

February 25, 2002

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular Meeting of  
March 12, 2002

**PARKING REGULATIONS – CHANGE UPPER PIER AVENUE FROM  
MANHATTAN AVENUE TO VALLEY DRIVE FROM 8:00AM TO 6:00PM TO  
10:00AM TO 10:00PM WITH 2 HOUR LIMIT  
AND ADDING ONE 15 MINUTE ZONE**

**Recommendation:**

That the City Council adopt a resolution changing the parking regulations on upper Pier Avenue to 10:00am to 10:00pm with 2 hour limit and adding one 15 minute zone.

**Background:**

The City Council, on October 23, 2001, directed staff to meet with area merchants on a proposed change in the hours of enforcement for upper Pier Avenue. Mayor Dunbabin and myself met with merchants on February 21, 2002. The proposal that was advanced by some of the merchants was to extend enforcement until 10:00pm. This would allow their customers to have a chance to compete for the parking in the early evening hours. Since the regulations currently in effect end at 4:00pm, the merchants have stated that a number of the vehicles parking on upper Pier Avenue are employees of lower Pier Avenue and, as a result, limits available parking for upper Pier Avenue customers. The proposed change would be to change the parking regulations on Pier Avenue to 10:00am to 10:00pm with a 2 hour limit from Manhattan Avenue to Valley Drive.

The merchants also suggest that one 15-minute zone be added to assist several businesses with pick-up business. This will be added on the south side near the corner of Monterey and Pier Avenue.

The merchants were also interested in the installation of parking meters and the eventual upgrade consistent with the conceptual plan developed for upper Pier Avenue. The parking meters, assessment district and transportation funding were designated as potential funding for the upper Pier Avenue project when the overall plan was reviewed in 1996.

Respectfully submitted,

Stephen R. Burrell  
City Manager