



# Information Item

Date: October 13, 2010

To: Mayor and City Council

From: Carol Swindell, Director of Finance

Subject: Parking Alternatives During Construction of Parking Structure 6 and AMC Theatres

## Introduction

Over the next two years, the City will retrofit and reconstruct Parking Structure 6, located at 1431 Second Street, in order to enhance the structure, and will demolish Parking Structure 3, located at 1320 Fourth Street, as part of the AMC Theatre development. It is expected that there may be some overlap in the period of time when these two parking structures are out of service. As a result, there is a need to implement a parking replacement plan to ensure that the needs of the various stakeholders are met. The closure of one structure will impact parking in the downtown core and if both structures are closed at the same time, parking will be extremely challenging. This Information item discusses strategies to facilitate parking during the closure of one or both structures. The analysis of recent parking data suggest that if all parking resources in the downtown, Civic Center and Library are considered, there is sufficient parking if one structure is closed. Maximizing the underutilized Civic Center is also expected to be able to provide sufficient parking if both structures are closed, except in the rare instance when there is an event at the Civic Auditorium during peak parking times. In that situation, available spaces in the south beach lots would need to be used to meet parking demand. The development of the parking replacement strategy could be further impacted if the State Park Initiative passes in November, requiring free parking at all beach lots.

## **Background**

The future parking needs of Downtown Santa Monica have been frequently discussed since 2002. On April 9, 2002, City Council conceptually approved the strategic plan recommended by the Downtown Parking Task Force to retrofit, rebuild, and add parking resources in the downtown area over a 10-year period. On February 28, 2006, City Council approved the Downtown Parking Program and authorized staff to proceed with the next steps in implementing the program. On May 9, 2006, Council adopted the EIR for the Program. The Downtown Parking Program recommended the replacement of Parking Structures 1, 3 and 6, seismic upgrading of Parking Structures 2, 4 and 5, the construction of new two parking structures, increasing the parking supply in the Downtown by 1,712 parking spaces over the term of the Program. The assumptions on which these projections were based were to be evaluated periodically.

On September 8, 2009, Council adopted the Walker Parking Study, which examined parking operations in downtown Santa Monica and identified opportunities to maximize the use of existing downtown parking resources, thus reducing the need to construct additional parking spaces. However, the Walker Parking Study did recommend reconstruction of Parking Structures 1 and 6, along with implementation of several other recommendations that focused on pricing, improvements to technology, and partnerships with private property owners.

The first project underway is the reconstruction of Parking Structure 6. On May 11, 2010, Council authorized a design-build contract with Morley Construction for the demolition and rebuilding of Parking Structure 6. Under the project's current schedule, construction of Parking Structure 6 could be underway at the same time that redevelopment of the property that is now the site of Parking Structure No. 3 is underway for the AMC Theatre development, which was discussed by Council on August 10, 2010. Other major capital projects in the Civic Center, including construction of the Exposition Light Rail, are being planned in the Downtown during the same time period. All of these projects will individually impact the City's parking operations in the

downtown and Civic Center area and if Parking Structures 3 and 6 are concurrently offline, parking operations will be significantly impacted.

On September 21, 2010, staff met with the Bayside Parking Committee to discuss possible tools to address downtown parking needs during the construction of Parking Structure 6 and the AMC Theatres.

**Discussion**

The City of Santa Monica currently operates 7,695 permanent spaces in the downtown parking structures, Library structure, Civic Center structure and Civic Center Lot. There are also approximately 3,417 privately owned parking spaces in downtown. For the purposes of this analysis, temporary parking, such as the North Civic Center Lot on the former RAND property were not included, as those sites are planned for other projects. Structure 6 currently has 342 spaces and Parking Structure 3 currently has 339 spaces. The peak parking time for City-owned downtown parking structures is weekday afternoons, the same peak time as privately owned parking structures.

Reconstruction of Parking Structure 6 site is expected to fully replace the parking lost by construction of the AMC project, plus increase the parking inventory by 29 net new spaces, as calculated below:

New Parking Structure 6	710 spaces planned
Demolition of Existing Parking Structure 6	(342 spaces lost)
<u>Demolition of Parking Structure 3</u>	<u>(339 spaces lost)</u>
Net New Spaces	29 spaces

In the long-term, the reconstruction of Parking Structure 6 would replace the spaces currently available in Parking Structure 3. During the short term, if both Parking Structures 3 and 6 are under construction, 681 spaces would be offline in downtown. Staff has identified the following potential parking resources to accommodate parking needs during construction of one or both projects:

- 1) 5<sup>th</sup> and Arizona
- 2) Civic Center
  - a. Civic Structure/Lot
  - b. North Civic Center Lot (on former RAND property, site of Palisades Garden Walk)
- 3) 4<sup>th</sup> and Colorado (Site of Exposition Light Rail terminus)

The availability of parking at the sites of Palisades Garden Walk and the Exposition Light Rail terminus is dependent on those projects' schedules and are currently not expected to be available during the construction of either Parking Structure 6 or the AMC Theatres.

The analysis on the next page demonstrates how short term downtown parking needs could be met with existing resources under two scenarios: (1) Parking Structure 6 under construction, and (2) both Parking Structure 6 and the AMC Theatres at Structure 3 under construction concurrently. Current parking demand can be accommodated within the downtown and Civic Center under all scenarios except if both Parking Structure 3 and 6 are offline on a peak weekday with an event at the Civic Auditorium in which case beach parking lot shuttles would have to be used to facilitate parking at the South Beach lots.

	<u>Scenario 1:</u> PS 6 Under Construction		<u>Scenario 2:</u> PS 6 & AMC Under Construction	
	Weekday Peak	Weekend Peak	Weekday Peak	Weekend Peak
<b>Parking Related Impact</b>				
<b>Non Event Days</b>				
Available Capacity (1)	975 (2)	1,475 (2)	975 (3)	1,475 (3)
5 <sup>th</sup> @ Arizona w/ valet	130	130	130	130
<b>Total</b>	<b>1105</b>	<b>1605</b>	<b>1105</b>	<b>1605</b>
Parking Spaces Off Line	<342>	<342>	<681>	<681>
<b>Net Available Parking</b>	<b>763</b>	<b>1263</b>	<b>424</b>	<b>924</b>
<b>Event Days</b>				
Available Capacity (1)	375	575	375	575
5 <sup>th</sup> @ Arizona w/ valet (4)	130	130	130	130
<b>Total</b>	<b>505</b>	<b>705</b>	<b>505</b>	<b>705</b>
Parking Spaces Off Line	<342>	<342>	<681>	<681>
<b>Net Available Parking (1)</b>	<b>163</b>	<b>363</b>	<b>&lt;176&gt;</b>	<b>24</b>
Beach Lots 1North and 3North	0	0	600	0
Beach Lots 4South and 5South (5)	0	0	1,000	250
<b>Net Available Parking</b>	<b>163</b>	<b>363</b>	<b>1424</b>	<b>274</b>

**Notes to analysis:**

1. Includes average peak availability for Downtown Parking Structure Nos. 1 through 9, Civic Center Structure and Lot, and Library Parking Structure.
2. Includes PS 6 monthly parkers; total number of monthly passes is 142. Average peak number of concurrent monthly parkers is 90 weekday; 40 weekend. These monthly parkers would be provided the option to move to the Library, Civic or Beach Lots.
3. Includes PS 5 & 6 monthly parkers; total number of monthly passes is 541. Average peak number of concurrent monthly parkers is 400 weekday; 240 weekend. These monthly parkers would be provided the option to move to the Library, Civic or Beach Lots. Beach Lot monthly rate will be \$27; Civic Center monthly rate is \$82.50.
4. Surface lot capacity is 100 cars assuming paving of former Interim Library building pad site. Stacked valet-assist increases capacity by approximately 30% to 130. However, the entire area of this property may not be available for surface parking if Bayside continues the Ice operation for four months each year.
5. Use of Beach Lots 4 & 5 South will require a shuttle on large Civic Center event days during the summer.

The successful implementation of the short term parking replacement plan could be facilitated with additional parking management strategies, including:

1. Review and further adjustment of both on-street and off-street parking rates.
2. Further implement new on-street and off-street parking technologies.
3. Relocate longer term parkers to the Civic Center.
4. Develop and implement smart phone and other parking location assistance devices and way finding.
5. Create a parking marketing/PR budget and expand communication/outreach to parkers.
6. Construct a temporary 2-story parking structure on city-owned property at 5<sup>th</sup> and Arizona. Feasibility analysis for this option is currently under review.
7. Support additional Transportation Demand Management programs.
8. Implement a centralized valet program, with cars stored in private facilities.
9. Continuously monitor development agreements ensuring parking requirements are being enforced.
10. Eliminate the private spaces in Structures 2 & 4 (provided by previous development agreements).

#### Next Steps

Staff will continue discussions with the Bayside Parking Committee and is scheduled to discuss the projects with the Chamber of Commerce's Land and Assets Committee on October 21. Additionally, staff has scheduled a public meeting which has been noticed to all downtown monthly pass holders for 6:00 p.m. on Monday, October 25, at the Civic Auditorium East Wing. Staff will finalize the replacement parking strategies following these stakeholder meetings.

**Prepared By:** Donald P. Patterson, Business & Revenue Operations Manager