

West Hollywood Parking & Economic Development Studies

Presentation to City Council
January 25, 2010



Civic Enterprise Associates LLC

Scope of Work

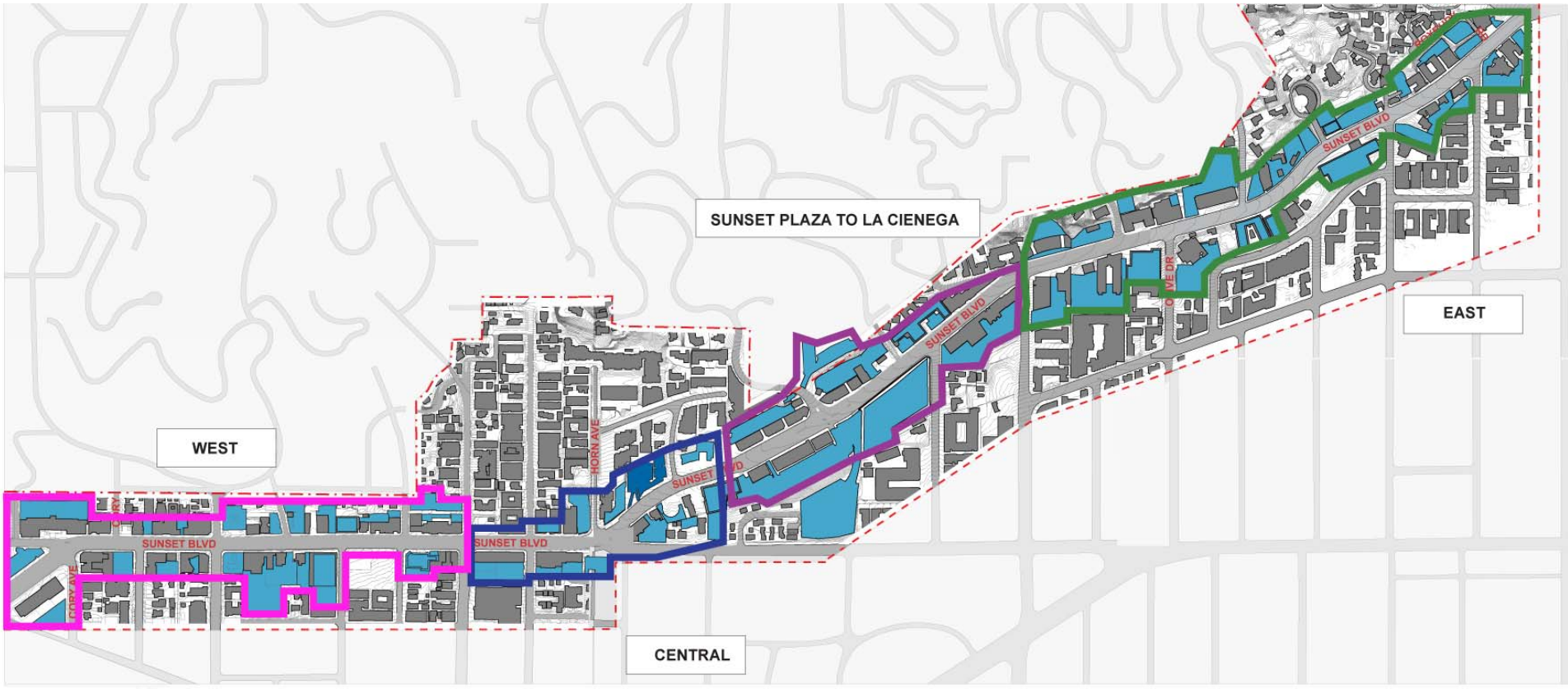
- Parking inventories and architectural surveys on Sunset Blvd. and Melrose Avenue
- Parking occupancy studies
- Resident and business surveys
- Analysis
- Policy Recommendations

Objective

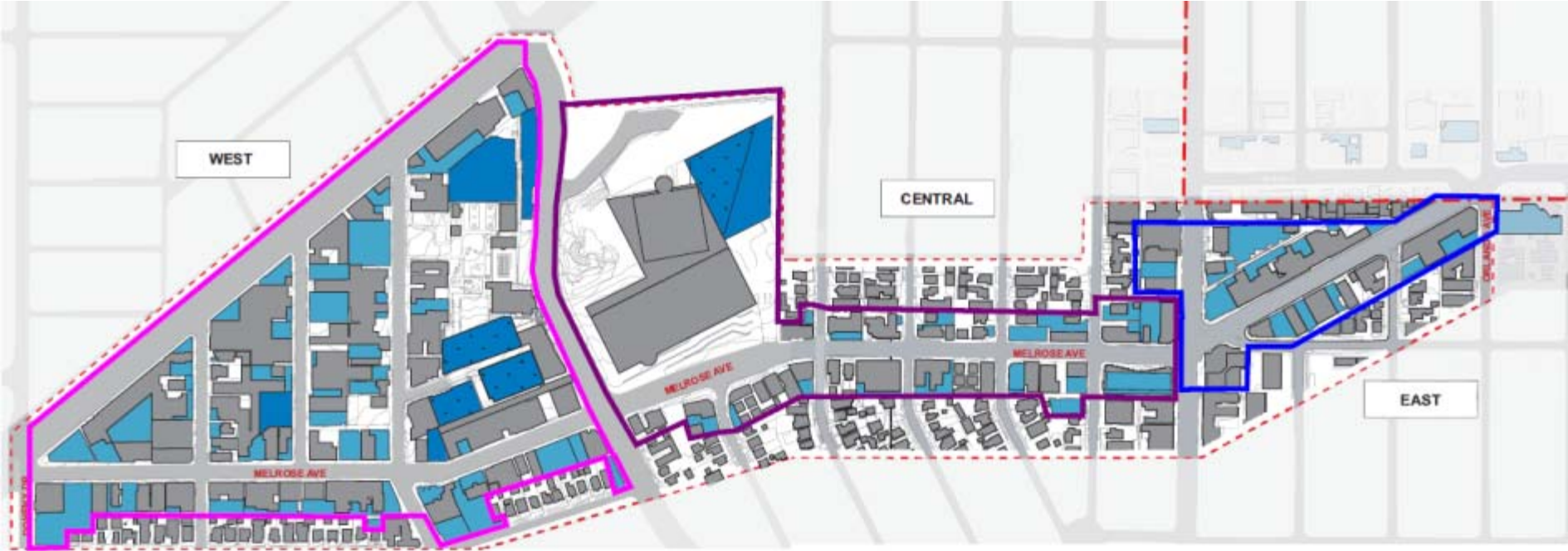
Provide the City with recommendations to:

1. Manage public and private parking resources more effectively, and
2. Manage parking-related entitlements to better balance the needs of diverse stakeholders.

Sunset Strip



Santa Monica-Melrose



What do you like about the area?

Residents' Responses

“Small scale neighborly charm.”

“Easy access to wonderful
restaurants and shops.”

“Neighbors, proximity to delicious, trendy, fabulous restaurants, bus access, shopping.”

What do you like about the area?

Businesses' Responses

“[Our] success . . . has been largely attributed to the **people that reside and shop in the area**. We enjoy interacting with local[s] who are proud of their neighborhood and who regularly refer our business.”

“Location, **scale, quality** of other businesses.”

What are the biggest problems?

“**Traffic, traffic, and traffic.**”

“**Valets** parking in the neighborhoods instead of using PDC or other parking lots.

Cut though traffic.”

“It's **losing its charm** as a ‘villagey’ area and becoming more **generic** and **commercial.**”

In a nutshell:

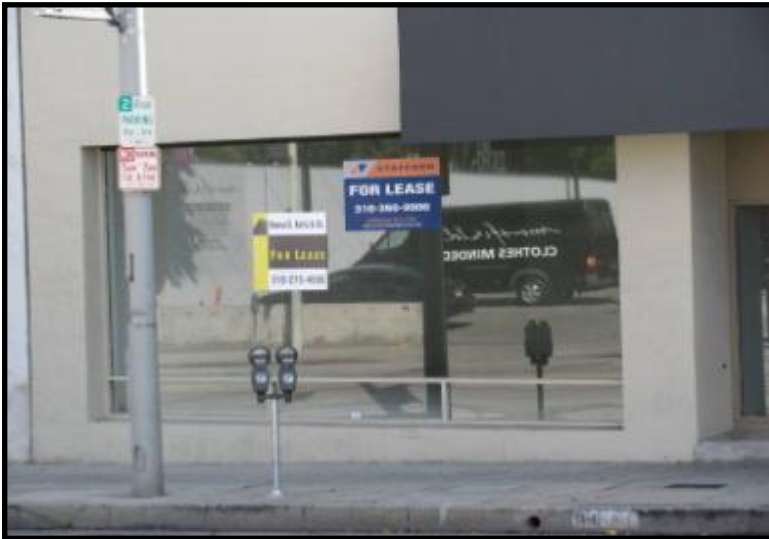
- **Businesses** complain about vacant storefronts, decreased customer volume, and unpredictable land-use approvals process
- **Residents** complain about traffic and parking, loss of character and unpredictable land-use process
- **Customers** say parking is confusing, expensive, unpredictably priced and hard to find

What We Want



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What We've Been Getting

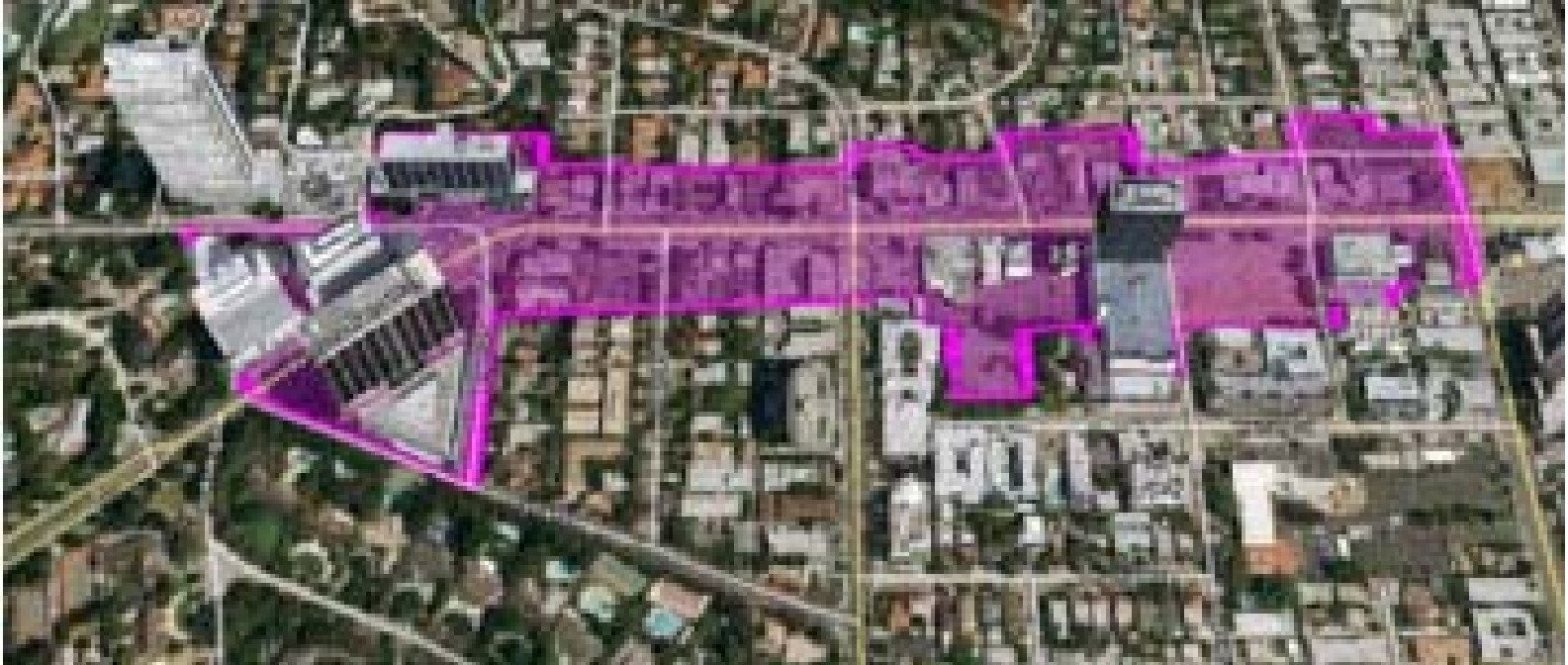


Key Finding:

There is more vacant parking in our business districts than we might think.

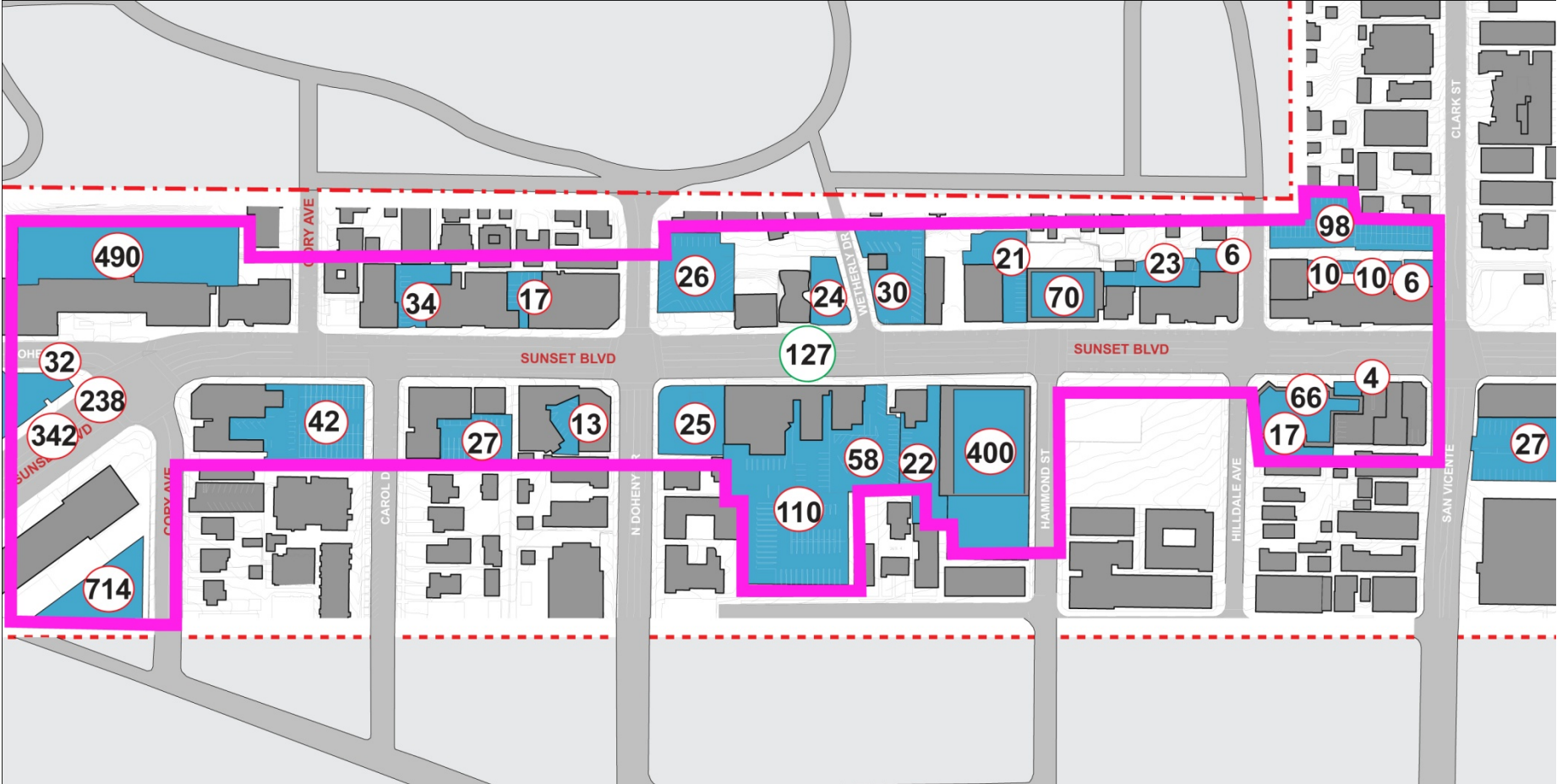
But we haven't effectively put it work to alleviate parking problems.

Sunset Strip West



Source: Google Earth

Sunset Strip West



Sunset Strip West: Key Stats

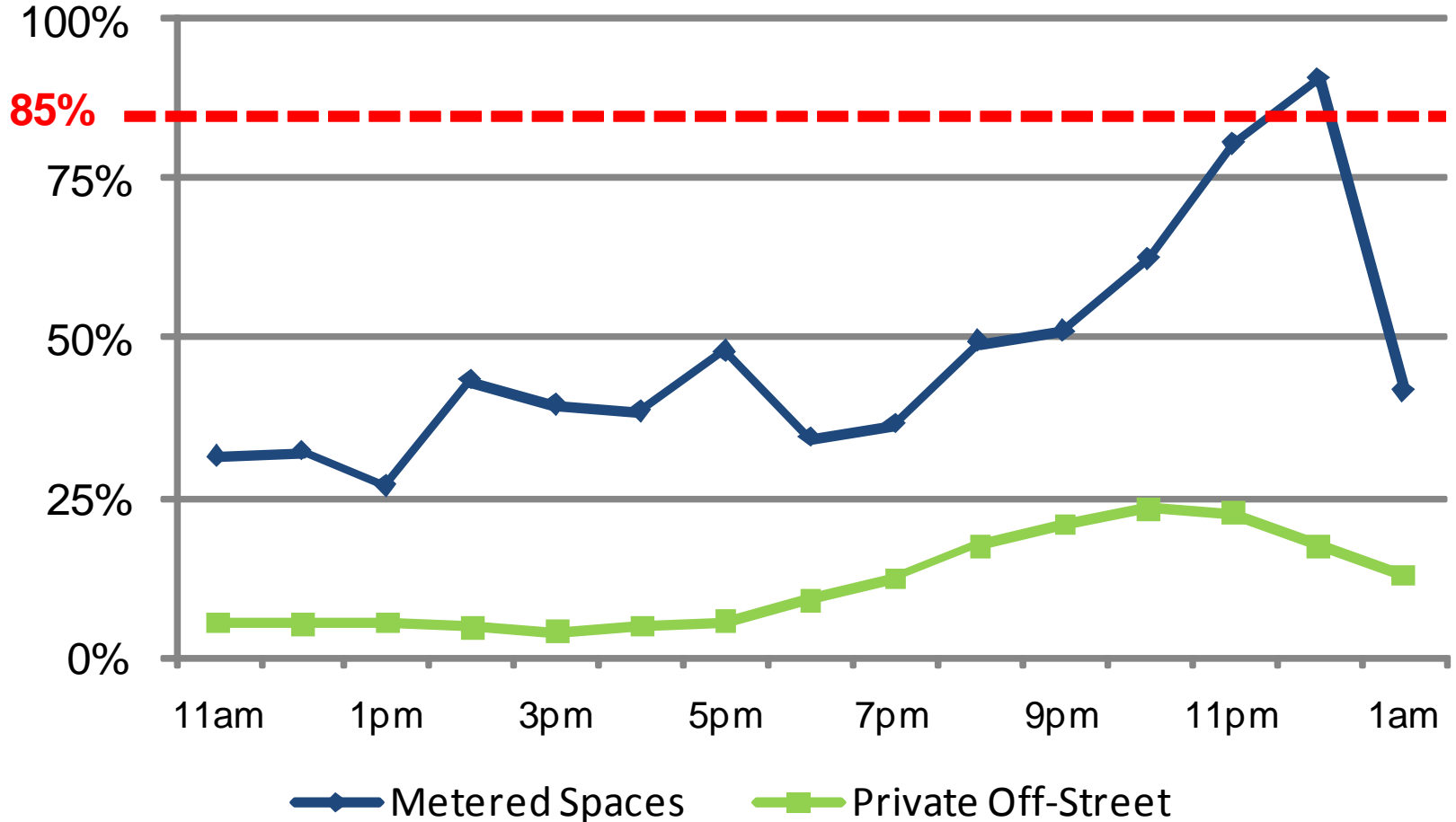
| | | | |
|-------------------------|--------------|------------------------|--------------|
| Length of District | 0.49 miles | | |
| Existing Parking Supply | | | |
| On-street | 127 | Existing Properties | |
| Public Off-Street | 0 | Parcels | 60 |
| Private Off-Street | 2,980 | Median Parcel Size | 6,774 SF |
| Total | 3,107 | Total Land Area | 691,447 SF |
| | | Total Improvements | 1,324,525 SF |
| Existing Parking Ratio | 2.3/1,000 SF | Floor Area Ratio (FAR) | 1.92 |

Sunset Strip West: Key Stats

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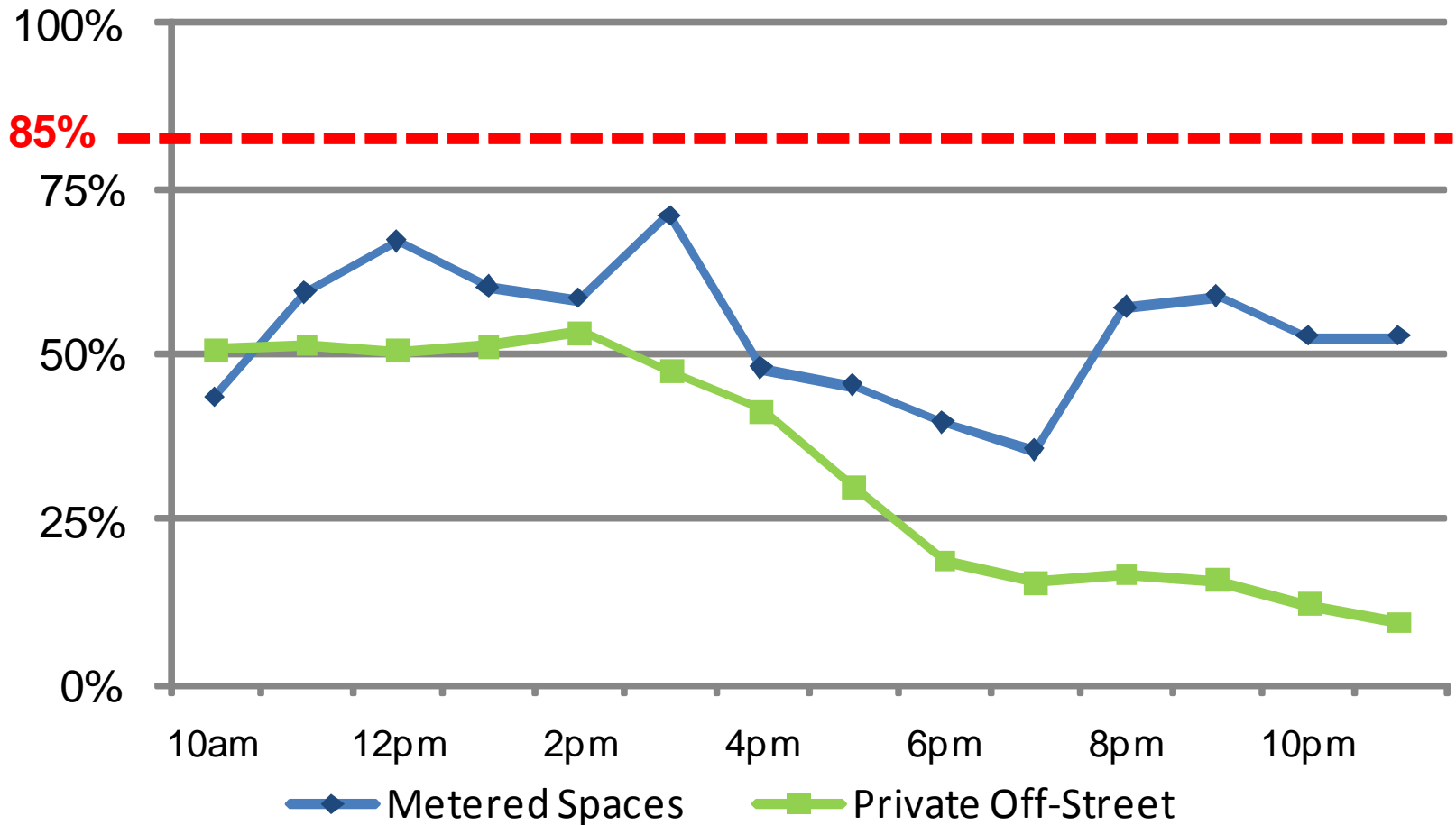
Sunset Strip West

Percentage of Parking Spaces Occupied Weekend

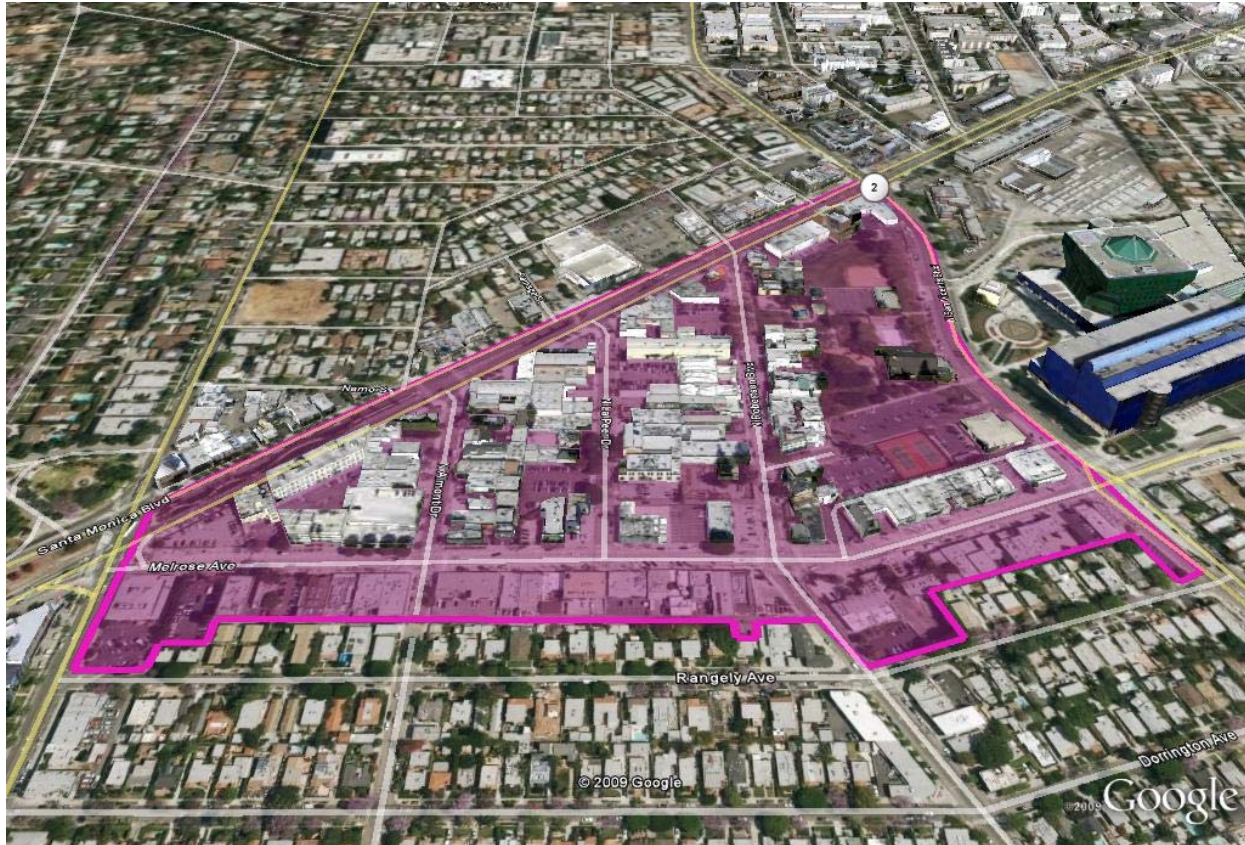


Sunset Strip West

Percentage of Parking Spaces Occupied Weekday



Example: Santa Monica-Melrose West



Source: Google Earth

Santa Monica-Melrose West

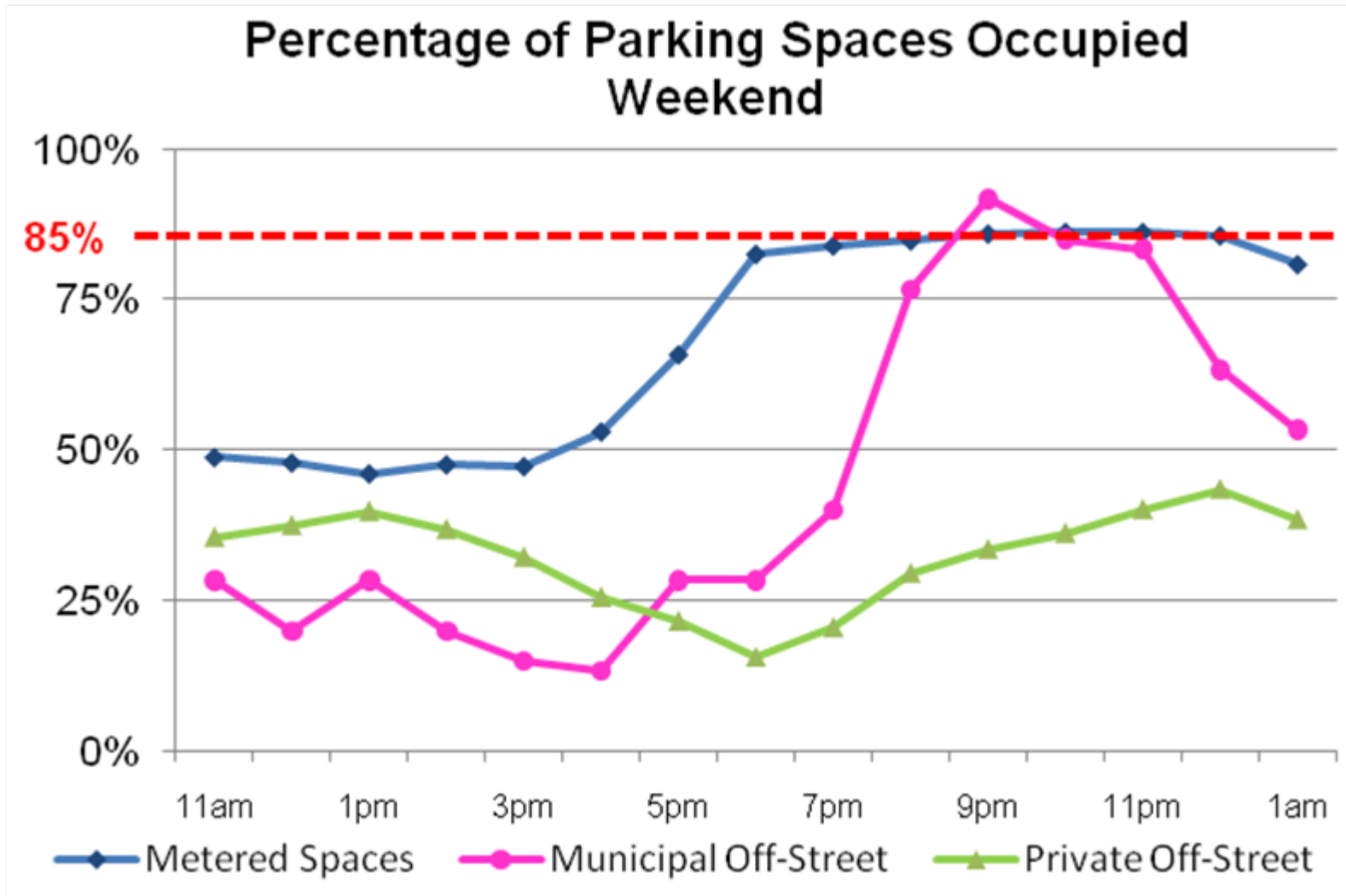


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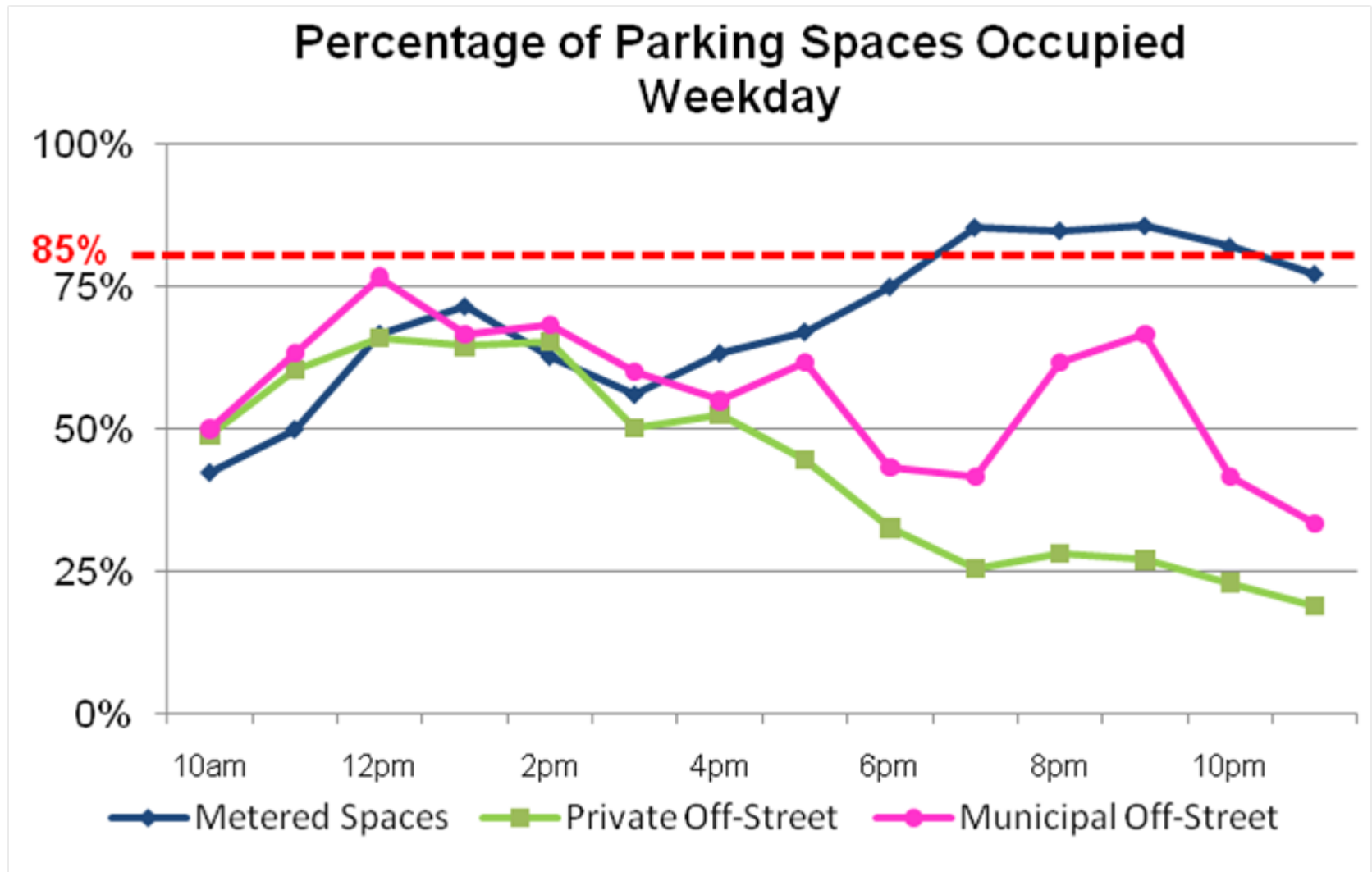
Santa Monica-Melrose West: Key Stats

| | | | |
|--------------------------------|--------------------|-------------------------------|-----------------|
| Length of District | 0.38 miles | | |
| Existing Parking Supply | | | |
| On-street | 339 | Existing Properties | |
| Public Off-Street | 212 | Parcels | 127 |
| Private Off-Street | 939 | Median Parcel Size | 6,996 SF |
| Total | 1,490 | Total Land Area | 1,209,913 SF |
| | | Total Improvements | 690,365 SF |
| Existing Parking Ratio | 2.2/1000 SF | Floor Area Ratio (FAR) | 0.6 |

Santa Monica-Melrose West



Santa Monica-Melrose West



**How can we better manage our
parking resources?**

Shared Valet

Expanding West Hollywood's shared public valet services can make **private parking** capacity more available to “park once” visitors.



Photo by Eduardo Rodriguez



Wayfinding

Improving wayfinding should increase utilization of otherwise well-located and well-priced parking.

Another key finding:

Parking code can conflict with other elements of our plans.

Typical Commercial Lot:

7,500 sq. ft.

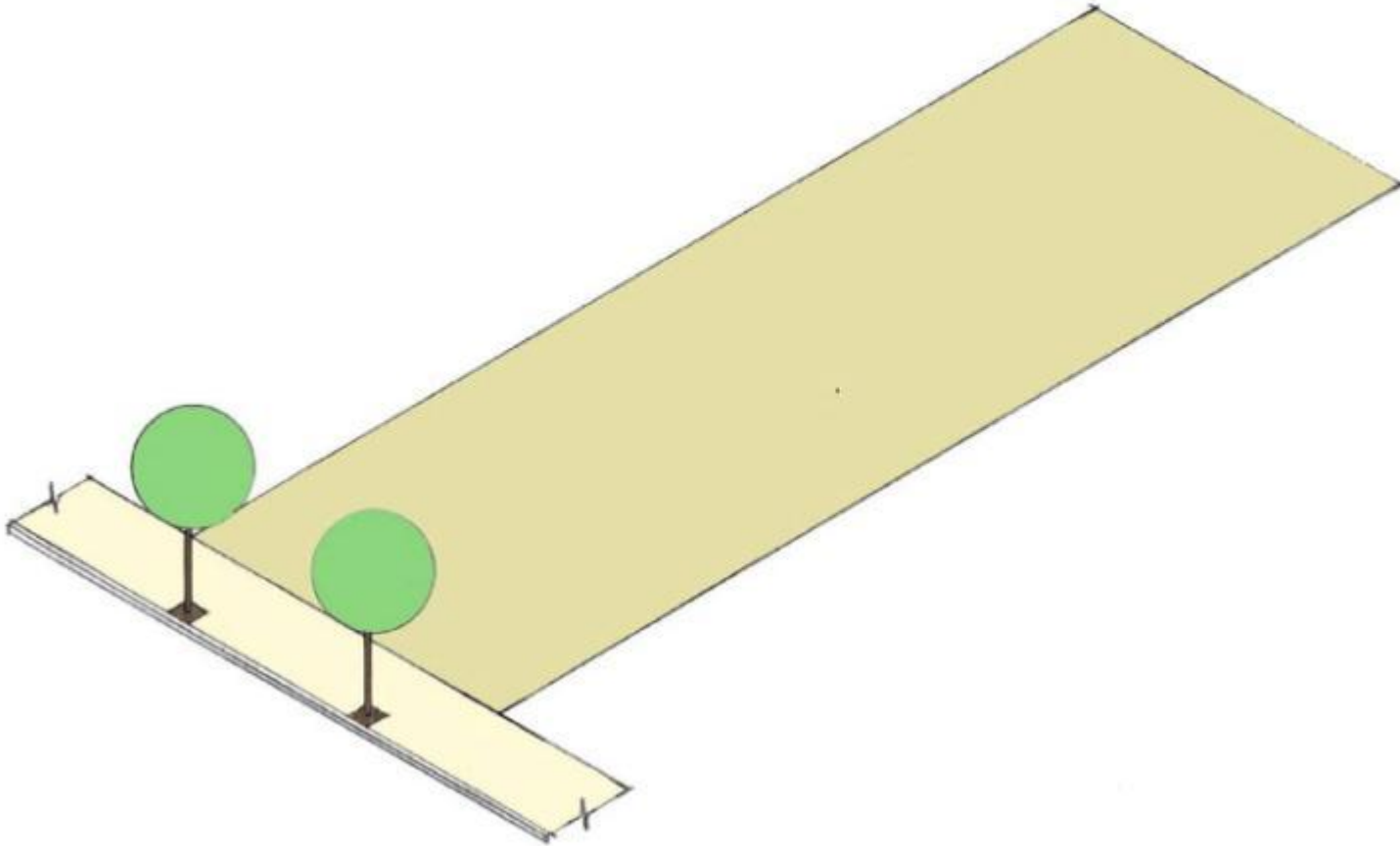


Illustration: MDA Johnson Favaro Architecture & Urban Design

Typical Existing Building:

7,500 sq. ft., “zero lot line”

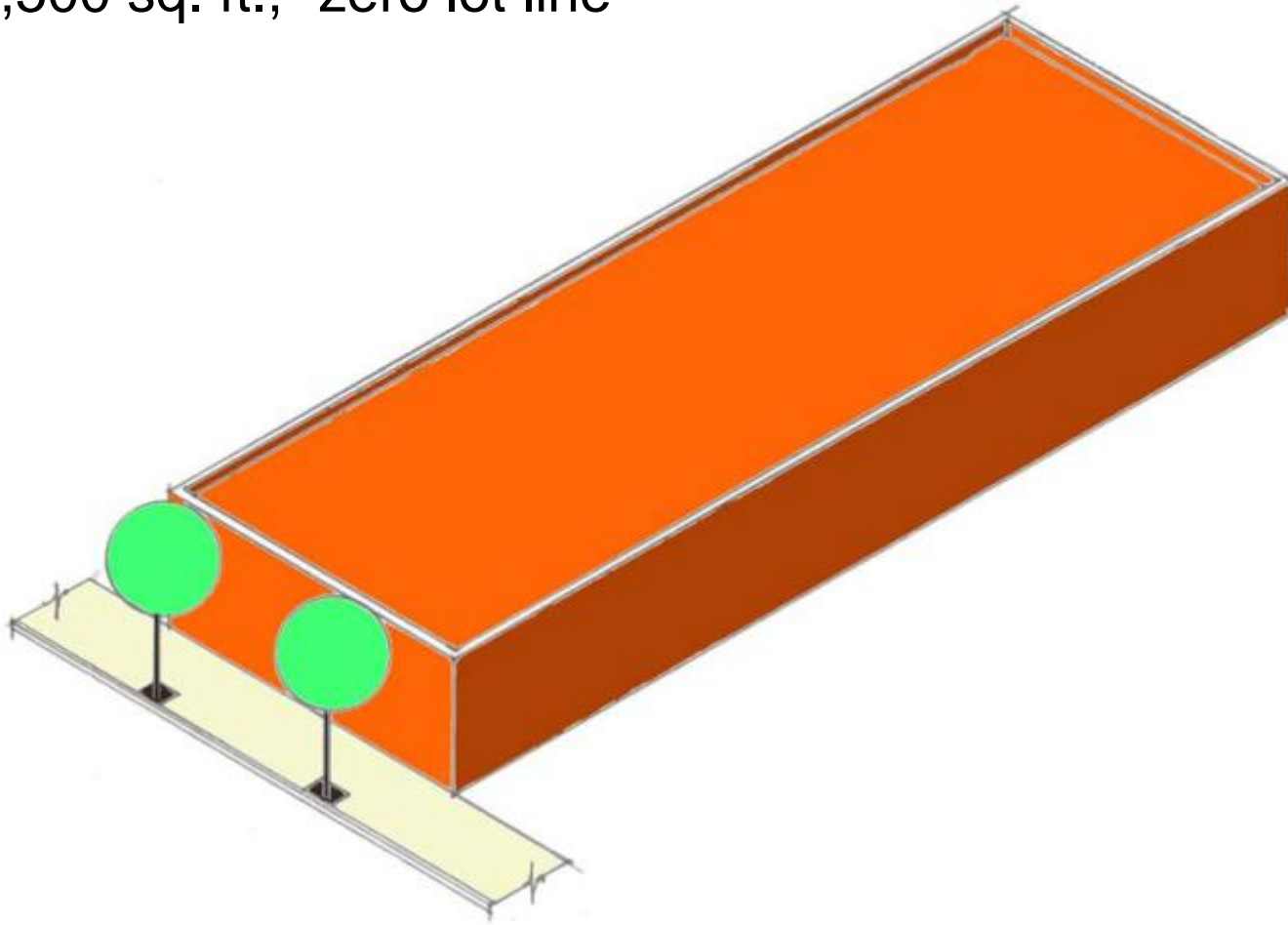


Illustration: MDA Johnson Favaro Architecture & Urban Design

“By-Right” Retail Building:

3,400 sq. ft. (improvements)

12 stalls (3.5 per 1,000 sq. ft.)

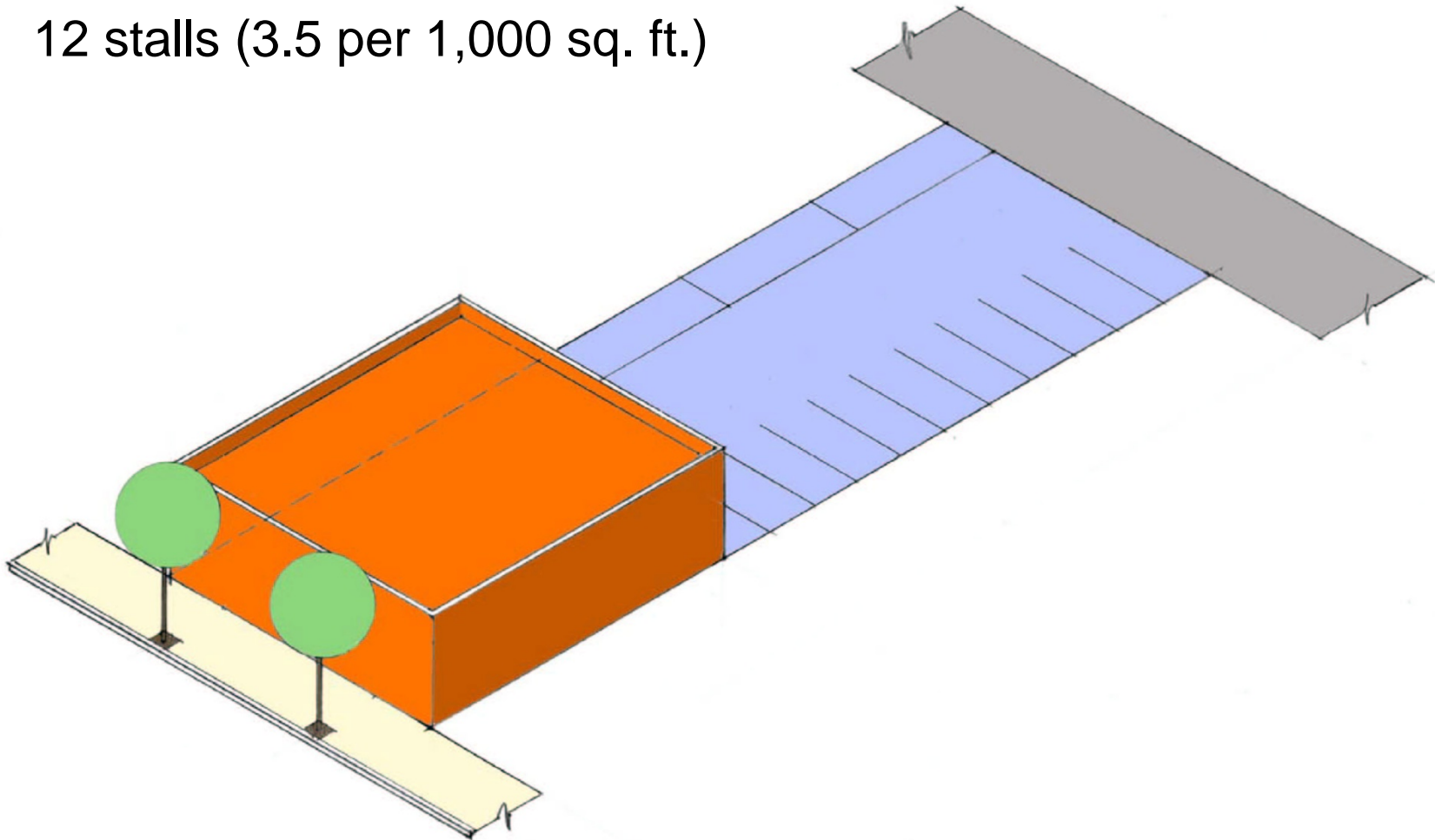


Illustration: MDA Johnson Favaro Architecture & Urban Design

“By-Right” Restaurant Building:

1,777 sq. ft. (improvements)

16 stalls (9 per 1,000 sq. ft.)

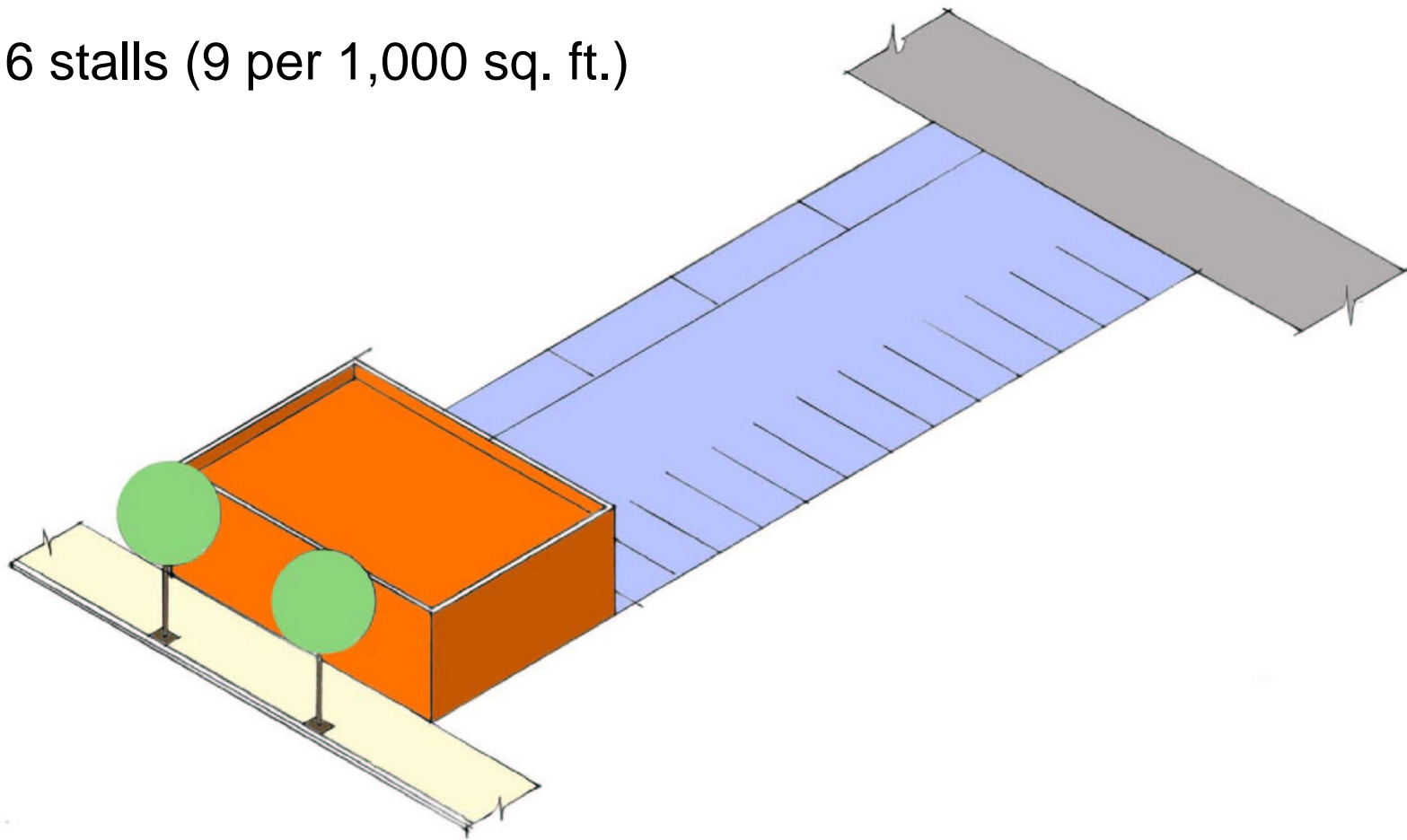


Illustration: MDA Johnson Favaro Architecture & Urban Design

Illustrative Ex. From L.A.

Schedule for parking lot located at 8075 West Third Street

| | Monday to Friday | Saturday | Sunday |
|----------------------|--|--|--|
| 8 am to 11 a.m. | 83 cars for building 20 cars/Little Next Door | 10 cars for building 20 cars for Little Next Door | 2 cars for building 20 cars for Little Next Door |
| 11 a.m. to 5 p.m. | 63 cars for building 20 cars for Little Next Door | 10 cars for building 20 cars for Little Next Door | 2 cars for building 20 cars for Little Next Door |
| 5 p.m. to 6 p.m. | 20 cars for building 20 cars for Little Next Door | 5 cars for building 20 cars for Little Next Door | 20 cars for Little Next Door |
| 6 p.m. to 9:30 p.m. | 10 cars for building 20 cars for Little Next Door 24 cars for AOC Restaurant | 20 cars for Little Next Door 24 cars for AOC Restaurant | 20 cars for Little Next Door 24 cars for AOC Restaurant |
| 9:30 p.m. to 12 p.m. | 5 cars for building 24 cars for AOC Restaurant | 24 cars for AOC Restaurant | 24 cars for AOC Restaurant |

Active Streetfronts: Often Not Code-Compliant



One Exception: Sunset Plaza



How can we better manage parking-related entitlements?

“Zoning Parking Credits”

- Provide one means of making smaller-scale, pedestrian-oriented uses code-compliant.
- Used in Pasadena, Parts of Los Angeles
- City creates a pool of ZPCs based on available public parking.
- City allocates shares of that pool to new and expanding businesses instead of relying only on PUPs and similar one-off approaches.

“Zoning Parking Credits”

- Typically, one credit satisfies one space requirement. (Possible to create daytime and nighttime standards)
- Building owners “lease” credits from the City.
- Creates “park once” neighborhoods, more efficient use of resources, less expensive and more predictable than alternatives.
- Better way to manage development and parking in destination districts

How Are ZPCs Different from Standard Process?

Standard Process

- Open-ended
- 12 – 24 months to permits
- \$50,000 - \$100,000 (est.) in consulting fees
- Kills many small businesses who try
- Piecemeal planning
- Incentivizes auto-oriented development

Zoning Parking Credits

- Predictable
- Over the counter
- Little to no cost for review
- Works best for small businesses
- Allows for comprehensive planning
- Incentivizes pedestrian-oriented development

Old Pasadena Parking District

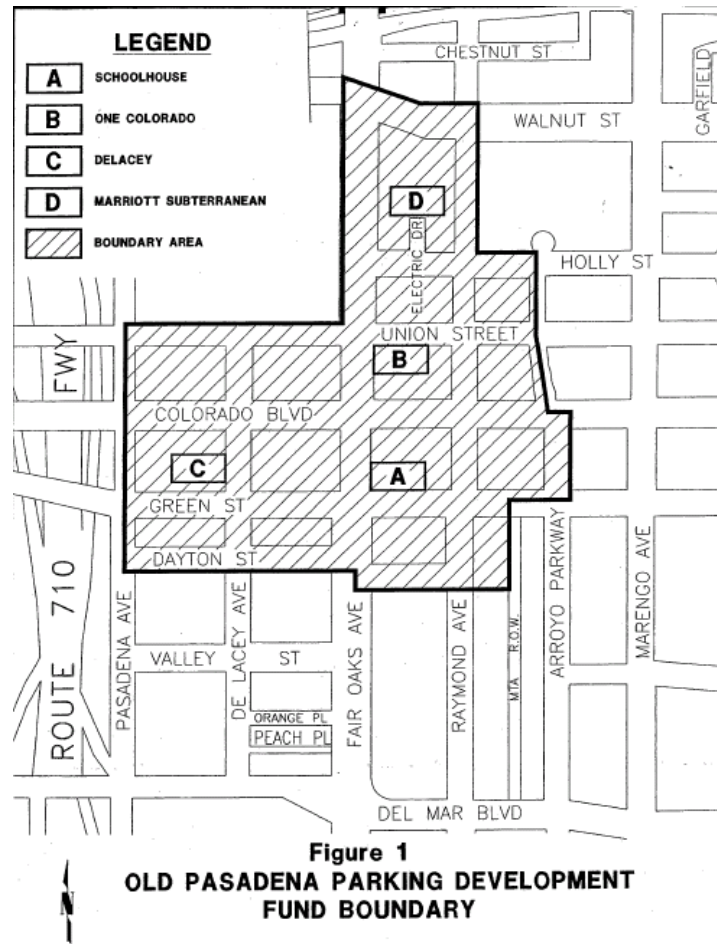


Figure 1
OLD PASADENA PARKING DEVELOPMENT
FUND BOUNDARY

Old Pasadena



Key Recommendations

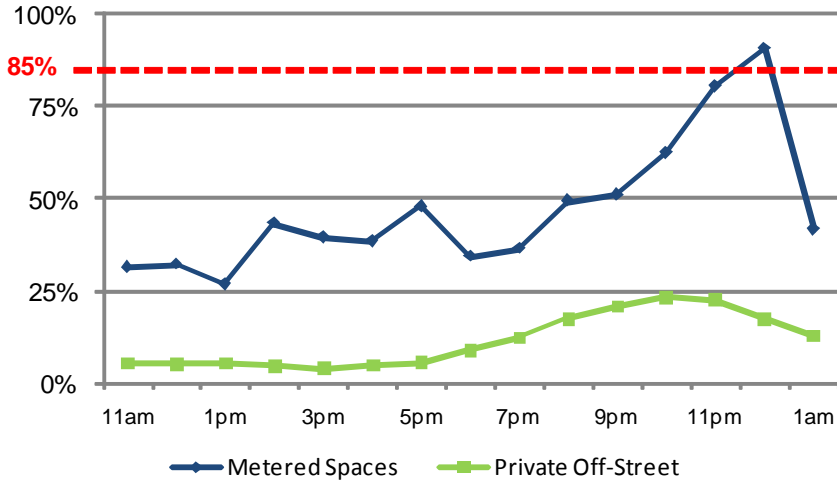
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Key Recommendations

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2. Take steps to better manage on-street and off-street parking together.

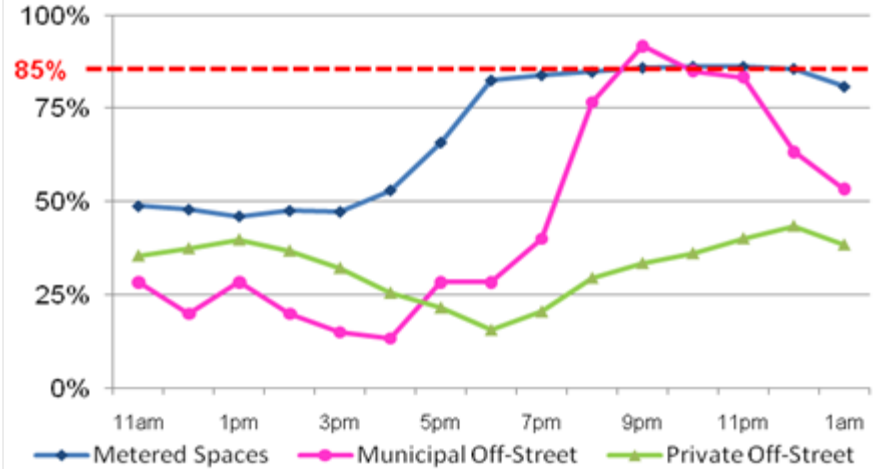
Sunset Strip

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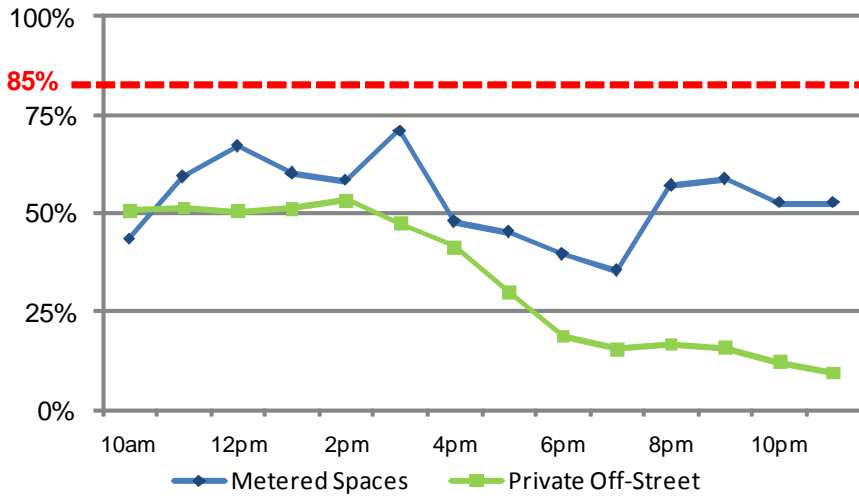


Santa Monica-Melrose

Percentage of Parking Spaces Occupied Weekend



Percentage of Parking Spaces Occupied Weekday



Percentage of Parking Spaces Occupied Weekday



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3. Expand WeHo's public valet services.
4. Cultivate the reality and the perception that area parking is convenient and fairly priced.
5. Establish performance baselines, measure success, tweak programs to improve results.

Next Steps

1. Deliver draft report to steering committees this week.
2. Refine recommendations with steering committees
3. Finalize recommendations and deliver report to City by end of February.

Thank You