

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
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**Th 9b**

Filed: 5/11/99
 49th Day: 6/29/99
 180th Day: 11/7/99
 Staff: AJP-LB
 Staff Report: 7/13-16/99
 Hearing Date: 9/14-17/99
 Commission Action:

STAFF REPORT: REGULAR CALENDAR

APPLICATION NUMBER: 5-99-116

APPLICANT: Russ Barnard

AGENT: Douglas Teiger

PROJECT LOCATION: 3002 Main Street, Santa Monica

PROJECT DESCRIPTION: Construction of a 3,499 square foot, 32-foot high, 2-story retail building with 12 on-site parking spaces on a 6,190 square foot lot.

Lot Area:	6,190 sq. ft.
Building Coverage:	2,145 sq. ft.
Pavement Coverage:	3,515 sq. ft.
Landscape Coverage:	358 sq. ft.
Parking Spaces	12
Zoning	CM4- (Service and Specialty Commercial)
Ht above final grade	32 feet

LOCAL APPROVALS RECEIVED: Approval in Concept; Variance 98-016

SUBSTANTIVE FILE DOCUMENTS: CDPs: 5-85-007(Banana Republic), 5-82-866 (Perloff and Webster), 5-82-204(Westside Properties), 5-83-297(Giselle, Smith & Walls). Santa Monica certified Land Use Plan, 1992.

SUMMARY OF STAFF RECOMMENDATION:

Staff recommends denial of the proposed project due to adverse impacts on public parking for beach access and the Main Street visitor-serving commercial area. The project provides only 11 of 17 required parking spaces and is two blocks from the Santa Monica State beach.

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolution:

I. DENIAL

The Commission hereby **Denies** a permit, for the proposed development on the grounds that the development will not be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976, and will prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act.

IV. FINDINGS AND DECLARATIONS:

The Commission hereby finds and declares:

A. Project Description and Location

The applicant proposes the construction of a 3,499 net square foot (3,833 gross square foot), 32-foot high, 2-story retail building with 11 on-site surface parking spaces on a 6,190 square foot lot (see Exhibit #3 & #4). The first floor will consist of 2,419 gross square feet. The second story will be a mezzanine consisting of 1,414 gross square feet.

The proposed project is located on Main Street in the City of Santa Monica. The site is situated on the southwest corner of Main and Pier (see Exhibit 1 & 2). The lot is currently developed as a parking lot. The City of Santa Monica's certified Land Use Plan designates the project site as Main Street Commercial.

The site is two blocks east of the Santa Monica State beach. The surrounding area is currently developed with commercial uses. To the north across Pier Avenue is a two-story retail/office building, to the south is a three-story office/storage building, and to the west is a single-story retail building with surface parking. Across Main Street to the east is a five-story market and residential building.

B. Coastal Access

The proposed project is located on Main Street between Hollister Avenue and Ocean Park Boulevard. Main Street is approximately two blocks from the City's South Beach area. Main Street has evolved over the years from small scale neighborhood serving retail uses to trendy restaurants, art galleries, specialty-retail establishments and offices over ground floor retail. The City's certified LUP states that:

Main Street is the closest commercially zoned area to the South Beach area, and has evolved during the past two decades from a commercial street of low-intensity development to a specialty shopping and visitor serving area. There has been a marked increase in the number of restaurants, art galleries, antique, and specialty-retail establishments, and traffic. Most of this activity is concentrated south of Ocean Park Boulevard. Recent development north of Ocean Park Boulevard includes offices over ground floor retail, furniture and accessory showrooms, gymnasiums and dance studios, and some restaurants...

Many of the buildings along Main Street date from before World War II, and do not provide off-street parking. Main Street has metered parking on the street and in several public parking lots. These lots include a small lot at Strand Street, a larger lot south of Hollister Avenue, and a major lot between Kinney and Hill streets behind the businesses located on Main Street. In recent years, several office buildings and mixed use retail and office structures have been built. The newer buildings provide off-street parking sufficient for their own needs.

This recycling has caused parking shortages along Main Street and the surrounding areas due to inadequate on-site parking, and competition for street parking from visitors to Main Street, residents that live immediately east of Main Street where inadequate residential parking also exists, and from beachgoers that use the area for beach parking.

The Commission has consistently found that a direct relationship exists between the provision of adequate parking and the availability of public access to the coast. Section 30252 of the Coastal Act requires that new development should maintain and enhance public access to the coast by providing adequate parking facilities.

Section 30252 of the Coastal Act states in part:

The location and amount of new development should maintain and enhance public access to the coast by. . . (4) providing adequate parking facilities or providing substitute means of serving the development with public transportation. . .

In addition, policy #20 of the Santa Monica certified Land Use Plan states in part that:

New development shall provide adequate parking to meet all demands created by the development . . .

Therefore, in order to conform to the requirements of the Coastal Act, the proposed project must provide adequate support parking in order not to negatively impact parking for the visitor serving area of Main Street or for beach parking.

The applicant is proposing to provide 11 on-site parking spaces for the 3,499 (net) square foot commercial building. Based on City parking standards of 1 space per 300 square feet, the City requires 11 parking spaces, plus one loading space. The applicant applied to the City for a variance from the City's off-street parking requirement of requiring one loading space. The City's Zoning Administrator denied the application due to the fact that the subject property is vacant, and the building could either be reduced in size to eliminate the need for a loading space, or designed to include the required parking. The Zoning Administrator found that by not providing the loading space, the project could impact adjacent uses in the immediate neighborhood as the residential and commercial uses all compete for a limited number of parking spaces. The variance was subsequently appealed to the Planning Commission. The Planning Commission found that because the property was not accessible by an alley, as most other parcels are, the applicant had a hardship. The Planning Commission reasoned that if the subject parcel had alley access, the applicant would have sufficient room to provide all of the required parking (12 spaces). Therefore, the Planning Commission granted the variance (99-016) to allow one parking space to be shared for parking and loading.

Although the City found the parking adequate to meet City parking standards, the Commission has consistently applied Commission parking standards to development within the Santa Monica area. In the Santa Monica area, the Commission has consistently required that general retail use provide parking at a rate of 1 space per 225 square feet of gross area. The total gross square footage of the proposed project is 3,833 square feet. Based on the gross square footage the project will generate a parking demand of 17 parking spaces. The applicant's plans show 11 on-site parking spaces or 64% of the required parking. The proposed project is deficient 6 parking spaces.

Providing inadequate parking in the Main Street area will adversely impact access to the Main Street visitor-serving commercial area and to the nearby Santa Monica beach.

As stated, Main Street is a visitor-serving commercial corridor that has evolved over the years from small scale neighborhood serving retail uses to trendy restaurants, art galleries, specialty-retail establishments and offices over ground floor retail. This recycling has caused parking shortages along Main Street and the surrounding areas due to inadequate on-site parking and competition for street parking from visitors to Main Street, residents that live immediately east of Main Street where inadequate residential parking also exists, and from beachgoers that use the area for beach parking.

The inadequate parking for the Main Street commercial area and popularity of the area has created parking conflicts within the residential neighborhoods that are in the surrounding area. This conflict has lead to the City creating preferential parking zones for residents. The preferential parking zones reserve all on-street parking for residents and excludes beach visitors and customers of the commercial establishments. (The zones were created without the benefit of a coastal development permit. The City has submitted applications for the zones and is working towards completing the applications so that they can go before the Commission).

There are a number of parking alternatives available along and surrounding Main Street for patrons of the businesses of Main Street and for employees. Based on a Parking Study prepared for the City in 1997 (Main Street Commercial District Parking Study, Technical Report & Appendices, by Wilbur Smith Associates, October 1, 1997), the Main Street area, from Pico Boulevard to the City's southern boundary and Second Street to the east and Neilson Way to the west, provides approximately a total of 1,612 parking spaces. Out of this total there are approximately 923 municipal parking spaces, including all on-street curbside spaces and off-street public lots. The remaining approximately 689 spaces are located in private lots. The curbside spaces within the Main Street area are restricted short-term parking either through meters or signage. Metered spaces have time limits, which range from 36 minutes to 10 hours.

Main Street and the surrounding area is also served by a mass transit system. The City has two bus services that operate along Main Street. The Santa Monica Municipal Bus line operates routes throughout the City and surrounding area and includes a route along Main Street. The second bus service is the Tide shuttle. This shuttle operates between the Main Street area and the third Street Promenade in a one-way loop extending along Main Street from Marine Street, north to Bicknell Street, and east to 4th Street to Broadway in Downtown Santa Monica. It returns to the Main Street area via Ocean Avenue and Barnard Way (see Exhibit #6).

According to the City the Tide shuttle is a free service provided by a partnership between the City, the Santa Monica Place shopping center, and four hotels: Bayview Plaza, Double Tree Guest Suites, Loews Santa Monica Beach Hotel, and Shutters On The Beach. A fifth hotel, Le Merigot Beach Hotel, which has just recently opened, is also participating in the funding of the shuttle.

According to the City, the Tide shuttle service was created in response to citizen concerns regarding potential traffic congestion generated by hotel development. The shuttle encourages guests to leave their personal or rental cars at their hotels and travel to the various visitor destinations by shuttle, thus, reducing the amount of traffic circulating within the Santa Monica area and reducing the demand for parking.

Although the Main Street area provides parking alternatives and is serviced by mass transit parking in the area is heavily impacted. According to the 1997 Wilbur Smith Associates Parking Study:

North of Ocean Park Boulevard-- During the peak hour for the area south of Ocean Park Boulevard, overall parking Existing peak parking occupancy levels in the Main Street area are generally at or approaching "practical capacity." (When occupancy reaches 90% of the total supply, this is often considered "practical capacity." At this point, it may be extremely difficult to find an available parking space.

South of Ocean Park Boulevard-- On a summer Sunday between 4:00 and 5:00 PM in 1996, 91% of all spaces were occupied. The deficit (compared to practical capacity) was 8 spaces. However, when private lots are excluded, conditions appear even worse, with Main Street area curb parking 94% occupied and Main Street public lot parking 99% occupied. Summer Sunday conditions are considered fairly representative of all warm weather weekend days from May through October. Furthermore, occupancy levels during all warm weather periods, including non-summer weekdays, were fairly similar, based on counts conducted at different times by Wilbur Smith Associates occupancy to the north was about 57% (but with Main Street curbside parking 93% occupied. The Sunday peak was slightly higher.) On a non-summer Sunday between 1:00 and 2: PM, 64% of spaces were occupied...Main Street area curb parking was 93% occupied (with a deficit of 7 spaces) and public lot parking was 85% occupied. Thus, Main Street area public parking was approaching practical capacity even north of Ocean Park Boulevard.

The Main Street Merchants Association, whose members are made up of participating businesses on Main Street, are aware of the parking problems within the Main Street area. Because of the parking situation the Main Street Merchants Association has hired a Parking Coordinator. One of his main duties is to find alternative parking to support the Main Street businesses (see Exhibit #7). The Association is also working with the City to try to encourage beachgoers that park in the Main Street area, to park within the beach lots in order to free up needed parking for the Main Street patrons. The City is currently working on a study that will address this issue. At this time, however, the City has not submitted any proposed measures to free up parking within the Main Street area.

The applicant has submitted a 1994 ridership survey for the shuttle that indicates that the Main Street commercial area accounts for 46% of the shuttle's boardings (total ridership of 2,118 between the period of August 27, 1994 and September 2, 1994). In addition, 20% of all boardings were from the shuttle stop at Main Street and Pier Avenue, immediately adjacent to the applicant's property. The applicant states that because the shuttle serves Main Street and Main Street generates nearly half of the shuttles ridership (based on the 1994 ridership survey), and there are shuttle stops within close proximity of the proposed project site, the project's parking impacts would be mitigated by the shuttle (see applicant's letter, Exhibit #6 and #8). Staff disagrees. As stated, the shuttle program was created in response to citizen concerns regarding potential traffic congestion generated by hotel development. These hotels are located on Ocean and Pico Boulevard. Main Street merchants do not provide funding for the shuttle service and the service was not created by the City to offset parking requirements for the businesses along Main Street or in the downtown area.

In 1986, the Commission approved a 8,199 square foot retail use building with 30 off-site parking spaces (CDP #5-86-397 (Barrett Development), and through an immaterial amendment (CDP #5-86-397A2 (Barrett Development), allowed the City's newly created

shuttle service to be a substitute for the required parking. This is the only project where the shuttle was allowed as a substitute for the parking requirement. Since the approval of this project the Commission has reviewed and approved numerous projects along Main Street and has not approved the shuttle as a substitute for required parking or for mitigation for parking impacts.

Furthermore, the four hotels are required to contribute funding for the shuttle pursuant to development agreements or permit conditions with the City. The shuttle service is to mitigate traffic congestion by providing alternative transportation within the visitor-serving areas of Santa Monica to visitors and guests of the hotels. In addition to the City's shuttle program, the Commission has also required the hotels, that were subject to Commission review and approval, to provide full parking based on Commission parking standards (Loews hotel: CDP #5-86-560; Shutters hotel: CDP#5-87-1005 and Le Morigot :CDP#5-89-941). Thus, the hotels were not provided parking breaks even though the hotels participated in the City's shuttle program.

Although Main Street businesses derive an incidental benefit from the program, since the shuttle serves the Main Street area, the businesses do not contribute to the shuttle program. Since the Main Street businesses do not fund the program and the program is used to mitigate traffic impacts from hotel development, Main Street businesses must provide the required parking just as the hotels who funded the shuttle have been required to do.

The applicant feels that although he does not contribute to the shuttle program he does participate in the Main Street Business and Parking Improvement Area which provides partial funding for a Parking Coordinator to find alternative parking to support Main Street businesses and this should help mitigate parking deficiencies of his project. According to the City, the Main street businesses do not participate in any parking assessment district that provides financing for the construction and maintenance of parking that would mitigate on-site parking deficits for the Main Street area. The purpose of the Business and Parking Improvement Area assessment is to promote business activities in the area. As stated early one of the Parking Coordinator's main duties is to provide alternative parking solutions for Main Street. Any parking alternatives developed by the Parking Coordinator are not to support new development but to assist in reducing the parking problems caused by existing development.

The applicant has indicated that as mitigation for the deficient parking he would provide the Commission required 17 parking spaces through valet parking during the weekend and holidays, and make available the on-site parking to the general public during the hours the tenant(s) is not open for business. The use of valet parking with the proposed retail use would not be a viable alternative to providing the required 17 on-site self-parking spaces. Because of the nature of retail type uses patrons length of stay is usually short and patrons are looking for quick and convenient parking. Valet parking does not offer this type of

quick and convenient parking. Valet parking may work well with restaurant uses where the patrons' length of stay is much longer than a small retail establishment.

Furthermore, valet parking will not serve as support parking for the retail establishment but will operate as an independent parking lot due to patrons looking for more quick and convenient parking spaces. Those people that will use the valet lot will be those that plan on staying for a longer period, such as patrons of the nearby restaurants and bars. Patrons of the proposed retail establishment will be parking in the nearby public lots and on the street which will add to the parking problems that currently exist in the area.

The applicant's proposal to make available the parking to the general public during the weekend and holidays is a condition that the Commission regularly requires for commercial, office and mixed-use development. This condition allows parking that may be underutilized during non-business hours, such as after 5:00pm during the weekday and on weekends, to be made available to the general public. This condition is consistent with the City's Land Use Plan Policy #16. However, since the proposed project is for visitor-serving retail use that would operate during peak beach periods during the weekday and weekend, public use of the lot would not reduce the parking impacts to Main Street and the beach.

Providing parking off-site within a remote lot is a viable alternative in some cases. The Commission, in past permit action for projects along Main Street and other areas of Santa Monica the Commission has approved the use of remote parking. The City's LUP allows for the use of remote parking if the remote lot is within 1,000 feet of the project site. In this particular case there are no available parking lots that would be able to provide parking for the proposed project.

The provision of adequate support parking for the proposed development is important given the project's location with respect to the Santa Monica State Beach and to the Main Street visitor-serving area. The proposed project is providing only 11 of 17, or 64 percent, of the required parking spaces. Therefore, the Commission finds that because the development will not provide adequate parking to support the developments demand, the development will individually and cumulatively adversely impact parking for beach access and the visitor-serving Main Street commercial area and will be inconsistent with Section 30252 of the Coastal Act. Therefore, the project is denied.

In denying this application the Commission notes that denial of this permit does not preclude the applicant from continuing the use of the site or developing the site further with a Commission approved development. The applicant can either: (1) continue to use the property as a parking lot, as it has been used for over thirteen years; (2) redesign the building to reduce the square footage in order to be consistent with the Commission parking requirements; or (3) change the type of use to a less intensive use that will meet the Commission's parking requirements. These alternatives will have less of an impact on parking and coastal access which the Commission may find consistent with the policies of the Coastal Act and with the certified Land Use Plan.

C. Local Coastal Program

(a) Prior to certification of the Local Coastal Program, a Coastal Development Permit shall be issued if the issuing agency, or the Commission on appeal, finds that the proposed development is in conformity with the provisions of Chapter 3 (commencing with Section 30200) of this division and that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3.

In August 1992, the Commission certified, with suggested modifications, the land use plan portion of the City of Santa Monica's Local Coastal Program, excluding the area west of Ocean Avenue and Neilson way (Beach Overlay District), and the Santa Monica Pier. On September 15, 1992, the City of Santa Monica accepted the LUP with suggested modifications.

The certified Land Use Plan designated the proposed site as Main Street Commercial. Under the City's current zoning the proposed new uses are permitted uses and consistent with Land Use Plan designation. As proposed the project will adversely impact coastal resources and beach access. The Commission, therefore, finds that the proposed project will not be consistent with the Chapter 3 policies of the Coastal Act and will prejudice the ability of the City to prepare a Local Coastal Program implementation program consistent with the policies of Chapter 3 of the Coastal Act as required by Section 30604(a).

D. California Environmental Quality Act

Section 13096 of the Commission's administrative regulations requires Commission approval of Coastal Development Permit applications to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

Previous sections of these findings contain documentation of the significant adverse impacts of the proposed development. As discussed above, there are feasible alternatives or mitigation measures available which would substantially lessen any significant adverse impact which the activity would have on the environment. There are a number of alternatives to the applicant's proposal, as stated above, that will have less of an impact. The project as proposed is not the least environmentally damaging alternative. Therefore, the Commission finds that the proposed project is not consistent with CEQA and the policies of the Coastal Act.

VICINITY MAP

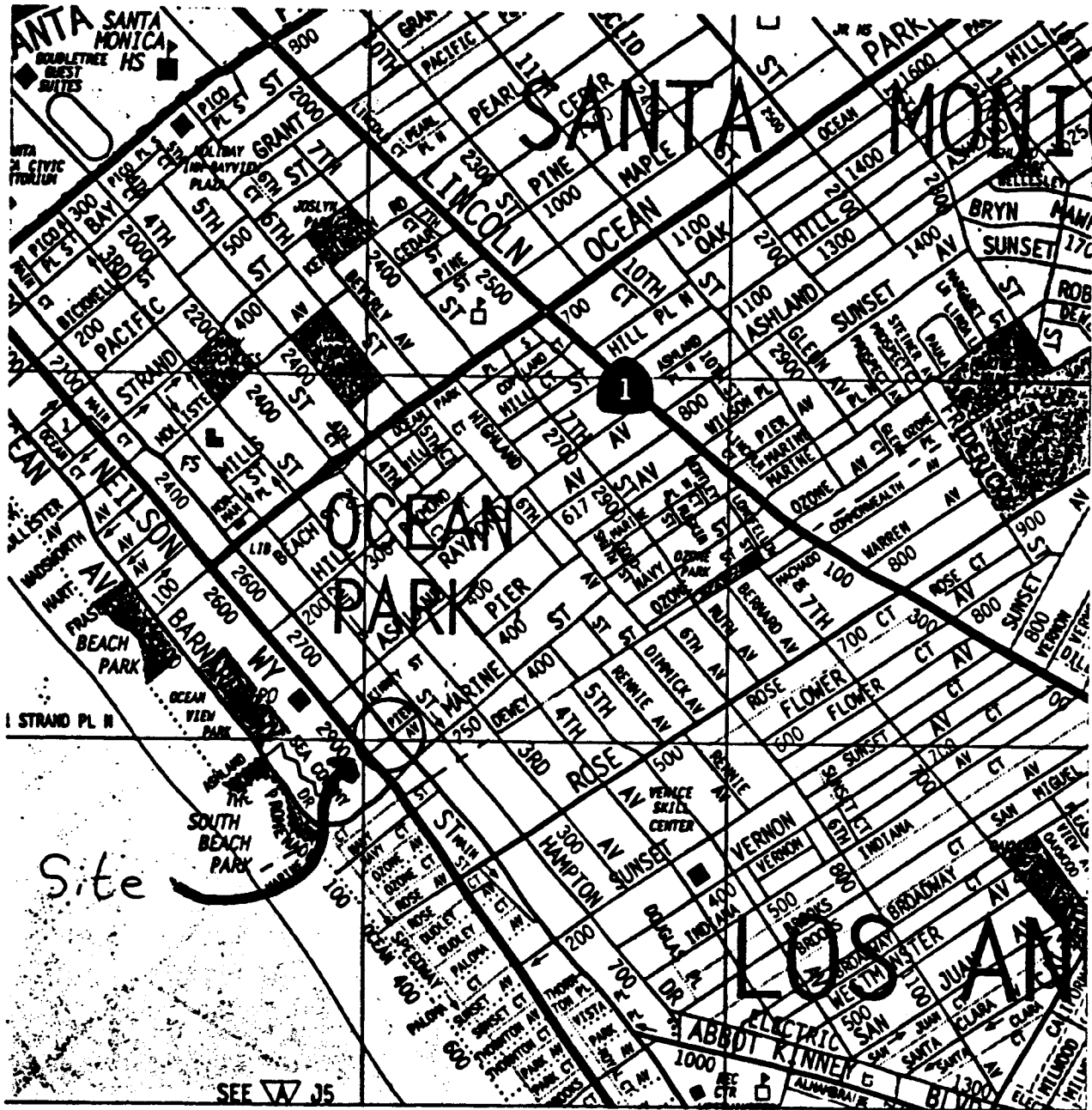

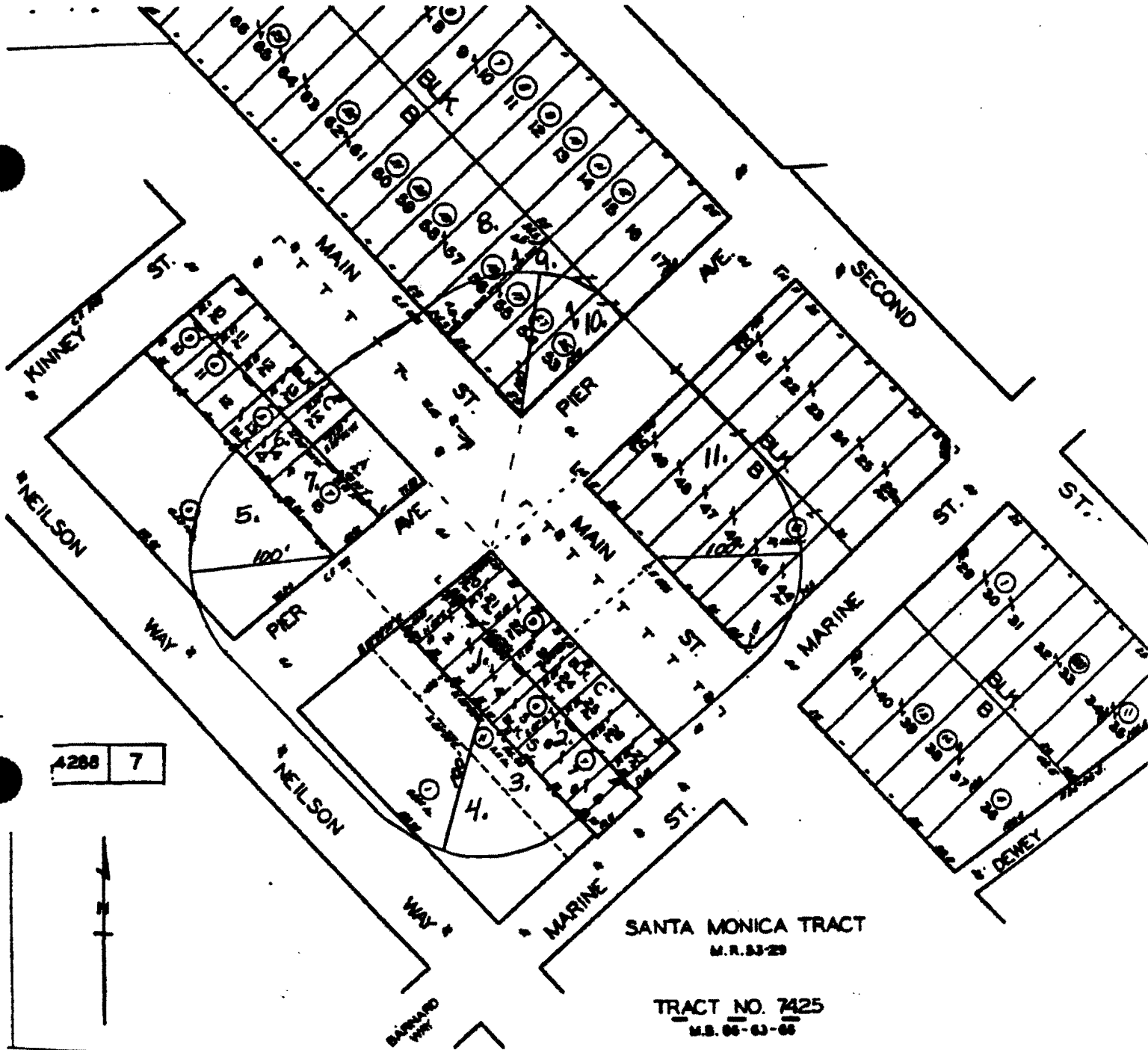


EXHIBIT NO. 1
APPLICATION NO. 5-99-116
<i>Vicinity Map</i>
 California Coastal Commission




CALIFORNIA COASTAL COMMISSION RADIUS MAP



JPL Zoning Services, Inc.
 6257 Van Nuys Blvd., # 101
 Van Nuys, CA 91401-2711
 (818) 781-0016



Scale: 1" = 100'

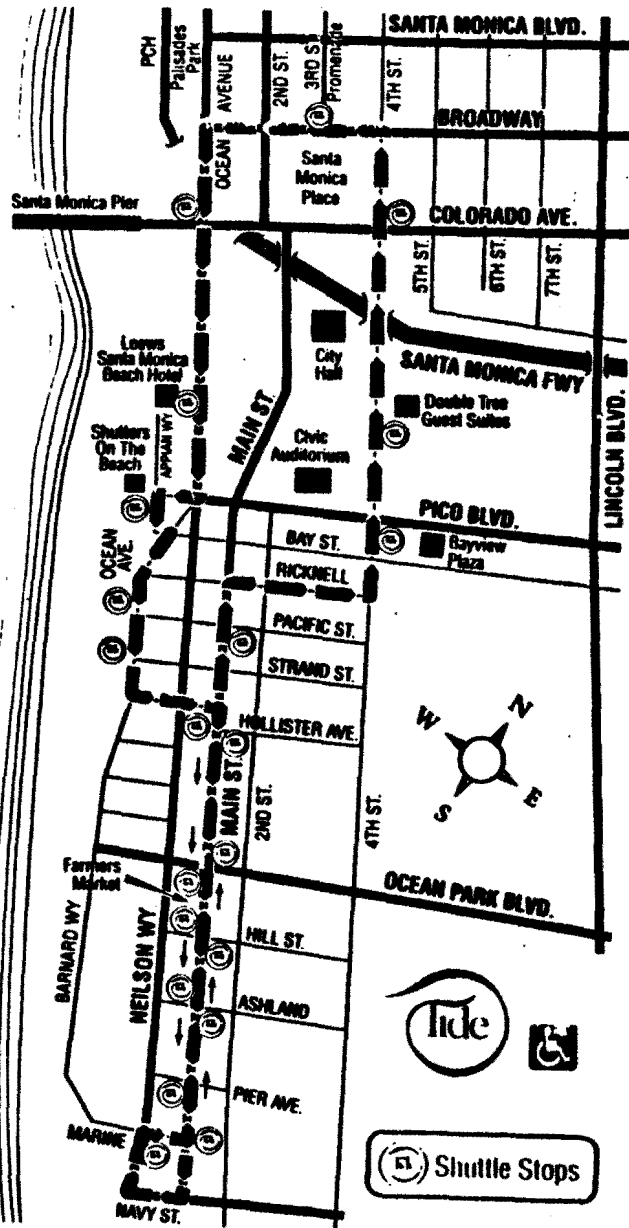
EXHIBIT NO. 2
APPLICATION NO. 5-99-116
<i>Parcel Map</i>
 California Coastal Commis

There's no easier way
to get around
Santa Monica...

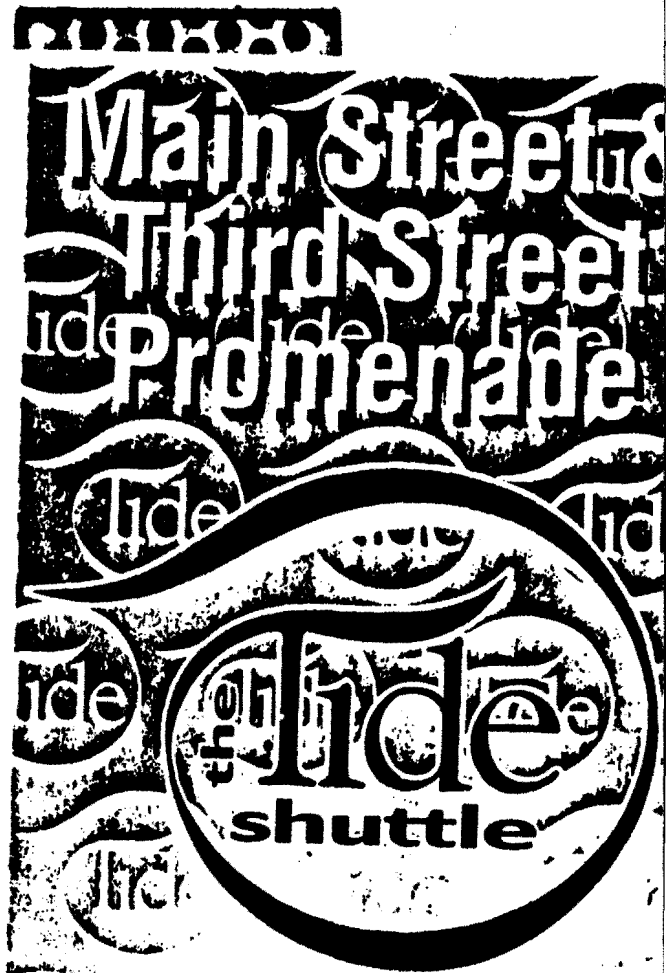
...than using the electric Tide Shuttle. This service, provided through a unique public/private sector partnership between the City of Santa Monica and the Bayview Plaza, DoubleTree Guest Suites, Loews Santa Monica Beach Hotel, and Shutters On The Beach, is designed to help reduce traffic congestion, pollution and eliminate parking hassles for Santa Monica visitors, residents and those who work within the City.

Riding the electric Tide Shuttle to shopping, dining and entertainment at the Third Street Promenade, Santa Monica Place, the beach, the Pier and Main Street, and to business appointments in the downtown and Civic Center areas is simple and convenient. Since you are using a non-polluting vehicle to make your trip, it will help clean the air, too.

The Tide Shuttle operates seven days a week every day of the year. Consult the



Tide Shuttle Runs Every 15 minutes
Fare: 25¢, 10¢ (Seniors/Disabled/Medicare)



Tide Runs Every 15 Minutes

Fare:

EXHIBIT NO. 5

Application Number

5-99-116

Tide Shuttle

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California Coastal Commis

EXHIBIT NO.	6
Application Number	5-99-116
Letter from	Applicant
California Coastal Commission	

CALIFORNIA COASTAL COMMISSION

May 12, 1999

Alex Padilla
California Coastal Commission
200 Ocean Gate, 10th Floor
Long Beach, CA 90802

RE: 3002 Main Street, Santa Monica; Application # 5-99-116

Dear Alex:

Enclosed is the additional information you requested regarding the recent increase in the fee charged by the Assessment District which funds the Parking Coordinator; the details of the recent increase in the hours of the Tide shuttle and its service to Main Street; and other information you may find helpful.

I. Parking Coordinator.

The first two pages attached are from Gary Gordon, the Main Street Parking Coordinator. As you will see, the position was created by the Council last year and extended this year until the increase in parking assessment fees is actually received. His primary job assignment is to work to improve parking and circulation in the Main Street commercial district.

II. Tide Shuttle.

Both the letter from the Parking Coordinator and the fax from the Bus Lines explain the improvements and expansion of this shuttle service. The shuttle ridership numbers continue to increase each season, leading the city to two expansions of service. The first is that the Tide will run from 9:30 a.m. on weekends, rather than 10 a.m. The second is that from Memorial Day through Labor Day – the peak local season – the shuttle will run both north and south on Main Street between Hollister and Marine. It has been determined that this additional ½ hour of operation, in concert with the two-way service, should major improvements in the shuttle's effectiveness.

The additional ½ hour in the mornings will make it possible for employees at Main Street business to take the shuttle. Most area businesses open at 10 a.m. on weekends. The previous hours of operation did not allow employees to use it because they could not get to work on time.

The two-way service will increase service in the most intense portion of the district – where my project is located – since it will allow easy transportation both to and from destinations within the more intensely developed areas. In the past a rider had to go all the way downtown on one direction of the trip in order to take advantage of the shuttle. Obviously that made it unusable for local trips within the district unless the rider was willing and able to walk either to or from the rider's destination.

The single most significant result is anticipated to be that Lot 11 (the large public parking lot from Hollister north) – which is currently significantly underused – will become a regularly used part of the parking inventory. Despite repeated attempts to get customers and/or employees to use this lot we have never had much success. It is simply a few blocks too far from the center of “the action” on Main Street.

With the shuttle now running in both directions it will be much more convenient to use this lot. With the half hour earlier starting time the lot can be used by 10 a.m. start time employees who can use the shuttle. We consider these two considerations to be major improvements and we anticipate considerable increases in ridership therefrom.

These measures are very significant for my project because of its location at the heart of the district and its proximity to Tide Shuttle bus stops. Please note on the attached map that there is a shuttle stop immediately adjacent to my project site at Main and Pier. Additionally there are two stops on the other side of the street, one is located one block north and the other one block south. As you can see, our project is perfectly situated to take full advantage of the shuttle service.

III. Assessment District.

As you can see from the Fax sent by the Resource Management Department, the ordinance increasing the parking assessment passed its second reading on April 27, 1999 (see Gwen Pentecost note on Cover Letter). Although the base ordinance was provided Coastal staff as part of the package on the Barretts Development Permit we previously discussed (CDP # 5-86-397A2 (2936 Main Street), I have provided here the pages relating to the new increase in assessment fees.

Please note on page 2 (Section 1) that the boundaries include our project location. Please note that under the provisions of Sections 2 and 3, both the retail business that is to occupy the building and Pier Street Limited, the partnership that owns and is lessor of the property, will pay into the Assessment fund.

IV. Additional information.

Please note that under our approvals from the City of Santa Monica, there will be no deliveries to the site between noon and 2 p.m. or after 6 p.m. on weekdays, and none after noon on weekends. Therefore we will not be adding to the traffic with deliveries during the peak parking demand periods.

Additionally, the facility has been restricted to no more than two tenants so that traffic generation is kept at a minimum. We already have a lease with a single tenant for the first 10 years (with a 10-year option), so in reality, there will only be a single tenant for at least the next 10 years.

As I mentioned to you on the phone, we are also willing to condition our approval from the Commission on making the parking at the project available to the general public during the hours the tenant is not open for business. This will ensure that the parking developed with this project is not shut off to the public when the business is closed, as happens with so many small independent parking facilities in the area.

EXHIBIT NO.	7
Application Number	5-99-116
	<i>Duties of Parking</i>
	<i>Coordinator</i>
	California Coastal Commission

5/10/99

To: Russ Barnard
 From: Gary Gordon, Parking Coordinator
 Main Street Merchants Association
 Re: Status of Assessment & Parking Coordinator position

The position of Parking Coordinator was created by the Santa Monica City Council last summer (June 1998). \$40,000 was transferred from the City to the Santa Monica Chamber of Commerce for the Main Street Merchants Association to be administered by the Main Street Board. This was meant to be half-funding of the annual budget for the position, granted up front to cover the first six months of the position.

I was hired at the end of August, 1998. I was to work no more than 30 hours a week at \$20/hr. By the end of the first week in September office space was rented, and by the second week in September phones were set up, a computer had been purchased, and the office was fully functional.

The primary job assignment was to explore "non-structural solutions" to the parking problem on Main Street. A 1996 city study identified the problem as a shortage of available spaces for customers and potential customers because metered spaces were used by beach-goers, residents and employees. "Non-Structural" meant: solutions that did not include the construction of a parking structure.

Along with the creation of the Parking Coordinator position, the Merchants Association and the City decided that the Merchants Association should put together a plan for an increased assessment. Such a plan was put together and presented to the membership in January, 1999. A straw ballot was taken and the proposal passed overwhelmingly.

The increased assessment plan proposed that the additional assessment monies would primarily continue to fund the Parking Coordinator position, expanding the position to work on a variety of issues, but to concentrate on traffic/parking/circulation, and would also be used to boost some of the promotion and marketing activities.

The City Council adopted the resolution increasing the assessment in April, 1999. Those monies would come in to the Main Street Merchants in August, 1999, thus creating a gap in the Parking Coordinator funding.

Through careful budgeting, the money allocated for six months (for the Parking Coordinator) has lasted longer than six months. But in January, 1999, the Merchants studied the assessment timetable and, anticipating a gap, asked the City Council to set aside "gap" funding for the Parking Coordinator position. The City Council agreed to this and did so at their interim budget hearing in February, 1999.

As an outgrowth of the work of the Parking Coordinator, coinciding with the work of the highly proficient staff running the Big Blue and Tide buses, a plan was proposed and adopted to re-route the Tide and increase its operational hours on weekends. Beginning Memorial Day, the Tide will run south on Main (from Hollister) as well as north, and will begin at 9:30am on weekends. The Main Street Merchants Board is very pleased with the plan, as the combined effect of these changes should improve transportation for shoppers and employees. The City, obviously happy with the Tide's performance, and looking to expand its use, approved these changes in April, 1999.

We are also willing to agree not to exceed the rate charged for beach parking.

As you are well aware, I am an active participant in the city-wide discussions regarding parking and circulation in the Coastal Zone, as I have been for more than 20 years now. Additional traffic and circulation improvements which will affect the area are sure to be implemented during the coming months, but the specifics are still undetermined at this time. However, we do know now that additional parking will be available along Neilson Way - 100 feet from my project site -- after 8 p.m., when the current improvements to Neilson are completed.

Alex, as you know, there is no additional parking available in the immediate area. This is a very small site for a very small project that is not likely to have any significant impact on parking and circulation, and hopefully, with the combination of elements identified above, staff will feel comfortable in recommending approval. If you have any questions or you need any additional information, please give me a call.

Best regards,

A handwritten signature in cursive script, appearing to read "Russell Barnard".

Russell Barnard

Pier and Main Street Permit Number 5-99-116

Pier Avenue Partnership, Russ Barnard

July 29, 1999

Concerns regarding the staff report:

1. The gross square footage (3,833) of the building instead of the net (3,499) is being used for the parking generation count. Computed on 3,833 instead would be 15 spaces rather than 17. Nearly 10% of the project is non-usable area due to the small size of the project and the extremely small 2nd floor, which nonetheless must still be served by two separate stairways.
2. No credit is given for the TIDE shuttle operation. The TIDE was recently expanded, largely due to the efforts of the Main Street parking coordinator, to provide two-direction service on Main Street. There is a shuttle stop at Pier and Main in front of the project site and another will be added directly across Main. Staff's analysis implies the TIDE has no impact in the Main Street area ("Main Street businesses derive an incidental benefit from the program, since the shuttle serves the Main Street area...") despite ridership studies that show Main Street to be the most significant locale on the route. According to the 1995 usage study:
 - a full 20% of all TIDE boardings occur at the project site (2nd only to Broadway & Third);
 - 6% of all boardings occur at Main and Hill, 1 block from the project site (the 4th most frequently used boarding site, behind only Broadway and 3rd, Main and Pier, and the Civic Auditorium);
 - 46% of all boardings occur somewhere on Main Street;
 - and 1/3 of all trips were recreationally related.

In addition, the staff report mistakenly says the cost of the shuttle is borne by the hotels required to make payments under their coastal permits. Although this is a substantial contribution to the operation, the city carries a substantial portion of this economic burden, due in large part to lobbying efforts from Main Street businesses and the Main Street Parking coordinator. For instance, the concept of two-way service on Main Street came from the Main Street Assessment Committee and was instigated in response to these requests and lobbying efforts. (The hotels gain virtually no benefit from the two-way service on Main Street, but as explained in my earlier letter regarding the service, it has made tremendous differences in the viability of the shuttle for regular usage in the Main Street area.)

[See Ridership Study, Letter from Judith Meister, TIDE route map attached.]

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3. No credit at all was given for contributions to the Parking and Business Improvement Area or the creation of a parking coordinator funded by the Main Street merchants, including the project developer. This seems very unfair in that we just got the Council to approve an increase in the assessment solely for the purpose of continued funding for the parking coordinator.

This position has not only been significant in lobbying the city to add two-way service of the TIDE on Main Street, but in securing the church parking lot at 2nd and Marine for public parking, and pressing the city to move forward with such Coastal Commission supported measures as reduced parking rates in the south beach lots, short term parking in the south beach lots, re-striping of lot 9 to add an additional 75 spaces, etc.

[See Parking and Business Improvement Area enabling ordinance, Parking Coordinator e-mail, and Employee Parking Flyer attached.]

4. Shared usage. A study by the Convention & Visitors Bureau in the late 1980s confirmed that most visitors to Main Street were visiting several businesses each trip. The average visit included stops at 3 destinations per trip. Anecdotal information – and common wisdom – indicates this situation still exists today, and may in fact be more extensive than in the late '80s. However I have no current documentation in hand.

This is not a destination project. It is a body building retail store that will primarily serve those who are already on the street visiting Powerhouse Gym (one block to the south); MetRX (directly across the street) and other body building associated facilities in the immediate neighborhood (Gold's, the Firehouse, etc.) The tenant is so convinced of this that their lease calls for them to have exclusive use of only 7 of the parking spaces.