

March 2, 2004

Honorable Mayor and Members of  
the Hermosa Beach City Council

Regular meeting of  
March 23, 2004

**INSTALLATION OF PARKING METERS ON UPPER PIER AVENUE  
FROM MANHATTAN AVENUE TO VALLEY DRIVE**

**Recommendation:**

1. That the City Council conduct the public hearing regarding the installation of the parking meters.
2. If approved, direct staff to proceed with the purchase and installation of parking meters at an estimated cost of \$29,767. Funds to be appropriated: \$25,967 from the Parking Fund for meter purchases and \$3,800 from Prospective Expenditures for installation costs (signs, poles, etc.).

**Background:**

The City Council, during the 2003-04 budget adoption process, directed staff to begin the process of installing parking meters on upper Pier Avenue. Staff was further directed to hold an informational meeting with business owners and property owners in the area where meters would be installed. In addition, staff applied and has received approval from the Coastal Commission for the installation of the meters.

A public informational meeting was held on February 26<sup>th</sup> at 10:00 a.m. in the City Council Chambers. A notice of the meeting was mailed to all businesses and property owners in the area where the meters are proposed to be installed. A second notice about the meeting was also sent. The first meeting was attended by four people representing three businesses. The outcome of the meeting was that one of the business owners wanted to make sure that parking enforcement marked the tires of the parked cars more often so that the desired turnover was achieved. This was a greater concern on Saturdays and Sundays. Another concern expressed was employee parking and whether or not the City could develop a program to allow clients to park without having to move their cars every two hours, but still pay the meters. Staff will develop a map that can be distributed that shows where nearby longer term parking is available. There was also a concern expressed about providing change for customers to pay the meters. The Cash Key was also mentioned as a way to assist customers if the merchant wished to purchase them and let the customers use them. One of the business operators already had purchased one for the Cash Keys. The short term parking spaces will not be metered.

The parking meters will be installed on both sides of Pier Avenue from Manhattan Avenue to Valley Drive. There will be a total of 103 meters installed. There are seven green spaces or limited term spaces that will not be metered. The meters will operate from 10:00 a.m. to 10:00 p.m. and have a 2 hour limit before the car must be moved. There was some discussion about changing to a 3 hour limit like lower Pier Avenue and Hermosa Avenue have in the commercial area. The City Council may receive additional input on this issue at the public hearing.

The meters are expected to generate approximately \$137,000 per year to the Parking Fund. The cost of the meters and the installation is \$29,767. The meters will be set at 25¢ per 15 minutes, just as they are throughout the City. If the program is approved by the City Council, the meters will be in operation by June 2004.

Attached is a photo that shows the layout of the street and the placement of the meters.

A final note regarding the discussion at the public meeting was that those attending were interested in the City developing additional parking in the area, such as the area behind Pier Avenue, by widening the alley and also building a parking structure on the Community Center parking and tennis courts and then having the tennis courts on top.

Respectfully submitted,

Stephen R. Burrell  
City Manager

Noted for fiscal impact:

Viki Copeland  
Finance Director