PARKING MANAGEMENT STUDY

City of Hermosa Beach

10.02.19

Hello.

Thank you for joining us as we evaluate opportunities to improve the availability of parking resources in the Coastal Zone in a manner that balances coastal access requirements with efficient use of the City's limited land resources and achievement of the City's economic development and mobility goals.
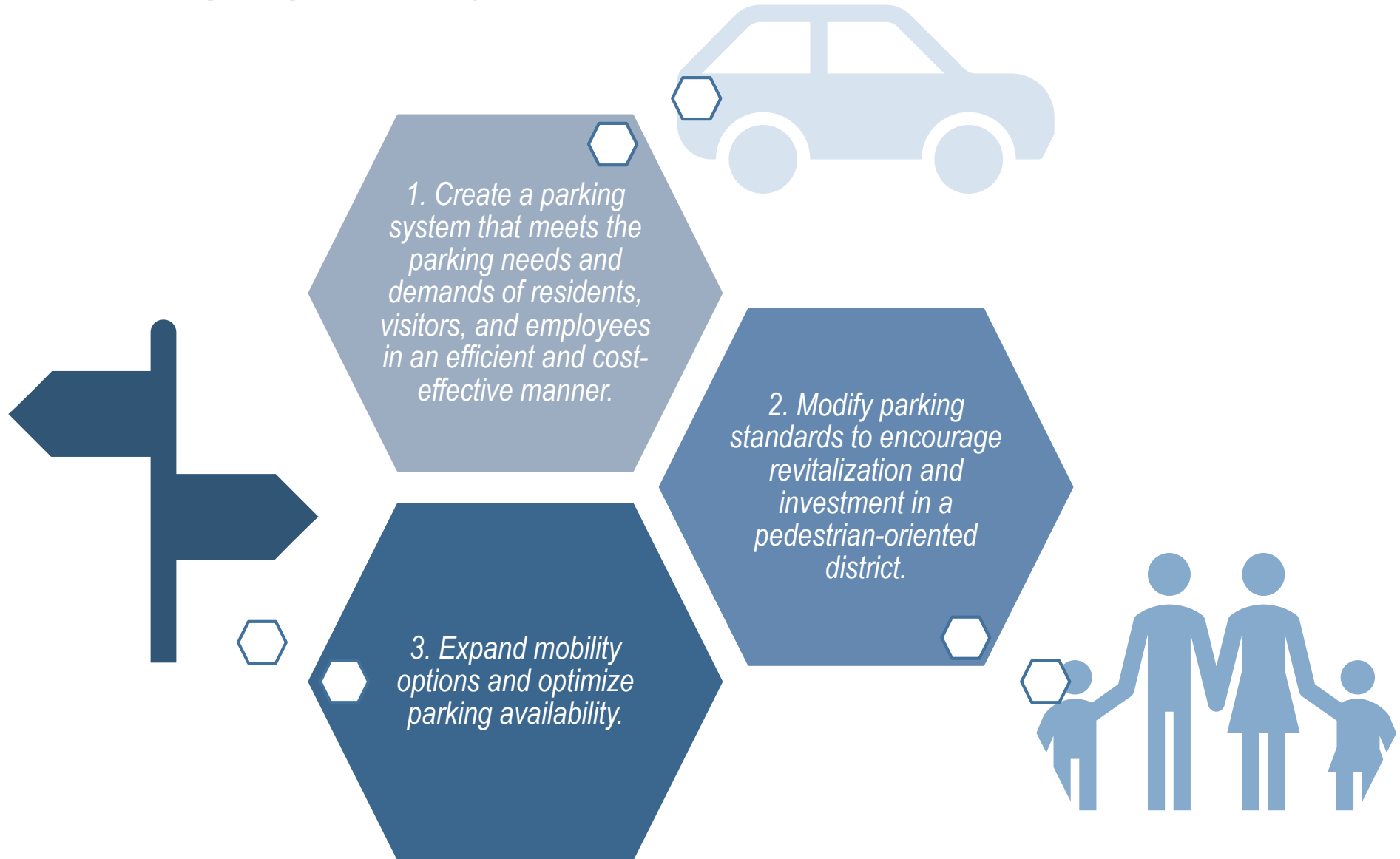
Agenda.

01 ▪ Study Purpose, Goals, & Process

02 ▪ Inventory & Zone Characteristics

03 ▪ Occupancy & Demand Analysis

04 ▪ Recommendations & Best Practices

05 ▪ Stakeholder Feedback

06 ▪ Study Next Steps & Discussion

STUDY PURPOSE, GOALS & PROCESS | 01

STUDY GOALS

1. Create a parking system that meets the parking needs and demands of residents, visitors, and employees in an efficient and cost-effective manner.

2. Modify parking standards to encourage revitalization and investment in a pedestrian-oriented district.

3. Expand mobility options and optimize parking availability.

RELEVANT PLANS

PLAN Hermosa (2017)

- Comprehensive community vision for land uses and mobility
- Recognizes diverse and changing mobility trends

Beach Access and Parking Study (2015)

- Inventory of public parking in the Coastal Zone
- Recognizes efficient management can support more convenient access to parking for residents, businesses, customers and beach visitors

Downtown Core Revitalization Strategy (2015)

- Identified opportunities for revitalization and reinvestment in the City core and includes parking and land use strategies to support reinvestment

PROJECT PROCESS

WE ARE HERE

REVIEW OF EXISTING DOCUMENTATION

ANALYSIS OF OCCUPANCY COUNTS

IDENTIFY PARKING MANAGEMENT

KICK-OFF MEETING

DATA COLLECTION
- Public occupancy counts collected August 2014
- Private occupancy counts collected 2017

ANALYSIS OF PARKING DEMAND
- Includes development of an adjusted demand rate

TECHNICAL REPORT

HERMOSA BEACH

PARKING INVENTORY
& ZONE CHARACTERISTICS | 02

STUDY AREA

- Extent of Coastal Zone
- 43% of the City's land area
- Residential Parking Permit Area

Parking Type	Total Inventoried Spaces
On-Street	
Preferential Yellow Metered	1,155
Preferential Silver Metered	327
Preferential Non-Metered	1,662
Non-Preferential Yellow Metered	20
Non-Preferential Non-Metered	673
Total	3,837
Public Off-Street (City-Owned)	
Lot A	130
Lot B	37
Lot C	354
Total	521
Private Off-Street	
Total	348
Overall	
Total	4,706

ZONE DEVELOPMENT

Zone		Total Inventoried Spaces			
		On-Street	Off-Street		Total
			Public	Private	
Zone 1	Walk Street – North End	281	0	0	281
Zone 2	North End East	518	0	0	518
Zone 3	Walk Street – Sand Section North	493	0	0	493
Zone 4	Sand Section – Valley	738	0	0	738
Zone 5	Walk Street – Downtown	513	521	119	1,153
Zone 6	Sand Section – Civic Center	533	0	135	668
Zone 7	Walk Street – Sand Section – Herondo	543	0	0	543
Zone 8	Sand Section - Cypress	218	0	94	312
Total		3,837	521	348	4,706

Parking Zones

Zone 1
Walk Street - North End

Zone 2
North End East

Zone 3
Walk Street - Sand Section

Zone 4
Sand Section - Valley

Zone 5
Walk Street - Downtown

Zone 6
Sand Section - Civic Center

Zone 7
Walk Street - Sand Section-Herondo

Zone 8
Sand Section - Cypress

Existing Parking Category

Metered Street Parking

Unmetered Street Parking

Public Parking Lots

Private Parking Lots

Preferential Parking District

Hermosa Beach City Boundary

0   0.1   0.2   0.4
Miles

ZONE CHARACTERISTICS

ZONE	NAME	DESCRIPTION	LAND USE	ON-STREET PARKING			OFF-STREET PARKING	
				METERED	NON-METERED: PREFERENTIAL ZONE	NON-METERED: NON-PREFERENTIAL ZONE	PUBLIC	PRIVATE
1	Walk Street - North End	Encompasses the Walk Street and North End neighborhoods north of 27th Street and west of Manhattan Avenue.	Primarily: High-Density, Low-Density Residential Also Includes: Neighborhood Commercial	✔				
2	North End East	Encompasses the North End neighborhood north of 27th Street, from Manhattan Avenue to the eastern coastal zone boundary.	Primarily: Medium-Density Residential Also Includes: Low-Density Residential, Neighborhood Commercial		✔	✔		
3	Walk Street - Sand Section North	Encompasses the northern Walk Street and Sand Section neighborhoods between 27th Street and 16th Street, west of Manhattan Avenue.	Primarily: Medium-Density Residential Also Includes: Low-Density Residential, Neighborhood Commercial	✔				
4	Sand Section - Valley	Encompasses the northern Sand Section and Valley neighborhoods between 27th and 16th streets, from Manhattan Avenue to the eastern coastal zone boundary.	Primarily: Low-Density Residential Also Includes: Medium-Density Residential, Open Space, Public Facilities,		✔	✔		
5	Walk Street - Downtown	Encompasses the central Walk Street and Downtown areas west of Manhattan Avenue, plus Pier Avenue to Valley Drive.	Primarily: Recreational, Community, Also Includes: Medium-Density, High-Density Residential, Open Space, Public Facilities	✔			✔	✔
6	Sand Section - Civic Center	Encompasses the central Sand Section and Civic Center areas from 16th Street to 8th Street, east of Manhattan Avenue to the eastern coastal zone boundary.	Primarily: High-Density Residential, Community, Public Facilities Also Includes: Open Space, Mobile Home		✔	✔		
7	Walk Street-Sand Section - Herondo	Encompasses the southern Walk Street and Sand Section neighborhoods, south of 8th Street and west of Manhattan Avenue, plus the Herondo neighborhood south of 2nd Street.	Primarily: High-Density Residential Also Includes: Neighborhood Commercial	✔				✔
8	Sand Section - Cypress	Encompasses the southern Sand Section neighborhood from 8th Street to 2nd Street, east of Manhattan Avenue, including the Cypress area.	Primarily: High-Density Residential, Light Industrial, Open Space Also Includes: Medium-Density Residential		✔	✔		✔

EXISTING PARKING PROGRAMS

- Parking Fees + Time Limits
- Residential Parking Permit Program
- Daily Parking Permit Program
- Employee Parking Permit Program
- Off-Street Parking Requirements

PARKING OCCUPANCY &
DEMAND ANALYSIS | 03

OCCUPANCY SUMMARY

- Optimal capacity is typically set at an 85% occupancy level.

- For on-street parking this equates to roughly one vacant space per blockface.

Weekday Afternoon:	Tuesday 2-3 PM
Weekday Evening:	Tuesday 7-8 PM
Weekend Afternoon:	Saturday 2-3 PM

Zone	On-Street Parking Types			Off-Street Parking Types		Observed On-Street Occupancy			Observed Off-Street Occupancy		
	Metered	Non-metered: Preferential Zone	Non-metered: Non-Preferential Zone	Public	Private	Weekday Afternoon	Weekday Evening	Weekend Afternoon	Weekday Afternoon	Weekday Evening	Weekend Afternoon
Zone 1	✔					61%	66%	91%	N/A	N/A	N/A
Zone 2		✔	✔			53%	62%	82%	N/A	N/A	N/A
Zone 3	✔					69%	73%	88%	N/A	N/A	N/A
Zone 4		✔	✔			47%	62%	83%	N/A	N/A	N/A
Zone 5	✔			✔	✔	77%	84%	94%	Public: 89% Private: 10%	Public: 78% Private: 3%	Public: 86% Private: 16%
Zone 6		✔	✔	✔	✔	75%	68%	77%	Private: 64%	Private: 30%	Private: 21%
Zone 7	✔					63%	79%	97%	N/A	N/A	N/A
Zone 8		✔	✔	✔	✔	66%	86%	100%	Private: 46%	Private: 45%	Private: 95%

ON-STREET OCCUPANCY SUMMARY

Weekend afternoon occupancy rates exceeded optimal capacity in the following zones:

- Zone 1: Walk Street – North End (average occupancy of 91%)

- Zone 3: Walk Street – Sand Section North (average occupancy of 88%)

- Zone 5: Walk Street – Downtown (average occupancy of 94%)

- Zone 7: Walk Street – Sand Section – Herondo (average occupancy of 97%)

- Zone 8: Sand Section – Cypress (average occupancy of 100%)

Weekday evening occupancy only exceeded optimal capacity in Zone 8 (Sand Section – Cypress, occupancy of 86%)

All zones, except Zone 6 (Sand Section – Civic Center), experienced the lowest levels of occupancy during the weekday afternoon (average occupancy of 62%).

OFF-STREET OCCUPANCY SUMMARY

Lots A, B, and C:

- For these three public lots, average occupancy among the three observation times are fairly consistent ranging, between 78% and 89%. The lowest occupancy observed was 78% during the weekday evening, suggesting that the public lots have availability while being generally well-utilized.

Private off-street parking

- Zone 5 (Walk Street – Downtown) registered relatively low (less than 16% at peak) occupancy for the two sites counted.

- Zone 6 (Sand Section – Civic Center) exhibited a peak of 64% occupied of off-street private parking during the weekday afternoon

- Zone 8 (Sand Section – Cypress) showed a peak of 95% occupied during the weekend afternoon.

PARKING DEMAND ANALYSIS

- Assessment of Required Off-Street Parking Ratios for different land uses.

- Use of Overlay District which reduces parking requirements for certain uses in downtown core.

- Generally expressed in a ratio of parking space required per square feet of floor area (1/350 sq ft).

Land Uses Evaluated

Commercial / Retail

Office / Professional

Restaurant

Assembly

Fast Food

Service / Repair

Medical Office

Light Manufacturing

Warehouse / Storage

OFF-STREET PARKING RATE REQUIREMENTS

Urban Land Institute Shared Parking Manual: 2nd Edition (ULI)

Institute of Transportation Engineers Parking Generation: 4th Edition (ITE)

Peer City Codes:

1. Santa Monica
2. Manhattan Beach
3. Redondo Beach
4. Long Beach
5. Huntington Beach
6. Newport Beach
7. Laguna Beach
8. Carlsbad

OFF-STREET PARKING RATE REQUIREMENTS

Land Use	Comparative Demand Rates			Anticipated Peak Parking Demand Rate	Hermosa Beach Rates	
	Average City Required Rate	ITE Demand Rate	ULI Shared Parking Demand Rate		Hermosa Beach Required Rate	Hermosa Beach Observed Demand
Commercial / Retail	250 sf	214.1 sf	277.8 sf	247 sf	250 sf	609.7 sf
Commercial / Retail (Overlay District)	329.2 sf	329.4 sf	427.4 sf	362 sf	333 sf	642.4 sf
Office / Professional	287.5 sf	352.1 sf	263.2 sf	301 sf	250 sf	N/A
Office / Professional (Overlay District)	307.8 sf	541.7 sf	404.9 sf	439 sf	333 sf	413.3 sf
Medical Office (Overlay District)	181.3 sf	480.8 sf	341.8 sf	335 sf	333 sf	500 sf
Restaurant	119.3 sf	181.8 sf	95.2 sf	132 sf	100 sf	N/A
Restaurant (Overlay District)	135 sf	279.7 sf	146.4 sf	187 sf	100 sf	201.4 sf
Fast Food	159.4 sf	121.9 sf	66.7 sf	116 sf	50 sf	N/A
Service / Repair	362.5 sf	444.4 sf	No rate	404 sf	1,000 sf	N/A
Assembly	3.8 seats	2.6 seats	2.5 seats	3 seats	50 sf	378.3 sf
Light Manufacturing	537.5 sf	980.4 sf	No rate	759 sf	300 sf	785.8 sf
Warehousing / Storage	1,187.5 sf	1,960.8 sf	No rate	1,574 sf	1,000 sf	1,051.8 sf

Expressed as one parking space per _____ sf

STUDY RECOMMENDATIONS & BEST PRACTICES | 04

DISCUSSION QUESTIONS

1. Which of the strategies interest you most?

2. Do you have feedback or concerns about any of the recommendations?

3. Do you think we've missed any general areas of recommendations?

4. Do you agree with the relative priorities identified for near and long term solutions?

5. Do you have recommendations on best practices we should be looking at that you've seen in other communities that you think work well?

STUDY RECOMMENDATIONS

Recommendation Number	Recommendation
Strategically Invest in Information and Technology	
1	Implement an App-Based Mobile Pay System
2	Design and Implement a Demand-Based Parking Management Program
3	Invest and Implement a Comprehensive Parking Signage and Wayfinding System
Maximize Use of Existing Parking Supply	
4	Pilot a Shared Parking Program and Facilitate Shared Parking
5	Maximize Flexibility of Curb Space to Accommodate Rideshare, Other Modes, and/or Valet Service
Improve Mobility Options to Reduce Parking Demand	
6	Reinvest Parking Revenues into Multimodal Improvements
Simplify and Leverage the Zoning Code	
7	Revise the Zoning Code to Better Support Walkable, Mixed-Use Development in the Coastal Zone
Enhance Parking Administration and Operations	
8	Enhance Event Management Practices to Maximize Parking System Flexibility and Predictability
9	Improve the Residential Parking Permit Program
10	Improve Employee Parking Permit Program
11	Establish an Ongoing Collection, Monitoring, and Evaluation Process
Provide Additional Public Parking as Needed	
12	Strategically Invest in New Public and Shared Parking Supply in Key Locations

Cost
- Level of cost is relatively based against all other recommendations (i.e. constructing a parking structure would have a high cost respective to an employee parking permit program).

Level of Difficulty
- Level of difficulty is relatively factored against all other recommendations based upon the amount of coordination or space available needed to implement the recommendation.

Priority
- Priority level is factored against all other recommendations based upon the greatest impact that is in line with the City of Hermosa Beach's goals.

Implementation Timeline
- Cost, level of difficulty, and priority were all factors weighted to inform the short-, mid-, or long-term implementation goals for each recommendation.

Recommended Zones for Implementation
- Recommended zones indicate where the recommendation would be most beneficial for implementation based on the zone's unique character and observed demand.

Relation to Study Goals
- Relation to Study Goals details how a recommendation aligns with the goals for the Coastal Zone stated in the Introduction.
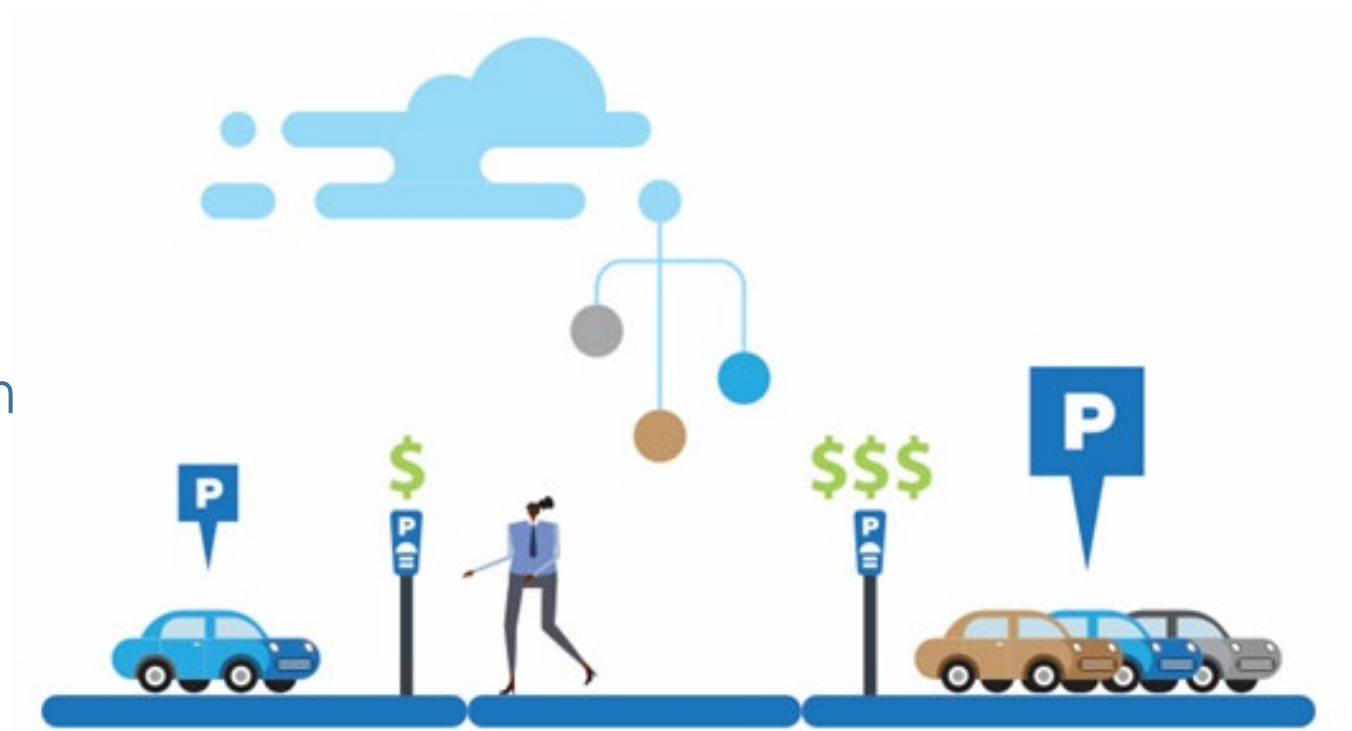
Cost: Average

Level of Difficulty: Average

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #2, #3

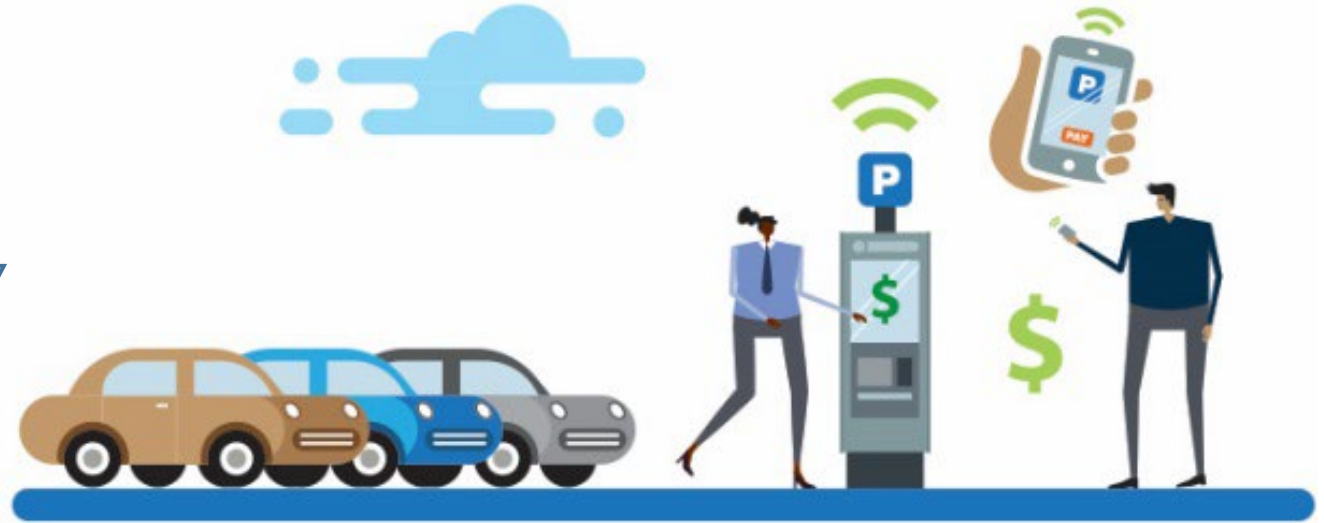# 1 | IMPLEMENT AN APP-BASED MOBILE PAY SYSTEM

Cost: High

Level of Difficulty: High

Priority: Average

Implementation Timeline: Long-Term

Zones for Implementation: 1, 3, 5, 6, 7

Related Study Goals: #2, #3

2 DESIGN AND IMPLEMENT A DEMAND-BASED PARKING MANAGEMENT PROGRAM

Cost: Average

Level of Difficulty: Average

Priority: High

Implementation Timeline: Mid-Term

Zones for Implementation: All

Related Study Goals: #2, #3

3 INVEST AND IMPLEMENT IN A COMPREHENSIVE PARKING SIGNAGE & WAYFINDING SYSTEM

Cost: Average

Level of Difficulty: Average

Priority: High

Implementation Timeline: Long-Term

Zones for Implementation: 5, 6, 8

Related Study Goals: #2, #3
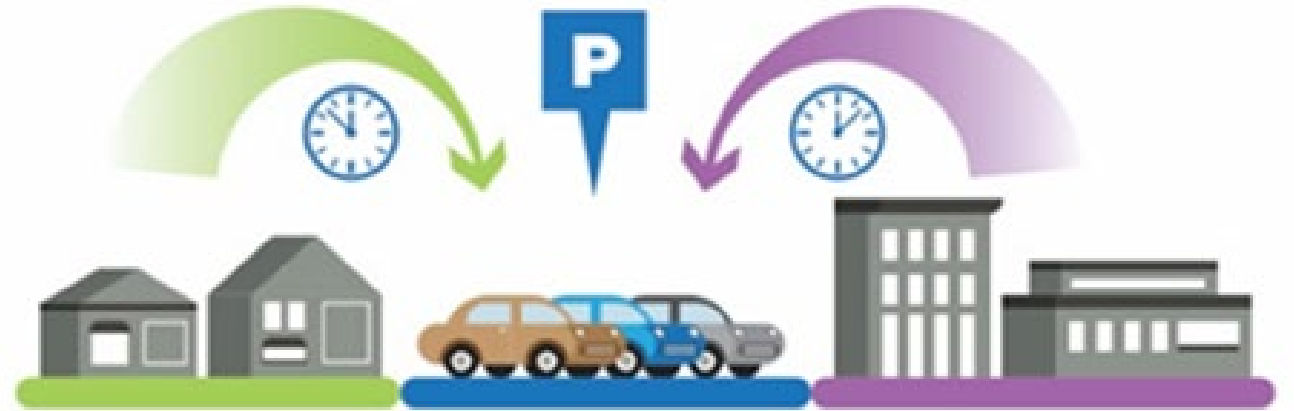
4 | PILOT A SHARED PARKING PROGRAM AND FACILITATE SHARED PARKING

Cost: Low

Level of Difficulty: Average

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: 5, 6

Related Study Goals: #2, #3

5 MAXIMIZE FLEXIBILITY OF CURB SPACE TO ACCOMMODATE RIDESHARE AND OTHER MODES

Cost: Low

Level of Difficulty: Low

Priority: Average

Implementation Timeline: Mid-Term

Zones for Implementation: 5, 6

Related Study Goals: #2, #3

6 | REINVEST PARKING REVENUES INTO MULTIMODAL IMPROVEMENTS

Cost: Average

Level of Difficulty: Average

Priority: Average

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #1, #3

7 REVISE THE ZONING CODE TO BETTER REFLECT URBAN USES AND WALKABLE COMMERCIAL USES

Cost: Low

Level of Difficulty: Low

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #2, #3

8 ENHANCE EVENT MANAGEMENT PRACTICES TO MAXIMIZE PARKING SYSTEM FLEXIBILITY & PREDICTABILITY

Cost: Low

Level of Difficulty: High

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #2, #3

9 IMPROVE THE RESIDENTIAL PARKING PERMIT PROGRAM

Cost: Low

Level of Difficulty: Low

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #2, #3

10 IMPROVE THE EMPLOYEE PARKING PERMIT PROGRAM

Cost: Low

Level of Difficulty: Low

Priority: High

Implementation Timeline: Short-Term

Zones for Implementation: All

Related Study Goals: #2, #3

11 ESTABLISH AN ONGOING COLLECTION, MONITORING, AND EVALUATION PROCESS

Cost: High

Level of Difficulty: High

Priority: Low

Implementation Timeline: Long-Term

Zones for Implementation: 5, 6, 8

Related Study Goals: #2

12 STRATEGICALLY INVEST IN THE PUBLIC AND SHARED PARKING SUPPLY IN KEY LOCATIONS

| STRATEGY	#	RECOMMENDATION	Zone 1 Walk Street - North End	Zone 2 North End East	Zone 3 Walk Street - Sand Section North	Zone 4 Sand Section - Valley	Zone 5 Walk Street - Downtown	Zone 6 Sand Section - Civic Center	Zone 7 Walk Street - Sand Section - Herondo	Zone 8 Sand Section - Cypress	Cost	Level of Difficulty	Priority	#1	#2	#3
Strategically Invest in Information and Technology	1	Implement an App-Based Mobile Pay System	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●●●	●●●		✓	✓
	2	Design and Implement a Demand-Based Parking Management Program	✓		✓	✓	✓	✓			$$$	●●●	●●○		✓	✓
	3	Implement a Comprehensive Parking Signage and Wayfinding System	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●●○	●●●		✓	✓
Maximize Use of Existing Parking Supply	4	Pilot a Shared Parking Program and Facilitate Shared Parking				✓	✓			✓	$$$	●●○	●●●		✓	✓
	5	Maximize Flexibility of Curb Space to Accommodate Rideshare and Valet Service				✓	✓				$$$	●●●	●●●		✓	✓
Improve Mobility Options to Reduce Parking Demand	6	Reinvest Parking Revenues into Multimodal Improvements				✓	✓				$$$	●○○	●●○		✓	✓
Simplify and Leverage the Zoning Code	7	Revise the Zoning Code to Better Support Walkable, Mixed-Use Development in the Coastal Zone	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●●○	●●○	✓		✓
Enhance Parking Administration and Operations	8	Enhance Event Management Practices to Maximize Parking System Flexibility and Predictability	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●○○	●●●		✓	✓
	9	Improve Residential Parking Permit Program	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●●●	●●●		✓	✓
	10	Improve Employee Parking Permit Program	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●○○	●●●		✓	✓
	11	Establish an Ongoing, Collection, Monitoring, and Evaluation Process	✓	✓	✓	✓	✓	✓	✓	✓	$$$	●○○	●●●		✓	✓
Provide Additional Public Parking as Needed	12	Strategically Invest in Public and Shared Parking Supply in Key Locations				✓	✓			✓	$$$	●●●	●●○		✓	

STAKEHOLDER FEEDBACK | 05

STAKEHOLDER ENGAGEMENT

- Parking + Enforcement Staff
- Residents + Businesses In and Outside of the Coastal Zone
- Parking + Mobility Professionals
- Commercial Real Estate Brokers
- Architects/Land Planners
- Commercial Property Owners/Developers
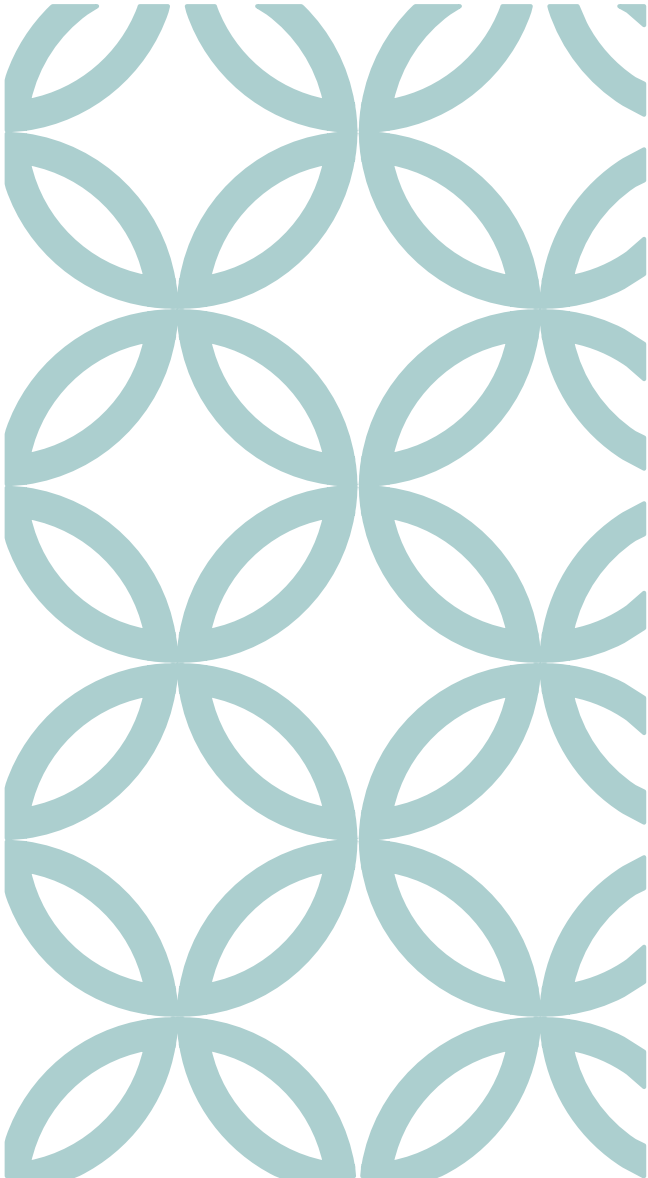- Renters Association
- School District

DISCUSSION QUESTIONS

1. Which of the strategies interest you most?

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3. Do you think we've missed any general areas of recommendations?

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5. Do you have recommendations on best practices we should be looking at that you've seen in other communities that you think work well?
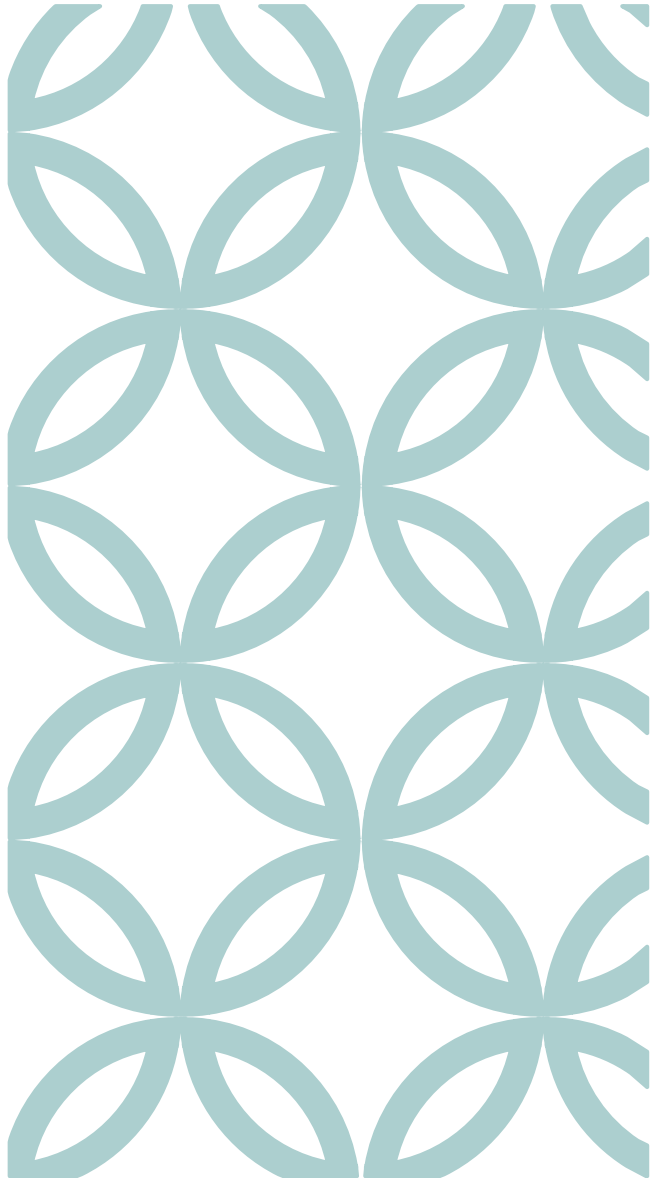
1 – Mobile Pay Option

2 – Demand-Based Pricing

3 – Signage and Wayfinding

4 – Shared Parking Opportunities

7 – Revisions to Zoning Code

8 – Event Parking Practices

9/10 – Revisions to Residential/Employee Parking Programs

1 WHICH OF THE STRATEGIES INTEREST YOU MOST?

- Like the idea of mobile pay as an option for businesses to provide coupons or validation or parking for customers

- Bump up the daily rates for commercial use of parking (events, production) based on level of event impact – then put funds back into a parking benefit district

- Shared parking opportunities would be great for both business and event uses (has not been previously allowed)

- With demand-based pricing options, be sure to consider seasonality in addition to day of week, location, time of day

- Opportunity to purchase the employee permit online or by app rather than requiring in-person would be helpful

- Some concern about potential of shared parking agreements and logistics of implementing for public parking purposes

- Stop using parking standards as a tool to stifle development and renovations. In-lieu fee is too high.

2 DO YOU HAVE FEEDBACK OR CONCERNS ON THE RECOMMENDATIONS?
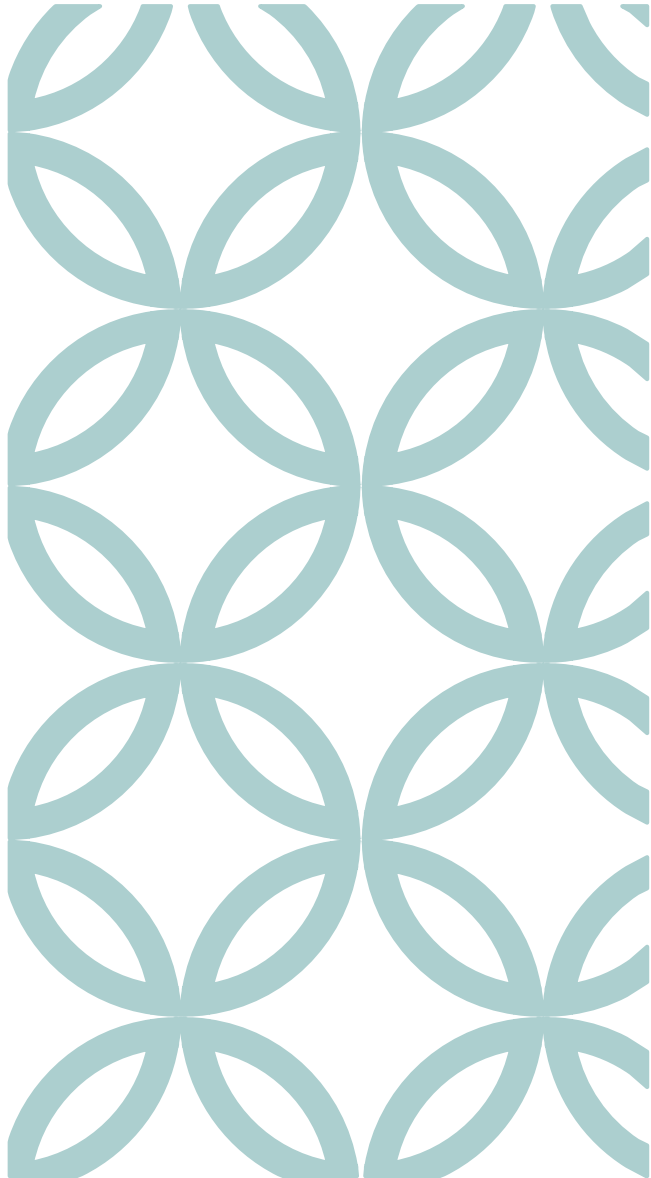
o Time Limits – consider adjusting time restrictions for evening hours or off-season hours so that customers can dine without worrying about a ticket at a 2 hr meter

o Parking Benefit District - Creation of a district to focus revenue on improvements to downtown area on improvements like an electric shuttle/pedestrian amenities, parklets

o Parking Code - Enforcement of existing code requirements which stipulate garages are to be used for parking of vehicles and not storage – leverage can be providing proof in advance of issuing annual parking permits.

o Scooter Parking - Find areas for additional scooter/vespa parking

3 DO THINK WE'VE MISSED ANY GENERAL AREAS OF RECOMMENDATIONS?
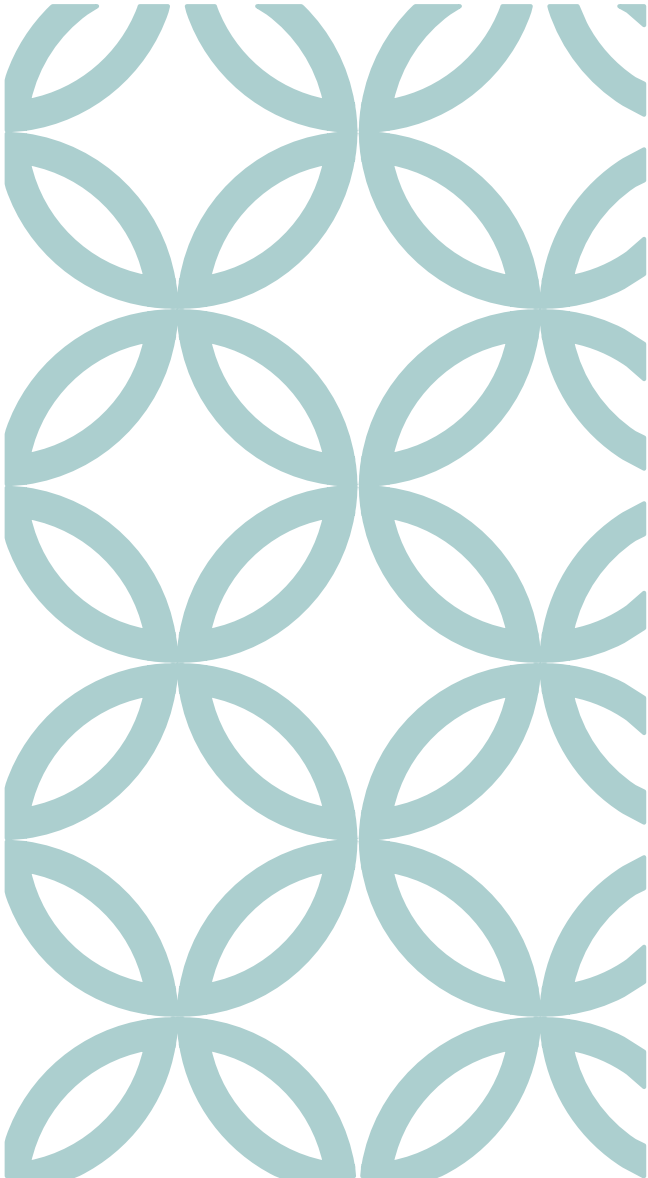
General Agreement on Priorities with the following exceptions:

o 7 as a high priority

o 8 to be considered with updates to special events policy guide

o 12 to consider as part of civic center upgrades in long-term

4 DO YOU AGREE WITH THE RELATIVE PRIORITIES?

o   Manhattan Beach – Extended time limits for evening/dinner hours allow through mobile app for overnight hours

o   Redondo Beach and West Hollywood – No parking minimums for smaller changes in use or redevelopment of property under certain square footage

o   Carmel – Central parking at top of district that encourages people to walk through downtown to get to beach

o   Manhattan Beach – Downtown Shuttle – maybe re-visit/look at a shuttle between the three beach cities

o   Mammoth Lakes – Downtown Shuttle

o   Paso Robles – just implemented mobile pay option and uptake and feedback is good from the businesses

o   Newport Beach – hourly rate escalates the longer you stay during peak periods, also includes no parking minimums

o   Tustin – Requires proof of garage being available prior to issuing parking permits for districts

5 DO YOU HAVE RECOMMENDATIONS ON BEST PRACTICES FROM OTHER COMMUNITIES?
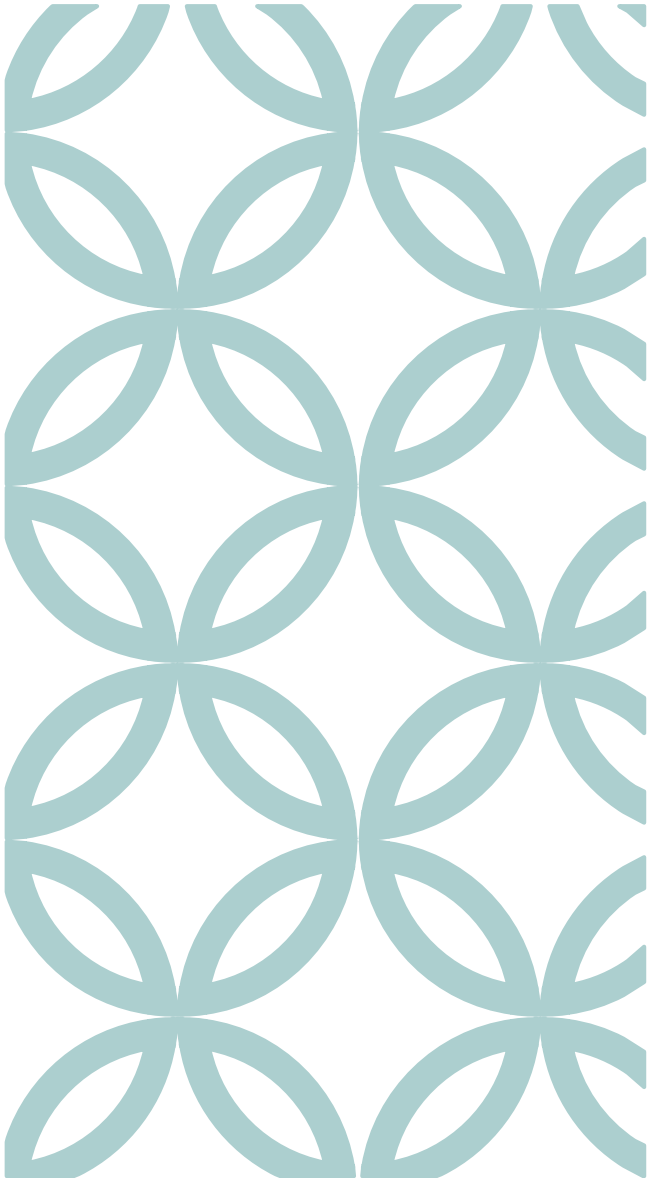
- Request for more focused stakeholder meetings related to the zoning standards recommendation specifically

- More envisioning and planning needed for the future downtown area (decide what it wants to be/look like, etc)

- Lack of outdoor dining along Upper Pier creates a "freeway" like atmosphere that funnels everyone down Pier Ave

- Would like to see momentum behind these efforts to get some changes implemented

- Interest expressed in understanding how the number of employee permits has changed in the last few years as more Uber/Lyft available and as more employees may be living further from Hermosa because they can no longer afford to live nearby

- More envisioning and planning needed for the future downtown area (decide what it wants to be/look like, etc)

OTHER TOPICS OF DISCUSSION

STUDY NEXT STEPS | 06

NEXT STEPS

- Review/Approval of Study by Planning Commission and Council

- Updates to Local Coastal Program Reviewed by Planning Commission and Council

- Review by Coastal Commission

- Implementation of Strategies

Questions & Discussion