

**CITY OF MANHATTAN BEACH  
DEPARTMENT OF COMMUNITY DEVELOPMENT**

**TO:** Parking and Public Improvements Commission

**FROM:** Stephanie Katsouleas, Public Works Director  
Shawn Igoe, Utilities Division Manager

**DATE:** September 26, 2019

**SUBJECT:** **Consider Approving Various Paid Parking Measures on Parkview Avenue Between Village Drive and the Manhattan Beach Studios, and on Village Drive Between Parkview Avenue and Rosecrans Avenue**

**BACKGROUND:**

In 2011, the City installed 112 single space parking meters along Parkview Avenue and Village Drive based on City Council direction in an effort to capture revenue from long-term users. However, the meters were rarely used given the availability of free parking at the adjacent Manhattan Village Mall and Village soccer field. Given the low meter revenue generated along the out-of-pocket cost of maintaining cellular service to the meters, City Council gave staff direction in 2012 to remove 72 meters located on Village Drive and western end of Parkview Avenue. The monthly average for the meters removed was approximately \$81.00, or about \$2.70 per day. The current daily average for the meters that remained on Parkview Avenue, near the West Drift Hotel and the Manhattan Beach Tennis Club is about \$3.20, and meter data shows that some of these spaces have not been paid for occupancy in over 30 days. In comparison, the City averages approximately \$200 per meter per month throughout the City, with the majority of meter revenue coming from the downtown, north end and city parking lot meters. The attached map shows where meters currently exist on Parkview Avenue.

On April 16, 2019, City Council requested that staff look into the cost of reinstalling the 72 parking meters removed in 2012 and installing additional parking meters at the eastern end of Parkview Avenue (near the Manhattan Beach Studios) in an area previously designed as “No Parking.” Staff has reviewed several paid parking options, which are discussed below.

**DISCUSSION:**

Reinstalling the 25 single space meters on Village Drive and the 47 meters on Parkview Avenue that were removed in 2012 is feasible and can be accomplished with minimal effort, although it is somewhat expensive to accomplish when considering the post installations and labor costs accompanying the meter purchase. Staff estimates this would cost approximately \$1600 per meter (or \$115, 200 for 72 meters) for meter hardware and material costs, but does not include labor and other preparation costs. Staff estimated it would take at least 20 months to recover deployment costs assuming \$81 per meter in revenue is achieved. It is worth noting, however, that the area dynamics have changed. First, the Manhattan Village Mall has expanded its parking lots and will continue its expansion over the next several years with the addition of the north and south parking decks west of Macy’s. Secondly, the Point in El Segundo has been

completed and provides free parking in proximity to the Manhattan Beach Towers. These developments may impact whether users will willingly pay for metered parking spots on the street, or will instead attempt to park for free in the mall, even if not patronizing the shops and restaurants there.

Additionally, another 26 single-space parking meters could be installed along the north side of Parkview Avenue, just west of Marriott Way (adjacent to the Kinecta parking lot) for approximately \$41,600. This curbside area is currently designated as "No Parking". However, the site conditions would need to be upgraded because there is no sidewalk there. Upgrades would include removing trees and landscaping, and building a retaining wall to address the elevation difference between the street and adjacent parking lot. A cost estimate for this work has not been evaluated.

Another 29 single space meters could also be installed on Parkview Ave. east of the Market Place on the north side of the street (closest to Manhattan Beach Studios). The south side is not desirable for meter installations due to the lack of space available to physically place the meters and limited pedestrian access between the curb and golf course fencing. The cost to install meters on the north side only would be approximately \$46,400 for the meters and hardware, plus additional labor for installation. Multi-space parking meters could be considered for on-street parking in lieu of deploying single space meters. Staff would need to determine what right-of-way alterations (if any) would be needed in order to comply with Americans with Disabilities Act (ADA) requirements given that there are no sidewalks along this stretch of Parkview Avenue.

Alternatively, when considering both the abundance of parking already available in the Bristol Farms shopping center, and the intermittent need for additional studio parking offsite, it seems more financially advantageous to consider deploying a permit parking program east of Market Place rather than installing metered parking. This approach would only require new signage and no additional meter infrastructure. Additionally, the area could be over-subscribed like other permit parking programs in the City. Area businesses and their employees could have the option of utilizing on-street parking and enforcement would be easier.

An alternative to providing parking along the eastern end of Parkview Avenue would be to retain the area for City use as a construction laydown area for its major capital projects. Providing a staging/laydown area within the city limits can have a positive effect on construction bidding, and it can minimize neighborhood impacts on residents when construction is underway. With the increased number of capital projects occurring, the need for laydown areas is growing; this area would assist in meeting that need.

## **Outreach**

As part of the public outreach process, staff is presenting this proposed change to the PPIC.

## **RECOMMENDATION:**

That the Commission pass a motion to recommend the following:

1. Do not reinstall 43 parking meters at the western end of Parkview Avenue given the historically low revenue previously documented and the recently installed parking lots immediately adjacent to Village Drive and Parkview Avenue that now

offer significantly more free parking today than what was available ten years ago. Staff does not believe most patrons will opt to pay for parking when nearby parking is available for free, thus making the installation costs, maintenance and monitoring a poor financial investment.

2. Of the 72 meters removed in 2012, reinstall 29 meters between the soccer fields and Marriott Way to capture hotel day visitors
3. Do not install 26 meters on the north side of Parkview Avenue adjacent to the Kinecta parking lot due to the significant right-of-way work that would be needed.
4. Implement a permit parking program for the eastern portion of Parkview Avenue to accommodate Manhattan Beach Studio's overflow parking demand. Alternatively, consider designating this area as a construction laydown area that will not impact residents and businesses, but will support the City's robust capital improvement program.