a direct relationship exists between the provision of adequate parking and availability of public access to the coast. Section 30252 requires that new development should maintain and enhance public access to the coast by providing adequate parking facilities.

Section 30252 of the Coastal Act states, in part:

The location and amount of new development should maintain and enhance public access to the coast by... (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation....

In addition, the certified LCP requires the provision of parking for the expansion of existing uses in the project area. The certified LCP states:

Parking. Expansions or changes in use of private developments shall be required to provide additional parking for the expansion or change of use as required by the zoning regulations.

The existing BBC restaurant does not provide any parking. The proposed project also does not provide for any additional parking to meet the demands of the expanded outdoor dining area. All parking for BBC patrons is public parking provided by public streets and the public beach/pier parking lot. Most of the BBC's patrons park in the 174 space public beach/pier parking lot located next to Belmont Pier (Exhibit #2). The lot is metered and is generally available for use during the BBC's busiest hours in the evenings and nights because the lot is not usually full at those times. However, during the day, and especially on summer weekend days when the peak beach use hours and restaurant peak use hours coincide, BBC patrons must compete for available parking spaces in the public lot with patrons of other nearby establishments, fishermen, rollerskaters, and beach users. During summer weekend days there is a parking shortage in the area because of heavy recreational use and because most of the commercial businesses in the area do not have on-site parking.

According to the findings contained in Local Coastal Development Permit No. 77-87 (BBC) and Coastal Development Permit 5-91-821 (BBC), the BBC currently has a customer serving area which occupies approximately 3,697 square feet (including the existing outdoor dining area). Therefore, the BBC has exceeded the intensity of the use which previously occupied the building: a 2,728 square foot tavern. No grandfathered parking deficiency remains to serve the proposed project. In fact, while approving Coastal Development Permit 5-91-821 (BBC) and denying Appeal No. A-5-LOB-95-126 (BBC), the Commission found that the BBC should not further expand or intensify without providing additional parking (Exhibit #5, p.6).

The applicant contends that a grandfathered parking deficiency should allow the proposed expansion outside of the property line and out of the building envelope to be approved with no additional parking (Exhibit #8). However, the Commission found in both of its previous actions that the grandfathered parking deficiency should not be used to justify any additional physical expansions. This limit was imposed because of the existing parking deficiency in the pier area and the negative impact it would have on public access. The public parking supply for this popular coastal area is already insufficient to meet the current parking demands of the recreational, commercial and residential uses in the area.

Regardless of the Commission's previous actions, the proposed project does not provide adequate parking as required by Section 30252 of the Coastal Act. The proposed project will increase the demand for parking in the area, and would decrease the amount of parking available for beach access and pier recreation. The LCP also requires that any increase in seating capacity shall be accompanied by the provision of additional parking. Therefore, because no additional parking is provided by the proposed project, and public access will be adversely affected, the proposed project is inconsistent with the Chapter 3 policies of the Coastal Act and the certified LCP and is denied.

F. Local Coastal Program (LCP)

The proposed project is located within the LCP Sub-Area of Belmont Heights/Belmont Park (Area C) in the vicinity of 39th Place (Sub-Area 1), Belmont Pier (Sub-Area 3), and the Belmont Plaza swimming pool complex (Sub-Area 1). The certified LCP acknowledges a parking shortage in this highly utilized coastal area, and identifies 39th Place as a principal coastal access route (LCP ps. III-C-9 thru III-C-27). The certified LCP contains the following policies for LCP Area C which specifically apply to the proposed project:

Belmont Pier/Pool Complex (LCP p. III-C-11)

This LCP recommends changes to the pier and environs which will improve safety and encourage greater use by the general public. The theme of the Belmont Pier Improvement Plan is fishing and beach use. Small restaurants and shops located along 39th Place would have such a thematic motif.

New Commercial Development (LCP p. III-C-14)

In the area between 39th Place and 43rd Place south of Ocean Boulevard, there is an opportunity to create a shopping experience unique along the Long Beach shoreline. Future construction, recycling and remodeling in this area should create structures having a low profile and pedestrian scale. They should be one or two stories in height, and should be restricted to retail on the first floor. Site plans should be characterized by by openness to increase views toward and access to the beach. In the block bounded by Ocean, Termino, and Olympic Plaza, public uses of open spaces around commercial buildings should be encouraged, such as outdoor restaurants, strolling paths, benches, etc. The planned development shall have a coastal-related theme to be reviewed and approved by the Planning Commission.

General Development and Use Standards (LCP ps. III-C-22&23)

All buildings shall be located and designed to provide a maximum feasible amount of unobstructed views through their sites towards the beach and recreational facilities.

Open areas shall be landscaped and shall contain pedestrian pathways access to the public. Such access shall be guaranteed through deed restrictions. Open areas may also be utilized for outdoor dining.

Parking. Expansions or changes in use of private developments shall be required to provide additional parking for the expansion or change of use as required by the zoning regulations.

Sub-Area 1 Specific Development and Use Standards: 39th Place (LCP ps. III-C-24&25)

Vehicular access to be abandoned: 39th Place.

Pedestrian access: 39th Place.

Commercial parking shall be provided at the rate of four spaces per 1,000 square feet of floor area beyond the existing area.

Sub-Area 3 Specific Development and Use Standards: Belmont Pier & Plaza (LCP ps. III-C-25 thru 27)

Uses: Fishing pier...accessory uses...Restaurants serving various types and prices of food, and other commercial facilities in keeping with the coastal theme of the area.

Pedestrian access around the Plaza on the south and west perimeter of the Plaza and including a viewing platform at the foot of 39th Place extending from the south end of the Plaza a sufficient distance to provide panoramic views. [See Exhibit #3].

Restaurants located at southern ends of pier, mid-pier, and at southern end of pier or on Plaza.

Open Space: All portions of the sub-area shall be open except parts of the Plaza...and the restaurants and restrooms on the pier. An open public area shall be provided on the Plaza at least as large as the existing Plaza.

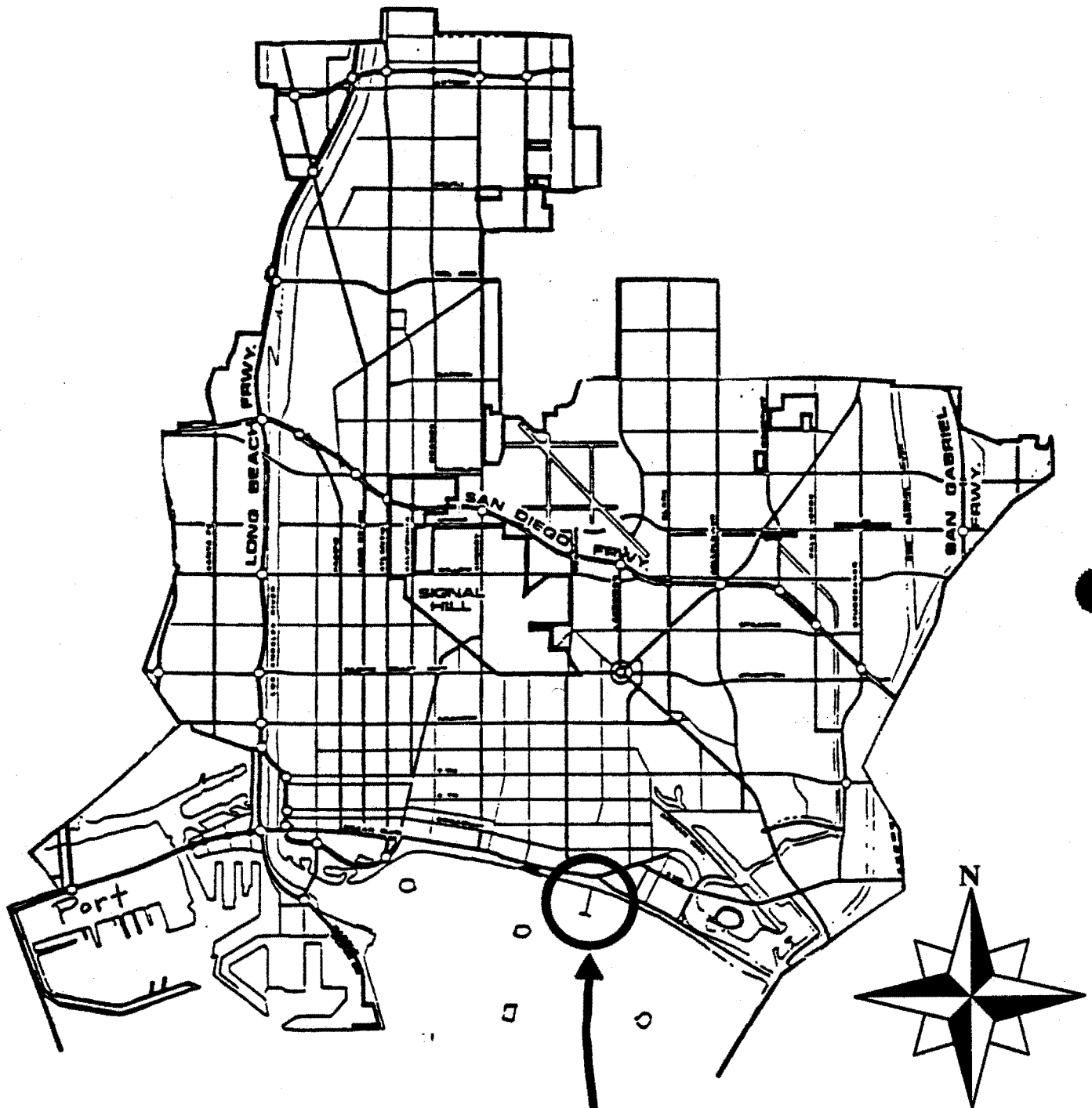
The proposed conversion of a public recreation area to a private commercial use is inconsistent with the above stated policies of the certified LCP. The size of the public area in Belmont Pier Plaza would be reduced. Public views protected in the certified LCP would be blocked by the proposed project, and no parking is provided as required by the certified LCP. Therefore, the proposed project is denied.

G. California Environmental Quality Act (CEQA)

Section 13096 Title 14 of the California Code of Regulations requires Commission approval of a Coastal Development Permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(i) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment.

The proposed project is not consistent with the requirements of the California Environmental Quality Act because the proposed project would result in significant adverse impacts to coastal access and recreation which are not mitigated. The no project alternative would not result in any adverse impacts to the environment.

City of Long Beach



Site

COASTAL COMMISSION

5-96-200

EXHIBIT # 1

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CDP application
5-96-200

BBC
Restaurant &
Tavern

39TH PLACE

Condominiums

Beach

Existing

(E) PATIO

5-91-821

5-96-200
(PROPOSED)
PATIO

CHAPTER 138TH LINE

Public
View Point

4'-0"

PLANTER (TYP)
TREE

TO BEACH
DOWN

Bicycle & Pedestrian Path

Belmont
Pier

Beach

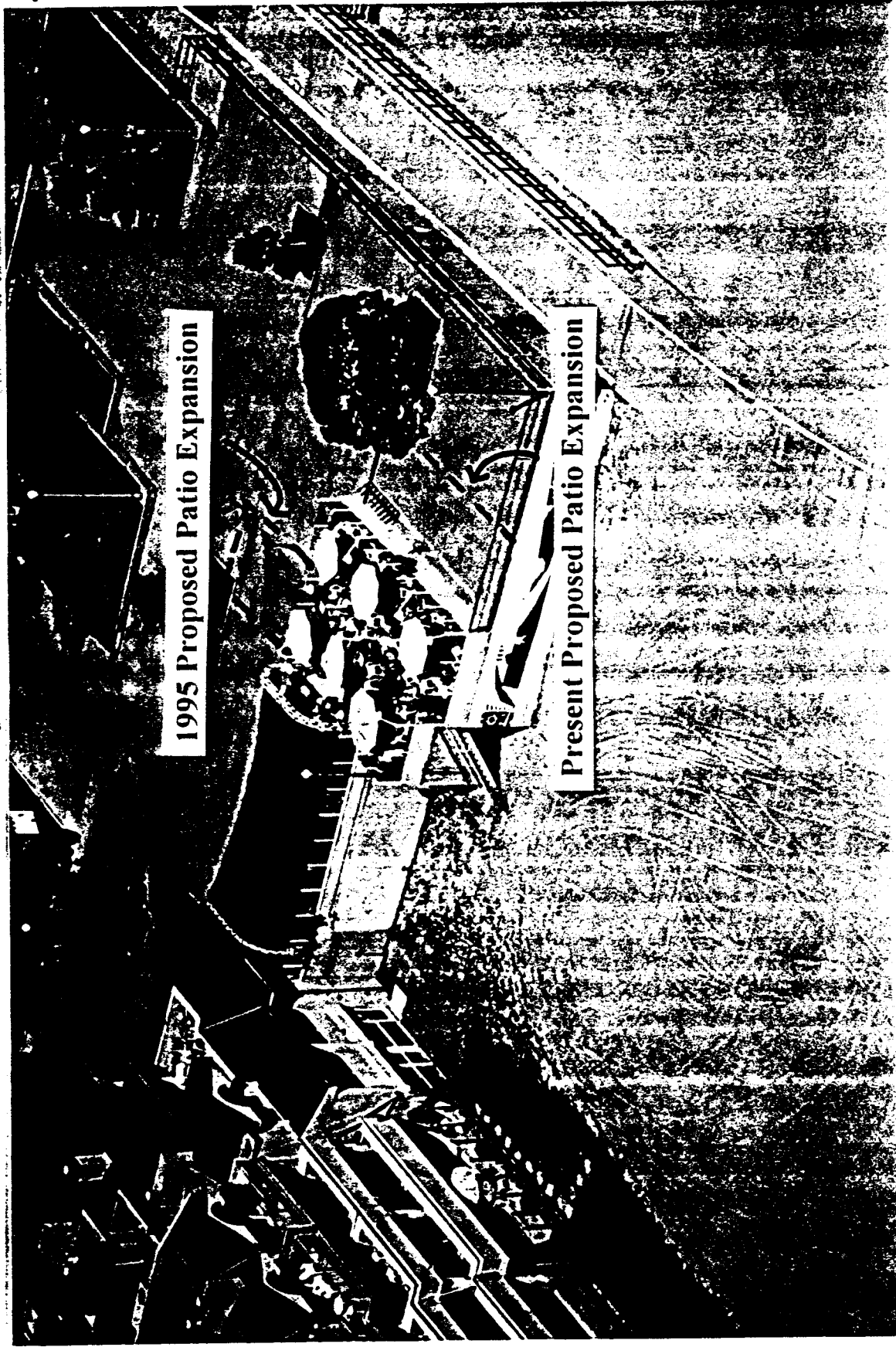
North

COASTAL COMMISSION

5-96-200

EXHIBIT # 3

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COASTAL COMMISSION

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EXHIBIT #

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CALIFORNIA COASTAL COMMISSION

SOUTH COAST AREA
245 W. BROADWAY, STE. 380
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LONG BEACH, CA 90802-4416
(213) 590-5071

Filed: 12/4/91
49th Day: 1/22/92
180th Day: 6/2/92
Staff: CP-LB *CP*
Staff Report: 12/13/91
Hearing Date: February 18-21, 1992
Commission Action: *APS 2/18/92*

**STAFF REPORT: REGULAR CALENDAR**

APPLICATION NO.: 5-91-821

APPLICANT: Belmont Brewing Company AGENT: David Hansen

PROJECT LOCATION: 25 39th Place, Belmont Pier Plaza, City of Long Beach,
Los Angeles County.PROJECT DESCRIPTION: A 402 square foot expansion of the outdoor dining area
of an existing restaurant and microbrewery.

Lot Area	15.63 acres total
Building Coverage	0 sq. ft.
Pavement Coverage	25,000 sq. ft. approx. (Belmont Pier & Plaza)
Landscape Coverage	1,000 sq. ft. approx.
Parking Spaces	45
Zoning	PD-1
Plan Designation	Planned Development
Ht abv fin grade	7 feet

LOCAL APPROVALS RECEIVED:

1. City of Long Beach Planning Department Approval in Concept, 11/21/91.
2. City of Long Beach Patio Lease No. 20968, Sublease, and Amendment.

SUBSTANTIVE FILE DOCUMENTS:

1. City of Long Beach certified Local Coastal Plan.
2. City of Long Beach Local Coastal Permit No. 77-87 and modification.
3. Coastal Act Violation File No. V-5-LOB-91-098.

SUMMARY OF STAFF RECOMMENDATION:

Staff recommends approval with conditions regarding public access, future improvements, and timing of condition compliance.

COASTAL COMMISSION

5-96-200

EXHIBIT # 5PAGE 1 OF 9

STAFF RECOMMENDATION

The staff recommends that the Commission adopt the following resolution:

I. Approval with Conditions

The Commission hereby grants, subject to the conditions below, a permit for the proposed development on the grounds that the development, as conditioned, will be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976, will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act, is located between the sea and first public road nearest the shoreline and is in conformance with the public access and public recreation policies of Chapter 3 of the Coastal Act, and will not have any significant adverse impacts on the environment within the meaning of the California Environmental Quality Act.

II. Standard Conditions

1. Notice of Receipt and Acknowledgment The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. Expiration If development has not commenced, the permit will expire two years from the date this permit is reported to the Commission. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. Compliance All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.
4. Interpretation Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. Assignment The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
7. Terms and Conditions Run with the Land These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

COASTAL COMMISSION

EXHIBIT # 5

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III. Special Conditions

1. Public Park Benches

Prior to the issuance of the permit, the applicants shall submit plans in a form and content acceptable to the Executive Director, which show the design and location of two new public park benches in Belmont Plaza. The plans must be approved by the City of Long Beach and may not contain any form of advertisements. After review and approval of the submitted plans by the Executive Director, the applicants shall provide and maintain the two public park benches in Belmont Plaza. The benches shall remain in Belmont Plaza and be maintained by the restaurant at least as long as the outdoor dining area remains on the Plaza.

2. Future Improvements

Prior to issuance of the permit, the applicant shall agree in writing, in a form and content acceptable to the Executive Director, that Coastal Commission permit 5-91-821 is for the proposed development only, and that any future additions or improvements to the property will require a permit from the City of Long Beach, the Coastal Commission or its successor agency.

3. Condition Compliance

All requirements specified in the foregoing conditions that the applicant is required to satisfy as prerequisites to the issuance of this permit must be met by April 15, 1992. Failure to comply, with such additional time as may be granted by the Executive Director for good cause, will terminate this permit.

IV. Findings and Declarations

The Commission hereby finds and declares:

The project currently under consideration is a 402 square foot portion of an existing 1,667 square foot outdoor dining area which serves a restaurant with a microbrewery. The 402 square foot portion of the outdoor dining area requires a Coastal Permit issued by the Coastal Commission because it is located seaward of the Chapter 138 line which is the historic mean high tide line and the border between the City of Long Beach LCP jurisdiction and the Commission's permit jurisdiction pursuant to Section 30519 of the Coastal Act. All projects located seaward of the historic mean high tide line, on public tidelands, or on submerged lands require a Coastal Permit issued by the Coastal Commission. The Commission's standard of review for such projects is the Coastal Act. The LCP is advisory in nature and may provide guidance.

COASTAL COMMISSION

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On January 15, 1992, the Commission opened the public hearing on the Coastal Permit for this project. After an opponent of the project brought up a question regarding the project's impacts on public access, the hearing was continued and left open so that staff could do additional analysis of the public access issue. This report contains the required additional analysis of the public access issue in the following section.

This is an after-the-fact application because the development under consideration has already been constructed under permits issued in error by the local government. The City of Long Beach approved the entire 1,667 square foot outdoor dining area in a modification to Local Coastal Permit 77-87. The City did not realize that the most seaward portion of the outdoor dining area was located seaward of the Chapter 138 line, within the Commission's permit jurisdiction.

The outdoor dining area serves the Belmont Brewing Company (BBC), a restaurant with a microbrewery located at the base of the Belmont Pier in Belmont Plaza in Long Beach (Exhibit #2). All of the indoor portion of the BBC is situated on private property. However, the entire outdoor dining area is built on Belmont Plaza which is public property. The BBC currently holds a lease which allows them exclusive use of a 1,667 square foot portion of this public area in Belmont Plaza at the base of Belmont Pier. The City of Long Beach administers the state-owned public property upon which Belmont Pier, Belmont Plaza, the public beach, a public parking lot, and the BBC's outdoor dining area are all situated. The City administers this property for the state under the Long Beach Tidelands Trust Agreement.

The BBC's 1,667 square foot outdoor dining area currently has a 7.25 foot high perimeter wall which encloses it and protects the eating area from blowing wind and sand. Blowing wind and sand is a common problem in the area because there is a wide sandy beach directly adjacent to Belmont Plaza and Pier. The wall is six inches thick and is constructed out of stucco, wood, aluminum and glass. The upper three feet of the wall is made of glass. The only access to the outdoor seating area is through the attached BBC restaurant and microbrewery, or through a gated stairway which connects the outdoor dining area to the sandy beach. Only customers are currently allowed to use the enclosed area.

The BBC is located at the base of Belmont Pier, a popular day visitor destination in Long Beach. The BBC is currently surrounded with different land uses. To the south is Belmont Pier, Belmont Plaza and the public beach; all popular day-use recreation areas. To the east and west of the BBC are residential uses comprised of condominium units. On the north side of the BBC is a commercial area of which the BBC is a component. Currently, all the different land uses in the area are coexisting with a small number of minor conflicts.

B. Public Access/Parking

One of the basic goals of the Coastal Act is to maximize public access to the coast. One of the methods commonly used to maximize public access to the coast is to ensure that there is enough parking available for visitors of the coast.

COASTAL COMMISSION

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Section 30252 of the Coastal Act states, in part:

The location and amount of new development should maintain and enhance public access to the coast by... (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation....

The subject of this application is a 402 square foot portion of an existing 1,667 square foot outdoor dining area which serves the BBC restaurant and microbrewery. This application is an after-the-fact application because the outdoor dining area has already been constructed and is currently in use as service area for the BBC. The 402 square foot portion of the outdoor dining area requires a Coastal Permit issued by the Coastal Commission because it lies within the Commission's area of primary jurisdiction.

The BBC with the 1,667 square foot outdoor dining area was approved by the City of Long Beach as part of local Coastal Permit No. 77-87. Local Coastal Permit No. 77-87, which was approved by the City of Long Beach in March of 1988, allowed the construction of a 10 condominium units and three apartments, as well as a remodel of an existing tavern and retail building in order to create a 2,030 square foot restaurant, 930 square foot fast food restaurant, and 1,000 square foot retail store.

In the approval of Coastal Permit No. 77-87, the City required 26 on-site parking places for the thirteen new residential units, but no parking was required for the two restaurants and the retail store. That is because the City allowed the project to retain non-conforming rights to parking because the approved project was not considered a change in use (see letter, Exhibit #4).

In its approval, the City found that no parking was required for the commercial uses because the project was a remodel of a building which previously contained a more intensive use that did not supply any parking. The City stated that the previous commercial uses on the site would have required 55 parking spaces under current City standards (Tavern: 2,728 sq. ft. @ 20 spaces/1,000 sq. ft.), and the approved remodel would require less parking; only 45 spaces. Therefore, the City found that no parking should be required for the approved commercial uses because the approved project required ten fewer parking spaces than the previous use would have required.

In January of 1989, the City Zoning Administrator modified Local Coastal Permit No. 77-87. The modification involved a slight change in the approved commercial uses to allow the entire commercial area to be converted to one restaurant/tavern with an on-site beer brewing kitchen and outdoor seating area (BBC). The rationale for the change was that the BBC would require less parking than the previously approved commercial uses. The modified project, with the BBC as the only commercial use, still generated less than the 55 parking places which the City had previously allowed credit for. Therefore, with the modification to the project, the City found that no parking should be required for the BBC.

Under the Commission's Interpretive Guidelines for Los Angeles County, the parking requirements for the 402 square foot portion of the outdoor dining

COASTAL COMMISSION

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Future
Parking

area currently under consideration would be eight parking places. The guidelines state that there should be one parking place provided for each fifty square feet of restaurant service area. However, in this case, because the City has found that the entire BBC restaurant/microbrewery with an outdoor dining area is a slightly less intensive use than the previous uses which included a large tavern and a retail store, the impact on coastal access parking will actually be slightly reduced. Therefore, the new BBC should not be required to provide any additional parking. However, the BBC should also not expand or intensify without providing additional parking. To ensure that unmitigated intensification does not take place, the project is conditioned to require a written agreement from the applicants which states that any future improvements to the BBC will require a Coastal Permit.

Because there is no on-site parking for the BBC, patrons who drive to the establishment must find parking on the streets or in nearby public parking lots. There are very few available on-street parking spaces in the vicinity of the BBC. However, there is a 174 space public beach parking lot adjacent to Belmont Pier and Plaza which is commonly used by BBC patrons. The lot is metered and is generally available for use during the BBC's busiest hours in the evenings and nights because the lot is not usually full at those times. However, during the day, and especially on summer weekend days when the peak beach use hours and restaurant peak use hours coincide, BBC patrons must compete for available parking spaces in the public lot with patrons of other nearby establishments, fishermen, rollerskaters, and beach users. During summer weekend days there is a parking shortage in the area because of heavy recreational use and because most of the commercial businesses in the area do not have on-site parking.

When the Belmont Pier public parking lot becomes full, people often park in a 392 space public parking lot on the east side of Olympic Plaza which is only about a five minute walk from Belmont Pier and Plaza. The 392 space lot rarely fills up, even during summer weekend days.

Therefore, because the current commercial use of the site is less intense than the previous use, the Commission finds that the proposed project will not negatively impact coastal access and is consistent with the Coastal Access policies of Section 30252 of the Coastal Act.

The Coastal Act also requires that development itself does not interfere with the public's right to access the coast.

Section 30210 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

In addition, Section 30211 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

COASTAL COMMISSION

EXHIBIT # 5

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The subject 402 square foot portion of the outdoor dining area is located in Belmont Plaza at the entrance to Belmont Pier. Both the Plaza and Pier are public areas built over the state-owned public beach. The BBC currently holds a lease which allows them to use a 1,667 square foot portion of these public areas for their own outdoor dining area (Exhibit #3). The lease was issued by the City of Long Beach under the Long Beach Tidelands Agreement with the State of California.

The BBC is a visitor serving commercial use which provides beach visitors an opportunity to enjoy the coastal atmosphere of the Belmont Shore area in Long Beach. The outdoor dining area provides BBC customers with scenic coastal views and cool seabreezes while they enjoy their meals and brews.

The BBC's outdoor dining area is only available for use by customers of the BBC. The general non-paying public is not allowed to use the 1,667 square feet of the public area in Belmont Plaza where the outdoor dining area is located. However, the public still has unrestricted access to the remainder of Belmont Pier and Plaza public areas. The total area of Belmont Plaza is approximately 15,000 square feet. All of that area is open to the public except for the 1,667 square feet used by the BBC.

People often come to Belmont Plaza to view sunsets, people watch, and photograph. In addition, many people pass by the Plaza while biking, walking, running or skating on the beach bicycle path, or while on their way to fish off of Belmont Pier. The southwest corner of the Plaza provides an excellent viewing area where there is an unobstructed view of Downtown Long Beach, the Queen Mary, the port, Belmont Pier, Santa Catalina Island, and the rest of the seascape. The southwest corner of the Plaza should remain open to the public because of its scenic resources.

Viewing
Area

The remaining public area in Belmont Plaza is sufficient to provide the same access and recreational opportunities that existed prior to the construction of the BBC's outdoor seating area. The loss of part of the public area in the Plaza can be mitigated by providing and maintaining two public park benches in Belmont Plaza. The park benches will provide more public access opportunities in the Plaza by providing the public a place to sit while they enjoy the area. Currently, there is not a place to sit or rest in Belmont Plaza, except for in the BBC. Therefore, the project is conditioned to require that the applicants provide and maintain two public park benches in Belmont Plaza. The benches shall remain in Belmont Plaza and be maintained at least as long as the outdoor dining area remains on the Plaza.

At the Commission's January 15, 1992 public hearing which was continued, a speaker stated that the outdoor dining area blocks a stairway access to the City Beach. The stairway which is blocked by the enclosed dining area is shown on Exhibit #3, and is located landward of the Chapter 138 Line in the City's LCP jurisdiction. This stairway currently serves as an emergency exit for the dining area and is not currently used as a beach accessway. The stairway formerly provided pedestrian access from Belmont Pier and Plaza to the sandy beach below. However, the blocking of the stairway does not really inhibit access to the beach in the area because there is a beach access ramp located approximately 120 feet to the east which provides excellent beach access for both bicycles and pedestrians. Therefore, the Commission finds

COASTAL COMMISSION

that beach access currently exists in this area, and the blocking of the stairway does not inhibit access to the beach.

If the applicant is required to reopen the stairway to the public, there will be two beach accessways in the same vicinity. By providing public access to the stairs, the applicant would lose approximately eighty square feet of the outdoor service area (four seats).

Public
Use of
Plaza

As conditioned, the proposed project will have a minimal impact on public access in Belmont Plaza, minimal impact on beach access, and will have no impact on public access to Belmont Pier. However, further encroachments into the public areas of Belmont Plaza will cause cumulative impacts on public access by slowly taking parts of the public area for private uses. No more public area in Belmont Plaza should be taken from public use. All of the remaining public area in the Plaza should be preserved for public use. Therefore, the project is conditioned to require that the applicants agree in writing that any future improvements to the RBC will require a Coastal Permit.

Only as conditioned is the proposed project consistent with Sections 30210 and 30211 of the Coastal Act.

C. Violation

Although some of the development has taken place prior to submission of this permit application, consideration of the application by the Commission has been based solely upon the Chapter 3 policies of the Coastal Act. Review of this permit does not constitute a waiver of any legal action with regard to any violation of the Coastal Act that may have occurred. The Commission will act on this application without prejudice and will act on it as if none of the existing development had previously occurred.

There is currently a Coastal Act Violation File open for the subject project. The file number is V-5-1.08-91-098. The violation involves development without a valid Coastal Permit. Approval and issuance of this Coastal Permit Application as conditioned will effectively rectify the Coastal Act Violation. Once the violation is rectified, the violation file can be closed. Therefore, the project is conditioned to require that the applicant comply with all special conditions by April 15, 1992 to ensure that the violation is resolved in a reasonable amount of time.

D. Local Coastal Program

Section 30604(a) of the Coastal Act provides that the Commission shall issue a Coastal Permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program which conforms with Chapter 3 policies of the Coastal Act:

(a) Prior to certification of the Local Coastal Program, a Coastal Development Permit shall be issued if the issuing agency, or the commission on appeal, finds that the proposed development is in conformity with the provisions of Chapter 3 (commencing with Section

COASTAL COMMISSION

EXHIBIT # 5
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30200) of this division and that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200). A denial of a Coastal Development Permit on grounds it would prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200) shall be accompanied by a specific finding which sets forth the basis for such conclusion.

The City of Long Beach Local Coastal Program was certified by the Commission on July 22, 1980. Because the project is located seaward of the former mean high tide line, the LCP is advisory in nature and may provide guidance. The standard of review for this project is the Coastal Act.

The LCP includes policies which address development in and around Belmont Plaza and Belmont Pier (LCP: Section III-C). The LCP states that there is a parking shortage in the area, and that a new 300 space public parking lot on the north side of Belmont Pier should be constructed in the future to relieve the parking shortage. The LCP also states that the south and west area of Belmont Plaza should be open to pedestrian access to provide panoramic views.

Finally, the LCP explicitly states that a new restaurant should be established on the Belmont Pier Plaza (LCP Policies: pg.52). The BBC is the restaurant to which the LCP refers.

Therefore, the project, only as conditioned, complies with the policies of the LCP and the Coastal Act. Approval of the project cannot prejudice the local government's ability to prepare a certifiable LCP because the City of Long Beach LCP was certified in 1980.

E. CEQA

Section 13096(a) of the Commission's administrative regulations requires Commission approval of Coastal Development Permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(i) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment.

There are no negative impacts caused by the proposed development which have not been adequately mitigated. Only with the imposed special conditions of approval can the project be found to be consistent with CEQA and the policies of the Coastal Act.

3143E:CP

COASTAL COMMISSION

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CALIFORNIA COASTAL COMMISSION

SOUTH COAST AREA

245 W. BROADWAY, STE. 380

P.O. BOX 1450

LONG BEACH, CA 90802-4416

(310) 590-5071

Date: 15 August 1995Commission Appeal # A5-LOB-95-126

COMMISSION NOTIFICATION OF FINAL APPEAL ACTION

TO: David Hansen

FROM: , California Coastal Commission

RE: Appeal of Local Permit # A5-LOB-95-126 to the California Coastal CommissionName of Applicant Belmont Brewing companyProject Description, Location construction and use of a 635 sq. ft. expansion of an existing restaurant's outdoor dining area onto the Belmont Pier public plaza area at 25 39th Place, Belmont Pier Plaza, Long Beach, Los Angeles Co.Local Decision Approval with Conditions: CP 9502-13

Pursuant to 14 Cal. Code of Regulations Section 13120, please be advised that the California Coastal Commission, on 10 August 1995, took the following final action on this appeal:

A. no substantial issueB. X substantial issue1. approval2. approval with conditions3. X denial

Any terms and conditions of the local decision remain unchanged where the Commission vote is "no substantial issue." Where the Commission vote is "substantial issue", and then "approval" or "approval with conditions" or "denial" on the de novo application, the Commission decision replaces the local coastal permit decision. Approval by the Commission may include modified or Commission-imposed conditions; if so, they are attached.

Please contact us if you have any questions.

CP:b11

5050F

COASTAL COMMISSION

5-96-200EXHIBIT # 6PAGE 1 OF 1



CITY OF LONG BEACH

Department of Parks, Recreation and Marine

2760 Studebaker Road, Long Beach, CA 90815-1697

PROOF OF APPLICANTS INTEREST IN PROPERTY

August 20, 1996

David Hansen
Belmont Brewing Company
25 Thirty-Ninth Place
Long Beach, CA 90803

RECEIVED

SEP 19 1996

CALIFORNIA
COASTAL COMMISSION
SOUTH COAST DISTRICT

Dear Mr. Hansen:

This letter serves as notice of my approval of your proposal to construct a 591 square foot patio to the south of the existing Belmont Brewing Company outdoor dining area. The proposal to construct the patio at grade, to surround the space with a stucco wall and wind screen and to provide access through the existing patio make sense in light of your interest in expanding dining area and the current use and configuration of the Plaza area.

Please note that I am providing you with notice of my approval as a representative of the City in its function as your landlord. This notice does not take the place of any regulatory approvals necessary to obtain planning or building permits.

Sincerely,

Ralph S. Cryder

Ralph S. Cryder
Director

RSC:glw

5-96-200

COASTAL COMMISSION

5-96-200

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PAGE 1 OF 1

APPENDIX F



25 THIRTY-NINTH PLACE
LONG BEACH,
CA 90803
(310) 433-3891
(310) 434-0604 (FAX)

August 7, 1995

RECEIVED

SEP 19 1996

CALIFORNIA
COASTAL COMMISSION
SOUTH COAST DISTRICT

Chuck Damm
California Coastal Commission
245 Broadway
Long Beach, Ca. 90802

5-96-210

Dear Mr. Damm:

You requested additional details as to the compliance of the proposed Belmont Brewing Company patio expansion with the City parking requirements. The City of Long Beach found that the proposed expansion does meet the applicable parking standards as the following explains.

The Belmont Brewing Company project was subject to certain pre-existing nonconforming rights to parking. Belmont Brewing Company applied with the City of Long Beach for a modification of the conditions of approval dated March 10, 1988, revised March 24, 1988 (Permit No. 77-87), as authorized by item 4 of the general requirements.

Special Condition #30 stipulates restaurant, tavern, fast food, and retail uses in the remodeled commercial building on 39th Place. The request for modification was to allow the entire area and leased patio space to be a restaurant and tavern with on site beer brewing kitchen. This modification was approved because the modification required fewer parking spaces when measured by applicable parking standards.

The prior uses generated 55 non-conforming parking rights. See p. 5 of Staff Report for Local Coastal Permit No. 5-91-821, attached to the Staff Report on this Project as Exhibit 5.

The parking requirements for the project, were as follows:

Tavern	930	20/1000	18.6
Restaurant	1339	10/1000	13.4
Patio Dining	1600	10/1000	16.0
Total Required spaces modified use			48

That is, the modification of use resulted in an excess of nonconforming parking rights. It should be noted that the patio space indicated above includes the 402 square feet subject to Permit No. 5-91-821.

COASTAL COMMISSION

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Chuck Damm
California Coastal Commission
August 7, 1995
Page Two

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The City Council approved utilization of these nonconforming parking rights for "six hundred square feet of additional space contiguous to the Premises", granted in an option in section 38 of the Lease between the City and Belmont Brewing Company. The Lease, specifically approved by the City Council, provides in section 38 that:

Parking for the additional space has been approved in accordance with modifications to the conditions of approval, which modifications are attached hereto as Exhibit 'C', incorporated herein by reference.

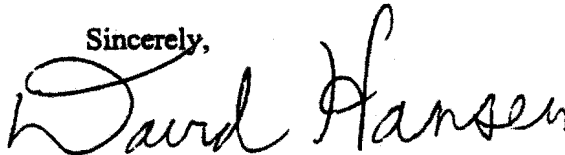
The option has been exercised, and the City has determined that the option applies to the proposed space. A Copy of Exhibit C is attached.

While there has been some minor variations in the computations shown on exhibit C and those indicated in the Staff Report, both computations result in sufficient remaining non-conforming rights applicable to this project. Further, the parking standards for sub-area 1 of the LCP provide for commercial parking spaces "at the rate of four spaces per 1,000 sq. ft. of floor area beyond the existing floor area." LCP p. III C-25 section 4A.

That is, the proposed project has met the applicable parking requirements of the City of Long Beach and the LCP, however they are calculated. The project has satisfied the General development and use standard for the Belmont Pier Planned Development Area, cited in the Staff Report, which provides that expansions ... of private developments shall be required to provide additional parking for the expansion ... as required in the zoning regulations."

As the section of the lease quoted above indicates, utilization of the nonconforming parking rights with this proposed expansion was contemplated and planned, approved, in conjunction with the City of Long Beach from its inception.

Sincerely,



David Hansen

enc.

COASTAL COMMISSION

5-96-200

EXHIBIT # 8

PAGE 2 OF 2

**LOCAL COASTAL DEVELOPMENT PERMIT
CONDITIONS OF APPROVAL**

25 39th Place

Application No. 2301-16 (LCDP23-001)

May 8, 2023

Special Conditions:

1. This approval is for a 525-square-foot outdoor dining patio located on the public right-of-way subject to Chapter 14.14, Occupation of Public Walkways, of the Long Beach Municipal Code, as shown on the approved plans found in the project file and as amended herein.
2. All business operations shall occur completely within private property.
3. All required local and state permits shall be acquired including, but not limited to, a renewable encroachment permit issued by the Department of Public Works as outlined in Chapter 14.14 of the Long Beach Municipal Code.
4. Failure to maintain an active and paid encroachment permit from the Department of Public Works shall be grounds for revocation of this Local Coastal Development Permit.
5. Upon termination of this permit, whether by revocation or otherwise, the permittee shall remove all installations authorized by this permit.
6. The outdoor patio shall meet the guidelines and regulations set forth by Long Beach Public Works and as outlined in Chapter 14.14 of the Long Beach Municipal Code, including but not limited to, operations, maintenance, and public access.
7. Prior to the operation of the outdoor dining area within the public right-of-way subject to this permit, an outward facing sign shall be installed on the railing of the dining area indicating that seating within this outdoor area is available to the public and no purchase is necessary. The final sign shall be subject to approval by the Director of Public Works, or designee, and shall be maintained for the duration of the encroachment permit.
8. The operator shall discourage the locking of bicycles on the railing of the outdoor dining area. Outward facing signage shall be installed on the railing prohibiting the locking of bicycles to the patio area. The sign shall be subject to approval by the Director of Public Works, or designee, and shall remain onsite at all times an active encroachment permit exists onsite.
9. The outdoor patio shall be maintained in conformance with the approved plans; notwithstanding:
 - a. Ambient string lighting shall be removed unless the permittee demonstrates such lights do not pose any negative impacts to wildlife by providing a light impact analysis prepared by a qualified professional and reviewed by a

- qualified biologist. The assessments shall be subject to the review and approval of the Zoning Administrator.
 - b. Any proposed lighting shall be shielded downward and produce a maximum 0.10-foot candle on the adjacent trees.
 - c. Keynote 8, clear tempered glass windscreen, shall be revised to include bird-safe treatments, that may include bird-safe fritting or Ultra Violet coating.
10. Any expansion of the dining area shall be subject to a modification to this Local Coastal Development Permit.
11. No shade installations, umbrellas, cloths, awnings, or other accessories and devices may be installed on the patio unless approved herein.
- a. Existing umbrellas onsite shall be removed as part of this approval.
12. Any outdoor ambient music shall meet the decibel range and hours of use as stipulated by the local noise ordinance.
13. There shall be no standing in the patio area.
14. Prior to the operation of the outdoor dining area, the business operator shall provide a transportation demand management (TDM) plan, to the satisfaction of the Director of Development Services, that includes a menu of strategies to assist in multimodal transportation options for employees and patrons, which include, but are not limited to:
- a. Promote the use of public transportation and offer reimbursement of bus fares incurred to and from the workplace on scheduled shifts days.
 - b. Organize to the extent feasible a carpool program for employees and schedule shifts to benefit this program.
 - c. The permittee shall work with the Department of Public Works to request and install a minimum of two additional bike racks. The final location of the bike racks is subject to the approval of the Public Works Director. To the extent feasible the bike racks shall be located in the area to the north and/or south of the outdoor patio area.
15. Security cameras shall be installed and maintained in good operating order to ensure monitoring of the outdoor patio.
16. Hours of service to the outdoor patio shall end no later than 10:00 pm daily.
17. Noise levels emanating from the project's outdoor dining areas shall not exceed applicable noise standards specified in Long Beach Municipal Code Section 8.80.15 – Exterior Noise Limits.

18. The operator shall clean the permit area and the immediate vicinity of trash and debris generated from the outdoor patio area on a daily basis and at minimum two times a day.
19. There shall be no exterior advertising or signage of any kind, including advertising directed to or visible from the exterior of the establishment, promoting or indicating the availability of beer, wine or other alcoholic beverages.
20. The operator shall maintain full compliance with all applicable laws, Alcohol Beverage Control laws/licensing, ordinances, and stated conditions. In the event of a conflict between the requirements of this permit, Local Coastal Development Permit, or Alcoholic Beverage Control license, the more stringent regulation shall apply.
21. The Applicant is hereby advised that sea level rise could potentially cause physical hazards, such as beach erosion, flooding, and saltwater intrusion upon the subject property. This condition of approval serves in an advisory capacity and does not constitute a vulnerability assessment. The Applicant is encouraged to include adaptive capacity in development with measures such as waterproofing, flood shields, watertight doors, moveable flood walls, partitions, and other floodproofing techniques.
22. During construction and operation, the developer shall implement Best Management Construction methods minimize water runoff and debris in accordance with all applicable state, regional, and local requirements.
23. No trees within the public right-of-way shall be trimmed or removed as part of this Local Coastal Development Permit.
24. If initial construction activities take place during the bird nesting season (January through September), a nesting bird survey should be performed by a qualified biologist within three days of such activities to determine the presence/absence, location, and status of any active nests on-site or within 100 feet of the site. The findings of the survey should be summarized in a report to be submitted to the City of Long Beach prior to undertaking construction activities at the site.
 - a. If nesting birds are found on-site, a construction buffer of 500 feet for nesting raptors or threatened or endangered species and 100 feet of all other nesting birds should be implemented around the active nests and demarcated with fencing or flagging. Nests should be monitored at a minimum of once per week by the qualified biologist until it has been determined that the nest is no longer being used by either the young or adults. No ground disturbance should occur within this buffer until the qualified biologist confirms that the breeding/nesting is completed, and all

the young have fledged. If project activities must occur within the buffer, they should be conducted at the discretion of the qualified biologist.

- b. If no nesting birds are observed during pre-construction surveys, no further actions would be necessary.

Standard Conditions:

25. This permit and all development rights hereunder shall terminate three years from the effective date of this permit unless construction is commenced, or a time extension is granted, based on a written and approved request submitted prior to the expiration of the three-year period as provided in Section 21.21.406 of the Long Beach Municipal Code.
26. This permit shall be invalid if the owner(s) and/or applicant(s) have failed to return written acknowledgment of their acceptance of the conditions of approval on the *Conditions of Approval Acknowledgment Form* supplied by the Planning Bureau. This acknowledgment must be submitted within 30 days from the effective date of approval (final action date or, if in the appealable area of the Coastal Zone, 21 days after the local final action date). Prior to the issuance of a building permit, the applicant shall submit a revised set of plans reflecting all of the design changes, if any, set forth in the conditions of approval to the satisfaction of the Zoning Administrator.
27. If, for any reason, there is a violation of any of the conditions of this permit or if the use/operation is found to be detrimental to the surrounding community, including public health, safety or general welfare, environmental quality or quality of life, such shall cause the City to initiate revocation and termination procedures of all rights granted herewith.
28. In the event of a transfer of ownership of the property involved in this application, the new owner shall be fully informed of the permitted use and development of said property as set forth by this permit together with all conditions, which are a part thereof. These specific requirements must be recorded with all title conveyance documents at the time of closing escrow.
29. All conditions of approval must be printed verbatim on all plans submitted for plan review to the Planning and Building Bureaus. These conditions must be printed on the site plan or a subsequent reference page.
30. All plans submitted for plan review must explicitly call out and describe all materials, textures, and colors approved by the Zoning Administrator. No substantial changes shall be made without prior written approval of the Zoning Administrator.
31. The Director of Long Beach Development Services is authorized to make minor

modifications to the approved design plans or to any of the conditions of approval if such modifications shall not significantly change/alter the approved design/project. Any major modifications shall be reviewed by the Zoning Administrator.

32. Site development, including landscaping, shall conform to the approved plans on file in Long Beach Development Services. At least one set of approved plans containing Planning, Historic Preservation, Building, Fire, and, if applicable, Redevelopment and Health Department stamps shall be maintained at the job site, at all times for reference purposes during construction and final inspection.
33. All landscaped areas must be maintained in a neat and healthy condition. Any dying or dead plant materials must be replaced with the minimum size and height plant(s) required by Chapter 21.42 (Landscaping) of the Zoning Regulations. At the discretion of City officials, a yearly inspection shall be conducted to verify that all irrigation systems are working properly and that the landscaping is in good healthy condition. The property owner shall reimburse the City for the inspection cost as per the special building inspection specifications established by the City Council.
34. The property shall be developed and maintained in a neat, quiet, and orderly condition and operated in a manner so as not to be detrimental to adjacent properties and occupants. This shall encompass the maintenance of exterior facades of the building, designated parking areas serving the use, fences, and the perimeter of the site (including all public parkways).
35. Any graffiti found on site must be removed within 24 hours of its appearance.
36. All structures and construction shall conform to the Long Beach Building Code requirements. Notwithstanding this subject permit, all other required permits from the Building Bureau must be secured.
37. Separate building permits are required for fences, retaining walls, and flagpoles.
38. Approval of this development project is expressly conditioned upon payment (prior to building permit issuance or prior to Certificate of Occupancy, as specified in the applicable Ordinance or Resolution for the specific fee) of impact fees, connection fees, and other similar fees based upon additional facilities needed to accommodate new development at established City service level standards, including, but not limited to, sewer capacity charges, Park Fees and Transportation Impact Fees.
39. The applicant shall file a separate plan check submittal to the Long Beach Fire Department for their review and approval prior to the issuance of a building permit.
40. Demolition, site preparation, and construction activities are limited to the following

(except for the pouring of concrete which may occur as needed):

- a. Weekdays: 7:00 a.m. to 7:00 p.m.;
- b. Saturday: 9:00 a.m. - 6:00 p.m.; and
- c. Sundays and Federal Holidays: not permitted

- 41. Any off-site improvements found to be damaged shall be replaced to the satisfaction of the Director of Public Works.
- 42. All unused curb cuts shall be replaced with full height curb, gutter, and sidewalk and shall be reviewed, approved, and constructed to the specifications of the Director of Public Works.
- 43. As a condition of any City approval, the Applicant shall defend, indemnify, and hold harmless the City and its agents, officers, and employees from any claim, action, or proceeding against the City or its agents, officers, and employees to attack, set aside, void, or annul the approval of the City concerning the processing of the proposal/entitlement or any action relating to, or arising out of, such approval. At the discretion of the City and with the approval of the City Attorney, a deposit of funds by the Applicant may be required in an amount sufficient to cover any anticipated litigation costs and staff time required as a result of litigation activity.

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:37 AM
To: Alexis Oropeza
Cc: Jonathan Iniesta; Maryanne Cronin
Subject: FW: Opposing Permanent Parklets

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: jeff cozart <jeff@belmontathleticclub.com>
Sent: Friday, May 05, 2023 2:06 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Opposing Permanent Parklets

-EXTERNAL-

Hello,

The purpose of this email is to voice my opposition to permanent parklets in the Belmont Shore area of Long Beach. Our business has struggled with the lack of parking in our area for years, each year becoming more difficult. People visit our beach community for many reasons other than outdoor dining and most drive, so fewer spaces for any reason does not make sense. The non-restaurant/bar business in our community need these spaces to better serve our customers and visitors. Access to our beaches and coastline should be enhanced, not hampered even further. Thank you for your consideration.

Jeffrey Cozart
Principal Partner
The Belmont Athletic Club
Shore Strength Lab
(562) 438-1176

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:47 AM
To: Maryanne Cronin
Subject: Support a Permanent Parklet for Legends
Attachments: Legends Parklet.pdf

-EXTERNAL-

From: Lauren Daniels <laurenwdaniels@gmail.com>
Sent: Friday, April 21, 2023 9:59 AM
To: Eric Johnson <eric@legendssportsbar.com>
Cc: Staci Johnson <sljecj@gmail.com>
Subject: Re: Support a Permanent Parklet for Legends

Crossing my fingers for you guys!! Forwarded along the email too!

Zoning Administration of Long Beach

April 21, 2023

To Whom it May Concern:

I am writing to express my support for a parklet to be considered permanent in front of Legends Sports Bar at 5236 2nd Street in Long Beach. I am a Long Beach native, born and raised here in the Belmont Shore area. Legends has been such an icon in the Long Beach community over the last 40 years and the current owners have proved to be very supportive of this tight knit community we all love. To give them an extension of this business that they so proudly run and nurture would be a benefit to all.

I understand the parklet would take the place of two parking spaces, but feel the ability to sit outside and congregate outweigh this small nuisance. This parklet would be a great asset to the neighborhood, as there aren't too many places with outdoor seating, which is incomprehensible since we live in Southern California. It would also alleviate people blocking the sidewalk and venturing into the street.

Please vote yes in making the parklet in front of Legends Sports Bar permanent. We would be thrilled to frequent this business this summer and sit outside!

Sincerely,

Lauren Daniels

426 Ultimo Avenue, LB
(562) 260-7485
LaurenWdaniels@gmail.com

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:39 AM
To: Maryanne Cronin
Subject: Fw: Legends

-EXTERNAL-

From: Jennifer Davenport <jenisliamsmom@gmail.com>
Sent: Tuesday, April 18, 2023 7:35 PM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends

As a long time resident of Long Beach (over 15 years), I highly support the permanency of the legends parklet. I like the outdoor feel and wish there could be more.

Thank You,
Jennifer Davenport

Sent from my iPhone

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:23 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: 5236 East Second Street - Application 2302-02 (LCDP23-009)

Amy L. Harbin, AICP
Planner

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

-----Original Message-----

From: althea.dunning@yahoo.com <althea.dunning@yahoo.com>
Sent: Saturday, May 06, 2023 12:51 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Cc: bdunning12@gmail.com
Subject: 5236 East Second Street - Application 2302-02 (LCDP23-009)

-EXTERNAL-

Dear Zoning Administrator:

I am writing in response to the Public Notice regarding permission for a permanent parklet at 5236 East Second Street, in Long Beach. It is my sincere hope that the request for this parklet be denied. During the Covid Pandemic we all did what we could and cheerfully tolerated inconveniences in hopes that our neighbors and businesses would be able to survive the trying times. With the gravest days of the pandemic behind us, now is the time to look forward to the resurgence of a cleaner, healthier, pedestrian friendly, Second Street.

Legends is just what the name implies, a Legend, and it will continue to survive with or without a permanent parklet. We, on the other hand, the neighbors, and guests alike, who have seen our once delightful Second Street decline, would again like to have the right to parking, shopping and strolling along the street without feeling the pressure and discomfort created by loud and aggressive patrons on both sides of the sidewalk. As we dodge wait staff who are doing their best to accommodate patrons and their pets, we find it increasingly more difficult and dangerous to navigate the "public" sidewalks.

One of the joys of Second Street was that it was multi-generational. Grandparents pushing strollers, couples out for a nice meal, college students and sports enthusiasts all enjoying raucous fun within the parameters of their favorite establishments, teens safely grabbing a yogurt after school ... all delightful and welcome... room on the sidewalks for everyone! The times and the parklet's changed all that.

Let's clean up Second Street! This is not the time to give permanency to unsightly and unsanitary conditions that were created for a specific emergency. Second Street is also a Legend, so let us not contribute to its' irreparable decline.

I thank you for your time and consideration,

Althea Dunning
180 Santa Ana
Long Beach, CA

408.607.0694

Sent from my iPad

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:37 AM
To: Alexis Oropeza
Cc: Jonathan Iniesta; Maryanne Cronin
Subject: FW: Parklets In Belmont Shore

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: Jeilers271 <jeilers271@aol.com>
Sent: Friday, May 05, 2023 2:03 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parklets In Belmont Shore

-EXTERNAL-

I am concerned about the impact that the added cars that will drive to the Shore and will need to find parking on the residential streets.

As you know, the Belmont Shore area is a "parking impacted" area and adding additional seating for restaurants with "Parklets" only add additional parking needs to the parking problem.

What happened to the ordinance that required so many parking spaces for restaurant seating. Did that go away?

John Eilers
(H)562 493-1491
(C)562 335-1322

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:45 AM
To: Maryanne Cronin
Subject: Fw: Parklet Letter
Attachments: Legends.docx

-EXTERNAL-

From: Kim Erkman <trexerkman@gmail.com>
Sent: Thursday, April 27, 2023 3:28 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklet Letter

Kim Erkman

5251 East Broadway | Trexerkman@gmail.com | 562-201-8005

4/26/2023

Dear City of Long Beach,

We support Legends in their process for a permanent parklet. Legends is a staple and an asset to our community. My husband and our family have lived (2 blocks from 2nd) in the Belmont Shore neighborhood for 28 years. Legend's owner, Eric and his staff have been supportive of our local businesses, schools, non-profits, and events. I could go on and on where and how Legends supports Long Beach. Our community depends on them, we can count on them and we all benefit from them.

The loss of a couple parking spaces is the least of our worries. The BSBA and the business owners on 2nd Street collaborate to provide solutions and options for parking. I have confidence in our local leaders and their ability to think outside the box for creating new business, supporting and keeping our Belmont Shore alive.

Sincerely,

KIM ERKMN

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 4:10 PM
To: Maryanne Cronin
Subject: Fwd: Legend's Parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Alicia Lester <alicialester@msn.com>
Date: May 7, 2023 at 3:12:12 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legend's Parklet

To Whom it May Concern,

My husband and I have been coming to legends for the last 6 years. We spend almost every weekend at legends and love it! When the parklet came out during COVID, we were so excited because we love eating outdoors. It gave us an easier chance to sit outside since they only had limited outdoor seating in the first place. We were able to watch numerous football games while sitting outdoors and even witnessed the World Cup all while sitting out in the parklet. We truly had some amazing experiences while at Legends sitting outside.

Once the parklet was gone, we were pretty upset and hesitant on coming to Legends in the future just because we enjoyed sitting outside. The staff was always accomodating whether it be with heaters or umbrellas. The Legend's team always goes above and beyond and that is why we constantly praise them. We have lived here for almost 7 years and this continues to be our favorite place.

We truly believe the parklet will bring in not only more business for Legends but for the whole community of Belmont Shores. The loss of 2 parking spaces is minimal compared to the income the parklet will bring in. We live in Sunny So. Cal and there is a reason we are called that and the ability to eat outside makes it that more enjoyable. Eric and the whole Legends team bring so much to the community and by keeping the parklet, it will only benefit not only the resturant but the entire community of Belmont.

Thank you for taking the time to listen!

Alicia Lester
Michael Gentry

(714)300-8423

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 9:47 PM
To: Maryanne Cronin
Subject: Legends

-EXTERNAL-

Dear Long Beach Council

Please approve a park let for Legends
Sports bar, we proved through Covid
That the park lets improved the 2nd St
Dining experience, without impacting Parking or traffic to any extent.

I would ask you support this motion, as a long term 2nd street visitor, lets live Like they do in Europe, and better the
experience.

Thanks for considering.

Glenn Russell
A Penninsular resident

Sent from my iPhone

Sent from my iPhone

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:44 AM
To: Maryanne Cronin
Subject: Fw: Thank you
Attachments: John Grossi.pdf

-EXTERNAL-

From: John@lb908.com <John@lb908.com>
Sent: Wednesday, April 19, 2023 7:35 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: RE: Thank you

No problem!

John Grossi
Long Beach 908 Marketing Services, LLC
John@lb908.com
(562) 682-8846



[@LB908](#)
[LB908.com](#)
[908marketingservices.com](#)

----- Original Message -----

Subject: Thank you
From: Eric Johnson <eric@legendssportsbar.com>
Date: Wed, April 19, 2023 7:27 am
To: "John@lb908.com" <John@lb908.com>

Hi John,

Just wanted to thank you for the letter of support for our permanent parklet application, appreciate it mate.

To Whom it May Concern:

Having lived in Long Beach my entire life and owning a magazine that promotes small businesses and culture in Long Beach, I can honestly say that I feel the closest Belmont Shore ever has been to reaching it's maximum potential as a destination, was when the parklets were introduced in 2021. Suddenly there was an energy and spirit around 2nd street. People were enjoying the wonderful restaurants in Belmont Shore while simultaneously enjoying the weather and Long Beach's extraordinary diversity and energy was on display for all to see who drove down the street.

The parklets made Belmont Shore look like the destination we've always known it should be. I believe parklets should not only be allowed to stay, but if the city is looking for a place to start, Legends is that place. The ownership team of Legends are role models to business owners throughout the city. They have decades of experience in good business practice and have not only created an iconic landmark for our city, but are the first ones to give back to the schools, organizations, and institutions that make this city great.

I hope to see a parklet back at Legends in the near future and more to follow in Belmont Shore because we should never stop improving this city and making Life Great in the 908!"

John Grosssi
Publisher
Long Beach 908 Magazine

John Grossi
Long Beach 908 Marketing Services, LLC
John@lb908.com
(562) 682-8846

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:37 AM
To: Alexis Oropeza
Cc: Maryanne Cronin; Jonathan Iniesta
Subject: FW: Objection to Second Street Parklets

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: Wendy R. Henning <wrhenning@earthlink.net>
Sent: Friday, May 05, 2023 1:48 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Objection to Second Street Parklets

-EXTERNAL-

Hello....

It is time to stop the "parklets" on Second Street and return to a more normal pattern of dining, shopping, and relaxing. Often parklets are not kept up either which is disturbing, not to mention lack of parking for folks!

Thanks,

John and Wendy Henning

562-843-6038

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 7:10 AM
To: Maryanne Cronin
Subject: Fwd: Parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Erica Hodges <edeniseh1@gmail.com>
Date: May 7, 2023 at 6:09:38 AM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklet

Hello, I would like legends to keep the parklets in front of legends. I love outdoor seating and think Belmont shore would be wasting an opportunity by not allowing these outdoor seating opportunities.

Thank you,
Erica Hodges

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:22 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Parklettes

ZA Email

A

Amy L. Harbin, AICP
Planner

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

-----Original Message-----

From: Genise Homan <genise3@verizon.net>
Sent: Friday, May 05, 2023 5:29 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parklettes

-EXTERNAL-

Please no more parklettes on 2nd st!! We can once again park, walk the sidewalks without running into servers, stepping on food waste & other trash, & on & on. It's been so much better without the parklettes. I understand the restaurants point of view but they did alright before covid & before parklettes. There is just no longer a need & we'd like out parking & sidewalks back!!!!

Please consider my request.

Genise Homan. Long Beach resident

Sent from my iPhone

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Monday, May 08, 2023 10:38 AM
To: Maryanne Cronin
Subject: Fwd: Legends Parklets

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Matthew Jackson <matthew.jackson@fedex.com>
Date: May 8, 2023 at 9:41:49 AM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends Parklets

Zoning Administrator:

I have been a resident of the Belmont Shore community for the past 18 years and wish to express our support of Legends having a permanent parklet at 5236 E. Second Street. Legends has become a valued asset to our community as a meeting place for residents and business owners. I support the addition of outdoor seating a Legends which in my option enhances the vibe of Second Street an creates a truly special and welcoming atmosphere.

Thanks you

Matt

Matthew Jackson | Worldwide Account Manager – Regional E-Commerce/Retail | FedEx Services | (562) 386-8098
matthew.jackson@fedex.com

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Friday, May 05, 2023 7:37 AM
To: Alexis Oropeza; Maryanne Cronin
Subject: FW: 2302-02 (LCDP23-009)

In the ZA in box
A

Amy L. Harbin, AICP
Planner

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

-----Original Message-----

From: Tony Lazaretti <mail@lazaretti.com>
Sent: Thursday, April 27, 2023 11:51 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: 2302-02 (LCDP23-009)

-EXTERNAL-

It says it right in the project description: PUBLIC right-of-way. Do not give away public infrastructure to PRIVATE businesses and exacerbate our terrible parking situation in the Shore. I used to live in Chicago and these are the corrupt shenanigans I wanted to escape by moving here. Focus on good governance through smart policies that help the residents of this city, not handouts to the already thriving businesses on 2nd street.

While I have your attention, how about making Belmont shore resident permit parking only (at least during street sweeping)?

Regards,
Anthony Lazaretti
Belmont Shore Resident

Maryanne Cronin

From: corlisslee@aol.com
Sent: Monday, May 08, 2023 10:07 AM
To: DV - Zoning Administrator; Maryanne Cronin; Dawn.McIntosh@longbeach.com
Subject: Public Comment on Zoning Administrator Hearing 8 May 2023 agenda item 2 (Legends parklet)

-EXTERNAL-

To Zoning Administrator, City of Long Beach

From: Corliss Lee Eastside Voice

Subject: Hearing Agenda, 8 May 2023: Item 2 Parklet (Legends bar)

2302-02 (LCDP23-009) Public Right-of-way Abutting 5236 E 2nd Street

ref: <https://www.longbeach.gov/globalassets/lbds/media-library/documents/planning/current/public-hearings/za-agendas/2023/za-agenda-with-plans-05-08-2023>

Comment:

Parklets were an invention intended to aid businesses to stay open and offer outside seating during the pandemic. When that crisis was declared resolved, the emergency measures should have been removed. Parklets were not intended to be permanent.

Doing a give-away of public land in the form of a "permanent parklet" seems, in legal terms, akin to "a taking" of public land. The public will no longer be able to use it as parking space in this high density busy traffic location. This proposal benefits a private business, not the public and as such, does not qualify for use as a permanent parklet. As such, I have to wonder what the rationale is for approving a land give-away to a private businesses. There is no explanation included with this agenda item.

I am advocating for denial of this permanent parklet.

Respectfully,

Corliss Lee

Eastside Voice (714) 401 7063

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:23 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Legends parklet hearing May 8

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: Jeff Miller <Jeff.Miller@csulb.edu>
Sent: Saturday, May 06, 2023 6:43 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Legends parklet hearing May 8

-EXTERNAL-

May 5, 2023

Zoning Administrator:

Re item # 2302-02 (LCDP23-009):

Please reject this application for a permanent parklet at Legends. There should be no parklets in Belmont Shore. This neighborhood is not suitable for these structures because of the high density of vehicle traffic on Second Street and pedestrian traffic on the adjacent sidewalks. Both the street and the sidewalks are too narrow to accommodate the increased congestion that parklets would cause. Parking is so difficult that the loss of additional parking spaces that a parklet would entail should not be permitted.

Despite the operating conditions and ordinances the city may impose on Legends, it is well known and has been observed repeatedly, that this business and others do not abide by or enforce restrictions that would prevent sidewalk congestion at their location. Even without parklets these problems are common: frequent obstructions such as people loitering on the sidewalk, dogs and leashes extending on to the sidewalk, signage and business equipment in the pedestrian path, and bicycles parked on the sidewalk. These conditions impede pedestrians and detract from the pleasing nature of Belmont Shore. Parklets would only exacerbate these problems.

There is no appropriate benefit to the residents and visitors of Belmont Shore from parklets. A parklet on public property would only serve the economic interest of the individual business, at the expense of the enjoyment and use of the space by the public. This gift of public property to a private business is not acceptable.

This permit should be denied.

Jeff Miller

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 10:41 PM
To: Maryanne Cronin
Subject: Fwd: Parklets

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Joseph Mochel <joemochel@gmail.com>
Date: May 7, 2023 at 8:49:14 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklets

I enjoyed the parket very much, I think it added a great aspect to the 2nd street aesthetic. I live very close by and never experienced any problems, please bring it back.

Thank you,
Joe Mochel
205 Corona Ave, 90803

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:24 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Request for permanent parklets on 2nd street

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: Robert Myrtle <robertmyrtle2@gmail.com>
Sent: Saturday, May 06, 2023 7:48 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Cc: Parking Not Parklets <parkingnotparklets@gmail.com>; Council District 3 <District3@longbeach.gov>
Subject: Request for permanent parklets on 2nd street

-EXTERNAL-

Dear Zoning Administrator:

I am writing to oppose the approval of permanent parklets on Second Street.

I have lived in the Belmont Shore and Naples communities since 1969. As long as I have lived here parking has been an ongoing issue. There have been a number of studies that have focused on this issue and yet there has been no improvement. Over these years the number of restaurants and bars have grown and the number of complaints associated with these businesses have grown even more significantly. These complaints have detailed the negative impacts on the quality of life on those of us who live, shop, and enjoy our community because of these changes. While there has been some effort to mitigate these challenges, these efforts have not been successful.

Over the strong and vocal objections of the residents in the Belmont Shore and Naples area to the temporary decision to allow businesses in the area to take over parking spaces and offer dining in the street, the City Council ignored the objection of the 3rd District City Council person, and once again the livability of our community was ignored. While reasonable people might disagree with this policy to mitigate the impact associated with the Covid pandemic, those conditions no longer hold thus whatever economic justification for this encroachment into public space no longer exists. Any return to that policy enacted to meet temporary impact cannot be justified by any reasoned analysis. .

In public testimony, petitions from the residents in the Belmont Shore, Naples area, the problems and concerns of the public over these parklets were presented. In response to the concerns raised by residents in our community, the City agreed to conduct a study of the Second Street traffic—ignoring of course, all the other impacts that have been noted by the people most affected by the restoration of these parklets. At a minimum, no action on the requests from owners of bars and restaurants should be taken until this study is completed and public review and discussion allowed to take place. It is instructive to note that none of the petitioners are from owners of businesses that do not serve alcoholic beverages. And yet a number of these businesses that did not serve food or alcohol had parking spaces occupied by those that did. Perhaps the reduced parking is one reason most of the vacancies in Belmont Shore and Naples were businesses that offered other services that are essential for a thriving and livable community. A more reasoned and viable approach to an important public policy that proposes to change the use of public property that will benefit the few at the expense of a community as a whole, should be governed by a thoughtful and detailed impact study that focuses on public safety and the livability of those who are most impacted by these changes—those of us who live and enjoy the community as a community.

The greater good of the community is not being served by approving these requests until 1) the traffic safety study is prepared and the recommendations adopted, and 2) a community level impact on the safety and livability of the impact of these changes has been made.

Respectfully

Robert C Myrtle

Robert C. Myrtle, DPA
RobertMyrtle2@Gmail.com
Office: +1 562-438-4359
Cell: +1 562-743-1723
WhatsApp +1 562-743-1723

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:37 AM
To: Alexis Oropeza
Cc: Maryanne Cronin; Jonathan Iniesta
Subject: FW: Please do not allow park let's to continue

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: cindy.nakai@yahoo.com <cindy.nakai@yahoo.com>
Sent: Friday, May 05, 2023 12:05 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Please do not allow park let's to continue

-EXTERNAL-

To whom it may concern,

I am very saddened to hear that what was supposed to be a temporary solution for a pandemic related problem, is still being considered as an option for continued use.

As a taxpayer, I am not onboard to increase serving areas for private businesses onto public property. While I was happy to permit businesses to find a way to survive during the pandemic, the reason to permit use of public land for private purposes no longer exists.

As someone who lives in the neighborhood and has to deal with impacted parking issues on a daily basis, taking away even a few spaces for private benefit seems unconscionable. The income from the parking meters will also be lost.

The congestion trying to walk on the sidewalk is also impacted. Walking with a stroller, or using a wheelchair is now more challenging when passing businesses with parklets.

In the past week alone, the number of near accidents on 2nd street that I have witnessed, will not improve with decreased visibility due to parklets. It would also be a tragedy if a car were to strike a parklets and injure diners.

Has the impact the parklets will have on water flow during flooding conditions been evaluated? I know flooding in the past few years has become more frequent in my area.

These are just a few of my concerns. I am sorry I will not be able to attend the next parklet related meeting, but I hope you will take residents concerns seriously and deny continued use of parklets.

I implore you, as a taxpayer and a resident that has to live with the consequences of “privatizing” public property in my neighborhood, please do not allow the parklets to continue to use public space for private purposes.

A concerned Belmont Shore Resident,
Cindy Nakai

[Sent from Yahoo Mail for iPhone](#)

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Monday, May 08, 2023 9:33 AM
To: Maryanne Cronin
Subject: Fwd: Support of Legends Permanent parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Barbara 'BJ' Newell <bjandthecoach@gmail.com>
Date: May 8, 2023 at 8:56:59 AM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Support of Legends Permanent parklet

Zoning Administrator:

We have been residents of the Belmont Shore community for the past 20 years and wish to express our support of Legends having a permanent parklet on Second Street. Legends has become a valued asset to our community as a meeting place for residents and business owners. We believe adding outdoor seating to Legends would further enhance Second Street by contributing to a welcoming atmosphere and vibe to our special little community.

Thank you for your consideration of our views!

David "Coach" and BJ Newell

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:32 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Permanent Parklet Application for Legends at 5236 E. Second St

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: Barbara 'BJ' Newell <bjandthecoach@gmail.com>
Sent: Monday, May 08, 2023 9:11 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Permanent Parklet Application for Legends at 5236 E. Second St

-EXTERNAL-

Zoning Administrator:

We have been residents of the Belmont Shore community for the past 20 years and wish to express our support of Legends having a permanent parklet at 5236 E. Second Street. Legends has become a valued asset to our community as a meeting place for residents and business owners. We believe adding outdoor seating to Legends would further enhance Second Street by contributing to a welcoming atmosphere and vibe to our special little community.

Thank you for your consideration of our views!

David "Coach" and Barbara Newell

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:24 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Parklets

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: Lisa Pavlovich <lisapav3@gmail.com>
Sent: Sunday, May 07, 2023 9:06 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parklets

-EXTERNAL-

Please do not allow any more parklets to become permanent on 2nd Street in Belmont Shore. Too many "close calls" have happened with distracted drivers and I fear someone is going to be killed. It is only dumb luck that the accidents that have happened already were when the restaurants were closed for the evening.

It is so nice to finally be able to find a parking space when I want to shop in the shore. I avoided the shore for many months because the parklets made it nearly impossible to park close to the shops and restaurants I wanted to frequent.

Please say "NO" to permanent parklets.

Thank you,
Lisa Pavlovich
Naples

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:38 AM
To: Maryanne Cronin
Subject: Fw: Legend's Parklet Support Letter
Attachments: Legend's Support.docx

-EXTERNAL-

Good Morning Maryanne,

As a follow up to our call yesterday, I'll forward the letters/emails we have received thus far in support of our parklet. Apologies for the barrage of some emails to follow here but wanted you to have. As we receive more, I'll forward to you individually as requested.

Thank you again for all your help.

Eric

From: Christina Pearce <cvig@aol.com>
Sent: Thursday, April 20, 2023 9:12 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legend's Parklet Support Letter

Attached is a support letter.

Sincerely,
Christina Pearce

Support for Legend's Permanent Parklet

Legends has been a valued business and a part of our Long Beach community for over 40 years. The current owners have been very supportive of the local community. We believe Legends having a parklet would be a welcomed asset to Belmont Shore community.

Christina and John Pearce

Long Beach Residents for over 40 years

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 1:40 PM
To: Maryanne Cronin
Subject: Fwd: Parklet
Attachments: 5.docx

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: John Peterson <john@legendssportsbar.com>
Date: May 6, 2023 at 11:29:49 AM PDT
To: Matt Peterson <matt@legendssportsbar.com>
Cc: Eric Johnson <eric@legendssportsbar.com>
Subject: Re: Parklet

Yeah, Its me sending the right file. lol
Try this one.

From: Matt Peterson <matt@legendssportsbar.com>
Sent: Saturday, May 6, 2023 11:25 AM
To: John Peterson <john@legendssportsbar.com>
Cc: Eric Johnson <eric@legendssportsbar.com>
Subject: Re: Parklet

Sent from my iPhone

On May 6, 2023, at 11:21 AM, John Peterson <john@legendssportsbar.com> wrote:

-J

To whom it may concern,

My name is John Peterson and I am the General Manager of Legends Sports Bar.

I am writing to voice my support of parklets from a couple different vantage points that I am fortunate enough to hold.

Operator and Employer: With a roster of nearly 60 employees under my care, I am very in tune with the staffing levels we need to keep. Having the parklet not only generated meaningful revenue for the business, it literally created up to 10 extra shifts a week; or two full time front-of-house employees plus a part time back-of-house employee to keep up with the added volume. On a nice day in Belmont Shore, you could not find an empty parklet, so do the math there. People came from afar to enjoy them but most mornings and afternoons and evenings during the week; you would find the residents enjoying them the most. Day in and day out you could find them outside with their dogs, bikes, skateboards, and their strollers, especially on the south side of the street where the opportunity to bask in a little sunlight before 2pm was a new found godsend.

Resident and Father: I have worked in Long Beach for 17 years and resided here for 8 of those years. I am very much one of those residents who cycles and runs these streets; and now that my children are too old to push in the stroller or the jogger, we are skateboarding in these streets and I truly believe, much like the roundabouts of Park Street and many other would-be thoroughfares – the parklets succeed in slowing things down through the shore; which I find beneficial in many ways. Besides being safer for our children and pets and cyclists – I think Belmont Shore is something you ought to slow down and park and stay for a while. I do not want people to be able to rip through here as a cut through to PCH and further southbound travel. I don't find that beneficial for residents or businesses alike and Parklets help to discourage that and can do so safely and beautifully in my opinion.

Employee and Customer: I report to work nearly 7 days a week and I come in and out several times a day. I have a hard time finding parking on Friday and Saturday nights after 6pm and that is all. I am here in the shore, parking, working, shopping, at nearly every interval of every day and am able to find parking nearly everywhere, nearly instantly. Interestingly, opponents of parklets have highlighted issues with delivery trucks not using the alleys etc so that has peaked my attention since their removal. Sadly, the larger trucks are still plopped in the middle of Covina and the other perpendicular runs. All of the trucks avoid the alleys, parklets or not, because its slow going and super sketchy to pull their rigs in and out without damaging themselves or property - i.e. the *great fire hydrant kiss* behind Dogs that unleashed "old faithful" onto their roof. Now with the parklets gone you wont really find these big rigs or even medium sized rigs parked on second either because they require 2-3 spaces anyway; and there's always going to be a car in at least one out of every three open spots. Point being – removal of the parklets has not restored any order to parking by the beach whatsoever, the trucks are doing exactly the same thing they were doing with or without; and residents and shoppers alike zig and zag the alleys and parking lots to maneuver around them just as they always have.

Parking is no doubt impacted; but this is life as we know it at the beach. We are living where everyone wants to be; imagine how fortunate we are. I can vividly remember my dad trying to squeeze his van into my Great Uncle's driveway on the Peninsula, it was an all-day affair to secure the one spot and then it was fan fare to try and see him squeeze down the 65th place and 12-point turn his Econoline 350 into the driveway. The added stress and effort meant we were locking parking in early and staying well after we would have liked to leave. This was 20 years ago I should mention; and I'm fairly certain they were doing the same thing 20 years before that too.

Parklets area nice feature to our town and that is evident by how many people thoroughly enjoyed them. I believe parking will continue to nag for all of eternity and parklets will not sway a single branch on either side of that fact whether they are here or not. With permanent status you will see businesses like ours, make the investment to ensuring our parklet is not only safe, but a beautiful addition to the shore and well appointed and meticulously kept up... and don't forget about the jobs – Our employees are largely residents and children of residents, who live here and shop here. It's a good thing with layers upon layers of mutual benefit for this community.

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 4:51 PM
To: Maryanne Cronin
Subject: Fwd: Emailing: Parklets 2
Attachments: Parklets 2.pdf

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: jackrosenberg46@gmail.com
Date: May 6, 2023 at 4:20:47 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Emailing: Parklets 2

Let me know what else I can do.

Jack Rosenberg

916 216-0344
Jackrosenberg46@gmail.com

Eric Johnson

Legends Sports Bar

Subject: Parklet Initiative in Belmont Shore

Dear Eric,

During the Covid Pandemic, Belmont Shore was given the opportunity to enjoy dining in a whole different way than had ever been available. It was with the addition of parklets to many of the restaurants in the shore. This addition was welcomed by the patrons who come to the shore. They enjoyed this additional way of enjoying their time in Belmont Shore. These customers do not want to have the parklets go away. The support to have the parklets become permanent fixtures is overwhelming.

I strongly support having the parklet program become permanent in Belmont Shore.

Jack Rosenberg

142 Park Ave

916 216-0344

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 10:41 PM
To: Maryanne Cronin
Subject: Fwd: Parklet Initiative

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Gene Rotondo <generotondo@gmail.com>
Date: May 7, 2023 at 8:19:39 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklet Initiative

To whom this may concern:

As past owner of Legends for 23 years and past President of the BSBA for 13 years, I support the Parklet Initiative. It is not often that businesses are provided opportunities to help supplement their revenue stream. Generally, they are baraged with salvos affecting their bottom line (i.e. minimum wage, workers comp, dealing with disposables, ADA, inflation affects on food & beverage costs, regulatory changes, taxes, etc.). Restaurants are generally hit the most.

The average profit margins in food & beverage range between 4%-8%, (fast food-full service). Offsets can only be accomplished by charging more, cutting costs (almost impossible in this environment), smaller portions ("shrink-flation"), or expanding space to allow for more revenue. The latter has proven to be highly popular with patrons in every community within the states that I consult.

California is one of the best environments conducive to outdoor dining. I strongly support the Parklet Initiative as a means of future survival, large job provider and for the good of the community that enjoys outdoor dining.

Ironically, restaurants historically donate to more groups in the community than most any other groups. I know Legends alone, averaged over \$50,000 annually in donations. Since I retired from Legends, and now provide consulting services; I have experienced a broad understanding of how important ancillary revenue opportunities are to the survival of retail and hospitality industries.

Respectfully,
Gene Rotondo
generotondo@gmail.com
310-779-2700

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 6:00 AM
To: Maryanne Cronin
Subject: Fwd: Parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Jimmy Russell <jimmyrussell9.00@gmail.com>
Date: May 6, 2023 at 11:55:12 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklet

Dear city council, we support legends application for a permanent parklet. The parklet really improves the dining experience on second street allowing patrons to take advantage of the beautiful weather in Long Beach.

Thank you,
Jimmy Russell
Second street resident

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:45 AM
To: Maryanne Cronin
Subject: Fw: Permanent Parklet

-EXTERNAL-

From: Judith Sabbagh <jm_sabbagh@icloud.com>
Sent: Tuesday, April 18, 2023 3:12 PM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Permanent Parklet

I support Legends application for a permanent parklet. I have lived in Long Beach for almost twenty years and regularly enjoy bringing friends to Legends and the Belmont Shore area.

Awhile back we were delighted by the talented musicians of Wilson High School when they performed outside Legends at a fundraiser in the temporary parklet. The area was also perfect for those of us who prefer conversation to TV or sports while dining.

Throughout the years these owners have been innovative, responsible community partners by hosting fundraisers and events for the schools and other charitable organizations. The permanent parklet would enhance the area and benefit the community by creating a charming and very useful atmosphere along the sidewalk.

Respectfully-

Judith Sabbagh
jm_sabbagh@icloud.com

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:47 AM
To: Maryanne Cronin
Subject: Fw: Legends Parklets

-EXTERNAL-

From: Michele Sas <michele_sas@yahoo.com>
Sent: Wednesday, April 19, 2023 9:12 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends Parklets

Hi Eric,

We are writing to tell you how much we enjoy Legends and support their application for a permanent parklet. We have lived in the neighborhood for over 20 years and Legends has been a remained one of our regular restaurants on 2nd Street. We like the community environment and variety of consistently enjoyable food. (The fried pickles continue to be a family favorite!)

We always find parking on 2nd Street and believe the outdoor parklet outweighs the reduction of 2 parking spots.

Fingers crossed!

Kind Regards,
Michele & Daniel Sas
Long Beach, CA 90803

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Saturday, May 06, 2023 1:37 PM
To: Maryanne Cronin
Subject: Fwd: Belmont Shore Parklet Initiative
Attachments: Gary Schettino.docx

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Gary Schettino <gschettino@verizon.net>
Date: May 6, 2023 at 1:31:29 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Fwd: Belmont Shore Parklet Initiative
Reply-To: Gary Schettino <gschettino@verizon.net>

Thank you Eric!



GARY SCHETTINO

650-281-7710

GSCHETTINO@VERIZON.NET

05/06/2023

To whom it may concern:

My wife and I are big fans of Legends Restaurant, and truly utilized the outdoor space/parklet often. It is so nice to sit outside and enjoy lunch while watching a sporting event. (We wish there were more outside seating spots in Belmont Shore!). I believe the parklet program does not work for every business and they do take away some parking spaces,... but if there was one restaurant that does enough business and needs the outside space, it would be Legends, in my opinion (it sometimes is just too crowded to be inside).

We are hoping that the restaurant and the city can work out a way to accommodate outside seating going forward.

Thank you
Gary Schettino

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Monday, May 08, 2023 9:34 AM
To: Maryanne Cronin
Subject: Fwd: BSBA Supports your parklet application
Attachments: Support of Parklet-5.8.23.pdf

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Kurt Schneiter <Kurt@maverickinvestments.com>
Date: May 8, 2023 at 8:44:39 AM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Cc: Belmont Shore Business Association <bsba@belmontshore.org>
Subject: **BSBA Supports your parklet application**

Eric:

I wish I could be their to support your application and hope this letter will help you with your attempt to improve the Belmont Shore experience.

Thank you for your efforts,

Kurt Schneiter
Belmont Shore Business Association
4100 E Ocean Blvd
Long Beach, CA 90803

Kurt@MaverickInvestments.com
562-856-9300 x 25



To Whom It May Concern,

On behalf of the Belmont Shore Business Association's Board and as President of the Belmont Shore Business Association (BSBA), I am writing in support of the Permanent Parklet Application process which the City of Long Beach enacted in 2018. The BSBA's mission, among other things, is to promote and protect, and maintain prosperity for the entire Belmont Shore Community. This includes both businesses and residents of Belmont Shore and the surrounding areas, and we feel businesses that qualify under the City's guidelines should have permanent parklets.

As you are aware, the Covid-19 shutdowns in 2020 gave way to the Open Streets Initiative giving businesses the opportunity to have temporary parklets and outdoor dining. During that time, the Belmont Shore community overwhelmingly supported these parklets as an amenity not only to the individual businesses, but to our district as a whole. Now as small businesses that are still recovering from the mandatory shutdowns and restrictions from the Covid-19 pandemic, we support the City's application process for Legends and other businesses and support those businesses that qualify to have a permanent parklet.

Respectfully,

Kurt Schneiter

Kurt Schneiter-President
Belmont Shore Business Association

4100 E Ocean Blvd
Long Beach, CA 90803
Kurt@MaverickInvestments.com
562-856-9300 x 25

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:22 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: Parking not Parklets - Legends parklet permit

ZA email
A

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: Mariel Sipman <sip9@verizon.net>
Sent: Friday, May 05, 2023 4:20 PM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Parking not Parklets - Legends parklet permit

-EXTERNAL-

Letting you know that I am against any permanent parakeets on 2nd Street between Bayshore Ave and Livingston. As a 26+ year homeowner in Belmont Shore and nearly 37 year resident in the City of Long Beach, please consider my opposition. I am opposed to Legends being allowed to have a permanent parklet on 2nd Street. This area of Long Beach does not have enough parking for residents, employees nor visitors, therefore there should be no permanent reduction of parking spots, especially on a busy corridor which 2nd Street is. Public parking spaces should not be sacrificed, their loss will harm residents' and visitors' ability to reach and enjoy the beach areas of Long Beach.

Thank you,

Mariel Sipman
200 Block of Glendora Ave.

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 9:35 AM
To: Alexis Oropeza
Cc: Jonathan Iniesta; Maryanne Cronin
Subject: FW: Legends and BBC

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: Ann Sjoberg <ASjoberg@lbschools.net>
Sent: Friday, May 05, 2023 11:30 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Legends and BBC

-EXTERNAL-

I am writing to you to express my opposition to allowing the Belmont Brewing Company, which already has lots of outdoor dining, and Legends sports bar wanting to extend their Covid Parklet spaces. Our city needs it's parking and sidewalks back.

Thank you

Annie Sjoberg-Kunkle

6227 east 5th street

Long beach, CA 90803

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 4:10 PM
To: Maryanne Cronin
Subject: Fwd: Legends Permanent Parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Matthew Smith <mateosmith@mac.com>
Date: May 7, 2023 at 1:18:08 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends Permanent Parklet

To whom it may concern:

I support Legends restaurant/bar to have a permanent parklet.

The community would benefit from this addition. As a resident of Long Beach for 20 years, Legends has been a staple in the community both in the brick and mortar location and more importantly in all of the events in the surrounding area. Their continued involvement in the community is what makes Long Beach the best kept secret in Southern California.

Living in southern California post Covid pandemic there are those of us who prefer outdoor options since it was introduced as a preventative way to mitigate transmitting the disease.

Certainly worth the 2 parking spots that would otherwise go there.

Please don't take away this wonderful addition to our 2nd Street charm and beauty.

Best,

Matt Smith
310-293-8747

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Friday, May 05, 2023 7:38 AM
To: Alexis Oropeza; Maryanne Cronin
Subject: FW: Public Hearing Concerning Legends on 2nd St.

FYI,
Amy

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: Julie Snow <julie.snow134@gmail.com>
Sent: Monday, May 01, 2023 10:31 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: Public Hearing Concerning Legends on 2nd St.

-EXTERNAL-

To Whom it May Concern,

We understand that there is going to be a meeting concerning the parklet that will take up two parking spaces at 5236 E. 2nd St.

Both my husband and I are in favor of this parklet returning to Legends on 2nd St. We have been residence of Belmont Shore for over 30 years and our family truly enjoyed the Legends parklet when it was there previously. We would love to see it return and would like to let the 'powers that be' know of our support for this project.

Most Sincerely,
Bob & Julie Snow

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Sunday, May 07, 2023 7:07 PM
To: Maryanne Cronin
Subject: Fwd: Legends Parklet

-EXTERNAL-

Sent from my iPhone

Begin forwarded message:

From: Sarah Steadman <sarahsteadman219@gmail.com>
Date: May 7, 2023 at 5:55:33 PM PDT
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends Parklet

Please keep the parklets!! It's so beautiful to have out door dining especially since Belmont shore is such a dog friendly neighborhood! Hope we can keep them!

-Sarah

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:39 AM
To: Maryanne Cronin
Subject: Fw: Permanent Parklet for Legends

-EXTERNAL-

From: AO Long Beach <americanoutlaws.longbeach@gmail.com>
Sent: Wednesday, April 19, 2023 11:22 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Permanent Parklet for Legends

Eric,

This email is to express the support of American Outlaws Long Beach Chapter for Legends to continue to operate a permanent parklet. American Outlaws Long Beach is a community based non-profit that hosts events at Legends. The American Outlaws Long Beach board is composed of Long Beach residents, including residents of Belmont Shore. I am the current acting President of the Board and after living in Belmont Shore for 5 years, recently relocated to Rose Park. I have seen first hand the positive impact the parklet has provided and know that the benefit of the parklet greatly outweighs the benefit of two parking spaces. Our members, over 200 active members, consistently return to events at Legends as it acts as a valuable community space and is a good actor in the community. Please let us know what can be done to support the effort of maintaining the parklet.

Greg Switzer (President)
Unite & Strengthen,
American Outlaws Long Beach

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:25 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: 2nd Street Parklets

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: SB <birky789@gmail.com>
Sent: Sunday, May 07, 2023 9:20 AM
To: DV - Zoning Administrator <zoning.administrator@longbeach.gov>
Subject: 2nd Street Parklets

-EXTERNAL-

- **I am against all Parklets. It will turn a walk up and down 2nd Street into a major obstacle course, again. People crowded in Parklet areas caused 'traffic jams' and often made it difficult to get through that section of sidewalk. Parklets make 2nd Street look trashy. Let's keep our neighborhood business lane clean and respectable.**
-
- Not to mention other points listed below:
-
- One of the biggest bars/restaurants on Second Street.
- Already has four 4-top tables as part of sidewalk dining granted for free by the city.
- Proposed parklet would remove two parking spaces even when parklet is not in use; ripple effects on community are 24/7/365.
- 20 parklet patrons and more staff members will create additional parking burdens on Second Street and the neighborhood.
- If all current parklet applications on Second Street are approved, 18 vitally needed parking spaces will be permanently lost.

- Applications for Legends and other Second Street bars and restaurants could be approved well before Public Works conducts its planned Second Street traffic study. The study should occur before application reviews.
- Bar patrons do not remain in parklet or sidewalk dining areas encroaching on sidewalk and obstructing pedestrians.

Sincerely,
SB Sybrsma
231 Glendora Ave

Maryanne Cronin

From: DV - Zoning Administrator
Sent: Monday, May 08, 2023 7:25 AM
To: Alexis Oropeza
Cc: Maryanne Cronin
Subject: FW: 2nd Street Parklets

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: sb <birky789@gmail.com>
Sent: Sunday, May 07, 2023 9:23 AM
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Sincerely

sb

231 Glendora Avenue

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:48 AM
To: Maryanne Cronin
Subject: Fw: Legends Parklet

-EXTERNAL-

From: Travis Toste <trav1122@hotmail.com>
Sent: Sunday, April 23, 2023 10:24 AM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Legends Parklet

Hi Eric,

I understand Legends has an opportunity to have a parklet. This would be a great addition to the community as it will help increase revenue and employment at such a fine establishment. Allowing people to eat outside adds a fundamental privilege to the dining experience. A parklet is ideal for these reasons and many more. Thank you.

Respectfully,

Travis Toste

Sent from my iPhone

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: Eric Johnson <eric@legendssportsbar.com>
Sent: Monday, May 08, 2023 12:35 PM
To: Maryanne Cronin
Subject: Fw: Parklet

-EXTERNAL-

From: Christina Wilke <christina@legendssportsbar.com>
Sent: Monday, May 8, 2023 12:26 PM
To: Eric Johnson <eric@legendssportsbar.com>
Subject: Parklet

As a customer and employee of Belmont shore I support the addition of Legends Parklet! It offers a diverse and new dining experience to the shore. Not only does it give off a European dining feel, but it allows more space for those guests that have dogs and want to enjoy our amazing weather. I have only had positive experiences with the Parklets and think it's a awesome extension to Legends and the belmont shore!

Christina Wilkw

Maryanne Cronin

From: Eric Johnson <eric@legendssportsbar.com>
Sent: Wednesday, May 03, 2023 7:48 AM
To: Maryanne Cronin
Subject: Fw: Permanent Parking for Legends - Vince Wilson

-EXTERNAL-

From: Vince Wilson <vince.wilson2@gmail.com>
Sent: Friday, April 28, 2023 2:18 PM
To: Eric Johnson <eric@legendssportsbar.com>
Cc: Matt Peterson <matt@legendssportsbar.com>; John Peterson <john@legendssportsbar.com>
Subject: Permanent Parking for Legends - Vince Wilson

Hi EJ - Since the pandemic, restaurants owners and the city have found a way to help keep local establishments alive by way of parklets. As a frequent patron of 2nd St., I'm appreciative of this, now they want to take it away! As a resident of Belmont Shore/Park for 15 years, I'M IN SUPPORT OF THE PARKLET AT LEGENDS!

I've been able to assess the experience of both the parklet and non-parklet. I find many patrons enjoy the outdoor experience, including my family. Legends has done a wonderful job of creating and maintaining the aesthetics of the parklet. During the winter months their staff does a great job of having heaters on the parklet and during summer months it is really nice to be outside for dining.

Recently, without the parklet, I had to experience 5 Harley Davidson motorcycles from a Mongal gang park in the 2 spaces outside legends where the parklet would be and started their engines. They intentionally revved up their engines for several minutes creating exhaust and nasty smell into Legends with a deafening noise. Everyone in Legends was upset and wished the parklet was still up. That would not have happened, if the parklet was there. That is just one example of a negative experience of not having the parklet.

In my opinion, the revenue that those 2 parking lots generate shouldn't overshadow the experience Legends provides to the community with the parklet and revenue generated for Legends with the additional tables/chairs to host patrons. I ask that the City of Long Beach reverses their no parklet initiatives and allows Legends to put up its parklet again.

Cheers!

--

Vince Wilson
562-440-7985
vince.wilson2@gmail.com