

September 21, 2004

Honorable Mayor and Members of
the Hermosa Beach City Council

Regular meeting of
September 28, 2004

**PUBLIC HEARING REGARDING ADDING A PARKING PERMIT TO ALLOW
HOLDERS THAT DO NOT LIVE IN THE PREFERENTIAL PERMIT PARKING
AREA TO PARK WITHOUT PAYING METERS OR LONGER THAN THE
POSTED TIME FRAME**

Recommendation:

That the City Council receive the staff report and determine whether or not to proceed with implementing such a permit program.

Background:

The City Council received a report on May 25, 2004 regarding adding the permit for users that do not live in the preferential parking area and directed staff to set this public hearing to discuss the proposal to add a permit category for residents and others that do not live in the permit areas. As you know, the city has operated a preferential permit parking program for over 30 years in the western portion of the city generally bounded by the Strand and Loma Drive and running the entire length of the city from Redondo Beach to Manhattan Beach. This program is operated under a permit from the Coastal Commission and is allowed under California Vehicle Code section 22507. A copy of the existing permit area map is attached as well as the vehicle code section and the resolution that set up the program. The program was set up to reduce the impact for residents living in the area from recreational users of the beach. It appears, over the years, that the program has achieved the original purpose in providing a balance in competition for the parking. The permits are issued only to residents that live in the area and can provide proof that the vehicle is registered to an address in the permit area. The current number of permits issued to residents is 9044. This permit allows the holder to park at the yellow meters without either paying for the meter and in one-hour zones without regard to the time limits on the streets without meters. The streets without meters are restricted to one hour parking from May 15 to September 15 and on certain streets near Pier Ave year around. These provisions generally work to provide parking to residents that might not have it available or would have to either pay the meters or move their cars in order to comply with the posted limitations. The permit is not valid at silver meters which generally are located in the downtown area in front of or near commercial properties. All residents or users of the silver meter parking spaces must pay the meters now. A significant amount of the parking meter revenues comes from the silver meters. A very large number of the yellow meters are used by residents with permits and as a result the income from these meters is not as high. Yellow meters allow parking on a 24-hour basis as long as a permit is displayed or coins deposited.

Option 1

Develop a program that provides additional permits to be issued that will follow the same rules as the existing preferential parking area that would allow the new permit holders to park in the same areas that current holders are allowed to park in. Possible impacts of issuing these permits include increased competition for the parking as the number of permits holders grows and decline in revenue from yellow meters. There is no way of knowing how many of these additional permits would be sold. Experience that other cities have had does not seem to indicate a large number would be sold. The permits would be easier to obtain, since the residency and registration requirement to an address in the permit area would no longer be necessary to obtain a permit as we would be issuing permits to any registered vehicle without regard to where the owner lived. It may be that the cost of the permit at \$32.00 per year would not be worth the price for a lot of people that visit the area and they would continue to pay the meters or use the parking lots. It is possible that there would be some revenue impact if we sold a large number of permits. Enforcement for this option would not change, as the use of the permit is the same, there would just be more permit holders.

Option 2

Develop a program that allows that the additional permits are valid on only the yellow meters. This is the area that residents and visitors outside of the existing preferential parking areas are using now when they come to the beach and if a space is available they can stay as long as they wish provided that the meter is paid. The yellow meters which generally are located on Hermosa Ave except for the commercial areas is the most available parking for beach users. The residents that live nearby are used to the competition for the parking on Hermosa Ave. The streets without meters that are restricted to one hour during the peak beach season do not offer the best beach parking and therefore allow the residents to have better chance at finding a parking place. This program would have some impact on revenues and again it depends on how many are sold and used. This would have to be a different color permit that would limit the user to yellow meters and mean that we would have two valid permits that would be exempt.

Option 3

Develop a program that allows the additional permits to be valid at silver meters. This would allow these new permit holders to park in the commercial areas without paying the meters and without observing the time limits imposed by various areas. In addition the holder of the permits could stay as long as 72 hours as permitted by the vehicle code. This may well be counter productive for the generally desirable goal of having parking turnover in the commercial areas. This type of permit would seem to have to cost more than what is currently charged as the existing cost of \$32.00 is lower than what we charge for merchants which is \$64.00 per year to park at yellow meters or much lower than the cost of a monthly pass offered in the parking structure and Lot A which is \$25 and \$50 per month. A permit that allows a user to park close to the commercial areas would seem to sell quite well and those purchasing these permits would include employees and merchants. This could have a major impact on the parking revenues received by the city. As you may recall several years ago the employees and merchants were the major users

of parking lots making it difficult for the customers to find parking. If this option were pursued then the price should be adjusted to reflect the value. The enforcement aspect of this could become a cost issue depending on the design of the program.

The cash key program could be an option for residents that are frequent users of the downtown or beach area. This allows them to purchase a set amount of parking time and it can be used at either the yellow or silver meters. The rate is the same as the meters and is perhaps more convenient than having change to pay the meters. The time limits still have to be followed and there is not a revenue issue.

If the City Council decides to amend the program and add a new permit it will require Coastal Commission approval prior to implementation. The normal condition that they add is that the permit would be available to the general public. This is the case in several of the cities that have similar programs.

Respectfully submitted,

Stephen R. Burrell
City Manager