



City of Hermosa Beach

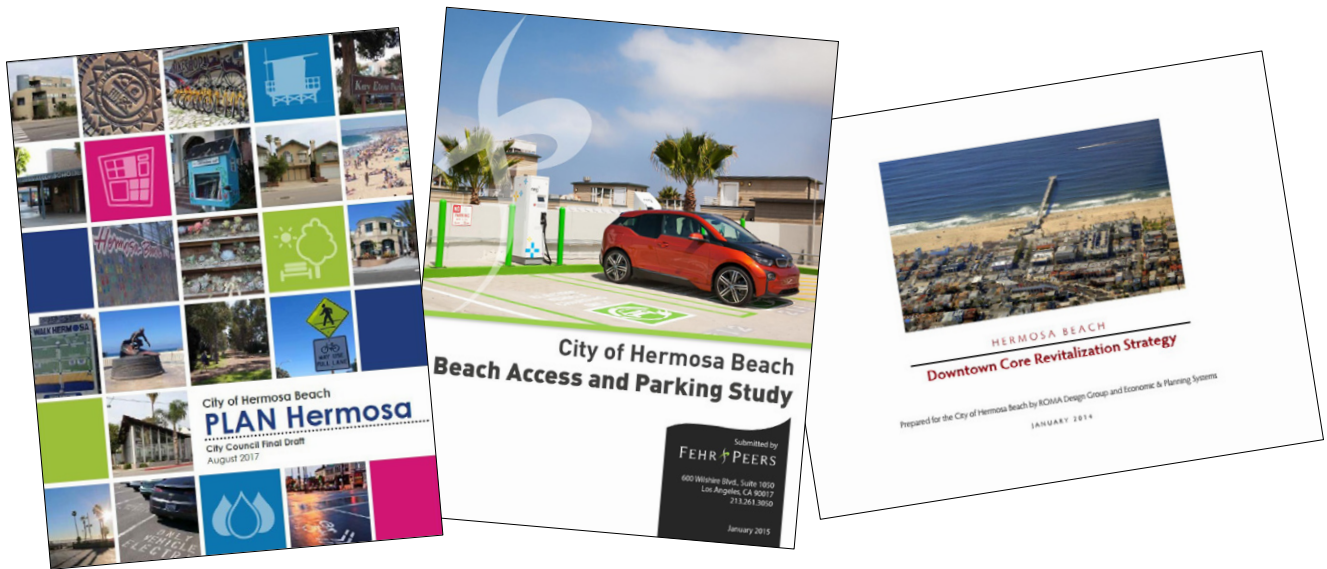
Parking Management Study and Recommended Parking Standards for the Coastal Zone



SEPTEMBER 2019

Introduction

The City of Hermosa Beach has recently undergone a planning process to define the community vision for the future of the City. Elements of the community vision have identified the need for increased parking management within the Hermosa Beach Coastal Zone. To satisfy the requirements set forth in the City's Local Coastal Program, a parking management study was conducted for both public and private parking within the Coastal Zone. This brochure provides a summary of the resulting parking management recommendations found in the study's technical report.



The three (3) goals established for this study were based on the goals and objectives found in the City's existing plans and documents, including *PLAN Hermosa*, *The City of Hermosa Beach: Beach Access and Parking Study*, and *The City of Hermosa Beach Downtown Core Revitalization Strategy*. Establishing these goals provided a guide for developing the recommendations to improve parking within the City's Coastal Zone:

1. Create a parking system that meets the parking needs and demands of residents, visitors, and employees in an efficient and cost-effective manner.
2. Modify parking standards to encourage revitalization and investment in a pedestrian-oriented district.
3. Expand mobility options and optimize parking availability.

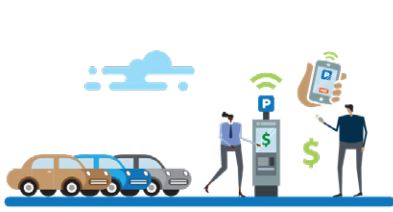
In addition to these goals, the recommendations also consider results of the study's parking inventory, occupancy, and demand analyses; existing city code requirements; industry-wide parking demand standards; and best practices by peer cities.

There are twelve (12) specific recommendations categorized by six (6) overall strategies. The following pages are presented on a zone-by-zone basis, providing quick facts for each zone, and recommendations that are tailored to address the uniqueness of each zone's infrastructure, character, and geography.

Cover image source: Flickr/Kent Kanouse

Recommendations

STRATEGY 1: Strategically Invest in Information and Technology



1 Implement an app-based mobile pay system



2 Design and implement a demand-based parking management program



3 Implement a comprehensive parking signage wayfinding system

STRATEGY 2: Maximize Use of Existing Parking Supply



4 Pilot a shared parking program and facilitate shared parking



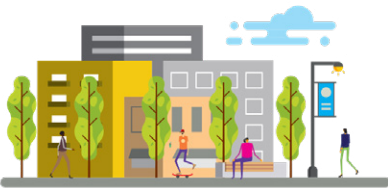
5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY 3: Improve Mobility Options to Reduce Parking Demand



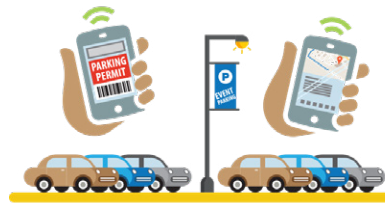
6 Reinvest parking revenues into multimodal improvements

STRATEGY 4: Simplify and Leverage the Zoning Code



7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY 5: Enhance Parking Administration and Operations



8 Enhance event management practices to maximize parking system flexibility and predictability



9 Improve the residential parking permit program

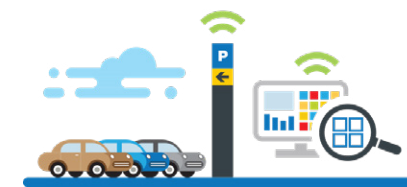
STRATEGY 6: Provide Additional Public Parking as Needed



12 Strategically invest in public and shared parking supply in key locations



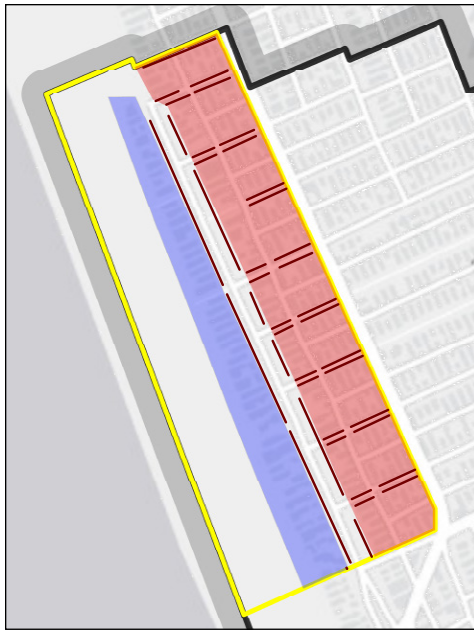
10 Improve the employee parking permit program



11 Establish an ongoing collection, monitoring, and evaluation process

Zone 1

Walk Street – North End



- Hermosa Beach City Boundary
- Zone 1 Boundary
- North End Character Area
- Walk Street Character Area
- Metered Street Parking



- Near-Term Improvements*
- Mid-Term Improvements*
- Long-Term Improvements*
- Not applicable for this zone*

Recommendations

STRATEGY:

Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:

Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:

Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:

Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Metered

Off-street parking types: None

Observed on-street occupancy: Below practical occupancy during weekdays, above practical occupancy during the weekend afternoon at 91%.

Observed off-street occupancy: None

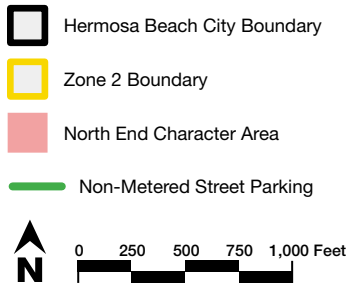
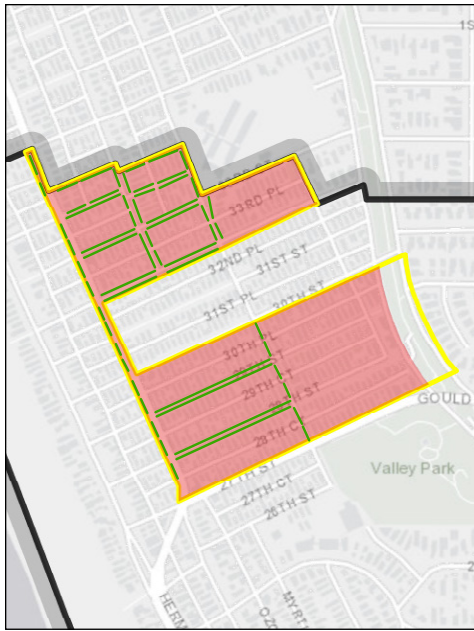
Existing land use types: Residential, Commercial

Challenges: High parking occupancy on weekends can limit access to the walk street area/beach.

Future vision: Maintain high quality pedestrian connections through the walk streets for access to residential and neighborhood-scale commercial services.

Zone 2

North End East



Recommendations

STRATEGY:
Strategically Invest in Information and Technology

- 1** Implement an app-based mobile pay system
- 2** Design and implement a demand-based parking management program
- 3** Implement a comprehensive parking signage wayfinding system

STRATEGY:
Maximize Use of Existing Parking Supply

- 4** Pilot a shared parking program and facilitate shared parking
- 5** Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 6** Reinvest parking revenues into multimodal improvements

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 7** Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:
Enhance Parking Administration and Operations

- 8** Enhance event management practices to maximize parking system flexibility and predictability
- 9** Improve the residential parking permit program
- 10** Improve the employee parking permit program
- 11** Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:
Provide Additional Public Parking as Needed

- 12** Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Non-Metered

Off-street parking types: None

Observed on-street occupancy: Below practical occupancy, ranging from 53% - 82% occupied.

Observed off-street occupancy: None

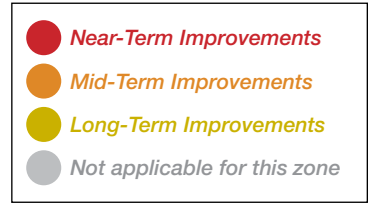
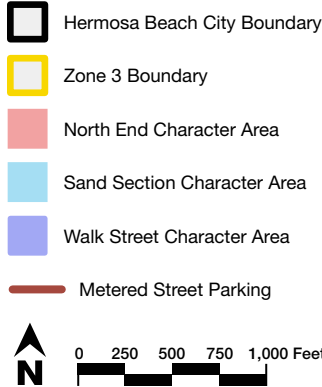
Existing land use types: Residential, Commercial

Challenges: Regulation of the residential parking permit program is especially important in this zone as it consists primarily of residential uses.

Future vision: Maintain neighborhood connectivity and access to nearby commercial services within the compact grid network.

Zone 3

Walk Street – Sand Section North



Recommendations

STRATEGY:
Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:
Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:
Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:
Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Metered

Off-street parking types: None

Observed on-street occupancy: Below practical occupancy during weekdays, above practical occupancy during the weekday afternoon at 88%.

Observed off-street occupancy: None

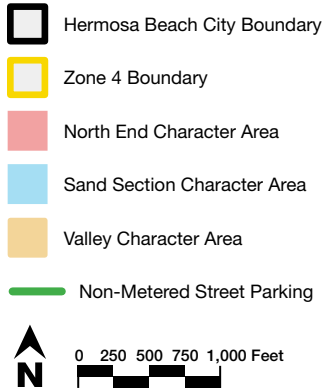
Existing land use types: Residential, Commercial, Restaurant

Challenges: High parking occupancy on weekends can limit access to the beach and commercial uses along Hermosa Avenue.

Future vision: Maintain high quality pedestrian connections through the walk streets for access to residential and neighborhood-scale commercial services. Enhance multimodal connectivity and access to community parks and the Greenbelt. Maintain an integrated mixture of small-scale apartments and single-family homes.

Zone 4

Sand Section – Valley



Recommendations

STRATEGY:

Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:

Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:

Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:

Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Non-Metered

Off-street parking types: None

Observed on-street occupancy: Below practical occupancy, ranging from 47% - 83% occupied.

Observed off-street occupancy: None

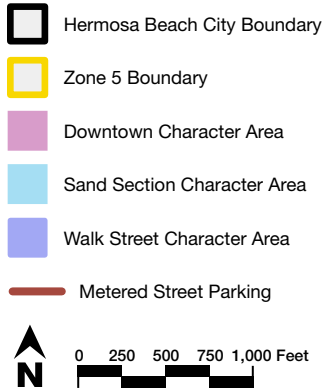
Existing land use types: Residential, Open Space, Education

Challenges: Access to open space and educational facilities must be balanced with the single-family residential patterns in this zone.

Future vision: Enhance multimodal connectivity and access to community parks and the Greenbelt. Preserve the single-family development pattern of the Valley character area that is part of this zone.

Zone 5

Walk Street – Downtown



Recommendations

STRATEGY:
Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:
Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements
- STRATEGY:**
Improve Mobility Options to Reduce Parking Demand
- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:
Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:
Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Metered

Off-street parking types: Public, Private

Observed on-street occupancy: Below practical occupancy during weekdays, above practical occupancy during the weekday afternoon at 94%.

Observed off-street occupancy: Public parking reaches practical occupancy during the afternoons, peaking at 89%. Private parking is below practical occupancy, at 16% on weekend afternoons.

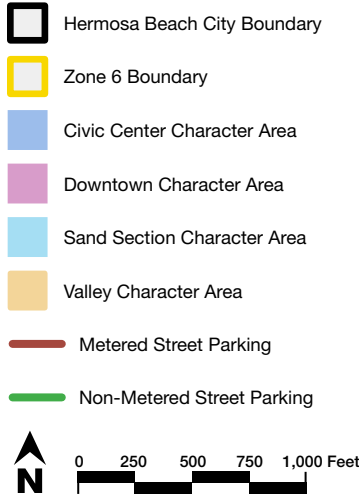
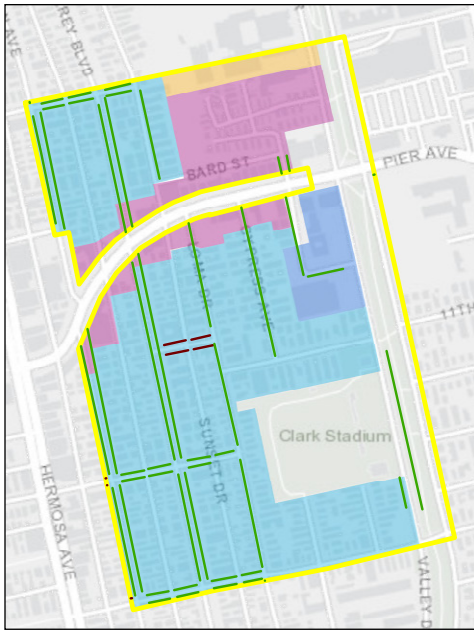
Existing land use types: Office/Professional, Commercial, Assembly, Office/Store

Challenges: A mix of uses creates high parking demand. Public spaces are mostly occupied while private spaces are underutilized.

Future vision: Continue to offer an array of uses for residents and services and maintain the high quality pedestrian environment.

Zone 6

Sand Section – Civic Center



Recommendations

STRATEGY:

Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:

Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements

STRATEGY:

Improve Mobility Options to Reduce Parking Demand

- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:

Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:

Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Mostly Non-Metered

Off-street parking types: Private

Observed on-street occupancy: Below practical occupancy, ranging from 68% - 77% occupied.

Observed off-street occupancy: Below practical occupancy, peaking at 64% occupied during weekday afternoons, but occupied at just 21% on weekend afternoons.

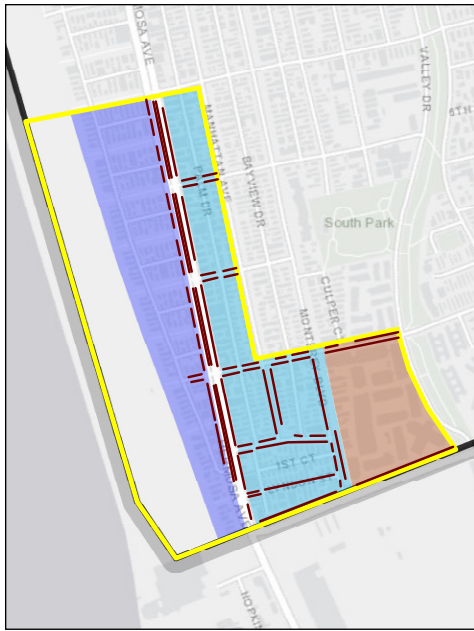
Existing land use types: Commercial, Office/Professional, Office/Store, Medical Office, Residential

Challenges: The Civic Center creates high parking demand that must be balanced with the surrounding commercial and residential uses.

Future vision: Enhance the streetscape and circulation of all modes and users. Expand the Civic Center facilities to provide consolidated parking to serve commercial uses along Pacific Coast Highway, Downtown, and the surrounding residential neighborhoods.

Zone 7

Walk Street – Sand Section – Herondo



- Hermosa Beach City Boundary
- Zone 7 Boundary
- Herondo Character Area
- Sand Section Character Area
- Walk Street Character Area
- Metered Street Parking

- Near-Term Improvements*
- Mid-Term Improvements*
- Long-Term Improvements*
- Not applicable for this zone*

Recommendations

STRATEGY:
Strategically Invest in Information and Technology

- Implement an app-based mobile pay system
- Design and implement a demand-based parking management program
- Implement a comprehensive parking signage wayfinding system

STRATEGY:
Maximize Use of Existing Parking Supply

- Pilot a shared parking program and facilitate shared parking
- Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- Reinvest parking revenues into multimodal improvements

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:
Enhance Parking Administration and Operations

- Enhance event management practices to maximize parking system flexibility and predictability
- Improve the residential parking permit program
- Improve the employee parking permit program
- Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:
Provide Additional Public Parking as Needed

- Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Metered

Off-street parking types: None

Observed on-street occupancy: Below practical occupancy during weekdays, above practical occupancy during weekend afternoons, at 97%.

Observed off-street occupancy: None

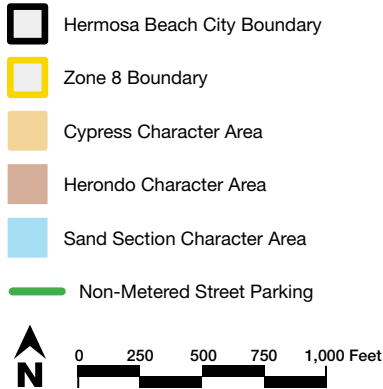
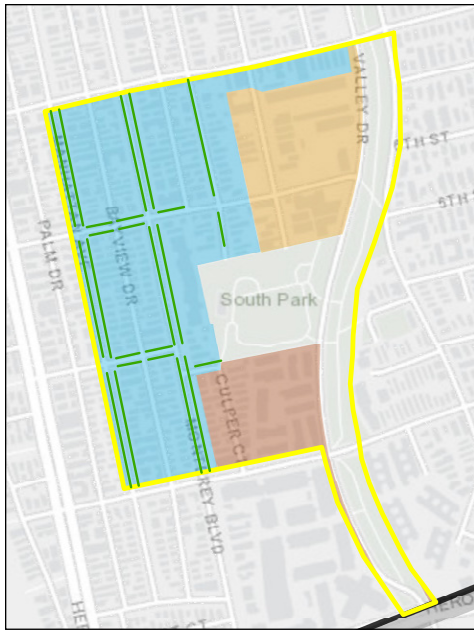
Existing land use types: Residential, Commercial, Restaurant

Challenges: High parking occupancy on weekends can limit access to the beach and walk street area. High density residential uses in the Herondo area may create higher parking demand.

Future vision: Maintain high quality pedestrian connections through the walk streets for access to residential and commercial services. Protect high density multi-family residential development patterns in the Herondo character area. Improve pedestrian access through the large apartment blocks to the Greenbelt and the beach.

Zone 8

Sand Section – Cypress



Recommendations

STRATEGY:
Strategically Invest in Information and Technology

- 1 Implement an app-based mobile pay system
- 2 Design and implement a demand-based parking management program
- 3 Implement a comprehensive parking signage wayfinding system

STRATEGY:
Maximize Use of Existing Parking Supply

- 4 Pilot a shared parking program and facilitate shared parking
- 5 Maximize flexibility of curb space to accommodate rideshare and valet service

STRATEGY:
Improve Mobility Options to Reduce Parking Demand

- 6 Reinvest parking revenues into multimodal improvements
- STRATEGY:**
Improve Mobility Options to Reduce Parking Demand
- 7 Revise the zoning code to better support walkable, mixed-use development in the Coastal Zone

STRATEGY:
Enhance Parking Administration and Operations

- 8 Enhance event management practices to maximize parking system flexibility and predictability
- 9 Improve the residential parking permit program
- 10 Improve the employee parking permit program
- 11 Establish an ongoing collection, monitoring, and evaluation process

STRATEGY:
Provide Additional Public Parking as Needed

- 12 Strategically invest in public and shared parking supply in key locations

Quick Facts

On-street parking types: Non-Metered

Off-street parking types: Private

Observed on-street occupancy: Below practical occupancy during the weekday afternoon, above practical occupancy during the weekday evening and weekend afternoon, at 100% occupied.

Observed off-street occupancy: Below practical occupancy at about 45% during weekdays, above practical occupancy during the weekend afternoon, at 95%.

Existing land use types: Light Manufacturing, Service/Repair, Warehouse/Storage, Residential

Challenges: Much of the public parking in this zone has no time restriction. Private parking spaces are underutilized during the week.

Future vision: Maintain an integrated mixture of small-scale apartments and single-family homes in the Sand Section area. Accommodate a variety of flexible use spaces and creative industries.

For more information, please contact:

The City of Hermosa Beach
Leeanne Singleton
1315 Valley Drive
Hermosa Beach, CA 90254
310-318-0239
lsingleton@hermosabch.org



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18401 Von Karman Avenue, Suite 300
Irvine, CA 92612
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www.ibigroup.com