



# City of Huntington Beach

File #: 23-413

MEETING DATE: 5/16/2023

## REQUEST FOR CITY COUNCIL ACTION

**SUBMITTED TO:** Honorable Mayor and City Council Members

**SUBMITTED BY:** Al Zelinka, City Manager

**VIA:** Sunny Han, Acting Chief Financial Officer

**PREPARED BY:** Sunny Han, Acting Chief Financial Officer

**Subject:**

**Adopt Ordinance No. 4292 amending Huntington Beach Municipal Code Chapter 10.60 relating to On-Street Parking Meter Zones**

**Approved for Introduction 5/02/2023 - Vote 5-2 (Strickland, Bolton-No)**

**Statement of Issue:**

The City's parking meter zones and unattended lots currently generate approximately \$6.4 million in General Fund revenue. Hourly parking rates range between \$2.50-3 per hour during the peak season (Memorial Day weekend through Labor Day) depending on location, and \$2.25 per hour during the off-peak season. Increasing the hourly parking rates by \$1-1.25 during peak season and \$0.75 during the off-peak season is anticipated to generate an additional \$2.7 million in General Fund revenue annually. Additionally, developing additional metered parking along the 400 block of Main Street would generate an additional \$148,000 in General Fund revenue annually, for a total of \$2.85 million.

**Financial Impact:**

This action will result in annual additional General Fund revenue of \$2.85 million.

**Recommended Action:**

Adopt Ordinance No. 4292, "An Ordinance of the City of Huntington Beach Amending Chapter 10.60 of the Huntington Beach Municipal Code Relating To On-Street Parking Meter Zones"

**Alternative Action(s):**

Provide alternate direction regarding any of the proposed changes to the Master Fee and Charges Schedule and Ordinance No. 4292

**Analysis:**

On June 1, 2021, City Council approved Ordinance No. 4232 for introduction. If adopted, this Ordinance would increase the metered parking rate by \$0.75 in the off-peak season and \$1-\$1.25 in

the peak season, depending on the parking zone. The \$0.75/hr off-peak season increase will raise rates in all hourly lots and on-street meters from \$2.25/hr. to \$3/hr. During the peak season, rates in these same zones will increase from \$2.50/hr to \$3.50/hr, with the exception of the Pier Plaza lot and on-street metered spaces in the downtown area, where rates will increase from \$3/hr to \$4/hr. The proposed peak season rates would be in effect from Memorial Day weekend through Labor Day.

Off-peak season hourly rates were last raised by \$0.25 in 2021 from \$2/hr to \$2.25/hr. Peak season hourly rates were also raised in 2021 by \$0.50 in the recreation zone (\$2/hr to \$2.50/hr) and \$1/hr in the downtown area (\$2/hr to \$3/hr).

In addition, a new special event rate of \$2/hr is proposed for the same six (6) days per year as described above in the Annual Beach Pass/Permit section, including July 4th, the two (2) days immediately preceding and/or following as selected by the Director of Community & Library Services, and three (3) days of the Air Show. It is estimated that these adjustments will generate a total annual General Fund revenue increase of \$2.7 million.

A summary comparison of hourly rates at similar cities is shown below:

CITY	OFF PEAK SEASON RATES	PEAK SEASON RATES
<b>Newport Beach</b>	<b>October - April</b>	<b>May - September</b>
<i>Balboa-Newport Pier Areas</i>	\$1.15/hr to \$3.40/hr	\$1.15/hr - \$3.40/hr
<i>Balboa Business</i>	\$2.30/hr (up to 2 hrs); \$3.40/hr 3+ hrs	\$4.65/hr (up to 2 hrs); \$5.80/hr 3+ hrs
<i>Corona del Mar Main Beach Lot</i>	\$2.65/hr (weekdays)	None
	\$4.40/hr 6-9am; 6-10 pm (weekends)	\$4.40/hr 6-9am; 6-10 pm
	\$7.05/hr 9am-6 pm (weekends)	\$7.05/hr 9am-6 pm
<b>Laguna Beach</b>	<b>Day after Labor Day - End of June</b>	<b>End of June - Labor Day</b>
<i>Downtown Area</i>	\$2.50/hr - \$3.00/hr	\$5.40/hr (3-hr limit)
<i>Coastal Area</i>	\$2.50/hr	\$3.00/hr (3-hr limit)
<b>Huntington Beach - Current</b>	<b>Day after Labor Day - Friday prior to Memorial Day Weekend</b>	<b>Memorial Weekend - Labor Day</b>
<i>Beach Area</i>	\$2.25/hr	\$2.50/hr
<i>Downtown Area</i>	\$2.25/hr	\$3.00/hr
<b>Huntington Beach - Proposed Standard Rate</b>		
<i>Beach Area</i>	\$3.00/hr	\$3.50/hr
<i>Downtown Area</i>	\$3.00/hr	\$4.00/hr
<b>Huntington Beach - Proposed Event Rate</b>		
<i>Beach Area</i>	\$5.00/hr	\$5.50/hr
<i>Downtown Area</i>	\$5.00/hr	\$6.00/hr

**Meter Zone at 400 Main Street** - In addition to the above, it is proposed that additional metered spaces could be developed along the 400 block of Main Street. As part of the development process, staff would proactively meet with local businesses to obtain feedback and mitigate any concerns they may have prior to installation. A preliminary survey of the area indicates that a total of 42 spaces

could be developed, generating an estimated \$148,000 in annual new revenue which would be partially offset by the initial meter purchase cost estimated at \$23,000.

The proposed parking meter hourly rate adjustments above would increase General Fund revenues by an additional \$2.85 million annually. If approved, adjustments to on-street parking meter zones would take effect June 15th per the Ordinance.

**Environmental Status:**

Not applicable

**Strategic Plan Goal:**

Financial Sustainability, Public Safety or Other

**Attachment(s):**

1. Ordinance No. 4292, "An Ordinance of the City of Huntington Beach Amending Chapter 10.60 of the Huntington Beach Municipal Code Relating To On-Street Parking Meter Zones"
2. Legislative Draft of Ordinance No. 4292
3. PowerPoint Presentation