

**MINUTES
JOINT TRANSPORTATION COMMISSION
AND PLANNING COMMISSION MEETING
CITY OF WEST HOLLYWOOD
WEDNESDAY, OCTOBER 19, 2011**

**WEST HOLLYWOOD PARK AUDITORIUM
647 NORTH SAN VICENTE BOULEVARD
WEST HOLLYWOOD, CA 90069**

I. CALL TO ORDER

The meeting was called to order at 7:00 p.m. by Chair Wayland.

- A. Pledge of Allegiance
Kevin Burton led the Pledge of Allegiance.
- B. Reminder to Speak Clearly Into Microphone and to Turn Off All Cellular Phones and Pagers

The Commissioners and public were reminded to speak clearly into their microphones to accommodate the public record tapes and the hearing-impaired.

C. Roll Call

Commissioners present:
David Eichman, Steven Greene, Scott Schmidt, Leon Shparaga,
David Warren, Steve Wayland

Commissioners absent:
Lindsey Horvath

Planning Commissioners present:
David Aghaei, Roy Huebner, Lauren Meister, Mark Yeber

Staff present:
Anne McIntosh, Director of Community Development Department
Oscar Delgado, Director of the Department of Public Works
Melissa Antol, Long Range and Mobility Planning Manager
Jackie Rocco, Parking Operations Manager
Don Norte, Parking Services Officer
Danny Casillas, Administrative Specialist III

Mott Smith, Consultant

- D. Approval of the Agenda
Motion: Approve the Agenda of October 19, 2011, Transportation Commission meeting.
Moved: Warren Second: Schmidt
All ayes.

Motion passed.

- E. Approval of Minutes
Motion: Approve minutes, Commission meeting of September 21, 2011 with the following corrections:
Page 2 : Correct David DeGrazia's statement.
Page 3: Add "with" to Commissioner Warren's question.
Page 4: Correct C.P.I.
Page 6: Change "unused" to "underutilized"
Page 7: Add "at San Vicente" and correct "La Cienega"

Moved: Eichman Second: Warren
Ayes: David Eichman, Scott Schmidt, Leon Shparaga, David Warren, Steve Wayland

Abstention: Steven Greene

Motion passed.

II. CONSENT CALENDAR

No items.

III. ITEMS FROM PUBLIC

Peter R. Kerr, WEST HOLLYWOOD, spoke about Plummer Park.
Laura Boccaletti, WEST HOLLYWOOD, spoke about Plummer Park.
Sofia Ratlovich, WEST HOLLYWOOD, spoke about Plummer Park.
Stephanie Harker, WEST HOLLYWOOD, spoke about Plummer Park.
Cathy Blaivas, WEST HOLLYWOOD, spoke about Plummer Park.

IV. PUBLIC HEARING

No Items.

V. COMMISSION CONSIDERATION

A. Parking Credits Program

Introduction from Anne McIntosh.

Presentation from Mott Smith.

Staff Report from Don Norte.

Commissioner Yeber asked if the standards for "Acceptable Walking Distance" in Canada are correct for the United States, country-wide.

Mott Smith replied that they are standard industry assumptions.

Commissioner Yeber asked if the longest distance to walk from a business to parking within proposed District 1 has been determined.

Mott Smith replied that no business is more than 1000 feet from public parking.

Commissioner Schmidt asked if a mixed use project could use parking credits to offset commercial part of the parking requirement.

Anne McIntosh replied that that aspect of the program would be determined separately at this time.

Commissioner Schmidt asked where cars would park if not in spaces provided through current P.U.P.s.

Oscar Delgado explained that often times, people do not use the spaces assigned through P.U.P.s and are already parking in spaces that would be part of the Parking Credit pool.

Mott Smith added that one isn't paying for physical spaces, instead they are paying the City to validate that there is sufficient capacity for the public to park.

Commissioner Schmidt asked if it is conceivable that the number of parking credits exceed the number of spaces.

Oscar Delgado stated that the City will issue credits at a safe amount, not to capacity and would never sell over capacity.

Anne McIntosh said that they could because the program is based on availability as usage is monitored.

Mott Smith repeated that the City would never sell more parking credit than there are available spaces.

Commissioner Schmidt asked if there is an estimate as to what the total amount of fees would be, versus how much it will cost to run the program.

Oscar Delgado gave a summary of how fees are anticipated to be spent.

Commissioner Meister confirmed that parking credits would be attached to the business, then asked if parking credits assigned to businesses who received a reduction in parking requirements through P.U.P.s would have to be issued in an amount to meet the original requirements.

Oscar Delgado said that they would.

Commissioner Aghaei asked if, theoretically, a business could be at risk of losing credits if parking gets tight.

Anne McIntosh explained that requirements for parking are established by code, which is not being changed for the program. She added that those numbers maybe revisited in the future, but the demand is staying constant.

Commissioner Eichman asked if in lieu fees work.

Staff said mostly they do not. The few times they are used, they are used by larger developments to secure a red zone.

Commissioner Eichman confirmed that the program would not be expanded unless there was surplus parking in the proposed district. He added that this program would dramatically increase the City's ability to track parking spaces.

Commissioner Greene commented that mixed-use developments with commercial space less than 10,000 square feet do exist within the City, so staff should address whether or not they would be able to use parking credits to fulfill their commercial requirements.

Anne McIntosh explained that anything over 10,000 feet, regardless of use, would be considered as part of the entire project.

Commissioner Warren asked if a business could still use P.U.P.s if they desired.

Oscar said that they may.

Mark Lehman, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Stan Bochniak, WEST HOLLYWOOD, spoke IN FAVOR of Staff report recommendations.

Genevieve Morrill, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Chris Bonbright, BEVERLY HILLS, spoke IN FAVOR of Staff report recommendations.

Todd Steadman, LOS ANGELES, spoke IN FAVOR of Staff report recommendations.

Commissioner Meister asked if the P.U.P. program will still be in place.

Oscar Delgado said that it would be.

Lauren Meister stated that it would make sense for the Parking Division to be in charge of the P.U.P. program.

Oscar Delgado replied that is what is in mind for the program.

Commissioner Meister stated that she felt that parking credits should not be available for mixed-use developments for residential parking. She added that she didn't think that there was enough outreach to the neighborhood groups in the area.

Commissioner Yeber commented that he hopes there is strong incentive to correct the deceptive aspects of the P.U.P. program.

Commissioner Eichman asked for a review of the physical process of obtaining parking Credits.

Anne McIntosh and Oscar Delgado described the process.

Commissioner Eichman commented that it seems like a win/win/win situation in that pollution is reduced, people spend less time driving around, which reduces traffic circulation with the "park once" system. He added that marketing will be very important.

Commissioner Huebner asked how businesses leaving P.U.P.s for the Parking Credit program will be accommodated, especially in a case of the pool being saturated.

Oscar Delgado replied that market forces would correct themselves.

Commissioner Huebner asked what a P.U.P. costs versus Parking Credits and the current market.

Oscar Delgado said that he is not sure, but the Parking Credit price is reasonable.

Mott Smith added that a P.U.P., if legitimate, guarantees a physical space, whereas a Parking Credit guarantees that there will be a space.

Commissioner Meister asked if the program would be able to be utilized by commercial real estate agents to better serve their clients.

Jackie Rocco said yes.

Commissioner Schmidt said that he worries that this program may be a green light to runaway development. He added that he's concerned that human behavior may not be changed by simply asking people to park in the available spaces. He asked that the ordinance clarify that parking credits could only apply to the commercial portion of a mixed-use project. He also asked that the Commission be consulted before raising the parking credits beyond spaces available. He also requested that collected fees be used to reduce the price of parking.

Commissioner Wayland replied that the City does not control prices for private lots.

Oscar Delgado pointed out that the cost of parking is lower than it was 10 years ago.

Commissioner Wayland asked if staff would be returning with updates on how the program is going.

Oscar Delgado affirmed that staff would return.

Mott Smith agreed that community outreach is very important and input is needed for accurate surveying of available parking.

Commissioner Eichman confirmed that the Parking Credit Program will not affect the Residential Parking Program.

Commissioner Warren stated that the program seems like a good idea and an example of the benefits of the City Council's investment in parking in the area.

Motion:

1. Recommend that the City Council approve the parking credits program, and direct staff to return to the Transportation Commission with a draft ordinance establishing a parking credits program that would amend Title 10-Vehicles and Traffic, of the West Hollywood Municipal Code.
2. Planning Commission adjourn to regularly scheduled meeting October 20, 2011, for further consideration of the parking credits program.

Moved: Eichman Second: Warren
All ayes.

Motion passed.

VI. SUBCOMMITTEE REPORTS

Commissioner Schmidt gave a summary of the October 19, 2011 **Taxi and Transit subcommittee** meeting

VII. OLD BUSINESS

No items.

VIII. EXCLUDED CONSENT CALENDAR: Items removed from the Consent Calendar for separate discussion are considered at this time.

IX. LIAISON REPORT

Remove this section from agendas.

X. ITEMS FROM STAFF

McIntosh

- Plummer Park community concerns

Antol

- Upcoming agenda items
 - Commissioners asked about:
 - Update from Perri Sloane Goodman
 - Taxi Franchise Agreement
 - Revisit Commission Protocol
 - List of all unsignalized marked crosswalks

XI. ITEMS FROM COMMISSION

Wayland

- Subcommittee assignments

Eichman

- Status of Sunset/Doheny parking lot

Greene

- Status of landscaping at crosswalks as directed

Warren

- Unofficial Traffic Numbers on agenda

XII. ITEMS FROM PUBLIC

No items.

XIII. ADJOURNMENT

Action: The Transportation Commission adjourned at 8:35 p.m. until the next meeting on November 16, 2011, 7:00 p.m., at West Hollywood City Hall, 8300 Santa Monica Boulevard, West Hollywood, CA. 90069

Moved: Warren Second: Schmidt

All ayes.

Motion passed.

APPROVED BY MOTION OF THE TRANSPORTATION COMMISSION THIS
16TH DAY OF NOVEMBER 2011.



Chair

ATTEST:



Staff Liaison