

## Parking Master Plan | 3/8/22 Listening Session Notes

### Oral Comment Summary

- Pat Kollenda:
  - Lost spaces at Village Entrance, and missed an opportunity by not creating a structure at the site. Lost spaces downtown have a significant impact on the festivals.
- Jacob Cherub:
  - Have always had a scarcity of parking in Laguna Beach, and we've gone in the wrong direction by removing some spaces.
  - Parking structure isn't going to solve all our problems. Before we build a structure, need to understand how many spaces we need. Example: City employees need a large number of spaces at Village Entrance. 150 additional spaces downtown won't address the thousands coming to the City. Also have exacerbated the problem by allowing intensifications of use without requiring mitigating measures as part of the project. Need to stop encouraging more visitors. Businesses need to contribute monetarily to the solution.
- Larry Nokes:
  - Doesn't think more parking is simply a benefit to the business community. Lives at Top of the World and sees visitors in the "spin cycle" searching for parking in the neighborhoods. Need to create more parking to lessen the impacts from visitors. It's a benefit to the residents to solve the problem.
- Penelope Milne:
  - Neighborhoods next to trailheads have issues with visitor parking. Don't have room for visitor cars on dead-end streets in the canyon. Recommends extending bus routes past the Act V parking lot. Look into incentivizing parking outside of town by using themed buses, tour guides on the bus, discount coupons for bus riders, etc. Make it more fun to start your Laguna Beach experience in Irvine when you board the trolley.
- Bryan Menne:
  - Mentioned his concept plan for a two-story structure at the Christmas Tree Lot at the Village Entrance. 2<sup>nd</sup> concept: below-grade parking at the Lawn Bowling Club site. 3<sup>rd</sup> concept: parking at Providence Hospital.
- Pat Menne:
  - Parking is difficult everywhere. Spoke about her experience near Thousand Steps. Coast Highway is too dangerous to bike, but would love to take a bike to the trails inland of her home. Everyone highly impacted by motorists circling for parking. Wants a return to walkability. Wants to be able to visit businesses downtown without having to park far away from the destination. Better signage needed at Providence Hospital to advertise public parking availability.
- John Thomas:
  - Where are Laguna's worst parking situations? Answer: Downtown. Downtown restaurants are 17% of existing downtown square footage but generate 87% of the parking demand.

- Who would a downtown parking structure be for? Festivals? Businesses? Property owners may be the biggest winners, because they are receiving relief for issues they didn't have to mitigate.
- Would any significant relief be gained by building a parking structure downtown? May not be able to build enough to make a noticeable difference. There are 40,000 trips per day on each of the three entrances to the City; how many cars are looking for a parking space downtown at any time?
- How far will people walk to park? According to Walker Consultants, 200' to 300' for shoppers, 500' to 800' for downtown employees, and 1500' to 2000' for special event patrons and students. It's 300' from the digester to Forest Avenue.
- Will Coastal Commission limit what the City can charge if it builds a structure downtown?
- Simplest solution to Laguna's problems is for the City to require commercial developers to mitigate the negative impacts of their developments.
- If the City incurs debt to build a structure, will the debt go to the voters?
- Concerned with accuracy of cost projects for a downtown parking structure, and parking revenue would not cover the cost to build a structure.
- Revenue from visitors should offset the cost of visitors.
- Possible ways to fund cost of structure:
  - Assessment district where property owners purchase tax-free revenue bonds. Debt service of \$0.92 per SF for downtown properties, or about 1.5% of the average downtown rent.
  - Downtown merchants can form a special sales tax district and vote upon themselves to increase the sales tax they charge on retail sales. Only sales within the boundary would be subject to the additional sales tax. An approximately 0.25% tax on a dollar of sales in the downtown would be needed to service \$10,000,000 of bond debt.
  - Assigned spaces within a new parking structure can be sold to businesses with an adequate fee to cover cost to build.
- If the Police Department could be moved from its downtown location, that would free up existing parking in the Village Entrance.
- John:
  - Challenges in the village area near Laguna Beach High School. Issues with employees parking in the neighborhood. Hard to keep community safe if you don't know who is walking your street.
  - Wants a residential zone parking system. Permit would be required if parking for more than 3 hours. Visitors could purchase permits. Should be free for residents and high school students.
  - Residents in his neighborhood had recently commissioned a parking study, which found issues were being driven by employees parking on the residential streets.
- Wayne Baglin:
  - Wants a plan, no more studies.
  - Survey reveals a lot of support for finding a solution. City leaders need to take a risk and do the right thing now.

- Opportunity for wraparound structure at Wells Fargo, 2 stories.
- Doesn't think the City encourages day visitors, Visit Laguna works with hotels to bring in overnight visitors who are parked – they are not the issue.
- Shouldn't eliminate one more space in town without replacement.
- Diane Kloke
  - Resident since 1981; lives above City Hall. Wants to stripe the neighborhood streets with parking spaces so that you don't have people occupying what should be multiple spaces. Start with streets directly inland from the beach as a pilot. It's an easy, cheap experiment.
  - Employees don't seem to want to pay for parking. This may be the reason why there is available parking at the Village Entrance during the summer.
- Cort Kloke
  - Studied parking utilization over the summer at the Village Entrance. Except for two days, always a space available in that parking lot.
- Gene Felder:
  - Need to find areas that are not already developed with parking lots to create more parking.
  - Supports public-private partnerships with City-leased public parking spaces for everyone.
  - Walkability and aesthetics: remove parking meter poles. Pay by app only. Could also be used to find out who is parking without paying. Set time limits on meters for turnover.
  - Self-driving cars can become a big issue – cars will park themselves in the neighborhoods after drop-off.
- Karen Jenks:
  - Need to protect cyclists and pedestrians. Intersection visibility important.
- Hillary Cole:
  - Need to keep as many vehicles outside of town as possible. Crystal Cove and Ritz-Carlton can be feasible parking areas only if we have dynamic transit systems in place. By shifting parking out of town, could remove parking in town and build bike lanes.
  - Need to slow down speed on Coast Highway. Right now, golf carts can't use most stretches of Coast Highway.
  - Congestion pricing during peak hours can be coupled with peripheral parking to entice people to park out of town and take public transportation into the City. Would also discourage drive-through traffic (e.g., people driving from Dana Point to Newport Beach).
  - Big businesses should all be operating shuttle services.
  - Transient occupancy tax can be used to invest in shuttle systems beyond the trolley operation.
  - May be 10 years out from vehicles becoming a service, where we hail cars for our trips rather than owning personal vehicles. Parking structures can become obsolete.
  - Stacked parking with mechanical lifts or carousels can make efficient use of limited space. Can be built very quickly in comparison to parking structures.
- Mark Orgill

- Lives on Catalina Street. Over-tourism can jeopardize a community's tourist profile and become destructive tourism. Europe has developed tourism management policy to improve the living conditions in destination communities. Catalina Island recently adopted such a policy.
- Alex Rounaghi:
  - We will always have a parking problem due to induced demand. Goal should be focused on meaningful incentives to reduce driving and parking.
  - Test solutions that are evidence-based, find out what the best practices are in other communities.
  - Lives in South Laguna. Noticed that no one parks at Providence Hospital.
  - Car-sharing worth looking into.
  - Valet parking in public parking lots is cost-effective and could increase supply in lots by up to 30%.
  - The more Uber and Lyfts in town, the better. Create public bathrooms for these drivers to keep them in town to pick up more customers.
  - Use in-lieu parking certificates for an employee cash-out program, incentivizing employees to take public transportation instead of parking in town.
  - Expand Sally's Fund and other programs that reduce number of vehicles on road.
  - Expand shuttle service to The Artisan on El Toro.
  - Parking requirements are too high, wants subcommittee to study requirements and see if they can be lowered, especially for senior housing.
  - Not just a parking issue, need to look at land use and circulation. Should involve a comprehensive update to the General Plan.
- Jorg Dubin:
  - Everything reviewed by the Planning Commission is connected to parking. Example: consolidated trash enclosure behind Forest Lane, which would remove 3 public parking spaces.
  - Impact has worsened with time. So much pass-through traffic in the canyon. Can we impose a tax on the surrounding cities that are exacerbating these issues?
  - If City builds a parking structure, utilize the digester building as a stairway for the structure. Could also incorporate an information center. Village Entrance seems like the most logical place for a structure.
  - Parking structures could be adapted to housing if they become obsolete. Just need to keep this potential re-use in mind when designing the structure.
  - A parking deck could be built at the school district parking lot across the street from the high school (550 Blumont St.)
  - Ti Amo (31727 Coast Hwy.): consider redevelopment with some amount of public parking.
  - Commercial projects are always tied to parking. Need creative solutions now; can't push this off. Need a political will to move forward in way that will mitigate existing problems.
- Susan Whitin:
  - Very creative toolbox that the Community Development Department is currently using to address parking downtown. Grandfathered parking; tandem parking; in-lieu parking; valet parking; off-site parking.

- Every project downtown has to resolve the parking issue.
- City has a parking management plan that provides congestion pricing, parking app, etc.
- Smaller interventions are a smart way to go; existing parking isn't hitting maximum utilization. If we build parking structures, should be mixed-use. Don't want structures to look like parking structures.
- Ashley Johnson:
  - Lives in Mission Viejo; decisions to come into town are based on parking.
  - Think about future generations, who put a premium on convenience. Valet parking is a great idea.
- Heidi Miller:
  - Doesn't support removing parking spaces. Her customers frequently complain about lack of parking.
  - Don't remove public spaces to benefit private enterprise.
- Brian Menne:
  - Village Entrance cost City 121 spaces. Parklets added to the problem.
  - Wants City to use the parking fund to build new structures; last structure was built in the 1970s.
  - Parking structures should be on the periphery, so visitors aren't driving too far into town before their car is taken off the road and parked. Wants small-scale structures.
- Carmelitte:
  - Multi-layered approach to parking solutions. Look to the future. Would be great if it were safe to use e-bikes in town.
  - Complete streets important. Cyclist and pedestrian safety.
  - Underground poles to create bike lanes from Irvine to Laguna Beach so that visitors have more transportation choice.
- Morris Skenderian:
  - Acknowledges impacts from the hospitality industry (employees primarily) on neighborhoods. Pacific Edge project: Coastal Commission is requiring employees to park on-site only.
  - Could we have a remote lot for hotel and hospitality industry employees, paid for by the industry? Could be serviced by 24/7 shuttle.
  - Believes most neighborhood impacts are created by hotels and restaurants.
  - Thinks parking structure needed downtown, with an immediate solution through valet parking.
- Cary Redfearn:
  - Owner of Lumberyard Restaurant and Slice.
  - Have had a parking problem for a long time, and seem to be getting closer to solving it.
  - His employees need a place to park. Most also live elsewhere because they can't afford Laguna. Have employee parking on top floor of a downtown structure paid for by the employees.
  - Seaside towns all over are making an effort to provide adequate parking for employees, visitors, and residents. It's a quality of life concern.
  - Parking structure should be supported by pocket parking wherever you can find it.

- In Santa Barbara and San Luis Obispo, structures are designed so that you don't notice they're parking structures.
- Hillary Cole:
  - If City is building more parking on private lots (e.g., through parking lifts), do a revenue split.
- Joe Hanauer:
  - Doesn't believe we need an outside consultant.
  - Parking structure at the Village Entrance should be a priority.
- Gene Felder:
  - TCA needs to pay off bonds on the 73 to relieve congestion in Laguna Beach.
  - Employee parking should be as far out in the periphery as possible.
  - Do many businesses tell their employees to park in the neighborhoods? It's a big issue if true.
  - Need to encourage Uber/Lyft services.

#### Written Comment Summary

- Nancy Bushard: Does not support demolishing the library to create additional parking.
- Diane Kloke: Consider striping the neighborhood streets to maximize space in front of homes for parking. Has lived in Laguna since 1981 and belonged to many clubs, organizations, and boards, often meeting at various members' homes in town. Observation: curbside parking can be more efficient if parking stalls are marked
- Cort Kloke: Has kept a photographic record of weekend parking use adjacent to City Hall during summer weekends. His observation is that spaces are almost always available.
- Louise Thornton: Does not support public parking on the library property.
- Claudia Redfern:
  - Resident sticker does not allow parking in lot across the street from the Playhouse. Resident sticker should be valid for the 10 months (when the festivals are not operating).
  - Supports a 3-4 story parking structure adjacent to City Hall, with the roof deck lined for pickleball use during the off-season. This would satisfy two needs in Laguna Beach.