

SUBJECT: RECOMMENDATION TO CITY COUNCIL ON ZONE TEXT AMENDMENT TO CREATE A PARKING INCENTIVE PROGRAM FOR CAR SHARE

PREPARED BY: PLANNING AND DEVELOPMENT SERVICES  
(Bianca Seigl, Long Range Planning Manager)  
(Rachel Dimond, AICP, Senior Planner)

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**STATEMENT ON THE SUBJECT:**

The Planning Commission will hold a public hearing to consider an amendment to the Zoning Ordinance to provide a parking incentive for car share. The proposed zone text amendment allows new hotels and buildings with 10 or more residential units that meet affordable housing requirements on site to reduce their overall parking requirement when they provide car share parking spaces with car share vehicles on-site.

**RECOMMENDATION:**

Staff recommends the Planning Commission hold a public hearing, listen to all pertinent testimony, and adopt the following resolution:

- 1) Draft Resolution No. PC 18-1266: **“A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AMENDING TITLE 19, WEST HOLLYWOOD ZONING ORDINANCE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA.”** (EXHIBIT A)

**BACKGROUND / ANALYSIS:**

Car-sharing is a service that allows participants to rent cars for short periods of time, often by the hour. For customers who occasionally require a vehicle, car-sharing is an attractive service because of its convenience and limited cost. Like bike-sharing services, car-shares have stations located throughout urban centers and neighborhoods, and are easily accessed and used as a point-to-point form of transit. The benefits of car-share services include: reducing household car ownership and vehicles miles traveled; alleviates parking and traffic congestion; increases transportation options for those who are least likely to own a car; and reduces use and dependence on fossil fuels through fuel efficiency. Research has shown that each car share vehicle can reduce the number of vehicles on the road by 8-13 vehicles. Most car-share services aim to further reduce the environmental impact of driving and transportation by offering newer, low emission vehicles.

Since 2012, the City of West Hollywood has maintained a contract with ZipCar, a private car share organization (CSO), to provide ten reserved spaces for ZipCar vehicles throughout the City. The contract provides exclusive use of six metered parking spaces and four unmetered parking spaces to Zipcar. This program has served residents and visitors of West Hollywood by providing an alternative to auto ownership and reducing parking demand. Per the California Vehicle Code, the local jurisdiction is required to adopt a resolution to designate on-street parking spaces for the specific use of car-sharing. Typically, CSOs operate in this manner, renting specific parking spaces from a city for use by their customers. Some fleets are free-floating, meaning they can park in any (legal) spot. ZipCar also has locations on private property in West Hollywood, including Palihouse and The Standard.

Some cities have begun to expand the operational bounds of CSOs. In Cambridge, Massachusetts, an ordinance has been proposed to allow car-shares to park on private property and in residential zones, amending the commercial nature of car-sharing. In Portland, developers are incentivized to provide car-share parking spaces with reduced overall parking requirements. For every car-share parking space provided, the vehicle parking requirement is reduced by two spaces (up to maximum of 25%). Santa Monica, San Francisco and Vancouver, Canada, have piloted similar programs.

On December 18, 2017, the City Council directed staff to develop a zone text amendment to provide a reduction in parking requirements for provision of car share on-site or on adjacent streets for affordable housing projects.

On April 16, 2018, staff recommended and the City Council agreed to expand their directive to allow parking reductions for certain development projects with a residential component that provide car share vehicles on-site only. The operator of the building would be required to ensure that a car share organization (CSO) is utilizing the on-site parking space for a car share vehicle, which would be accessible 24 hour access to both residents of the building and outside users.

On May 17, 2018, this item went before the Planning Commission Long Range Subcommittee. The subcommittee members commented that the ordinance should require applicable buildings to meet affordable housing requirements on-site, and should require electric vehicle charging facilities to be installed but not require car share cars to be electric vehicles. The recommended language has been adjusted to reflect these comments.

City staff met with the West Hollywood Chamber of Commerce Government Affairs Committee on June 12, 2018 to gain input on this item from the development community.

The proposed zone text amendment includes the following components:

1. Applicability: Construction of new hotels or buildings with at least 10 residential units that meet affordable housing requirements on-site

2. Ratio of ride-sharing parking spaces to reduction in parking spaces: 2 regular spaces reduced for every 1 car share parking space provided)
3. Maximum number of spaces to be replaced: Up to 4 spaces
4. Design standards:
  - a. Location: Spaces in close proximity to pedestrian access to the garage
  - b. Parking space dimensions: Must be standard parking space
  - c. EV charging requirements: Each space must provide at least a level 2 electric vehicle charger
5. Operational standards:
  - a. Car share organization: Must own, manage, maintain and insure vehicles
  - b. Access: 24 hour public access required
  - c. Contract with car share organization: Provided to the City on annual basis
  - d. Procedures for non-compliance: If car share organization cannot provide actual cars for car share on-site, the developer can build new parking spaces, buy parking credits, get a shared parking permit, utilize other reduction in parking requirements provisions, provide car share memberships to tenants in the building, or other similar mechanism as approved by the Director
6. Signage: Allowed up to 3 square feet per frontage for car share business identification signage

### **CONFORMANCE WITH THE WEST HOLLYWOOD GENERAL PLAN:**

The creation of an incentive program to provide car share spaces is compliant with the following goal(s) of the West Hollywood General Plan: ED-10: Support green business, practice and sustainability as community priorities; H-3: Encourage a diverse housing stock to address the needs of all socioeconomic segments of the community; and IRC-6: Reduce the City's contribution to global climate change and adapt to its effects.

The ZTA also addresses Policy M-6.7, which states the city should support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction.

### **CONCLUSION:**

Car share reduces the number of vehicles and corresponding carbon emissions in the community. Additionally, it will continue sustainable transportation solutions to residents and visitors by providing people with a cost effective alternative to automobile ownership. The proposed zone text amendment will help provide incentives for provision of on-site car share spaces in certain private development. This is in line with the goals and policies outlined in the West Hollywood General Plan, and is another way for the city to bolster transportation demand management solutions to traffic issues.

**EXHIBITS:**

- A. Draft Resolution No. 18-1266
- B. Index to Zoning Code Changes
- C. Original Council Direction

## RESOLUTION NO. PC 18-1266

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AMENDING TITLE 19, WEST HOLLYWOOD ZONING ORDINANCE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA.**

The Planning Commission for the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. Car sharing can reduce household car ownership and vehicle miles travelled, alleviate parking and traffic congestion, increase transportation options, and reduce use and dependence on fossil fuels through use of alternative fuel vehicles.

SECTION 2. In order to implement the General Plan and direction from City Council, the City seeks to amend the City's Allowable Parking Reduction requirements in Section 19.28.60, Reduction of Off-Street Parking Requirements, West Hollywood Municipal Code, to provide parking incentives for provision of car-share parking spaces. The Zone Text Amendment will also provide for exterior signage identifying the on-site car share business, and defines car share vehicles and car share organizations.

SECTION 3. A public hearing was duly noticed for the Planning Commission meeting of June 21, 2018 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, and the City website and by announcement on City Channel 6 starting June 7, 2018.

SECTION 4. The zone text changes are Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Car share programs are shown to reduce impacts on the environment by reducing vehicle ownership, which in turn reduces vehicle miles traveled and increases usage of public transportation and other alternatives to driving. The zone text changes are also Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15308, which exempts actions by regulatory agencies to protect the environment.

SECTION 5. The Planning Commission of the City of West Hollywood hereby finds that Zone Text Amendment 2018-0005 is consistent with the Goals and Policies of the General Plan, including Goal M-6 of the Mobility Element, which states that the city should utilize Transportation Demand Management strategies to reduce auto travel; Policy M-6.7, which states the city should support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates, and Policy M-1.4, which calls for the city to consider requiring development projects to include transit amenities and transit incentive programs. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction.

SECTION 6. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of Zone Text Amendment 2018-0005, which is attached hereto as Attachment A.

DRAFT

**PASSED, APPROVED AND ADOPTED** by the Planning Commission of the City of West Hollywood at a regular meeting held this 21<sup>st</sup> day of June, 2018 by the following vote:

AYES:           Commissioner:  
NOES:           Commissioner:  
ABSENT:       Commissioner:     Bass.  
ABSTAIN:       Commissioner:

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SUE BUCKNER, CHAIRPERSON

ATTEST:

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BIANCA SIEGL, PLANNING MANAGER  
LONG RANGE AND MOBILITY PLANNING

*Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.*

# ATTACHMENT A

Additional language shown in underline. Deleted language in ~~strikethrough~~.

Section 1. Table 3-7, Allowable Parking Reductions, in Section 19.28.60, Reduction of Off-Street Parking Requirements, West Hollywood Municipal Code, shall be amended as follows:

TABLE 3-7: ALLOWABLE PARKING REDUCTIONS

<b>Qualifying Project Feature<sup>1</sup></b>	<b>Description and Criteria for Granting Reduction</b>	<b>Maximum Reduction<sup>2</sup></b>	<b>Required Process for Reduction</b>
Compliance with disability requirements	In the event that a change of State regulations regarding disabilities causes a decrease in the number of parking spaces, or if the number of parking spaces is reduced due to an increased number of handicapped accessible spaces in compliance with Title 24 of the California Government Code.	As determined by the Review Authority	Review and decision by applicable Review Authority as part of land use permit approval for project.
Emergency shelters	If the shelter is located within 1,000 feet of a public transit stop.	25%	Review and decision by applicable Review Authority as part of land use permit approval for project.
Mixed use projects	A project combining commercial and residential uses. May be granted where the Review Authority determines that a reduction is justified based on hourly parking demand studies published by the Urban Land Institute, or other appropriate source as determined by the Director.	As determined by the Review Authority	Review and decision by applicable Review Authority as part of land use permit approval for project.
Second uses	A second use within a single project or building (e.g., a restaurant within a hotel) with a greater parking requirement than the primary use. May be granted where the Director determines that a reduction is justified based on a parking demand study.	50%	Review and decision by Director.
Use intensification near public parking	A proposed intensification of use within an existing building that is determined by the Review Authority to be located within a reasonable distance of a City parking facility. May be granted by Review Authority, subject to the fee determined by the Council, based on the type of use and its associated parking	50%	Review and decision by applicable Review Authority as part of land use permit approval for project.

	<p>characteristics, including:</p> <ul style="list-style-type: none"> <li>a. Peak hours of use and turnover rate;</li> <li>b. The ability of the use to meet parking requirements through other means;</li> <li>c. The availability of spaces in the nearby City parking facility;</li> <li>d. The relative distance to the use from the parking facility; and</li> <li>e. Measures proposed by the applicant to ensure employee and patron use of the City parking facility.</li> </ul>		
<p>Uses adjacent to transit</p>	<p>A commercial use proposed adjacent to local or regional mass transit lines or routes. May be granted when the Review Authority determines that a study provided by the applicant, prepared by an independent licensed traffic engineer, justifies the reduction based on documented mass transportation use characteristics of the patrons and employees of the use.</p>	<p>As determined by the Review Authority</p>	<p>Review and decision by applicable Review Authority as part of land use permit approval for project.</p>
<p><u>Car share vehicles in dedicated car share parking space</u></p>	<p><u>For new construction of a hotel or a structure with at least 10 dwelling units with required affordable housing on-site, publicly available car share vehicles provided within the building in covered dedicated standard sized parking spaces, located in close proximity to pedestrian access to the garage and accessible to car share program members 24 hours a day. Car share parking spaces shall be equipped with a minimum level 2 electric vehicle charger installed. Parking spaces shall have signage identifying the space as car share only. Exterior signage shall be permitted as authorized by Section 19.34.030. Property owner, successors and/or assignees shall provide the City with an agreement between the property owner and a car share organization on an annual basis stating that car share vehicle(s) will be provided on that site. Should the property owner fail to maintain an agreement with a car share organization on an annual basis, the parking spaces shall be replaced through provision</u></p>	<p><u>2 spaces per car share space, maximum reduction of 4 spaces.</u></p>	<p><u>Review and decision by applicable Review Authority as part of land use permit approval for project.</u></p>

	<u>of new parking spaces, parking credits, shared parking permits, reduction in parking requirements, provision of car share memberships to tenants in the building, or other similar mechanism as approved by the Director.</u>		
All others	Any other circumstance where the applicant wishes to request a parking reduction. May be granted where the Commission can make the findings required in Section 19.28.060(C)(3).	As determined by the Commission	Review and decision by the Commission.

Section 2. Table 3-11, Sign Standards for Residential Zoning District (R1, R2, R3, R4), within Section 19.34.030, Sign Standards by Zoning District, West Hollywood Municipal Code, shall be amended to add the following table row:

TABLE 3-11: SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS (R1, R2, R3, R4)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
8. Car share Vehicle Parking	<u>Wall and/or window, blade/bracket, free-standing bracket or monument</u>	<u>1 per street frontage.</u>	<u>3 square feet</u>	<u>10 feet above grade. 6 ft. for free-standing</u>	<u>Near vehicular and/or pedestrian access to the building.</u>	<u>Yes.</u>	

Section 3. Table 3-12, Sign Standards for Non-Residential Zoning District (CN1, CN2, CC1, CC2, CA, CR, SSP, PF), within Section 19.34.030, Sign Standards by Zoning District, West Hollywood Municipal Code, shall be amended to add the following table row:

TABLE 3-12: SIGN STANDARDS FOR NON-RESIDENTIAL ZONING DISTRICTS (CN1, CN2, CC1, CC2, CA, CR, SSP, PF)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
10. Car share Vehicle Parking	<u>Wall and/or window, blade/bracket, free-standing bracket or monument</u>	<u>1 per street frontage.</u>	<u>3 square feet</u>	<u>10 feet above grade. 6 ft. for free-standing</u>	<u>Near vehicular and/or pedestrian access to the building.</u>	<u>Yes.</u>	

Section 4. Section 19.90.020, Definitions of Specialized Terms and Phrases, West Hollywood Municipal Code, shall be amended to add the following:

19.90.020 Definitions of Specialized Terms and Phrases.

Car Share organization: Any public or private entity that provides a membership-based car share service to the public and owns, manages, maintains and insures motor vehicles for shared use by individual and group members, which are available to members 24 hours a day in unstaffed, self-service locations.

Car share vehicle: A motor vehicle available to members of a car share organization.

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**Attachment B: Index to Zoning Code Changes**

Code Section	Equivalent Section in Current Code	Description of Change
Title 19 Zoning Ordinance Article 19-3 Site Planning and General Development Standards Chapter 19.28 Off-Street Parking and Loading Standards 19.28.60, Reduction of Off-Street Parking Requirements		
Table 3-7, Allowable Parking Reductions	Table 3-7	Add new row in the table to allow a reduction of parking requirements for provision of car share in hotels or buildings with at least 10 residential units that meet affordable housing requirements on-site.
Title 19 Zoning Ordinance Article 19-3 Site Planning and General Development Standards <i>Chapter 19.34 Sign Standards</i>		
Table 3-11: Sign Standards For Residential Zoning Districts (R1, R2, R3, R4)	Table 3-11	Add new row in the table to allow signage identifying car share businesses operating on-site.
Table 3-12: Sign Standards For Non-Residential Zoning Districts (CN1, CN2, CC1, CC2, CA, CR, SSP, PF)	Table 3-12	Add new row in the table to allow signage identifying car share businesses operating on-site.
Title 19 Zoning Ordinance Article 19-6 Definitions <i>Chapter 19.90 Definitions/Glossary</i>		
19.90.020 Definitions of Specialized Terms and Phrases.	19.90.020	Add definitions for car share vehicle and car share organization

SUBJECT: **UPDATE ON COUNCIL DIRECTIVE TO CREATE INCENTIVE PROGRAM FOR CAR SHARE**

PREPARED BY: **PLANNING AND DEVELOPMENT SERVICES**  
(John Keho, AICP, Interim Director)  
(Bianca Siegl, Manager, Long Range and Mobility Planning)  
(Rachel Dimond, AICP, Senior Planner)

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**STATEMENT ON THE SUBJECT:**

The City Council will receive an update on a Council directive to establish incentives for the provision of car share for certain development projects.

**RECOMMENDATION:**

Confirm Council directive and staff adjustments to the proposed program for car share incentives; making them applicable to projects with a certain amount of residential units, and excluding on-street parking spaces from the program, as further described in this memorandum.

**BACKGROUND / ANALYSIS:**

On December 18, 2017, Councilmembers Meister and D'Amico initiated a City Council directive to bring forward a zone text amendment that would provide incentives for car-sharing in affordable housing projects. This item was placed on the Division's work program for completion in the third quarter of 2018.

Car-sharing is a short-term car rental service used as a point-to-point form of transportation that can reduce household car ownership and vehicle miles travelled, alleviate parking and traffic congestion, increase transportation options, and reduce use and dependence on fossil fuels through use of alternative fuel vehicles. The Council directive is to develop a zone text amendment to provide a reduction in parking requirements for 100% affordable housing projects that provide car-share vehicles on-site or on the street adjacent to the project. The operator of the building would be required to ensure that a car sharing organization (CSO) is utilizing the on-site parking space for a car share vehicle, which would be accessible 24 hour access to both residents of the building and outside users.

The purpose of this report is to confirm an expansion of this incentive to include not only

100% affordable projects but also other projects that have a residential component over a certain size as an alternative. Staff has undertaken initial research on the item and found that five (5) 100% affordable projects have been approved over the last 10 years.

Further, staff recommends that this incentive program not include the use of on-street parking spaces. The City already makes on-street parking spaces available to care share operators, and could not guarantee the long-term availability of on-street parking spaces in order to reduce a private development project's parking requirement.

The Long Range and Mobility Planning Division is currently preparing a comprehensive update to the City's Transportation Demand Management (TDM) Ordinance, and while car sharing is part of that ordinance, this initiative would serve as an additional incentive to provide car-sharing on site.

The proposed ZTA will include the following components:

1. Applicability (type of projects that can utilize this incentive);
2. Ratio of ride-sharing parking spaces to reduction in parking spaces;
3. Maximum number of spaces to be replaced;
4. Design standards (such as location, parking space dimensions, EV charging requirements, relationship to ADA spaces, physical security measures); and
5. Operational standards (such as 24 hour public access, contract with CSO, provision of car-sharing to affordable housing tenants, procedures for non-compliance)

Staff will take the proposed ZTA to the Planning Commission Long Range Subcommittee on May 17, 2018, followed by hearings at the Planning Commission and City Council, with estimated project completion in the third quarter of 2018.

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

This item is consistent with the Primary Strategic Goals to maintain the City's unique urban balance with emphasis on residential neighborhood livability and protect and enhance affordable housing opportunities.

This item is also consistent with Ongoing Strategic Program (OSP) of:

- OSP-4: Transportation System Improvement.

In addition, this item is compliant with the following goals of the West Hollywood General Plan:

- ED-10: Support green business, practice and sustainability as community priorities.
- IRC-6: Reduce the City's contribution to global climate change and adapt to its effects.

**EVALUATION PROCESSES:**

N/A

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**

Car share reduces the number of vehicles and corresponding carbon emissions in the community. Additionally, it will continue sustainable transportation solutions to residents and visitors by providing people with a cost effective alternative to automobile ownership.

**COMMUNITY ENGAGEMENT:**

Staff will work with key stakeholders, including car sharing organizations, developers, and car share users to ensure the proposed zone text amendment addresses stakeholder input.

**OFFICE OF PRIMARY RESPONSIBILITY:**

PLANNING AND DEVELOPMENT SERVICES / LONG RANGE AND MOBILITY  
PLANNING DIVISION

**FISCAL IMPACT:**

None at this time.