

## MEMORANDUM

**TO:** Mr. Santos Kreimann, LACDBH  
**CC:** Mr. Gary Jones, LACDBH  
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**FROM:** Srinath Raju, P.E.

**SUBJECT:** Parking Evaluation at Lot 9 (Parcel NR)

**DATE:** November 30, 2009

**REF:** RA299

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This memorandum briefly describes the analysis and evaluation of parking at the Public Parking Lot 9 located on Parcel NR within the Marina Del Rey area of the County of Los Angeles, California. This lot is located within the Mother's Beach Activity Area and is utilized by users of Mother's Beach along with Parking Lots 8, 10 and 11 on Parcels OT, IR and GR, respectively. The user population of Mother's Beach Activity Area includes patrons who visit the Mother's Beach attractions, kayakers, recreational boat users, joggers and walkers. This evaluation has been performed in response to comments provided by the Marina Del Rey Community Boating Council in its comment letter dated July 22, 2009 to the Design Control Board.

As stated above, Parking Lot 9 is currently utilized by patrons who are kayakers and other recreational boat users as well as joggers and walkers within the Mother's Beach Activity Area. Parking demands at this Lot 9 as well as at Lots 8, 10 and 11 within Mother's Beach Activity Area were noted down on peak weekdays and peak weekend days during long weekends prior to or after major holidays when parking utilization at all the public parking lots within Marina Del Rey have been observed to be at their maximum. These demands are indicated in Table 1 for Lot 9 and Table 2 for the Mother's Beach Activity Area. Also, parking demand data was obtained for a typical weekday and weekend day to examine the magnitude of typical utilization in relation to the peak observed utilization.

TABLE 1  
PARKING DEMANDS OBSERVED AT LOT 9 (PARCEL NR)

Date:	Time of Day				Peak Demand	Peak % Occupancy
	10:00 AM	1:00 PM	4:00 PM	8:00 PM		
<u>Weekdays:</u>						
5/27/05	8	11	9	13	13	7%
7/1/05	15	16	13	27	27	15%
9/2/05	11	9	14	13	14	8%
5/25/07	20	17	18	20	20	11%
8/31/07	35	21	21	25	35	19%
10/25/07	9	10	15	9	15	8%
9/4/09	10	13	12	17	17	9%
<u>Weekend Days:</u>						
7/5/09	29	38	30	41	41	22%
5/28/05	21	34	33	17	34	18%
5/29/05	18	20	26	17	26	14%
7/2/05	25	36	34	22	36	19%
7/3/05	22	39	38	22	39	21%
9/3/05	27	38	33	44	44	24%
9/4/05	37	38	30	24	38	20%
5/26/07	32	34	28	33	34	18%
5/27/07	28	31	36	30	36	19%
9/1/07	37	39	38	41	41	22%
9/2/07	36	45	65	29	65	35%
11/3/07	15	11	12	10	15	8%
9/5/09	42	56	43	11	56	30%
9/6/09	36	44	45	14	45	24%
12/8/07	16	20	21	22	22	12%
90th Percentile observed parking demand					45	24%

NOTE: Peak % occupancy was calculated using total existing parking supply of 186 spaces.

TABLE 2  
OBSERVED PARKING DEMANDS AT MOTHER'S BEACH ACTIVITY AREA

Date:	Time of Day				Peak Demand	Peak % Occupancy
	10:00 AM	1:00 PM	4:00 PM	8:00 PM		
<u>Weekdays:</u>						
5/27/05	37	62	50	81	81	10%
7/1/05	58	89	66	201	201	24%
9/2/05	45	57	61	154	154	18%
5/25/07	61	66	61	135	135	16%
8/31/07	84	77	69	92	92	11%
10/25/07	62	112	66	77	112	13%
9/4/09	94	120	109	190	190	23%
<u>Weekend Days:</u>						
7/5/09	160	171	207	253	253	30%
5/28/05	98	134	158	101	158	19%
5/29/05	88	142	173	119	173	21%
7/2/05	87	128	160	128	160	19%
7/3/05	119	216	282	152	282	33%
9/3/05	89	148	199	128	199	24%
9/4/05	114	175	255	103	255	30%
5/26/07	92	130	137	162	162	19%
5/27/07	97	177	209	150	209	25%
9/1/07	105	132	136	184	184	22%
9/2/07	119	223	273	206	273	32%
11/3/07	93	104	86	87	104	12%
9/5/09	147	214	235	151	235	28%
9/6/09	186	274	348	220	348	41%
12/8/07	123	146	132	173	173	21%
90th Percentile observed parking demand					273	32%

NOTE: Peak % occupancy was calculated using total existing parking supply of 843 spaces.

It is worth noting that peak parking data was collected during the years 2005, 2007 and 2009. The long weekends and holiday weekdays when surveys were conducted to obtain peak parking demand information included the Memorial Day (end of May), Independence Day (July 4<sup>th</sup>) and Labor Day (September) holidays. Boat Parade Day parking demand data was also solicited and obtained. Overall, parking demand data for twenty two days (seven weekdays and fifteen weekend days) from three different calendar years were compiled and assembled for this analysis.

From Table 1, the following observations can be noted:

1. The peak parking demand at Lot 9 during weekdays was observed to be 35 spaces. The range of peak parking demands on weekdays was 13 to 35 spaces, translating to 7% to 19% parking occupancy out of the current parking supply of 186 spaces. The public parking lot 9 on parcel NR is greatly under-utilized during approximately 250+ non-holiday weekdays, every year.
2. The peak parking demand at Lot 9 during weekend days was observed to be 65 spaces. The next highest peak parking demand observed was 56 spaces. The range of peak parking demands on weekend days was 22 to 65 spaces, translating to 12% to 35% occupancy out of the current parking supply of 186 spaces. Again, the public parking lot 9 is currently very under-utilized during the remaining non-holiday weekend days, every year.
3. The 90<sup>th</sup> percentile observed parking demand at Lot 9 was 45 spaces. Typically, 90<sup>th</sup> - percentile demand is used as the design day demand for most uses. However, since many recreational uses utilize all of the parking lots within the Mother's Beach Activity Area, an evaluation of the Activity Area parking demands as a whole is presented in the subsequent sections of this technical memorandum.
4. The Marina Del Rey Community Boating Council noted that a number of their members currently utilize or have utilized in the past, private parking at Organic Panificio parking lot on Parcel 33 to avoid payment of parking fees at the public parking lot 9 on Parcel NR. Since the patrons are currently parking farther away from the recreational boating attractions as noted above, there would parking available at Lots GR and/or IR, if necessary, in the future. Additionally, there is the consideration of provision of potential

boating amenities (rowing activities) in the future to move to the launch area of Parcel 77 in the Chase Park Activity Area where significant additional parking is being proposed.

An evaluation of the Mother's Beach Activity Area parking demands is presented in Table 2. The overall public parking supply at Mother's Beach Activity Area is provided by Lots 8, 9, 10 and 11 on Parcels OT, NR, IR and GR, respectively. From Table 2, the following observations can be made.

1. The peak parking demand within the Mother's Beach Activity Area during weekdays was observed to be 201 spaces at 8 PM in the evening. The maximum observed peak weekday parking demand during daytime was 120 spaces. The range of peak parking demands on weekdays was 81 to 201 spaces, translating to 10% to 24% parking occupancy out of the current parking supply of 843 spaces. The Public Parking Lots 8, 9, 10 and 11 on Parcels OT, NR, IR and GR, respectively, are all greatly under-utilized during approximately 250+ non-holiday weekdays, every year.
2. The peak parking demand within the Mother's Beach Activity Area during weekend days was observed to be 348 spaces. The next highest peak parking demand observed was 282 spaces. The range of peak parking demands on weekend days was 104 to 348 spaces, translating to 12% to 41% occupancy out of the current parking supply of 843 spaces. Again, the Public Parking Lots 8, 9, 10 and 11 are currently very under-utilized during the remaining non-holiday weekend days, every year.
3. The 90<sup>th</sup> percentile observed parking demand within the Mother's Beach Activity Area was 273 spaces at 32% peak occupancy. An examination of future peak parking demands provided in the *Right Sizing Parking Study for the Public Parking Lots in Marina Del Rey, California*, prepared by Raju Associates, Inc., November 2009 indicates that the 90<sup>th</sup>-percentile future public parking demand within this activity area including anticipated growth to the year 2030 would be equal to 360 spaces. Typically, 90<sup>th</sup>-percentile demand is used as the design day demand for most uses. However, for the purposes of this study, the 90<sup>th</sup> percentile peak public parking demand was increased by 10% to allow for easy access to and circulation within various parking lots serving the activity area. It was recommended that the Mother's Beach Activity Area provide a minimum of 400 public parking spaces to accommodate the future overall peak parking demands.

4. The currently-proposed parking plan for Mother's Beach Activity Area including the "pipeline projects" proposed by the County, calls for provision of a total of 652 public parking spaces at the Lots 8, 9, 10 and 11 on Parcels OT, NR, IR and GR, respectively. Therefore, there would be more than adequate public parking supply available in the currently proposed plan with the "pipeline projects" in place.

The Marina Del Rey Community Boating Council noted in its comment letter that "picking a few days to study parking and extrapolating though the whole year is inadequate to determine parking usage..." and went to state that "Stakeholders who are actual daily users were never interviewed to determine if the times and dates were adequate to capture the parking usage". One of the key elements of parking studies is to collect parking demand data in a systematic yet random fashion without warning the users of such activity in order to obtain actual demand data as it normally occurs.

In order to determine potential peak usage, parking revenue information was solicited from the Los Angeles County Department of Beaches and Harbors. The monthly revenue stream from the financial years 2000-01 to 2008-09 was analyzed. This detailed analysis of the actual revenue stream from the public parking lots serving Mother's Beach Activity Area (Lots 8, 9, 10 and 11 combined) as well as the Parking Lot 9 on Parcel NR is provided in Table 3. The highest revenue month(s) reflected by the percent of yearly revenue of each financial year has been highlighted in this Table.

From Table 3, the following observations can be made:

1. In the Mother's Beach Activity Area, the month of July generated the highest parking activity (reflected in percent revenue figures) in five of the nine financial years. The month of September generated the highest parking activity in two additional financial years and generated approximately the same as in July in another financial year. In other words, the months of July and September generated the highest parking activity within this Activity Area in 7 of the 9 financial years, per the revenue data.
2. In Lot 9, the months of July and September accounted for peak parking activity in five of the nine financial years that revenue data was analyzed. The month of August accounted for an additional two years when the highest parking activity was reflected in the revenue

**TABLE 3  
MOTHER'S BEACH AND LOT 9 REVENUE STREAM ANALYSIS**

LOCATION	YEAR	PERCENT REVENUE BY MONTH OF FINANCIAL YEAR												TOTAL FOR THE YEAR
		JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	
MOTHER'S BEACH (LOTS 8,9,10 & 11)	2000-01	18%	15%	13%	12%	5%	5%	4%	4%	6%	6%	6%	7%	100%
	2001-02	19%	16%	3%	22%	1%	2%	6%	5%	7%	10%	3%	7%	100%
	2002-03	20%	16%	5%	19%	2%	7%	5%	5%	5%	6%	8%	4%	100%
	2003-04	11%	20%	4%	2%	21%	9%	5%	5%	2%	3%	7%	11%	100%
	2004-05	9%	8%	24%	3%	10%	7%	4%	5%	6%	4%	12%	8%	100%
	2005-06	15%	23%	13%	7%	2%	4%	6%	3%	7%	5%	7%	8%	100%
	2006-07	13%	15%	18%	4%	5%	4%	4%	5%	5%	6%	9%	11%	100%
	2007-08	14%	11%	14%	14%	6%	7%	4%	3%	6%	8%	7%	8%	100%
	2008-09	20%	13%	9%	8%	5%	4%	2%	6%	4%	6%	6%	15%	100%
LOT 9 ON PARCEL NR	2000-01	20%	10%	8%	9%	3%	6%	4%	2%	12%	11%	7%	7%	100%
	2001-02	13%	12%	8%	4%	4%	2%	2%	4%	4%	5%	7%	34%	100%
	2002-03	13%	17%	7%	7%	8%	4%	7%	4%	6%	11%	9%	7%	100%
	2003-04	13%	15%	9%	5%	5%	6%	7%	5%	7%	7%	8%	11%	100%
	2004-05	13%	13%	11%	6%	5%	8%	4%	4%	6%	6%	8%	16%	100%
	2005-06	13%	8%	16%	7%	6%	5%	5%	6%	7%	5%	6%	16%	100%
	2006-07	12%	12%	17%	7%	5%	4%	5%	3%	6%	6%	11%	12%	100%
	2007-08	15%	15%	14%	6%	6%	5%	5%	5%	6%	8%	8%	8%	100%
	2008-09	16%	12%	12%	6%	5%	4%	3%	6%	8%	7%	10%	11%	100%

Source: Los Angeles County Department of Beaches & Harbors

data.

3. The Right Sizing Parking Study conducted for the Public Parking Lots in Marina Del Rey by Raju Associates, Inc., dated November 2009, utilized the peak parking demands of the busiest non-holiday weekdays and weekend days in May, July, August and September from various years in its analysis and evaluation of parking demands and consequently, in the identification of minimum public parking requirements by activity area.

The Marina Del Rey Community Boating Council comment letter also states that the “Parking Study relies heavily on quantitative data ...”, and goes on to further state that “the Parking Study does not reflect real life usage of the lot”. The letter provides information on an informal study conducted on Saturday, November 22, 2008. It also states that the “Outrigger and Rowing Clubs asked their members to park in the pay lot instead of parking at the adjacent restaurant parking lots”. The results (provided in the comment letter) for that day are the following:

7:30 AM → 45 vehicles  
8:15 AM → 71 vehicles  
8:45 AM → 91 vehicles  
11:30 AM → 73 vehicles

Additionally, the comment letter states that these results are reflective of only a typical Saturday in November, with the numbers being significantly higher in summer (possibly 30 more vehicles at the peak time).

In response to these assertions, the Los Angeles County Department of Beaches and Harbors staff conducted parking demand surveys at the Lots 9, 10 and Organic Panificio Lot at the same times as noted above on a summer Friday and weekend (July 10 – 12, 2009). The results of these surveys are presented in Table 4. It can be observed from Table 4, that the peak parking demand at Lot 9 was 17 spaces on both Saturday and Sunday at the same times noted above. The Organic Panificio Lot noted more utilization at the same times but included all other recreational users namely joggers, walkers and beach-goers, as well.

**TABLE 4****SUMMARY OF MARINA BEACH PARKING SURVEY - SUMMER 2009****MARINA BEACH PARKING SURVEY - FRIDAY**

<b>SURVEY TIME</b>	<b>SURVEY DATE</b>	<b>PARCEL NR</b>	<b>PARCEL IR</b>	<b>PARCEL 33</b>	<b>CASA ESCOBAR</b>	<b>TOTALS</b>
7:30am	7/10/2009	11	15	21	0	47
8:15am	7/10/2009	9	10	19	0	38
8:45am	7/10/2009	13	7	17	0	37
10:00am	7/10/2009	8	5	23	0	36
11:30am	7/10/2009	11	6	19	0	36

**MARINA BEACH PARKING SURVEY - SATURDAY**

<b>SURVEY TIME</b>	<b>SURVEY DATE</b>	<b>PARCEL NR</b>	<b>PARCEL IR</b>	<b>PARCEL 33</b>	<b>CASA ESCOBAR</b>	<b>TOTALS</b>
7:30am	7/11/2009	15	56	46	0	117
8:15am	7/11/2009	17	64	66	0	147
8:45am	7/11/2009	17	66	72	0	155
10:00am	7/11/2009	14	58	70	0	142
11:30am	7/11/2009	12	61	65	0	138

**MARINA BEACH PARKING SURVEY - SUNDAY**

<b>SURVEY TIME</b>	<b>SURVEY DATE</b>	<b>PARCEL NR</b>	<b>PARCEL IR</b>	<b>PARCEL 33</b>	<b>CASA ESCOBAR</b>	<b>TOTALS</b>
7:30am	7/12/2009	13	62	61	0	136
8:15am	7/12/2009	12	65	70	0	147
8:45am	7/12/2009	16	71	73	0	160
10:00am	7/12/2009	17	60	78	0	155
11:30am	7/12/2009	11	69	54	0	134

In conclusion, the following key findings are relevant for the Right Sizing of Public Parking Spaces in Marina Del Rey:

1. Detailed Public Parking demand surveys were conducted at all the public parking lots in Marina Del Rey. From these observed peak public parking demand numbers, the future potential public parking demand numbers were estimated.
2. The potential future public parking demand estimates also take into account the ambient growth due to population increase in the region as well as potential induced public parking demand, if any, due to the “pipeline projects” in Marina Del Rey. Additionally, these future estimates also account for the increased demand due to expansion of existing public amenities and/or provision of new amenities in various Activity Areas including Mother’s Beach and Chace Park Areas.
3. The parking demand surveys conducted indicate that all the parking lots within the Mother’s Beach Activity Area (Lots 8,9,10 and 11) are all very under-utilized currently. Even with the proposed “Pipeline Projects” in place, the parking analysis indicates that more than adequate parking supply would be available at all times, with the currently proposed parking plan for the Mother’s Beach Activity Area.
4. Potential improvements to the Chace Park Activity Area to incorporate the rowing activity from Mother’s Beach to move to the launch area of Parcel 77 could further reduce the parking demand at Mother’s Beach. This parking demand would potentially move to Chace Park Activity Area when this rowing facility is moved to that area.

If you have any questions, please let us know.