



CITY OF HUNTINGTON BEACH

City Council Interoffice Communication

To: Honorable Mayor and City Council Members
From: Dave Sullivan, Mayor Pro Tem *DS*
Gil Coerper, City Council Member *GC*
Date: August 15, 2005
Subject: **"H" ITEM FOR AUGUST 15, 2005 CITY COUNCIL MEETING -
HCP SPORTS COMPLEX ACCESS AT CENTRAL LIBRARY**

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2005 AUG -8 P 5:37

STATEMENT OF ISSUE:

City Council approved opening the gate between the HCP Sports Complex and Central Library parking lot for a trial period. The goal was to determine if this action would generate additional weekend business for The Stadium Club, the food concession within the sports complex, as well as evaluating the impact, if any, on the Central Library patrons' ability to have adequate parking.

Library Services stationed a recurrent staff person near the gate to survey the number of persons who parked their personal vehicles in the Central Library lot and then walked into the Sports Complex. On average, 31 such cars with 60 passengers used the Central Library lot each day; at \$1 per vehicle; this resulted in an average daily loss of \$31 in revenue. During that same time, The Stadium Club generated \$12,000 or \$923 per day in gross revenue. The city receives 7½ percent or \$69 per day from this concession. There is no relevant historical data with which to compare this revenue because the concessionaire had only begun operating and establishing a customer base in April. The HB Outdoor BBQ Snacks concession off Goldenwest generated \$9,787 or \$612 per day in gross revenue for the same period.

A copy of the public's comments is attached, along with survey overview and revenues from both food concessions. Ron Hayden, Library Services Director, informed the Central Library support groups of the trial period and solicited comments. He reports that there were two individuals, Friends of Library Board members, who indicated opposition to opening the gate.

We feel that the impact on the Central Library parking lot was minimal and, in fact, there were positive comments by park users, including mothers with children who accessed the food concession and playground. Before a final decision is made regarding the access gate, we recommend that the issue be evaluated for an additional six-month period. We propose continuing to open the gate on weekends, and give the Library Services Director the authority to close the access gate when he feels the amount of library activity projected for a weekend might create a shortage of parking. While Library Services would not station a staff person at the gate, Mr. Hayden's staff would monitor Central Library patron and support group comments during this extended trial

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period. Also, additional temporary signs would be posted on the weekends to identify the lot as "Central Library Parking Only." This extended trial period would provide a more realistic evaluation of any potential impacts on Central Library parking by HCP Sports Complex participants.

RECOMMENDED ACTION:

Direct staff to conduct a six-month trial of opening the HCP Sports Complex gate adjacent to the Central Library, and return to City Council with a final recommendation at the end of that period.

xc: Penny Culbreth-Graft, City Administrator
Joan Flynn, City Clerk
Robert Beardsley, Acting Assistant City Administrator
Jim B. Engle, Community Services Director
Ron Hayden, Library Services Director

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SPORTS COMPLEX CONCESSIONAIRE/ LIBRARY PARKING SUMMARY

Monitoring Trial Period

Date	Vehicles Within Library Parking*	Number of Occupants*	Sports Complex Lost Parking Revenue	Stadium Club Concession Revenue**	Comments
14-May-05	61	133	\$61.00	\$1,800.00	
15-May-05	18	35	\$18.00	\$400.00	
21-May-05	30	55	\$30.00	\$200.00	
22-May-05	NA	NA	NA	NA	No monitoring
28-May-05	30	66	\$30.00	\$1,100.00	
29-May-05	6	12	\$6.00	\$800.00	
4-Jun-05	NA	NA	NA	NA	No monitoring
5-Jun-05	NA	NA	NA	NA	No monitoring
11-Jun-05	NA	NA	NA	NA	No monitoring
12-Jun-05	NA	NA	NA	NA	No monitoring
18-Jun-05	62	90	\$62.00	\$0.00	
19-Jun-05	6	9	\$6.00	\$1,900.00	
25-Jun-05	86	152	\$86.00	\$1,500.00	
26-Jun-05	8	19	\$8.00	\$1,100.00	
2-Jul-05	31	92	\$31.00	\$1,300.00	
3-Jul-05	11	20	\$11.00	\$900.00	
9-Jul-05	38	56	\$38.00	\$600.00	
10-Jul-05	22	38	\$22.00	\$400.00	

Totals: 409 777 \$409.00 \$12,000.00

Daily Avg: 31 60 \$31.00 \$923.00

Attachments:

1. Public comments observed during trial survey
2. Stadium Club Revenue
3. HB Outdoor BBQ Revenue

* Public parking in Library lot where occupants were observed entering HCP Sports Complex

**Gross revenue (as provided by concessionaire); City receives 7.5% of gross

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PUBLIC COMMENTS/OBSERVATIONS

- 14-May Yeah! They opened the gate
Outstanding -- why don't they open the other gate by field 7 & 8?
Thanks for opening the gate - biker says closed gate inconvenient
Library lot is closer & more convenient
Families going to the play area used gate to park in sports complex area for free
Family went to play area and Library afterwards
- 15-May Started keeping track at 1 PM when Library opened
Both lots were full (paid/free)
People said parking machines "broken" so they parked in Library area to avoid ticket
People complained that machine is "constantly" broken & objected to \$38 tickets
Concern with machines is main reason people parking in Library lot
- 21-May Used Library parking to use playground
Used gate opening to get into complex parking
- 22-May Sandy (concession) informed staff she would be closed-nothing scheduled in complex
Little activity with no concessionaire so reassigned library staff to work inside
- 28-May Wow! Thank God the gate is open!
A fire truck & ambulance accessed the opened gate & praised the convenience
- 29-May No comments - very little activity
- 4-Jun Concours car show - no monitoring
- 5-Jun Concours car show - no monitoring
- 11-Jun Gate locked - no monitoring
- 12-Jun Gate locked - no monitoring
- 18-Jun Sandy closed the snack bar at 10 AM because of lack of customers - very slow
- 19-Jun No comments - very few vehicles/people
- 25-Jun No comments
- 26-Jun Hardly any arrivals in afternoon - mostly people departing from morning activities
- 2-Jul Many cars use the gate to access parking
People come in with kids to go to playground
- 3-Jul Extremely slow
A lot of people parking in lot to access dog park encompassing library
- 9-Jul Many cars still use gate to go to park and to drop off players
- 10-Jul No comments

– Opposition E-Mail to Mayor & City Council from Armida Camacho & Shelia Plotkin:

We are writing to express our displeasure in having the gate between the sports complex and library open. Instead of people parking at the facility they are using spaces that patrons of the library could be using. On one Sunday at 12:40 before the library was open I reported for work in the gift shop and the lot was about two thirds full. That same day we had a very upset senior indicating that there was no place to park and when he did find a spot he was made to walk a long way. On a couple of other Sundays I noted people parking and walking over to the complex. The gentleman making the presentation on the complex assured the Friends of the library that parking would not be an issue. It is an issue and we feel that the gate should remain closed.

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SPORTS COMPLEX CONCESSION REVENUES

**Concession Name: HB Outdoor BBQ Snacks
(adjacent to Goldenwest)**

Revenue for Weekend Events Prior to May 14, 2005:

	Date	Event	Gross Revenue	Comments
1	04/02/05	Adult Softball	\$300.00	START DATE*
2	04/09/05	Adult Softball	\$80.00	
3	04/16/05	Adult Softball	\$100.00	
4	04/23/05	Adult Softball	\$100.00	
5	04/30/05	Adult Softball	\$120.00	
6	05/07/05	Adult Softball	\$200.00	
Subtotal Gross Revenue 4/2-5/5			\$900.00	

Revenue for Weekend Events May 14, 2005 - July 10, 2005:

	Date	Event	Gross Revenue	Comments
1	05/14/05	Adult Softball	\$220.00	Did not know we were here.
2	05/15/05	Adult Softball	\$80.00	
3	05/21/05	Adult Softball	\$250.00	
4	05/22/05	Adult Softball	\$50.00	
5	05/28/05	Youth Soccer	\$1,500.00	Good day!
6	05/29/05	Youth Soccer	\$1,500.00	Good day!
7	06/04/05	Youth Softball	\$1,200.00	Good day!
8	06/05/05	Youth Softball	\$1,200.00	Good day!
9	06/11/05	Adult Softball	\$200.00	
10	06/12/05	none	\$0.00	
11	06/18/05	Gas Company	\$200.00	BBQ in parking lot
12	06/19/05	Youth Soccer	\$1,500.00	Good day!
13	06/25/05	Adult Softball	\$300.00	
14	06/26/05	none	\$0.00	
15	07/02/05	Adult Softball	\$200.00	
16	07/03/05	Church Group	\$587.00	Special menu
17	07/09/05	Adult Softball	\$400.00	Getting better!
18	07/10/05	Adult Softball	\$400.00	
Subtotal Gross Revenue			\$9,787.00	

*First operating date for concession.

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period. Also, additional temporary signs would be posted on the weekends to identify the lot as "Central Library Parking Only." This extended trial period would provide a more realistic evaluation of any potential impacts on Central Library parking by HCP Sports Complex participants.

RECOMMENDED ACTION:

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