

Attachment 1

October 7, 2014 In-Lieu Parking Study
Staff Report inclusive of all attachments



STAFF REPORT

Meeting Date: October 7, 2014

To: Honorable Mayor & City Council

From: Susan Healy Keene, AICP, Director of Community Development

Subject: In-Lieu Parking Study Presentation

Attachments:

1. Map of Study Areas
2. In-Lieu Study Process
3. Summary of In-Lieu Study Chapters
4. Key Study Findings
5. Key Study Recommendations
6. In-Lieu Parking Study
7. In-Lieu Parking Study Executive Summary
8. Comments from Traffic and Parking Commissioner Julie Steinberg

INTRODUCTION

At the direction of the City Council, staff procured a consultant team to evaluate the current in-lieu parking program in the Business Triangle and study the potential expansion of the program to additional areas of the City. The in-lieu parking program is perceived to be a contributing factor to the success of the Business Triangle in the City, and expanding the program to other commercial areas in the City could help enhance commercial development and activity in these areas.

Staff worked with the City Council to define the parameters of the study prior to procuring a consultant. On July 30, 2013 then Mayor Mirisch and Vice-Mayor Bosse, Planning Commission Chair Rosenstein and Planning Commission Vice-Chair Fisher met to discuss the proposed In-lieu Parking Study. The liaison group determined that the study should result in a better understanding of the current in-lieu program in the Business Triangle and the feasibility of expanding the program to additional commercial corridors in the City.

The In-Lieu Study has resulted in several key findings that are summarized in this report. Analysis of the findings reveals policy issues for further discussion and consideration. Staff has identified these policy issues and is looking forward to receiving direction from the City Council on future actions and next steps.

BACKGROUND

The City's in-lieu parking program currently allows owners of properties located within the Business Triangle that meet certain criteria to pay into a fund for future parking rather than provide all required parking spaces on-site¹. The in-lieu program has made it economically feasible for property owners to add floor area to existing buildings, build new structures and to fill existing space with businesses such as restaurants that normally require additional parking on-site. Originally established in 1976, the program goals were:

- Foster business vibrancy in the Triangle by relieving the burden of providing required parking on-site.
- Enhance the pedestrian experience by encouraging redevelopment of properties into restaurants, retail shops, theatres, museums and other pedestrian-attracting uses while concentrating parking resources on City owned properties throughout the area.

Along with the in-lieu program, other programs and policies were enacted including the City's open air dining program, pedestrian and urban design improvements, and a reduction in parking requirements for smaller restaurants that have contributed to the vibrant and active pedestrian environment in the Triangle. Additionally, several parking structures were built in the Triangle to provide additional parking in the area.

Due to the success of the existing in-lieu program, there has been interest in studying expansion of the program into other commercial areas of the City. The 2013/14 Fiscal Year Budget included funds to study the in-lieu parking program in the Business Triangle and study the possible expansion of the program to additional commercial corridors, with a focus on those in the Southeast area of the City.

Several corridors were chosen to study for the potential expansion of the in-lieu parking program including:

- South Beverly Dr. from Wilshire Blvd. to Olympic Blvd.
- South Robertson Blvd. from Wilshire Blvd. to Olympic Blvd.
- South Santa Monica Blvd. from Wilshire Blvd. to Moreno Dr.
- Wilshire Blvd., east of the Business Triangle to the edge of City Limits, and
- Olympic Blvd. from Rexford Dr. to Robertson Blvd.

The corridors for study were chosen with input from the City Council and a map is provided in Attachment 1. For more details on the process undertaken for completion of the In-Lieu Study, please see Attachment 2.

These corridors were chosen for study for a variety of reasons. For example, South Beverly Drive is generally perceived to be an economically vibrant corridor, with ample pedestrian activity but lacking in available parking. Robertson Boulevard is perceived to be lacking in pedestrian oriented retail and parking. South Santa Monica Boulevard, Olympic Boulevard and Wilshire Boulevard, are also prominent commercial corridors in the City and were studied to

¹ The in-lieu parking program applies to commercially-zoned property that is 16,000 square feet or less, with a floor area ratio of 2:1 or less, and a height not to exceed 45' or three stories if the building was built after June 16, 1976. Uses that may participate in the program include retail and restaurant uses as well as other similar pedestrian oriented uses. Properties larger than 16,000 square feet are allowed to participate in the program if they are to be used for museum uses or for adaptive reuse of historic buildings.

determine if expansion of the in-lieu program into these corridors would be feasible to spur redevelopment.

DISCUSSION

The discussion section of the staff report outlines the consultant's key findings and recommendations from the In-Lieu Parking Study. For reference, a list of the chapters included in the study and a brief description of the contents of each chapter is provided in Attachment 3. A more comprehensive list of the study findings is provided in Attachment 4, and a list of all recommendations from the study is provided in Attachment 5.

Findings

Existing In-Lieu Program and Parking in the Business Triangle

The consultant was asked to study the existing in-lieu program and parking situation in the Business Triangle in order to provide insight into the success of the program and inform any policy changes that may be appropriate.

The key findings indicate that the *in-lieu program appears to have helped facilitate development and encourage pedestrian uses in the Triangle*. Although the City's in-lieu fees charged to developers per parking space are higher than those of surrounding communities, the program has raised \$13 million dollars since its inception; however, this amount is not sufficient to fund a parking structure under current market conditions. The study indicates, however, that the program remains popular and developers have paid in-lieu fees for approximately 750 parking spaces since the program's inception.

The consultant also studied parking supply in the Business Triangle of the City and found that a one-time parking survey of public and private garages in the Triangle indicates *that parking utilization at peak time was close to optimal levels*. The consultant also found that the parking utilization was not geographically evenly distributed throughout the Triangle, leaving some parking structures full, while others are underutilized. The consultant team observed that city-operated parking facilities offer parking at rates significantly lower than private garages, and the provision of free parking in the Triangle can encourage the overconsumption of parking, in addition to making it difficult to accurately calculate the demand for parking.

Expansion of the in-lieu program

The consultant studied potential expansion of the in-lieu program to other commercial corridors in the City. The goal of this effort was to understand the potential opportunities and constraints in the study areas in order to provide decision makers with information to direct future parking and in-lieu policy discussions as they pertain to these areas. This portion of the study includes information about the parking needs and resources in the potential in-lieu expansion areas, the cost to provide parking structures, and other facts about parking management strategies and the impact of zoning regulations on a landowner's ability to develop commercial property.

A key finding of this effort is that obtaining land and developing a parking facility in the study areas would cost more than the existing in-lieu program has generated over the past 38 years. Current construction costs for various parking structures are outlined in Attachment 4 and vary from 6 million dollars for an above-grade structure to nearly 15 million dollars for an above- and below-grade structure with automated operation. Cost for land increases the cost to build a parking structure by 6 to 21 million dollars depending on the location of the structure.

The study also suggests that *expanding the in-lieu program, while it would not generate enough money to build a new structure, could improve the feasibility of the development of new*

buildings or businesses that require additional parking (e.g. restaurants) by providing an alternative to providing parking on a project site. A review of zoning standards on South Robertson Boulevard indicates that the parking requirements are one of the barriers that can prevent new development.

When studying existing and future parking conditions in the potential expansion areas the consultant team found that there are almost 5,000 private parking spaces located in the expansion areas, with many located along Wilshire Boulevard. Additionally, occupancy data indicates that parking is most scarce along South Beverly Drive with 83% of the parking spots occupied at peak times. Occupancies along the other corridors include: 70% on South Robertson Boulevard, 60% on Olympic Boulevard, 50% on South Santa Monica Boulevard, and 40% on Wilshire Boulevard. This information suggests there is an opportunity for more efficient use of public and private parking spaces throughout commercial areas of the City.

Recommendations

The in-lieu report provides technical background information meant to inform decision makers about the performance of the existing in-lieu parking program in the City and the possible expansion of the program into other areas of the City. Based on this information, recommendations have been developed by the consultant. All recommendations are provided in Attachment 5 and key recommendations are outlined below. The Planning Commission and Traffic and Parking Commission were consulted during the study process and any relevant comments from these bodies are incorporated into this report and Attachment 5. Staff is looking to Council to provide comments on any changes that may be appropriate to the existing program in the Business Triangle, and recommends that the Council consider the following recommendations. Additional findings and pros and cons for each are provided in Attachment 5.

Existing In-Lieu Program and Parking in the Business Triangle

As stated above, the program has been utilized by property owners and business owners and it appears that it has contributed to a vibrant pedestrian environment in the Business Triangle. The consultant recommends considering adjusting the existing program in the Triangle to allow additional uses to participate in the program (such as office uses), as well as reducing the application fees and the in-lieu fee per parking space. Based on the information in the report and staff's experience, the current in-lieu program in the Triangle appears to be successful and staff would not recommend any substantial changes to the existing program at this time. *The Council could consider a study of the pricing structure for in-lieu parking space fees.* Incremental adjustments have been made to the fees over the last several years (generally tied to CPI increases) however the last major change made to the in-lieu fees was made in 1994.

The study indicates that there is a surplus of private parking in the Business Triangle. *The City could consider facilitating shared parking arrangements with private garage owners as a way to fill vacancies in underutilized private parking facilities before considering the development of new parking supply in the Triangle.*

Since parking demand is not distributed equally throughout the Business Triangle, *the City could also consider implementing a mix of dynamic or tiered pricing, wayfinding, and realtime parking aids to guide visitors through the area and better distribute parking demand.* These strategies can be implemented in addition to the existing in-lieu parking program in the Triangle.

Some of the study findings indicate that the current minimum parking requirements may not be ideal for the community. *The consultant also recommends that the City undertake a study to determine if the existing minimum parking requirements are appropriate for the community.*

Adjusting parking requirements so they are tailored to Beverly Hills based on a quantitative study could lead to more efficient parking provision and management in the Triangle.

Expansion of the In-Lieu Program

The study indicates that the expansion of the in-lieu program to one or more of the study areas could encourage development in those areas by providing an alternative to the provision of parking on-site in areas where sites are small and on-site parking is difficult to provide. As a result *staff would recommend pursuing expansion of in-lieu parking in one or more of these areas.* The Planning Commission and Traffic and Parking Commission expressed interest in initially considering Robertson Boulevard and South Beverly Drive for expansion. The findings related to the current in-lieu program, however, illustrate that the in-lieu program will likely not result in enough funds to build a new parking structure in the expansion areas. Accordingly, *it is recommended that the City consider shared parking arrangements with private property owners as a way to provide parking along the commercial corridors and fill vacancies in underutilized private parking facilities before development of new parking supply in expansion areas.*

It is also recommended that goals be established for the in-lieu program if it is expanded into new areas of the City. Establishing the goals of the program can help determine how the program is implemented in each commercial corridor. For example, if the goal of the in-lieu program is to raise enough money to build a new parking structure then the fee per in-lieu space must be raised, however, if the fee is too high, developers will not participate in the program. If the goal of the in-lieu program is to provide developers with relief from parking requirements to encourage new development or new uses, then the price per space must be set at a level that developers will use; however, this may mean that the program may not generate enough revenue to build a parking structure.

The Council may also wish to consider how implementing a policy, such as in-lieu parking, could spur development along commercial corridors and impact surrounding residential neighborhoods. *It is recommended that if the Council would like to proceed with the expansion of the in-lieu program that measures are established to ensure that the potential impacts associated with increased development and intensified commercial activity do not negatively affect the residential areas of the City.* Such measures could include the development of signage and realtime information to help drivers find available parking spaces and prevent vehicles from circling through residential neighborhoods in search of parking.

The Council could also consider if there are any other parking management strategies that could be implemented in the expansion areas. There are a variety of management strategies that could be considered for the expansions areas, such as parking improvement districts or parking assessment zones. Some management strategies would be used instead of in-lieu parking and some could complement an in-lieu program. A summary of alternate parking management strategies is provided in Attachment 5.

Community Visioning and Goal Setting

In-Lieu Parking is one potential solution to the parking and development issues in some of the commercial corridors of the City. While the in-lieu program seems to have contributed to the development and pedestrian vitality in the Business Triangle, it is not the only strategy that has contributed to the Triangle's vibrancy, and in-lieu parking is not the only parking management strategy available.

In order to determine the policy solution or solutions most appropriate for the various commercial corridors in the City *staff would recommend that the community establish a vision and goals for the City's commercial corridors so parking solutions, including in-lieu parking, can*

be tailored to community needs and desires. Community visioning and goal setting would provide the opportunity for residents, business owners, and other stakeholders to provide input, discuss the future of the commercial areas of the City, and understand the implications of various policies. Undertaking goal setting efforts would help define the unique goals for each commercial corridor in the City. For example, the vision for South Beverly Drive may be different than the vision for Robertson Boulevard, and different strategies may be appropriate for each corridor.

NEXT STEPS

Staff is seeking comments and direction from the Council on the recommendations highlighted in the previous section as well as comments regarding other policy issues and initiatives the Council may wish to pursue.

FISCAL IMPACTS

At this time, there are no direct fiscal impacts associated with this study. Any further study of changes to the in-lieu program or of other parking solutions will require additional staff time and may require funds for additional consultant work. Additionally, staff time will be required if the Council directs staff to move forward with goal setting and community visioning activities for the commercial corridors in the City.

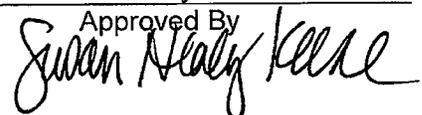
RECOMMENDATION

Receive the In-Lieu Parking Study and provide staff with comments and direction for legislative changes and/or further study of targeted policy options. Specifically, staff is seeking direction on whether the City should:

- study the pricing structure for in-lieu parking space fees in the Business Triangle,
- explore facilitating shared parking arrangements with private garage owners as a way to fill vacancies in underutilized private parking facilities both in the Triangle and along other commercial corridors,
- expand efforts to implement dynamic or tiered parking pricing, enhanced wayfinding, and realtime parking aids to guide visitors through the area and better distribute parking demand,
- undertake a study to determine if the existing minimum parking requirements are appropriate for the community,
- expand the in-lieu program to one or more of the commercial corridors outside the Triangle and establish goals for the expanded program,
- conduct community visioning and goal setting efforts related to the commercial corridors in the City outside the Business Triangle, and
- study alternative parking management strategies for the commercial corridors in the City.

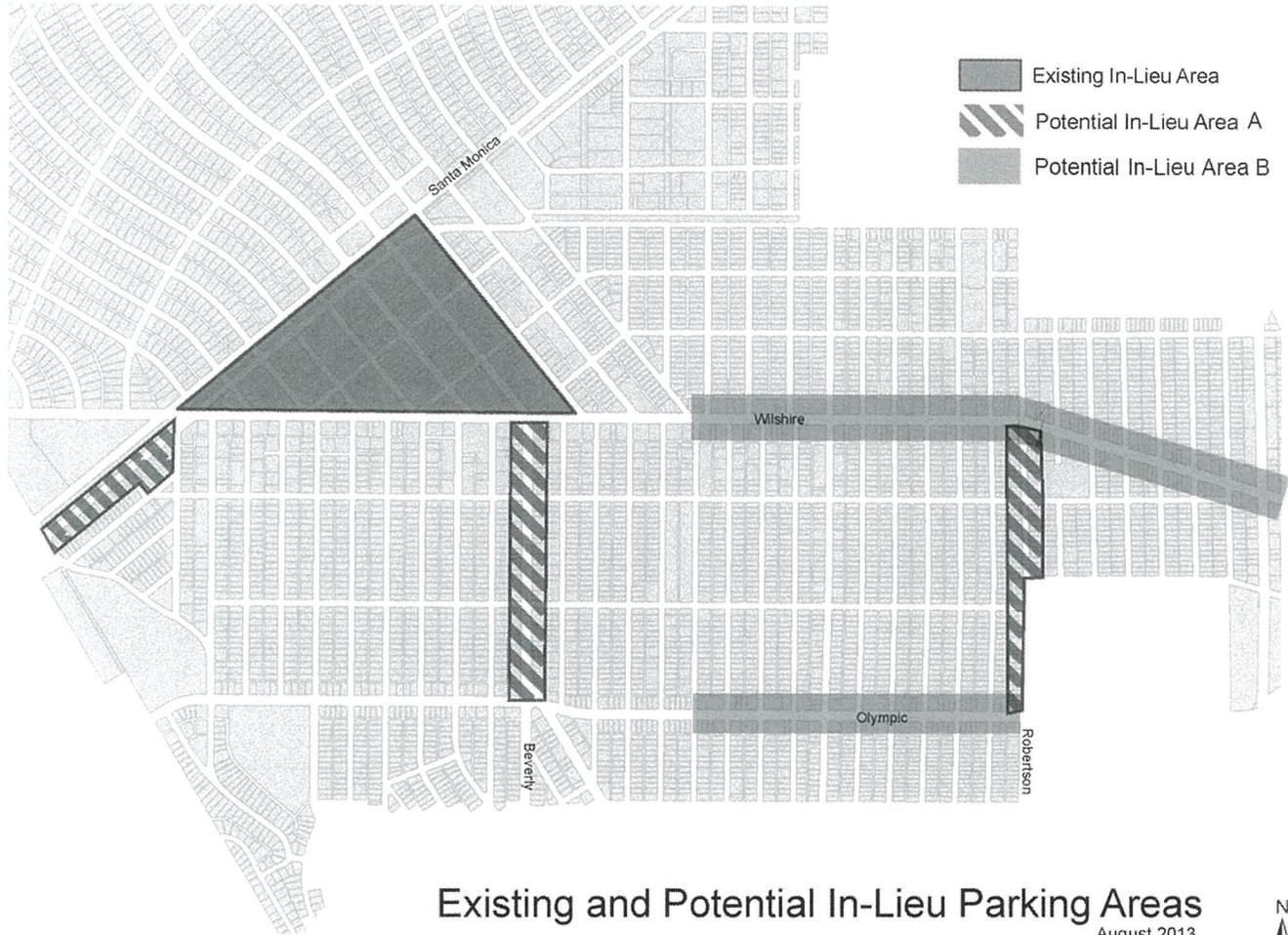
Susan Healy Keene

Approved By



Attachment 1

Map of Study Areas



Existing and Potential In-Lieu Parking Areas
 August 2013



Attachment 2

In-Lieu Study Process

In-Lieu Study Process

Staff worked with the City Council to define the parameters of the study prior to procuring a consultant. On July 30, 2013 then Mayor Mirisch and Vice-Mayor Bosse, Planning Commissioner Chair Rosenstein and Planning Commissioner Vice-Chair Fischer met to discuss the proposed In-lieu Parking Study. The liaison group determined that the study should include the following:

- information on the current program in the Business Triangle,
- purpose of undertaking the effort to expand in-lieu parking, and
- identification of potential areas to study for future parking facilities.

Staff presented a proposed scope of work and timeline for the study to the City Council on September 10, 2013 that included the study of the following corridors, or study areas (map provided in Attachment 1):

- South Beverly Dr. from Wilshire Blvd. to Olympic Blvd.
- Robertson from Wilshire Blvd. to Olympic Blvd.
- South Santa Monica Blvd. from Wilshire Blvd. to Moreno Dr.
- Wilshire Blvd., east of the Business Triangle to the edge of City Limits, and
- Olympic Blvd. from Rexford Dr. to Robertson Blvd.

In March, 2014 staff procured a consultant team, headed by Nelson/Nygaard Consulting Associates, a transportation firm with extensive parking planning experience, to complete the study. Nelson/Nygaard has successfully completed similar studies and projects in other cities including the Downtown Parking In-Lieu Fee Program for the City of Santa Monica, the Downtown Oxnard Parking Management Review, and Palo Alto Transportation Impact Fee. The study was managed by the City's National Urban Fellow, who works with the City for a nine month period of time.

The scope and draft report findings were presented to the Traffic & Parking Commission and the Planning Commission for their consideration and comments on the following dates:

- March 13, 2014, Planning Commission discussion of project scope
- April 3, 2014, Traffic & Parking Commission discussion of project scope
- May 1, 2014, Traffic & Parking Commission discussion of preliminary findings
- May 8, 2014, Planning Commission discussion of preliminary findings

The comments from the Traffic & Parking Commission and Planning Commission have been integrated into the recommendations and policy issues presented in the Discussion section of the report.

Attachment 3

Summary of In-Lieu Study Chapters

Summary of In-Lieu Parking Study Chapters

- Chapter 1: Introduction.** Defines the study area and provides overview of the City's parking program
- Chapter 2: Existing Parking Conditions in the Business Triangle.** Describes the parking conditions for on-street, off-street public, and off-street private parking in the Business Triangle
- Chapter 3: Existing In-Lieu Program Performance.** Describes the history of the program, and evaluates the current in-lieu program
- Chapter 4: Parking and Development in Comparable Cities.** Summarizes parking, parking programs and development in Culver City, Santa Monica, and West Hollywood.
- Chapter 5: Existing and Future Parking Conditions in the Potential Expansion Areas.** Summarizes the existing parking supply and projected future parking needs in the expansion areas.
- Chapter 6: Cost and Feasibility of Constructing New Public Parking in Expansion Areas.** Describes the cost and constraints associated with constructing parking facilities in the expansion study areas.
- Chapter 7: Industry Best Practices.** Summarizes parking programs used in other Cities.
- Chapter 8: Zoning Standards on Robertson Boulevard.** Provides analysis of potential zoning constraints to development on Robertson Boulevard
- Chapter 9: Recommendations on Parking Needs and Resources in the Expansion Areas.** Summarizes the consultant's key recommendations.

Attachment 4

Key Study Findings

Key Study Findings

Findings related to the existing in-lieu parking program

Parking in the Triangle

- Finding 1** City-operated public parking facilities offer parking at rates significantly lower than private garages.
- Finding 2** Based on a one-time parking survey of public and private parking utilization at peak time was 87%, which indicates that the parking garages are operating at close to optimal levels, however parking occupancy is not geographically evenly distributed.
- Finding 3** The provision of free parking in the Triangle introduces several challenges including encouraging the overconsumption of parking, encouraging serial reparking and making it difficult to calculating the actual demand for parking for the purposes of planning for future demand.

In-Lieu Parking Program

- Finding 4** Since inception, the In-Lieu Program has raised \$13 million.
- Finding 5** The program appears to have facilitated development and encouraged pedestrian uses in the Triangle.
- Finding 6** The program has been and remains popular and is associated with approximately 750 spaces.
- Finding 7** The City has provided subterranean parking and retail wrapped structured parking facilities, which has facilitated high rates of vehicle access with limited negative impacts to the pedestrian realm.
- Finding 8** The provision of installment options for payment of the in-lieu program provides flexibility for developers and lessees, and ensures a relatively consistent revenue stream for the City. The new pilot in-lieu lease option provides similar benefits to the installment option, though the low contribution rates are even less likely to generate sufficient funds to embark on potential parking-related projects.
- Finding 9** The in-lieu fee in the City of Beverly Hills is higher than the in-lieu fees charged in other nearby cities. The price of the in-lieu spaces, however, does not seem to have impacted the popularity of the program, given the high number of requests to participate and the strong retail market.

Findings Related to Potential Expansion of Program

The consultant studied various aspects of the potential expansion of the in-lieu program to other commercial corridors in the City. The goals of this effort were to understand the potential opportunities and constraints in the study areas in order to provide decision makers with information to direct future parking and in-lieu policy discussions as they pertain to these areas. The consultant developed the following findings:

Parking costs in the expansion areas

The consultant studied the cost of building several different types of hypothetical public parking garages on a 203 by 120 foot parcel¹ in a commercial area of the City along the expansion areas and found the following:

Finding 10 Obtaining land and developing a parking facility in the study areas would cost more than the existing in-lieu program has generated over the past 38 years, which draws from a larger geographical area than any of the individual study areas. Current costs, and the maximum number of parking stalls that could be developed, for various parking facilities are estimated as follows:

Parking Facility	Cost per Stall	Total Cost for structure(millions)	Total Parking Stalls that could be provided
Surface Lot	\$6,247	\$0.475	76
Above Grade Structure	\$42,966	\$6.83	159
Below Grade Structure	\$86,178	\$10.9	126
Above Grade Structure with Automated Operation	\$37,523	\$11.3	300
Below Grade Structure with Automated Operation	\$62,060	\$16.8	270
Above & Below Grade Structure with Automated Operation	\$49,792	\$14.9	300

Finding 11 The cost of land (4 typical commercial parcels in the City) for a structure in the study areas varies significantly according to location as illustrated in the following table:

Location	Land Cost	Total Cost (millions)	Parcel size (SF)	Total Parking Stalls that could be provided
Olympic Boulevard	\$260/sf	\$6.36	24,460 (4 parcels)	159
Robertson Boulevard	\$420/sf	\$9.34	22,228 (4 parcels)	152
Santa Monica Boulevard	\$600/sf	\$14.4	22,000 (4 parcels)	159
Beverly Drive	\$990/sf	\$21.8	24,000 (4 parcels)	159

¹ This lot size is the equivalent of combining four adjacent typical sized parcels in the commercial areas of Beverly Hills

Development feasibility analysis

The consultant also completed a development feasibility analysis of several hypothetical developments along Robertson Boulevard and Olympic Boulevard to determine if developers require a parking in-lieu option as an incentive to develop new mixed-use projects along these corridors and found:

Finding 12 Expanding the parking in-lieu program to the study corridors appears to improve the feasibility of the development of new project along these corridors, however, additional subsidies, such as reduced parking requirements or allowing automated parking to meet parking requirements may be necessary to make new projects financially feasible.

Existing and future parking conditions in the expansion areas

The consultant team examined the parking inventory in the expansion areas and determined the following:

Finding 13 There are almost 5,000 private parking spaces located in the expansion areas, with many located along Wilshire Boulevard.

Finding 14 Occupancy data indicates that parking is most scarce along South Beverly Boulevard with 83% of the parking spots occupied at peak times. Occupancies along the other corridors include: 70% on South Robertson, 60% on Olympic Boulevard, 50% on South Santa Monica Boulevard, and 40% on Wilshire Boulevard.

The consultants estimated potential growth along the expansion corridors to estimate future parking needs and determined the following:

Finding 15 It may be possible to add between 1.74 and 2.98 million square feet of additional development along the expansion corridors, which translates to the need for 800 more parking spaces under a 30% build out scenario and 2,693 more parking spaces under an 85% build out scenario.

Zoning standards on Robertson Boulevard

The consultant team examined the zoning standards on Robertson Boulevard relative to other similar corridors in Los Angeles, Santa Monica and Palo Alto to understand if the zoning standards are impacting development in the area. The findings include:

Finding 16 The City of Beverly Hills tends to be no more restrictive in categories such as height limits, minimum parking requirements, and permitted uses on Robertson Boulevard.

Finding 17 Parking and setback requirements on Robertson Boulevard make it difficult to achieve a floor area ratio that allows for economically viable development.

Other parking management strategies

The consultant team examined several strategies that have been used in other California cities to correctly price parking, provide new capacity and raise funds for new parking, including:

Finding 18 A number of parking management strategies have been successful used in other cities including:

- Parking Impact Fees allow a city to collect revenue from new developments that are driving demand for additional parking and its associated impacts.

- Parking Improvement Districts (PIDs) are defined geographic areas which return revenue generated from on-street and off-street parking facilities within the district to finance neighborhood improvements.
- Parking Assessment Zones involve defined geographic areas in which property owners are assessed in order to generate a new revenue stream, which is then leveraged for funding parking enhancements.
- Parking User Fees establish market values for parking spaces and adjust prices according to levels of demand to ensure that a city can actively manage parking supply through all periods of the day and year.
- Public-Private Partnerships is an effective use of underutilized existing capacity which can save a city millions of dollars in the construction of new facilities and allow for space to be allocated to higher and more attractive uses.

Attachment 5

Key Study Recommendations

Key Study Recommendations

Based on the study findings, the consultant recommends that the following changes be considered. Staff has developed pros and cons for the recommendations that staff recommends should be considered at this time. In addition, any comments from the Planning Commission and Traffic and Parking Commission that are relevant to the recommendations are incorporated. Staff welcomes City Council input regarding these policies and whether they should be considered now, or in the future.

Recommendations on the existing in-lieu program

Recommendation 1

The City's current minimum parking requirements, which are similar to comparable communities, could be adjusted to be more in-line with industry best practice which is shifting away from minimum parking regulations and toward a market-based approach that is based on demand.

Pros: undertaking a study of parking requirements in the City could lead to parking requirements that are more appropriately tailored to the conditions and needs of the community. This may lead to more efficient use of parking and land resources.

Cons: undertaking a study to determine if parking requirements are appropriate for the City could be costly and time consuming.

Recommendation 2

Consider shared parking arrangements as a way to fill vacancies in underutilized private parking facilities before considering the development of new parking supply in the Triangle

Pros: Establishing shared parking agreements to lease privately owned spaces for public use can increase the amount of parking available to the public without the need to acquire additional property or develop new parking structures in the Business Triangle.

Cons: Developing agreements with private property owners could be challenging. Some issues associated with these agreements include: identification of willing property owners, liability, cost to the City, and maintenance of the parking spots and length of agreement.

Notes: Members of the Planning Commission support the idea of using shared parking arrangements to better utilize parking in the Triangle.

Recommendation 3

Consider expanding the types of uses that may participate in the program

Pros: Allowing additional uses (such as office above the first floor) to participate in the in-lieu program could make it easier for these uses to establish in the Business Triangle and reduce the amount of land in the Triangle that is dedicated to parking.

Cons: Allowing additional uses to participate in the program could encourage uses in the Triangle that are not necessarily "pedestrian-attracting" and erode the supply of parking available to pedestrian oriented uses.

Notes: The Planning Commission was not supportive of expanding the types of uses that may participate in the in-lieu parking program at this time.

Recommendation 4

Allow more flexible use of in-lieu revenues for projects that increase parking capacity or reduce trips in the most effective and efficient manner possible

Pros: In-lieu funds could be used for: leasing of privately held spaces that are currently underutilized, wayfinding and access to alternative parking facilities, real-time information on parking availability, and improvement of pedestrian and bicycle facilities, among other things. Using funds for pedestrian facilities can provide an enhanced pedestrian experience that can draw pedestrians to an area.

Cons: Allowing the use of in-lieu funds for purposes other than building and maintaining parking could reduce the amount of money available for those activities.

Notes: The Planning Commission was supportive of allowing more flexibility in the use of the in-lieu revenues, especially for the establishment of enhanced wayfinding and leasing of private parking spaces or public/private partnerships to increase parking capacity.

Recommendation 5

Implement a mix of dynamic or tiered pricing, wayfinding, and realtime parking aids to guide visitors through the area and better distribute parking demand in order to maintain an appropriate parking occupancy of one free space per street block

Pros: Implementing these strategies could help redistribute parking demand to encourage the more efficient use of existing parking resources in the Business Triangle. Enhanced wayfinding could also create a more pleasant experience for those attempting to find parking in the Business Triangle.

Cons: Implementing these strategies requires monetary resources, especially dynamic pricing of parking, which could involve infrastructure improvements.

Notes: The Planning Commission were supportive of exploring the expanded use of wayfinding and realtime parking aids to better inform the public about available parking in the City.

Recommendation 6

Collect and use parking data to shape parking policy. Data collected could include a more complete inventory of private parking supplies and more refined information on parking utilization and parking duration surveys. This information could be used to inform future parking policies.

Pros: Collecting more refined parking data will provide staff and decision makers with a better understanding of the current parking environment, which can help inform policies into the future.

Cons: Data collection and analysis can be costly.

Notes: The Planning Commission expressed a desire to refine parking data used to inform parking policy discussions.

Recommendations on the potential Expansion of in-lieu program

Recommendation 7

Consider expanding in-lieu to the study areas to encourage development by providing an alternative to the provision of parking on site in areas where sites are small

Pros: Expanding the in-lieu program to other commercial corridors in the City would allow property owners and lessees in these areas to establish uses without providing parking on site. This could remove an identified burden that property owners face when attempting to develop on the small lots that exist along many commercial corridors and could help spur revitalization of these commercial areas.

Cons: Expanding the in-lieu program along corridors, such as Robertson, could lead to increased development and associated impacts with construction, increased activity, and traffic in areas that are adjacent to single- and multi-family commercial properties.

Notes: Members of the Planning Commission supported the recommendation to expand in-lieu to the study areas. The Commission expressed interest in expanding the program to South Robertson Boulevard and South Beverly Drive first, followed by expansion of the program to the remaining expansion study areas.

Recommendation 8

Consider shared parking arrangements as a way to fill vacancies in underutilized private parking facilities before development of new parking supply in expansion areas

Pros: The findings of the report indicate that there are a number of private parking lots in the expansion areas. Leasing spaces from these lots could provide public parking in the expansion areas without the costs of acquiring land and developing parking structures. This could allow the City to expand the in-lieu parking program more quickly, and with fewer funds. Further, partnering with a private entity to develop parking as part of a new project in an expansion area could allow the City to provide more parking in these areas at a lower cost.

Cons: Developing agreements with private property owners could be difficult. Some issues associated with these agreements include: identification of willing property owners, liability, cost to the City, and maintenance of the parking spots.

Notes: The Planning Commission was supportive of the establishment of shared parking arrangements to provide parking in the expansion areas prior to the building of parking structures.

Recommendation 9

Consider use requirements and restrictions on Robertson specifically related to live musical performances

Pros: Allowing these types of uses, which are currently prohibited, could increase the variety of “experiences” that a visitor could have on Robertson and could encourage the establishment of new businesses that could draw people to the area.

Cons: Allowing live musical performances represents a change from current regulations and would need to be carefully vetted by the community.

Notes: The Planning Commission did not provide specific comments related to this recommendation. The commission did discuss the potential for increased activity and development along commercial corridors in the City impacting adjacent residential communities and noted that new development should be sensitive to existing residential neighborhoods.

Staff does not recommend pursuing the following consultant recommendations at this time:

Recommendation 10

Adjust the application fee and the in-lieu fee for Beverly Hills' in-lieu parking program is an order of magnitude higher than that of comparable communities.

Recommendation 11

Reconsider the policy of free parking for the first one to two hours, which supports certain City objectives, but undermines the business of private operators and incentivizes driving and reparking.

Recommendation 12

Reconsider nearly-free parking for City employees, which does not encourage sustainable commute patterns or reflect the cost to provide, operate, and maintain parking facilities.