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STATE OF CALIFORNIA - THE RESOURCES AGENCY

GRAY DAVIS, Governor

## CALIFORNIA COASTAL COMMISSION

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Commission Action:



### STAFF REPORT: REGULAR CALENDAR

**APPLICATION NO.:** 5-99-048

**APPLICANT:** City of Santa Monica

**PROJECT LOCATION:** Hill and Raymond Streets, between Lincoln Boulevard and Seventh Street, in the City of Santa Monica.

**PROJECT DESCRIPTION:** After the fact permit for the establishment of a preferential parking district for residents only with no parking or stopping for more than two hours between the hours of 7:00 a.m. and 6:00 p.m. without a permit; and the erection of signs identifying the hours of the parking restrictions and demarcating the restricted areas (Zone F).

**LOCAL APPROVALS RECEIVED:** City Council approval

**SUBSTANTIVE FILE DOCUMENTS:** Coastal Development Permits #5-97-215, #5-96-221, #5-96-059 (City of Santa Monica), #5-90-989 (City of Los Angeles Dept. of Transportation), #5-91-498(Sanders); A-5-VEN-97-183 (City of Los Angeles; City of Santa Monica's certified LUP.

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### SUMMARY OF STAFF RECOMMENDATION:

Staff recommends approval of the preferential parking zone with a special condition placing the applicant on notice that any change in the parking restrictions or boundaries of the zone will require an amendment to this permit.

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### STAFF NOTE

In recent years the Commission has received applications from local governments to limit public parking on public streets where there are conflicts between local residents and beach visitors, trail users and/or people seeking coastal views. The streets subject to the

current application request for preferential parking are not near the beach and do not serve as alternative parking areas for beach parking. The City of Santa Monica proposes to restrict public parking to two hours on the streets between the hours of 7:00 a.m. and 6:00 p.m. Residents along the affected streets will be allowed to park on the street by obtaining a parking permit from the City.

Public beach access parking and recreational activities can result in impacts to neighborhoods that are not designed to accommodate visitors. In this case, the City of Santa Monica has documented that the residential area is being impacted by businesses along Lincoln Boulevard which is developed with neighborhood and region-serving businesses. The City is proposing the parking restriction to address the conflict that occurs due to a lack of on-site parking to support a few commercial businesses in the immediate vicinity of the proposed zone and use of the public residential streets by these businesses.

The Coastal Act basis for the Commission's involvement in preferential parking issues is found in the policies which encourage maximizing public access to the shoreline. For many areas of the coast, particularly the more urbanized areas, the key to gaining access to the shoreline is the availability of public parking opportunities. In past permit actions, the Commission has consistently found that public access includes, not only pedestrian access, but the ability to drive into the coastal zone and park in order to access and view the shoreline. Without adequate provisions for public use of public streets, residential permit parking programs that use public streets present potential conflicts with Coastal Act access policies.

This permit application is one of seven after the fact permit applications for residential preferential parking zones in the City of Santa Monica (see Exhibit 1 and 2). The seven zones represent a total of approximately 936 parking spaces.

Six zones are located south of Pico Boulevard, with one zone located one block north of Pico Boulevard. The City created the seven residential preferential parking zones between 1983, 1987 and 1989 (three zones were expanded to include additional streets in 1984 and 1990). All seven zones were created without the benefit of a Coastal Development Permit.

After being contacted by South Coast Commission staff and informed that a Coastal Development Permit would be required for the preferential parking zones the City filed an application for the seven preferential parking zones. The City, in their submittal letter, states that they would like to resolve the preferential parking zone violation matter administratively (see Exhibit 3). However, the City further states that the application is being filed under protest and they are not waiving their right to bring or defend a legal challenge. The City maintains that the Coastal Commission does not have regulatory

authority over preferential parking zones within the coastal zone of Santa Monica. The City states that their position on this matter is based on four primary factors:

(1) the creation of preferential parking zones does not require coastal commission approval, (2) in 1983 when the zones were first created, the Coastal Commission confirmed that such zones were not subject to Commission approval, (3) the City has exclusive authority to establish preferential parking zones, and (4) preferential parking zones in Santa Monica do not restrict coastal access.

The staff do not agree with the City's position and staff's response to each of the City's contentions is addressed below in the following sections of this report.

The proposed project was scheduled for the January 1999 Commission hearing. However, the City withdrew the application in order to complete a parking and circulation study (Santa Monica Coastal Parking and Circulation Study, April 1999) and present staff with possible measures that would mitigate the loss of public parking where there was determined to be an adverse impact to public beach access.

The proposed project was again scheduled for Commission hearing in November 1999. However, the applications were postponed after Commission staff determined that portions of the on-street parking for two of the proposed seven districts were restricted as short-term public parking by prior Commission permit actions and that a staff recommendation of approval on two of the preferential parking district applications would be inconsistent with the Commission's previous permit actions. The City subsequently submitted two amendment applications to remove the restrictions imposed by the Commission in its previous actions and designate new parking in other nearby locations as short-term parking to replace the parking that was subject to the previous permits.

The permit and amendment applications were before the Commission in January 2000. After public testimony the Commission expressed their concern over the loss of public on-street parking that was available for beach and recreational parking. The Commission asked the City to explore other alternative measures to mitigate the loss of public on-street parking due to preferential parking. After the City agreed, the Commission postponed the public hearing.

**RECOMMENDATION:**

Staff recommends that the Commission APPROVE the permit application with special conditions.

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**MOTION**

I move that the Commission approve CDP #5-99-048 pursuant to the staff recommendation.

This will result in adoption of the following resolution and findings. The motion passes only by affirmative vote of a majority of the Commissioners present.

Staff recommends a YES vote.

**STAFF RECOMMENDATION:**

The staff recommends that the Commission adopt the following resolution:

I. **Approval with Conditions**

The Commission hereby grants a permit for the proposed development, subject to the conditions below, on the grounds that, as conditioned, the development will be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976, will not 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, and will not have any significant adverse impacts on the environment within the meaning of the California Environmental Quality Act.

II. **Standard Conditions.**

1. **Notice of Receipt and Acknowledgment.** The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.

2. **Expiration.** If development has not commenced, the permit will expire two years from the date this permit is reported to the Commission. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.

3. **Compliance.** All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.

4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections. The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
7. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

### III. Special Conditions.

1. Future Changes

Any change in the hours, days, or boundaries of the proposed preferential residential parking zone will require an amendment to this permit.

### IV. Findings and Declarations.

The Commission hereby finds and declares as follows:

#### A. Project Description, Location and Background

The City of Santa Monica proposes to establish a residential preferential parking zone (zone F) that would restrict public parking to two hours without a permit between the hours of 7:00 a.m. and 6:00 p.m. along the following described streets within the City of Santa Monica:

Hill and Raymond Streets, between Lincoln Boulevard and Seventh Street

The proposed project also includes the erection of signage within the preferential parking zone to identify the hours of the parking restrictions as well as demarcate the restricted areas.

Residents that front on Hill and Raymond Streets, between 7<sup>th</sup> Street and Lincoln Boulevard, are allowed to park on the street 24-hours a day, seven days a week, with the purchase of a parking permit from the City.

The proposed zone is located in the Ocean Park area of the City. The zone is generally situated south of Ocean Park Boulevard and abuts Lincoln Boulevard (see Exhibit 1). The two streets are approximately 240 feet in length and provide approximately 55 curbside parking spaces (according to the City's calculations which are based on length of street minus curb cuts and an average parking space of approximately 20 feet), with parking on both sides of the street.

The zone is approximately 0.6 miles from the beach and located within a residential neighborhood. The area is developed with single and multiple-family structures. The majority of the residential structures are older structures built between the 1920's and 1950's. These structures have limited on-site parking. The structures in the area that provide on-site parking have inadequate parking, based on current standards. Lincoln Boulevard is a commercial corridor providing a mix of retail, restaurants, hotels, office and automobile service type uses. Lincoln Boulevard is the coastal zone boundary in this area.

The City charges \$15.00 for an annual parking permit. The City's municipal code states that the number of Permits per residential household is limited to the number of vehicles registered at that address. If more than three permits are requested the applicant must show that sufficient off-street parking is not available to the applicant (Santa Monica Municipal Code Section 3233). Any vehicle parked without a permit will be removed by the City. All designated streets will be posted with curbside signs indicating the parking restrictions.

The preferential parking zone was originally created by City ordinance in December 1985 and implemented in 1986(Santa Monica Municipal Code Section 3238f). The preferential parking zone was created and implemented without the benefit of a Coastal Development Permit.

For this summer period (2000) the City is also planning, on an experimental basis, to lower the public parking rate from the \$7.00 summer rate to \$5.00, and convert 152 flat rate parking spaces to short-term spaces within the two south beach lots. The planned short-term rate will be \$1.00 per hour with a maximum time limit of 2-hours.

The City is also planning to convert the 75 parking spaces in the lot (1640 Appian Way) just south of the pier to 2-hour parking, with a rate of \$1.00 per hour for the summer 2000 period. However, none of these summer 2000 experimental proposals have been incorporated into the coastal development permit application currently before the Commission.

**B. Previous Commission Permit Action on Preferential Parking Programs within the City of Santa Monica.**

The Commission has approved one previous residential preferential parking zone permit application within the City of Santa Monica. In 1996 the City proposed 24-hour preferential residential parking along Adelaide Drive and Fourth Street, between Adelaide Drive and San Vicente Boulevard, in the north part of the City (CDP #5-96-059). The Commission found that due to the zone's distance from the beach and absence of direct access to the beach from the street the area did not provide significant beach access parking. However, because the public used the area for scenic viewing and other recreational activities the Commission found that the City's proposed 24-hour parking restriction was too restrictive and would significantly impact access and coastal recreation in the area. The Commission denied the permit and directed staff to work with the City to develop hours that the City could properly implement and would also protect public access and coastal recreation. The City subsequently submitted a new permit application with hours that restricted public parking only between the hours of 6:00 p.m. and 8:00 a.m. The Commission approved the permit with the proposed evening hour restrictions with special conditions (CDP #5-96-221). One of the special conditions limited the authorization to two years and required the City to submit a new permit application if the City wanted to continue the parking restrictions beyond that time, so that the program and possible impacts could be re-evaluated. The City is in the process of assembling the information to submit a new application for this parking zone.

**C. State Wide Commission Permit Action on Preferential Parking Programs and Other Parking Prohibition Measures.**

Over the last twenty years the Commission has acted on a number of permit applications throughout the State's coastal zone with regards to preferential parking programs along public streets. In 1979 the City of Santa Cruz submitted an application for a preferential parking program in the Live Oak residential area [P-79-295 (City of Santa Cruz)]. The program restricted public parking during the summer weekends between 11 a.m. to 5 p.m. The City proposed to mitigate the loss of available parking along the public streets by the availability of day use permits to the general public, the provision of remote lots and a free shuttle system. The Commission approved the program with the identified mitigation measures.

In 1982 the City of Hermosa Beach submitted an application for a preferential parking program for the area located immediately adjacent to the coastline and extending approximately 1,000 feet inland [#5-82-251 (City of Hermosa Beach)]. The proposed restricted area included the downtown commercial district and a residential district that extended up a hill 1,000 feet inland. The purpose of the preferential parking zone was to alleviate parking congestion near the beach. The program included two major features: a disincentive system to park near the beach and a free remote parking system to replace the on-street spaces that were to be restricted. The Commission found that the project as proposed reduced access to the coastal zone and was not consistent with the access

policies of the Coastal Act. Therefore, the Commission approved the preferential program with conditions to ensure consistency with the Coastal Act. The conditions included the availability of day-use parking permits to the general public and a shuttle system in addition to the provision of remote parking spaces. The Commission subsequently approved an amendment (July 1986) to remove the shuttle system since the City provided evidence that the shuttle was lightly used, the remote parking areas were within walking distance, and beach access would not be reduced by the elimination of the shuttle program. The City explained to the Commission that due to a loss of funds for the operation of the shuttle system it was necessary to discontinue the shuttle and request an amendment to the Coastal permit. The Commission approval of the City's amendment request to discontinue the shuttle system was based on findings that the shuttle system was not necessary to ensure maximum public access.

In 1983 the City of Santa Cruz submitted an application for the establishment of a residential parking permit program in the area known as the Beach Flats area [#3-83-209 (City of Santa Cruz)]. The Beach Flat area consists of a mix of residential and commercial/visitor serving uses, just north of the Santa Cruz beach and boardwalk. The area was originally developed with summer beach cottages on small lots and narrow streets. The Commission found that insufficient off-street parking was provided when the original development took place, based on current standards. Over the years the beach cottages were converted to permanent residential units. With insufficient off-street parking plus an increase in public beach visitation, parking problems were exacerbated. The Commission found in this particular case that the residents were competing with visitors for parking spaces; parking was available for visitors and beach goers in public lots; and adequate public parking in non-metered spaces was available. Therefore, the Commission approved the permit with conditions to ensure that parking permits (a total of 150) were not issued to residents of projects that were recently constructed and subject to coastal development permits.

In 1987 the Commission approved, with conditions, a permit for a preferential parking program in the City of Capitola [#3-87-42 (City of Capitola)]. The program contained two parts: the Village parking permit program and the Neighborhood parking permit program. The Village consisted of a mixture of residential, commercial and visitor-serving uses. The Neighborhood district consisted of residential development located in the hills above the Village area. The Village, which has frontage along the beach, is surrounded on three sides by three separate neighborhoods. Two neighborhoods are located above along the coastal bluffs with little or no direct beach access. The third neighborhood is located inland, north of the Village.

Similar to the Santa Cruz area mentioned above the proposed Village area changed from summer beach cottages to permanent residential units, with insufficient off-street parking. With insufficient off-street parking and an increase in beach visitation, on-street parking became a problem for residents and businesses within the Village

and within the Neighborhood. The proposed preferential parking programs were proposed to minimize traffic and other conflicts associated with the use of residential streets by the visiting public. The Village program allowed residents to obtain permits to exempt them from the two-hour on-street parking limit that was in place, and the requirement of paying the meter fee. The Neighborhood program would have restricted parking to residents only.

The Village program did not exclude the general public from parking anywhere within the Village. The Neighborhood program as proposed, however, would have excluded non-residents from parking in the Neighborhood streets. The Commission found that public access includes not only pedestrian access, but also the ability to drive into the Coastal Zone and park, to bicycle, and to view the shoreline. Therefore, as proposed the Commission found that the proposal would adversely affect public access opportunities. Without adequate provisions for public use of these public streets that include ocean vista points, residential permit parking programs present conflicts with Coastal Act access policies. Therefore, the Commission approved the permit with special conditions to assure public access. These conditions limited the number of permits within the Village area, restricted public parking limitations to vista point areas in the Neighborhood district, required an access signage program, operation of a public shuttle system, and monitoring program and imposed a one-year time limit on the development that was authorized (requiring a new permit or amendment to continue the program).

In 1990 the City of Los Angeles submitted an application for preferential parking along portions of Mabery Road, Ocean Way Entrada Drive, West Channel Road and East Rustic Road in the Pacific Palisades area, within Santa Monica Canyon [#5-90-989 (City of Los Angeles)]. The proposed streets were located inland of and adjacent to Pacific Coast Highway. The preferential parking zone extended a maximum of approximately 2,500 feet inland along East Rustic Road. According to the City's application, the purpose of the proposal was for parking relief from non-residents. Despite available parking along surrounding streets and in nearby State beach parking lots along Pacific Coast Highway that closed at 5:30 p.m., the Commission denied the application because the areas were used for parking by beach goers and because elimination of public on-street parking along these streets would significantly reduce public beach parking in the evening and also reduce visitor serving commercial parking.

In 1997 the Commission denied, on appeal, a City of Los Angeles' Coastal Development Permit for preferential residential parking in the Venice area [A-5-VEN-97-183 (City of Los Angeles)]. The Commission found that because of the popularity of Venice Beach and Ocean Front Walk (boardwalk), the limited amount of off-street beach parking within the beach parking lots was not adequate to support the amount of visitors that came to the area and that the surrounding neighborhoods served as a parking alternative to the beach parking lots. Therefore, the Commission found that restricting public parking along these streets during the beach use period would adversely impact beach access.

As shown above, the Commission has had before them a number of preferential parking programs statewide. The Commission has approved all of the programs except for two programs. While the approved programs regulated public parking they did not exclude public parking in favor of exclusive residential use. Because the programs were designed or conditioned by the Commission to preserve public parking and access to the beach, the Commission found the programs consistent with the access policies of the Coastal Act.

All programs attempted to resolve a conflict between residents and coastal visitors over on-street parking. The Commission approved the programs only when the Commission could find a balance between the parking needs of the residents and the general public without adversely impacting public access. For example, in permit #P-79-295 (City of Santa Cruz) and #5-82-251 (City of Hermosa Beach) preferential parking was approved with mitigation offered by the City or as conditions of approval that were required by the Commission to make available day use permits to the general public, remote parking and a shuttle system. In #3-83-209 (City of Santa Cruz), because of a lack of on-site parking for the residents within a heavily used visitor serving area, and adequate nearby public parking, the Commission approved the project to balance the needs of the residents with the general public without adversely impacting public access to the area. In #3-87-42 (City of Capitola) the Commission approved the program for the visitor serving area (the Village) because it did not exclude the general public from parking in the Village but only limited the amount of time a vehicle could park. However, preferential parking in the Neighborhood district, located in the upland area, was, for the most part, not approved since it excluded the general public from parking. The only areas within the Neighborhood district that were approved with parking restrictions were those areas immediately adjacent to vista points. In these areas the Commission allowed the City to limit public parking to two-hour time limits.

Where a balance between residents and the general public could not be found that would not adversely impact public access opportunities the Commission has denied the preferential parking programs, as in the case of #5-90-989 and A5-VEN-97-183 (City of Los Angeles).

In addition to preferential parking programs, the Commission has also reviewed proposals to prohibit general parking by such measures as posting "No parking" signs and "red curbing" public streets. In 1993 the City of Malibu submitted an application for prohibiting parking along the inland side of a 1.9 mile stretch of Pacific Coast Highway [#4-93-135 (City of Malibu)]. The project would have eliminated 300 to 350 parking spaces. The City's reason for the request was to minimize the number of beach goers crossing Pacific Coast Highway for public safety concerns. The Commission denied the request because the City failed to show that public safety was a problem and because no alternative parking sites were provided to mitigate the loss of available public parking. Although there were public parking lots located seaward of Pacific Coast Highway and in

the upland areas, the City's proposal would have resulted in a significant loss of public parking. The Commission, therefore, found that the proposal would adversely impact public access and was inconsistent with the access policies of the Coastal Act. In denying the proposal, the Commission recognized the City's desire to maximize public safety and found that there were alternatives to the project, which would have increased public safety without decreasing public access.

In 1989 the Commission appealed the City of San Diego's permit for the institution of parking restrictions (red curbing and signage) along residential roads in the La Jolla Farms area (#A-6-LJS-89-166). The impetus for the parking restrictions was residential opposition to the number of students from the University of California at San Diego campus who parked on La Jolla Farms Road and Black Gold road, and the resulting traffic and public safety concerns associated with pedestrians and road congestion in the area. Specifically, the property owners association cited dangerous curves along some portions of the roadway, which inhibited visibility; lack of sidewalks in the area and narrow streets (between 37 to 38 feet wide); and increased crime.

The Commission filed the appeal due to concerns on the parking prohibition and its inconsistency with the public access policies of the Coastal Act. The area contained a number of coastal access routes for beach access and access to a major vista point.

The Commission found that the City's permit would eliminate a source of public parking and would be inconsistent with the public access policies of the Coastal Act. The Commission further found that the elimination of the public parking spaces along the areas proposed could only be accepted with the assurance that a viable reservoir of public parking remained within the area. Therefore, the Commission approved the project with special conditions to limit public parking to two-hours during the weekdays and unrestricted parking on weekends and holidays. The Commission further allowed red-curbing basically along one side of the road(s) and all cul-de-sacs for emergency vehicle access. The Commission found, in approving the project as conditioned, the project maximized public access opportunities while taking into consideration the concerns of private property owners.

As in the preferential parking programs that have come before the Commission in the past, if proposed parking prohibition measures can be proposed or conditioned so that private property owner concerns can be balanced with coastal access opportunities, where impacts to public access is minimized, the Commission may find such proposals consistent with the public access policies of the Coastal Act.

**D. Development Which Requires a Coastal Development Permit**

Section 30600 of the Coastal Act requires a local government wishing to undertake development in the coastal zone to obtain a coastal development permit.

Pursuant to Section 30106 of the Coastal Act development includes a change in the intensity of use of land; a change in the intensity of use of water, or of access thereto; and placement of solid material or structure. In this instance the change in intensity of use of land is converting the on-street parking spaces from public spaces to private residential spaces, i.e. a change in use from a public use, to a private residential use, which in this instance is located on public property. A change in intensity of use of access to the water will also result from the creation of a preferential parking district (zone) by prohibiting public parking and completely limiting the amount of time one can park on a public street adjacent to the beach. Placement of the parking signs implementing the district also constitutes development.

The Commission has consistently maintained that the establishment of preferential parking programs constitutes development and could adversely impact public access to public beaches and other coastal recreational areas. In past permit actions, the Commission has consistently found that public access includes not only pedestrian access but the ability to drive into the coastal zone from an inland community and park in order to access and view the shoreline.

The City states that in 1983 Commission legal staff confirmed that permits were not required for the establishment of preferential parking zones. The City has included a City interoffice memo (dated September 3, 1983) stating that they spoke to Commission legal staff regarding preferential parking and that legal staff at the Commission told them that a permit would not be required (see Exhibit 4). The City has not provided Commission staff with any evidence of written correspondence between Commission staff and City Staff addressing this issue and Commission staff has not found any record of such correspondence with the City. Instead, staff has located two legal staff letters written in 1983 which clearly state that a coastal development permit is required in order to establish a preferential parking program. In 1983 the Commission's staff counsel sent a letter to Santa Barbara's Office of the City Attorney (12/19/83) in response to the City's inquiry regarding whether or not a coastal development permit would be required for the establishment of a preferential parking program within the coastal zone of the City of Santa Barbara. The letter from Staff Counsel states, in part, that the establishment of preferential parking zones and the erection of signs is considered development and that the Commission has jurisdiction over the establishment of such zones/districts (see Exhibit 5). Again in 1983, another Commission staff counsel sent a letter to the City of Santa Cruz (9/29/83) concluding that a coastal development permit must be issued to authorize the proposed Beach Flats Residential Parking Program (see Exhibit 6). Finally, as stated above, the Commission has acted on numerous preferential parking programs

over the last 20 years and has consistently asserted jurisdiction over the establishment of preferential parking zones/districts.

The City also states that the City has exclusive authority to create preferential parking zones (See City letters, Exhibits No. 3 and 13). The Commission does not agree with this position. Although the Vehicle Codes provide the City with the ability to create preferential parking zones, this authority is permissive and in no way eliminates the requirements of other applicable state laws such as the Coastal Act.

The City of Santa Monica further states that preferential parking zones in Santa Monica do not restrict coastal access. The Commission does not agree and has consistently maintained that such zones/districts have potential adverse impacts to coastal access and recreation because public access includes the ability of beach visitors who depend on the automobile to access the beach from inland communities. The impacts of each zone may vary depending on location, hours, boundaries and coastal and recreational facilities in the area. Therefore, each preferential parking zone needs to be analyzed on a case by case basis to determine the zone's impact to beach access and its consistency with the Coastal Act. The proposed preferential parking zone's impact to coastal and recreational access is addressed below.

**E. Public Access and Recreation**

One of the strongest goals of the Coastal Act is to protect, provide and enhance public access to and along the coast. The establishment of a residential parking zone within walking distance of a public beach or other recreational areas will significantly reduce public access opportunities.

Several Coastal Act policies require the Commission to protect beach and recreation access:

Section 30210 of the Coastal Act states:

In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30211 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not

limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

Section 30212.5 of the Coastal Act states:

Wherever appropriate and feasible, public facilities, including parking areas or facilities, shall be distributed throughout an area so as to mitigate against the impacts, social and otherwise, or overcrowding or overuse by the public of any single area.

Section 30213 of the Coastal Act states in part:

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

Section 30214 of the Coastal Act states:

(a) The public access policies of this article shall be implemented in a manner that takes into account the need to regulate the time, place, and manner of public access depending on the facts and circumstances in each case including, but not limited to, the following:

- (1) Topographic and geologic site characteristics.
- (2) The capacity of the site to sustain use and at what level of intensity.
- (3) The appropriateness of limiting public access to the right to pass and repass depending on such factors as the fragility of the natural resources in the area and the proximity of the access area to adjacent residential uses.
- (4) The need to provide for the management of access areas so as to protect the privacy of adjacent property owners and to protect the aesthetic values of the area by providing for the collection of litter.

(b) It is the intent of the Legislature that the public access policies of this article be carried out in a reasonable manner that considers the equities and that balances the rights of the individual property owner with the public's constitutional right of access pursuant to Section 4 of Article X of the California Constitution. Nothing in this section or any amendment thereto shall be construed as a limitation on the rights guaranteed to the public under Section 4 of Article X of the California Constitution.

(c) In carrying out the public access policies of this article, the commission, regional commissions, and any other responsible public agency shall consider and encourage the utilization of innovative access management techniques, including, but not limited to, agreements with private organizations which would minimize management costs and encourage the use of volunteer programs.

Section 30223 of the Coastal Act states:

Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

Section 30252(4):

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

In preliminary studies that led to the adoption of the Coastal Act, the Commission and the Legislature reviewed evidence that land uses directly adjacent to the beach were required to be regulated to protect access and recreation opportunities. These sections of the Coastal Act provide that the priority of new development near beach areas shall be given to uses that provide support for beach recreation. The Commission has required the dedication of trails in upland and mountainous areas near the beach to provide coastal viewing and alternatives to the beach for jogging, strolling and cycling. Furthermore, the Commission has consistently addressed both public and private parking issues in order to protect the ability of beach visitors who depend on the automobile to access the beach.

The proposed zone is located approximately .6 miles from the beach in the City's Ocean Park planning subarea. Because of the distance from the beach the two streets within the zone and the general area surrounding the zone are not used for beach parking. Furthermore, because the streets are narrow, discontinuous streets, and do not provide a direct path to the beach, the streets are not used for vehicle access to the beach by the general public.

The City states that the reason for the preferential zone is due to commercial businesses along Lincoln Boulevard parking their vehicles on the adjacent residential streets. Lincoln Boulevard (State route 1) is a major arterial route and provides neighborhood and region-serving businesses. The City's LUP states that while most businesses along Lincoln provide adequate parking, some do not, thus adding to the parking burden in adjacent residential areas.

The City's staff report, that was prepared for the City Council for the establishment of the preferential parking zone in 1985, states that:

The residents contend that the primary cause of the parking problems are attributed to the auto related businesses along Lincoln Boulevard in the area of Hill and Raymond Streets.

In response to the residents partition for the preferential parking the City conducted several parking surveys to determine on-street parking demand, parking turnover, and parking duration. In addition, all license plates were recorded to determine the number of vehicles that were registered to area residents. The City's analysis of the parking data indicated that:

42 percent of the vehicles parking on-street were owned by area residents while 58 percent of the vehicles were registered to individuals who did not live in the area. Sixteen percent of the total were registered to Avon and Paul hart car rental companies.

... the average duration is 5.1 hours with 30 percent of the total vehicles parking on-street for less than 2 hours, 25 percent parking between 2 and 5 hours, 17 percent parking between 6 and 9 hours, and 28 percent parking for periods longer than 9 hours. The latter figures reflect vehicles which were being stored on-street by Avon and the Paul Hart Company.

Because Ocean Park is made up of older residential development most of the residential development does not provide adequate parking, based on current standards. Because of inadequate on-site parking the residents rely, in part, on street parking for residential support parking. Although there has been some recycling of development in the area and this new development has sufficient parking to accommodate the parking demand on-site, there still remains a significant amount of older development with inadequate on-site parking.

The proposed zone, with the two-hour limit for public parking, allows for public parking to help support the commercial uses along Lincoln Boulevard in this area, and at the same time limits the use of the residential streets and prevents an all day use of the parking spaces on the residential streets by the businesses on Lincoln Boulevard. Based on the current uses along Lincoln Boulevard the two-hour limit appears to be a sufficient amount of time for patrons of the commercial uses along Lincoln Boulevard and will not adversely impact public access. Furthermore, the proposed parking restriction does not privatize the public street by limiting parking to residents only.

The City feels that with the combination of short-term and long-term spaces along the streets and with the current supply of long-term spaces within the beach lots, there is

adequate parking available to meet the current beach demand. The City states that within the Coastal Zone there are over 10,000 public parking spaces including approximately 5,434 parking spaces within public beach lots and on the Pier; 550 metered street spaces; 330 metered lot spaces. Of the total parking within the beach lots the peak utilization rate during the summer was 58%, or a total surplus of 3,151 spaces. Within the two main South Beach lots, that provide 2,406 spaces, the occupancy rate during the summer is approximately 67%. Therefore, the South Beach lots have a surplus of at least 793 parking spaces during the summer, including during summer holiday periods.

In addition to the City's beach lots relatively low occupancy rate the City provides significantly more parking than other beach Cities. Surrounding beaches, such as the Venice and Pacific Palisades area, provide less public beach lot parking than the City of Santa Monica. Venice Beach provides 954 public parking spaces within three public beach lots, or 17% of the total beach lot spaces provided by the City of Santa Monica. Will Rogers Beach, in the Pacific Palisades area, provides a total of 1,813 public spaces within five public beach lots, or 33% of the spaces provided by the City of Santa Monica. Furthermore, the Venice and Will Rogers beach lots operate near or at full capacity during the summer weekends, and do not have the surplus parking as the City of Santa Monica.

Moreover, the City beach parking rates are the lowest among the surrounding beaches (Venice and Pacific Palisades). During summer weekends the flat rate is \$7.00 for all-day. Venice and Will Rogers beaches charge \$9.50.

As stated earlier the City of Santa Monica is also considering lowering the current parking fee for the South Beach lots by \$2.00 to increase utilization in the two underutilized south beach lots. By lowering the flat fee to \$5.00 and converting some of the long-term, flat fee, spaces to short-term, the City hopes to encourage and increase the utilization of the south lots. The planned fee change would be for the summer period (2000) on an experimental basis to determine the financial viability of the program and are not part of the subject coastal development permit application.

The City is also proposing to provide additional short-term spaces within the two South Beach lots (2300 and 2600 Barnard Way) to minimize the conflict occurring on the street between general and residential use. The City is proposing to convert 152 parking spaces within the underutilized south beach parking lots to short-term (2-hour) spaces. The City is also planning to convert 75 spaces in the 1640 Appian Way parking lot to 2-hour parking with a \$1.00 per hour fee for summer 2000. However, neither of these proposals are part of the subject coastal development permit application.

Furthermore, the City of Santa Monica is well served by mass transit (Santa Monica's Big Blue Bus, the Tide shuttle and the Pier/Beach Shuttle) which provides easy access to the beach and other visitor destinations within the Coastal Zone. The transit service provides an attractive alternative to driving and parking at the beach and traveling from one coastal visitor destination to another. No other Southern California beach city provides the type of mass transit that the City of Santa Monica provides.

In addition to the parking and mass transit service the City argues that they have committed significant resources towards improvements that will make access easier and safer. New improvements include additional signals, and crosswalks, reconstruction of intersections, and the addition of median islands. The City states that they have invested over 25.9 million dollars in beach improvements over the last 14 years in order to accentuate the beach experience for coastal visitors. These improvements include creation of a beach bike path, improved park and play areas, and restoration of the Santa Monica Pier. The City has also implemented a signage program to improve visitor access to the coast. The City is also developing a marketing program to better inform regular visitors and new visitors of the various beach parking options available along the coast.

Over the last twenty years the Commission has found in past coastal permit action throughout the State, regarding preferential parking programs and other parking prohibition measures, the needs of the residents and the general public must be balanced without adversely impacting public access [#P-79-295 (City of Santa Cruz); #5-82-251 (City of Hermosa Beach); #3-83-209 (City of Santa Cruz); #3-87-42 (City of Capitola; #5-90-989 (City of Los Angeles); #4-93-135 (City of Malibu); #A-6-LJS-89-166 (City of San Diego); and #5-97-215 (City of Santa Monica)]. The hours proposed within this area of Santa Monica will balance the needs of the residents in regards to adequate curb side parking with the needs of the public in regards to the ability to park on the public streets. The parking restrictions will allow the general public to park on the street for a maximum of two hours. The amount of time allows the public adequate time to patronize the neighborhood and regional business along this segment of Lincoln Boulevard. Public beach or recreation access is not an issue in this particular case because of the distance and location of the zone from the beach area and the businesses are not coastal visitor-serving businesses. Therefore, the Commission finds that because the streets are in a location that do not serve as parking for beach and recreational users the proposed preferential residential parking restrictions will not have a significant impact on public beach or recreational access.

Although with this particular district, due to its limited area, distance from the beach, and hours of restrictions, there may not be any significant adverse impacts to public access there is a concern that with the establishment of preferential residential parking districts there is a possibility that there could be a shifting of the parking problem to other nearby unrestricted streets. The spreading of the parking problem to other streets may result in

the enlargement of the preferential parking zone into other neighborhoods which may eventually impact streets that are used for beach access parking. However, in this particular case, the proposed restrictions were approved in 1985 and implemented in 1986. During this 13-year period the City has not received any petitions for parking restrictions on the surrounding streets. The parking problem appears to be confined to only the two proposed streets and has not shifted to other nearby streets. Therefore, since the restrictions have been in place for over 10 years it does not appear that the parking problem will spread to the other surrounding streets. However, that is not to say that the parking problem will never spread to other streets. The vehicles that were displaced by the restrictions on these two streets may have been dispersed over a wider area whereby the impact is not as concentrated. There may be a time where the amount of parked vehicles increase in the surrounding areas and the residents of the surrounding streets petition the City for parking restrictions or the residents on the two proposed streets request stricter hours. The impact caused by the enlargement of the preferential parking zone or change in hours can not be determined until parking information is submitted for staff analysis. Therefore, a special condition is necessary to ensure that the City is aware that any change to the boundaries or hours of the district will require an amendment to this permit. . The Commission finds that, only as conditioned, will the proposed project be consistent with the access policies of the Coastal Act.

**F. Unpermitted Development**

In 1985 the City approved an ordinance creating the residential preferential parking zone. According to the City the restrictions for the zone were enforced by the City in 1986. There are no records of permits issued for this development. Although unpermitted development has taken place on the property prior to submission of this permit application, consideration of the application by the Commission has been based solely upon the Chapter 3 policies of the Coastal Act. Action by the Commission on the permit does not constitute a waiver of any legal action with regard to the alleged violation nor does it constitute an admission as to the legality of any development undertaken on the subject site without a Coastal permit.

**G. Local Coastal Program**

Section 30604(a) of the Coastal Act states that:

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 (commencing with Section 30200).

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 area within the Beach Overlay District was excluded from certification after the voters approved Proposition S which discourages certain types of visitor-serving uses along the beach. In deferring this area the Commission found that, although Proposition S and its limitations on development were a result of a voters initiative, the policies of the LUP were inadequate to achieve the basic Coastal Act goal of maximizing public access and recreation to the State beach and did not ensure that development would not interfere with the public's right of access to the sea. Therefore, the subject site is not included within a certified LCP and the coastal development permit must be issued by the Commission. As conditioned the project will not adversely impact coastal resources or access. The Commission, therefore, finds that the project, as conditioned, will be consistent with the Chapter 3 policies of the Coastal Act and will not prejudice the ability of the City to prepare a Land Use Plan and implementation program consistent with the policies of Chapter 3 of the Coastal Act as required by Section 30604(a).

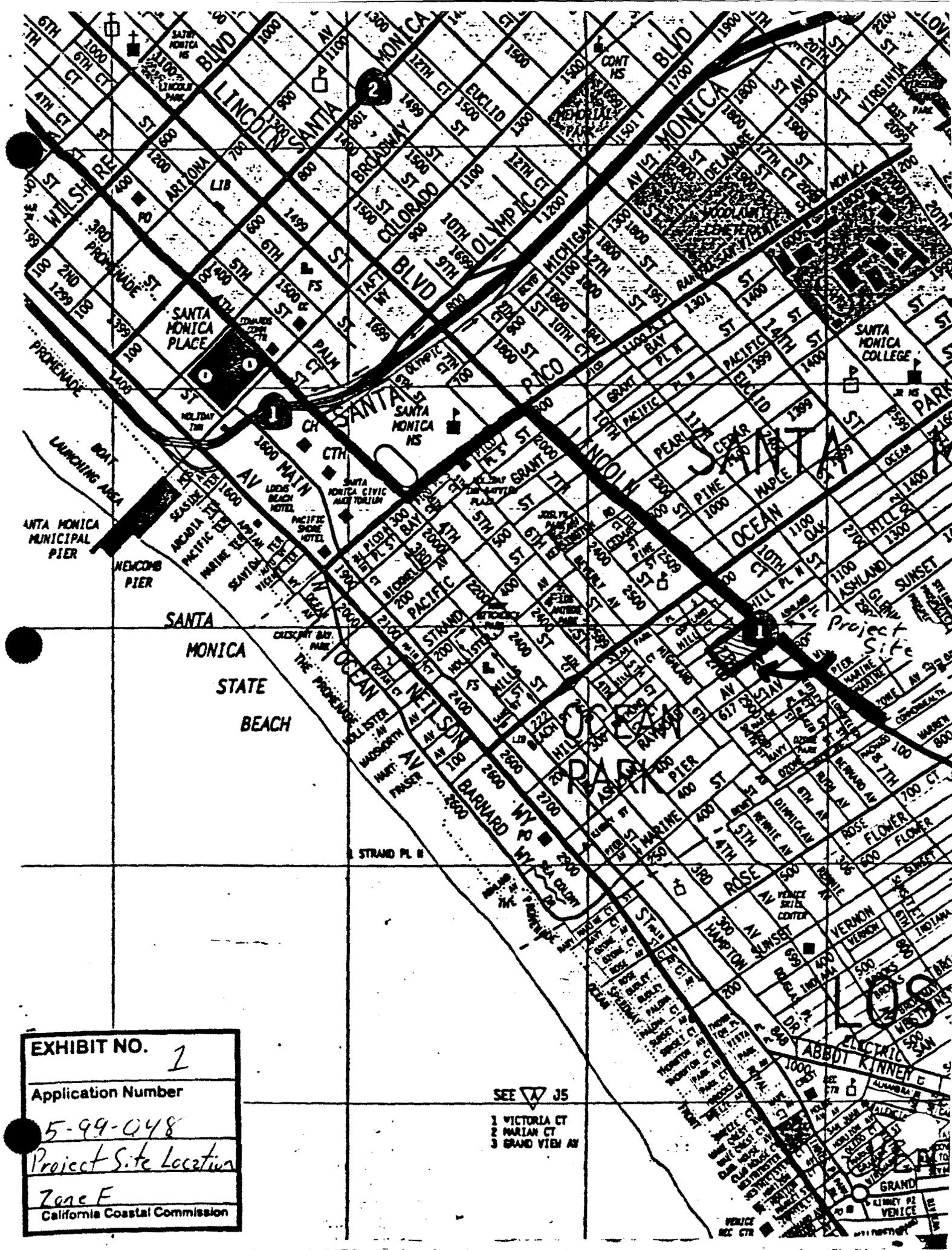
#### **H. California Environmental Quality Act.**

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)(i) 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 impact which the activity may have on the environment.

The proposed project, as conditioned, is consistent with the applicable policies of the Coastal Act. There are no feasible alternatives or mitigation measures available, which would substantially lessen any significant adverse impact, which the activity may have on the environment. Therefore, the proposed project is found consistent with CEQA and the policies of the Coastal Act.

EXHIBIT NO.	1
Application Number	5-99-048
Project Site Location	<i>Project Site Location</i>
Zone	F
California Coastal Commission	

- SEE  J5
- 1 VICTORIA CT
  - 2 MARLAN CT
  - 3 GRAND VTEH AV



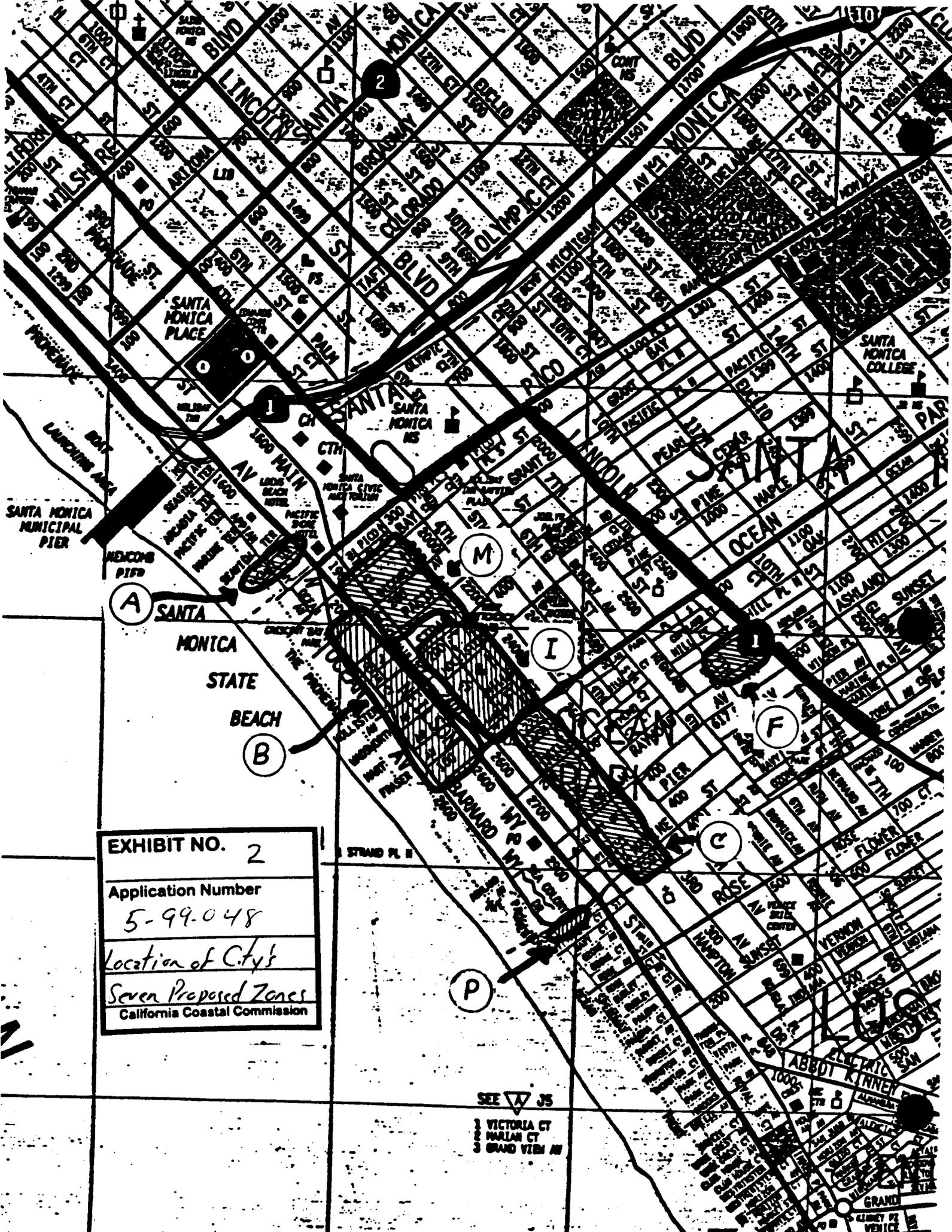


EXHIBIT NO. 2
Application Number 5-99-048
Location of City's Seven Proposed Zones
California Coastal Commission

SEE  $\nabla$  JS

- 1 VICTORIA CT
- 2 PARLAN CT
- 3 GRAND VTBH AN

City of  
**Santa Monica**

**Suzanne Frick**  
Director  
Planning & Community  
Development Department  
1685 Main Street  
PO Box 2200  
Santa Monica, California 90407-2200

<b>EXHIBIT NO.</b> 3
<b>Application Number</b> 5-99-048
City's Subm. Hel Letter
California Coastal Commission

January 26, 1999

Al Padilla  
California Coastal Commission  
South Coast Area Office  
200 Oceangate, Suite 1000  
Long Beach, CA 90802-4416

5-99-048

RE: Notice of Violation File No. V-5-98-019

Dear Mr. Padilla:

Pursuant to our letter of January 8, 1999, enclosed is our re-application for an after-the-fact permit for the seven preferential parking zones established within the Ocean Park neighborhood of Santa Monica between 1983 and 1989. We understand that you have kept the background information from our previous application on file and, as such, we have not included such detail with this re-application. We will provide you with notification envelopes and addresses closer to the expected time of the Coastal Commission hearing on this matter.

To assist you in your review of our application, we wanted to provide you with some background information regarding the preferential parking zones.

1. Preferential Parking in Santa Monica does not Restrict Coastal Access

We believe that preferential parking in Santa Monica does not restrict public access to the coast. Santa Monica possesses a strong commitment to coastal access. Santa Monica is unique among California cities in this commitment. We provide more than 5,500 public beach parking spaces, including 3,000 spaces which are south of the Santa Monica Pier and closer to the coast than the preferential parking zones in question. Our most recent summer parking counts, taken on Sunday, August 30, 1998, showed significant availability of parking in the two primary beach parking lots south of the Pier. The parking lot at 2030 Barnard Way showed a 4:00 p.m. peak of 65 percent utilization, while 2600 Barnard Way reached its peak at 3:30 p.m. with a 50 percent utilization, leaving more than 975 coast-adjacent spaces available during the peak of the summer season, almost 5 times the number of spaces affected by the preferential parking zones.

Outside of the extensive parking available immediately adjacent to the beach, there is a wide range of additional publicly available parking facilities in the Coastal Zone of Santa Monica. These parking options range from limited-term on-street metered spaces to all-day flat-fee parking structure spaces. To accommodate short-term parking demand south of the Pier, this inventory of public parking includes more than 550 on-street metered spaces and an additional 330 metered spaces in public parking lots. Combined these metered spaces are 4 times the spaces affected by the preferential parking zones.

In addition to the generous provision of public parking within the Coastal Zone, the City of Santa Monica has taken extensive measures to promote coastal access and improvements. These measures include the 1997 establishment of a free summer beach shuttle linking the south beach lots with the Santa Monica Pier, the 1993 establishment of the year-round Tide Shuttle linking several prominent destinations in the Coastal Zone, and an excellent and extensive public transit system which brings bus riders, from as far away as downtown Los Angeles, directly to the beach with the lowest transit fares in the region. The City of Santa Monica has invested more than \$25.9 million in beach improvements over the last 14 years, and has recently implemented a directional signage program in the Coastal Zone which is designed to direct visitors to the beach parking lots with the greatest availability of parking. Even with all of these public improvement, the City's beach lot parking rates have not increased since 1992 despite inflation, and are significantly lower than neighboring communities.

## 2. Santa Monica has Balanced the Needs of Beach Visitors and Residents

The City's provision of beach lots, on-street public parking, and preferential parking provides a balance among the needs of beach visitors, commercial employees and patrons, and residents. This balanced approach provides parking adjacent to the coast for beach visitors, parking in commercial areas for commercial visitors, and parking in neighborhoods for residents. Abandoning this balanced approach would likely create an unsafe and inefficient scenario where beach visitors, employees, customers and residents rove through the streets of Santa Monica competing for the next available parking space.

The neighborhoods that are served by the preferential parking zones primarily consist of residential units that were built before modern on-site parking requirements. Many of these units do not have any on-site parking. Without preferential parking, residents of these units would not have anywhere to park their cars. The preferential parking zones help ensure that there is a reasonable supply of parking for residents within a practical distance of their homes.

## 3. Limiting Preferential Parking Would Not Enhance Coastal Access

Restricting or limiting the existing preferential parking zones in Santa Monica would be unlikely to significantly increase parking availability for coastal visitors. As these parking zones were created with the intent of limiting parking by employees and patrons of area businesses, limiting preferential parking would likely return this constituency to the neighborhoods and limit the availability of parking to both residents and beach visitors.

We understand that Coastal Commission staff is concerned about the availability of low-cost short-term parking adjacent to the coast. We feel that opening residential streets to meet this perceived need would not further the goals of the Coastal Commission or the City. However, as part of our Coastal Parking and Circulation Study, we are analyzing parking term and pricing strategies in the beach lots to better meet the needs of beach visitors. We believe that the recommendations from the study, as well as the many measures that Santa Monica has already put in place, will convince the Coastal Commission that the preferential parking zones can be maintained while public access to the coast is unobstructed. All of these zones have been in place at least 10 years, yet the Santa Monica coast has continued to be one of the most accessible beach areas in California.

#### 4. Reservation of Legal Rights

The City is filing this Application under protest, with full reservation of the City's legal rights and without waiving the City of Santa Monica's right to bring or defend a legal challenge, should that prove necessary. As you know, the City maintains that the Coastal Commission's regulatory authority does not extend to preferential parking zones within the coastal zone of Santa Monica. The City's position in this matter is based on three primary factors: (1) the creation of preferential parking zones does not require Coastal Commission approval; (2) in 1983 when the zones were first created, the Coastal Commission confirmed that such zones were not subject to Commission approval; and (3) the City has exclusive authority to establish preferential parking zones.

##### (A) Coastal Commission Approval Not Required

The establishment of a preferential parking zone is not a "development" under Public Resource Code § 30106 and therefore does not require a coastal development permit. The position that the placement of a preferential parking zone sign implicates the Coastal Act is not supportable by the statutory definition of development, which applies to structures such as "buildings," "roads" and "electrical power lines." Interpreting "development" in this manner would substantially expand the Commission's authority to include the installation of parking and traffic control devices and regulatory signage. Under such a broad definition, the Coastal Commission would be asserting authority over the installation of a wide range of parking and traffic control measures such as traffic signals, stop signs, speed limit signs, etc. Surely the Commission does not intend to review the installation of every sign or the placement of minor traffic improvements in the Coastal Zone. This is far beyond the intent of the Coastal Act.

##### (B) The Coastal Commission has Waived its Right to Require a Permit

Prior to establishing the first preferential parking zone in the coastal zone in 1983, the Santa Monica City Attorney researched the issue of Coastal Commission permitting of these parking zones. Although the City Attorney independently concluded that the California Coastal Act does not require Commission approval of preferential parking zones, the Commission's legal staff advised the City Attorney that such approval would not be required. Thus, the City's

actions have been consistent with the advice received from the Commission and the Commission has been on notice since 1983 that the City was establishing preferential parking zones in the Coastal Zone. Since that time, the City is unaware of any judgments or legislative amendments to the California Coastal Act which have expanded the Commission's authority over preferential parking zones.

**(C) Exclusive Municipal Authority in Establishing Preferential Parking Zones**

Vehicle Code § 22507 grants exclusive authority to cities to create preferential parking on designated public streets. In *Friedman v. City of Beverly Hills*, 47 Cal.App. 4<sup>th</sup> 436, 54 Cal.Rptr.d. 882, 885 (1996), the court found that "section 22507 broadly empowers localities to regulate parking within their own districts" and that "the State does not desire to micromanage local parking circumstances." Because the State has expressly granted this parking authority to cities, without exception as to whether the streets are located in the coastal zone, these preferential parking zones should remain under the exclusive authority of the City of Santa Monica.

We look forward to working with you to resolve this issue. If you have any questions in this matter, please do not hesitate to contact me at 310-458-2275.

Sincerely,



Andy Agle  
Deputy Director

attachment

c: John Jalili, City Manager  
Suzanne Frick, Director of Planning and Community Development  
Joseph Lawrence, Assistant City Attorney  
Kate Vernez, Assistant to the City Manager

INFORMAL OPINION NUMBER 83-115

DATE: September 3, 1983  
TO: Kenyon Webster, Program and Policy Development  
FROM: Robert M. Myers, City Attorney  
SUBJECT: Whether or Not a Coastal Development Permit Is Required to Establish a Preferential Parking Zone Within the California Coastal Zone

By memorandum dated August 19, 1983, you requested an opinion from this office concerning whether or not the City was required to obtain a coastal development permit to establish a preferential parking zone on Vicente Terrace. In our opinion, a coastal development permit is not required.

The City of Santa Monica has previously established two preferential parking zones within the California Coastal Zone. Prior to the establishment of the first zone, this office contacted a staff attorney for the California Coastal Commission and was advised that no coastal development permit was required. Our independent review of the California Coastal Act of 1976 resulted in the same conclusion.

If the California Coastal Commission can assert jurisdiction over establishment of preferential parking zones, it can also assert jurisdiction over raising parking lot charges, changing parking meter rates, changing street speed limits, and other parking and traffic regulations. (Regulations of this type are clearly distinguishable from the 4th Street modifications, which will change the intensity of on-street parking by the substantial addition of new spaces.) Jurisdiction over these subjects should be resisted in the absence of clear judicial determinations to the contrary.

RMM:r

cc: John H. Alschuler, Jr., City Manager  
Stan Scholl, Director of General Services  
Ray Davis, Parking and Traffic Engineer

EXHIBIT NO. 4
APPLICATION NO. 5-99-048
City's Memo Regarding Preferential Parking
 California Coastal Commission

EXHIBIT NO. 5
Application Number 5-99-048
Commission Staff Letter to Santa Barbara California Coastal Commission

State of California, George Deukmejian, Governor

California Coastal Commission  
631 Howard Street, 4th Floor  
San Francisco, California 94105  
(415) 543-8555

December 19, 1983

Jim Kahan  
Office of the City Attorney  
Santa Barbara, CA 93012

Dear Mr. Kahan,

You have asked for the Commission's staff counsel opinion as to whether or not the preferential parking program proposed for implementation in the West Beach area of the City of Santa Barbara requires a coastal development permit. We have concluded that a permit is required.

You have described the project to consist of establishing "resident only" parking on one side of each designated block and 90 minute parking with permit holders exempt from the time limitation on the other side of those blocks. The project includes the erection of signs to identify the restricted areas. The restrictions are to be in effect on weekends and holidays.

The intended effect of this proposal is to provide additional street parking to residents; in turn this will limit the number of parking spaces available to the public on weekends and holidays, thus limiting public access to the ocean. The Transportation Engineer's report on the permit parking program states the program is expected to mitigate the effects on residents of the displacement of beach goers into residential neighborhoods from the waterfront lots. The waterfront lots are now administered by the City in accordance with a parking program approved by the Coastal Commission in Application Number 4-83-81. According to the Traffic Engineer's report, on-street occupancy of the parking spaces in the project area exceeds capacity during Sunday afternoons. Sunday afternoons have been identified as the period of highest use of the beach and related recreational facilities and capacity has been defined as more than 85% occupancy. Beach goers presently using on-street parking in the West Beach area will be displaced when the parking program is implemented as the program will eliminate existing public parking spaces and restrict the remaining public spaces.

"Development" as defined in the Coastal Act includes "...on land...the placement or erection of any solid material or structure ..." and "...the change in access to water...". The development proposed by the City will have a cumulative effect on public access to the ocean, as discussed above. Various local governments have expressed interest in resident-only parking programs on public streets. If allowed to take place without review for conformity with the Coastal Act, implementation of a preferential parking program would set a precedent which would significantly reduce public access to the ocean. While the Commission, like other government agencies, encourages alternative modes of transportation, it is recognized that most users of the beach arrive by car.

In addition, the erection of signs to identify the newly restricted area is development. Repair or maintenance activities, including the installation, modification or removal of regulatory, warning or informational signs, does not require a permit if it is intended to allow continuation of existing programs and activities which began before the effective date of the Coastal Act. In this instance, the City intends to establish a new program that alters the previous use of the public streets.

Therefore we conclude that the project is development as defined in Section 30106 of the Coastal Act of 1976, and that a coastal development permit is required. This conclusion is consistent with our conclusion in several other matters where preferential parking programs were proposed by local governments.

Our conclusion of the need for a coastal permit does not imply that a permit must necessarily be denied. We note that the Land Use Plan, as certified by the Coastal Commission, contains policies that address on-street parking in the West Beach area. Policy 11.9 states in part that the "City shall investigate the posting of time limits or the imposition of parking fees for on-street parking". Policy 11.10 states in part that the "City shall investigate developing a residential parking sticker program for the West Beach and East Beach residential neighborhoods to guarantee parking for residents and discourage long-term parking by non-residents". As the Coastal Commission has approved the Land Use Plan, it has found the concept of a preferential parking program in the West Beach area to be in conformity with the Coastal Act. When the Coastal Commission approved the waterfront parking program it found that some reconfiguration of public use patterns with inconvenience to the users is consistent with the Coastal Act so long as the program does not prohibit or discourage public access to the beach in the City. The Coastal Commission staff has already begun the analysis necessary to determine if the implementation mechanism proposed for the West Beach area is consistent with the Coastal Act and the Commission's past actions. In recognition of the City's desire to implement the program prior to the period of highest beach use, the Commission staff intends to review an application for the development in an expeditious fashion.

Even if you continue to believe that a permit is not required, the City of Santa Barbara may apply for the permit and reserve the issue of jurisdiction. This approach has been satisfactorily used in other cases where the likelihood of agreement on the merits of a project was greater than the likelihood of agreement on the issue of jurisdiction. If the preferential parking program is implemented without benefit of a coastal development permit the staff will refer this matter to the Office of the Attorney General for enforcement as a violation of the Coastal Act of 1976.

Very truly yours,

*Cynthia K. Long*

Cynthia K. Long  
Staff Counsel

cc: Office of the Attorney General:  
N. Gregory Taylor, Assistant Attorney General  
Steven H. Kaufmann, Deputy Attorney General  
South Central District

State of California, George Deukmejian, Governor

California Coastal Commission  
631 Howard Street, 4th Floor  
San Francisco, California 94105  
(415) 543-8555

EXHIBIT NO. 6
Application Number 5-99-048
Commission Staff Letter to City of Santa Cruz
California Coastal Commission

September 29, 1983

Matt Farrell  
Public Works Department  
City of Santa Cruz  
809 Center St. Room 201  
Santa Cruz, CA 95060

Subject: Beach Flats Residential Parking Program

Dear Mr. Farrell:

I have recently reviewed a copy of the staff recommendation and accompanying documents describing the Santa Cruz City Beach Flats Residential Parking Program. Rick Hyman of our Central Coast office forwarded your correspondence to me. My conclusion is that a coastal development permit must be issued to authorize the implementation of this program.

The definition of "development" which triggers the requirement for a coastal development permit is quite broad. Section 30106 of the Coastal Act states:

Development means ...change in the intensity of use of water, or of access thereto; ...

The City's proposal would establish a preferential parking program in the Beach Flats Area. According to a very thorough study by your departmental staff, there is competition between residents and beach-going visitors for on-street parking in the area bounded by the boardwalk, the San Lorenzo River and Riverside Avenue. A program has been proposed to protect the residents' ability to park at or near their homes, consisting of shorter parking meter times and a residential parking permit system. We agree with the Director of Public Works that this will discourage all day parking in the Beach Flats area. This in turn may diminish beach access opportunities for non-residential beach-goers.

Because of the program's foreseeable impact on access to the sea, a coastal development permit should be sought soon after the program is approved by the Public Works Department. The permit must be obtained before the plan may be implemented.

The issue of preferential parking is common in many coastal communities where public access to the beach may inconvenience residents. Examples where coastal permits have been required include Hermosa Beach, Santa Monica, and the City of Santa Barbara. In each case the Commission reviewed the proposals to ensure that parking priorities were consistent with the access policies of the Coastal Act.

Please submit an application for a coastal development permit as soon as possible.



Matt Farrell  
September 29, 1983  
Page 2

to avoid inconvenience to the City's residents and visitors. Rick Hyman in our Central Coast office will gladly assist if need be.

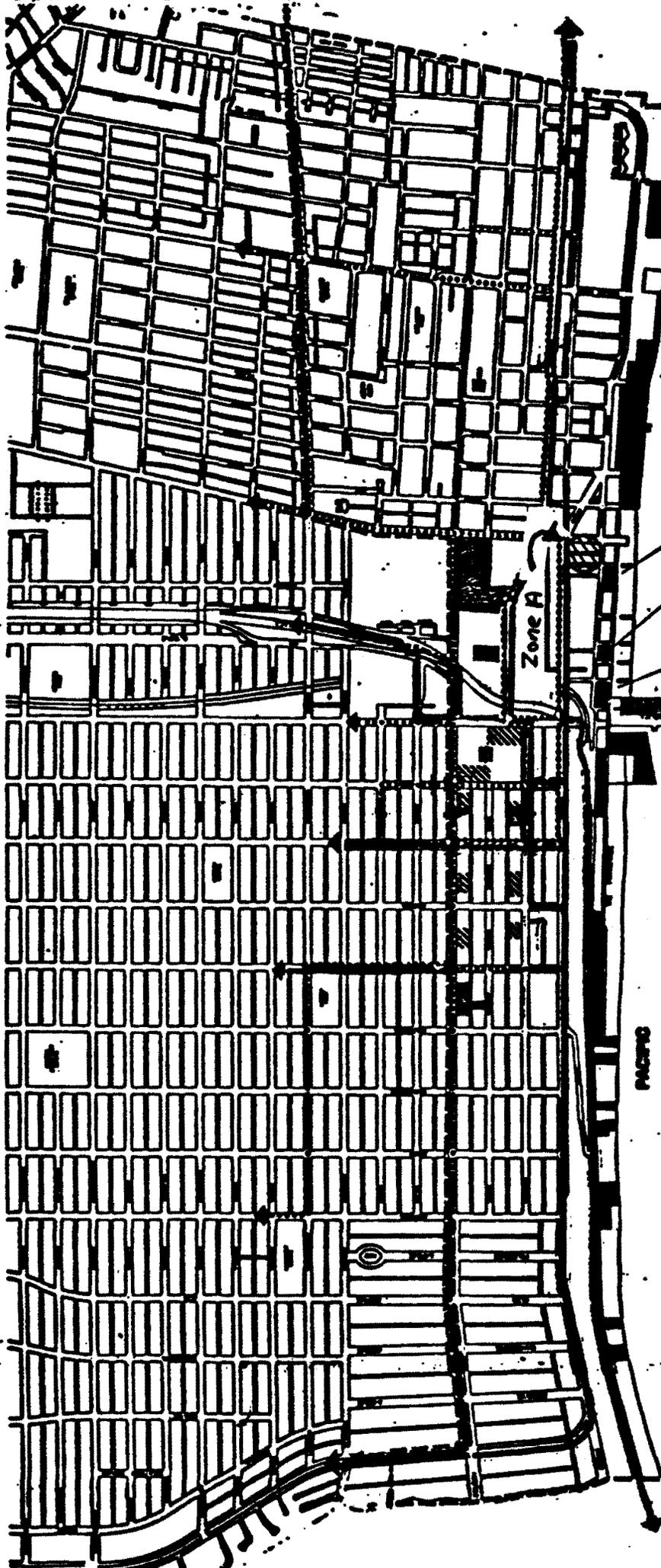
Very truly yours,



Evelyn C. Lee  
Staff Counsel

ECL/np

cc: Neal Anderson, city attorney  
Les Strnad



MAP 6

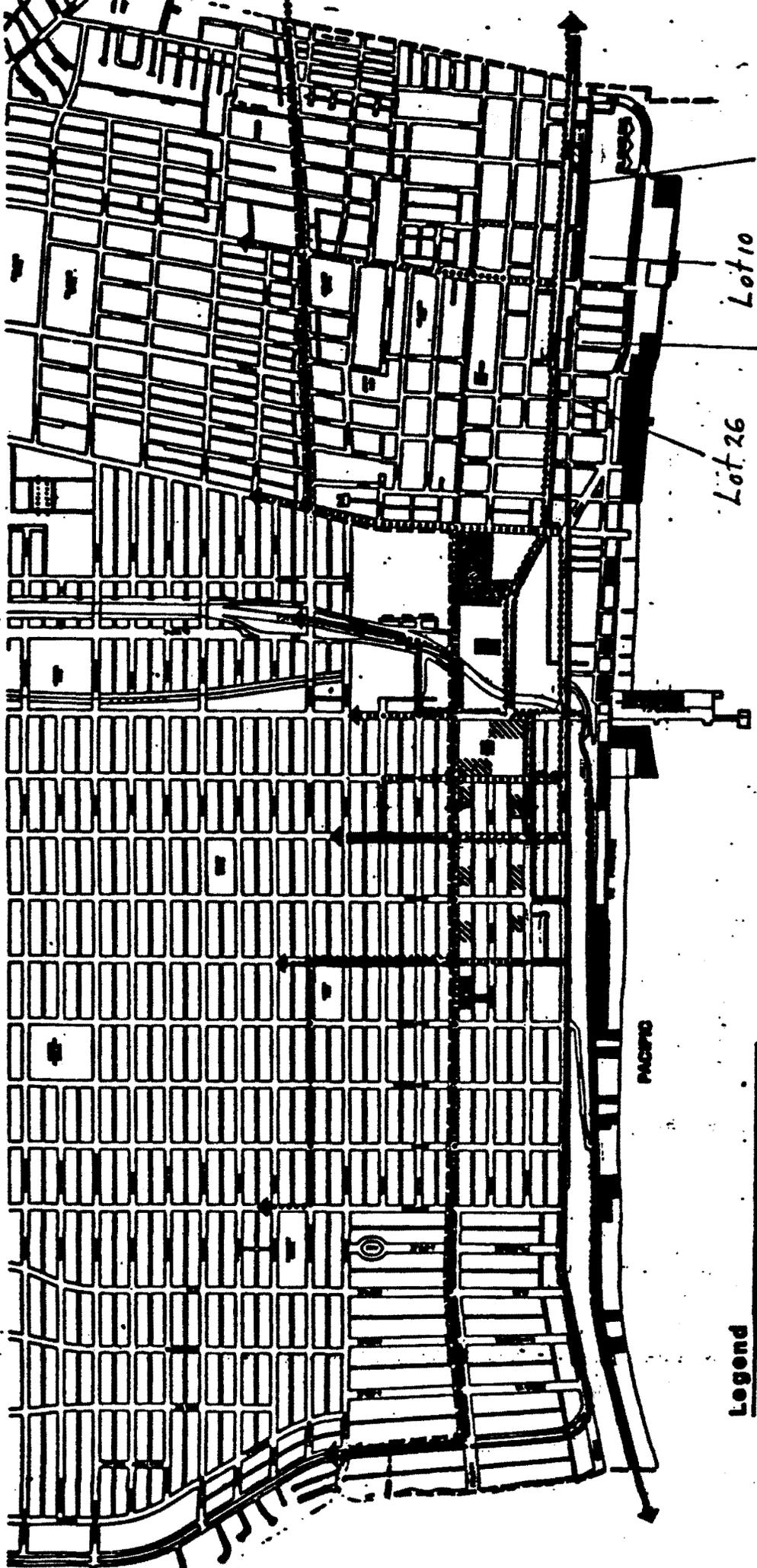
Public Transit and Parking  
SANTA MONICA LOCAL COASTAL PROGRAM



**Legend**

- SANTA SUB ROUTES
- SANTA MONICA BUS ROUTES
- PUBLIC PARKING LOTS
- DOWNTOWN PARKING STRUCTURES

EXHIBIT NO. 7
Application Number 5-99-048
Public Beach Lots
South of Pier California Coastal Commission



**Legend**

-  SCOTD BUS ROUTES
-  SANTA MONICA BUS ROUTES
-  PUBLIC PARKING LOTS
-  DOWNTOWN PARKING STRUCTURES

Number of  
Public Spaces = 361

Lot 26      Lot 10      Lot 9

Lot 11

<b>EXHIBIT NO.</b>	8
<b>Application Number</b>	5-99-048
<b>Neilsen Way Parking</b>	Lots

California Coastal Commission

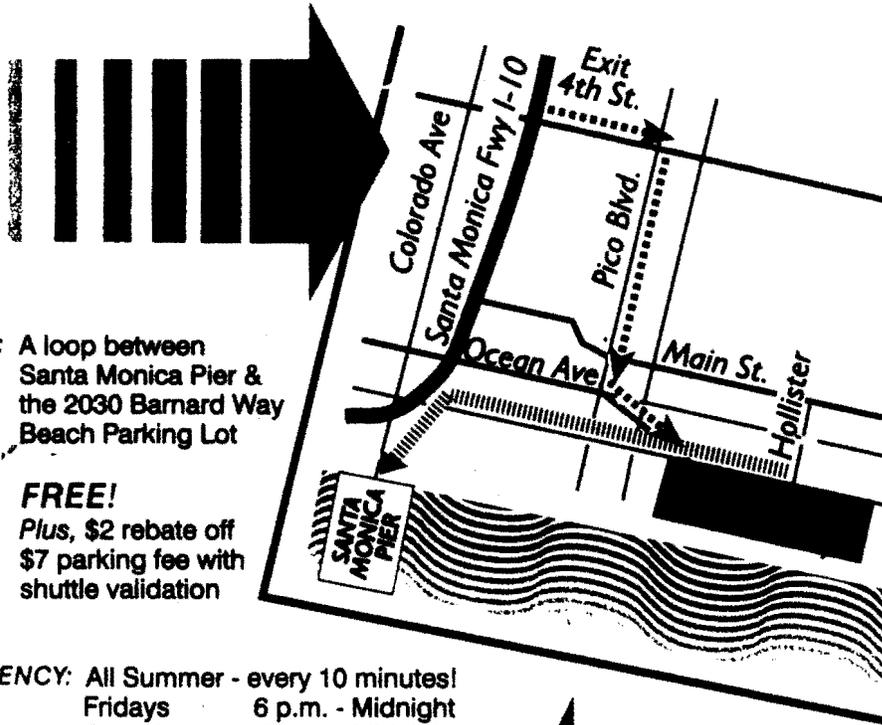
MAP

Public Transit and Parking

SANTA MONICA LOCAL COASTAL PROGRAM



# Ride the **FREE** **Santa Monica** *Pier/Beach Shuttle* **and beat the traffic!**



**ROUTE:** A loop between Santa Monica Pier & the 2030 Barnard Way Beach Parking Lot

**COST:** **FREE!**  
 Plus, \$2 rebate off \$7 parking fee with shuttle validation

**FREQUENCY:** All Summer - every 10 minutes!  
 Fridays 6 p.m. - Midnight  
 Saturdays Noon - Midnight  
 Sundays Noon - 10 p.m.

Plus, Thursdays, July 1 thru September 2  
 6 p.m. - Midnight

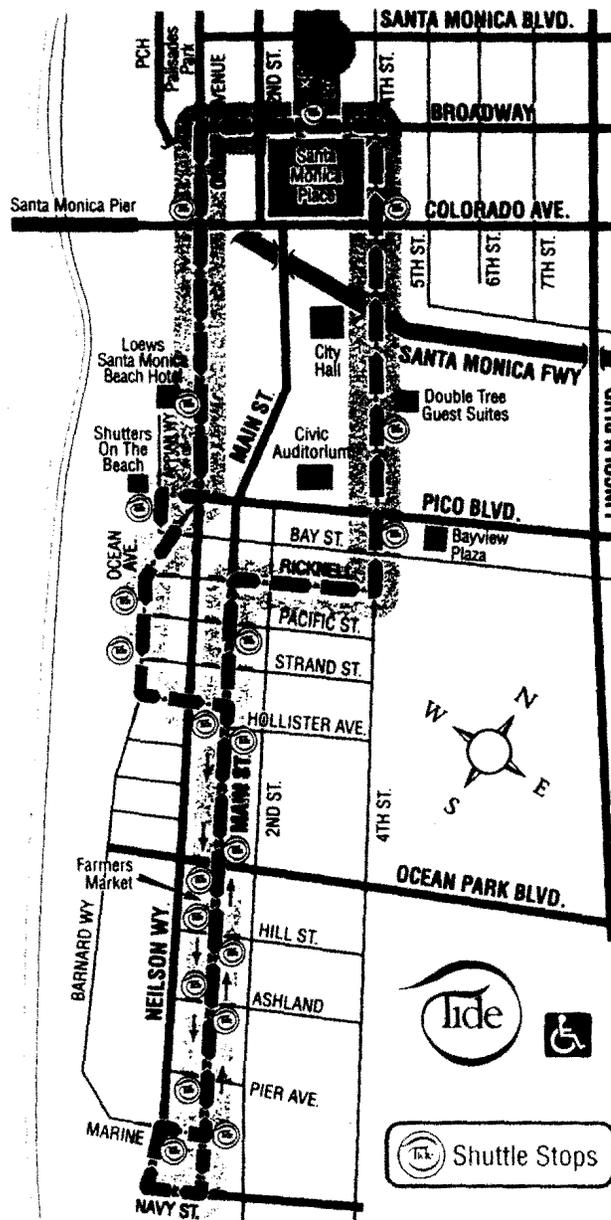
**PARKING RATES DURING SHUTTLE HOURS**  
 (2030 Barnard Way parking lot only)  
 Saturdays & Sundays \$7 All day (rebate applies)  
 Evenings after 6 p.m. \$3 Flat rate

EXHIBIT NO. 9
APPLICATION NO. 5-99-048
Pier/Beach Shuttle Schedule/Route
California Coastal Commission

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.



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

**WEEKEND SCHEDULE**

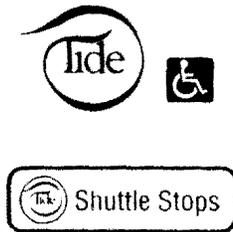
Saturday: 9:30 a.m. – Midnight  
Sunday: 9:30 a.m. – 10:00 p.m.

**WEEKDAY SCHEDULE**

Mon – Thurs: Noon – 10:00 p.m.  
Friday: Noon – Midnight

printed on recycled paper

# Main Street & Third Street Promenade



Sponsored by  
The City of Santa Monica, Bayview Plaza, DoubleTree Guest Suites, Loews Santa Monica Beach Hotel, and Shutters On The Beach



<b>EXHIBIT NO.</b>	10
<b>Application Number</b>	5-99-0418
<b>Tide Shuttle</b>	
<b>Schedule/Route</b>	
<b>California Coastal Commission</b>	

operates seven days  
a year. Consult the  
Tide Shuttle for schedules.  
Tide Shuttle stop nearest  
your location. Please refer to the  
Tide Shuttle panel.



Suzanne Frick  
Director  
Planning & Community  
Development Department  
1685 Main Street  
PO Box 2200  
Santa Monica, California 90407-2200

EXHIBIT NO.	11
Application Number	
<i>City's Letter Regarding</i>	
<i>Beach Rates</i>	
California Coastal Commission	

March 8, 2000

Al Padilla  
South Coast Area Office  
California Coastal Commission  
200 Oceangate, Suite 1000  
Long Beach, California 90802-4416

Dear Mr. Padilla:

At the meeting on January 11, 2000, the Commission requested additional information relating to beach parking rates, the operation of Santa Monica beaches, and development in the Coastal Zone. This letter supplies that information.

### Beach Parking Rates

During the public hearing on this matter, concern was expressed that parking rates in the Ocean Park beach parking lots prohibit public parking at the beach. The current parking rates in the south beach parking lots range from a \$5 daily rate during the winter season to \$6 on summer weekdays and \$7 on summer weekends. All 15 Santa Monica beach parking lots, as well as the Santa Monica Pier deck, charge a \$7 summer weekend daily rate.

During the summer of 1998, the City of Santa Monica commissioned a parking survey of all of the beach parking lots. This survey indicated that on a non-holiday summer weekend, when parking rates are at their maximum, peak occupancy in the two parking lots near the Ocean Park neighborhood exceeded 65 percent. In the beach parking lot adjacent to the Pier, occupancy reached 82 percent. While some may perceive this parking rate to be prohibitive, thousands of beach visitors are paying these rates on a daily basis.

Santa Monica's beach parking rates are the most affordable in the Venice / Santa Monica / Palisades area. Will Rogers Beach, which is immediately north of Santa Monica, charges a \$9.50 daily rate on summer weekends. Venice Beach, which is immediately south of the Ocean Park neighborhood, also charges \$9.50 on summer weekends. Even at \$9.50, beach parking lots in Venice are often full. Private parking lots near Venice Beach charge even higher summer rates and are able to attract plenty of paying customers.

Given this price advantage, an analysis based only on the cost of parking would assume that Santa Monica's parking would fill before Venice or Will Rogers. However, many other factors play a role in parking occupancy, such as parking location and supply of parking. Within Santa Monica, the parking lots that are near the Pier and close to other activity centers such as the Third Street Promenade, experience the highest occupancy. These lots are also closest to Interstate 10 and Pacific Coast Highway.

Santa Monica is continually exploring strategies to encourage greater utilization of the Ocean Park beach lots. For example, the Pier/Beach Shuttle was established in 1997 to carry summer weekend visitors from the largest Ocean Park beach lot to the Santa Monica Pier. The shuttle service is free, plus users receive \$2 off the parking fee at the beach lots. Over 17,000 riders used the shuttle during the summer of 1998.

Over the past year, Santa Monica has been studying pricing strategies to encourage greater parking utilization in the Ocean Park beach lots. For the summer of 2000, the City is proposing to implement a decreased flat rate for these two parking lots. The City is also planning to convert 152 flat-rate parking spaces in these lots into short-term parking spaces. These spaces will be controlled by parking meters or a pay-and-display collection box program. Short-term spaces in the beach parking lots are designed to provide an opportunity for brief beach visits at a lower cost than the daily flat rate.

### **Operating Santa Monica Beaches**

During the public hearing on this matter, several Commissioners expressed an interest in the provision of two or three hours of free parking within the beach lots adjacent to Ocean Park. An explanation of how Santa Monica's beaches are operated is necessary to understanding the implications of such a proposal.

The beaches within Santa Monica are owned by the State of California. Through an operating agreement, the City of Santa Monica is responsible for the care, maintenance, development, operation and control of the state beaches. The operating agreement limits the City's charges for parking and other services to the actual costs for operation, maintenance, control and development of the state beach.

Parking receipts account for over 85 percent of the beach fund revenue. The remaining 15 percent comes from concession stands, special events, and miscellaneous leases. During fiscal year 1998-99, beach revenues totaled just over

\$4 million. These revenues were used to pay for beach maintenance services, lifeguard services, harbor patrol, beach police patrols, parking operations, the Pier/Beach Shuttle, and beach management. Total beach expenditures during 1998-99 totaled over \$4 million. During fiscal years when the summer season is warm and beach attendance is high, revenues that exceed operating costs are used for capital improvements or are held in reserve for cooler summers when revenues drop below operating expenses. Attached for your review is an overview of the beach operating budget for the current fiscal year, as well as for the past five fiscal years.

In addition to the impacts of weather fluctuations, beach revenues are significantly impacted by beach parking rates. Current parking rates enable the beach fund to balance revenues and expenditures during most fiscal years. However, any decrease in parking rates must correspond with a reduction in services. For example, reducing the parking rate in the Ocean Park beach lots from \$7 to \$5 and converting 152 flat-rate spaces to two-hour metered parking is projected to result in an annual revenue loss of approximately \$250,000. This assumes that the total number of parkers will increase due to the lower rates. Because many of the beach services are governed by long-term contracts, the reduction in services would need to be accommodated by a reduction in beach maintenance. A \$250,000 reduction in beach revenues could be accommodated by a 50 percent reduction in the frequency of restroom cleaning, trash collection, sand raking and sanitizing, walkway cleaning and graffiti removal. Providing poor beach maintenance is not in the interests of the City, Commission, or beach visitors.

Providing two to three hours of free public parking would have even more dramatic impacts on Santa Monica's beaches. Currently, the average summertime length of stay in these lots is 2.1 hours. Parking utilization studies conducted in Santa Monica's beach lots show that approximately 57 percent of all visitors who enter these lots stay less than two hours, with approximately 80 percent staying less than three hours. This data makes clear that two to three hours of free parking would translate into free parking for the majority of customers who now pay the full fee. Even if free parking were only implemented in the two Ocean Park beach lots, which account for approximately 45 percent of the total parking beach supply, the impacts on Santa Monica's ability to operate and maintain the beaches and provide lifeguard services would be dramatically reduced.

### **Development in the Coastal Zone**

At the public hearing on this matter, it was suggested that new development in the Coastal Zone was exacerbating the parking shortage in the area. All new development in the Coastal Zone must be approved by the City of Santa Monica and

Al Padilla  
March 8, 2000  
Page 4

the California Coastal Commission. Such new development is required to meet parking standards that have been established by the City and the Commission. In fact, many of the newer developments have provided more parking than is required by City code.

As we presented at the hearing, the parking shortage in the area is primarily a result of residential and commercial development from early in the 20<sup>th</sup> Century, before the prevalence of car ownership and the establishment of modern parking standards. One notable project that is currently under construction and will not be required to meet current parking standards is the Sea Castle Apartments. This project is a reconstruction of an early 20<sup>th</sup> Century apartment building that was destroyed by a fire resulting from the Northridge Earthquake. Since the building was destroyed by a natural disaster and it is a rebuild of the original building, it is not required to meet current parking standards. Residents of this apartment building have had to compete for off-site parking for decades and this will again be the case when the project is rebuilt. As such, this project cannot be classified as a new impact on neighborhood parking.

Thank you for your consideration in this matter. If you have any questions, please do not hesitate to contact me at (310) 458-2275.

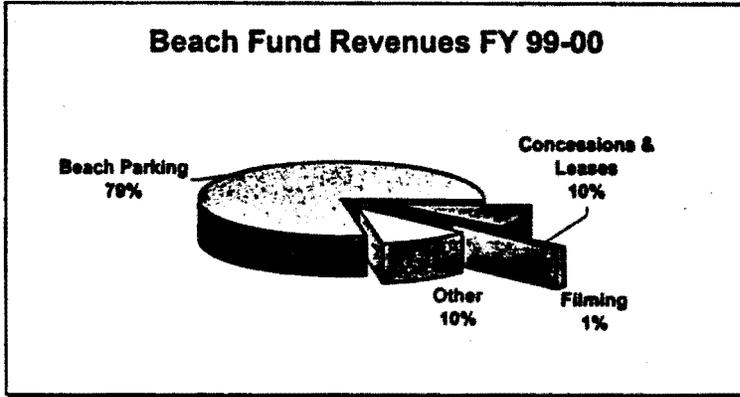
Sincerely,



Andy Agle  
Deputy Director

cc: Marsha Jones Moutrie, City Attorney  
Suzanne Frick, Director  
Ellen Gelbard, Deputy Director  
Barbara Stinchfield, Director of Community and Cultural Services  
Elaine Mutchnik, Beach Manager  
Kate Vernez, Assistant to the City Manager

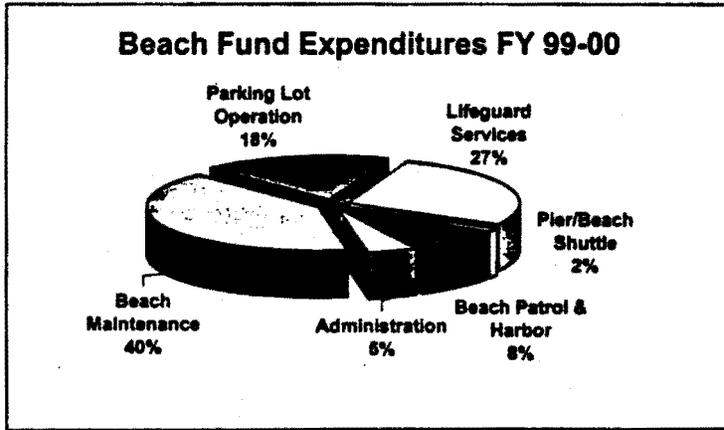
# ESTIMATED ACTUAL BEACH OPERATING BUDGET FY 99-00



**BEACH FUND ESTIMATED ACTUAL REVENUES FY 99-00**

Beach Parking	\$3,136,738
Concessions & Leases	\$ 399,000
Filming	\$ 60,000
Other	\$ 411,132
<b>Total</b>	<b><u>\$4,006,870</u></b>

Est. actual parking revenue has been reduced from budgeted by \$500,000 because of poor summer weather and sewer construction impacts.



**BEACH FUND ESTIMATED ACTUAL EXPENDITURES FY 99-00**

Beach Maintenance	\$1,811,036
Parking Lot Operation	\$ 791,300
Lifeguard Services	\$1,219,100
Pier/Beach Shuttle	\$ 71,400
Beach Patrol & Harbor	\$ 350,600
Administration	\$ 213,200
<b>Total</b>	<b><u>\$4,456,636</u></b>

**BEACH FUND REVENUES  
5 YEAR HISTORY**

03/08/2000

	<b>FY 1994-1995</b>	<b>FY 1995-1996</b>	<b>FY 1996-1997</b>	<b>FY 1997-1998</b>	<b>FY 1998-1999</b>	<b>FY 1999-2000</b>
	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Est. Actuals</b>
Beach Parking	2,304,540	2,991,989	3,844,574	3,704,612	3,461,477	3,136,738
Concessions & Leases	431,310	431,887	450,739	390,956	392,555	399,000
Filming	59,780	53,000	71,975	65,366	60,000	60,000
Other (Note 1)	333,271	193,233	545,121	234,435	168,032	411,132
<b>TOTAL</b>	<b><u>3,128,901</u></b>	<b><u>3,670,109</u></b>	<b><u>4,912,409</u></b>	<b><u>4,395,369</u></b>	<b><u>4,082,064</u></b>	<b><u>4,006,870</u></b>

**Notes:**

1. Cirque Du Soleil,  
Interest on Deposit/Investments,  
Encroachment Revenue,  
Other Revenue - Miscellaneous

**BEACH FUND EXPENDITURES  
5 YEAR HISTORY**

03/08/2000

	<b>FY 1994-1995</b>	<b>FY 1995-1996</b>	<b>FY 1996-1997</b>	<b>FY 1997-1998</b>	<b>FY 1998-1999</b>	<b>FY 1999-2000</b>
	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Actuals</b>	<b>Budget</b>
Beach Maintenance	1,126,787	1,244,941	1,249,129	1,292,651	1,465,475	1,490,000
Ongoing Maint. (1)	130,000		451,600	658,100	383,000	191,036
Beach Division	284,524	241,460	252,169	37,404	-	130,000
<b>TOTAL</b>	<b><u>1,541,311</u></b>	<b><u>1,486,401</u></b>	<b><u>1,952,898</u></b>	<b><u>1,988,155</u></b>	<b><u>1,848,475</u></b>	<b><u>1,811,036</u></b>
Parking Operations	<u>129,396</u>	<u>468,387</u>	<u>467,540</u>	<u>582,273</u>	<u>578,733</u>	<u>791,300</u>
Lifeguard	<u>1,364,720</u>	<u>1,348,925</u>	<u>1,623,972</u>	<u>1,137,196</u>	<u>1,235,624</u>	<u>1,219,100</u>
Pier/Beach Shuttle	0	0	0	<u>34,520</u>	<u>82,411</u>	<u>71,400</u>
Police Harbor	72,880	67,379	74,792	254,567	240,300	270,800
TOTAL	<u>72,880</u>	<u>67,379</u>	<u>74,792</u>	<u>323,919</u>	<u>317,141</u>	<u>350,600</u>
Admin.	<u>88,700</u>	<u>145,802</u>	<u>69,131</u>	<u>106,661</u>	<u>198,376</u>	<u>213,200</u>
<b>TOTAL</b>	<b><u>3,197,007</u></b>	<b><u>3,516,894</u></b>	<b><u>4,188,333</u></b>	<b><u>4,172,724</u></b>	<b><u>4,260,760</u></b>	<b><u>4,456,636</u></b>

**Notes**

1. Includes vehicle replacement, parking lot resurfacing, lot improvements



**TABLE**  
**COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO 3: FLAT RATE PYRAMID (SCENARIO 1p FLAT RATE) WITH 88 SPACE SET-A-SIDE 2600 BARNARD LOT; \$5 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**SUMMER WEEKEND**

Parking Lot	Existing Data-Summer 1998 Weekends (a)				Input Assumptions							Existing Revenue Split Short- vs Long-Term					Estimated Revenue With Rate Change						Change from Existing																		
	Total Parking Revenue (b)	Paying Car Count (c)	Total Spaces	Current Rate (\$/Entry)	Length of Stay (Minutes) (d)		New Short-Term Rate (\$/30 Min)	Short-Term Sensitivity (% Change)	Maximum Rate (\$/entry)	Long-Term Sensitivity (% Change)	Current Short-Term Revenue to be Adjusted					Adjusted Revenue (Existing Demand)					Total Revenue of New Rate	Revenue Change \$	%																		
	0-30	31-60	61-90	91-120	0-30	31-60	61-90	91-120	Subtotal	Long-Term Revenue to be Adj	0-30	31-60	61-90	91-120	Subtotal	Long-Term	Short-Term Sensitivity Revenue	Long-Term Sensitivity Revenue	Revenue of New Rate	Revenue Change \$	%																				
<b>Northern PAZ</b>																																									
445 PCH	\$32,802	8,952	15*	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$32,802	\$0	\$0	\$32,802	\$0	0%																				
530 PCH	\$4,000	500	74	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$4,000	\$0	\$0	\$4,000	\$0	0%																				
810 PCH	\$22,113	3,187	270	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$22,113	\$0	\$0	\$22,113	\$0	0%																				
930 PCH	\$16,814	2,482	91	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$16,814	\$0	\$0	\$16,814	\$0	0%																				
950 PCH	\$3,682	528	7*	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$3,682	\$0	\$0	\$3,682	\$0	0%																				
1030 PCH	\$1,421	203	51	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$1,421	\$0	\$0	\$1,421	\$0	0%																				
1080 PCH	\$7,472	1,008	170	\$7						0%	\$0	\$0	\$0	\$0	\$0	\$7,472	\$0	\$0	\$7,472	\$0	0%																				
1150 PCH	\$188,056	24,008	497	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$188,056	\$0	(\$9,003)	\$182,461	\$14,495	0%																				
<b>Subtotal</b>	<b>\$256,420</b>	<b>36,808</b>	<b>1,288</b>								<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$256,420</b>	<b>\$0</b>	<b>(\$9,003)</b>	<b>\$270,625</b>	<b>\$14,495</b>	<b>0%</b>																				
<b>Pier PAZ</b>																																									
1440/1550 PCH	\$826,228	88,747	1,178	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$826,228	\$0	(\$35,000)	\$882,677	\$53,048	0%																				
Pier Lot	\$221,278	31,811	293	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$221,278	\$0	(\$12,044)	\$248,243	\$16,967	0%																				
<b>Subtotal</b>	<b>\$849,505</b>	<b>121,358</b>	<b>1,474</b>								<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$849,505</b>	<b>\$0</b>	<b>(\$48,543)</b>	<b>\$922,320</b>	<b>\$72,815</b>	<b>0%</b>																				
<b>Appian PAZ</b>																																									
1640 Appian Way	\$21,482	3,087	75	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$21,482	\$0	(\$1,228)	\$23,382	\$1,840	0%																				
1670 Appian Way	\$5,958	887	44	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$5,958	\$0	(\$323)	\$6,134	\$484	0%																				
1750 Appian Way	\$8,200	888	117	\$7						-5%	\$0	\$0	\$0	\$0	\$0	\$8,200	\$0	(\$354)	\$8,721	\$531	0%																				
<b>Subtotal</b>	<b>\$35,640</b>	<b>4,762</b>	<b>236</b>								<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$35,640</b>	<b>\$0</b>	<b>(\$1,905)</b>	<b>\$38,187</b>	<b>\$2,685</b>	<b>0%</b>																				
<b>Southern PAZ</b>																																									
2030 Barnard Way	\$228,788	34,874	1,821	\$7						27%	\$0	\$0	\$0	\$0	\$0	\$228,788	\$0	\$31,543	\$189,285	(\$31,843)	-14%																				
2600 Barnard Way	\$148,828	21,277	847	\$7	7%	7%	12%	12%	\$0	500	15%	\$10,425	\$10,425	\$17,871	\$17,871	\$58,583	\$82,338	\$745	\$1,488	\$3,838	\$5,108	\$11,170	\$65,954	\$1,875	\$13,191	\$81,000	(\$58,898)	-36%													
<b>Subtotal</b>	<b>\$389,727</b>	<b>56,251</b>	<b>2,408</b>									<b>\$10,425</b>	<b>\$10,425</b>	<b>\$17,871</b>	<b>\$17,871</b>	<b>\$58,583</b>	<b>\$313,132</b>	<b>\$745</b>	<b>\$1,488</b>	<b>\$3,838</b>	<b>\$5,108</b>	<b>\$11,170</b>	<b>\$223,887</b>	<b>\$1,875</b>	<b>\$44,730</b>	<b>\$281,245</b>	<b>(\$88,481)</b>	<b>-24%</b>													
<b>Totals</b>												<b>\$10,425</b>	<b>\$10,425</b>	<b>\$17,871</b>	<b>\$17,871</b>	<b>\$58,583</b>	<b>\$1,231,084</b>	<b>\$745</b>	<b>\$1,488</b>	<b>\$3,838</b>	<b>\$5,108</b>	<b>\$11,170</b>	<b>\$1,288,142</b>	<b>\$1,875</b>	<b>(\$2,872)</b>	<b>\$1,278,315</b>	<b>(\$17,373)</b>	<b>-1%</b>													
<b>Beach Lots Subtotal</b>	<b>\$1,287,888</b>	<b>188,884</b>	<b>5,118</b>									<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$221,278</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$221,278</b>	<b>\$0</b>	<b>(\$12,044)</b>	<b>\$248,243</b>	<b>\$16,967</b>	<b>0%</b>												
<b>Pier Lot Subtotal</b>	<b>\$221,278</b>	<b>31,811</b>	<b>293</b>									<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$221,278</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$221,278</b>	<b>\$0</b>	<b>(\$12,044)</b>	<b>\$248,243</b>	<b>\$16,967</b>	<b>0%</b>												
<b>Total</b>	<b>\$1,509,964</b>	<b>221,275</b>	<b>5,402</b>									<b>\$10,425</b>	<b>\$10,425</b>	<b>\$17,871</b>	<b>\$17,871</b>	<b>\$58,583</b>	<b>\$1,452,370</b>	<b>\$745</b>	<b>\$1,488</b>	<b>\$3,838</b>	<b>\$5,108</b>	<b>\$11,170</b>	<b>\$1,613,026</b>	<b>\$1,875</b>	<b>(\$15,317)</b>	<b>\$1,610,557</b>	<b>\$1,884</b>	<b>0%</b>													

Notes:  
 a Source: City of Santa Monica parking revenue data - Summer 1998 = June to September 1998 (equivalent to Pier lot definition of high season)  
 b Includes transient and honor bus/pay-and-display machine parking income only. Includes 10% City parking fee revenues according to General Fund. Does not include miscellaneous income.  
 c Includes tickets sold plus estimated number of vehicles using honor bus/pay-and-display machines. Does not include residential permits or disabled parking.  
 d Derived from City duration survey data for Sunday, 8/30/98

**TABLE ---**  
**COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO 3r: FLAT RATE PYRAMID (SCENARIO 1p FLAT RATE) WITH 68 SPACE SET-A-SIDE 2608 BARNARD LOT; \$5 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**SHOULDER MONTHS WEEKEND**

Parking Lot	Existing Data - Shoulder 1998 Weekends [a]				Input Assumptions						Existing Revenue Split Short- vs Long-Term				Estimated Revenue With Rate Changes						Change from Existing								
	Total Parking Revenue [b]	Paying Car Count [c]	Total Spaces [d/Entry]	Current Rate [e]	Length of Stay (Minutes) [d]		New Short-Term Rate (\$/30 Min) (% Change)	Short-Term Sensitivity	Maximum Rate (\$/Entry)	Long-Term Sensitivity (% Change)	Current Short-Term Revenue to be Adjusted			Long-Term Revenue to be Adj.	Adjusted Revenue (Existing Demand)				Short-Term Revenue	Long-Term Revenue	Total Revenue w/ New Rate	Revenue Change \$	Revenue Change %						
	0-30	31-60	61-90	91-120	0-30	31-60	61-90	91-120	Subtotal	0-30	31-60	61-90	91-120	Subtotal	0-30	31-60	61-90	91-120	Subtotal										
<b>Northern PAZ</b>																													
445 PCH	\$19,302	4,848	164	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$19,302	\$0	\$0	\$19,302	\$0	0%			
530 PCH	30	0	26	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	30	\$0	\$0	30	\$0	0%			
810 PCH	\$7,420	1,080	279	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$7,420	\$0	\$0	\$7,420	\$0	0%			
930 PCH	\$6,279	887	91	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,279	\$0	\$0	\$6,279	\$0	0%			
950 PCH	\$238	34	75	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$238	\$0	\$0	\$238	\$0	0%			
1030 PCH	80	0	57	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	80	\$0	\$0	80	\$0	0%			
1080 PCH	\$728	104	170	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$728	\$0	\$0	\$728	\$0	0%			
1150 PCH	\$75,313	10,758	467	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$75,313	\$0	\$0	\$75,313	\$0	0%			
<b>Subtotal</b>	<b>\$108,280</b>	<b>17,502</b>	<b>1,288</b>									<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$108,280</b>	<b>\$0</b>	<b>\$0</b>	<b>\$108,280</b>	<b>\$0</b>	<b>0%</b>				
<b>Pier PAZ</b>																													
1440/1550 PCH	\$335,223	47,888	1,178	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$335,223	\$0	\$0	\$335,223	\$0	0%			
Pier Lot	\$148,918	24,488	281	\$5						\$5	5%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$148,918	\$0	(\$8,970)	\$148,918	\$15,918	11%			
<b>Subtotal</b>	<b>\$482,139</b>	<b>72,373</b>	<b>1,474</b>									<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$482,139</b>	<b>\$0</b>	<b>(\$8,970)</b>	<b>\$482,139</b>	<b>\$15,918</b>	<b>3%</b>			
<b>Appian PAZ</b>																													
1640 Appian Way	\$6,370	810	75	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$6,370	\$0	\$0	\$6,370	\$0	0%			
1670 Appian Way	\$4,572	653	61	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,572	\$0	\$0	\$4,572	\$0	0%			
1750 Appian Way	\$4,238	605	117	\$7						\$7	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$4,238	\$0	\$0	\$4,238	\$0	0%			
<b>Subtotal</b>	<b>\$15,180</b>	<b>2,168</b>	<b>258</b>									<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$15,180</b>	<b>\$0</b>	<b>\$0</b>	<b>\$15,180</b>	<b>\$0</b>	<b>0%</b>			
<b>Southern PAZ</b>																													
2030 Barnard Way	\$78,782	11,850	1,121	\$7						\$5	20%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$78,782	\$0	\$11,255	\$87,527	(\$11,255)	-14%			
2600 Barnard Way	\$81,103	8,747	760	\$7	10%	10%	15%	18%	\$0.500	50%	\$5	20%	\$6,110	\$6,110	\$10,889	\$10,889	\$34,218	\$20,885	\$438	\$873	\$2,357	\$3,142	\$8,809	\$18,204	\$3,404	\$3,841	\$33,257	(\$27,048)	-80%
<b>Subtotal</b>	<b>\$159,885</b>	<b>20,597</b>	<b>2,408</b>									<b>\$6,110</b>	<b>\$6,110</b>	<b>\$10,889</b>	<b>\$10,889</b>	<b>\$34,218</b>	<b>\$105,887</b>	<b>\$438</b>	<b>\$873</b>	<b>\$2,357</b>	<b>\$3,142</b>	<b>\$8,809</b>	<b>\$25,477</b>	<b>\$3,404</b>	<b>\$18,886</b>	<b>\$189,785</b>	<b>(\$36,100)</b>	<b>-28%</b>	
<b>Totals</b>																													
Beech Lots Subtotal	\$598,508	87,857	5,116									\$6,110	\$6,110	\$10,889	\$10,889	\$34,218	\$585,350	\$438	\$873	\$2,357	\$3,142	\$8,809	\$25,477	\$3,404	\$18,886	\$598,488	(\$20,000)	-7%	
Pier Lot Subtotal	\$148,918	24,488	281									\$0	\$0	\$0	\$0	\$0	\$148,918	\$0	\$0	\$0	\$0	\$0	\$0	\$0	(\$8,970)	\$148,918	\$15,918	11%	
<b>Total</b>	<b>\$746,484</b>	<b>112,443</b>	<b>5,402</b>									<b>\$6,110</b>	<b>\$6,110</b>	<b>\$10,889</b>	<b>\$10,889</b>	<b>\$34,218</b>	<b>\$712,268</b>	<b>\$438</b>	<b>\$873</b>	<b>\$2,357</b>	<b>\$3,142</b>	<b>\$8,809</b>	<b>\$27,882</b>	<b>\$3,404</b>	<b>\$8,521</b>	<b>\$723,300</b>	<b>(\$23,184)</b>	<b>-3%</b>	

Notes:  
 a Source City of Santa Monica parking revenue data Shoulder = April, May & October 1998 (part of beach lots high season, Pier lot shoulder months plus April)  
 b Includes transient and honor boxes/pay-and-display machine parking income only Includes 10% City parking tax revenues accruing to General Fund. Does not include miscellaneous income  
 c Includes tickets sold plus estimated number of vehicles using honor boxes/pay-and-display machines Does not include residential permits or disabled parking  
 d Shoulder month duration data not available Derived from City duration survey data for Sunday, 8/30/98

**TABLE**  
**COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO 3: FLAT RATE PYRAMID (SCENARIO 19 FLAT RATE) WITH 88 SPACE SET-A-SIDE 2000 BARNARD LOT; IS FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**WINTER WEEKEND**

Parking Lot	Existing Data Winter 2/78 Weekends (a)		Proposed Data Winter 2/78 Weekends (b)		Length of Day (Hours) (c)		New Short-Term Rates (d)		Total Revenue (e)		Revenue Change (f)		Change from Existing
	Parking Car	Current Rate	Parking Car	Current Rate	0-30	31-60	0-30	31-60	0-30	31-60	0-30	31-60	
	Revenue (\$)	(\$/hr)	Revenue (\$)	(\$/hr)	(%) Change	(%) Change	(%) Change	(%) Change	(%) Change	(%) Change	(%) Change	(%) Change	
405 PCH	114,975	9.265	156	55	0%	0%	50	50	50	50	50	50	0%
538 PCH	50	0	76	41	0%	0%	50	50	50	50	50	50	0%
810 PCH	98,815	1,383	209	95	0%	0%	50	50	50	50	50	50	0%
838 PCH	55,790	1,152	81	55	0%	0%	50	50	50	50	50	50	0%
860 PCH	50	0	78	55	0%	0%	50	50	50	50	50	50	0%
1030 PCH	50	0	57	55	0%	0%	50	50	50	50	50	50	0%
1080 PCH	50	0	100	55	0%	0%	50	50	50	50	50	50	0%
1150 PCH	50	0	487	56	0%	0%	50	50	50	50	50	50	0%
Subtotal	\$79,858	18,816	1,298				\$0	\$0	\$0	\$0	\$0	\$0	0%
1400/1500 PCH	\$275,840	48,790	1,180	56	0%	0%	\$0	\$0	\$0	\$0	\$0	\$0	0%
1400 PCH	\$224,262	38,629	286	56	0%	0%	\$0	\$0	\$0	\$0	\$0	\$0	0%
Subtotal	\$499,832	83,784	1,474				\$0	\$0	\$0	\$0	\$0	\$0	0%
1640 Ashton Way	\$2,825	525	75	35	0%	0%	\$0	\$0	\$0	\$0	\$0	\$0	0%
1670 Ashton Way	\$3,910	782	64	35	-5%	-5%	\$0	\$0	\$0	\$0	\$0	\$0	0%
1750 Ashton Way	\$4,045	809	117	55	-5%	-5%	\$0	\$0	\$0	\$0	\$0	\$0	0%
Subtotal	\$10,580	2,116	298				\$0	\$0	\$0	\$0	\$0	\$0	0%
Southern Pkz	\$50,825	18,142	1,576	35	0%	0%	\$0	\$0	\$0	\$0	\$0	\$0	0%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$148,908	36,177	4,016				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	18%
2090 Barnard Way	\$53,853	19,045	2,408				\$4,323	\$4,323	\$7,781	\$7,781	\$7,781	\$7,781	16%
Subtotal	\$97,081	28,035	1,048				\$8,646	\$8,646	\$15,562	\$15,562	\$15,562	\$15,562	17%
2030 Barnard Way	\$43,228	8,990	640	35	10%	10%	\$4,323	\$					

**TABLE - COASTAL PARKING SYSTEM REVENUE ANALYSIS  
PARKING RATE SCENARIO 3: FLAT RATE PYRAMID (SCENARIO 1) FLAT RATE IN SOUTHERN ZONE, 2-HOUR METER  
SUMMER WEEKEND**

Parkings Lot Northern PAL	Existing Data - Summer 1998 (Wednesday)			Length of Stay (Minutes)			Total Rate (Rate)			Total Revenue (Revenue)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	Paying Car	Total Revenue	Current Rate	15-30	31-60	61-90	91-120	121-150	151-180	181-210	211-240	241-270	271-300	301-330	331-360	361-390	391-420	421-450	451-480	481-510	511-540	541-570	571-600	601-630	631-660	661-690	691-720	721-750	751-780	781-810	811-840	841-870	871-900	901-930	931-960	961-990	991-1020	1021-1050	1051-1080	1081-1110	1111-1140	1141-1170	1171-1200	1201-1230	1231-1260	1261-1290	1291-1320	1321-1350	1351-1380	1381-1410	1411-1440	1441-1470	1471-1500	1501-1530	1531-1560	1561-1590	1591-1620	1621-1650	1651-1680	1681-1710	1711-1740	1741-1770	1771-1800	1801-1830	1831-1860	1861-1890	1891-1920	1921-1950	1951-1980	1981-2010	2011-2040	2041-2070	2071-2100	2101-2130	2131-2160	2161-2190	2191-2220	2221-2250	2251-2280	2281-2310	2311-2340	2341-2370	2371-2400	2401-2430	2431-2460	2461-2490	2491-2520	2521-2550	2551-2580	2581-2610	2611-2640	2641-2670	2671-2700	2701-2730	2731-2760	2761-2790	2791-2820	2821-2850	2851-2880	2881-2910	2911-2940	2941-2970	2971-3000	3001-3030	3031-3060	3061-3090	3091-3120	3121-3150	3151-3180	3181-3210	3211-3240	3241-3270	3271-3300	3301-3330	3331-3360	3361-3390	3391-3420	3421-3450	3451-3480	3481-3510	3511-3540	3541-3570	3571-3600	3601-3630	3631-3660	3661-3690	3691-3720	3721-3750	3751-3780	3781-3810	3811-3840	3841-3870	3871-3900	3901-3930	3931-3960	3961-3990	3991-4020	4021-4050	4051-4080	4081-4110	4111-4140	4141-4170	4171-4200	4201-4230	4231-4260	4261-4290	4291-4320	4321-4350	4351-4380	4381-4410	4411-4440	4441-4470	4471-4500	4501-4530	4531-4560	4561-4590	4591-4620	4621-4650	4651-4680	4681-4710	4711-4740	4741-4770	4771-4800	4801-4830	4831-4860	4861-4890	4891-4920	4921-4950	4951-4980	4981-5010	5011-5040	5041-5070	5071-5100	5101-5130	5131-5160	5161-5190	5191-5220	5221-5250	5251-5280	5281-5310	5311-5340	5341-5370	5371-5400	5401-5430	5431-5460	5461-5490	5491-5520	5521-5550	5551-5580	5581-5610	5611-5640	5641-5670	5671-5700	5701-5730	5731-5760	5761-5790	5791-5820	5821-5850	5851-5880	5881-5910	5911-5940	5941-5970	5971-6000	6001-6030	6031-6060	6061-6090	6091-6120	6121-6150	6151-6180	6181-6210	6211-6240	6241-6270	6271-6300	6301-6330	6331-6360	6361-6390	6391-6420	6421-6450	6451-6480	6481-6510	6511-6540	6541-6570	6571-6600	6601-6630	6631-6660	6661-6690	6691-6720	6721-6750	6751-6780	6781-6810	6811-6840	6841-6870	6871-6900	6901-6930	6931-6960	6961-6990	6991-7020	7021-7050	7051-7080	7081-7110	7111-7140	7141-7170	7171-7200	7201-7230	7231-7260	7261-7290	7291-7320	7321-7350	7351-7380	7381-7410	7411-7440	7441-7470	7471-7500	7501-7530	7531-7560	7561-7590	7591-7620	7621-7650	7651-7680	7681-7710	7711-7740	7741-7770	7771-7800	7801-7830	7831-7860	7861-7890	7891-7920	7921-7950	7951-7980	7981-8010	8011-8040	8041-8070	8071-8100	8101-8130	8131-8160	8161-8190	8191-8220	8221-8250	8251-8280	8281-8310	8311-8340	8341-8370	8371-8400	8401-8430	8431-8460	8461-8490	8491-8520	8521-8550	8551-8580	8581-8610	8611-8640	8641-8670	8671-8700	8701-8730	8731-8760	8761-8790	8791-8820	8821-8850	8851-8880	8881-8910	8911-8940	8941-8970	8971-9000	9001-9030	9031-9060	9061-9090	9091-9120	9121-9150	9151-9180	9181-9210	9211-9240	9241-9270	9271-9300	9301-9330	9331-9360	9361-9390	9391-9420	9421-9450	9451-9480	9481-9510	9511-9540	9541-9570	9571-9600	9601-9630	9631-9660	9661-9690	9691-9720	9721-9750	9751-9780	9781-9810	9811-9840	9841-9870	9871-9900	9901-9930	9931-9960	9961-9990	9991-10020	10021-10050	10051-10080	10081-10110	10111-10140	10141-10170	10171-10200	10201-10230	10231-10260	10261-10290	10291-10320	10321-10350	10351-10380	10381-10410	10411-10440	10441-10470	10471-10500	10501-10530	10531-10560	10561-10590	10591-10620	10621-10650	10651-10680	10681-10710	10711-10740	10741-10770	10771-10800	10801-10830	10831-10860	10861-10890	10891-10920	10921-10950	10951-10980	10981-11010	11011-11040	11041-11070	11071-11100	11101-11130	11131-11160	11161-11190	11191-11220	11221-11250	11251-11280	11281-11310	11311-11340	11341-11370	11371-11400	11401-11430	11431-11460	11461-11490	11491-11520	11521-11550	11551-11580	11581-11610	11611-11640	11641-11670	11671-11700	11701-11730	11731-11760	11761-11790	11791-11820	11821-11850	11851-11880	11881-11910	11911-11940	11941-11970	11971-12000	12001-12030	12031-12060	12061-12090	12091-12120	12121-12150	12151-12180	12181-12210	12211-12240	12241-12270	12271-12300	12301-12330	12331-12360	12361-12390	12391-12420	12421-12450	12451-12480	12481-12510	12511-12540	12541-12570	12571-12600	12601-12630	12631-12660	12661-12690	12691-12720	12721-12750	12751-12780	12781-12810	12811-12840	12841-12870	12871-12900	12901-12930	12931-12960	12961-12990	12991-13020	13021-13050	13051-13080	13081-13110	13111-13140	13141-13170	13171-13200	13201-13230	13231-13260	13261-13290	13291-13320	13321-13350	13351-13380	13381-13410	13411-13440	13441-13470	13471-13500	13501-13530	13531-13560	13561-13590	13591-13620	13621-13650	13651-13680	13681-13710	13711-13740	13741-13770	13771-13800	13801-13830	13831-13860	13861-13890	13891-13920	13921-13950	13951-13980	13981-14010	14011-14040	14041-14070	14071-14100	14101-14130	14131-14160	14161-14190	14191-14220	14221-14250	14251-14280	14281-14310	14311-14340	14341-14370	14371-14400	14401-14430	14431-14460	14461-14490	14491-14520	14521-14550	14551-14580	14581-14610	14611-14640	14641-14670	14671-14700	14701-14730	14731-14760	14761-14790	14791-14820	14821-14850	14851-14880	14881-14910	14911-14940	14941-14970	14971-15000	15001-15030	15031-15060	15061-15090	15091-15120	15121-15150	15151-15180	15181-15210	15211-15240	15241-15270	15271-15300	15301-15330	15331-15360	15361-15390	15391-15420	15421-15450	15451-15480	15481-15510	15511-15540	15541-15570	15571-15600	15601-15630	15631-15660	15661-15690	15691-15720	15721-15750	15751-15780	15781-15810	15811-15840	15841-15870	15871-15900	15901-15930	15931-15960	15961-15990	15991-16020	16021-16050	16051-16080	16081-16110	16111-16140	16141-16170	16171-16200	16201-16230	16231-16260	16261-16290	16291-16320	16321-16350	16351-16380	16381-16410	16411-16440	16441-16470	16471-16500	16501-16530	16531-16560	16561-16590	16591-16620	16621-16650	16651-16680	16681-16710	16711-16740	16741-16770	16771-16800	16801-16830	16831-16860	16861-16890	16891-16920	16921-16950	16951-16980	16981-17010	17011-17040	17041-17070	17071-17100	17101-17130	17131-17160	17161-17190	17191-17220	17221-17250	17251-17280	17281-17310	17311-17340	17341-17370	17371-17400	17401-17430	17431-17460	17461-17490	17491-17520	17521-17550	17551-17580	17581-17610	17611-17640	17641-17670	17671-17700	17701-17730	17731-17760	17761-17790	17791-17820	17821-17850	17851-17880	17881-17910	17911-17940	17941-17970	17971-18000	18001-18030	18031-18060	18061-18090	18091-18120	18121-18150	18151-18180	18181-18210	18211-18240	18241-18270	18271-18300	18301-18330	18331-18360	18361-18390	18391-18420	18421-18450	18451-18480	18481-18510	18511-18540	18541-18570	18571-18600	18601-18630	18631-18660	18661-18690	18691-18720	18721-18750	18751-18780	18781-18810	18811-18840	18841-18870	18871-18900	18901-18930	18931-18960	18961-18990	18991-19020	19021-19050	1905





**TABLE -- COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO 3EE: FLAT RATE PYRAMID (SCENARIO 1p FLAT RATE) WITH 300 SPACE SET-A-SIDE 2000 & 2000 BARNARD LOT; \$5 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**SEASONAL SUMMARY BY LOT**

Parking Lot	Summer (Weekdays)			Summer (Weekends)			Shoulder Months (Weekdays)			Shoulder Months (Weekends)			Winter (Weekdays)			Winter (Weekends)			Annual Total																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change	Existing Parking Revenue \$	Total Revenue \$	% Change																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
<b>Northern Pkz</b>																							445 PCH	\$32,802	\$32,802	0%	\$29,447	\$29,447	0%	\$19,302	\$19,302	0%	\$12,087	\$12,087	0%	\$14,873	\$14,873	0%	\$778	\$778	0%	\$109,371	\$109,371	0%	(\$2,051)	530 PCH	\$4,000	\$4,000	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$4,000	\$4,000	0%	\$0	810 PCH	\$22,113	\$22,113	0%	\$12,853	\$12,853	0%	\$7,420	\$7,420	0%	\$3,101	\$3,101	0%	\$8,815	\$8,815	0%	\$378	\$378	0%	\$22,113	\$22,113	0%	(\$728)	838 PCH	\$18,814	\$18,814	0%	\$8,879	\$8,879	0%	\$6,279	\$6,279	0%	\$2,085	\$2,085	0%	\$5,780	\$5,780	0%	\$207	\$207	0%	\$18,814	\$18,814	0%	(\$494)	950 PCH	\$3,882	\$3,882	0%	\$0	\$0	0%	\$238	\$238	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$3,882	\$3,882	0%	\$0	1050 PCH	\$1,421	\$1,421	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$1,421	\$1,421	0%	\$0	1080 PCH	\$7,472	\$7,472	0%	\$0	\$0	0%	\$728	\$728	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$7,472	\$7,472	0%	\$0	1150 PCH	\$166,998	\$166,981	0%	\$88,081	\$108,716	110.827%	\$72,515	\$75,313	3.846%	\$34,541	\$27,833	-19.366%	\$82,308	\$82,308	0%	\$23,888	\$19,871	-17.208%	\$453,488	\$464,884	2.424%	\$11,885	Subtotal	\$259,520	\$279,825	10.746%	\$147,270	\$157,887	10.627%	\$109,280	\$109,280	0%	\$51,884	\$41,443	-19.441%	\$179,858	\$179,858	0%	\$33,522	\$19,088	-43.082%	\$871,158	\$879,288	0.928%	\$7,264	<b>Pier Pkz</b>																							1440/1500 PCH	\$629,229	\$682,877	8.534%	\$451,880	\$500,834	10.844%	\$335,223	\$335,223	0%	\$185,483	\$146,788	-20.867%	\$275,648	\$275,648	0%	\$168,854	\$138,847	-17.208%	\$2,883,488	\$2,879,887	-0.125%	\$13,188	Pier Lot	\$21,278	\$240,243	11.243%	\$391,332	\$493,078	25.243%	\$168,918	\$168,918	0%	\$138,827	\$150,838	8.649%	\$224,282	\$224,282	0%	\$126,777	\$126,777	0%	\$1,249,438	\$1,249,438	0%	\$148,748	Subtotal	\$650,507	\$923,120	41.841%	\$843,212	\$993,912	17.841%	\$504,141	\$504,141	0%	\$324,310	\$297,626	-8.538%	\$499,930	\$499,930	0%	\$315,631	\$265,624	-15.841%	\$4,132,926	\$4,129,325	-0.087%	\$161,936	<b>Applian Pkz</b>																							1640 Applian Way	\$21,482	\$23,302	8.478%	\$25,285	\$28,125	11.000%	\$8,378	\$8,378	0%	\$4,353	\$3,482	-20.071%	\$2,825	\$2,825	0%	\$888	\$888	0%	\$81,088	\$81,088	0%	\$3,828	1678 Applian Way	\$5,898	\$6,134	3.985%	\$18,003	\$21,852	21.656%	\$4,972	\$4,972	0%	\$8,088	\$7,277	-9.771%	\$3,818	\$3,818	0%	\$11,058	\$7,862	-28.844%	\$83,288	\$83,288	0%	(\$1,828)	1750 Applian Way	\$8,200	\$8,731	6.451%	\$28,844	\$28,883	0.135%	\$4,238	\$4,238	0%	\$9,481	\$7,583	-20.000%	\$4,845	\$4,845	0%	\$12,242	\$8,888	-27.302%	\$83,288	\$83,288	0%	(\$1,337)	Subtotal	\$33,312	\$38,167	14.575%	\$71,332	\$78,860	10.561%	\$13,100	\$13,100	0%	\$22,940	\$19,342	-15.684%	\$16,588	\$16,588	0%	\$25,208	\$17,832	-29.250%	\$177,658	\$178,213	0.313%	\$874	<b>Southern Pkz</b>																							2000 Barnard Way	\$229,788	\$146,488	-35.841%	\$113,878	\$81,857	-28.111%	\$74,782	\$42,880	-42.841%	\$35,793	\$14,433	-59.541%	\$88,828	\$33,332	-62.441%	\$28,828	\$18,888	-34.541%	\$818,487	\$888,887	10.841%	(\$28,888)	2000 Barnard Way	\$148,828	\$78,874	-47.041%	\$88,828	\$48,874	-67.041%	\$81,888	\$33,257	-59.041%	\$43,228	\$24,481	-43.041%	\$43,228	\$24,481	-43.041%	\$21,988	\$13,813	-37.041%	\$387,511	\$215,388	-44.441%	(\$172,181)	Subtotal	\$378,616	\$225,362	-40.741%	\$202,706	\$130,731	-35.541%	\$156,670	\$76,137	-50.741%	\$129,051	\$58,913	-54.241%	\$132,056	\$58,813	-54.241%	\$50,856	\$32,701	-36.241%	\$1,206,008	\$951,676	-21.441%	(\$254,332)	<b>Beach Lots Subtotal</b>	\$1,287,888	\$1,184,128	-7.841%	\$873,283	\$848,481	-2.241%	\$659,828	\$659,828	0%	\$387,748	\$249,381	-35.741%	\$458,823	\$458,823	0%	\$287,788	\$282,347	-1.541%	\$3,818,311	\$3,824,388	0.158%	(\$54,269)	<b>Pier Lot Subtotal</b>	\$221,278	\$240,243	8.534%	\$391,332	\$493,078	25.243%	\$168,918	\$168,918	0%	\$138,827	\$150,838	8.649%	\$224,282	\$224,282	0%	\$126,777	\$126,777	0%	\$1,249,438	\$1,249,438	0%	\$148,748	<b>Total</b>	\$1,509,166	\$1,424,371	-5.641%	\$1,264,615	\$1,341,559	6.041%	\$928,746	\$928,746	0%	\$526,568	\$400,213	-23.541%	\$681,651	\$681,651	0%	\$414,375	\$318,961	-23.041%	\$12,818,888	\$12,818,888	0%	(\$90,000)
445 PCH	\$32,802	\$32,802	0%	\$29,447	\$29,447	0%	\$19,302	\$19,302	0%	\$12,087	\$12,087	0%	\$14,873	\$14,873	0%	\$778	\$778	0%	\$109,371	\$109,371	0%	(\$2,051)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
530 PCH	\$4,000	\$4,000	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$4,000	\$4,000	0%	\$0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
810 PCH	\$22,113	\$22,113	0%	\$12,853	\$12,853	0%	\$7,420	\$7,420	0%	\$3,101	\$3,101	0%	\$8,815	\$8,815	0%	\$378	\$378	0%	\$22,113	\$22,113	0%	(\$728)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
838 PCH	\$18,814	\$18,814	0%	\$8,879	\$8,879	0%	\$6,279	\$6,279	0%	\$2,085	\$2,085	0%	\$5,780	\$5,780	0%	\$207	\$207	0%	\$18,814	\$18,814	0%	(\$494)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
950 PCH	\$3,882	\$3,882	0%	\$0	\$0	0%	\$238	\$238	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$3,882	\$3,882	0%	\$0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1050 PCH	\$1,421	\$1,421	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$1,421	\$1,421	0%	\$0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1080 PCH	\$7,472	\$7,472	0%	\$0	\$0	0%	\$728	\$728	0%	\$0	\$0	0%	\$0	\$0	0%	\$0	\$0	0%	\$7,472	\$7,472	0%	\$0																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1150 PCH	\$166,998	\$166,981	0%	\$88,081	\$108,716	110.827%	\$72,515	\$75,313	3.846%	\$34,541	\$27,833	-19.366%	\$82,308	\$82,308	0%	\$23,888	\$19,871	-17.208%	\$453,488	\$464,884	2.424%	\$11,885																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
Subtotal	\$259,520	\$279,825	10.746%	\$147,270	\$157,887	10.627%	\$109,280	\$109,280	0%	\$51,884	\$41,443	-19.441%	\$179,858	\$179,858	0%	\$33,522	\$19,088	-43.082%	\$871,158	\$879,288	0.928%	\$7,264																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
<b>Pier Pkz</b>																							1440/1500 PCH	\$629,229	\$682,877	8.534%	\$451,880	\$500,834	10.844%	\$335,223	\$335,223	0%	\$185,483	\$146,788	-20.867%	\$275,648	\$275,648	0%	\$168,854	\$138,847	-17.208%	\$2,883,488	\$2,879,887	-0.125%	\$13,188	Pier Lot	\$21,278	\$240,243	11.243%	\$391,332	\$493,078	25.243%	\$168,918	\$168,918	0%	\$138,827	\$150,838	8.649%	\$224,282	\$224,282	0%	\$126,777	\$126,777	0%	\$1,249,438	\$1,249,438	0%	\$148,748	Subtotal	\$650,507	\$923,120	41.841%	\$843,212	\$993,912	17.841%	\$504,141	\$504,141	0%	\$324,310	\$297,626	-8.538%	\$499,930	\$499,930	0%	\$315,631	\$265,624	-15.841%	\$4,132,926	\$4,129,325	-0.087%	\$161,936	<b>Applian Pkz</b>																							1640 Applian Way	\$21,482	\$23,302	8.478%	\$25,285	\$28,125	11.000%	\$8,378	\$8,378	0%	\$4,353	\$3,482	-20.071%	\$2,825	\$2,825	0%	\$888	\$888	0%	\$81,088	\$81,088	0%	\$3,828	1678 Applian Way	\$5,898	\$6,134	3.985%	\$18,003	\$21,852	21.656%	\$4,972	\$4,972	0%	\$8,088	\$7,277	-9.771%	\$3,818	\$3,818	0%	\$11,058	\$7,862	-28.844%	\$83,288	\$83,288	0%	(\$1,828)	1750 Applian Way	\$8,200	\$8,731	6.451%	\$28,844	\$28,883	0.135%	\$4,238	\$4,238	0%	\$9,481	\$7,583	-20.000%	\$4,845	\$4,845	0%	\$12,242	\$8,888	-27.302%	\$83,288	\$83,288	0%	(\$1,337)	Subtotal	\$33,312	\$38,167	14.575%	\$71,332	\$78,860	10.561%	\$13,100	\$13,100	0%	\$22,940	\$19,342	-15.684%	\$16,588	\$16,588	0%	\$25,208	\$17,832	-29.250%	\$177,658	\$178,213	0.313%	\$874	<b>Southern Pkz</b>																							2000 Barnard Way	\$229,788	\$146,488	-35.841%	\$113,878	\$81,857	-28.111%	\$74,782	\$42,880	-42.841%	\$35,793	\$14,433	-59.541%	\$88,828	\$33,332	-62.441%	\$28,828	\$18,888	-34.541%	\$818,487	\$888,887	10.841%	(\$28,888)	2000 Barnard Way	\$148,828	\$78,874	-47.041%	\$88,828	\$48,874	-67.041%	\$81,888	\$33,257	-59.041%	\$43,228	\$24,481	-43.041%	\$43,228	\$24,481	-43.041%	\$21,988	\$13,813	-37.041%	\$387,511	\$215,388	-44.441%	(\$172,181)	Subtotal	\$378,616	\$225,362	-40.741%	\$202,706	\$130,731	-35.541%	\$156,670	\$76,137	-50.741%	\$129,051	\$58,913	-54.241%	\$132,056	\$58,813	-54.241%	\$50,856	\$32,701	-36.241%	\$1,206,008	\$951,676	-21.441%	(\$254,332)	<b>Beach Lots Subtotal</b>	\$1,287,888	\$1,184,128	-7.841%	\$873,283	\$848,481	-2.241%	\$659,828	\$659,828	0%	\$387,748	\$249,381	-35.741%	\$458,823	\$458,823	0%	\$287,788	\$282,347	-1.541%	\$3,818,311	\$3,824,388	0.158%	(\$54,269)	<b>Pier Lot Subtotal</b>	\$221,278	\$240,243	8.534%	\$391,332	\$493,078	25.243%	\$168,918	\$168,918	0%	\$138,827	\$150,838	8.649%	\$224,282	\$224,282	0%	\$126,777	\$126,777	0%	\$1,249,438	\$1,249,438	0%	\$148,748	<b>Total</b>	\$1,509,166	\$1,424,371	-5.641%	\$1,264,615	\$1,341,559	6.041%	\$928,746	\$928,746	0%	\$526,568	\$400,213	-23.541%	\$681,651	\$681,651	0%	\$414,375	\$318,961	-23.041%	\$12,818,888	\$12,818,888	0%	(\$90,000)																																																																																																																																																																																																																																						
1440/1500 PCH	\$629,229	\$682,877	8.534%	\$451,880	\$500,834	10.844%	\$335,223	\$335,223	0%	\$185,483	\$146,788	-20.867%	\$275,648	\$275,648	0%	\$168,854	\$138,847	-17.208%	\$2,883,488	\$2,879,887	-0.125%	\$13,188																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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1640 Applian Way	\$21,482	\$23,302	8.478%	\$25,285	\$28,125	11.000%	\$8,378	\$8,378	0%	\$4,353	\$3,482	-20.071%	\$2,825	\$2,825	0%	\$888	\$888	0%	\$81,088	\$81,088	0%	\$3,828																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
1678 Applian Way	\$5,898	\$6,134	3.985%	\$18,003	\$21,852	21.656%	\$4,972	\$4,972	0%	\$8,088	\$7,277	-9.771%	\$3,818	\$3,818	0%	\$11,058	\$7,862	-28.844%	\$83,288	\$83,288	0%	(\$1,828)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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Subtotal	\$33,312	\$38,167	14.575%	\$71,332	\$78,860	10.561%	\$13,100	\$13,100	0%	\$22,940	\$19,342	-15.684%	\$16,588	\$16,588	0%	\$25,208	\$17,832	-29.250%	\$177,658	\$178,213	0.313%	\$874																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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<b>Beach Lots Subtotal</b>	\$1,287,888	\$1,184,128	-7.841%	\$873,283	\$848,481	-2.241%	\$659,828	\$659,828	0%	\$387,748	\$249,381	-35.741%	\$458,823	\$458,823	0%	\$287,788	\$282,347	-1.541%	\$3,818,311	\$3,824,388	0.158%	(\$54,269)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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Note:  
 a. Summer = June to September; Shoulder = April, May, October; Winter = November to March. (Pier = Summer + existing Pier lot high season; Shoulder + Shoulder + existing beach lot high season.)  
 b. Includes transient and honor hourly-and-daily machine parking revenue only. Includes 10% City parking fee revenues accruing to General Fund. Does not include miscellaneous income. Source: City of Santa Monica parking revenue data, November 1987 to October 1988.  
 See text for description of input assumptions.





**TABLE -- COASTAL PARKING SYSTEM REVENUE ANALYSIS  
PARKING RATE SCENARIO 3E: FLAT RATE PYRAMID (SCENARIO 1P FLAT RATE) WITH 300 SPACE SET-A-SIDE 2030 & 2000 BARNARD LOT; \$8 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER WINTER WEEKEND**

Parking Lot	Existing Data - Winter 97/98		Length of Stay (Minutes) [d]		Input Assumptions		Existing Revenue Split Short- vs. Long-Term		Adjusted Revenue (Existing Demand)		Estimated Revenue With Rate Change		Change from Existing				
	Total	Paying Car	Total	Current Rate	New Short-Term Rate	Short-Term Sensitivity	Maximum Rate	Long-Term Sensitivity	Short-Term Revenue	Long-Term Revenue	Short-Term Revenue	Long-Term Revenue	Short-Term Sensitivity	Long-Term Sensitivity	Revenue Change		
	Revenue [d]	Count [d]	Spots [d]	(\$/Hour)	(% Change)	(% Change)	(\$/Hour)	(% Change)	0-30	31-60	61-90	91-120	to be Adj.	to be Adj.	Revenue		
<b>Northern PAZ</b>																	
445 PCH	\$14,975	5,263	108	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	\$14,975	\$0	\$0	\$14,975	0%	
530 PCH	0	0	70	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	
810 PCH	98,815	1,363	209	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	98,815	\$0	\$0	98,815	0%	
930 PCH	85,780	1,182	91	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	85,780	\$0	\$0	85,780	0%	
950 PCH	0	0	76	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	
1030 PCH	0	0	57	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	
1080 PCH	0	0	100	\$5	0%	0%	\$5	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%	
1130 PCH	832,309	8,718	487	\$6	0%	0%	\$6	0%	\$0	\$0	\$0	832,309	\$0	\$0	832,309	0%	
<b>Subtotal</b>	<b>\$79,659</b>	<b>16,518</b>	<b>1,268</b>						<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$79,659</b>	<b>\$0</b>	<b>\$0</b>	<b>\$79,659</b>	<b>0%</b>	
<b>Pier PAZ</b>																	
1440/1550 PCH	\$279,640	48,785	1,168	\$6	0%	0%	\$6	0%	\$0	\$0	\$0	\$279,640	\$0	\$0	\$279,640	0%	
Pier Lot	\$224,292	38,079	295	\$6	0%	0%	\$6	0%	\$0	\$0	\$0	\$224,292	\$0	\$0	\$224,292	0%	
<b>Subtotal</b>	<b>\$499,932</b>	<b>86,794</b>	<b>1,474</b>						<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$499,932</b>	<b>\$0</b>	<b>\$0</b>	<b>\$499,932</b>	<b>0%</b>	
<b>Applian PAZ</b>																	
1640 Applian Way	\$2,625	525	75	\$5	-5%	-5%	\$6	-5%	\$0	\$0	\$0	\$2,625	\$0	\$0	\$2,625	14%	
1670 Applian Way	\$3,910	782	64	\$5	-5%	-5%	\$6	-5%	\$0	\$0	\$0	\$3,910	\$0	\$0	\$3,910	16%	
1750 Applian Way	\$4,045	809	117	\$5	-5%	-5%	\$6	-5%	\$0	\$0	\$0	\$4,045	\$0	\$0	\$4,045	14%	
<b>Subtotal</b>	<b>\$10,580</b>	<b>2,116</b>	<b>295</b>						<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10,580</b>	<b>\$0</b>	<b>\$0</b>	<b>\$10,580</b>	<b>14%</b>	
<b>Southern PAZ</b>																	
2030 Barnard Way	\$50,825	10,142	1,226	\$5	10%	10%	\$5	10%	\$5,083	\$5,083	\$9,113	\$22,275	\$3,159	\$0	\$33,332	-34%	
2000 Barnard Way	\$43,228	8,603	890	\$5	10%	10%	\$5	10%	\$4,323	\$4,323	\$7,781	\$19,020	\$2,067	\$0	\$28,461	-34%	
<b>Subtotal</b>	<b>\$93,653</b>	<b>19,045</b>	<b>2,406</b>						<b>\$9,385</b>	<b>\$9,385</b>	<b>\$16,894</b>	<b>\$41,295</b>	<b>\$5,226</b>	<b>\$0</b>	<b>\$91,783</b>	<b>-34%</b>	
<b>Fronts</b>																	
Beech Lots Subtotal	\$459,832	85,444	5,116						\$9,385	\$9,385	\$16,894	\$407,374	\$5,698	\$0	\$429,383	-7%	
Pier Lot Subtotal	\$224,292	38,079	288						\$0	\$0	\$0	\$224,292	\$0	\$0	\$224,292	0%	
<b>Total</b>	<b>\$884,224</b>	<b>121,473</b>	<b>5,402</b>						<b>\$19,385</b>	<b>\$19,385</b>	<b>\$33,788</b>	<b>\$633,782</b>	<b>\$15,696</b>	<b>\$0</b>	<b>\$653,043</b>	<b>-4%</b>	

Notes:  
 a. Source: City of Santa Monica parking revenue data. Winter 1997/1998 = November 1997 to March 1998 (equivalent to beach lot definition of law passed).  
 b. Includes transient and honor bus/parade-displays revenue parking income only. Includes 10% City parking lot revenue according to General Fund. Does not include miscellaneous income.  
 c. Includes tickets sold plus estimated number of vehicles using honor bus/parade-displays matches. Does not include residential permits or disabled parking.  
 d. Winter duration data not available. Derived from City duration survey data for Sunday, 9/30/98.

**TABLE**  
**COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO 3EE: FLAT RATE PYRAMD (SCENARIO 1p FLAT RATE) WITH 300 SPACE SET-A-SIDE 2030 & 2000 BARNARD LOT; \$5 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**SUMMER WEEKDAY**

Parking Lot	Existing Data-Summer 1998 Weekdays [a]				Input Assumptions								Existing Revenue Split Short- vs. Long-Term				Estimated Revenue With Rate Change						Change from Existing				
	Total Parking Revenue [b]	Paying Car Count [c]	Total Spaces	Current Rate (\$/Entry)	Length of Stay (Minutes) [d]				New Short-Term Rate (\$/30 Min.)	Short-Term Sensitivity (% Change)	Maximum Rate (\$/Entry)	Long-Term Sensitivity (% Change)	Current Short-Term Revenue to be Adjusted				Long-Term Revenue to be Adj.	Adjusted Revenue (Existing Demand)				Short-Term Sensitivity Revenue	Long-Term Sensitivity Revenue	Total Revenue w/ New Rate	Revenue Change \$	Revenue Change %	
					0-30	31-60	61-90	91-120					0-30	31-60	61-90	91-120		0-30	31-60	61-90	91-120						Long-Term
<b>Northern PAZ</b>																											
445 PCH	\$29,447	7,212	158	\$0					\$6	0%	\$0	\$0	\$0	\$0	\$29,447	\$0	\$0	\$0	\$0	\$29,447	\$0	\$0	\$29,447	\$0	0%		
570 PCH	\$0	0	78	\$5					\$6	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%		
810 PCH	\$12,853	2,131	209	\$6					\$6	0%	\$0	\$0	\$0	\$0	\$12,853	\$0	\$0	\$0	\$0	\$12,853	\$0	\$0	\$12,853	\$0	0%		
930 PCH	\$6,879	1,136	91	\$6					\$6	0%	\$0	\$0	\$0	\$0	\$6,879	\$0	\$0	\$0	\$0	\$6,879	\$0	\$0	\$6,879	\$0	0%		
950 PCH	\$0	0	78	\$5					\$6	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%		
1030 PCH	\$0	0	57	\$6					\$6	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%		
1080 PCH	\$0	0	100	\$5					\$6	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%		
1150 PCH	\$98,091	18,124	487	\$5					\$7	-5%	\$0	\$0	\$0	\$0	\$98,091	\$0	\$0	\$0	\$0	\$114,440	\$0	(\$5,722)	\$108,718	\$10,627	11%		
Subtotal	\$147,270	28,603	1,288						\$7	-5%	\$0	\$0	\$0	\$0	\$147,270	\$0	\$0	\$0	\$0	\$163,619	\$0	(\$5,722)	\$157,897	\$10,627	7%		
<b>Pier PAZ</b>																											
1440/1530 PCH	\$451,880	73,548	1,188	\$8					\$7	-5%	\$0	\$0	\$0	\$0	\$451,880	\$0	\$0	\$0	\$0	\$527,193	\$0	(\$26,380)	\$500,814	\$48,934	11%		
Pier Lot	\$391,332	78,288	289	\$5					\$7	-10%	\$0	\$0	\$0	\$0	\$391,332	\$0	\$0	\$0	\$0	\$547,989	\$0	(\$54,788)	\$493,201	\$101,748	20%		
Subtotal	\$843,212	151,812	1,474						\$7	-10%	\$0	\$0	\$0	\$0	\$843,212	\$0	\$0	\$0	\$0	\$1,075,098	\$0	(\$81,148)	\$993,912	\$150,700	18%		
<b>Applian PAZ</b>																											
1640 Applian Way	\$25,385	4,218	75	\$5					\$7	-5%	\$0	\$0	\$0	\$0	\$25,385	\$0	\$0	\$0	\$0	\$29,618	\$0	(\$1,481)	\$28,135	\$2,790	11%		
1670 Applian Way	\$19,003	3,167	64	\$5					\$7	-5%	\$0	\$0	\$0	\$0	\$19,003	\$0	\$0	\$0	\$0	\$22,170	\$0	(\$1,108)	\$21,062	\$2,059	11%		
1750 Applian Way	\$26,944	4,491	117	\$0					\$7	-5%	\$0	\$0	\$0	\$0	\$26,944	\$0	\$0	\$0	\$0	\$31,435	\$0	(\$1,572)	\$29,863	\$2,919	11%		
Subtotal	\$71,332	11,874	256						\$7	-5%	\$0	\$0	\$0	\$0	\$71,332	\$0	\$0	\$0	\$0	\$83,221	\$0	(\$4,181)	\$79,040	\$7,728	11%		
<b>Southern PAZ</b>																											
2030 Barnard Way	\$113,578	21,271	1,526	\$0	12%	12%	18%	19%	\$0.500	40%	\$5	10%	\$13,629	\$13,629	\$21,580	\$21,580	\$43,160	\$1,138	\$2,272	\$5,385	\$7,183	\$35,987	\$8,398	\$3,597	\$61,957	(\$51,622)	-45%
2000 Barnard Way	\$88,302	14,784	880	\$5	12%	12%	18%	19%	\$0.500	40%	\$5	10%	\$10,718	\$10,718	\$18,967	\$18,967	\$33,935	\$893	\$1,786	\$4,242	\$5,658	\$28,279	\$5,031	\$2,628	\$48,714	(\$40,588)	-45%
Subtotal	\$202,881	36,055	2,406										\$24,348	\$24,348	\$38,547	\$38,547	\$77,095	\$2,031	\$4,058	\$9,627	\$12,841	\$64,266	\$13,429	\$6,225	\$110,672	(\$82,209)	-45%
<b>Totals</b>																											
Beach Lots Subtotal	\$873,383	148,088	5,118										\$24,348	\$24,348	\$38,547	\$38,547	\$77,095	\$2,031	\$4,058	\$9,627	\$12,841	\$64,266	\$13,429	(\$28,818)	\$948,481	(\$24,803)	-3%
Pier Lot Subtotal	\$391,332	78,288	289										\$0	\$0	\$0	\$0	\$391,332	\$0	\$0	\$0	\$0	\$547,989	\$0	(\$54,788)	\$493,201	\$101,748	20%
Total	\$1,264,695	226,354	5,402										\$24,348	\$24,348	\$38,547	\$38,547	\$1,138,609	\$2,031	\$4,058	\$9,627	\$12,841	\$1,368,143	\$11,429	(\$84,605)	\$1,341,548	\$78,843	6%

Notes:  
a. Source: City of Santa Monica parking revenue data. Summer 1998 = June to September 1998 (equivalent to Pier lot definition of high season).  
b. Includes transient and honor box/pay-and-display machine parking income only. Includes 10% City parking tax revenues accruing to General Fund. Does not include miscellaneous income.  
c. Includes tickets sold plus estimated number of vehicles using honor boxes/pay-and-display machines. Does not include residential permits or disabled parking.  
d. Derived from City duration survey data for Wednesday, 8/26/98.

**TABLE - COASTAL PARKING SYSTEM REVENUE ANALYSIS  
PARKING RATE SCENARIO SEE: FLAT RATE PYRAMID (SCENARIO 1p FLAT RATE) WITH 360 SPACE SET-A-SIDE 2030 & 2600 BARNARD LOT; \$6 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER SHOULDER MONTHS WEEKDAY**

Parking Lot	Existing Data-Shoulder 1988 Weekday (d)		Input Assumptions		Existing Revenue Split Short- vs. Long-Term		Estimated Revenue With Rate Change		Change from Existing	
	Total Parking Revenue (d)	Total Paying Car Count (d)	Length of Stay (Minutes) (d)	New Short-Term Rate (d)	Long-Term Revenue (d)	Short-Term Revenue (d)	Short-Term Revenue Sensitivity (d)	Long-Term Revenue Sensitivity (d)	Revenue Change \$	%
	Revenue (d)	Count (d)	(0-30 31-60 61-90 91-120)	(\$/Hour Min.)	to be Adj. (d)	to be Adj. (d)	Revenue	Revenue	\$	%
<b>Northem PAZ</b>										
443 PCH	\$12,087	3,238	160	56	30	\$12,087	30	\$8,045	\$4,042	-20%
530 PCH	30	0	76	56	30	30	30	30	0	0%
910 PCH	\$3,101	907	209	56	30	\$3,101	30	\$2,067	\$1,034	-20%
950 PCH	\$2,095	345	91	56	30	\$2,095	30	\$1,397	\$698	-20%
1030 PCH	30	0	78	56	30	30	30	30	0	0%
1080 PCH	30	0	57	56	30	30	30	30	0	0%
1150 PCH	\$34,541	9,844	487	56	30	\$34,541	30	\$23,027	\$11,514	-20%
Subtotal	\$51,904	9,735	1,268		30	\$51,904	30	\$34,538	\$17,366	-20%
<b>Pier PAZ</b>										
1440/1550 PCH	\$182,483	30,224	1,188	56	30	\$182,483	30	\$122,322	\$60,161	-20%
Pier (April) (d)	\$45,417	15,139	288	53	30	\$45,417	30	\$30,288	\$15,129	-20%
Pier (May, Oct) (d)	\$92,410	23,353		54	30	\$92,410	30	\$62,040	\$30,370	-20%
Subtotal	\$322,310	68,718	1,474		30	\$322,310	30	\$214,650	\$107,660	-20%
<b>Applian PAZ</b>										
1840 Applian Way	\$4,353	716	75	56	30	\$4,353	30	\$2,902	\$1,451	-20%
1870 Applian Way	\$3,098	1,316	64	56	30	\$3,098	30	\$2,064	\$1,034	-20%
1750 Applian Way	\$9,491	1,862	117	56	30	\$9,491	30	\$6,327	\$3,164	-20%
Subtotal	\$23,942	3,894	256		30	\$23,942	30	\$15,293	\$8,649	-20%
<b>Southem PAZ</b>										
2030 Barnard Way	\$25,783	4,382	1,578	56	30	\$25,783	30	\$17,186	\$8,597	-20%
2000 Barnard Way	\$23,844	3,910	800	56	30	\$23,844	30	\$15,896	\$7,948	-20%
Subtotal	\$49,627	8,292	2,408		30	\$49,627	30	\$33,082	\$16,545	-20%
<b>Totals</b>										
Beach Lots Subtotal	\$307,884	52,085	5,118		30	\$307,884	30	\$207,879	\$100,005	-20%
Pier Lot Subtotal	\$138,827	28,492	288		30	\$138,827	30	\$92,550	\$46,277	-20%
Total	\$446,711	80,577	5,406		30	\$446,711	30	\$300,429	\$146,282	-20%

Notes:  
 a. Source: City of Santa Monica parking revenue data. Shoulder = April, May & October 1988 (part of beach less high season. Pier lot shoulder months plus April).  
 b. Includes transient and newer hourly-and-display machine income only. Includes 10% City parking fee revenues according to General Fund. Does not include miscellaneous income.  
 c. Includes tickets sold plus estimated number of vehicles using honor hourly-and-display machines. Does not include residential permits or disabled parking.  
 d. Shoulder month duration data not available. Derived from City duration survey data for Wednesday, 8/26/88.  
 e. April is a Pier winter month, May and October are Pier shoulder months (different ending weekday rate).

**TABLE \_\_**  
**COASTAL PARKING SYSTEM REVENUE ANALYSIS**  
**PARKING RATE SCENARIO JEE: FLAT RATE PYRAMID (SCENARIO 1p FLAT RATE) WITH 360 SPACE SET-A-SIDE 2036 & 2000 BARNARD LOT; \$5 FLAT RATE IN SOUTHERN ZONE; 2-HOUR METER**  
**WINTER WEEKDAY**

Parking Lot	Existing Data-Winter 87/88 Weekdays (a)				Input Assumptions						Existing Revenue Split Short- vs. Long-Term		Estimated Revenue With Rate Change					Change from Existing										
	Total Parking Revenue (b)	Paying Car Count (c)	Total Spaces	Current Rate (\$/Entry)	Length of Stay (Minutes) (d)				New Short-Term Rate (\$/30 Min.)	Short-Term Sensitivity (% Change)	Maximum Rate (\$/Entry)	Long-Term Sensitivity (% Change)	Current Short-Term Revenue to be Adjusted		Long-Term Revenue to be Adj.	Adjusted Revenue (Existing Demand)				Short-Term Sensitivity Revenue	Long-Term Sensitivity Revenue	Total Revenue w/ New Rate	Revenue Change \$	%				
	0-30	31-60	61-90	91-120	0-30	31-60	61-90	91-120	0-30	31-60	61-90	91-120	0-30	31-60	61-90	91-120	Long-Term	0-30	31-60	61-90	91-120	Long-Term						
<b>Northern PAZ</b>																												
445 PCH	\$778	238	198	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$778	\$0	\$0	\$0	\$0	\$467	\$0	\$93	\$560	(\$218)	-28%	
530 PCH	\$0	0	76	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
810 PCH	\$378	78	209	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$378	\$0	\$0	\$0	\$0	\$227	\$0	\$45	\$272	(\$106)	-28%	
930 PCH	\$267	53	91	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$267	\$0	\$0	\$0	\$0	\$160	\$0	\$32	\$192	(\$73)	-28%	
950 PCH	\$0	0	78	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
1030 PCH	\$0	0	57	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
1080 PCH	\$0	0	100	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0%
1150 PCH	\$25,099	4,917	487	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$25,099	\$0	\$0	\$0	\$0	\$15,059	\$0	\$3,012	\$18,071	(\$7,028)	-28%	
<b>Subtotal</b>	<b>\$26,522</b>	<b>5,284</b>	<b>1,268</b>							<b>\$3</b>	<b>20%</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$26,522</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$15,813</b>	<b>\$0</b>	<b>\$3,183</b>	<b>\$19,086</b>	<b>(\$7,436)</b>	<b>-28%</b>	
<b>Pier PAZ</b>																												
1440/1550 PCH	\$188,954	37,288	1,188	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$188,954	\$0	\$0	\$0	\$0	\$113,372	\$0	\$22,874	\$136,047	(\$52,907)	-28%	
Pier Lot	\$126,777	42,259	286	\$3						\$3	0%		\$0	\$0	\$0	\$0	\$126,777	\$0	\$0	\$0	\$0	\$126,777	\$0	\$0	\$126,777	\$0	0%	
<b>Subtotal</b>	<b>\$315,731</b>	<b>79,547</b>	<b>1,474</b>							<b>\$3</b>	<b>0%</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$315,731</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$240,149</b>	<b>\$0</b>	<b>\$22,874</b>	<b>\$263,024</b>	<b>(\$52,707)</b>	<b>-17%</b>	
<b>Applen PAZ</b>																												
1640 Applen Way	\$895	179	75	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$895	\$0	\$0	\$0	\$0	\$537	\$0	\$107	\$644	(\$251)	-28%	
1670 Applen Way	\$11,058	2,212	84	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$11,058	\$0	\$0	\$0	\$0	\$6,635	\$0	\$1,327	\$7,962	(\$3,096)	-28%	
1750 Applen Way	\$12,342	2,468	117	\$5						\$3	20%		\$0	\$0	\$0	\$0	\$12,342	\$0	\$0	\$0	\$0	\$7,406	\$0	\$1,461	\$8,868	(\$3,486)	-28%	
<b>Subtotal</b>	<b>\$24,295</b>	<b>4,859</b>	<b>256</b>							<b>\$3</b>	<b>20%</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$24,295</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$14,577</b>	<b>\$0</b>	<b>\$2,915</b>	<b>\$17,492</b>	<b>(\$6,803)</b>	<b>-28%</b>	
<b>Southern PAZ</b>																												
2030 Barnard Way	\$26,820	5,384	1,526	\$5	12%	12%	19%	19%	\$0.500	40%	\$5	0%	\$3,230	\$3,230	\$5,115	\$5,115	\$18,230	\$323	\$646	\$1,534	\$2,648	\$18,230	\$1,820	\$0	\$16,988	(\$18,321)	-28%	
2000 Barnard Way	\$21,105	4,221	880	\$5	12%	12%	19%	19%	\$0.500	40%	\$5	0%	\$2,533	\$2,533	\$4,010	\$4,010	\$8,020	\$263	\$507	\$1,203	\$1,804	\$8,020	\$1,427	\$0	\$13,013	(\$8,082)	-28%	
<b>Subtotal</b>	<b>\$48,025</b>	<b>9,605</b>	<b>2,406</b>										<b>\$5,763</b>	<b>\$5,763</b>	<b>\$9,125</b>	<b>\$9,125</b>	<b>\$18,250</b>	<b>\$576</b>	<b>\$1,153</b>	<b>\$2,737</b>	<b>\$3,600</b>	<b>\$18,250</b>	<b>\$3,248</b>	<b>\$0</b>	<b>\$25,812</b>	<b>(\$18,413)</b>	<b>-28%</b>	
<b>Totals</b>																												
Beach Lots Subtotal	\$287,788	57,834	5,118										\$5,763	\$5,763	\$9,125	\$9,125	\$288,821	\$676	\$1,183	\$2,737	\$3,600	\$182,112	\$3,248	\$38,773	\$224,247	(\$68,549)	-28%	
Pier Lot Subtotal	\$126,777	42,259	286										\$0	\$0	\$0	\$0	\$126,777	\$0	\$0	\$0	\$0	\$126,777	\$0	\$0	\$126,777	\$0	0%	
<b>Total</b>	<b>\$414,573</b>	<b>99,293</b>	<b>5,402</b>										<b>\$5,763</b>	<b>\$5,763</b>	<b>\$9,125</b>	<b>\$9,125</b>	<b>\$384,788</b>	<b>\$576</b>	<b>\$1,183</b>	<b>\$2,737</b>	<b>\$3,600</b>	<b>\$268,888</b>	<b>\$3,248</b>	<b>\$28,773</b>	<b>\$359,024</b>	<b>(\$58,549)</b>	<b>-14%</b>	

Notes:  
 a. Source: City of Santa Monica parking revenue data. Winter 1987/1988 = November 1987 to March 1988 (equivalent to beach lots definition of low season).  
 b. Includes transient and honor box/pay-and-display machine parking income only. Includes 10% City parking tax revenues accruing to General Fund. Does not include miscellaneous income.  
 c. Includes tickets sold plus estimated number of vehicles using honor box/pay-and-display machines. Does not include residential permits or disabled parking.  
 d. Winter duration data not available. Derived from City duration survey data for Wednesday, 8/28/88.



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EXHIBIT NO. 13
Application Number
City Attorney Letter
California Coastal Commission

March 9, 2000

Chair Sara Wan and Members of the California  
Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, California 94105

Re: City of Santa Monica - Ocean Park Neighborhood Street Parking  
Application Nos. 5-99-45 through 51

Dear Chair Wan and Commissioners:

In mid-April, you will again consider the applications which the City of Santa Monica filed, under protest, in an attempt to resolve through your administrative process issues relating to Santa Monica's long-standing use of permit parking in its Ocean Park Neighborhood. You have an extensive record before you. It demonstrates this City's deep commitment to maximizing public use and enjoyment of the incomparable section of coast within Santa Monica. It also demonstrates the City's respect for the Commission, for Commission staff, and for your agency's mission.

For almost two years, your staff and ours have worked diligently together to address issues and concerns relating to permit parking on city streets. Over the course of this cooperative effort, the City has voluntarily acceded to a number of Coastal staff's suggestions and requests. Through a combination of re-striping of public parking lots and public streets and making modifications to parking and traffic regulations, the City has added, or is in the process of adding, 174 daytime public parking spaces in the area which is the subject of this proceeding. Additionally, we are in the process of converting a significant number of beach lot spaces to short-term parking, enhancing pedestrian access, and making improvements to signage and circulation.

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This cooperative process continues through the present. Enclosed with this letter is a letter from Mr. Agle, of our Planning and Community Development Department, providing additional information which was requested at the hearing on January 11<sup>th</sup> relating to beach parking rates, beach operation, and development in the Coastal Zone. Moreover, we expect our cooperative efforts to continue long into the future. Whatever the outcome of this particular matter, City staff will continue to work with your agency to fulfill our mutual commitment to coastal access and preservation. We treasure the coast and we look forward to continuing our stewardship of this remarkable resource with you.

However, at the same time, we must protect our ability to fulfill our basic commitments and obligations. We must protect the welfare of our City by preserving our power to maintain the complex and delicate balance between the multiple needs of our residents, businesses and visitors. Unfortunately certain unreasonable conditions being proposed by your agency threaten our ability to maintain this balance. Therefore, we must now reiterate our viewpoint on the issue which has been held in abeyance for these last 22 months: the issue of your jurisdiction.

We continue to believe that, as a matter of law, the Commission has no jurisdiction over the establishment of preferential parking zones. Further, based upon on the applicable statutory language, case law, well-established rules of statutory construction, and the circumstances of this particular case, we believe that a court would agree that the Commission lacks jurisdiction.

Understandably, you, your staff, and your attorneys probably have a different viewpoint. Therefore, because we value our relationship with you and respect your mission and your work, we want to give you a full and fair opportunity to assess our position on this crucial issue before we present it in any other forum. To that end, I have prepared a detailed legal argument for your consideration. It is in the form of points and authorities, much like we might file in court were the jurisdictional issue to be litigated. Hopefully, openly sharing our position on the issue of jurisdiction will help facilitate a prompt resolution of this matter which meets both the Commission's and the City's present and future needs.

Our legal argument that the Commission lacks authority over permit parking on City streets is as follows:

I. The State Legislature Has Taken The Power To Regulate Parking On City Streets From The State And Given It To California Cities.

A. The Plain Language Of Vehicle Code Section 22507(a) Gives All Cities Broad Power To Establish Preferential Parking Zones, And That Section's History Confirms The Legislature's Intent That Cities' Powers In This Area Should Be Broadly Interpreted.

California Vehicle Code Section 22507(a) authorizes cities to establish preferential parking zones. It states:

"Local authorities may, by ordinance or resolution, prohibit or restrict the stopping, parking, or standing of vehicles on certain streets or highways, or portions thereof during all or certain hours of the day. The ordinance or resolution may include a designation of certain streets upon which preferential parking privileges are given to residents and merchants adjacent to the streets for their use and the use of their guests, under which the residents and merchants may be issued a permit or permits that exempt them from the prohibition or restriction of the ordinance or resolution. ... A local ordinance or resolution adopted pursuant to this section may contain provisions that are reasonable and necessary to ensure the effectiveness of a preferential parking program."

This language is clear, unambiguous, and unqualified. It says that local authorities may restrict parking by establishing preferential parking zones. It does not distinguish between inland and coastal cities. It is an absolutely clear-cut grant of power from the state to all cities.

Moreover, the history of Section 22507 makes indisputable the Legislature's decision to empower cities to control parking. Section 22507 has been amended many times. Amendments made in 1980, 1985, 1987 and 1997 each increased or reinforced cities' powers. See Friedman v. City of Beverly Hills, 54 Cal. Rptr. 2d 882 (1996) [upholding a city's preferential parking system]. This pattern of recent modifications to the statute belies any claim that the Legislature intends to preserve state control of local street parking.

**B. The Court Of Appeal Eliminated Any Doubt About Cities' Right To Control Parking By Specifically Concluding That The Legislature Intended To Divest The State Of That Power And Give It To California Cities.**

The Second District Court of Appeal's decision in Friedman v. City of Beverly Hills, supra, provides the definitive interpretation of 22507(a). Notably, the court took pains to parse the provision sentence by sentence. Thus, the court explained that the first sentence of Section 22507 "provides a broad, general grant of power to local entities to regulate the parking of vehicles, even though it does not expressly provide for preferential parking privileges and permits." 54 Cal. Rptr. at 885. Next, the appellate court explained that the second sentence of Section 22507 was added as an amendment intended to ensure that cities could make parking available to those most affected: "[T]he second sentence of section 22507 clarifies the initial grant of power to prohibit or restrict parking. It does so by stating that such

an ordinance or resolution may provide for the issuance of preferential permits. The legislative intent of the amendment is to help assure that parking space is readily available to those most affected in a local area.” Id. (emphasis supplied). The court then turned to the final sentence of 22507(a), which was added in 1980: “The import of the words of this later amendment to the statute is to give localities substantial power to tailor preferential parking programs to meet local circumstances.” Id.

The appellate court concluded its explanation of the meaning of Section 22507 with a clear declaration of law which controls this case:

“The language of section 22507, harmonized and read as a whole, shows that the state does not desire to micro-manage local parking circumstances. Instead, the statute shows that the state has decided to turn over regulation of parking minutiae to localities. Localities are best able to understand and respond to local parking problems. The initial grant of power in Section 22507 broadly empowered localities to regulate parking within their jurisdictions. The subsequent statutory amendments to section 22507 have expanded rather than restricted the powers accorded local government over parking matters. These amendments are especially significant because they concern a Vehicle Code provision, which is subject to preemption by the state.” Id.

In short, the law is very clear: Section 22507 gives cities the power to regulate parking within their boundaries, free of micro-management by the State. Pursuant to this mandate, the Coastal Commission has no authority to regulate preferential parking.

II. There Is No Conflict Between Vehicle Code Section 22507 And Public Resources Code Section 30106; And, Even If There Were, The Vehicle Code Would Prevail.

A. The Express Language Of The Coastal Act Does Not Include The Establishment Of Preferential Parking Zones Within The Definition of “Development” Projects Subject To Commission Control.

The Coastal Act defines the term “development” to include:

“[T]he placement or erection of any solid material or structure; discharge or disposal of any dredged material or of any gaseous, liquid, solid, or thermal waste; grading, removing, dredging, mining, or extraction of any materials; change in the density or intensity of use of land, including, but not limited to, subdivision pursuant to the Subdivision Map Act, and any other division of land; ... change in the intensity of use of water, or of access thereto; construction,

reconstruction, demolition, or alteration of the size of any structure, including any facility of any private, public, or municipal utility; and the removal or harvesting of major vegetation ....” Public Resources Code Section 30106.

By its plain language, this list of the many activities which include “development” within the meaning of the Coastal Act does not include the adoption of restrictions upon street parking. Thus, the Coastal Act harmonizes with Vehicle Code Section 22507 because the Coastal Act’s plain language leaves control of street parking management to localities.

**B. The Coastal Act’s Definition Of “Development” May Not Be Interpreted To Include Preferential Parking Because That Interpretation Would Be Inconsistent With Vehicle Code Section 21 And Would Create A Conflict Between The Two Codes In Violation Of The Rule That Statutes Must Be Harmonized.**

Vehicle Code Section 21 specifically states that “[e]xcept as otherwise expressly provided, the provisions of this code are applicable and uniform throughout the State and in all counties and municipalities therein....” (Emphasis supplied.) This language means the authorization to create preferential parking districts conferred by Vehicle Code Section 22507 applies throughout the state and to all cities within California. Absent an express statement by the Legislature, coastal cities may not be deprived of that authority. The Legislature has made no such statement. To the contrary, the Legislature has repeatedly strengthened cities’ authority to control preferential parking. Therefore, the definition of “development” may not be interpreted to include preferential parking.

Additionally, a fundamental rule of statutory construction requires that statutes be harmonized if possible. California Mfrs. Ass’n v. Public Utilities Commission, 24 Cal.3d 836 (1979); Swenson v. County of Los Angeles, 89 Cal. Rptr.2d 572 (1999). This rule precludes interpreting the language of Public Resources Code Section 30106 so as to create a conflict with Vehicle Code Section 22507 and deprive Santa Monica of the authority to establish preferential parking.

**C. Even If There Were A Conflict Between Vehicle Code Section 22507 And Public Resources Code Section 30106, Which There Is Not, The Vehicle Code Provision Would Prevail Pursuant To Basic Rules Of Statutory Construction.**

Even if there were a conflict between Sections 22507 and 30106 were in conflict, the Vehicle Code provision would control. Specific statutes control over those which are more

general. See Civil Code Section 1859; Lazar v. Hertz Corp., 82 Cal. Rptr. 368 (1999). Section 22507 speaks specifically to jurisdiction over parking on city streets. In contrast, Public Resources Code Section 30106 addresses the general subject of the Coastal Commission's jurisdiction and says nothing whatsoever about the subject of parking. Moreover, if a statutory conflict exists, the more recent enactment controls. Lazar v. Hertz, 69 Cal.App.4th 1494 (1999). Section 30106 has not been amended since its adoption in 1976. In contrast, Section 22507 has been amended five times since 1976, and each amendment has buttressed or enlarged local control of parking.

III. Even If The Law Did Not Clearly Authorize All Cities To Regulate Street Parking And Prevent The Commission From Doing So. Considerations Of Equity Should Preclude The Commission From Depriving The City Of The Jurisdiction Over Permit Parking Zones Created Years Ago Through A Public Process With The Commission's Knowledge.

Santa Monica has relied heavily upon preferential parking districts as a means of balancing competing needs and demands since 1983. Our need to use this mechanism resulted partly from Santa Monica's basic characteristics: it is geographically very small -- only about 8 square miles -- and it is extremely dense. The City is home to about 90,000 residents. On workdays, there are about 200,000 people in the City, and on weekends and holidays that number swells to 400,000, or more. Additionally, the City has been fully built out for over 50 years and has an aging infrastructure and a large number of older residences and commercial structures, many of which have no on-site parking. Moreover, residential and commercial uses are immediately adjacent in much of the City.

The resulting problems became particularly acute in the Ocean Park neighborhood about twenty years ago. Following a successful revitalization program, the commercial backbone of the neighborhood, Main Street, became a popular destination. Its restaurants, shops and entertainments drew crowds from throughout the Los Angeles area. Street parking was filled by employees and customers; and the brunt of the street's new-found success fell upon neighborhood residents, many of whom were low-income or elderly people living in older buildings with no on-site parking. This crisis threatened the neighborhood's very existence. Without a parking solution, residents who needed to park near their homes, but who could not afford to purchase or build parking, would have been forced out of the area. The likely result would have been gentrification of the neighborhood and the end of the economic diversity which Santa Monica treasures.

In order to protect the neighborhood and the quality of life in Ocean Park and other residential neighborhoods adjacent to commercial uses, the City began adopting preferential parking districts in 1983. Today, such districts exist throughout the City. Residents have depended upon them to preserve local quality of life, particularly throughout the economic upsurge of the last five to ten years when commercial interests within the City have flourished.

The Coastal Commission has known about the City's use of preferential parking to protect residents from the outset. In 1983, the City Attorney contacted Coastal staff, advised that the City intended to utilize the mechanism in the Coastal Zone, and asked whether the Commission took the position that coastal development permits were required. He was told by Coastal staff that permits were not required. Thereafter, the City proceeded to adopt the preferential parking zones which are the subject of this case through a noticed and public process established by local law. Given these circumstances and history, it would be inequitable to belatedly deprive Santa Monica of the authority over parking which it has long exercised to meet its local needs.

IV. The Facts Of This Case Belie Any Argument For A Strained Statutory Interpretation Designed To Give The Commission Jurisdiction Because The Record Establishes That Santa Monica Fosters Coastal Access And Has Already Voluntarily Undertaken Most Of The Measures Requested By Commission Staff.

That the Coastal Commission wishes to assert jurisdiction over preferential parking in the Coastal Zone is understandable. Conceivably, a city's exercise of the power conferred by Vehicle Code Section 22507 could adversely impact coastal access. It is even conceivable that a city could purposefully utilize preferential parking to keep the public away from the beach and wealthy beach dwellers' homes. However, Santa Monica is not that city. To the contrary, as the record incontestably demonstrates, Santa Monica welcomes visitors, provides model beach access, takes superb care of its coastal environment, and affords beachgoers an unequaled array of services, educational opportunities, and entertainments.

The beach in Santa Monica stretches for three miles. Its entire length is accessible within both the letter and spirit of the Coastal Act. The millions of visitors who enjoy the beach each year attest to this fact as does the record in this case. It shows that Santa Monica affords beach visitors abundant parking opportunities. There are 5,500 parking spaces in the City's public beach lots. The parking rates in those lots are significantly lower than the rates charged for parking at the beach to the north and to the south of the City limits. Additionally, the City has 10,000 more public spaces in the Coastal Zone. Finally, as a result of efforts undertaken in the context of this matter, new parking spaces have been created and the City is in the process of converting some beach parking from "all day" to "short-term."

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Moreover, as an expression of its commitment to preserving the environment, Santa Monica makes it easy to get to the beach without an automobile. The City's award-winning public transportation system provides convenient, safe, clean, and inexpensive bus and shuttle service to the beach. Additionally, the City's bike paths and foot paths promote access for those individuals who prefer not to use a motor vehicle.

In addition to providing uniquely convenient access, Santa Monica does an exemplary job of keeping the beach clean, safe, and attractive. The City does this by maintaining a beach fund whereby parking revenues are reinvested in the beach. Moreover, the City has also been on the forefront of the crusade to "heal" Santa Monica Bay by addressing problems posed by urban runoff. At present, we are building the country's first, state-of-the-art facility for treating dry weather runoff which will help protect the ocean in the future. Moreover, over the last 14 years, the City has spent \$25.9 million on public, coastal improvements. These include, the restoration of the Santa Monica Pier, substantial improvements to Palisades Park and other coastal parks, upgrading the Beach Promenade and other walkways, and improvements to beach parking lots.

This record speaks for itself. It irrefutably demonstrates Santa Monica's implementation of the principles which underlie the Coastal Act and the City's success at fostering coastal access, preservation, and enjoyment. Absolutely nothing in this record shows or even suggests a factual justification for allowing the Coastal Commission to violate the mandate of Vehicle Code Section 20507 and take over parking in Santa Monica. To the contrary, the record shows that the 3 miles of beachfront in Santa Monica are a model of accessibility. Given this fact, neither logic nor the language of the Coastal Act suggest any justification for the Coastal Commission's demanding that one, small neighborhood give up local control over its streets.

For the foregoing reasons, Santa Monica respectfully submits that the Coastal Commission has no jurisdiction over preferential parking in California cities.

I hope that this rather formalistic presentation of our reasons for concluding that the Commission lacks jurisdiction will help you understand and evaluate our position on the issue. Should this case end up in court -- a result we hope to avoid -- we would likely assert other arguments on other issues. However, I assume that those issues are less significant to you; so I will not address them now.

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If you, your staff or your attorneys have questions or comments about our legal position, we would be happy to speak with anyone representing the Commission. You are welcome to contact me, Assistant City Attorney Joe Lawrence, or Deputy City Attorney Cara Silver at any time.

Sincerely,

  
MARSHA JONES MOUTRIE  
City Attorney

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cc: Chuck Damm  
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