



Alamitos Bay Parking & Circulation Master Plan

10.10.19

Dear Community Members,

On September 18, 2019 City Staff provided an update to the Marine Advisory Commission and the community regarding proposed improvements to Alamitos Bay Marina and the surrounding area. As part of the update, a representative of CenterCal Development (“2nd & PCH”) provided a presentation regarding the new shopping center. There was an opportunity for questions by the Marine Advisory Commission and public comment. Listed below are the answers to the questions that were raised during the public comment period, as documented by staff:

Questions regarding 2nd and PCH (Answered by Mr. Barret Bradley, Representative for CenterCal Development)

Q: How will CenterCal administer the employee parking?

A: CenterCal will host weekly meetings with City parking operator, LAZ Parking, to review parking issues that arise, including tenant employee parking. Tenants have purchased monthly parking passes and the City has created site maps to help direct employees to appropriate parking locations within the project site.

Q: Will CenterCal have personnel on-site, for malfunctions at the parking gates?

A: CenterCal will have complete staff on site including managers, supervisors and contract parking staff (LAZ Parking), who will respond to any issue within the parking area or project site in real time

Q: How much is the shopping center (2nd & PCH) going to charge for parking after the free (90 minutes) period?

A: \$2.00 per 20 minutes, with a daily maximum cost of \$30. This pricing is in-line with comparable retail projects such as Shoreline Village in Long Beach and Pacific City in Huntington Beach.

Q: How many cars can the internal queue hold?

A: CenterCal is studying this with a traffic engineer and will provide a follow up to City staff. (This answer will be updated once available.)



Questions regarding 2nd & PCH (Answered by Mr. Barret Bradley, Representative for CenterCal Development) (Continued)

Q: Where did CenterCal get 4.7 stalls, per 1,000 square feet of retail building area, it looks too low?

A: The project is developed at a parking ratio of 5.1 stalls per 1,000 SF of leasable area. This exceeds the LB Municipal Code requirement of 5.0/1,000 and exceeds industry standards for development of a regional shopping center.

Q: What is being done with the vehicle license plate information?

A: The license plate data is used for operational efficiency to reduce traffic and promote circulation, enabling the correlation of paid parking tickets to vehicle license plate ID. In the case of a paid ticket and an accurate license plate read, the gate arm will open without having to reinsert the parking ticket on exit.

Q: Will employees park off-site?

A: The project parking ratio accounts for employees parking on-site. During the entitlement process for the 2nd & PCH project, a parking study was prepared by Linscott Law & Greenspan (April 10, 2017). The approved parking study found that the tenant mix allows for parking spaces to be shared because the mix of land uses results in an overall parking need that is less than the sum of the individual peak requirements for each land use.

Q: How many parking stalls will be allocated for the employees?

A: The minimum parking requirements for the project factors in parking demand for both visitors and employees, so although an exact number of stalls will not be physically "allocated", the garage capacity was based on accommodating all employee parkers and patrons.



Q: How many handicap stalls will there be?

A: Pursuant to Municipal Code requirements, the 2nd & PCH parking facility is required to provide 21 accessible parking spaces, based on its total capacity. The garage will actually possess 22 accessible parking spaces, distributed throughout the garage for convenient access options into the project.

Questions regarding Marina Drive (Answered by City Staff, Public Works Department)

Q: Are the diagonal parking on Marina Drive, city parking spots and will they be metered?

A: Yes, the diagonal parking spaces on Marina Drive are public spaces. A local coastal development permit is required to meter the parking stalls. A plan to activate the meters will take place when the parking study is completed by the City's parking consultant (Walker Parking Consulting) and the required approval from the California Coastal Commission is received.

Q: Who will manage the Marina Drive parking meters?

A: Parking meters on Marina Drive would be managed through the City's traffic operations group (similar to other street parking) or an outside group hired in the future to manage the adjacent parking lots (if they are metered).

Questions regarding Alamitos Bay Marina (Answered by City Staff, Marine Bureau, Development Services Department, and Economic Development Department)

Q: How will the parking signs be enforced at Alamitos Bay?

A: City staff has been working with Marine Patrol and have begun citing visitors who park in parking stalls reserved for boat owners. This will continue to be strictly enforced as 2nd & PCH and later San Pedro Fish Market open.

Q: Is the farmer's market still going to happen on Sunday mornings?

A: Yes, the Farmers Market will continue to operate within Alamitos Bay parking lots, however we are relocating the Farmers Market to the far north end of Basin 3, near the intersection of 2nd Street and Marina drive (near Marina Shipyard).



Q: What happens when there is a filming even? What are the parameters for the respect of the existing boat owner parking?

A: The City of Long Beach's Office of Special Events and Filming handles all filming permits and inquiries. Pursuant to city filming regulations, filming is only permitted Monday through Friday, and the production teams are only allowed the use of the public parking spaces.

Q: What security is the City going to provide when special events take place?

A: The parameters are set forth by the City of Long Beach's Office of Special Events and Filming, which require the production team to provide police and private security. The cost of police and security detail is paid by the event organizer.

Q: Will there be parking meters at the boat owners parking stalls?

A: The City's parking consultant (Walker Parking Consulting) is in the process of evaluating all the parking demands and requirements in the Alamitos Bay lots. Upon completion of the study and the consultant's recommendations, City staff will bring forth recommendations to the City Council and subsequent approval by the Coastal Commission. There will be opportunities for community input, including additional presentations to the Marine Advisory Commission.

Q: Will there be a cut or reduction of boat owner parking?

A: We are anticipating that all existing and allocated boat owner parking throughout the Alamitos Bay lots will remain the same, however, our parking consultant (Walker Parking Consulting) is in the process of evaluating all the parking demands and requirements in Alamitos Bay. Upon completion of the study and the consultant's recommendations, city staff will bring forth recommendations to the City Council and subsequently for approval by the Coastal Commission. There will be opportunities for community input, including additional presentations to the Marine Advisory Commission.

Q: What is the timeline for the parking meters in Basin 2 and Basin 3?

A: The first draft of the parking study by the City's consultant (Walker Parking Consulting) is anticipated in the first quarter of 2020. A second parking study will be commissioned summer of 2020 to validate the findings of the current parking study once 2nd & PCH is open and stabilized. City staff will conduct



community outreach, seek approval by oversight agencies and identifying proper funding. City staff anticipates the implementation of the parking meters to be approximately within 12 – 18 months.

Q: The boat owner parking lot will be generating revenue, how much of that funding will be returned to the boat owners as reduced boat slip fees and amenities?

A: All parking areas in Alamitos Bay are public parking lots within the Tidelands Trust, as such, any fees and proceeds from the parking areas must stay in the Tidelands Trust and will be subject to input and approval by the California State Lands Commission and the Long Beach City Council.

Q: The income of the new parking meters should be transparent and be kept within Alamitos Bay, can that be confirmed?

A: The comment has been noted. All parking areas of Alamitos Bay are public parking lots with the Tidelands Trust, as such any fees and proceeds from the parking areas must stay in the Tidelands Trust and will be subject to input and approval by the California State Lands Commission and the Long Beach City Council.

Q: How do we protect the boat owner parking until the plan is implemented?

A: Marine Bureau staff has been working with Marine Patrol and they have begun citing visitors who park in parking stalls reserved for boat owners. This will be continued and strictly enforced as 2nd & PCH and later San Pedro Fish Market open. Additionally, the Marine Bureau will be rolling out several improvements to Alamitos Bay Basins 2 and 3, including temporary signage (A-frame signs and digital construction sign), new signage identifying boat owner parking, and re-fresh of paint of the boat owner's stalls (red curb and white demarcation lines).

Q: How is the parking time going to be corrected at the Basin parking lot when a restaurant wait is projected to be 1 hour?

A: The City's parking consultant (Walker Parking Consulting) is in the process of evaluating all parking demands and requirements in the Alamitos Bay area. Upon completion of the study and the consultant's recommendations, City staff will bring forth recommendations to the City Council. There will be opportunities for community input, including additional presentations to the Marine Advisory Commission.



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City staff has made an effort to consolidate the multiple questions, similar in nature, that were received on September 18, 2019, and provide answers. Many of the questions required answers from CenterCal Development and multiple City departments. The City's parking consultant (Walker Parking Consulting) is currently meeting with City staff to fully understand the parking demands and limitations of Alamitos Bay Marina. Subsequently, the consultant will conduct a series of stakeholder outreach meetings. It is anticipated that the first draft of the report will be delivered in the 1st quarter of 2020. Implementation of the findings and recommendations will require community input, approval by the Long Beach City Council, and approval by the California Coastal Commission. Improvements will be subject to funding availability.

Thank you for your input. We truly appreciate your participation.

Sergio M. Ramirez
Deputy Director