



For Immediate release

Laguna Beach Chamber of Commerce Releases Results of Woods Cove/Flatlanders Parking Survey

Laguna Beach, CA — Laguna Beach Chamber of Commerce's Government Affairs Council releases data of recent Woods Cove/Flatlanders Parking Survey and offers recommendations for solutions to the parking issues in these neighborhoods as well as insight into other steps being taken by the GAC with regard to promoting responsible business practices.

The Chamber conducted a survey of the residents and business owners in the Flatlands and Woods Cove neighborhoods. The list provided by the City targeted 1063 businesses and residents of the area that would be affected by a proposed residential parking permit program. The area surveyed was clearly defined at the 6/6/06 City Council meeting as part of the hand out that evening and every resident and business was mailed a survey. The results are as follows:

NUMBER OF SURVEYS MAILED	1063
RESPONSES	289
BUSINESSES RESPONDING	60
RESIDENTS RESPONDING	189

Supporting a residential parking permit program:

IN FAVOR	30%
OPPOSED	70%

Supporting the designation of metered parking spaces along Glenneyre for employees of local businesses, which would allow for all day parking:

IN FAVOR	24%
OPPOSED	76%

Respondents noting they are aware of a traffic/parking related issues:

BELIEVE THERE IS A PROBLEM	76%
BELIEVE THERE IS NO PROBLEM	24%

Respondents stating they are impacted by parking and circulation issues in the above noted neighborhoods:

YES THEY ARE IMPACTED	77%
NO THEY ARE NOT IMPACTED	23%

GAC MAKES RECOMMENDATIONS FOR LONG-TERM SOLUTIONS

- Contract with existing commercial parking lot owners to open up additional spaces for business patrons in the evening hours;
- Indemnification by the City of lot owners for insurance purposes;
- Liberalization of the City's TUP process to promote private lot use;
- Have City provide incentives for businesses who provide shuttle services for their employees;
- Research and fast track parking structure projects in the subject neighborhoods;
- City purchase lots or open space for parking in the subject neighborhoods just as they have done in South Laguna;
- Designate specific parking areas for employees of local businesses in the subject neighborhoods;
- A centralized valet for all businesses to have access to in the subject neighborhood;
- Change hours for free parking in metered space from 7:00 pm to 5:00 pm in the subject neighborhood;
- Better use of "pocket parking" by all businesses in the subject neighborhood

SIGNAGE AND AWARENESS CAMPAIGN

The Chamber is promoting a Signage and Awareness campaign to all businesses city wide, asking all businesses open after 6:00 pm to place signage in plain view for customers/patrons as they leave their establishments, which will also be reiterated verbally to patrons as they depart the establishment. The sign will read as follows:

**“OUT OF RESPECT FOR OUR NEIGHBORS,
WE ASK THAT YOU BE AS QUIET AS POSSIBLE.”**

“We believe that the aforementioned options reflect a substantial move forward in addressing the parking issues that surround the subject neighborhoods for businesses and residents alike, without imposing a cumbersome and expensive parking permit program”, said Jeffrey Redeker, GAC Chair; also, adding, “We are very excited to work together with the PTC in addressing these issues and look forward to further discussions.”

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