

Date: November 9, 2021

To: Thomas B. Modica, City Manager 

From: Eric Lopez, Director of Public Works 

For: Mayor and Members of the City Council

Subject: **Alamitos Bay Marina Parking Management Plan**

In August 2019, staff retained Walker Parking Consultants (Walker) to conduct a parking study and develop a parking management plan for Alamitos Bay Marina (ABM). Walker has previously performed parking planning, design analysis, and studies for Coastal Zones in multiple cities throughout the state. This memorandum summarizes the findings and recommendations proposed by Walker in the attached parking management plan (Attachment).

Background

ABM is part of the Long Beach Marina System (System), centrally located in the Los Angeles Basin, and the largest municipally-managed System in the United States. Due to its premium location near the water, current ABM parking conditions and recent nearby redevelopment make parking during peak times challenging. As internal and external development at ABM continues and intensifies, developing a parking management strategy is necessary to effectively manage parking demand and ensure equitable access to coastal amenities.

Alamitos Bay Parking Management Plan

The parking management plan (Plan) recommended by Walker intends to efficiently manage parking demand and ensure equitable coastal access for all visitors. To develop the Plan, Walker worked with staff to solicit feedback from key stakeholders by conducting three community meetings to understand each stakeholder group's needs and expectations. Walker also engaged in data collection efforts including conducting a parking inventory of the study area and determining peak parking demand by quantifying existing conditions and projecting the number of occupied spaces over varied seasons and time periods.

The Plan addresses the ABM stakeholder goals by utilizing data and provides both short- and long-term recommendations. The first phase, key highlights of which are outlined below, focuses on short-term recommendations that can be implemented expeditiously.

- Revise, edit, and finalize a restriping plan: The existing striping in ABM public parking lots needs replacement. Also, potential reconfiguration of circulation drive aisles would increase customer service levels for commercial and coastal access users. Finally, there are efficiencies of scale when implementing restriping in conjunction with the other recommendations below.

- Parking Management Through Implementation of Paid Parking: Parking is one of the most valuable resources at ABM and ensuring efficient use of this resource is paramount to ensuring access to all coastal users. Walker recommends a paid parking program to manage parking most efficiently and effectively in the ABM high-demand area. Benefits include ensuring equitable coastal access for all visitors, monitoring, and managing demand, controlling spill-over parking from external developments by encouraging more frequent turnover of parking spaces, and further cost recovery for maintenance and upkeep of the parking lots.
- Establish Short- and Long-Term Commercial Parking Areas: To provide more convenient access and promote turnover of the most proximate parking spaces to commercial areas, Walker recommends establishing short- and long-term commercial parking areas. Short-term parking areas would serve customers of tenant businesses and recreational visitors while long-term parking areas would serve patrons with a longer length of stay, such as employees and longer-term recreational users.
- Review and Update Signage and Wayfinding: To ensure proper traffic movement and assist customers in locating parking, Walker recommends a complete review of wayfinding signage and formulation of a comprehensive sign package that includes directional signage leading to the parking areas. Additional signage is also recommended to direct visitors to pay stations and provide instructions for mobile payments.
- Valet Parking Plan: Walker recommends providing valet service during peak periods to improve the efficiency of the parking resource through stacking of vehicles in certain areas, increasing access to the coast by providing additional parking, as well as providing an elevated customer service experience.
- Boat Owner Permits: Walker recommends modifications to track and manage the boat owner permit process and implementing an online reservation system to sell additional parking permits, including guest and boat owner-employee permits.
- Designate Short- and Long-Term Boat Owner Parking Areas: Basin 3 has a higher proportion of reserved boat owner parking spaces compared to the other basins, which leads to basins 1 and 2 reserved boat parking filling up during peak periods while boat owner parking remains available in basin 3. Designating parts of basin 3 as long-term boat owner parking would shift some vehicles from basins 1 and 2, freeing spaces for short-term boat users (under 72 hours).

Next Steps

Below are the next steps to implement the recommended parking management strategies to achieve the goals of equitable access to coastal amenities and sustainable parking operations:

- Present the Plan to the Marine Advisory Commission (MAC) on November 11, 2021 and solicit feedback from the community.
- Finalize the restriping and site plans by the end of 2021.
- Finalize the signage and wayfinding plans by the end of 2021.

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- Continue working with stakeholders to submit applications by the end of the year and work collaboratively with the California Coastal Commission to obtain the necessary approvals.

If you have any questions regarding this matter, please contact Jorge Godinez, Contracts and Grants Officer, at Jorge.Godinez@longbeach.gov or (562) 570-6444.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
DOUGLAS P. HAUBERT, CITY PROSECUTOR
LINDA F. TATUM, ASSISTANT CITY MANAGER
KEVIN JACKSON, DEPUTY CITY MANAGER
TERESA CHANDLER, DEPUTY CITY MANAGER
MEREDITH REYNOLDS, SPECIAL DEPUTY CITY MANAGER FOR RECOVERY
REBECCA G. GARNER, ADMINISTRATIVE DEPUTY CITY MANAGER
APRIL WALKER, ADMINISTRATIVE DEPUTY CITY MANAGER
MONIQUE DE LA GARZA, CITY CLERK
DEPARTMENT DIRECTORS