
Subject: To boil it down, who benefits from a blended parking requirement?

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To: Planning Commission <PC@lagunabeachcity.net>

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Subject: To boil it down, who benefits from a blended parking requirement?

I realize that I was trying to cram too much into my three minutes last night, and consequently was throwing numbers all over the place.

Anyone who wants me to clarify, feel free to ask.

But, "the morning after" I wanted to see if I could also simplify.

A key "slide" included the IBI finding that "The City can benefit from reducing the minimum parking requirement for non-residential uses in the DSP area." In the conversation that followed, it seemed like that should have instead been a question rather than a statement – "Does the City benefit...?"

Or better yet, the correct question should be "Who benefits from a blended parking requirement?"

Most commercial uses are required by the Laguna municipal code to provide 4 parking spaces per 1,000 sq. ft. of building. Due to the intensity of use, bars and restaurants are required to provide 10 parking spaces per 1,000 sq. ft. of building. A few special uses like theatres also are required to provide more than 4 spaces per 1,000 sq. ft.

So, short of second movie theatre or a second Irvine Bowl coming to town, the only land uses that benefit from a "blended" parking requirement are those uses that currently have a higher parking requirement than the proposed blended rate. That is essentially – bars and restaurants.

So, if the City wants to bring more bars and restaurants to Laguna, the way to do it is to adopt a "blended" parking requirement. If 129 places to buy alcohol (list attached) aren't enough for a town of 23,000 residents, then adopt a blended parking rate. With only very rare exceptions, less intense uses, like clothing stores or art galleries do not benefit from a blended parking requirement. Just bars and restaurants.

So if you think what Laguna needs is more bars and restaurants, then a blended parking requirement is the way to go.

Or, if you are the owner of a commercial building in Laguna, and you want a windfall profit, then you want a blended parking rate so that you can replace your struggling retail tenant with a shiny new bar or restaurant and charge a lot more rent.

What is not clear is why our Chamber of Commerce, which represents local businesses, is promoting the blended parking requirement. The blended parking requirement would lead to current retail tenants being driven out by the allure of higher rents paid to the commercial building owners by bars and restaurants that want to move in. So, rather than helping the existing retail businesses, the blended parking requirement is one more tool to drive them out.

And, by the way, bars and restaurants are no financial bonanza for the residents of Laguna. The meager share of sales tax paid by these establishments to the City on sale of food and "beverages" is a tiny fraction of what it costs the City to provide the police, paramedic, and lifeguard services necessary to provide required services to all those folks the bars and restaurants serve.

So, for a local operator of a retail business, there is no benefit to you of a blended parking requirement. But if you are a bar or restaurant operator who wants into Laguna, or a commercial building owner who would like to charge a lot more rent and lease to a new bar or restaurant, then you need to do what you can to convince the Planning Commission and City Council that a blended parking requirement is the way to go.



California Department of Alcoholic Beverage Control
Retail Licenses
For the Cities of
LAGUNA BEACH

129 of 129 Licenses Displayed

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Report as of 3/22/2017

License Number	Status	License Type	Orig. Iss. Date	Expir Date	Primary Owner and Premises Addr.	Business Name	Mailing Address	Geo Code
1) <u>371047</u>	ACTIVE	41	11/27/2000	10/31/2017	JAYS PACIFIC INC 229 & 231 OCEAN AVE LAGUNA BEACH, CA 92651 Census Tract: 0626.05	SUSHI LAGUNA	1401 TEMPLE HILLS DR LAGUNA BEACH, CA 92651	3011
2) <u>501027</u>	ACTIVE	47	10/28/2010	9/30/2017	TOMMY BAHAMA R&R HOLDINGS INC 400 & 424 S COAST HWY, 1ST FL LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.05	TOMMY BAHAMA	999 PEACHTREE STREET NE STE 688 ATLANTA, GA 30309	3011
3) <u>533218</u>	ACTIVE	47	10/02/2013	9/30/2017	VACATION BAY TENANT, INC 627 633 635 SLEEPY HOLLOW LN LAGUNA BEACH, CA 92651-2434 Census Tract: 0626.05	DECK THE	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
4) <u>424658</u>	ACTIVE	20	05/25/2005	4/30/2017	PIFER DEVELOPMENT INC 335 ALTAVISTA WAY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	COSMOS CELLARS	PO BOX 61 LAGUNA BEACH, CA 92652	3011
5) <u>430019</u>	ACTIVE	41	09/27/2005	8/31/2017	JK SUMMER INC 250 BEACH ST LAGUNA BEACH, CA 92651 Census Tract: 0626.20	HAPI SUSHI		3011
6) <u>562724</u>	ACTIVE	41	05/18/2016	4/30/2017	RASTA TACO LAGUNA BEACH, INC. 170 BEACH ST LAGUNA BEACH, CA 92651-2103 Census Tract: 0626.05	RASTA TACO LAGUNA BEACH	20972 GLENBROOK DR. WALNUT, CA 91789	3011
7) <u>569195</u>	ACTIVE	41	06/23/2016	5/31/2017	PIROZZI ENTERPRISES, LLC 220 BEACH ST LAGUNA BEACH, CA 92651-2105 Census Tract: 0626.05	SALERNO ITALIAN RESTAURANT	777 W 19TH ST, STE U COSTA MESA, CA 92627-6130	3011
8) <u>329358</u>	ACTIVE	20	08/08/1997	7/31/2017	WFM-WO INC 263 BROADWAY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	WHOLE FOODS MARKET	PO BOX 684786, ATTN LICENSING TEAM AUSTIN, TX 78768-4786	3011
9) <u>299363</u>	ACTIVE	47	11/08/1994	10/31/2017	MEDITERRANEAN GOURMET INC 249 BROADWAY ST LAGUNA BEACH, CA 92651-1806 Census Tract: 0626.05	ROMEO CUCINA		3011
10) <u>461137</u>	ACTIVE	21	10/08/2009	9/30/2017	BOADWAY LIQUOR MART LAGUNA BEACH INC 278 BROADWAY ST LAGUNA BEACH, CA 92651-1807 Census Tract: 0626.05	BROADWAY LIQUOR MART		3011

11)	<u>514499</u>	ACTIVE	41	11/30/2011	10/31/2017	PEONY HEALTHY CHINESE CUISINE, INC. 213 BROADWAY ST LAGUNA BEACH, CA 92651-1806 Census Tract: 0626.05	BAMBOO BISTRO CAFE CORPORATION		3011
12)	<u>518440</u>	ACTIVE	47	09/06/2012	6/30/2017	CARMELITAS INCORPORATED 215-217 BROADWAY ST LAGUNA BEACH, CA 92651-1806 Census Tract: 0626.05	CARMELITAS		3011
13)	<u>542666</u>	ACTIVE	47	02/24/2015	4/30/2017	NIRVANA SPECIALTIES, INC. 303 BROADWAY ST, STE 101 102 103B & 204-10A LAGUNA BEACH, CA 92651-1816 Census Tract: 0626.05	NIRVANA GRILLE		3011
14)	<u>545354</u>	ACTIVE	20	10/27/2014	9/30/2017	SENSE OF PLACE, LLC 702 CANYON VIEW DR LAGUNA BEACH, CA 92651-2609 Census Tract: 0626.05	SENSE OF PLACE WINES	668 N COAST HWY, STE 114 LAGUNA BEACH, CA 92651	3011
15)	<u>576370</u>	ACTIVE	20	01/17/2017	12/31/2017	LAGUNA CELLAR, LLC 2885 CHATEAU WAY LAGUNA BEACH, CA 92651-2010 Census Tract: 0626.19	LAGUNA CELLAR LLC		3011
16)	<u>521089</u>	ACTIVE	47	10/29/2012	12/31/2017	RM EL TORITO LLC 361 CLIFF DR LAGUNA BEACH, CA 92651 Census Tract: 0626.19	LAS BRISAS	5660 KATELLA AVE, STE 200, C/O SOFIA GONZALES CYPRESS, CA 90630-5058	3011
17)	<u>358499</u>	ACTIVE	47	06/13/2000	5/31/2017	DREWS CARIBBEAN KITCHEN INC 31732 COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	EVAS A CARIBBEAN KITCHEN		3011
18)	<u>380415</u>	ACTIVE	41	12/14/2001	11/30/2017	LAGUNA THAI BROTHERS INC 31715 COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0423.05	LAGUNA THAI BY THE SEA		3011
19)	<u>410768</u>	ACTIVE	21	04/22/2004	3/31/2017	YANG, HEE YOUNG 31632 COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0423.05	ARCH BAY LIQUOR		3011
20)	<u>504298</u>	ACTIVE	47	10/27/2011	9/30/2017	LA SIRENA CAFE INC 30862 COAST HWY LAGUNA BEACH, CA 92651-8136 Census Tract: 0423.05	LA SIRENA GRILL		3011
21)	<u>516420</u>	ACTIVE	47	01/11/2012	12/31/2017	BEST EATS, LLC 31727 COAST HWY LAGUNA BEACH, CA 92651-6981 Census Tract: 0626.32	TI AMO		3011
22)	<u>530673</u>	ACTIVE	41	08/21/2013	7/31/2017	ZPIZZA LAGUNA INC 30822 COAST HWY LAGUNA BEACH, CA 92651-8136 Census Tract: 0423.05	ZPIZZA	PO BOX 4139 MISSION VIEJO, CA 92690-4139	3011
23)	<u>546822</u>	ACTIVE	41	01/08/2015	12/31/2017	DAWN, JOHN CHARLES 31542 COAST HWY LAGUNA BEACH, CA 92651-6987 Census Tract: 0626.32	NEAPOLITAN PIZZERIA & BIRRERIA	1801 PARKCOURT PL, STE F100 SANTA ANA, CA 92701-5081	3011

24)	554244	ACTIVE	47	03/30/2015	2/28/2017	Census Tract: 0423.05 DTRS MLB, LLC 30801 COAST HWY LAGUNA BEACH, CA 92651-4221	MONTAGE LAGUNA BEACH	200 W MADISON ST, STE 1700 CHICAGO, IL 60606	3011
25)	571428	ACTIVE	41	10/14/2016	9/30/2017	Census Tract: 0626.32 RUBY'S DINER CITADEL, LLC 30622 COAST HWY LAGUNA BEACH, CA 92651-4240	RUBY'S DINER	4100 MACARTHUR BLVD, STE 200 NEWPORT BEACH, CA 92660-2064	3011
26)	564399	ACTIVE	21	01/28/2016	6/30/2017	Census Tract: 0626.32 GELSON'S MARKETS 30922 COAST HWY LAGUNA BEACH, CA 92677-8135	GELSON'S MARKET	PO BOX 512256 LOS ANGELES, CA 90051-0256	3011
27)	564399	ACTIVE	86	01/28/2016	6/30/2017	Census Tract: 0626.32 GELSON'S MARKETS 30922 COAST HWY LAGUNA BEACH, CA 92677-8135	GELSON'S MARKET	PO BOX 512256 LOS ANGELES, CA 90051-0256	3011
28)	306995	ACTIVE	47	07/05/1995	6/30/2017	Census Tract: 0626.32 RESTAURANT ENTERPRISES LLC 230 FOREST AVE LAGUNA BEACH, CA 92651	230 FOREST AVENUE RESTAURANT & BAR		3011
29)	510735	ACTIVE	47	07/06/2011	6/30/2017	Census Tract: 0626.05 CHEF ALESSANDRO PIROZZI, INC. 234 FOREST AVE LAGUNA BEACH, CA 92651-2114	ALESSA		3011
30)	569953	ACTIVE	41	09/20/2016	8/31/2017	Census Tract: 0626.05 MOULIN, LLC 248 FOREST AVE LAGUNA BEACH, CA 92651-2114	MOULIN	1000 BRISTOL ST N, STE 10 NEWPORT BEACH, CA 92660-2906	3011
31)	404558	ACTIVE	47	10/20/2003	9/30/2017	Census Tract: 0626.05 B & B PROMOTION LLC 220-22 FOREST AVE, LOWER LEVEL LAGUNA BEACH, CA 92651-2114	BRUSSELS BISTRO		3011
32)	467303	ACTIVE	47	09/24/2008	8/31/2017	Census Tract: 0626.05 LUMBERYARD RESTAURANTS LLC 384 FOREST AVE, STE 10 LAGUNA BEACH, CA 92651-2127	LUMBERYARD RESTAURANTS THE		3011
33)	537911	ACTIVE	42	10/30/2013	4/30/2017	Census Tract: 0626.05 LAGUNA WINE, COFFEE & SPECIALTY FOODS, LLC 381 FOREST AVE STE 100A LAGUNA BEACH, CA 92651-2150	LAGUNA WINE COFFEE & SPECIALTY FOODS		3011
34)	537911	ACTIVE	20	10/30/2013	12/31/2017	Census Tract: 0626.05 LAGUNA WINE, COFFEE & SPECIALTY FOODS, LLC 381 FOREST AVE, STE 100A LAGUNA BEACH, CA 92651-2150	LAGUNA WINE COFFEE & SPECIALTY FOODS		3011
35)	550890	ACTIVE	47	06/12/2015	12/31/2017	Census Tract: 0626.05 BELLAVIEW, INC. 361 FOREST AVE, STE 103 LAGUNA BEACH, CA 92651-2144	CENTRAL COASTAL PERUVIAN		3011
36)		ACTIVE	20		6/30/2017	Census Tract: 0626.05	CIRCLE K STORE 3036		

284726			07/22/1993				CIRCLE K STORES INC 885 GLENNEYRE ST LAGUNA BEACH, CA 92651 Census Tract: 0626.05			255 E RINCON ST, STE 100 CORONA, CA 92879-1368	3011
37) 436412	ACTIVE	41	04/03/2006	3/31/2017			ROSAS, CARLOS DESANTIAGO 901 GLENNEYRE ST LAGUNA BEACH, CA 92651 Census Tract: 0626.05	LAGUNA FEAST			3011
38) 510745	ACTIVE	47	08/19/2011	7/31/2017			BROADWAY BY AMAR SANTANA LLC 328 GLENNEYRE ST LAGUNA BEACH, CA 92651-2311 Census Tract: 0626.05	BROADWAY		1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
39) 513369	ACTIVE	47	11/08/2011	10/31/2017			SHARP KNIVES & WHISKEY LLC 370 GLENNEYRE ST LAGUNA BEACH, CA 92651-2362 Census Tract: 0626.05	THREE SEVENTY COMMON			3011
40) 572667	ACTIVE	41	11/07/2016	10/31/2017			LAGUNA EATS, LLC 860 GLENNEYRE ST LAGUNA BEACH, CA 92651-2733 Census Tract: 0626.05	ROUX			3011
41) 514670	ACTIVE	20	12/27/2011	11/30/2017			PURPLE CORDUROY LLC 2225 GLENNEYRE ST, APT F LAGUNA BEACH, CA 92651-3660 Census Tract: 0626.05	PURPLE CORDUROY LLC			3011
42) 434990	ACTIVE	41	02/28/2006	1/31/2018			GUYASITT CORPORATION 238 LAGUNA AVE LAGUNA BEACH, CA 92651 Census Tract: 0626.05	GUYASITT CORPORATION		6183 CAMINO FORESTAL SAN CLEMENTE, CA 92673	3011
43) 105552	ACTIVE	59	07/06/1981	12/31/2016			SAWDUST FESTIVAL CORPORATION 935 LAGUNA CANYON RD LAGUNA BEACH, CA 92651 Census Tract: 0626.05	SAWDUST FESTIVAL CORPORATION			3011
44) 336957	ACTIVE	47	07/07/1999	3/31/2017			TIVOLI TERRACE TOO INC 777 LAGUNA CANYON RD LAGUNA BEACH, CA 92651 Census Tract: 0626.04	TIVOLI TOO!		PO BOX 956 LAGUNA BEACH, CA 92652	3011
45) 434646	ACTIVE	47	02/24/2006	1/31/2018			TIVOLI TERRACE INC 650 LAGUNA CANYON RD LAGUNA BEACH, CA 92651 Census Tract: 0626.04	TIVOLI TERRACE		PO BOX 692 LAGUNA BEACH, CA 92652	3011
46) 469996	ACTIVE	47	09/29/2008	8/31/2017			DEEMARK PARTNERS LIMITED I L-PSHIP 891 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-1839 Census Tract: 0626.32	SEVEN DEGREES			3011
47) 550657	ACTIVE	47	11/25/2014	10/31/2017			LAGUNA LOUNGE CONCEPTS, LLC 853 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-1839 Census Tract: 0626.04	IVORY RESTAURANT AND LOUNGE			3011
48) 575392	ACTIVE	41	12/29/2016	11/30/2017			LIFE DREAMS, LLC 793 LAGUNA CANYON RD LAGUNA BEACH, CA 92651-4360 Census Tract: 0626.32	ANOTHER KIND CROSSED CULTURE CANTEEN		414 PICCOLO IRVINE, CA 92620-1711	3011

49)	96655	ACTIVE	64	07/09/1980	5/31/2017	LAGUNA PLAYHOUSE THE 606 LAGUNA CANYON RD LAGUNA BEACH, CA 92651 Census Tract: 0626.02	LAGUNA PLAYHOUSE THE	PO BOX 1747 LAGUNA BEACH, CA 92652	3011
50)	160209	ACTIVE	41	09/13/1984	9/30/2017	CHAO, JAMES C 1223 N COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	MANDARIN KING		3011
51)	350017	ACTIVE	41	01/03/2000	12/31/2017	IZUMISAWA, MIKIKO 242 N COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	242 CAFE FUSION SUSHI		3011
52)	410591	ACTIVE	41	06/18/2004	5/31/2017	MADISON, JON JAY 320 N COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	MADISON SQUARE & GARDEN CAFE		3011
53)	544751	ACTIVE	70	09/04/2014	9/31/2017	CLASSIC COASTAL CONCESSIONS 475 N COAST HWY LAGUNA BEACH, CA 92651-1629 Census Tract: 0626.05	LAGUNA CLIFFS INN	3101 N CENTRAL AVE, STE 1390 C/O GROSSMAN COMPANY PROPERTIES, PHOENIX, AZ 85012	3011
54)	535684	ACTIVE	47	10/22/2013	9/30/2017	331 N. COAST, LLC. 331 N COAST HWY, # A LAGUNA BEACH, CA 92651-1627 Census Tract: 0626.05	ROYAL HAWAIIAN RESTAURANT	8871 RESEARCH DR IRVINE, CA 92618-4236	3011
55)	568014	ACTIVE	47	05/06/2016	4/30/2017	REUNION BOAT CANYON, L-PSHIP 610 N COAST HWY, STE 102 LAGUNA BEACH, CA 92651-1526 Census Tract: 0626.05	REUNION KITCHEN DRINK	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PALMIERI TYLER, IRVINE, CA 92614	3011
56)	400455	ACTIVE	41	08/08/2003	7/31/2017	GINAS PIZZA & PASTARIA INC 610 N COAST HWY, STE 106 LAGUNA BEACH, CA 92651 Census Tract: 0626.04	GINAS PIZZA & PASTARIA	PO BOX 11269 NEWPORT BEACH, CA 92658-5024	3011
57)	567223	ACTIVE	41	07/15/2016	9/30/2017	ASADA BOAT CANYON, L-PSHIP 610 N COAST HWY, STE 108 LAGUNA BEACH, CA 92651-1526 Census Tract: 0626.04	ASADA TACOS BEER	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614- 7328	3011
58)	519959	ACTIVE	41	07/03/2012	9/30/2017	ZEYTOON ENTERPRISES, LLC 412 N COAST HWY, UNIT 1 LAGUNA BEACH, CA 92651-1674 Census Tract: 0626.05	ZEYTOON CAFE		3011
59)	370371	ACTIVE	21	01/22/2001	9/30/2017	VONS COMPANIES INC THE 600 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	VONS 2089	PO BOX 29096, MAIL STOP 6515 PHOENIX, AZ 85038-9096	3011
60)	370371	ACTIVE	86	01/22/2001	9/30/2017	VONS COMPANIES INC THE 600 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	VONS 2089	PO BOX 29096, MAIL STOP 6515 PHOENIX, AZ 85038-9096	3011
61)	378017	ACTIVE	70	09/24/2001	9/31/2017	CLASSIC COASTAL CONCESSIONS 211 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	INN AT LAGUNA BEACH THE	3101 N CENTRAL AVE, STE 1390 C/O GROSSMAN COMPANY PROPERTIES, PHOENIX, AZ 85012	3011

62)	387990	ACTIVE	21	07/29/2002	6/30/2017	MOGHADDAM, ARDY MOVAGATI 1390 N PACIFIC COAST HWY LAGUNA BEACH, CA 92651	STOP & GO		3011
63)	257489	ACTIVE	47	03/06/1991	12/31/2017	Census Tract: 0626.19 HENNESSEYS TAVERN INC 213 OCEAN AVE LAGUNA BEACH, CA 92651	HENNESSEYS TAVERN	1845 S ELENA AVE, STE 300 REDONDO BEACH, CA 90277	3011
64)	320715	ACTIVE	41	09/16/1996	8/31/2017	Census Tract: 0626.05 ZINC CAFE & MARKET INC 350 OCEAN AVE LAGUNA BEACH, CA 92651-2322	ZINC CAFE & MARKET		3011
65)	320716	ACTIVE	20	09/16/1996	6/30/2017	Census Tract: 0626.05 ZINC CAFE & MARKET INC 344 OCEAN AVE LAGUNA BEACH, CA 92651	ZINC CAFE & MARKET INC		3011
66)	528844	ACTIVE	48	08/23/2013	7/31/2017	Census Tract: 0626.05 MARINE ROOM TAVERN, LLC 214 OCEAN AVE LAGUNA BEACH, CA 92651-2107	MARINE ROOM TAVERN		3011
67)	545318	ACTIVE	41	08/12/2014	7/31/2017	Census Tract: 0626.05 LAGUNA BEACH ANASTASIA CAFE, INC. 470 OCEAN AVE LAGUNA BEACH, CA 92651-2324	LAGUNA BEACH ANASTASIA CAFE INC		3011
68)	559811	ACTIVE	47	12/28/2015	11/30/2017	Census Tract: 0626.05 222 OCEAN DRIVE LLC 222 OCEAN AVE LAGUNA BEACH, CA 92651-2102	BANCA DITALIA	PO BOX 19712, PTWWWW C/O MICHAEL CHO, IRVINE, CA 92623-9712	3011
69)	566049	ACTIVE	75	03/07/2016	2/28/2018	Census Tract: 0626.05 OC CRAFT, LLC 237 OCEAN AVE LAGUNA BEACH, CA 92651-2106	OC CRAFT GASTROPUB & BREWERY		3011
70)	482277	ACTIVE	41	10/27/2009	9/30/2017	Census Tract: 0626.05 SUSHI LAGUNA BEACH MONTAGE L-P-SHIP 30872 PACIFIC COAST HWY LAGUNA BEACH, CA 92651-8134	O FINE JAPANESE CUISINE LAGUNA BEACH		3011
71)	484856	ACTIVE	20	12/24/2009	6/30/2017	Census Tract: 0626.32 7 ELEVEN INC 31696 PACIFIC COAST HWY LAGUNA BEACH, CA 92677	7 ELEVEN STORE 2172 25801	PO BOX 219088, ATT: 7 ELEVEN LICENSING DALLAS, TX 75221-9088	3011
72)	519745	ACTIVE	47	03/15/2013	2/28/2018	Census Tract: 0423.05 COYOTE GRILL INC 31621 PACIFIC COAST HWY LAGUNA BEACH, CA 92677-6978	COYOTE GRILL	31621 S COAST HWY LAGUNA BEACH, CA 92651	3011
73)	169417	ACTIVE	47	03/18/1985	7/31/2017	Census Tract: 0423.05 ANDERSEN HOTELS INC 417-425 S COAST BLVD LAGUNA BEACH, CA 92651	HOTEL LAGUNA		3011
74)	105007	ACTIVE	47	05/26/1981	7/31/2017	Census Tract: 0626.05 LAGUNA THREE FORTY INC 340 S COAST HWY LAGUNA BEACH, CA 92651	WHITE HOUSE RESTAURANT		3011

75)	133424	ACTIVE	41	01/27/1993	4/30/2017	FOULADI, MOHAMMAD T 329 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	GREETERS CORNERS RESTAURANT		3011
76)	164661	ACTIVE	47	10/09/1985	1/31/2018	DIZZS AS IS INC 2794 S COAST HWY LAGUNA BEACH, CA 92651	DIZZS AS IS INC		3011
77)	170026	ACTIVE	47	06/18/1990	6/30/2017	ROYAL THAI CUISINE IV INC 1750 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20		4001 W COAST HWY NEWPORT BEACH, CA 92663	3011
78)	189848	ACTIVE	47	07/29/1987	8/31/2017	FOULADI, MOHAMMAD T 373 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	CEST LA VIE RESTAURANT		3011
79)	241985	ACTIVE	47	01/29/1990	5/31/2017	CRIVELLO, ANTONIO 1826 S COAST HWY LAGUNA BEACH, CA 92651-3231 Census Tract: 0626.05	RISTORANTE RUMARI		3011
80)	260511	ACTIVE	41	05/17/1991	1/31/2018	REBOLLAR, GONZALO H 640 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	TACO LOCO	640 S COAST HWY, STE 1B LAGUNA BEACH, CA 92651	3011
81)	305457	SUREND	21	07/11/1995	6/30/2017	RAYES, JINAN N 1391 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	COAST LIQUOR	3009 SUMMIT CIRCLE SANTA ROSA VALLEY, CA 93012	3011
82)	306721	ACTIVE	47	09/20/1995	8/31/2017	REGENCY PROPERTIES LP/SHIP 1555 S COAST HWY LAGUNA BEACH, CA 92651-3226 Census Tract: 0626.19	SURF & SAND HOTEL	533 COAST BLVD SOUTH LA JOLLA, CA 92037	3011
83)	312826	ACTIVE	41	02/06/1996	2/28/2017	BJS RESTAURANTS INC 280 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	BJS CHICAGO PIZZERIA	7755 CENTER AVE, STE 300 HUNTINGTON BEACH, CA 92647-3084	3011
84)	403272	ACTIVE	47	07/21/2004	6/30/2017	LCDC RESTAURANT GROUP LLC 1287-1289 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	K YA RESTAURANT & BAR		3011
85)	407352	ACTIVE	21	12/31/2003	6/30/2017	RALPHS GROCERY COMPANY 700 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	RALPHS 004	PO BOX 54143 LOS ANGELES, CA 90054-0143	3011
86)	412412	ACTIVE	48	05/26/2004	4/30/2017	WHISKEY WINS INC 446 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	LAGUNA SALOON THE		3011
87)	419266	ACTIVE	48	01/11/2005	12/31/2017	LUNASTAR INC 1460 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	MAIN STREET BAR AND CABARET		3011

88)	423332	ACTIVE	47	08/15/2005	7/31/2017	KASO ENTERPRISES LLC 577 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.05	CLIFF THE	2222 VENTURA FRESNO, CA 93721	3011
89)	427687	ACTIVE	47	07/28/2005	6/30/2017	MOZAMBIQUE RESTAURANTS LLC 1740 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	MOZAMBIQUE RESTAURANT		3011
90)	434886	ACTIVE	41	01/27/2006	1/31/2018	TABU GRILL INC 2892 S COAST HWY LAGUNA BEACH, CA 92651-3953 Census Tract: 0626.32	TABU GRILL	5323 BAHIA BLANCA, P LAGUNA WOODS, CA 92637	3011
91)	436598	ACTIVE	48	03/23/2006	9/30/2017	SANDPIPER LOUNGE 1183 S COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.19	SANDPIPER LOUNGE		3011
92)	450065	ACTIVE	47	03/07/2007	2/28/2018	AVILAS MC INC 1305 S COAST HWY LAGUNA BEACH, CA 92651-3117 Census Tract: 0626.19	AVILAS EL RANCHITO		3011
93)	462449	ACTIVE	47	02/08/2008	1/31/2018	NICKCO HOSPITALITY LLC 440 S COAST HWY LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.19	NICKS LAGUNA BEACH	16721 MILLIKAN AVE IRVINE, CA 92606-5009	3011
94)	472382	ACTIVE	47	04/03/2009	5/31/2017	OC PARTNERS LLC 448 S COAST HWY LAGUNA BEACH, CA 92651-2484 Census Tract: 0626.05	WATERMARC GRILLE		3011
95)	503767	ACTIVE	41	01/28/2011	12/31/2017	MAR & MAR CORP 1915 S COAST HWY LAGUNA BEACH, CA 92651-3647 Census Tract: 0626.05	MARO WOOD GRILL		3011
96)	504342	ACTIVE	20	09/27/2012	8/31/2017	LAGUNA BEACH OIL INC 604 S COAST HWY LAGUNA BEACH, CA 92651-2476 Census Tract: 0626.20	LAGUNA CHEVRON	14791 PACIFIC COAST HWY SANTA MONICA, CA 90402-1218	3011
97)	504907	ACTIVE	47	05/24/2011	4/30/2017	STARFISH LAGUNA LLC 30832 S COAST HWY LAGUNA BEACH, CA 92651-8136 Census Tract: 0626.05	STARFISH ASIAN COASTAL CUISINE	20972 GLENBROOK DR. WALNUT, CA 91789	3011
98)	520471	ACTIVE	47	07/16/2012	5/30/2017	AM6271 GROUP, LLC 696 S COAST HWY LAGUNA BEACH, CA 92651-2416 Census Tract: 0626.32	MARE CULINARY		3011
99)	522403	ACTIVE	70	09/07/2012	8/31/2017	741 PRIVATE EVENT HOTEL LLC 741 S COAST HWY LAGUNA BEACH, CA 92651-2722 Census Tract: 0626.05	SEVEN 4 ONE	1900 MAIN STREET STE 700, C/O MICHAEL CHO, PTWWW IRVINE, CA 92614-4281	3011
100)	530547	ACTIVE	47	09/27/2013	8/31/2017	TSKP, LLC 1464 S COAST HWY LAGUNA BEACH, CA 92651-3159 Census Tract: 0626.19	SELANNE STEAK TAVERN	2913 TECH CENTER DR SANTA ANA, CA 92705	3011

101	536005	ACTIVE	47	10/07/2013	9/30/2017	ORS LAGUNA, INC. 858 S COAST HWY LAGUNA BEACH, CA 92651-2725 Census Tract: 0626.05	OKURA ROBATA GRILL & SUSHI BAR	858 S COAST HWY LAGUNA BEACH, CA 92651-2725	3011
102	539563	ACTIVE	47	01/10/2014	5/31/2017	ARTURO'S COCINA, INC. 472-480 S COAST HWY LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.05	TORTILLA REPUBLIC	8452 MELROSE AVE WEST HOLLYWOOD, CA 90069-5313	3011
103	540121	SUREND	47	11/21/2014	10/31/2017	680 SOUTH COAST HWY LLC 680 S COAST HWY LAGUNA BEACH, CA 92651-2416 Census Tract: 0626.05	RED DRAGON	1900 MAIN ST, STE 700 C/O MICHAEL CHO, PTWWW, IRVINE, CA 92614-7328	3011
104	541183	ACTIVE	20	03/03/2014	2/28/2018	REYNOLDS FINANCIAL GROUP, INC 1796 S COAST HWY LAGUNA BEACH, CA 92651-3252 Census Tract: 0626.05	PEARL STREET GENERAL STORE	500 RIVIERA DRIVE BLYTHE, CA 92225-4135	3011
105	541183	ACTIVE	42	03/03/2014	2/28/2018	REYNOLDS FINANCIAL GROUP, INC 1796 S COAST HWY LAGUNA BEACH, CA 92651-3252 Census Tract: 0626.20	PEARL STREET GENERAL STORE	500 RIVIERA DRIVE BLYTHE, CA 92225-4135	3011
106	557539	ACTIVE	41	06/18/2015	5/31/2017	GU RAMEN, INC 907 S COAST HWY LAGUNA BEACH, CA 92651-2726 Census Tract: 0626.19	GU RAMEN		3011
107	563743	ACTIVE	41	02/12/2016	1/31/2018	SERGIO'S EMPANADAS, INC. 977 S COAST HWY LAGUNA BEACH, CA 92651-2726 Census Tract: 0626.19	SERGIOS EMPANADAS		3011
108	570968	ACTIVE	41	08/25/2016	7/31/2017	ORANGE INN OF CALIFORNIA, INC. 703 S COAST HWY LAGUNA BEACH, CA 92651-2722 Census Tract: 0626.05	ORANGE INN	2906 ALTA LAGUNA BLVD LAGUNA BEACH, CA 92651-2969	3011
109	570185	ACTIVE	80	09/19/2016	12/31/2017	2510 SOUTH COAST HIGHWAY LLC 2510 S COAST HWY LAGUNA BEACH, CA 92651-3932 Census Tract: 0626.05	CASA LAGUNA		3011
110	571060	ACTIVE	41	05/10/1985	10/31/2017	VIDES, ADOLFO 998 S COAST HWY A LAGUNA BEACH, CA 92651 Census Tract: 0626.19	ADOLFOS MEX FOOD		3011
111	560940	ACTIVE	47	10/19/2015	9/30/2017	SAIL LOFT, LLC 422 S COAST HWY, 2ND FL LAGUNA BEACH, CA 92651-2404 Census Tract: 0626.05	SKY LOFT	2930 S FAIRVIEW ST SANTA ANA, CA 92704-6503	3011
112	478170	ACTIVE	47	09/22/2009	8/31/2017	LAGUNA SAPPHIRE LLC 1200 S COAST HWY, STE 101-102 LAGUNA BEACH, CA 92651-3183 Census Tract: 0626.19	SAPPHIRE LAGUNA		3011
113	599582	ACTIVE	41	08/08/2003	7/31/2017	GINAS PIZZA & PASTARIA INC 1100 S COAST HWY, STE 102 & 104 LAGUNA BEACH, CA 92651 Census Tract: 0626.19	GINAS PIZZA & PASTARIA	PO BOX 11269 NEWPORT BEACH, CA 92658-5024	3011

114	424550	ACTIVE	47	02/07/2007	1/31/2018	GUNDOGAR CORP 540 S COAST HWY, STE 108 LAGUNA BEACH, CA 92651-2466 Census Tract: 0626.05	3GGS CAFE BISTRO		3011
115	510486	ACTIVE	41	06/12/2012	5/31/2017	WINE GALLERY, LAGUNA BEACH 1833 S COAST HWY, STE 110 LAGUNA BEACH, CA 92651-3267 Census Tract: 0626.20	WINE GALLERY		3011
116	508006	ACTIVE	41	04/12/2011	3/31/2017	KPP INC 1100 S COAST HWY, STE 116 LAGUNA BEACH, CA 92651-2969 Census Tract: 0626.19	HEIDELBERG CAFE		3011
117	507030	ACTIVE	41	06/08/1995	5/31/2017	REBOLLAR, GONZALO H 640 S COAST HWY, STE 1A LAGUNA BEACH, CA 92651 Census Tract: 0626.05	TACO LOCO	640 S COAST HWY, STE 1B LAGUNA BEACH, CA 92651	3011
118	551479	ACTIVE	47	01/12/2015	12/31/2017	BIG FISH TAVERN, LLC 540 S COAST HWY, STE 200 LAGUNA BEACH, CA 92651-2473 Census Tract: 0626.05	BIG FISH TAVERN	PO BOX 19712, C/O MICHAEL CHO, PTWWWP IRVINE, CA 92623-9712	3011
119	504892	ACTIVE	20	03/11/2011	2/28/2018	JUNE INC WHICH WILL DO BUSINESS IN CALIFORNIA AS C 1400 S COAST HWY, STE 201 LAGUNA BEACH, CA 92651-3168 Census Tract: 0626.19	CUBANA CIGAR		3011
120	567763	ACTIVE	47	05/11/2016	4/30/2017	STAFFLOW, INC. 1100 S COAST HWY, STE 202 LAGUNA BEACH, CA 92651-2969 Census Tract: 0626.19	OAK	2170 S TOWNE CENTER PL, STE 350 ANAHEIM, CA 92806-6148	3011
121	540270	ACTIVE	41	04/08/2014	3/31/2017	345 LAGUNA BEACH DINING CORPORATION 1100 S COAST HWY, STE 303 LAGUNA BEACH, CA 92651-2970 Census Tract: 0626.19	SAN SHI GO		3011
122	311351	ACTIVE	41	04/23/1996	3/31/2017	SINGH, KULJIT 998 S COAST HWY, STE B LAGUNA BEACH, CA 92651 Census Tract: 0626.19	NATRAJ CUISINE OF INDIA		3011
123	529200	ACTIVE	41	10/30/2013	9/30/2017	LAGUNA COFFEE COMPANY, INC. 1050 S COAST HWY, STE B LAGUNA BEACH, CA 92651-2967 Census Tract: 0626.19	LAGUNA COFFEE COMPANY		3011
124	544657	ACTIVE	41	04/04/1990	7/31/2017	LAMKONE RESTAURANTS INC 1133 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.04	WAHOOS FISH TACO	2855 PULLMAN ST SANTA ANA, CA 92705-5713	3011
125	416748	ACTIVE	21	11/01/2004	10/31/2017	CHANG, YOUN SOOK 1802 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	SPIGOT LIQUOR		3011
126	479473	ACTIVE	21	09/03/2009	8/31/2017	GARFIELD BEACH CVS LLC 30842 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651 Census Tract: 0626.20	CVS PHARMACY 9591	1 CVS DR, MAIL DROP 23062A WOONSOCKET, RI 02895-6146	3011

127	530012	ACTIVE	47	06/07/2013	5/31/2017	Census Tract: 0626.32 10TH HOLE ASSOCIATES, INC. 31106 S PACIFIC COAST HWY LAGUNA BEACH, CA 92651	RANCH AT LAGUNA BEACH THE	3011
128	476899	ACTIVE	20	05/08/2009	4/30/2017	Census Tract: 0626.32 ORGANIC CELLAR LLC THE 1589 SKYLINE DR LAGUNA BEACH, CA 92651-1930	ORGANIC CELLER LLC THE	3011
129	538973	ACTIVE	47	03/24/2014	2/28/2018	Census Tract: 0626.32 VACATION BAY TENANT, INC 619 SLEEPY HOLLOW LN LAGUNA BEACH, CA 92651-2434	DRIFTWOOD KITCHEN	3011
						Census Tract: 0626.05		

--- End of Report ---

For a definition of codes, view our [glossary](#).

Jung, Wendy CD

From: John Thomas <johnthomas@cox.net>
Sent: Monday, March 27, 2017 3:46 PM
To: Planning Commission
Cc: Jung, Wendy CD; Pfof, Greg CD; Hall, Ligia (Leah) CM
Subject: The Uber Paradox

There are two sides to every story.

Apparently the City is considering replacing some parking spaces with pick-up, drop-off, and waiting places for Uber and Lyft drivers.

To put what I am about to say in perspective, we are fortunate to live in Laguna where our big issues are traffic, congestion and parking rather than something worst.

But

As long as we are talking about these issues, the city is apparently considering setting aside dedicated areas for uber pickup and drop off.

I frankly don't know if this is a good thing or not, but consider this about Uber.

Uber is not an all good thing, it is a trade off. It is a trade off between parking versus traffic and congestion. Think about it. While someone coming to town via Uber reduces the need for a parking spot, it doubles the trips to and from town thereby increasing traffic and congestion.

That is, when you call for an Uber driver, the driver makes a trip from where he is to where you are. Trip number one. Then he takes you to where you want to go. Trip number two. Later, you call for a pick up to return you to where ever you want to go, and a driver comes from where he is to where you are. Trip number three. And, finally the driver takes you home or wherever you want to go. Trip number four.

Had you, instead, driven into town, you would have made two trips -- one coming and one returning.

So we trade freeing up one parking space for two extra vehicle trips..

So, there is a cost to Ubering of additional traffic and congestion.

Plus, if you set aside a few parking spaces for uber pickups and drop offs, you also lose a few parking places. But, presumably, there is a net improvement in reduction of demand for parking spaces.

The choice is yours, but there is a choice. Freeing up some parking spaces by using Uber does come at the cost of increased traffic and congestion. It's not all good news.

Jung, Wendy CD

From: John Cardoza <jcardoza@karkareparking.com>
Sent: Monday, April 24, 2017 6:10 PM
To: Planning Commission; Jung, Wendy CD
Subject: Re: IBI report

Hello,

I would have liked to get this to you earlier but was unable because of medical reasons. Here's my thoughts on Parking Actual Demand Study that was presented at City Hall. IBI said that private parking spaces are being underutilized. The overall Parking Occupancy of public parking lots showed a larger percentage than private parking lots. Wouldn't that only make sense! Private parking lots are tailored to making sure there are spots always available for guests going to the Bank, Cleaners, Hotel, Advisory building, and so on and so on. There is no possible way for the private occupancy percentage to meet or even get close to the public parking lots. How many businesses are trying to operate in a public lot? **Zero!** Of course public will show a higher occupancy. There are no spots being reserved for tenant's and their customers to park. Private lots require plenty of open spots because tenants will lose clients if spots aren't always available. You might go by and lot is looks full. You might go by 30 minutes later and the lot looks empty. Retail, no rhyme no reason. Something all private lots will not tolerate. First rule in making a long relationship with private lot is plenty of tenant and client parking because without that no tenants!

If you don't live in Laguna Beach you do drive in this great city. Can you really tell me that every available spot isn't being used? Believe me, private lots being operated by parking companies are selling every spot allowed to them! It takes me 30 minutes to travel a couple of miles away to get a subway sandwich in the summer. There is no way every available spot is not being be filled. People are everywhere trying to find parking. Also the numbers used were based on getting 100% of all the private lots. We know that you will not get 100%.

I have a problem with the accuracy of IBI's numbers because some of those private lots will not let anyone operate public parking operations on their property. We have personally approached each and every private lot in Laguna Beach. Yet IBI included all private lot numbers in their report occupied by a parking company or not or not. This would make those percentages off scale. Please no digit signs in Laguna Beach. My wife and I were married 35 years ago. Our special place for our Honeymoon was Laguna Beach. This was long before I started working there. There is something so special about our town. It's got that it factor. Laguna Beach generates a feeling of contentment. It takes you away from the everyday problems and puts you in a place of peace. Please there's only one Laguna Beach so let's keep it that way.

Best,

John Cardoza

Kar Kare Parking

949-874-8489

jcardoza@karkareparking.com



LAGUNA BEACH
Chamber of Commerce

April 19, 2017

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Laura Henkels
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To: Greg Pfost
Wendy Jung
Susan Whitin, Roger McErlane, Sue Knepf, Anne Johnson, Robert Sadler

From: Laguna Beach Chamber of Commerce Board of Directors

As previously noted in correspondence with the City, the Laguna Beach Chamber of Commerce has been a consistent advocate for establishing a blended parking rate for the Downtown Specific Plan area. *We believe that a blended parking is critical to empower our merchants with the flexibility to meet the new demands of our residents and visitors for more experienced-based services.* We strongly supported the hiring of IBI to conduct and analyze a Parking Actual Demand Study as the first step in determining the parameters for a blended rate.

As supporters of blended parking rates, we were surprised and disappointed at the March 22, 2017 meeting when new information was presented that called into question the advisability of a blended program. We appreciate the subsequent determination to continue the item to allow the Commission and the public to review and comment on the materials presented at the meeting.

We are presenting our initial analysis of the presentation from the March 22 meeting below. In general, our concern is that the presentation seems biased in emphasizing only the negative aspects of adoption of a blended parking rate.

Policy Goal #1: Flexibility in Land Use


Page #	Subject	Comment/Suggestion
8	PROS	Replace "Reduces required parking supply for new development" with "Encourages mixed use development."
8	CONS	"May result in oversupply of food service uses" is not a reasonable problem given the solution, suggested in the staff report, of controlling this use via the CUP process.
8	CONS	"Need to procure all private parking supply for public use to work" is simply not true. According the IBI report, there was available parking with only 66% of private spaces used. The report does not speculate on how many private spaces are needed to reach the 85% occupancy goal.
8	CONS	"Continual monitoring and management of parking demand/land use" may be true, but the City is already doing this during the summer months.
8	CONS	"Potential future parking issues" seems to be a meaningless statement since this can be said of almost any parking strategy.
8	CONS	"May not be viable to maintain 85% occupancy threshold" gives no rationale for the statement.
9	CONCLUSION	The second bullet is clearly incorrect. The requirement for 100% private space availability only applies during the summer, not year-round. Even during the summer, the real problem is limited to week-ends.
9	CONCLUSION	The third bullet is questionable since the study shows a 90% occupancy threshold on weekdays. Demand pricing alone may be able to result in an additional 5% reduction in occupancy.
9	CONCLUSION	The statement that blended parking is "risky" is not supported by the data which indicates a problem limited to summer week-ends.
10	RECCOMENDATION	a) Would be reasonable only if the assumption that "public/private shared parking agreements are in place" does not mean 100% of private spaces, but only enough to reach the 85% figure. Another consideration is whether or not to base creating a blended rate on a situation that is occurring only on summer week-ends.
10	RECCOMENDATION	b) Would be a fallback position in lieu of adopting a blended rate. The problem is trying to establish rates for each use and developing the rationale for that determination.

Policy Goal #2: Enhance the Downtown

11	CONS	"Assumes a parking surplus and 85% occupancy attained" is not really a negative during the non-summer months as detailed in the staff report.
11	CONS	"Requires ongoing monitoring and management of parking demand" is the same as the third CON on page 8 and the response is the same.
13	CONCLUSION	The three bullets are correct in emphasizing the flexibility possible in the non-summer months and help refute the last two CONS on page 11.
14	RECCOMENDATION	In agreement, assuming that the reference to public/private shared parking agreements does not mean 100% of private spaces.

Policy Goal #3: Parking and Circulation

15	CONS	Why is "Increases parking fees for visitors" considered a CON. A comprehensive parking management plan offsets expensive meters with less expensive ones and enhanced transit opportunities.
11	CONS	"Variable fee and time limit structure in different areas could lead to confusion" may be true for some, but the clear trend in parking management for many cities is to use this strategy in conjunction with mobile apps.
13	CONCLUSION	The three bullets are correct in emphasizing the flexibility possible in the non-summer months and help refute the last two CONS on page 11.
14	RECCOMENDATION	In agreement, assuming that the reference to public/private shared parking agreements does not mean 100% of private spaces.



LAGUNA BEACH
Chamber of Commerce

May 8, 2017

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Director
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Norm Grossman
Director

Laura Henkels
Executive Director

The Laguna Beach Chamber of Commerce has the following comments with respect to the blended parking rate for the downtown:

1. The purpose of the parking actual demand study was to measure the reality of parking usage in the downtown. Arguments about the effects of beach and festival parking on the blended rate are not germane because the study measures actual parking demand, which includes the demand for parking for all downtown activity.
2. Using the City's stated goal of an 85% maximum parking occupancy:
 - a. The goal is met 80% of the year as shown in IBI's numbers for non-summer weekdays and weekends.
 - b. The goal is close to being met on summer weekdays, with occupancy exceeding 85% only during the hours from 4 to 7 pm. Even during those hours, occupancy peaks at 90%, only 5% above the goal.
 - c. The goal is exceeded during summer weekends.
3. Parking demand on summer weekdays can be reduced 5% with increased meter rates, increased availability of private parking spaces, and new transit opportunities.
4. With a realistic way to achieve an 85% occupancy rate during summer weekdays, the parking problem in the downtown becomes isolated to summer weekends, basically just 14 days per year.
5. The concept of demand pricing for the meters needs to be expanded beyond the downtown to increase the efficiency of managing parking. By actually dropping prices in some areas and properly publicizing this information, the parking demand in the downtown will be further reduced.
6. Reiterating the point made in the previous Chamber letter on this topic, restaurant use can be controlled using the Conditional Use Permit process.
7. A blended rate is critical to the flexibility of our merchants. A blended rate will allow for:
 - a. An incidental food use by retailers, such as a Tibetan shop serving a special blend of tea
 - b. Combined businesses, such as an art gallery with a designated space for art classes

In conclusion, the Chamber continues to support the adoption of a blended parking rate for the downtown and urges the Commission to endorse the concept, acknowledging that a rational plan cannot be based on a 14 day/year difficulty.

From: michael hoag <villageat@cox.net>
Sent: Wednesday, May 17, 2017 4:50 PM
To: Jung, Wendy CD
Subject: Downtown Specific Plan Update

#2

Dear Planning Commission,

I'd like to submit a few concepts that will enhance the downtown experience for residents, merchants and businesses. These concepts are under your categories of **Improved Pedestrian Network and Streetscape Concepts**

1. Convert lower Park Ave into a Plaza, Park Plaza. This block is 100 feet by 50 feet which is a perfect proportion to be a plaza. This block has attractive buildings on two sides and an ocean view on one end. The paving will span from building to building and from PCH to the library alley. Possible uses are to serve as outdoor eating for Adonis and the White House and for small concerts etc.. This block has been closed several times in recent years very successfully. When vehicles no longer use this block the walking experience along PCH will improve.

2. Convert the lower end of Ocean Ave into a Plaza, see above for more details. How to pay for the plazas. parking districts are becoming common place. A parking district is a line drawn around a specific area. All parking monies are reserved for improvements within that district.

Submitted at May 17, 2017 PC mtg.
by John Thomas

Difference in Number of Spaces required by Code Versus Actual	
IBI Number Required by code	4,421
IBI actual	3,365
Shortage per IBI	(1,056)
JT Number Required by code	5,717
IBI actual	3,365
Shortage per IBI	(2,352)
Difference between IBI and JT	
IBI	4,421
JT	5,717
	(1,296)
Difference bBetween IBI and JT includes:	
Irvine Bowl	877
Forum Theatre	79
Museum	65
Church	168
Playhouse	140
Movie Theatre	183
	1,512
IBI number for all Institutional	402
Difference	(1,110)
Neither counts spaces for	
Beach	?
Sawdust	?
Festival grounds	?
Art-A-Fair	?
7 Degrees	?