

February 15, 2006

**Honorable Chairman and Members of the
Hermosa Beach Planning Commission**

**Regular Meeting of
February 21, 2006**

SUBJECT: SIX MONTH REVIEW OF PARKING OPERATIONS AT THE HERMOSA PAVILION – 1605
PACIFIC COAST HIGHWAY

Staff Recommendation:

To direct staff as deemed appropriate

Background:

On August 19, 2003 the Planning Commission approved the Parking Plan for the Hermosa Pavilion, as amended. Condition No. 3(b) of Planning Commission Resolution 03-45 specifically states that the “adequacy of parking supplies and *efficiency* of the parking operation program shall be monitored for six-months after occupancy of the Health and Fitness Facility,” requiring a report from the applicant’s traffic engineer “certifying adequate on-site parking is available”. The owner and staff have been monitoring the use of the parking facility in relation to the use of the fitness club and other tenants in the building. The owner has provided a report pursuant to this requirement for Commission review to address both the adequacy of parking supplies, and the efficiency of the parking operation. The attached report supplied by the owner’s traffic and parking consultant addresses both the adequacy of parking supplies and efficiency of the parking operation.

The City has received complaints from both nearby residents and businesses about customers of the fitness club that are choosing to park in the neighborhood or at other commercial facilities rather than in the parking structure. This spillover parking is also evaluated relative to the efficiency of the parking facility.

PARKING SUPPLY

Consistent with the approved Parking Plan a maximum of 540 parking spaces are provided as follows:

- 454 standard single load,
- 42 tandem (for employee parking)
- 44 parallel for valet parking.

PARKING RATES

Parking rates are \$1.00 per hour, or 16.00 per day. With validation, 24-hour fitness customers can park for up to two hours for \$1.00 (Monthly passes are available to club members at a price of \$20.00 per month). Employee parking passes (monthly and annual) are available to park in separately designated employee parking areas based on lease agreements with each tenant.

Analysis:

The supply of garage parking is currently more than adequate, as demonstrated attached study. This is based on the weekday shared parking demand study of the current tenant mix (Tables 3-1A-C) which show a peak theoretical shared parking demand of 318 spaces, and on actual parking accumulation surveys (Appendix Tables B-8, C-8 and D-8) which show an actual weekday peak usage of 245 spaces on a Monday, and a weekend peak usage of 277 on a Saturday. The supply is more than adequate

because the building is not fully occupied. The attached analysis also projects the shared parking demand with anticipated future build-out, and shows that the parking supply will continue to be adequate. Whether or not the structure will in fact provide adequate parking in the future will not be known until the next annual study is done, assuming the Pavilion is more fully occupied by that time, however, with the ability to provide valet parking, if necessary, this is not anticipated to be a problem either.

However, the question whether the parking facility is operating efficiently is open to question. Staff has received complaints and observed customers of the fitness club using street parking instead of the parking structure. It is not clear whether these customers choose not to use the structure because of operational issues such as garage congestion, and ease of ingress and egress, or if it relates to the cost of parking.

The consultant's study provides an analysis of the extent of this spillover parking, and an analysis of where the parking is occurring based on intercept surveys and parking surveys. The study documents that a significant portion of those parking are choosing to park off-site where parking is free (nearly 40% on weekends, as shown in table 3-6, and nearly 30% on weekdays, tables 3-2 and 3-3). This includes parking on Pacific Coast Highway and neighborhood streets, as well as at Plaza Hermosa (The Vons Center). The number of cars parking in these locations was surveyed (Tables 3-4, 3-5, and 3-7) and shows that about 50% of the on-street parking in these area is attributed to users of the Pavilion. The percentage attributed to the Pavilion along 16th Street is as high as 94% during one Saturday study period. Given that the Pavilion is not fully occupied the assessment at this time may not be definitive, but it is clear the efficiency of the structure is not being fully realized when this high of a percentage of drivers choose to park on the street rather than in the structure. These problems may get worse when the building is fully occupied, and may also be affected with the installation of a traffic signal at 16th and P.C.H. Its clear that many more customers and fitness club members need to be encouraged to use the parking structure (or discouraged to use the street parking), given the likely future growth in the parking demand at the facility and the pressure for more spillover parking.

Staff also made observations of the spillover parking and has reviewed pricing for parking fitness clubs in nearby jurisdictions. Staff observed parking and pedestrian activities on P.C.H. and 16th Street for 10 one-hour periods either early in the morning or late afternoon. The number of cars entering and leaving the structure from 16th Street was counted and compared with the number of people walking in from the P.C.H. entrance. In summary staff's observations corroborate that a fairly significant number (about one-third) of pedestrians arrived from cars that were parked on the street, or in nearby commercial lots as compared with cars using the parking structure (see observation summary, attached). In reviewing the pricing for parking at comparable fitness clubs in the area the majority of clubs surveyed provide free parking or free parking with validation, while three other clubs that charge for parking (Santa Monica, Redondo Beach, and Long Beach) include lower cost options than \$1.00 per 2-hour visit (see attached).

Based on the approved Parking Plan, and the City's acceptance of the shared parking arrangement, in addition to supplying required parking it is the owner's obligation to ensure that the project does not create neighborhood parking problems. The consultant documents the spillover parking, which is clearly significant, but does not indicate whether it's considered a problem. As such, the study contains only limited recommendations to resolve the spillover parking recommending that the Hermosa Beach Pavilion engage in a program to better promote parking in the structure, promoting

both the aspects of convenience and safety. Also, the report mentions that the City could take steps to restrict parking on the impacted streets by either creating a parking district, or installing metered parking. Staff supports efforts at better promotion, but based on the parking data in the study, believes further steps should be considered and recommends some other possible solutions, listed below.

Options for improving parking structure efficiency

- Two hours free parking for all customers, or for those with validation.
- A lower price structure, or validation program for fitness club members (and other tenants) with a lower price.
- Lower priced monthly or annual parking passes for fitness club members.
- Parking privileges through club membership or negotiated through leases rather than user fees that have to be paid each visit.
- Limit parking on the street through the establishment of residential permit parking districts for 16th Street west of P.C.H. and the residential neighborhoods immediately east of P.C.H. (subject to City Council approval pursuant to the Municipal Code.)
- Provide annual parking passes for nearby residents impacted by the loss of street parking (the consultant indicates that up to 30 parking spaces can be offered for resident parking without negatively impacting the shared garage parking supply)¹

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Attachments:

1. Parking Study-Linscott, Law and Greenspan and selected appendices (full appendix on file)
2. Comparison of parking fees at fitness clubs
3. Staff observation summary
4. P.C. Resolution 03-45

¹ There are approximately 30 parking spaces on 16th Street, east and west of the P.C.H. that used by residents of adjacent residential buildings with nonconforming parking.