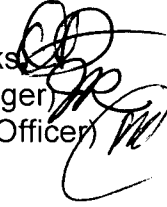


SUBJECT: **PARKING CREDITS DISTRICT NO. 2**
INITIATED BY: **DEPARTMENT OF PUBLIC WORKS**
(OSCAR DELGADO, Director of Public Works)
(JACKIE ROCCO, Parking Operations Manager)
(DON NORTE, Parking Services & Projects Officer)



STATEMENT ON THE SUBJECT:

The City Council shall consider adopting an ordinance to establish Parking Credits District No. 2 in the Mid-city area of Santa Monica Boulevard.

RECOMMENDATIONS:

- 1) Introduce for first reading, Ordinance No. 16-_____ "AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, CHAPTER 10.28 BY ADDING SECTION 10.28.080 ESTABLISHING THE BOUNDARY OF PARKING CREDITS DISTRICT NO. 2 IN THE MID-CITY AREA OF SANTA MONICA BOULEVARD AND AMENDING THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE".
- 2) Adopt Resolution No 16-_____, "A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AUTHORIZING THE DIRECTOR OF PUBLIC WORKS TO ACTIVATE SUBAREA B OF PARKING CREDITS DISTRICT NO. 2 WHEN SUFFICIENT INVENTORIES OF AVAILABLE PARKING SPACES HAVE BEEN IDENTIFIED AND PARKING SURVEYS ARE CONDUCTED WITHIN SAID BOUNDARY".

BACKGROUND / ANALYSIS:

On March 19, 2012 the City Council adopted Ordinance 12-885 establishing the City's parking credits program. The parking credits program entitles businesses with less than 10,000 square feet to have parking requirements met by drawing from a dedicated pool of actual parking spaces from public parking facilities that have been identified as having sufficient available inventory.

Each parking credit represents one parking space that applicants would have had to provide either on-site, or through parking use permits (PUP), in order to meet the City's respective parking requirements based on the type of land use.

The City's first parking credits district in the western portion of Melrose Avenue and Santa Monica Boulevard was implemented on July 1, 2012. Since that time the program has proven to be tremendously successful in meeting the goals of the City's general plan by generating opportunities for economic development, creating and enhancing an

appealing pedestrian environment, and lastly, making the most efficient use of City's parking resources.

Section 10.28.030 of the West Hollywood Municipal Code provides a mechanism for the City Council to adopt subsequent parking credits districts with a provision that the Transportation Commission make a recommendation concerning the boundaries of a proposed district.

On June 1, 2015 the City Council directed staff to designate a second Parking Credits District in the Mid-City area of Santa Monica Boulevard within sixty (60) days of the completion of the automated parking garage at City Hall.

The Parking Subcommittee of the Transportation Commission met on July 26, 2016 to review the draft boundary of Parking Credits District 2 in the mid-City area. The subcommittee debated the appropriate size of the City's second parking credits district and decided to recommend to the full Commission the boundary of Parking Credits District No. 2 to be the commercially zoned property north and south of Santa Monica Boulevard from the east side of La Cienega Boulevard to the west side of Fairfax Avenue.

On September 21, 2016 the Transportation Commission recommended that parking credits not be activated for businesses between Crescent Heights Blvd. and Fairfax Avenue area until a sufficient inventory of public parking is established in the eastern portion of the proposed district due to concerns about the walking distance.

The primary reasons for the Transportation Commission recommending the condition were: 1) the absence of public parking options between Crescent Heights Boulevard and Fairfax Avenue; and 2) the fact that the distance from Fairfax Avenue to the County owned metered surface lot at La Jolla/Havenhurst exceeded an industry standard of 1,500 feet referenced in several academic and professional sources, such as a February 2016 study prepared by Kimley-Horn, Consulting Engineers for the City of Santa Cruz's walking thresholds for its parking credits districts.

As a result of the concern Parking Credits District 2 is separated into subareas A and B. Subarea A between La Cienega Boulevard and Crescent Heights Boulevard has a public parking inventory of 395 spaces. Subarea B currently has no public parking. A resolution has been prepared to insure that parking credits are activated in subarea B only after a sufficient inventory of public parking spaces have been identified by the Director of Public Works and parking surveys are conducted within the subarea boundary.

In July 2015 the City Council authorized the purchase of real property at the southeast corner of Santa Monica Boulevard and Crescent Heights Boulevard from undesignated funds in the Parking Improvement Fund. This site has the potential to offer approximately 100 parking spaces in subarea B until such time the City has the opportunity to gather input from the community on the most beneficial long-term use of

the property. Should the City continue to hold the property and develop the site in the future it could include a public parking component.

As per the WHMC a parking utilization study would be conducted six months after implementation of subarea A and every six months thereafter to oversee the total number of parking credits assigned to the parking credits pool.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:

- PSG-4: Develop Parking Opportunities.
- OSP-3: Promote Economic Development while Maintaining Business Vitality & Diversity.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- G-2: Maintain transparency and integrity in West Hollywood's decision-making process.
- M-8: Manage parking supply to serve residents, businesses and visitors.

EVALUATION PROCESSES:

The usage of parking credits will be monitored by reports generated by the PaCT software system, and the inventory of potential credits will be evaluated by semi-annual parking surveys.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

The West Hollywood Parking Credit Program contributes to the City's commitment to sustainability and public health by taking advantage of existing parking resources, reducing any incremental heat island effect associated with additional off-street parking spaces, and encouraging pedestrian activity and use of the City's walkable street pattern.

COMMUNITY ENGAGEMENT:

The parking credits program has been introduced to the residential and business community including the West Hollywood Chamber of Commerce, the Governmental Affairs Committee, the Design District, the Brokers Roundtable and the West Hollywood West Neighborhood Association.

OFFICE OF PRIMARY RESPONSIBILITY:

DEPARTMENT OF PUBLIC WORKS / PARKING DIVISION

FISCAL IMPACT:

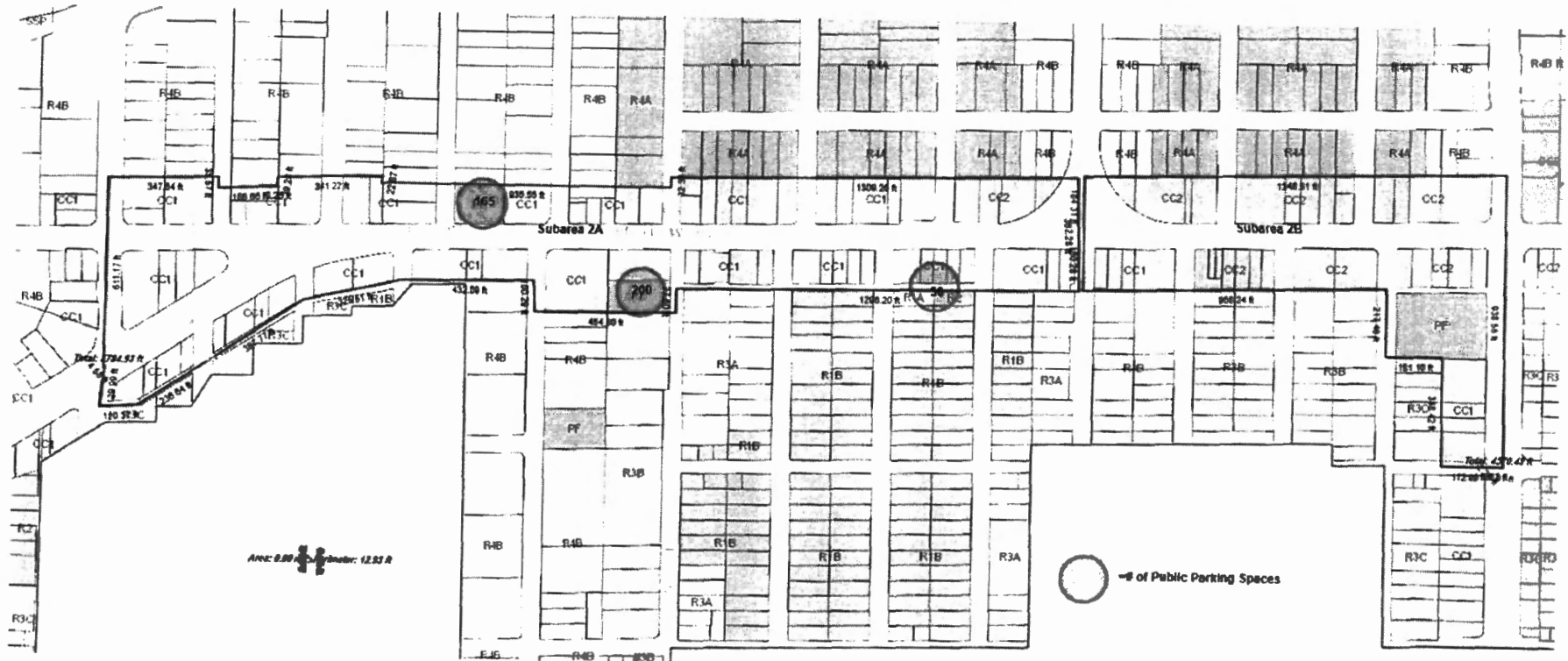
Each parking credits applicant pays an initial application fee of \$650 and an annual fee for each parking credit of \$397.51. The annual fee for each parking credit runs from July 1st (the beginning of each fiscal year) to June 30th (the end of each fiscal year). First time parking credit applicants applying for less than a year may pay a prorated amount. The prorated amount, based on the number of months remaining in the respective fiscal year, cover the first day of the month parking credits are actually secured and allocated to the business. Each year the price per parking credit is adjusted by the Consumer Price Index (CPI) each fiscal year. Parking Credits District 2 is anticipated to generate approximately \$16,550 in additional revenue in FY 16/17 based on an anticipated initial release of forty parking credits in subarea A.

AMOUNT	DESCRIPTION
\$16,550	This item will generate new City revenues.

ATTACHMENTS:

- 1) Attachment A – Map of Parking Credit District No. 2
- 2) Attachment B- Ordinance
- 3) Attachment C- Resolution

Parking Credit District No. 2



ATTACHMENT B

ORDINANCE NO. 16-_____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AMENDING TITLE 10, CHAPTER 10.28 BY ADDING SECTION 10.28.080 ESTABLISHING THE BOUNDARY OF PARKING CREDITS DISTRICT NO. 2 IN THE MID-CITY AREA OF SANTA MONICA BOULEVARD AND AMENDING THE CITY OF WEST HOLLYWOOD MUNICIPAL CODE

THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD DOES HEREBY ORDAIN AS FOLLOWS:

Section 1. Title 10, Chapter 10.28 of the West Hollywood Municipal Code is hereby amended by amending the title of Section 10.28.070 to read as follows:

10.28.070 District 1 Boundary – Santa Monica Melrose West.

Section 2. Title 10, Chapter 10.28 of the West Hollywood Municipal Code is hereby amended by adding thereto a new Section 10.28.080 to read as follows:

10.28.080 District 2 Boundary – Santa Monica Mid-City.

The area described below shall be designated as Parking Credits District 2:

There shall be two subareas in District 2: A and B. Subarea A's boundary shall be limited to those commercially zoned properties in the area described below, which are within reasonable walking distances to locations identified as having a significant number of underutilized spaces for the parking credits pool. Subarea B shall be comprised of commercially zoned properties that have limited access to underutilized spaces. Subarea B shall not be activated until a sufficient inventory of underutilized spaces have been identified within said boundary.

District 2—Subarea 2A.:Beginning at a point at the centerline of Santa Monica Boulevard and La Cienega Boulevard; then northerly approximately 601 feet; then easterly approximately 350 feet to the centerline of Hacienda Place; then southerly approximately 29 feet along the centerline of Hacienda Place; then easterly approximately 36 feet across the public right of way to northwestern corner of the parcel designated as "CC1" commercial zone; then easterly approximately 149 feet along the northerly "CC1" commercial zone boundary line; then northerly approximately 36 feet; then easterly approximately 338 feet; then southerly approximately 18 feet; then easterly approximately 939 feet traversing the public right of way at Kings Road and Flores Street to the centerline of Sweetzer Avenue; then northerly approximately 36 feet along

the centerline of Sweetzer Avenue; then easterly approximately 1319 feet along the northerly "CC1" and "CC2" commercial zone boundary lines, traversing the public right of way at Sweetzer Avenue, Harper Avenue, La Jolla Avenue and Havenhurst Drive to the centerline of Crescent Heights Boulevard; then southerly approximately 352 feet along the centerline of Crescent Heights Boulevard; then westerly approximately 1300 feet along the southerly "CC1" commercial zone boundary line to the centerline of Sweetzer Avenue; then southerly approximately 81 feet; then westerly approximately 466 feet along the southern "PF" public facilities and "CC1" commercial zone boundary lines to the centerline of Kings Road; then northerly approximately 97 feet; then westerly approximately 432 feet along the southerly "CC1" commercial zone boundary line to the centerline of Orlando Avenue; then southwesterly approximately 338 feet to the centerline of Croft Avenue; then southwesterly approximately 379 feet along the southerly "CC1" commercial zone boundary line to the centerline of Alfred Street; then southwesterly approximately 229 feet along the southerly parcel designated as "CC1"; then westerly approximately 123 feet along the westerly prolongation of said parcel to the centerline of La Cienega Boulevard; then northerly approximately 120 feet along the centerline of La Cienega Boulevard to the point of the beginning.

District 2-Subarea 2B: Beginning at a point at the centerline of Santa Monica Boulevard and Crescent Heights Boulevard; then northerly approximately 189 feet; then westerly approximately 1351 feet along the northerly "CC2" commercial zone boundary line to the centerline of Fairfax Avenue; then southerly approximately 946 feet to the centerline of Romaine Street; then westerly approximately 173 feet; then northerly approximately 348 feet along the westerly "CC1" commercial zone boundary line; then westerly approximately 181 feet to the centerline of Hayworth Avenue; then northerly approximately 217 feet along the centerline of Hayworth Avenue; then easterly approximately 968 feet along the southerly "CC2" and "CC1" commercial zone boundary lines to the centerline of Crescent Heights Boulevard; then northerly approximately 180 feet along the centerline of Crescent Heights Boulevard to the point of the beginning.

PASSED, APPROVED AND ADOPTED this _____ day of _____, 2016.

LAUREN MEISTER, MAYOR

ATTEST:

YVONNE QUARKER, CITY CLERK

ATTACHMENT C

RESOLUTION NO. 16-_____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD AUTHORIZING THE DIRECTOR OF PUBLIC WORKS TO ACTIVATE SUBAREA B OF PARKING CREDITS DISTRICT NO. 2 WHEN SUFFICIENT INVENTORIES OF AVAILABLE PARKING SPACES HAVE BEEN IDENTIFIED AND PARKING SURVEYS ARE CONDUCTED WITHIN SAID BOUNDARY

The City Council of the City of West Hollywood does hereby resolve as follows:

Section 1. On June 1, 2015 the City Council directed staff to designate a second Parking Credits District in the Mid-City area of Santa Monica Boulevard within sixty (60) days of the completion of the automated parking garage at City Hall.

Section 2. On September 21, 2016 the Transportation Commission recommended that parking credits not be activated for businesses between Crescent Heights Blvd. and Fairfax Avenue area until a sufficient inventory of public parking is established in the eastern portion of the proposed district.

Section 3. This resolution shall authorize the Director of Public Works to activate Subarea B of Parking Credits District No. 2 when sufficient inventories of underutilized parking spaces have been identified and parking surveys are conducted within the subarea boundary.

Section 4. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and its certification into the Book of Resolutions of the Council of this City.

PASSED, APPROVED AND ADOPTED this _____ day of _____, 2016.

LAUREN MEISTER, MAYOR

Attest:

YVONNE QUARKER, CITY CLERK