



City of Huntington Beach

File #: 21-448

MEETING DATE: 6/15/2021

REQUEST FOR CITY COUNCIL ACTION

SUBMITTED TO: Honorable Mayor and City Council Members

SUBMITTED BY: Oliver Chi, City Manager

PREPARED BY: Dahle Bulosan, Chief Financial Officer

Subject:

Adopt Ordinance No. 4232 amending Huntington Beach Municipal Code Chapters 10.04 and 10.60 Relating to On-Street Parking Meter Zones

Approved for introduction June 1, 2021 - Vote: 6-0-1 (Ortiz absent)

Statement of Issue:

On June 1, 2021, City Council approved Ordinance No. 4232 for introduction. If adopted, this Ordinance would change the metered parking rate from a year-round \$2.00 hourly rate to a seasonal rate ranging from \$2.25-3.00 per hour. The proposed peak season rates would be in effect from Memorial Day weekend through Labor Day, and are comparable to the rates at surrounding beach cities.

Financial Impact:

Changing the parking meter rates to incorporate seasonal rate changes and align with neighboring cities would generate an additional ~\$1.32 million in General Fund revenue annually.

Recommended Action:

Adopt Ordinance No. 4232, "An Ordinance of the City of Huntington Beach Amending Chapters 10.04 and 10.60 of the Huntington Beach Municipal Code On-Street Parking Meter Zones."

Alternative Action(s):

Do not approve the recommended action and direct staff accordingly.

Analysis:

Staff conducted a review of surrounding beach cities, including Laguna Beach and Newport Beach, and is proposing changing the metered parking rate from a year-round \$2.00 hourly rate to a seasonal rate ranging from \$2.25-3.00 per hour, as shown below:

Meter Zone	Current Rate	Proposed Rate	
	Year Round	Off-Peak	Peak Season
Downtown/Residential	\$2.00	\$2.25	\$3.00
Bluff Top, Dog Beach, PCH, Warner Lot, 1st 2nd Atlanta	2.00	2.25	2.50
Pier Plaza (lots north/south of pier)	2.00	2.25	3.00
Beach Blvd	2.00	2.25	2.25

The proposed peak season rates would be in effect from Memorial Day weekend through Labor Day, and are comparable to the rates at surrounding beach cities. Other administrative changes pertaining to the proposed Ordinance include the movement of the Southside Atlanta meters from residential to recreational zoning. The proposed parking rate adjustments is anticipated to increase General Fund revenues by ~\$1.32M annually.

If approved, the hourly parking meter adjustments would take effect July 15th.

Environmental Status:

Not applicable.

Strategic Plan Goal:

Organizational Fiscal Stability

Attachment(s):

1. Ordinance No. 4232, "An Ordinance of the City of Huntington Beach Amending Chapters 10.04 and 10.60 of the Huntington Beach Municipal Code On-Street Parking Meter Zones"
2. Legislative Draft of Ordinance No. 4232