

# **Attachment 5**

**Chapter 5 of the In-Lieu Parking Study**

## 5 EXISTING AND FUTURE PARKING CONDITIONS IN THE POTENTIAL EXPANSION AREAS

The City is interested in exploring the potential for expansion of the in-lieu program to five corridors within Beverly Hills. Potential Expansion Area A includes the three non-contiguous north-south commercial corridors of South Santa Monica Boulevard, South Beverly Drive and Robertson Boulevard. Potential Expansion Area B includes the two east-west corridors of Wilshire Boulevard and Olympic Boulevard.

For each corridor, the study area includes commercial parcels along either side of the respective road. In most cases, commercial uses are only one parcel deep. Along the Santa Monica Boulevard corridor, however, commercial uses stretch to Durant Drive between Charleville Boulevard and S. Lasky Drive. Descriptions of the potential expansion areas are provided in Chapter 1.

Parking supply and demand varies from corridor to corridor. This chapter outlines the existing supply of parking in each corridor along with the existing parking demand, which is estimated using three different metrics: actual demand ratios, built ratios and code comparisons. Following this analysis, an assessment of future demand is undertaken based on likely redevelopment potential along the corridor.

### EXISTING PARKING SUPPLY

#### On-Street Public Parking

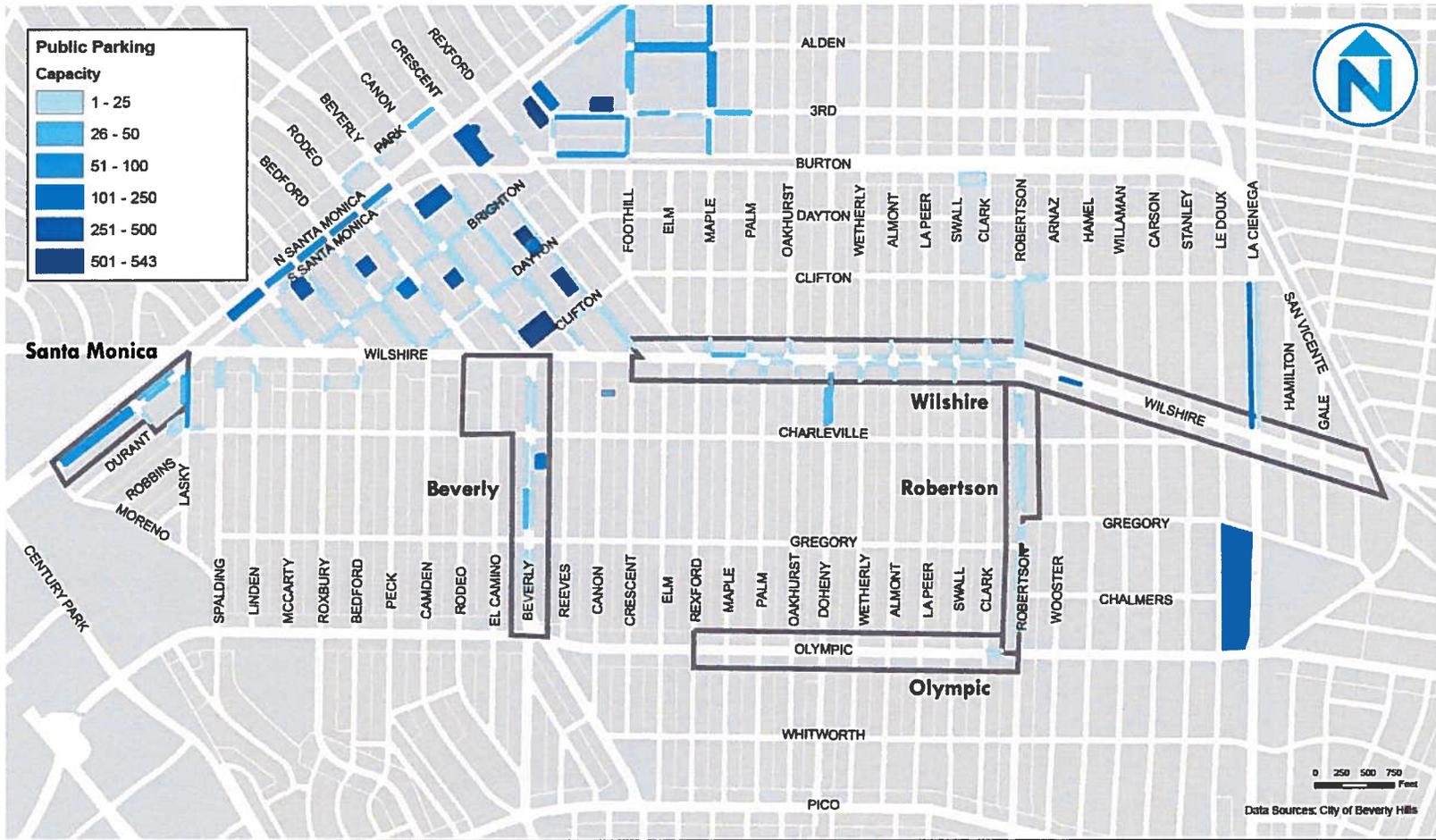
Within the expansion areas, there is considerably less public parking than the Business Triangle. In total, there are 650 public parking spaces, including both on-street and off-street supplies. On-street parking constitutes the major component of public parking supplies

On-street parking is particularly important along the north-south corridors of South Santa Monica Boulevard, South Beverly Boulevard and Robertson Boulevard where there are 142, 138 and 74 on-street spaces respectively (see Figures 31). There is almost twice as much on-street parking on South Beverly Drive as Robertson Boulevard due to the use of an angle-parking configuration for part of the street. Despite its very wide right-of-way, streetscape features such as this angle-parking, corner bulbouts, and street plantings produce both ample convenient parking and a relatively walkable environment along South Beverly.

On-street public parking is much more limited on the east-west corridors of Olympic Boulevard (5 spaces) and Wilshire Boulevard (60 spaces) due to clearway conditions during certain hours of the day.

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Figure 31: Public Parking in the Potential Expansion Areas



## Off-Street Public Parking

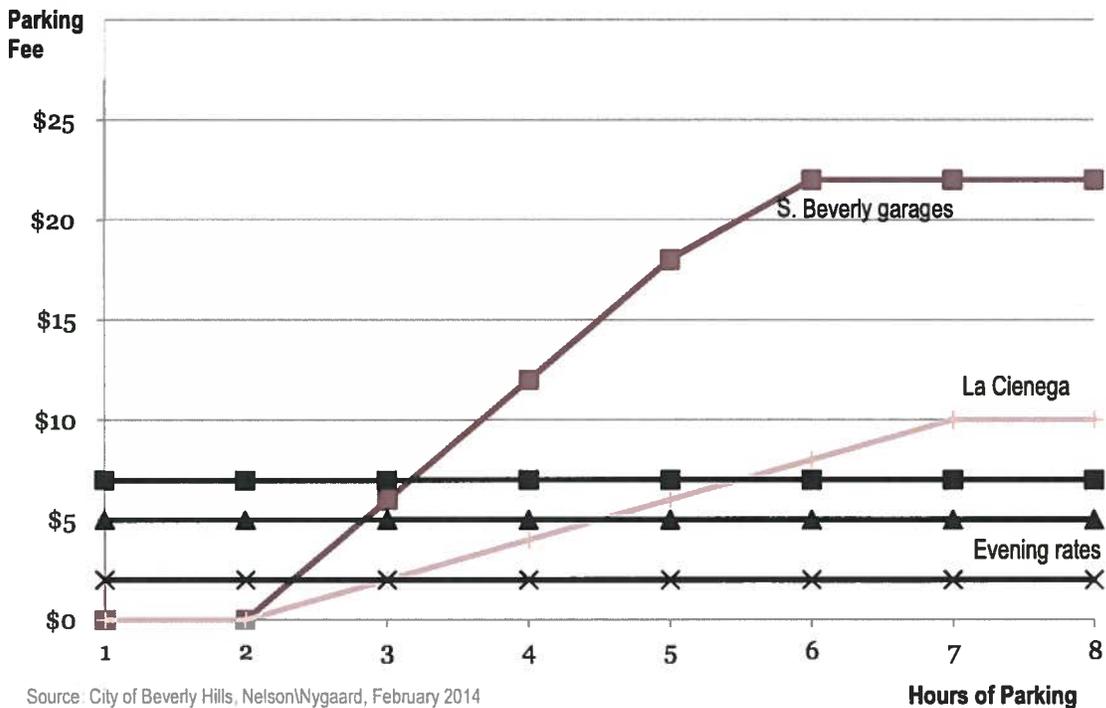
In contrast to the 19 public parking garages within the Business Triangle, there is only one city-operated garage in all five corridors of the expansion areas. This 233-spaces facility is located on South Beverly Drive near Charleville Boulevard. As shown in Figures 32 and 33, the South Beverly garage has a similar pricing structure to city-operated facilities in the Business Triangle, with 2-hours of free parking, followed by an hourly rate of \$6 up to a daily maximum of \$22.

**Figure 32: Public Off-Street Parking Capacity and Pricing in the Expansion Areas**

Location	Spaces	Hourly fee	Free parking	Quantity Discounts				Hours (M-F)
				Early bird flat fee	Evening flat fee	Daily max	Monthly rate	
216 S Beverly Drive	233	\$6	2 hours	-	\$5	\$22	-	6am–12am
321 S La Cienega Blvd	319	\$2	2 hours	-	\$0	\$10	\$85	6am–11pm

Source: City of Beverly Hills, Off-Street Parking Information, February 2014

**Figure 33: Parking Rates by Duration of Stay at Public Parking Facilities in Beverly Hills**



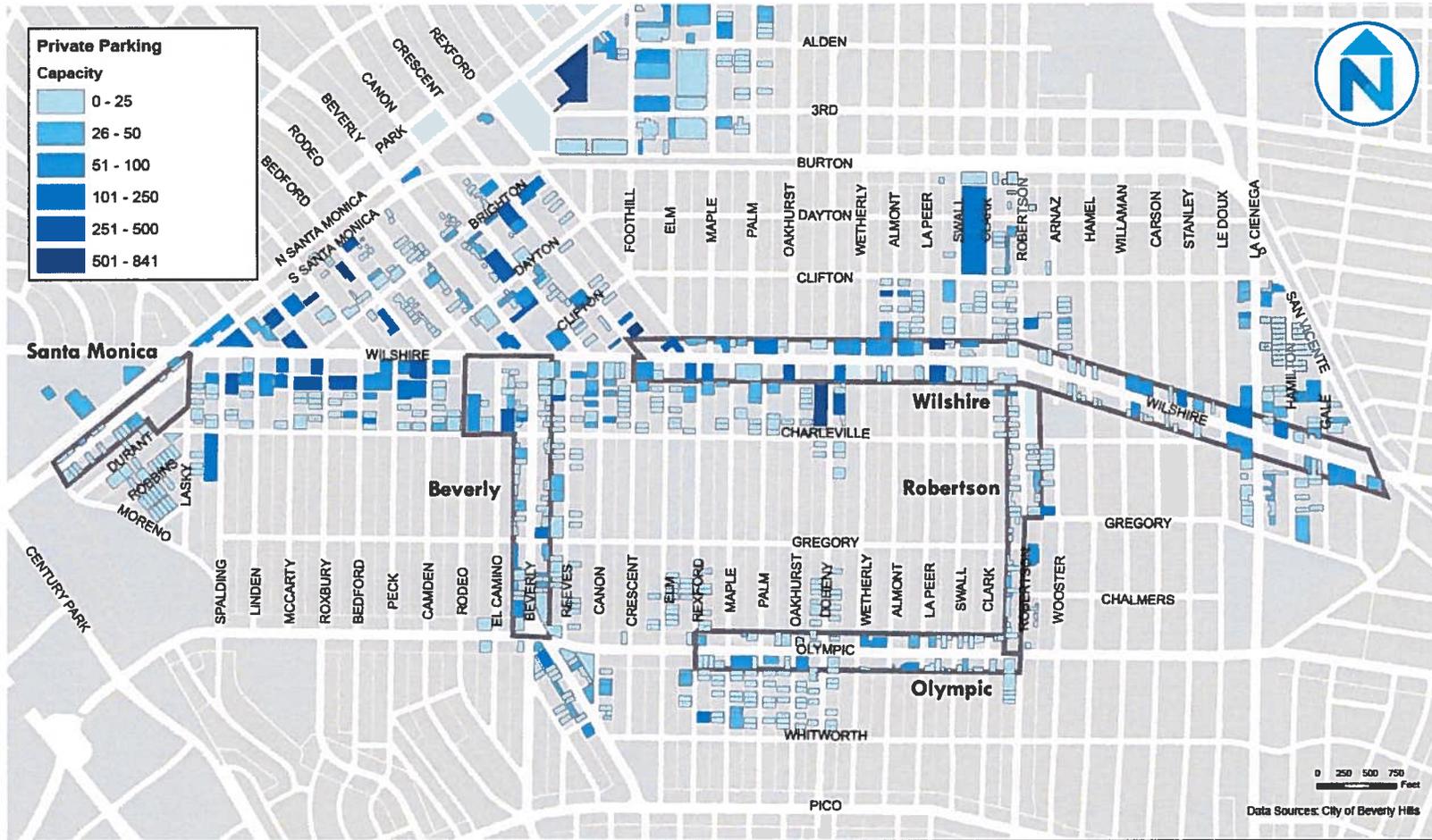
Source: City of Beverly Hills, Nelson\Nygaard, February 2014

## Off-Street Private Parking

Given the limited supply of public parking, the main source of parking within the expansion areas is private lots, privately owned garages, and other parking facilities associated with private developments. The total supply of private parking within the expansion areas is 4,891 spaces, 7.5 times the number of public on- and off-street spaces. The location of these facilities is shown in Figure 34.

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**Figure 34: Private Off-Street Parking in the Potential Expansion Areas**



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The bulk of these facilities are located along the Wilshire Boulevard, where there are 31 facilities, charging between \$4 and \$12 per hour up to a daily maximum of between \$12 and \$21. A substantial number of off-street facilities also exist along South Beverly Drive: there are 9 facilities, charging between \$5 and \$12.50 per hour up to a daily maximum of between \$15 and 36 per day. South Santa Monica Boulevard corridor has two facilities, with hourly rates at \$8 to \$9 and daily rates at \$9 and \$23. The other three corridors have no off-street parking facilities, though one could feasibly use facilities at the corner of Wilshire and Robertson for accessing destinations in the northern segment of South Robertson Boulevard.

In addition to paid parking facilities that are noted here, there are a number of surface spaces located in the rear of land uses along each of the corridors. These lots along with paid parking facilities are displayed in Figure 35.

**Figure 35: Private Off-Street Parking Pricing in the Expansion Areas**

Location	Operator	Hourly fee	Free parking	Quantity Discounts				Hours (M-F)
				Early bird flat fee	Evening flat fee	Daily max	Monthly rate	
<b>South Santa Monica Boulevard Corridor</b>								
Beverly Hilton, 9876 Wilshire Blvd	Self Parking	\$8				\$38.00		24 h
9811 Wilshire Blvd	Allied Parking Services	\$9				\$9.00		8am-7pm
<b>South Beverly Drive Corridor</b>								
Union Bank, 9460 Wilshire Blvd	Parking Management Services	\$5	0.5 h	-	-	\$16.25	-	9am-8pm
9454 Wilshire Blvd	Imperial Parking Industries	\$8	-	-	-	\$20.00	-	6:30am-10pm
9460 Wilshire Blvd	Parking Management Services	\$5	0.5 h			\$16.25		9am-8pm
150 S. Rodeo Drive	ABM	\$7			\$3	\$17.50		8am-6pm
280 S. Beverly Drive	Parking Management Group	\$7	-	-	-	\$17.50	-	8am-6pm
300 S. Beverly Drive	Parking Management Group	\$6	-	-	-	\$15.00	-	8am-6pm
314 S. Beverly Drive	Parking Management Group	\$8	-	-	-	\$16.00	-	9am-5pm
315 S. Beverly Drive	LAZ Parking	\$8	-	-	-	\$36.00	-	8am-7pm
350 S. Beverly Drive	ABM	\$12.50	-	-	-	\$25.00	-	7am-7pm
<b>South Robertson Boulevard Corridor (at Wilshire)</b>								
Wilshire/Robertson Lot, 150 S Clark Dr	Hodes Parking	\$6	-	-	-	\$13.00	-	8am-5:30pm
8750 Wilshire Blvd	Hodes Parking	\$6	-	-	\$8	\$15.00	-	6:30am-7pm

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Location	Operator	Hourly fee	Free parking	Quantity Discounts				Hours (M-F)
				Early bird flat fee	Evening flat fee	Daily max	Monthly rate	
<b>Wilshire Boulevard Corridor</b>								
9320 Wilshire Blvd	ABM	\$7.60				\$16.50	\$175-\$225	7am-8pm
9300 Wilshire Blvd	Modern Parking	\$7			\$6	\$15.75	\$192	8am-6pm
9250 Wilshire Blvd	Modern Parking	\$6	-	-	-	\$13.50	-	8am-6pm
9171 Wilshire Blvd	Imperial Parking Industries	\$5	-	-	-	\$15	-	7am-7pm
Wilshire Palm Office Bldg, 9150 Wilshire Blvd	ABM	\$7	-	-	\$3	\$14	-	8am-7pm
9100 Wilshire Blvd	ABM	\$9	-	-	\$5	\$18	-	7:30am-6:30pm
9100 Wilshire Blvd (on Doheny)	ABM	\$7.80			\$5	\$15.60	\$150-\$198	6am-10pm
9107-9111 Wilshire Blvd	Imperial Parking Industries	\$8	-	-	-	\$20	-	7am-8pm
9090 Wilshire Blvd	ABM	\$7	-	-	-	\$14	-	7am-6pm
9101-9111 Parking, 140 S Doheny Dr	Imperial Parking Industries	\$7				\$14	\$150	9am-9pm
Archway Medical Plaza Parking, 9033 Wilshire Blvd	Seton Parking	\$5.55	-	-	-	\$16.65	-	6am-6pm
9025 Wilshire Blvd	Car Park	\$5.55	-	-	\$4	\$16.65	-	8am-8pm
8942 Wilshire Blvd	ABM							
8901-8929 Wilshire Blvd	Imperial Parking Industries	\$4.95	-	-	-	\$16.50	-	8am-6pm
8920 Wilshire Blvd	ABM	\$8.20	-	-	-	\$16.40	-	6am-9pm
8900 Wilshire Blvd		\$6	-	\$8	-	\$14	\$185	7am-5pm
Wilshire/Arnaz, 8730 Wilshire Blvd	Hodes Parking	\$6	-	-	-	\$15	-	7am-6:30pm
8671 Wilshire Blvd	Ace Parking	\$6	-	-	-	\$10.50	-	9am-5pm
8665 Wilshire Blvd	Standard Parking	\$6	-	-	-	\$12	\$90-\$110	7:30am-7:30pm
8641 Wilshire Blvd	Hodes Parking	\$6	-	-	-	\$15	-	6am-6pm
8530 Wilshire Blvd	ABM	\$12	-	-	-	\$15	-	8am-7pm
8501 Wilshire Blvd		\$5	-	-	-	\$10	-	7:30am-10pm
8500 Wilshire Blvd	Imperial Parking Industries	\$6	-	-	-	\$15	\$130-\$160	7am-7pm

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Location	Operator	Hourly fee	Free parking	Quantity Discounts				Hours (M-F)
				Early bird flat fee	Evening flat fee	Daily max	Monthly rate	
8484 Wilshire Blvd	ABM	\$8			\$10	\$16	\$125	7:30am-7pm
8447 Wilshire Blvd	United Valet Parking	\$8				\$12		8am-7pm
8421 Wilshire Blvd		\$6				\$12		8am-5pm
8420 Wilshire Blvd		\$6				\$15		
8383 Wilshire Blvd		\$10.5			\$8	\$21	\$150-\$250	8am-8pm
The Karrass Building, 8370 Wilshire Blvd		\$4				\$12		6am-8pm
<b>Olympic Boulevard Corridor</b>								
No facilities								

Source: ParkMe Parking Information, March 2014

## EXISTING DEMAND RATIOS

The most useful metric for understanding parking demand is that of *utilization*, or demand ratios, which provide a measure of actual demand under the local conditions and land use context. As shown in Figure 36, there is available parking capacity in each of the potential in-lieu expansion corridors, particularly when one considers private off-street parking supplies.

South Beverly Drive has the least available capacity, at 83% occupancy during the peak. This level of peak occupancy is considered target occupancy within the parking industry, and suggests that the right amount of parking is available for existing demand along South Beverly Drive. At this level, however, there is a need for wayfinding aids or pricing tools to ensure that available parking is readily accessible and evenly distributed along the corridor.

There is available parking capacity in each of the potential in-lieu expansion corridors, particularly when one considers private off-street parking supplies.

**Figure 36: Parking Demand Ratios in the Expansion Corridors**

Corridor	Private off-street		Public off-street		On-street		TOTAL	
	Capacity	Peak utilization	Capacity	Peak utilization	Capacity	Peak utilization	Capacity	Peak utilization
S Beverly Drive	2,298	81%	233	99%	153	90%	2,684	83%
Olympic Blvd	915	61%			8	64%	923	61%
S Robertson Blvd	595	67%			89	84%	684	69%
S Santa Monica Blvd	257	51%			270	53%	527	52%

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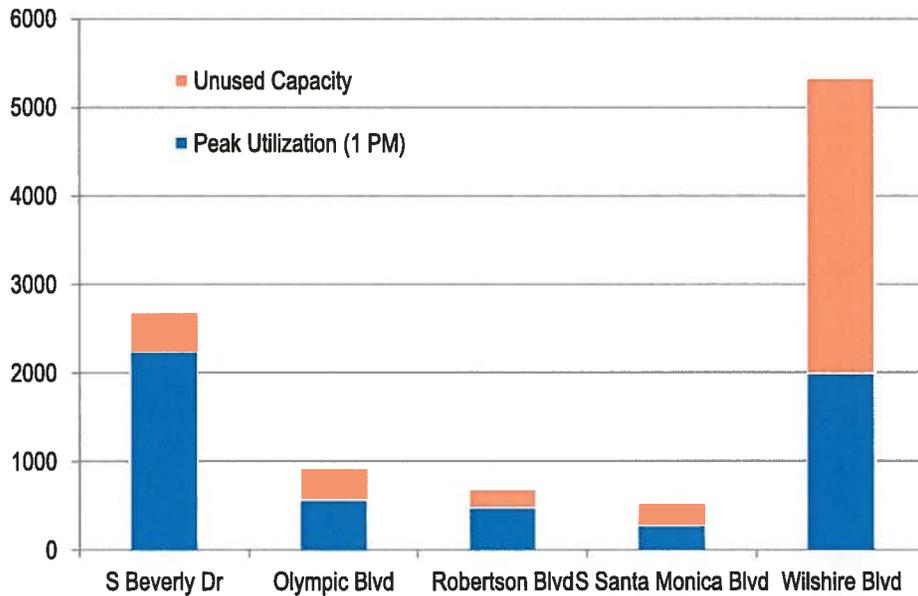
Wilshire Blvd	4,857	40%			476	13%	5,333	37%
All expansion areas	8,922	55%	233	99%	996	42%	10,151	55%

Sources: City of Beverly Hills, Nelson\Nygaard, March 2014

The corridor with the lowest occupancy rates is Wilshire Boulevard, where there is a great deal of private parking supply (see Figure 37) and more than 60% available capacity even during periods of peak demand. This suggests that the Wilshire Boulevard corridor has been over-provided in terms of parking and most parking remains unused almost all of the time.

The remaining three corridors fall between these two extremes, with peak occupancy rates at 50 – 70% during the peak. The total peak occupancy and parking availability (combining on-street, public and private parking) is illustrated in Figure 37 below.

**Figure 37: Peak Parking Occupancy and Availability in the Expansion Corridors**



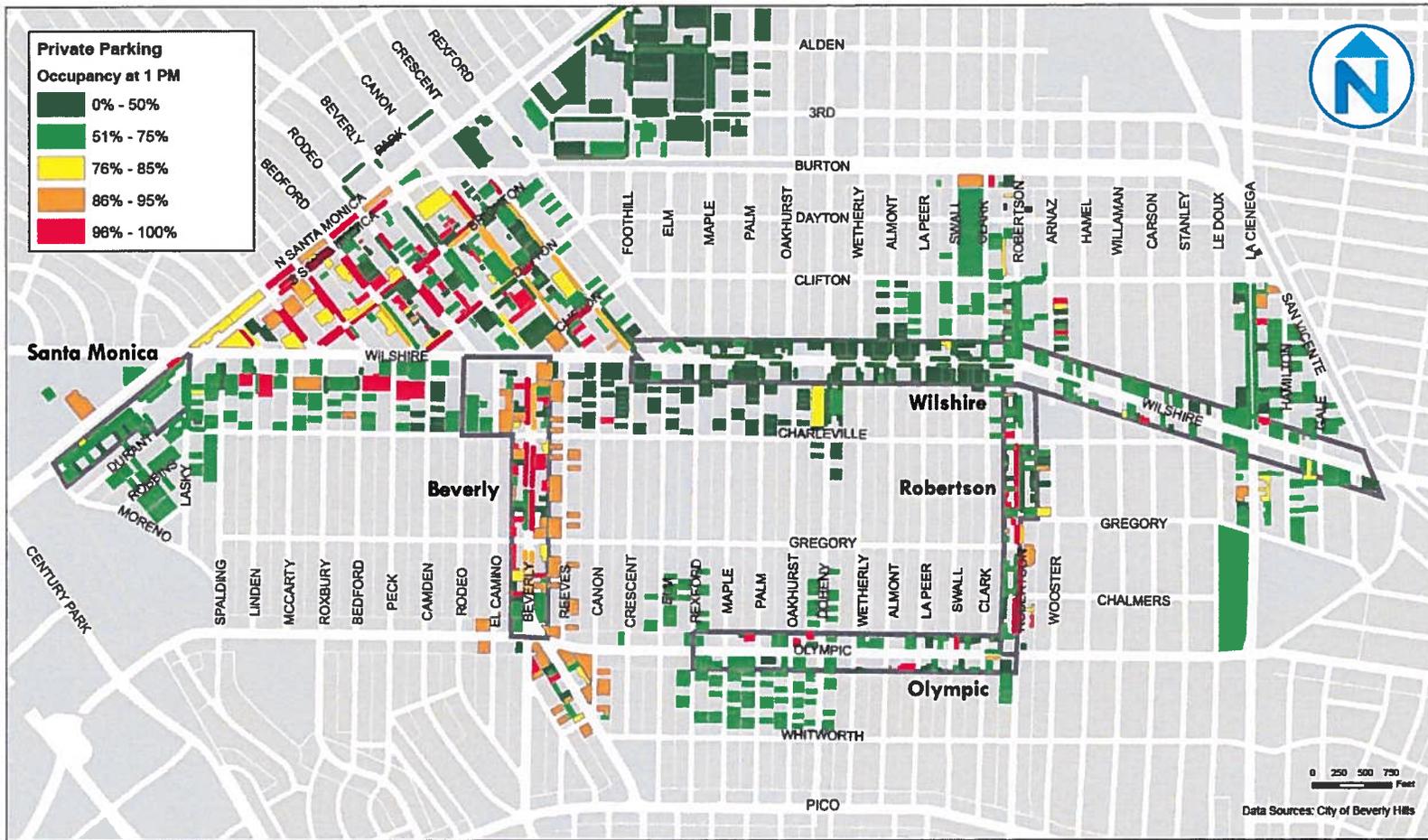
While demand ratio data suggests that there is available capacity along each corridor, the distribution of this demand differs from site to site. As shown below in Figure 38, on-street parking is more limited in the southern end of South Robertson Boulevard, possibly due to less intense land uses or the large number Wilshire Boulevard parking facilities that are available to serve the northern end of the street.

Along South Beverly Drive, private parking (Figure 39) is most constrained near Gregory Way while public and on-street parking (Figure 38) is most constrained near Charleville Boulevard. This differing availability suggests the need for an integrated approach to parking supply and demand along the corridor.



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Figure 39: Private Off-Street Peak Parking Utilization in the Expansion Areas



## EXISTING BUILT RATIOS

Calculations of built ratio provide an understanding of the amount of parking that is provided relative to the square footage of built development in the area. They may therefore help to understand the present amount of parking that is provided, which can be used as a basis for adjusting minimum parking requirements and/or introducing blended parking rates.

Built ratios may be calculated in terms of parking spaces per square foot of built development, or as a ratio of the square footage of parking divided by the square footage of built development. Traditionally, built ratios are calculated in relation to the amount of off-street parking that is available within an area. They therefore underestimate the total parking supply (especially if there is angle-parking) because on-street parking is excluded.

In the case of the Beverly Hills expansion areas, the estimated built ratio is based on per space sizes that vary depending upon whether parking is provided in surface lots, below grade or above grade. Assumed per space area is outlined in Chapter 6.

**Figure 40: Parking Built Ratios in the Expansion Corridors**

Expansion Corridor	Off-Street Parking Spaces	Built Square Footage	Built Ratio (off-street spaces / 1000 sf)	Built Ratio (sf parking / sf development).
S Beverly Drive	2531	1,034,394	2.45	1.09
Olympic Boulevard	915	403,007	2.27	1.01
S Robertson Boulevard	595	205,301	2.90	1.29
S Santa Monica Boulevard	257	354,893	0.72	0.32
Wilshire Boulevard	4857	3,258,794	1.49	0.66
Business Triangle	10,933	6,088,469	1.80	0.80

Sources: City of Beverly Hills, Nelson\Nygaard, March 2014

As shown in Figure 40, the built ratio of off-street parking in the expansion areas ranges from a low of 0.32 (0.72 spaces per 1000 sf) on South Santa Monica Boulevard to a high of 1.3 (2.9 spaces per 1000 sf) on South Robertson Boulevard. Other built ratios include 0.8 (1.8 spaces per 1000 sf) for Wilshire Boulevard, 1.0 (2.3 spaces per 1000 sf) for Olympic Boulevard, and 1.1 (2.5 spaces per 1000 sf) for South Beverly Drive. A built ratio or more than 1 indicates that more square footage is allocated to parking than the land uses within the area.

A built ratio of more than 1 indicates that more square footage is allocated to parking than to land uses

## EXISTING CODE REQUIREMENT COMPARISONS

Beverly Hills’ parking requirements were introduced in 1962 and have undergone little change over the past half century.<sup>46</sup> For example, the City’s commercial parking requirement of 1 space per 350 square feet of development was established in the 1965 Amendment and has persisted since that time. While the basis of Beverly Hills’ original parking requirements is not clear, similar codes were usually based on data from the Institute of Transportation Engineer (ITE)’s *Parking Generation* publication, or similar rates in other cities. In the 1960s, when data was difficult to come by, minimum parking requirements were a proxy for likely parking demand associated with a particular land use.

Today, data is cheap but land and parking in places like Beverly Hills is expensive. Furthermore, the City’s minimum parking rates are problematic because they are both out of date and out of context. They are based on data from before 1965, and (in line with ITE data from that era) are probably derived from peak parking demand in isolated, single-use developments in suburban locations with cheap land and free parking. When applied to urban locations such as Beverly Hills’ expansion areas the minimum parking requirements can become a self-fulfilling prophecy because they limit the types of development that are feasible and influence the resulting travel demand (see discussion on feasible FAR in Chapter 8).

When data was difficult to come by, minimum parking requirements were a proxy for likely parking demand... Today, data is cheap but land and parking in places like Beverly Hills is expensive.

Since parking and transportation are derived demands, they help to achieve people’s primary goals but these goals could also be met without the need for parking and transportation. For example, if pedestrian facilities are convenient and attractive, people may reach food or social opportunities (primary needs) without the need to drive and park. For this reason, the notion of conflating minimum parking requirements and “parking need” is inaccurate. If businesses are vibrant and there are increasing levels of foot traffic, the city is achieving its goals. At that point, adding more parking to fulfill the minimum parking standard is moot and may be *counterproductive* if it reduces available square-footage, diminishes the streetscape, encourages more vehicular traffic, and discourages certain business initiatives (such as green businesses).

Notwithstanding the above issues, this section provides the ratio of existing off-street parking to the City’s parking requirements. Based on this assessment, the ratio of parking supply to code requirements is approximately 50% along South Santa Monica, Olympic, and South Robertson Boulevards, 100% on Wilshire Boulevard and 140% along South Beverly Drive. This is shown in Figure 41.

**Figure 41: Parking Built to Code Comparison in the Expansion Corridors**

Expansion Corridor	Required Off-Street Spaces	Existing Off-Street Parking Spaces	Code Requirement / Supply	Supply / Code Requirement
S Beverly Drive	1,792 – 1,812	2,531	0.71 – 0.72	140 – 141%

<sup>46</sup> City of Beverly Hills Ordinance No. 1195 regarding Municipal Code §10-3.2730, 1965

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Olympic Boulevard	1,709 – 1,736	915	1.87 – 1.90	53 – 54%
S Robertson Boulevard	1,100 – 1,127	595	1.85 – 1.89	53 – 54%
S Santa Monica Boulevard	511	257	1.99	50%
Wilshire Boulevard	5,015 – 5,063	4,857	1.03 – 1.04	96 – 97%

Sources: City of Beverly Hills, Nelson\Nygaard, March 2014

In the absence of demand data, this information would lead to the opposite conclusions regarding the location and scarcity of parking. By comparing to code requirements, one might come to the erroneous conclusion that much more parking is needed along South Santa Monica Boulevard, but that South Beverly Drive is already overbuilt with respect to parking. As shown in Figures 35 – 39, however, South Santa Monica still has a large amount of available parking, whereas South Beverly Drive is approaching 85% occupancy. This discrepancy demonstrates the fallacy of using code requirements as either a predictor or indicator of parking need within the City.

## **FUTURE PARKING REQUIRED UNDER THE CURRENT CODE**

While parking requirements are not a good indicator of parking demand, they do indicate the level of parking that would be required according to the current Municipal Code. For this reason, we have used the current parking requirements to consider how much additional parking would be required under build out conditions for the expansion corridors according to the current code.

This analysis used County Assessor data on the value of land and the value of improvements in order to identify those parcels that are ripe for redevelopment within the corridors. Those with a ratio of improvements to land of less than 1 were considered ripe for redevelopment, while those with a ratio of 1 or more were considered unlikely to redevelop. Schools were assumed to retain in their present land use regardless of the relative value of improvements to land value.

For this analysis we have included two scenarios. The first scenario calculates that number of additional parking spaces would be required if the corridors were built out to the maximum bulk requirements defined by the City’s zoning code, that is an FAR of 2 and building heights of up to 45 feet. The second scenario calculates the number of additional parking spaces that would be required if the corridors were built out to the maximum when one accounts for at or above-grade parking that is required under the Municipal Code. As outlined in Chapter 8, current parking standards reduce the feasible FAR to 1.03 along Robertson Boulevard and 1.19 along the other potential expansion corridors.<sup>47</sup>

Based on the improvements to land ratio, it is possible to add between 1.74 and 2.98 million square feet of development within the potential expansion areas. This level of redevelopment was based on an improvements-to-land ratio of 1.00, that is, where the value of land exceeds the value of improvements and therefore suggests that the property is ripe for redevelopment. Schools and properties in excess of current zoning standards were omitted from the calculation.

For a 30% build out scenario, this translates to a total lot area of 460,000 square feet, or a floor area of between 538,000 and 921,000 square feet of redevelopment (for feasible FAR and FAR respectively). This 30% build out would be associated with between 782 and 1,740 additional net spaces of required parking under the feasible FAR and allowable FAR scenarios respectively. The improvements-to-land ratios associated with 30% build out are extremely low, ranging from 0.1

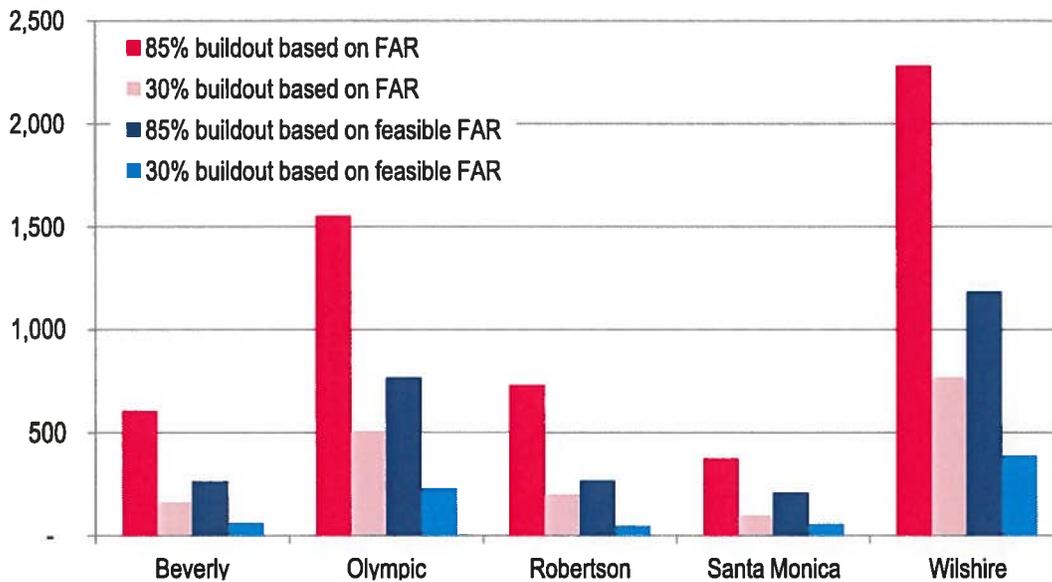
<sup>47</sup> City of Beverly Hills Municipal Code §10-3-2726, §10-3-2755, §10-3-2730

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on Olympic and Wilshire Boulevards to 0.34 on Santa Monica Boulevard. These low IL ratios indicate that redevelopment is extremely ripe for the associated properties. It may also suggest that other factors such as site geometry and parking requirements are limiting redevelopment.

For an 85% build out scenario, the total lot area of redevelopment would be 1.28 million square feet, or a floor area of between and 1.50 and 2.57 million square feet. This redevelopment would be associated with between 2,690 and 5,550 additional net spaces of required parking associated feasible FAR and allowable FAR respectively. The IL ratios associated with this level of redevelopment fall between 0.45 on Robertson Boulevard and 0.80 for Wilshire Boulevard. The above levels of new parking are outlined in Figures 42 and 43. Levels could be reduced under lower minimum parking requirements.

**Figure 42: Additional Required Parking Spaces for Build Out in the Expansion Corridors**



**Figure 43: Redevelopment and Additional Required Parking Spaces for Build Out in the Expansion Corridors**

Expansion Corridor	30% Build Out			85% Build Out		
	Redeveloped lot area (sf)	Additional required spaces based on FAR 2	Additional required spaces based on feasible FAR	Redeveloped lot area (sf)	Additional required spaces based on FAR 2	Additional required spaces based on feasible FAR
S Beverly Drive	63,244	164	63	174,001	609	264
Olympic Boulevard	121,160	508	228	345,817	1,555	768
S Robertson Boulevard	60,410	200	47	173,734	734	267
S Santa Monica Boulevard	27,389	98	56	80,395	375	210
Wilshire Boulevard	188,208	769	389	508,824	2,282	1,185
<b>TOTAL</b>	<b>460,411</b>	<b>1,739</b>	<b>782</b>	<b>1,282,771</b>	<b>5,554</b>	<b>2,693</b>

Sources: Nelson\Nygaard, Los Angeles County Assessors Office, City of Beverly Hills, March 2014

# Attachment 6

Map Depicting Proposed In-Lieu Parking  
Program Area



# New in-lieu parking areas

0 700 1,400 2,800 Feet