1410-1422 Main Street

Parking Demand Management Assessment

Brian Silveira & Associates | Venice, CA

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Executive Summary

The purpose of this analysis is to help the public - including government agencies, local Project neighbors, and interested community-based organizations - understand the potential parking impacts of the proposed Project along with any parking demand management (PDM) strategies the Project employs.

The Project site is in an urbanized area, and currently encompasses three abutting lots with frontage along Main Street and an alley in the rear. The property is currently improved with two single-family homes, each containing two bedrooms. The lot addressed 1410 Main Street is currently vacant.
The proposed Project includes the demolition of both existing structures and the construction of a new, four-story mixed-use development consisting of nineteen (19) residential dwelling units (including four units covenanted for Very Low Income households) and three commercial restaurant uses. The Project also proposes the provision of twenty-eight (28) total off-street automobile parking spaces - twenty-four (24) for the use of the residential dwelling units and four (4) for the use of the commercial restaurant spaces in lieu of the 118 off-street automobile parking spaces required pursuant to the Venice Coastal Zone Specific Plan (VCZSP).

- The Project's entitlements include a Coastal Development Permit (CDP) for new construction in the single-jurisdiction Coastal Zone, Specific Plan Project Compliance to show compliance with the VCZSP, and a Density Bonus with incentives and waivers to support the financial and physical feasibility of providing nineteen total dwelling units, including four for Very Low Income households.

- The Project site is located in an area where municipalities are prohibited from enforcing a minimum number of required off-street automobile parking spaces under AB 2097 approximately 940 linear feet from Ocean Front Walk, a 'walk street," defined as "A public street in the Venice Coastal Zone that has been improved for public pedestrian use over part of its width and is landscaped (publicly or privately) over the remainder, but which has not been improved for public vehicular access…"

- The Project's proposed uses are: three commercial restaurant spaces as well as 19 multi-family residential dwelling units, including 4 units reserved for Very Low Income households.

- The Project's proposed commercial restaurant uses are designed for community- and visitor-facing patronage.

This study was completed by Brian Silveira & Associates to examine the anticipated impacts of the Project on the area's on-street parking resources. The study examined parking utilization rates of nearby parking lots and on-street parking facilities during peak hours, the automobile parking practices of nearby commercial operators, and the availability of existing and planned alternatives to car ownership. The study found that:

- There is adequate parking supply in publicly- and privately-owned parking lots and on the street surrounding the project during typical weekday and weekend evenings.

- Restaurants near the proposed development in the Main Street Area don't generally provide parking for their customers.

- Existing and planned infrastructure support resident and visitor alternatives to automobile transportation.

Below, the report discusses some of the relevant limitations in identifying the effectiveness of parking demand management strategies.

Limitations

Although they often overlap, most technical studies focus on Vehicle Miles Traveled (VMT) reductions which don't translate neatly into parking demand reductions.

A review of Transportation Demand Management (TDM) literature reveals that most of the studies of the effectiveness of various separate and combined TDM strategies deliver the results in the form of VMT reductions, not parking demand reduction. A TDM measure seeks to manage the demand for travel by drive alone private car (SOV), rather than catering to that demand, or managing the road system on which vehicles travel. TDM measures are aimed at influencing mode choice, trip length, the frequency of trips and the route taken. They originated from commuter-based programs aimed at shifting commuters from drive alone travel choices to other modes, including carpooling and vanpooling and can be applied to meeting specific goals, namely, to reduce congestion, to improve air quality or to reduce the reliance on energy (FHWA, 2012). In general, TDM has been associated with addressing congestion as a result of commuting.
By contrast, PDM measures - particularly those associated with residential development, seek to decrease SOV ownership by implementing effective transportation alternatives. The discussion section included in the analysis of each PDM strategy adds context to the anticipated parking impacts by reviewing relevant research and extrapolating from them for the proposed Project.

Most studies analyze PDM policies at the city-wide or regional levels.

Very little analysis of the effectiveness of PDM strategies at the project level has been published. This is likely due to the fact that many PDM strategies are considered and/or implemented by local governments as opposed to individual residential, commercial, or industrial project developers. Project developers are often beholden to the parking policies in effect at the time that entitlements or building permits are sought for their individual projects and, therefore, the formulation and study of PDM strategies is driven by municipal, regional, and state-based governance bodies. This, of course, does not imply that PDM strategies are ineffective at the project-level but that, for the purposes of this report, their effectiveness has to be translated from what is known about their functionality at a larger scale to what the report infers about their functionality at the project scale.

Managing parking demand (as opposed to simply reducing trip generation) by limiting or eliminating the automobile parking spaces available to residential developments is a re-emergent technique in the 21st century.

Uniquely, residential areas are the points where SOVs are parked for the longest duration and where owners of said SOVs will leave their vehicles should other TDM strategies (e.g., enhanced public transportation) prove effective (Khaliq, 2015). Since the invention and wide adoption of SOVs as Americans' primary form of transportation, policies seeking to limit vehicle ownership have not been tested in the public or private sphere. Therefore, best practices for strategies to limit vehicles associated with private, leased residential units are largely still unknown and, at the very least, have not been published in any widely distributed periodical.

Where limiting or eliminating off-street parking tied to a specific residential location is studied, it is usually in the context of homeownership and perceptions of perceived home value and not as a variable in the selection of a rental unit (e.g., Stubbs, 2002). In general, residential parking policy suffers from the biggest dearth of research evidence (Marsden, 2006). What's more, even less evidence exists to support or negate the effectiveness of integrating supporting amenities such as ample bicycle parking, innovative delivery systems, and targeted marketing on the elasticity of SOV ownership.

Existing Conditions

The Project site comprises three adjacent trapezoidal lots, zoned C2-1-O, with 90 feet of frontage along South Main Street, currently improved with two one-story single-family dwellings and one garage. To the north are two apartment buildings – one three-story building with six units, and one two-story building with four units, also zoned C2-1-O. To the south is a two-story mixed-use building with two dwelling units and office space, also zoned C2-1-O. Across the alley to the east are two two-story apartment buildings, each containing four units and zoned RD1.5-1-O.

Figure 1 - Project site for the proposed mixed-use development

The Project sites are located within the planning boundaries of the Venice Community Plan of the City of Los Angeles adopted in September 2000. The sites are zoned C2-1-O and have a General Plan land use designation of Neighborhood Commercial in Height District 1. The Project site is also located within the Los Angeles Coastal Transportation Corridor Specific Plan, the North Venice subarea of the Venice Coastal Zone Specific Plan (and is included in the Beach Impact Zone).

This area is identified in the certified Venice Land Use Plan (LUP) as Neighborhood Commercial. According to Policy I.B.5 of the LUP, Neighborhood Commercial areas in the Venice Land Use Plan are intended to serve nearby residents with small-scale, pedestrian-oriented businesses and community services that support daily convenience and minimize vehicle trips. This project, which includes three restaurants and 19 residential units in a mid-rise, mixed-use format, is consistent with the Plan's vision by providing community-facing amenities and housing that encourage walking and reinforce the neighborhood's active, human-scaled character.

Figure 2 – Current photograph of the structures at 1410-1422 S Main Street

Part 1: Survey of Local Retail Uses

In addition to its residential uses, the proposed development includes three different sit-down restaurant spaces as well as a take-out window to serve one or more of the proposed onsite operators. In order to determine parking provided by similar establishments in the area, the consultant team visited several restaurants in the immediate vicinity of the proposed development. Upon entering the establishments, the consultants asked staff if there were off-street parking spaces dedicated to their customers. In all cases, the staff members responded that there were no off-street parking spaces dedicated to the establishments' retail customers. Several staff members at various retailers mentioned that although the business did not provide parking for the exclusive use of their customers, there were private and public parking lots that provide off-street parking at an hourly rate. A characterization of the types of retail establishments surveyed can be found below in Table 1. It is important to note that, like the subject property, all of the existing establishments included in the survey have commercial zoning designations.

Name	Address	Proximity to Site	Establishment	Hours of Operation	Customer Parking?
N/A (Proposed)	1410-1422 Main St	Subject Site	Restaurant	**TBD**	Yes, 4 spaces
Hama Sushi	213 Windward Ave	420 Feet	Restaurant	5:00pm - 9:30pm	No
Mao's Kitchen	1512 Pacific Ave	450 Feet	Cafe/Restaurant	12:30am - 10pm	No
Great White	1604 Pacific Ave	530 Feet	Restaurant	8:00am - 11:00pm	No
Market	72 Market St	510 Feet	Restaurant	5:30pm - 1:30am	No
The Butcher's Daughter	1205 Abbot Kinney Blvd	1,060 Feet	Restaurant	8:00am - 10:00pm	No
Gran Blanco	80 Windward Ave	570 Feet	Bar/Restaurant	5:00pm - 1:00am	No
Blue Bottle Coffee	1103 Abbot Kinney Blvd	1,020 Feet	Coffee Shop	6:00am - 6:00pm	No
Eggslut	1611 Pacific Avenue	610 Feet	Restaurant/Cafe	8:00am - 2:00pm	No

Table 1 – Off-street Parking Survey of Existing Restaurants

Beach visitors who drive to the Venice Beach area and its associated recreational and retail establishments typically park in publicly or privately-owned lots that charge an hourly fee. Due to the concentration of tourist-facing retail establishments and popular restaurants and cafes, patrons of businesses near the Windward and Abbot Kinney sections of Venice rarely come for a single business, and instead opt to visit several during the course of their stay. Therefore, it is not typical or practical for individual businesses to provide dedicated parking at the rate prescribed by the Venice Coastal Zone Specific Plan for their customers.

Part 2: Parking Rate Survey

Off-street parking is available in a number of municipally- and privately-owned parking lots within a 10-minute walk of the subject property. The consultant team has compiled a Parking Rate Survey to document the parking rates for eight parking facilities offering parking to the public for a fee. The eight public and private parking lots included in the study represent all of the public-facing lots that were in operation during the peak and off-peak times that members of the consultant team visited the area (early fall of 2024 and early summer 2025). Table 2, below, lists the parking lots surveyed, and Figure 3, shows a map of the lots and their location relative to the Project site.

Entry No.	Address	Distance to Site	Total lot capacity	Special Notes	Fri Eve Ut. Rt.	Wkd Afternoon Ut. Rt
1	1501 Ocean Front Walk	810 Ft	75	valet during peak hours	79%	65%
2	29 Windward Ave	750 Ft	65	valet, stacked	77%	69%
3	1608 S Pacific Ave	500 Ft	10	metered, 1-hr	100%	100%
4	2100 Ocean Front Walk	1,530 Ft	357		28%	83%
5	200 N Venice Blvd	1,510 Ft	196		38%	87%
6	100 Venice Way	630 Ft	30		47%	60%
7	32 17th avenue	740 Ft	50	valet during peak hours	66%	94%
8	121 Windward Ave (Bank of America)	190 Ft	32	valet during peak hours	75%	53%
Average Rate					64%	80%

Table 2 – Average Parking Lot Utilization Rates

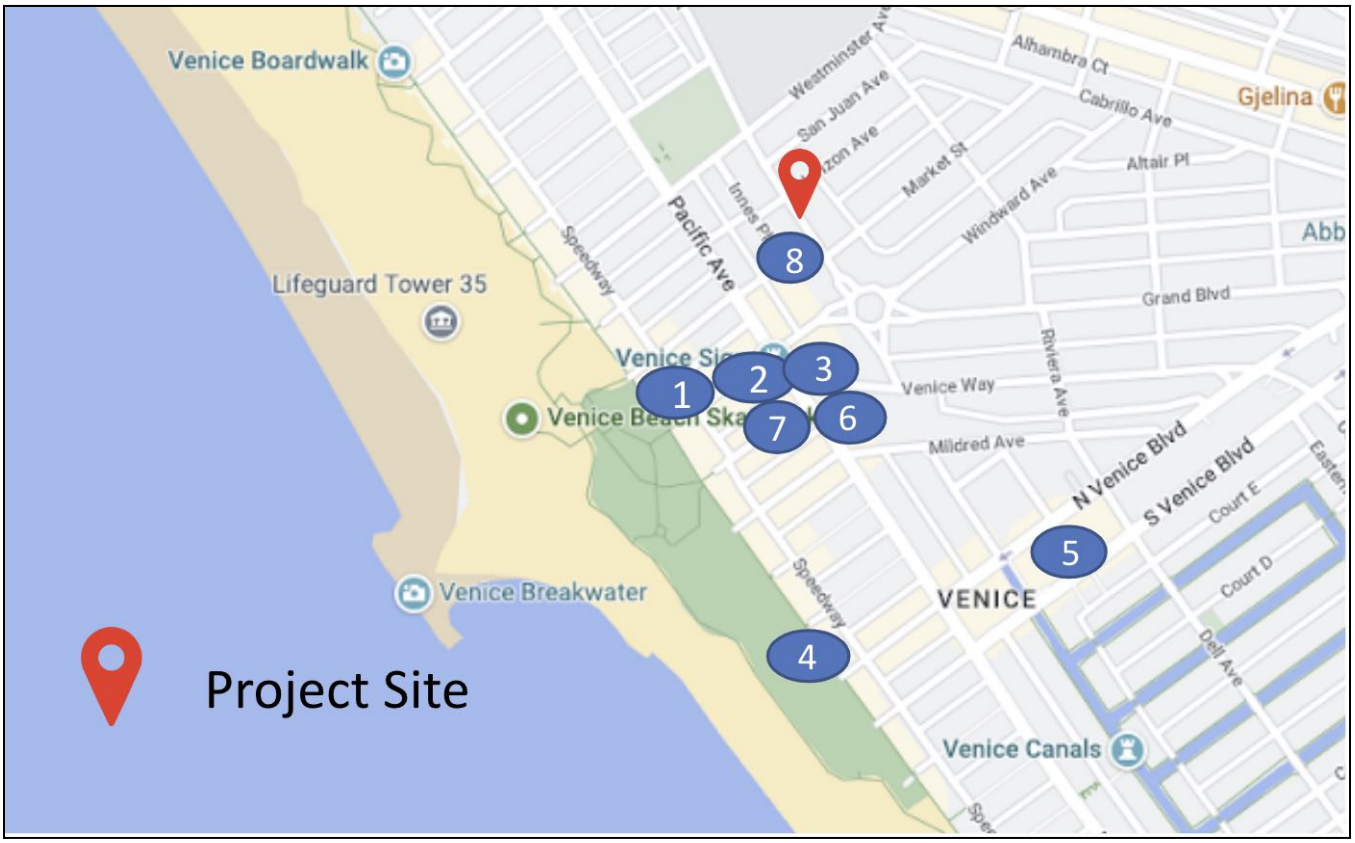


Figure 3 – Map of parking locations surveyed.

Observations of parking rates were completed at two different peak demand periods–Friday evenings, between 7:30pm and 9:00pm, and Saturday afternoons, between noon and 5:00pm. These two time periods reflect both when parking demand for patrons of restaurants and bars and parking demand for beachgoers is highest.

On average, the utilization rate of the surveyed parking lots during weekend evening peak hours was 62%; the utilization rate during weekend afternoon peak hours was 80%. In total, there were 451 unoccupied off-street parking spaces available to visitors on weekend evenings and 164 spaces available on weekend afternoons across the entire study area.

Table 2, above, shows the parking utilization data for all eight lots included in the study. Note that lots that provide valet parking service often have a higher vehicle capacity than can be assumed from the number of demarcated parking stalls as valet parkers may double or triple park vehicles in order to accommodate more cars than could be managed by allowing self-parking.

Based on the observed utilization rates of the surrounding parking facilities available to the public, the consultant team has concluded that there are adequate parking facilities available to absorb the parking needs for the 118 vehicle parking spaces that would otherwise be required by the Venice Coastal Zone Specific Plan for the Project's commercial and residential uses.

The consultant team also took an inventory of the estimated total capacity and observed utilization of on-street parking supply for the area surrounding the project site. Figure 4 below shows a map of the streets surveyed to determine the amount of on-street parking capacity and the amount of on-street parking occupied in relation to the Project site.
Additionally, according to the on-street parking supply survey completed by the consultant team, on weekday and weekend evenings, there is adequate on-street parking supply to support the Project's restaurant uses. The *ITE Parking Generation Manual* considers 85% parking utilization to be fully utilized; at this utilization rate, motorists typically have to drive around the vicinity of their destination several times to find an available parking space. During weekday evenings, the consultant team observed a utilization rate of 70% for unmarked, on-street parking spaces, with approximately 211 spaces available. During weekend evenings, the consultant team observed a utilization rate of 82% for unmarked, on-street parking spaces, with approximately 133 spaces available. In total, the area has the capacity for approximately 745 vehicles in on-street, unmarked parking spaces.[1] The raw data used to calculate the area's total onstreet parking supplies is included in Appendix A.

[1] The consultant team calculated the onstreet parking capacity by measuring the length of the curb frontage (excluding areas where parking is prohibited such as driveway aprons and red curb markings) and divided it by the average length of an onstreet parallel parking space which was found to be 17.7 feet.

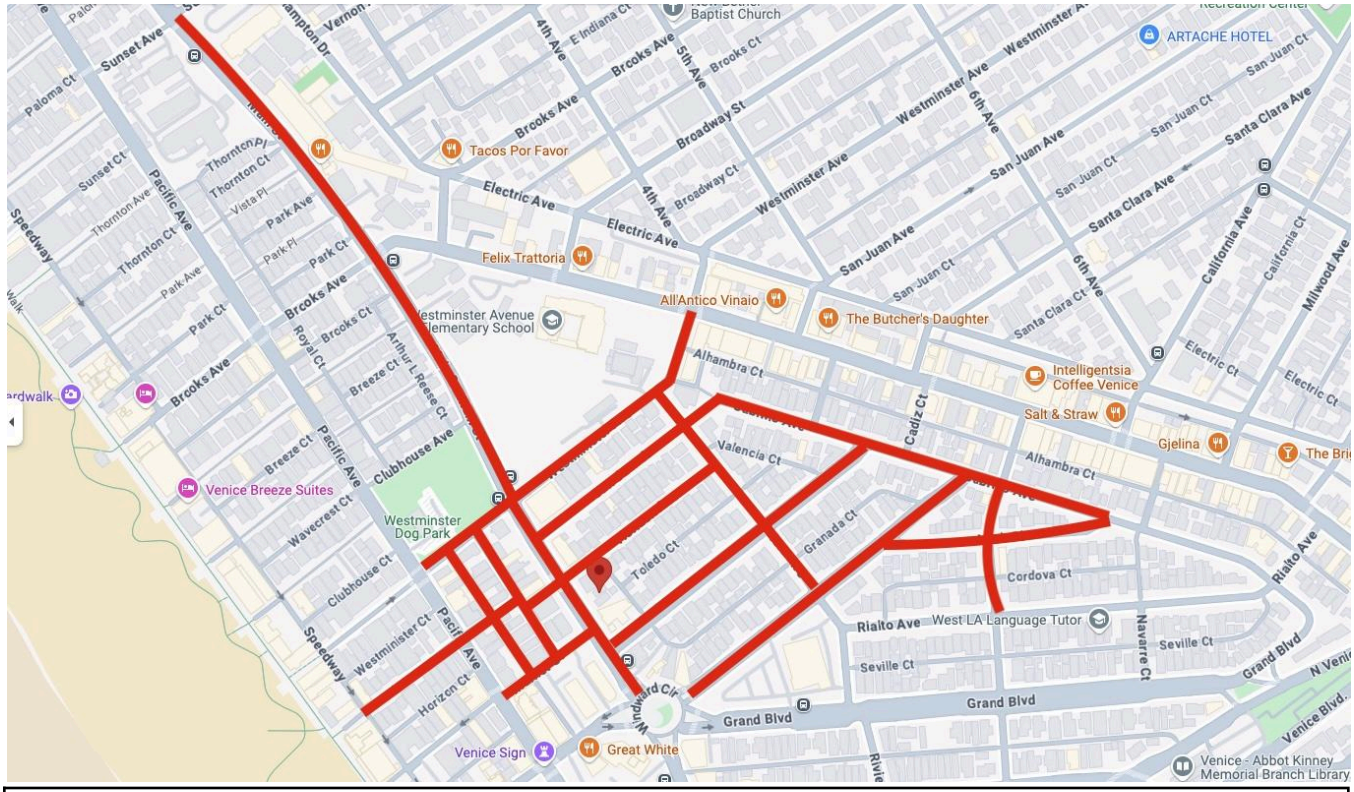


Figure 4: Map of On-street Parking Survey Areas

In 2022, the State of California passed Assembly Bill 2097, which prohibits a public agency from imposing or enforcing any minimum automobile parking requirement on a residential, commercial or other development project located within one-half mile of a major transit stop. The proposed development's proximity to the intersection of Grand Boulevard, Windward Avenue, and Main Street at Windward Circle make this project eligible for the provisions of this legislation.

In addition to automobile parking, the Los Angeles Municipal Code (LAMC) 12.21.A.16(a)(2) requires that general retail buildings provide one long-term and one short-term bicycle parking space for every 2,000 square feet of retail space, with a minimum of 2, and one long-term space for each dwelling unit.

Thus for this project's residential component, 19 long-term spaces are required, and two short-term spaces, and for its commercial component, 3 long-term and 3 short-term spaces are required. The project provides a total of 45 bicycle parking spaces, including 36 long-term and 2 short-term spaces for residential use (excluding additional spaces provided for the Project's dedicated micromobility), and 4 long-term and 3 short-term spaces for commercial use, thereby exceeding the total requirement.

Part 3: Multimodal Transportation Options

The site of the proposed mixed-use development is served by various modes of transportation other than single occupancy vehicles. Infrastructure for pedestrians, bicycles, public transit, public and private rideshare, and electric scooters make car-free and car-lite lifestyles an attractive choice in the Venice area.

Bicycle Infrastructure

The proposed development includes both 40 long term and 5 short term bicycle parking spaces. Studies have shown that having functional and conveniently located long and short-term bicycle parking in a development encourages the use of bicycles as an alternative form of transportation to the automobile. In particular, this is true in a community like Venice, which is relatively flat and which features a broad array of bicycle infrastructure.

The subject property is located approximately 310 linear feet from a Metro Bike Share station at Windward Avenue and Main Street, and 1,280 linear feet from a Metro Bike Share station at Abbot Kinney Boulevard and Santa Clara Avenue. Main Street, directly fronting the subject property, as well as nearby Windward Avenue, Market Street, Grand Boulevard, and Venice Way all feature Tier 2 dedicated bike lanes. Abbot Kinney Boulevard, 1,280 feet from the site, is a “sharrowed” route, meaning that cars must share the road equally with bicycles. At 1,450 linear feet from the project site, Venice Boulevard, which is identified by the Mobility 2035 Plan as a “Comprehensive Transit Enhanced Street,” features a Tier 1 protected bicycle lane as part of the City’s ongoing effort to enhance its transportation networks. The Marvin Braude Coastal Bike Trail, approximately 1,200 linear feet from the subject property, is a Class 1 bikeway which extends from Will Rogers State Beach in the Pacific Palisades all the way to Torrance Beach in the South Bay.

Public Transit

The area is served by various public transit options as well. On Main Street, 160 feet from the project site, the Santa Monica BBB 18 line, which serves Marina Del Rey, as well as Santa Monica and UCLA, has a stop. Nearby Windward Circle also hosts stops for the Santa Monica BBB 1 Bus Line, which serves Venice, Downtown Santa Monica, Mid City Los Angeles and UCLA, and the LA Metro 33 Line, which serves Downtown Santa Monica, Culver City, and Downtown Los Angeles. Additionally, the Downtown Santa Monica Metro E line station, a 12-minute bike ride from the site, represents High Quality Transit and serves Santa Monica, Culver City, Downtown Los Angeles, and East LA.

SCAG’s High Quality Transit Areas

This section of Venice is also identified on a regional planning level by the Southern California Association of Governments (SCAG) as a High Quality Transit Area (HTQA). These are areas that are within one half-mile of major transit stops (sites containing an existing rail or bus rapid transit station or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during peak commute periods) or high-quality transit corridors (corridors with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours).

The purpose of the HQTA designation is to promote Transit-Oriented Development (TOD), reduce congestion and greenhouse gas emissions, and align with broader regional planning goals aimed at creating more livable, equitable, and sustainable communities in Southern California. It allows for coordinated land use and transportation planning efforts to support efficient and accessible transit

options for residents and commuters. Figure 1 below shows the Project's location within the bounds of the HQTA in beige.

Figure 5: High Quality Transit Areas
Source: High Quality Transit Areas (HQTA) 2016 – SCAG Region

App-Based Rideshare

App-based ridesharing services can reduce the demand for automobile ownership by providing convenient transportation options without the hassle of ownership, such as parking, maintenance, and insurance. Users can request a ride whenever they need one, eliminating the need to own a car for occasional or specific trips. For many people, using ridesharing services can be more cost-effective than owning a car. Additionally ridesharing offers flexibility in terms of vehicle type and size, catering to a wide range of transportation needs without the commitment of owning a specific type of vehicle.

Services such as Lyft and Uber have become ubiquitous in most cities in the United States, and the Venice area of Los Angeles is a prime example of where such services can facilitate a life free of automobile ownership. Additionally, within the Venice area, LADOT operates LAnow, its own on-demand rideshare app.

Active Commuting

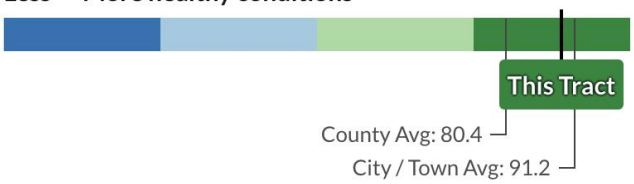
Additional evidence of the availability and feasibility of non-single-occupancy vehicle transportation is captured in a profile of the relevant census tract on the Healthy Places Index (HPI) which uses data from the American Community Survey to tabulate the health of California's census tracts relative to the state, county, and city as a whole. As shown in the figure below, the HPI rates the Census Tract 2735.02 highly (the 89th percentile for California tracts) for a characteristic it calls "Active Commuting" citing that 19.1% of the Census Tract's workers (16 years and older) commute to work by transit, walking, or cycling. This is compared to 8.99% who do so on a statewide level, 9.65% who do so on a countywide level, and 14% who do so on a citywide level.

Figure 6: Healthy Places Index: Active Commuting, Census Tract 2733

Active Commuting: 89.0 percentile

Value: **19.1%**

Less → More healthy conditions



This Tract has healthier community conditions than 89.0% of other California Tracts.

Tract 2735.02

County › City / Town › Tract
Los Angeles › Los Angeles › 2735.02

Population: 2,861

	Active Commuting	Percentile
State	**8.99%**	**N/A**
County	**9.65%**	**80.4**
City / Town	**14.0%**	**91.2**
Tract	**19.1%**	**89.0**

Project Parking Demand Management

Base Parking Demand

The proposed development at 1410-1422 Main Street consists of three new commercial restaurant units as well as nineteen residential dwelling units, including four reserved for Very Low Income households. The three new commercial restaurant units will contain the following service floor areas (SFA) and gross floor areas (GFA):

- Restaurant 1 will contain 1,276 square feet of SFA and 1,873 square feet of GFA
- Restaurant 2 will contain 527 square feet of SFA and 1,237 square feet of GFA
- Restaurant 3 will contain 1,082 square feet of SFA (including a 434 square foot bar on the roof deck) and 1,204 square feet of GFA
- Restaurants 1 and 2 will share a 467 square foot outdoor dining area
- A 292 square foot take-out food and beverage space is provided on the ground floor for the use of the onsite restaurant operators (take-out space is not considered to constitute service floor area under the Venice Coastal Zone Specific Plan [VCZSP])
- The Project proposes a total of 3,352 square feet of service floor area and 5,073 square feet of GFA

Because the Project site is located within the Beach Impact Zone (BIZ) of the Venice Coastal Zone Specific Plan area, additional parking is required beyond that mandated by the regular LA parking code (contained in LAMC 12.21. A.4.) and the Venice Coastal Zone Specific Plan at a rate of one automobile parking space for every 640 square feet of service floor area, including outdoor dining areas. The table below shows the number of parking spaces required by the Venice Coastal Zone Specific Plan, the Los Angeles Municipal Code (LAMC) standard parking code (12.21. A.4.), and Assembly Bill 2097 (AB 2097 [Friedman, 2022]) for each of the Projects' proposed uses.

Table 3: Parking Quantities Required by Different Policies

Policy Document	Relevant Use	Number of Spaces Req'd (per code)	Project's Amount of Use	Total Number Req'd per Use
VCZSP[1]	**Relevant Project Uses**			
	Restaurants	**1/50 sq ft SFA + 1/640 sq ft SFA (BIZ[2])**		
	Residential Dwelling Units	**2.25 per dwelling unit**		
	Restaurant 1 (Ground Floor)	**1/50 sq ft SFA + 1/640 sq ft SFA**	1,276 sq ft SFA/ 50 + 1,276 sq ft SFA /	28 spaces

		(BIZ[1])	640	
	Restaurant 2 (Ground Floor)	**1/50 sq ft SFA + 1/640 sq ft SFA (BIZ[1])**	527 sq ft SFA / 50 + 527 sq ft SFA / 640	12 spaces
	Shared Outdoor Dining Area (Ground Floor)	**1/50 sq ft SFA + 1/640 sq ft SFA (BIZ[1])**	467 sq ft SFA / 50 + 467 sq ft SFA / 640	11 spaces
	Restaurant 3 (Upper Floor)	**1/50 sq ft SFA + 1/640 sq ft SFA (BIZ[1])**	1,082 sq ft SFA / 50 + 1,082 sq ft SFA / 640	24 spaces
	Residential Dwelling Units	**2.25/unit**	19 units x 2.25	43 spaces
Total Spaces Required by VCZSP[1]	**118 vehicle parking spaces**			
LAMC 12.21. A.4.	**Relevant Project Uses**			
	Restaurants and Bar, General (over 1,000 sq ft GFA)	**1/100 sq ft GFA**		
	Retail Store, General (Take-out Space)	**1/292 sq ft GFA**		
	Residential Dwelling Units	**1 space per studio or 1-bedroom unit 1.5 spaces per two-bedroom unit**		
	Restaurant 1 (Ground Floor)	**1/100 sq ft GFA**	1,873 sq ft SFA/ 100	19 spaces
	Restaurant 2 (Ground Floor)	**1/100 sq ft GFA**	1,237 sq ft SFA / 100	13 spaces

	Shared Outdoor Dining Area (Ground Floor)	**1/100 sq ft GFA**	467 sq ft SFA / 100	5 spaces
	Restaurant 3 (Upper Floor)	**1/100 sq ft**	1,204 sq ft GFA / 50	13 spaces
	Studio and 1-bedroom Residential Dwelling Units	**1/unit**	11 units x 1	11 spaces
	2-bedroom Residential Dwelling Units	**1.5/unit**	8 units x 1.5	12 spaces
	Bicycle Parking Ordinance[3]	**-30% residential parking reduction**	23 x 0.3	-6 spaces
Total Spaces Required by LAMC 12.21. A.4.	**67 vehicle parking spaces**			
LAMC 9.2.1.C.2.b. (Density Bonus)	**Relevant Project Uses**			
	Restaurants and Bar, General (over 1,000 sq ft GFA)	**1/100 sq ft GFA**		
	Retail Store, General (Take-out Space)	**1/292 sq ft GFA**		
	Residential Dwelling Units	**1 space per studio or 1-bedroom unit 1.5 spaces per two-bedroom unit**		
	Restaurant 1 (Ground Floor)	**1/100 sq ft GFA**	1,873 sq ft SFA/ 100	19 spaces

	Restaurant 2 (Ground Floor)	**1/100 sq ft GFA**	1,237 sq ft SFA / 100	13 spaces
	Shared Outdoor Dining Area (Ground Floor)	**1/100 sq ft GFA**	467 sq ft SFA / 100	5 spaces
	Restaurant 3 (Upper Floor)	**1/100 sq ft**	1,204 sq ft GFA / 50	13 spaces
	Studio and 1-bedroom Residential Dwelling Units	**1/unit**	11 units x 1	11 spaces
	2-bedroom Residential Dwelling Units	**1.5/unit**	8 units x 1.5	12 spaces
	Bicycle Parking Ordinance[3]	**-15% residential parking reduction**	23 x 0.15	-3 spaces
Total Spaces Required by 9.2.1.C.2.b.	**70 vehicle parking spaces**			
AB 2097	**Relevant Project Uses**			
	Restaurants and Bar, General (over 1,000 sq ft GFA)	**0 spaces**		
	Retail Store, General (Take-out Space)	**0 spaces**		
	Residential Dwelling Units	**0 spaces**		

	Restaurant 1 (Ground Floor)	**0 spaces**
	Restaurant 2 (Ground Floor)	**0 spaces**
	Shared Outdoor Dining Area (Ground Floor)	**0 spaces**
	Restaurant 3 (Upper Floor)	**0 spaces**
	Studio and 1-bedroom Residential Dwelling Units	**0 spaces**
	2-bedroom Residential Dwelling Units	**0 spaces**
Total Spaces Required by AB 2097	**0 vehicle parking spaces**	

1. Venice Coastal Zone Specific Plan
2. Additional parking required in the Beach Impact Zone under the VCZSP
3. Under LAMC 12.21. A.4., up to 30% of the required automobile parking spaces for residential and nonresidential uses may be replaced by bicycle parking at a rate of one automobile space per four bicycle spaces when the project site is within 1,500 feet of a major transit stop, as defined in Subdivision (b) of Section 21155 of the California Public Resources Code; up to 10% of residential parking may be replaced in conjunction with parking residential parking rates established by the City's Density Bonus code (9.2.1.C.2.b.); Projects in the Coastal Zone are not eligible to replace automobile parking required under the VCZSP

It should be noted that minimum parking requirements are not informed by standardized analyses of the parking demand generated by particular land uses and contexts, rather they are traditionally intended to create an *oversupply* of parking spaces devoted to SOVs in lieu of managing a more efficient parking supply (Shoup, 2005; Marsden, 2006; Litman, 2005).

Parking Generation

In order to establish the expected base parking demand for the subject Project, the consultant team used data from the *Institute of Transportation Engineers Parking Generation Manual 5th Edition*. The *Parking Generation Manual* includes a complete set of searchable electronic files including land use descriptions and data plots for all available combinations of land uses, time periods, independent variables, and settings. The information is based on parking generation studies submitted voluntarily to ITE by public agencies, developers, consulting firms, student chapters, and associations. The *Parking Generation Manual* provides access for users to the ITEParkGen web app. This desktop application allows electronic access to the entire parking generation dataset with numerous filtering capabilities including site setting (i.e., rural, general urban/suburban, dense multi-use urban, center city core), geographic location, age of data, and development size. Instructions for using ITEParkGen are included within the app. While data from the *Parking Generation Manual* must be interpreted and applied using sound professional judgment, the report contains the best available data on the subject of parking demand related to land use.

The setting in which the proposed Project is sited is characterized as “Dense Multi-Use Urban” by the *Parking Generation Manual* which defines this setting as “a fully developed area (or nearly so), with diverse and interacting complementary land uses, good pedestrian connectivity, and convenient and frequent transit. This area type can be a well-developed urban area outside a major metropolitan downtown or a moderate size urban area downtown. The land use mix typically includes office, retail, residential, and often entertainment, hotel, and other commercial uses. The residential uses are typically multifamily or single-family on lots no larger than one-fourth of an acre. The commercial uses often have little or no setback from the sidewalk. Because the motor vehicle still represents the primary mode of travel to and from the area, there typically is on-street parking and often off-street public parking. The complementary land uses provide the opportunity for short trips within the Dense Multi-Use Urban area, made convenient by walking, biking, or transit. The area is served by significant transit (either rail or bus) that enables a high level of transit usage to and from area development (*ITE Parking Generation Manual*, 2019).”

Base Parking Demand: High-Turnover (Sit-Down) Restaurants

The ITE Parking Generation Manual, 5th Edition describes High-Turnover (Sit-Down) Restaurants in the following manner: “This land use consists of sit-down, full-service eating establishments with a typical duration of stay of 60 minutes or less. They are commonly referred to as casual dining. This type of restaurant is usually moderately priced and frequently belongs to a restaurant chain. Generally, these restaurants serve lunch and dinner; they may also be open for breakfast and are sometimes open 24 hours a day. These restaurants typically do not accept reservations. A patron commonly waits to be seated, is served by wait staff, orders from a menu, and pays after the meal. Some facilities offer carry-out for a small proportion of its customers. Some facilities within this land use may also contain lounge or bar areas for serving food and alcoholic drinks. The analysis of parking demand for this land use has identified different parking demand rates between high-turnover restaurants with and without lounges. The term “family restaurant” is used interchangeably as an abbreviated version of “high-turnover (sit-down) restaurant without lounge or bar facilities (*ITE Parking Generation Manual,* 2019).”

Based on this definition and the programming of the Project's commercial spaces, the groundfloor restaurants qualify as "High-Turnover (Sit-Down) Restaurants" intended to serve Venice locals and visitors. Restaurant 1 and Restaurant 2 at 1410-1422 Main Street contain 1,873 square feet and 1,237 square feet of gross restaurant floor area, respectively designed to be occupied by high-turnover (sit-down) restaurant operators.

The *ITE Parking Generation Manual, 5th Edition* data found that at high turnover (sit-down) restaurant developments in the Dense, Multi-use Urban Setting, the hours of peak parking demand occur on weekdays between 12pm and 1pm, and between 6pm and 8pm, with between 75 and 100% of the parking capacity occupied. On Saturdays, peak demand is between 10am and 12pm and also between 6pm and 9pm. It's worth noting that the actual peak hours for the groundfloor restaurants proposed for the subject property may be different than those reflected in the *ITE Parking Generation Manual* as they are intended to serve a brunch crowd which typically sees peak patronage on Saturdays and Sundays between noon and 4pm.

Among ten high turnover (sit-down) restaurant sites containing an average of 3,400 square feet of gross floor area per site, the average *weekday* parking demand for the peak period ranged from 3.13-12.41 vehicles per 1,000 square feet of gross floor area, with an average rate of 6.47 vehicles per 1,000 square feet of gross floor area. Across the sites surveyed, the *ITE Manual* finds that 33% of the parking is occupied at a rate of 4.57 occupied parking spaces per 1,000 square feet of gross floor area while 85% is occupied at a rate of 12.37 occupied parking spaces per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand per 1,000 square feet of gross floor area devoted to the high turnover (sit-down) restaurant use within the proposed Project would be 3.13-12.41 vehicles or 5.86-23.24 at Restaurant 1 and 3.87-15.35 at Restaurant 2 during their respective peak hours.

Data for high turnover (sit-down) restaurant parking demand is available for Saturdays when the peak hours are between 10am and 12pm, and between 6pm and 9pm. Again, it's worth noting that the actual peak hours for the groundfloor restaurants proposed for the subject property may be different than those reflected in the *ITE Parking Generation Manual* as they are intended to serve a brunch crowd which typically sees peak patronage on Saturdays and Sundays between noon and 4pm. During this time, parking occupancy ranges from 3.60-12.05 vehicles per 1,000 square feet of gross floor area, with an average rate of 7.19 vehicles per 1,000 square feet of gross floor area. For the subject Project, this equates to a parking demand of 6.74-22.57 vehicles for Restaurant 1, 4.58-15.34 vehicles for Restaurant 2, and an additional 1.68-5.93 vehicles for the groundfloor shared outdoor eating space.

Weekday Base Parking Demand: High Turnover (Sit-Down)	
Average Peak Parking Demand Rate	12.37 per 1,000 sf GFA[1.]
Project's Number of Units	1,873 + 1,237 + 467 sf GFA[1]
Base Peak Parking Demand Generated	44 automobiles

Table 4: Base Parking Demand: High Turnover (Sit-Down) Restaurant

Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Weekend Base Parking Demand: High Turnover (Sit-Down)	
Average Peak Parking Demand Rate	7.19 per 1,000 sf GFA[1.]
Project's Number of Units	1,873 + 1,237 + 467 sf GFA[1]
Base Peak Parking Demand Generated	26 automobiles

Table 5: Base Parking Demand: High Turnover (Sit-Down) Restaurant
Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Base Parking Demand: Groundfloor Take-out Space (Fast-Food Restaurant without Drive-Through Window)

The *ITE Parking Generation Manual, 5th Edition* describes the category "Fast-Food Restaurants without Drive-Through Window" in the following manner: "This land use includes fast-food restaurants without drive-through windows. This type of restaurant is characterized by a large carry-out clientele, long hours of service (some are open for breakfast, all are open for lunch and dinner, some are open late at night or 24 hours a day) and high turnover rates for eat-in customers. These limited-service eating establishments do not provide table service. A patron generally orders from a menu board and pays before receiving the meal. A typical duration of stay for an eat-in customer is less than 30 minutes."

Based on this definition and the programming of the Project's commercial spaces, the 292-square foot groundfloor take-out space qualifies as "Fast-Food Restaurants without Drive-Through Window" intended to serve Venice locals and visitors.

The *ITE Parking Generation Manual, 5th Edition* only provides data for weekday peak hour parking demand for the "Fast-Food Restaurants without Drive-Through Window" category in Dense, Multii-use Urban Settings. Therefore, to best determine the weekend peak hour parking demand for the take-out restaurant space, this analysis uses the "Fast-Food Restaurant with Drive-Through Window" category. *ITE Parking Generation Manual, 5th Edition* describes the "Fast-Food Restaurants without Drive-Through Window" category in the following manner: "This category includes fast-food restaurants with drive-through windows. This type of restaurant is characterized by a large drive-through and large carry-out clientele, long hours of service (some are open for breakfast, all are open for lunch and dinner, some are open late at night or 24 hours a day) and high turnover rates for eat-in customers. These limited-service eating establishments do not provide table service. A patron generally orders from a menu board and pays before receiving the meal. A typical duration of stay for an eat-in patron is less than 30 minutes. (*ITE Parking Generation Manual,* 2019)." In reality, the take-out space is *not* designed as a drive-through restaurant but is the most closely related category to the functional intent of the shared take-out space provided to be shared by the onsite restaurant operators.

The *ITE Parking Generation Manual, 5th Edition* found that for fast-food restaurants without drive-through windows in the Dense, Multi-use Urban Setting, the hours of peak parking demand occur on weekdays between 11am and 1pm. It's worth noting that the actual peak hours for the groundfloor restaurants proposed for the subject property may be different than those reflected in the *ITE Parking Generation Manual* as they are intended to serve a brunch crowd which typically sees peak patronage on Saturdays and Sundays between noon and 4pm. During weekday peak hour for parking demand, the average *weekday* parking demand ranged from 6.58-15.05 vehicles per 1,000 square feet of gross floor area, with an average rate of 9.61 vehicles per 1,000 square feet of gross floor area. Across the sites surveyed, the *ITE Manual* finds that 33% of the parking is occupied at a rate of 8.42 occupied parking spaces per 1,000 square feet of gross floor area while 85% is occupied at a rate of 15.05 occupied parking spaces per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand per 1,000 square feet of gross floor area devoted to the shared take-out space within the proposed Project would be 6.58-15.05 vehicles or 1.92-4.39 parked vehicles during its respective weekday peak hours.

As stated above, to best determine the *weekend* peak hour parking demand for the take-out restaurant space, this analysis uses the "Fast-Food Restaurant with Drive-Through Window" category. The *ITE Parking Generation Manual, 5th Edition* data found that fast-food restaurants with drive-through windows in the Dense, Multi-use Urban Setting, the hours of peak parking demand occur on Saturdays between 12pm and 2pm, and Sundays between 12pm and 3pm with between 85 and 100% of the parking capacity occupied between 12 and 2pm, regardless of the day. It's worth noting that the actual peak hours for the groundfloor restaurants proposed for the subject property may be different than those reflected in the *ITE Parking Generation Manual* as they are intended to serve a brunch crowd which typically sees peak patronage on Saturdays and Sundays between noon and 4pm.

Among three fast-food restaurants with drive-through windows (in dense, multi-use urban settings) containing an average of 3,400 square feet of gross floor area per site, the average *weekday* parking demand for the peak period ranged from 4.35-8.26 vehicles per 1,000 square feet of gross floor area, with an average rate of 6.21 vehicles per 1,000 square feet of gross floor area. The *ITE Manual* finds that 33% of the parking is occupied at a rate of 5.07 occupied parking spaces per 1,000 square feet of gross floor area while 85% is occupied at a rate of 8.26 occupied parking spaces per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand per 1,000 square feet of gross floor area devoted to the shared take-out space within the proposed Project would be 4.35-8.26 vehicles or 1.21-2.41 during its respective peak hours.

Data for fast-food restaurants with drive-through windows (in dense, multi-use urban settings) is available for both Saturdays and Sundays when the peak hours are between 12pm and 3pm. Since the projected parking demand for Sundays is higher than for Saturdays for this use type in the *ITE Manual*, this analysis uses the Sunday peak-hour parking rate of 7.14-11.71 vehicles per 1,000 square feet of GFA (an average rate of 9.31 vehicles) to project the weekend peak hour parking demand for the shared take-out space on the Project's ground floor. This equates to a parking demand of 2.08-3.42 vehicles for the groundfloor take-out space.

Weekday Base Parking Demand: Take-out Food and Beverage Space	
Average Peak Parking Demand Rate	9.61 per 1,000 sf GFA[1.]
Project's Number of Units	292 sf GFA[1]
Base Peak Parking Demand Generated	3 automobiles

Table 6: Base Parking Demand: Fast-Food Restaurant without Drive-Through Window

Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Weekend Base Parking Demand: Take-out Food and Beverage Space	
Average Peak Parking Demand Rate	9.31 per 1,000 sf GFA[1.]
Project's Number of Units	292 sf GFA[1]
Base Peak Parking Demand Generated	3 automobiles

Table 7: Base Parking Demand: Fast-Food Restaurant with Drive-Through Window
Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Base Parking Demand: Quality Restaurant

The ITE Parking Generation Manual, 5th Edition describes the Quality Restaurant category in the following manner: "This land use consists of high quality, full-service eating establishments with a typical duration of stay of at least one hour. They are also commonly referred to as fine dining. Quality restaurants generally do not serve breakfast; some do not serve lunch; all serve dinner. This type of restaurant often requests and sometimes requires a reservation and is generally not part of a chain. A patron commonly waits to be seated, is served by wait staff, orders from a menu and pays after the meal. Some of the study sites have lounge or bar facilities (serving alcoholic beverages), but they are ancillary to the restaurant (ITE Parking Generation Manual, 2019)."

Based on this definition and the programming of the Project's commercial spaces, Restaurant 3 on the upper floors qualifies as a "Quality Restaurant." Restaurant 3 contains 1,204 square feet of gross restaurant floor area designed to be occupied by a quality restaurant operator.

The *ITE Parking Generation Manual, 5th Edition* data found that at quality restaurant developments in the Dense, Multi-use Urban Setting, the hours of peak parking demand occur on Fridays between 7pm and 9pm and on Saturdays between 7pm and 8pm. Among the quality restaurant sites surveyed, the average parking demand for the peak period on Fridays ranged from 7.87-14.27 vehicles per 1,000 square feet of gross floor area, with an average rate of 9.81 vehicles per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand per 1,000 square feet of gross floor area devoted to the quality restaurant use within the proposed Project would be 7.87-14.27 vehicles or 9.48-17.18 during its peak hours.

Data for quality restaurants in Dense Multi-use Urban settings is available for Saturdays when the peak hours are between 7pm and 8pm. During this time, parking occupancy ranges from 8.77-23.84 vehicles per 1,000 square feet of gross floor area, with an average rate of 14.08 vehicles per 1,000 square feet of gross floor area. For the subject Project, this equates to a parking demand of 8.77-23.84 or 10.56-28.7 vehicles for Restaurant 3 during its peak hour on Saturdays.

Friday Base Parking Demand: Quality Restaurant	
Average Peak Parking Demand Rate	9.81 per 1,000 sf GFA[1.]
Project's Number of Units	1,204 sf GFA[1]
Base Peak Parking Demand Generated	12 automobiles

Table 8: Base Parking Demand: Quality Restaurant
Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Saturday Base Parking Demand: Quality Restaurant	
Average Peak Parking Demand Rate	14.08 per 1,000 sf GFA[1.]
Project's Number of Units	1,204 sf GFA[1]
Base Peak Parking Demand Generated	17 automobiles

Table 9: Base Parking Demand: Quality Restaurant
Source: *ITE Parking Generation Manual, 5th Edition*
(1) square feet of Gross Floor Area

Base Parking Demand: Market Rate Residential Units

The proposed development Project is mixed-use, combining nineteen mid-rise multifamily residential units (four of them reserved as affordable units) with three restaurant uses. The *Parking Generation Manual* describes the mid-rise multifamily residential as "housing that includes apartments, townhouses, and condominiums located within the same building with at least three other dwelling units and with between three and 10 levels (floors) of residence."

The ITE Parking Generation Manual, 5th Edition data found that in dense, multi-use urban mid-rise multifamily housing developments, the hours of peak parking demand occur on weekdays between 10pm and 5am with between 90 and 100% of the parking capacity occupied. Among 62 dense, multi-use urban sites (without rail transit within half of a mile) containing an average of 104 dwelling units per site, the average parking demand for the peak period ranged from 0.17-2.72 vehicles per dwelling unit with a 33rd percentile rate of 0.63 occupied parking spaces per unit and an 85th percentile rate of 1.27 occupied parking spaces per unit. At this rate, the anticipated peak period parking demand per dwelling unit of the proposed Project would be 0.17-2.72 vehicles per dwelling unit or 2.55-40.8 total occupied parking spaces during the peak hours.

According to *ITE Parking Generation Manual* data, dense, multi-use urban mid-rise multifamily housing developments that are not located within a half-mile of rail transit had an average occupancy rate of 0.85 vehicles per market rate dwelling unit on Saturdays between 11pm and 7am and 1.00 vehicles per market rate dwelling unit on Sundays between 11pm and 7am.

The *ITE Parking Generation Manual* also correlates the ratio of occupied parking spaces with the number of *occupied* dwelling units for dense, multi-use urban mid-rise multifamily housing developments that are not within a half-mile of rail transit. For the peak hour (Monday through Friday, 10pm-5am), across 51 studies averaging 88 occupied dwelling units per site, the average rate of occupied parking spaces per occupied dwelling unit was 0.77 vehicles per occupied unit with a 33rd percentile rate of 0.17 vehicles per occupied unit and an 85th percentile rate of 1.54 vehicles per occupied unit. For the proposed development, that translates to an anticipated parking ratio of 0.17-1.54 parking spaces per occupied dwelling unit or 2.55-23.1 total vehicles per occupied market rate dwelling unit during peak hours.

Base Parking Demand: Market Rate Residential Units[1]	
Average Peak Parking Demand Rate	0.9 spaces per dwelling unit
Project's Number of Units	15 market rate dwelling units
Base Peak Parking Demand Generated	14 automobiles

Table 10: Base Parking Demand: Market Rate Residential Units
Source: *ITE Parking Generation Manual, 5th Edition*
(1) Four of the Project's 19 dwelling units will be restricted to Very Low Income households

Base Parking Demand: Affordable Residential Units

As stated above, the proposed development combines fifteen market rate residential units with four units of affordable residential units, and three restaurant uses. The *ITE Parking Generation Manual, 5th Edition* defines affordable housing as "all multifamily housing that is rented at below market rate to households that include at least one employed member (*ITE Parking Generation Manual*, 2019)." The *Parking Generation Manual* offers separate data plots and statistics for subsets of the affordable housing database: sites with income limitations for its tenants, sites with minimum age thresholds for its tenants (i.e., senior housing), and sites comprised entirely of single-room-only units. The proposed affordable housing units fall within the first category: "sites with income limitations for its tenants." As a standard condition of its approval, the Project will be required to execute a covenant to the satisfaction of the Los Angeles Housing Department (LAHD) to make four restricted affordable units available to Very Low Income Households.

According to *ITE Parking Generation Manual* data from 19 studies with an average of 109 units per study site, dense, multi-use urban mid-rise affordable multifamily housing developments that are not located within a half-mile of rail transit had an average occupancy rate of 0.53 vehicles per unit with

33rd and 85th percentiles ranging from 0.46-1.00 occupied parking spaces per affordable dwelling unit. For the proposed development, that translates to an occupancy rate of 1.84-4 automobile parking spaces for the affordable units during peak parking demand periods.

The ratio of occupied parking spaces to occupied affordable housing units in dense, multi-use urban mid-rise affordable multifamily housing developments averages 0.55 vehicles per occupied affordable housing unit. This data was collected from 17 studies averaging 113 occupied dwelling units per study.

Base Parking Demand: Affordable Residential Units	
Average Peak Parking Demand Rate	0.53 spaces per affordable dwelling unit
Project's Number of Units	4 affordable dwelling units
Base Peak Parking Demand Generated	2 automobiles

Table 11: Base Parking Demand: Affordable Residential Units
Source: *ITE Parking Generation Manual, 5th Edition*

Parking Demand Management Strategies

Municipalities and developers have three options to address parking demand (see Table 12 below). They can increase the parking supply. They can manage the existing supply. And they can discourage the use of single-occupant vehicles. Table 12 lists these three approaches along with examples of each. The Project employs all three strategies by including providing 24 parking spaces for its residential dwelling units (using an "unbundled" parking model) and four parking spaces for its commercial restaurants while also providing dedicated onsite micromobility for use of its residents, increased bicycle parking facilities, fully subsidizing the use of public transportation for its residents, and by volunteering a local hire condition for its restaurant employees.

Table 12: Methods of Addressing Parking Demand

Minimum parking standards are designed to accommodate the highest anticipated peak demand in lieu of implementing parking demand management (PDM) strategies, even though management strategies are more cost effective and provide the greatest total benefits (Litman, 2005). Increasing parking supply exacerbates urban sprawl by requiring the over provision of parking spaces, lowering the resultant density of commercial and residential development and encouraging further car dependence (Shoup, 2005). As described in Part I of this report, the Venice Coastal Zone is already a dense urban context with an integrated mix of residential, commercial, and employment resources well-served by public and active transportation infrastructure. Despite its favorable design, much of the Venice Coastal Zone, especially the area containing the Project site, is also well-supplied with parking for SOVs (Fehr & Peers, 2021). It is now well-accepted among urban planners and elected and appointed officials that "Excessive parking requirements waste resources: directly, by increasing the money and land devoted to parking facilities; and indirectly, by leveraging an increase in automobile use and sprawl (Litman, 2005)."

The proposed Project includes PDM strategies for its residential and restaurant uses. The PDM strategies are listed in the figure below. PDM strategies provide Project-based and area-wide benefits when implemented in contexts supported by infrastructure and supplementary policy. As a bonus to developers, these benefits can be economically neutral if they are funded through parking cost savings (Litman, 2005).

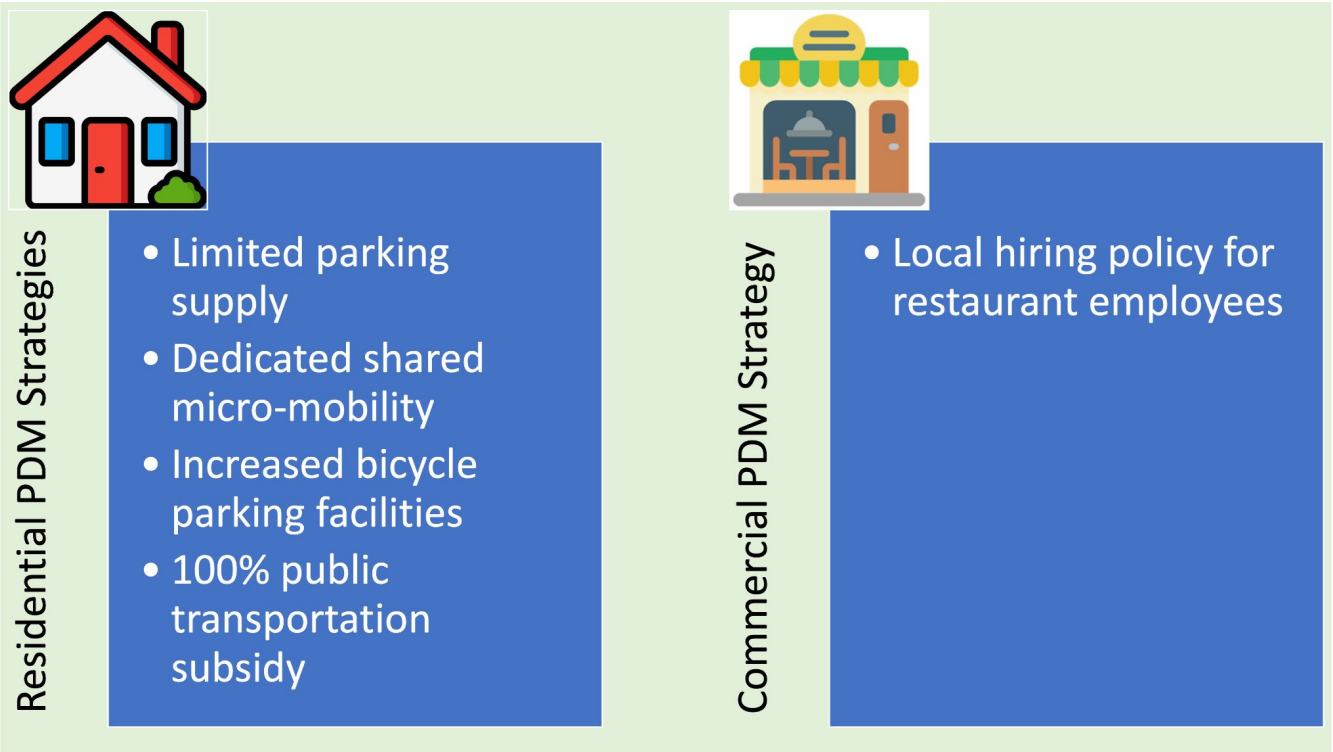


Figure 7: PDM Strategies for 1410-1422 Main Street mixed-use Project

In the pages that follow, this report analyzes the potential parking demand reductions associated with each proposed strategy (where data is available), discusses the mechanics of each strategy including implementation details, presents co-benefits associated with each strategy, and considers precedent for each strategy in the Coastal Zone, if any.

Residential Parking Demand Management Strategies

Residential Parking Demand Management Strategy: Limited Parking Supply

Strategy Description

Both pricing and limiting available parking supplies have a negative impact on parking demand as both add “costs” to the end user in the forms of financial and time-related expenses. The application of parking pricing and supply restrictions is the most widely accepted method of limiting car use (IHT, 2005). Additionally, a greater stimulus to change behavior appears to be provided by the supply restrictions rather than through pricing (Marsden, 2006). Studies have shown that, when supply was restricted, SOV parking demand greatly decreases as non-monetary costs were capitalized into the choice to drive a vehicle to respective destinations. One study by Gantvoort, J.T., et al. found that SOV mode choice reduced by approximately 20% among commuters three months after their 200-capacity parking facility was permanently closed (Gantvoort, 1984). Importantly, 45% of the sample of commuters included in the study felt that they were “captive” to their cars because of a lack of alternative mode choices which would be thoroughly addressed by the transportation options provided by the proposed development and already existing near the Project site within the Venice Coastal Zone (see “Existing Conditions” above). Therefore, the expected parking demand reduction as a result of parking supply restriction would be considerably higher for the subject Project.
The proposed development includes four parking spaces devoted to its commercial uses and twenty-four parking spaces devoted to its residential units. As part of its ‘unbundled’ parking model, the Project will charge $250 per month per residential parking space for residents who choose to purchase a parking lease in conjunction with their residential lease.

Range of Effectiveness

- 10-30% observed mode shift
    - Effectiveness of parking demand reduction strategy largely based on correlating supportive strategies like Smart Growth development, public transportation access, and the accessibility of urban job centers, all of which are applied near the Project site

Discussion

Controlled parking supply can impact the number of vehicles being driven to (and from) a site. The vast majority of studies that address the relationship between parking supply and mode choice are based on commercial PDM measures aimed at employee vehicles or areawide PDM measures targeting patrons of a commercial district or Central Business District (CBD). It is difficult to seamlessly translate reductions in employee and consumer transportation modes to reductions in resident transportation modes because, while employees and consumers may reduce their parking demand while still maintaining vehicle ownership, residents usually have to completely relinquish the ability to own a vehicle in order for parking supply restrictions to result in lower parking demand.

In terms of elasticity, consumer parking demand is the most elastic in response to supply restrictions since, typically, consumers have a variety of commercial options to fulfill their needs. If a consumer finds it difficult to locate parking near their commercial destination, the consumer will typically choose either not to make the trip or to make the trip to a different commercial destination. Employee parking demand is, by contrast, less elastic since employees cannot usually choose their work location based on the availability of parking facilities. They must choose to either change their mode of transportation to work or shift the time that they report to the worksite, if that option is available. For residential parking demand, none of the same options are available. If parking supplies are severely limited, then residential tenants only have the options of relinquishing their ability to own a vehicle, choosing an alternative residential location, or parking illegally which comes with high costs imposed by local municipal enforcement mechanisms (i.e., ticketing and towing). The consultant team expects that these circumstances will lead to a dramatic reduction in residential parking demand at the site, especially since the supply restriction strategy is combined with multiple others including proximity to mixed uses, the provision of subsidized alternative modes, and an added cost for renting said residential parking spaces.

Precedence in the Venice Coastal Zone

There isn't a specific statistic readily available for the percentage of housing units in Venice, CA, with fewer dedicated parking spaces than are required by the VCZSP. However, before the wide commercial popularization of SOVs in the 1950s, it was common for housing units to lack dedicated parking spaces. Furthermore, even for older housing units constructed with assigned parking facilities, these facilities are often too small to accommodate modern vehicle sizes so these units, effectively, also lack designated usable parking spaces. This is likely a key factor in the relatively low per capita rate of car ownership seen across the census tract and discussed in the ‘Existing Conditions’ section (American Community Survey 2015-2019).

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing “how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs.” The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone (California Coastal Commission, 2023).

Co-Benefits

- Lowers development costs
- Increases density and mix of uses
- Encourages the use of alternative modes

- 5-12.5% VMT reduction (CAPCOA, 2010)
- 5-12.5% reduction in GHG emissions (CAPCOA, 2010)
- Reduces run-off and water quality impacts

Residential Parking Demand Management Strategy: Dedicated Shared Micromobility

Strategy Description

Micromobility refers to the transportation of people using small, lightweight vehicles for short distances (typically up to five miles). These vehicles are designed for one or two passengers and are often powered by electric motors. Common examples of micromobility vehicles include electric scooters, electric bicycles (e-cargo bikes), and electric skateboards. Micromobility solutions have gained popularity in urban areas as a means of addressing challenges related to congestion, pollution, and the "last mile" problem in public transportation. Companies offering micromobility services operate through smartphone apps, allowing users to locate, unlock, and rent vehicles for short trips. Overall, micromobility aims to provide convenient, environmentally friendly, and cost-effective transportation options for short-distance travel within cities and urban areas.

The proposed Project includes a shared micromobility service for the exclusive use of the residential tenants. In addition to the forty-five long- and short-term bicycle parking spaces provided in the Project's garage and front yard (respectively) the Project includes six parking spaces for shared micromobility devices - e-cargo bikes equipped with baskets to be parked in a long-term bicycle parking area in the Project's garage. The specific company contracted to provide shared micromobility services - including the physical, technological, and logistic assets required to yield the amenity - is called Ridy. The Ridy electric micromobility devices will be located in the Project's garage in dedicated parking spaces with charging equipment for the six electric devices. They can be reserved through the Ridy mobile application. Building residents will share the devices amongst each other with insurance, maintenance, and customer service provided by Ridy at the expense of the property owner. Device users are responsible for the devices they rent while the devices are in their possession, however, residents will have access to the devices free of charge.

Although shared micromobility is a relatively new approach to parking demand management, according to some estimates, 5-10% of automobile trips can reasonably be shifted to non-motorized transport in a typical urban area (Mackett, 2001). When driving disincentives reduce automobile travel, typically 10-35% of the reduced trips shift to walking and cycling (Online TDM Encyclopedia).

Range of Effectiveness

- Unknown but, based on research on similar strategies that correlated increased walking and cycling with design improvements: 10-35% reduction in SOV trips

Discussion

Micromobility operators have long known that the car is an expensive and burdensome option for short trips *within* urban neighborhoods. This fact is a key input in their business models as well as those of government agencies who have invested in efforts to bolster their uptake. Research indicates that 49% of all of the trips made in the City of Los Angeles are three miles or less (Reed, 2019). The portion of short trips is likely much higher in areas, like the Venice Coastal Zone, where residential and commercial uses are dense and mixed.

In a study conducted by Roger L. Mackett for the Centre for Transport Studies at University College London, 1,121 households were selected at random to answer a survey about their travel habits as they pertained to "short trips" which, for the Mackett study, were defined as trips of five or fewer miles. Data were collected about all their trips over two days. These data were examined and a selection of people who had made short trips by car were interviewed in depth about those trips to examine their attitudes toward alternatives to using the car. The interviewee's responses were coded from unstructured answers into categories.

The table below shows the grouped reasons interviewees gave for using a car for short trips (interviewees were allowed to give more than one response).

Reason for Using Car	Number of Responses	% of Responses
1. No alternative	164	5%
2. Nature of trip	1607	46%
3. Convenience	996	28%
4. Temporary	763	22%
Total	**3530**	**100%**

Table 13: Grouped reasons for using the car from the surveys
Source: (Mackett, 2001)

The "No alternative" grouping was characterized by trip types for which the car is the only practical option, for example, the respondent needs their car for work so, even though the trip to their primary work site is a short one, they'll need their car to make home visits or run work-related errands throughout the day. The "Nature of trip" grouping included trips in which multiple destinations were linked into a single trip which can be mitigated by a dense mix of uses - for instance, grocery stores, pharmacies, gyms, and doctors' offices all within proximity to each other. That category also included trips on which respondents had to carry items, like groceries, and trips with unpleasant conditions for alternative modes (i.e., lack of safe infrastructure or street lighting, etc.). Interestingly, the

“Convenience” response group included reasons like “there are free parking facilities at my destination.” This response speaks to the persuasive nature of free, convenient parking in the mode choice decision-making process. Finally, the response group “Temporary” characterizes trips for which a car was used for a unique reason but for which a different mode would have been used had temporary conditions been different. For this category, 260 respondents specifically cited poor weather as their reason for using a car for the short trip.

The PDM strategies integrated into the proposed Project address all of the response categories except for the “No alternative,” for which the only mitigation would be a change in the respondent’s job. Specifically, the shared mobility devices will not only facilitate residents’ use of e-biking but can also be used to travel the “first/last mile” distance to public transportation facilities such as the Metro E Line rail station approximately 2 miles from the proposed development site. It should also be noted that the study was conducted in London where the weather conditions are more likely to include precipitation and low temperatures than Venice, CA where the average yearly low temperature is 56°F and the rainiest months see four days of rain per month (National Oceanic and Atmospheric Administration).

The inclusion of e-cargo bicycles in the fleet of shared mobility devices available to building residents through Ridy will help address trips, like grocery shopping, that would otherwise favor SOV use. Furthermore, the existing conditions of the surrounding area - namely the robust presence of public transportation options and the dense mix of uses - will encourage and bolster the use of the building’s shared mobility devices.

More details on the products, services, and anticipated uptake of Ridy’s devices are provided in Appendix B.

Precedence in the Venice Coastal Zone

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing “how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs.” The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone. “Micromobility programs, such as bicycle and electric scooter rentals” are named among the strategies for maximizing public access and recreational opportunities (*Implementation of Assembly Bill 2097*, 2023).

Co-Benefits

- Lower GHG
- Reduction in individual transportation costs

- Reduction in collective transportation costs
- Health benefits of active mobility modes
- Increase in use of public transportation
- Reduced traffic congestion

Residential Parking Demand Management Strategy: Increased Bicycle Parking Facilities

Strategy Description

The proposed Project is required by Los Angeles Municipal Code to provide bicycle parking facilities. For projects with 1-25 dwelling units, the Municipal Code requires one short-term bicycle parking space for every ten units (0.1 space per unit) and one long-term bicycle parking space for each unit (LAMC 12.21. A.16.). The Project proposes nineteen residential units (atop groundfloor commercial units) resulting in a residential bicycle parking requirement of 21 bicycles (two short-term and nineteen long-term). However, the Project is proposing to provide thirty-eight residential bicycle parking spaces (along with seven commercial bicycle parking spaces). This does not include the Ridy shared micromobility parking spaces (which include spaces for six e-cargo bicycles. With twenty-seven total bicycle parking spaces devoted to its nineteen residential units (totaling twenty-seven bedrooms), there are enough bicycle parking spaces for each bedroom occupant to store a bicycle (either shared or owned). The long-term bicycle parking facilities are designed to prioritize safety and ease of access. Located in the subterranean parking garage, the long-term bicycle parking room is covered from theft and weather while being easily accessible from the building's stairs and elevator.

According to studies of factors affecting travel behavior, providing bicycle storage facilities decreases parking demand by 5-15% (Litman, 2005).

Range of Effectiveness

- 5-15% parking demand reduction

Discussion

Bicycle parking, storage, and shower/changing rooms (collectively called "end-of-trip" facilities) increase the convenience and security of cycling. According to *Parking Management Best Practices*, optimal bicycle parking supply depends on the level of cycling activity in an area and the type of destination. End-of-trip facility improvements can increase cycling and reduce automobile trips. Many destinations can benefit from improved bicycle parking and changing facilities, particularly in areas with high potential levels of bicycling (Litman, 2005). The provision of ample bicycle parking at multifamily residential developments can result in modal shifts, reductions in car ownership, encouragement of active transportation, and can be even more impactful when it complements public transportation.

The Venice Coastal Zone is already an area with a high concentration of bicycle facilities such as Class I, II, and IV bicycle paths. As discussed in the 'Existing Conditions' section, above, 19.1% of commuters in the census tract surrounding the Project site participate in "Active Commuting" which includes all workers over the age of 16 who use transit, walking, or cycling to get to and from their work sites. This is compared to 8.99% who do so on a statewide level, 9.65% who do so on a countywide level, and 14% who do so on a citywide level. This is likely due to both the mild weather conditions that

characterize the region and the concentration of quality on- and off-street cycling facilities, among other factors. Cycling tends to be most common during mild weather (Litman, 2005). Incorporating end-of-trip facilities into the proposed development should have an outsized impact on parking demand - that is, the impact should be greater in the Venice Coastal Zone given its geographic and demographic context.

One of the most documented strategies for reducing parking demand is providing well-protected long-term bicycle parking for commuters, residents or anywhere else cyclists will leave a bicycle for several hours. Quality bicycle parking and other end-of-trip facilities make cycling more convenient and secure. This can reduce automobile travel and parking demand and provide various benefits associated with shifts from motorized to non-motorized travel, including reduced traffic congestion and pollution emissions, and improve public health (Litman,2005).

It's worth noting that the Los Angeles Municipal Code allows new or existing automobile parking spaces required by the Code for all uses to be replaced by bicycle parking at a ratio of one standard or compact automobile parking space for every four required or non-required bicycle parking spaces provided. This bicycle parking replacement can compensate for the provision of 20% of the otherwise required non-residential automobile parking spaces and up to 30% of the otherwise required residential automobile parking spaces (LAMC 12.21. A.4.). The proposed development is not proposing the replacement of any automobile parking spaces with bicycle parking as part of its entitlement requests but is, nonetheless, providing the requisite number of bicycle parking spaces.

Precedence in the Venice Coastal Zone

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing "how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs." The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone. The provision of "adequate bicycle parking and lockers" is named among the strategies for maximizing public access and recreational opportunities (*Implementation of Assembly Bill 2097*, 2023).

Co-Benefits

- Lower VMT
- Lower GHG
- Reduction in individual transportation costs
- Reduction in collective transportation costs
- Health benefits of active mobility modes
- increase in use of public transportation
- Reduced traffic congestion

Residential Parking Demand Management Strategy: 100% Public Transportation Subsidy

Strategy Description

The Proposed development will offer unlimited year-long Metro TAP cards to all residential tenants. Metro TAP cards are the only method of payment (other than exact cash amounts) for Metro buses and trains. A TAP card is a durable plastic card with a “smart” chip designed to make the transit experience simple and secure. TAP cards can be loaded electronically with regional and local transit passes, Stored Value (cash amount) or transfers. Transit users tap their cards on the TAP target each time they board a bus or train and the farebox, validator, or turnstile will deduct the correct fare. TAP cards are offered for sale through the Los Angeles County Metropolitan Transportation Authority (branded as Metro) the county agency that plans, operates, and coordinates funding for most of the public transportation system.

Typically, TAP cards cost transit users $2 for the durable plastic card plus the cost of ride fare, which can range from $1.75 for a single bus or train ride (including transfers within three hours of the initial boarding) to $5 for a daylong ride pass useable on buses and trains for 24 hours from the initial boarding. Metro issues month-long and year-long unlimited ride TAP cards to organizational customers (typically large employers) at a cost of $78 for a month-long unlimited ride pass and $936 for a year-long unlimited ride pass. Upon requests from individual tenants, the development will offer TAP cards that include system reciprocity with transit providers other than the Los Angeles County Metropolitan Transportation Authority. Other nearby transit operators include the Big Blue Bus (operated by the City of Santa Monica) and the CityBus (operated by Culver City). In total, the Metro TAP card provides access to 27 city and regional transit operators across LA County.

Range of Effectiveness

- 10-30% reduction in automobile travel (VTPI, 2023; Litman, 2005)

Discussion

Most evaluation studies point to the overwhelming effectiveness of financial incentives and disincentives to manage demand (FHWA, 2012). Financial incentives provide travelers with financial benefits for reducing their automobile trips (“Commuter Financial Incentives,” VTPI, 2005). These benefits reflect the cost savings that result from reduced parking demand and the attendant reduction in parking facility construction and maintenance. There are various types of financial incentives, including “parking cash-outs” which occur when residents who are offered subsidized parking can choose cash instead. Transit benefits are a strategy in which residents receive subsidized transit passes. Universal transit passes are a strategy in which residents receive transit passes for all members. The “universal

transit pass" PDM strategy employed by the proposed Project essentially amounts to a financial incentive in the amount of approximately $1,000 per year for a standard year-long unlimited ride pass and $1,300 per year for a year-long unlimited ride pass with system reciprocity.

The table below shows the percentage reduction in vehicle trips that typically result from a transit or rideshare subsidy. For example, a $1 (1993 U.S. dollars) per day transit subsidy at a transit-oriented activity center is likely to reduce automobile commute trips by about 11%. The Project's provision of 100% subsidized TAP cards (with system reciprocity) to its residents amounts to a subsidy of approximately $2.60 per day. The Project intends to charge $250 per month for each residential parking space as part of its residential "unbundled" parking model.

These vehicle trip reductions tend to increase over time as travelers become more familiar with alternative modes and take these incentives into account when making long-term vehicle purchase and home location decisions. Transit subsidization can be more effective if implemented in conjunction with other rideshare encouragement and transport management strategies, such as the reduced automobile parking, increased bicycle parking, provision of shared micromobility devices, and "unbundled" parking model planned for the Project.

Financial incentives are an effective way to reduce parking and vehicle traffic travel demand, congestion, traffic accidents, and pollution emissions. They tend to increase equity by offering non-driver benefits comparable to parking subsidies provided to motorists. They are typically appropriate if a development site has inadequate parking supply, leases parking spaces, or in other ways can save money by reducing the demand for parking facilities.

Table 14: Percentage Vehicle Trips Reduced by Daily Subsidy (1993 U.S. Dollars)

Worksite Setting	Daily Parking Charge (2000 U.S)				
	$0	$1.30	$2.60	$4.00	$5.20
Low density suburb, rideshare oriented	13.0	20.8	28.4	34.9	40.0
Low density suburb, mode neutral	12.7	22.4	32.8	42.9	51.5
Low density suburb, transit oriented	12.6	22.9	34.5	46.1	56.5
Activity center, rideshare oriented	20.1	29.3	36.6	41.8	45.5
Activity center, mode neutral	21.2	33.0	42.9	50.4	55.8
Activity center, transit oriented	24.0	40.5	55.8	68.6	78.3
Regional CBD/Corridor, rideshare oriented	19.6	26.2	30.6	33.5	35.3
Regional CBD/Corridor, mode neutral	26.3	37.5	45.4	50.7	54.1
Regional CBD/Corridor, transit oriented	34.8	52.3	65.6	74.9	81.1

Table 14: Values in the table indicate the percentage reduction in commute trips compared with no fees or subsidies.
Source: Comsis Corporation, 1993

Rideshare oriented refers to locations where ridesharing (carpools and vanpools) provides more than half of all commute travel by alternative modes. *Mode neutral* refers to locations where ridesharing and

transit represent about the same portion of alternative commute travel. *Transit oriented* refers to locations where transit provides more than half of all commute travel by alternative modes. Mode neutral most accurately describes the Venice Coastal Zone alternative mode behavior.

Precedence in the Coastal Zone

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing “how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs.” The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone. The report recommends “transportation demand management programs, such as providing transit passes to workers, students, or residents” among the strategies for maximizing public access and recreational opportunities (*Implementation of Assembly Bill 2097*, 2023).

Co-Benefits

- Lower VMT
- Lower GHG
- Reduction in individual transportation costs
- Reduction in collective transportation costs
- Health benefits of active mobility modes (use of public transportation modes typically requires some amount of walking, cycling, or other active modes for first-/last-mile coverage)
- increase in use of public transportation
- Reduced traffic congestion

Commercial Parking Demand Management Strategy

Commercial Parking Demand Management Strategy: Local Hire Policy

Strategy Description

Local hire programs are generally defined as programs that require contractors, developers, and other types of employers to hire residents from a specific geographic area. These policies typically establish criteria or preferences for hiring, such as requiring a certain percentage of employees to be local residents, offering incentives for hiring local workers, or giving priority to local job seekers in the recruitment process. The proposed Project includes a “local hire” provision that compels the High Turnover (Sit-Down) and Quality Restaurant tenants to make a good faith effort to employ restaurant staff from the local workforce. Although “local workforce” is a somewhat subjective term, Venice Coastal Zone precedence (see ‘Precedence in the Coastal Zone’ below), workers will generally be sourced from the area historically designated as Venice, CA. The restaurant’s local hire policy will be volunteered as a condition of the Project’s approval and the restaurant tenant will need to work closely with the Council office (Council District 11) to design and implement a hiring program that gives priority to job candidates from disadvantaged Venice communities.

Range of Effectiveness

Up to a 15% reduction in employee vehicle miles traveled

Discussion

It is well-known that the dispersion of employment activities across regions lengthens commutes. However, the elasticity of parking demand due to local hire programs at a single job site can vary significantly depending on various factors such as the size of the workforce, availability of alternative transportation options, local commuting patterns, and the specifics of the local hire program itself. Studies of the impacts of residential-employment proximity tend to focus on regional or municipal-wide programs and effects. Most indicate that increases in employment density yield the most benefits if adopted as a part of a coordinated set of strategies rather than in isolation (Circella, et al., 2014).

Local hire programs typically aim to increase the number of employees residing within close proximity to the job site, thereby reducing the need for long commutes and potentially lowering parking demand. The elasticity of parking demand in response to such programs would depend on how effectively they incentivize local residents to work at the job site and how much flexibility there is in the workforce's commuting behavior. In areas, like Venice, where alternative transportation options are readily available and commuting distances are relatively short, the anticipated elasticity of parking demand should be greater, as employees may be more inclined to use public transit, walk, or bike to work if they live nearby.

The farthest address from the Project site within the area identified as Venice, CA is 1.45 miles away. Most studies use a 5–7-mile radius. Therefore, it is realistic to presume that a plurality of the restaurant's employees can be sourced from the region's local workforce supply. Based upon the demography and demonstrated commuting behavior in the area, the Project expects the local higher policy to result in a significantly reduced demand in employee parking.

Precedence in the Coastal Zone

As a condition of its approval on October 21, 2020, the mixed-use development located at 1011 Electric Avenue; 1021-1051 South Abbot Kinney Boulevard (ZA-2012-3354-CUB-CU-CDP-MEL-WDI-SPP-SPR) was required to institute a Local Hire Program. The language, contained in Entitlement Condition #22 of the Letter of Determination issued by the West Los Angeles Area Planning Commission specifically says: "The Applicant shall utilize best efforts, where feasible, to locally hire from disadvantaged communities in Venice, in consultation with Council District 11."

The subject Project plans to volunteer a similar condition of approval for its high turnover (sit-down) and quality restaurant uses.

Co-Benefits

- Reduced VMT
- Reduced GHG
- Lower individual transport costs
- Local economic development

Conclusion

The study finds that, at most periods of operation, there is adequate parking inventory to support the demand generated by the planned Project in the form of dedicated onsite parking spaces and publicly available on- and off-street parking. Based upon parking demand estimates gathered from the *ITE Parking Generation Manual, 5th Edition*, the residential uses in the planned Project are well-supported by the onsite residential automobile and bicycle parking provided. However, during midday summer weekend periods, the area's existing parking supplies are strained. Some amount of the midday summer weekend parking demand generated by the restaurant uses may be reduced by the Project's volunteered local hire policy. Additionally, the City and surrounding region include existing and planned infrastructure to support the use of alternative transportation modes for visitors to the coast.

Findings

- There is adequate parking supply in publicly- and privately-owned parking lots surrounding the weekday and weekend evening hours for excess parking demand generated by the restaurant and residential uses.

- Commercial operators on and around Main Street don't generally provide parking for their commercial patrons.

- Parking Demand Management Strategies such as local hire policies for the restaurants' employees can reduce commercial parking demand.

- Existing and planned infrastructure support resident and visitor alternatives to automobile transportation.

Appendix A: On-street Parking Data and Photographs

Weekday Evening Parking Utilization Rates

Street Name	From	To	No. of Parked Cars	Total Curb Capacity (Feet)	Total Curb Capacity (No. of Vehicles @ 17.7 ft)	Utilization Rate	Appxmt No. of Available Spaces
Westminster	Pacific	Main	8	428	25	32.00%	17
Westminster	Main	Riviera	40	885	50	80.00%	10
Westminster	Riviera	Abbot Kinney	8	161	9	87.95%	1
Riviera	Westminster	Windward	41	772	44	94.00%	3
Windward	Windward Circle	Cabrillo	70	1557	88	79.58%	18
Main	Brooks/AK	Horizon	66	2066	117	56.54%	51
Market	Main	Cabrillo	73	1466	83	88.14%	10
Cabrillo	San Juan	Andalusia	52	1518	86	60.63%	34
Horizon	Speedway	Riviera	87	1800	102	85.55%	15
San Juan	Main	Cabrillo	35	905	51	68.45%	16
Altair	Cabrillo	Windward Ave	41	1077	61	67.36%	20
Andalusia	Rialto	Abbot Kinney	11	510	29	38.18%	18
					Avg. Utilization Rate	**69.87%**	**211**

Weekday Evening Parking Utilization Rates

Street Name	From	To	No. of Parked Cars	Total Curb Capacity (No. of Spaces)	Metered?	Utilization Rate
Main Street	Windward Circle	San Juan	18	18	yes - 2 hr, 8am-8pm	100%
Park Row	Market	Windward	8	8	yes - 1 hr, 8am-6pm	100%
Market	Pacific	Main	5	5	yes - 1 hr, 8am-6pm	100%
Andalusia	Abbot Kinney	Alhambra Ct	3	3	no	100%

Midday Weekend Parking Utilization Rates

Street Name	From	To	No. of Parked Cars	Total Curb Capacity (Feet)	Total Curb Capacity (No. of Vehicles @ 17.7 ft)	Appxt No. of Available Spaces	Utilization Rate
Westminster	Pacific	Main	25	428	25	0	100.00%
Westminster	Main	Riviera	47	885	50	3	94.00%
Westminster	Riviera	Abbot Kinney	8	161	9	1	87.95%
Riviera	Westminster	Windward	35	772	44	9	80.25%
Windward	Windward Circle	Cabrillo	69	1557	88	19	78.44%
Main	Sunset	Horizon/San Juan	89	2066	117	28	76.25%
Market	Main	Cabrillo	77	1466	83	6	92.97%
Cabrillo	San Juan	Andalusia	69	1518	86	17	80.45%
Horizon	Speedway	Riviera	95	1800	102	7	93.42%
San Juan	Main	Cabrillo	43	905	51	8	84.10%
Altair	Cabrillo	Windward Ave	43	1077.3	61	18	70.65%
Andalusia	Rialto	Abbot Kinney	28	510	29	1	97.18%
						115	**86.30%**

Midday Weekend Parking Utilization Rates

Street Name	From	To	No. of Parked Cars	Total Curb Capacity (No. of Spaces)	Metered?
Main Street	Windward Circle	San Juan	17	18	yes - 2 hr, 8am-8pm
Park Row	Market	Windward	7	8	yes - 1 hr, 8am-6pm
Market	Pacific	Main	5	5	yes - 1 hr, 8am-6pm

Evening Weekend Parking Utilization Rates

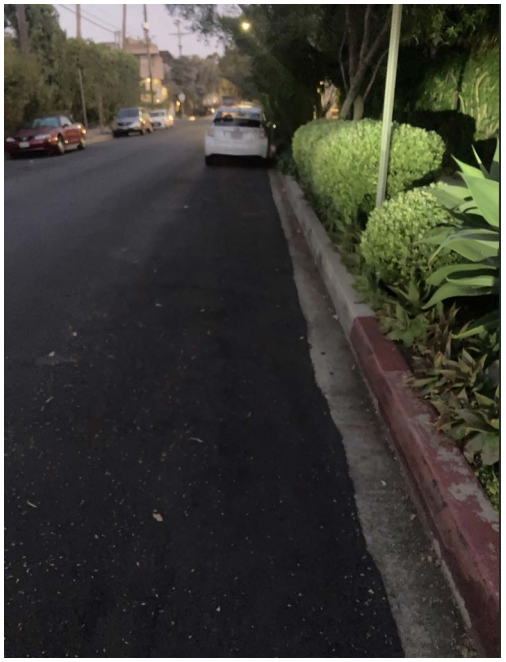
Street Name	From	To	No. of Parked Cars	Total Curb Capacity (Feet)	Total Curb Capacity (No. of Vehicles @ 17.7 ft)	Appxt No. of Available Spaces	Utilization Rate
Westminster	Pacific	Main	25	428	25	0	100.00%
Westminster	Main	Riviera	50	885	50	0	100.00%
Westminster	Riviera	Abbot Kinney	8	161	9	1	87.95%
Riviera	Westminster	Windward	37	772	44	7	84.83%
Windward	Windward Circle	Cabrillo	70	1557	88	18	79.58%
Main	Sunset	Horizon/San Juan	107	2066	117	10	91.67%
Market	Main	Cabrillo	73	1466	83	10	88.14%
Cabrillo	San Juan	Andalusia	59	1518	86	27	68.79%
Horizon	Speedway	Riviera	87	1800	102	15	85.55%
San Juan	Main	Cabrillo	40	905	51	11	78.23%
Altair	Cabrillo	Windward Ave	35	1077.3	61	26	57.50%
Andalusia	Rialto	Abbot Kinney	19	510	29	10	65.94%
						133	**82.35%**

Evening Weekend Parking Utilization Rates

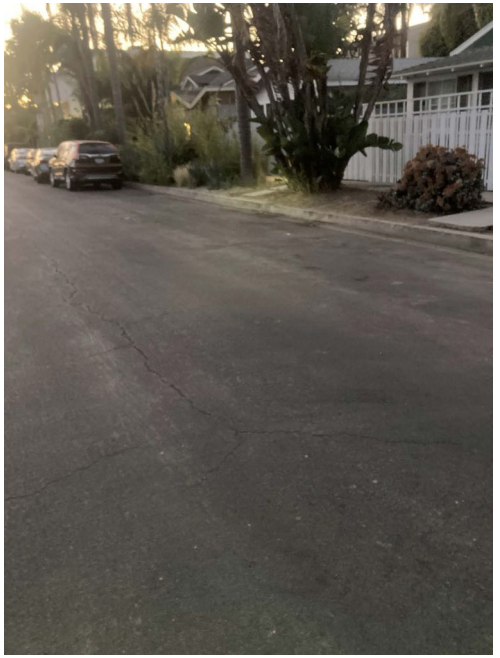
Street Name	From	To	No. of Parked Cars	Total Curb Capacity (No. of Spaces)	Metered?
Main Street	Windward Circle	San Juan	17	18	yes - 2 hr, 8am-8pm
Park Row	Market	Windward	8	8	yes - 1 hr, 8am-6pm
Market	Pacific	Main	5	5	yes - 1 hr, 8am-6pm

Weekend Evening

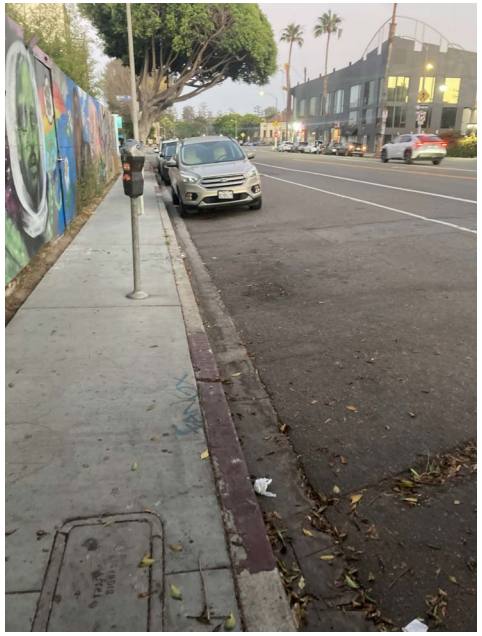
Altair Place



Andalucia Ave

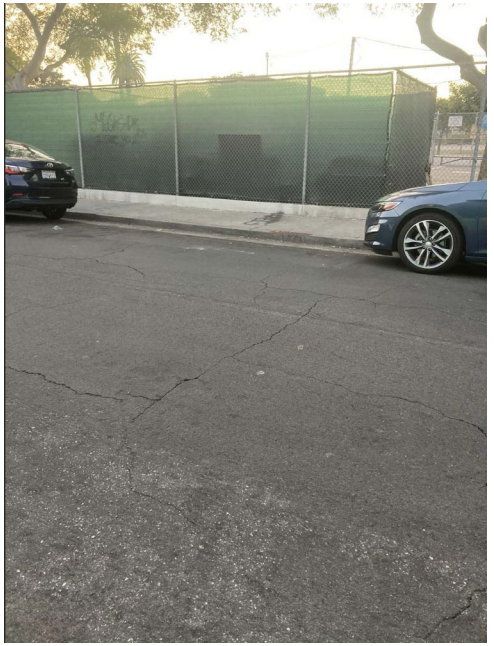


Cabrillo Ave



Main St

San Juan Ave



Westminster Ave

Weekend Afternoon

Altair Place

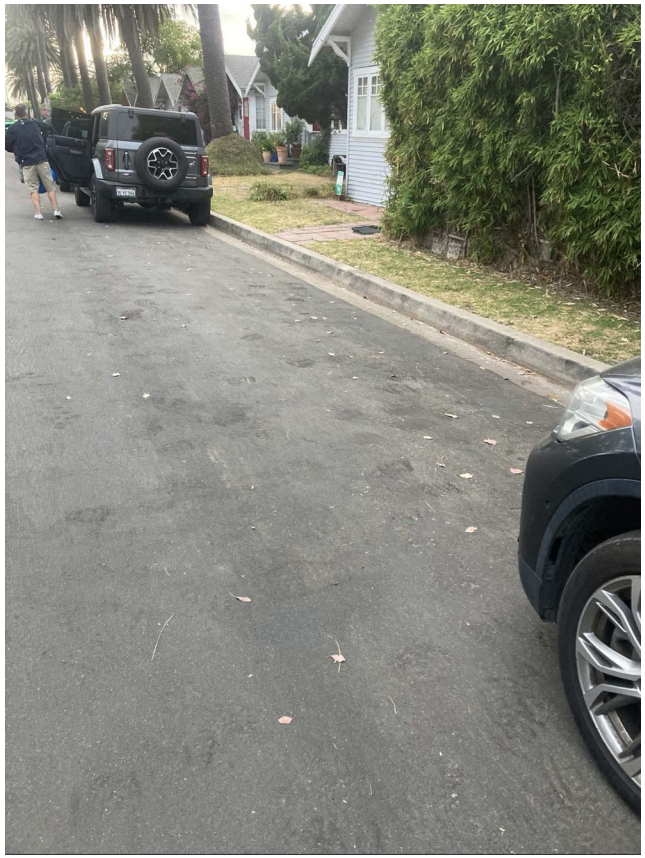
Andalusia Ave

Market St

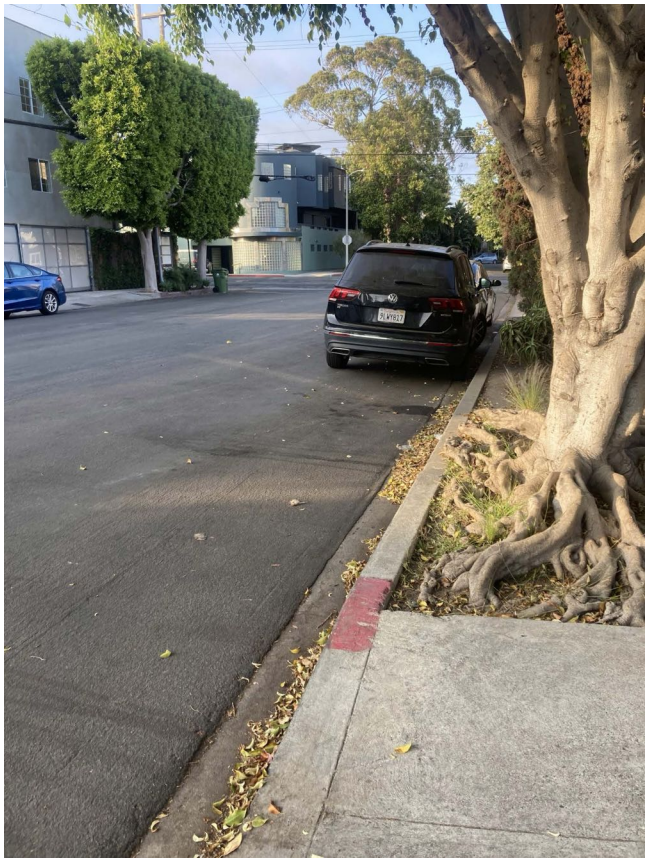
Windward Ave

Weekday Evening

Cabrillo Ave



Altair Place



San Juan Ave

Appendix B: Ridy Shared Micromobility Product and Service Information

RIDY

Micromobility as an Amenity

Residential Usage Report - Bay Area - 172 Unit Apartment Building

Creating Happier, Healthier & Connected Communities

www.rideridy.com

What Residents Are Saying

"I really like riding your scooters! The app is straightforward, and the scooter itself is high quality and rides really well. I mostly just use it to go to a sandwich shop down the street, but when there's time I'd like to take it further and explore. They are so fun to ride and give me the option not to have to drive everywhere, especially when the destination is close by."
- Jerry G.

"This is a great amenity. I absolutely love cruising around the neighborhood on a nice day. Having a dedicated mode of transportation has really improved my living experience!"
Tiffany C.

"Having Ridy is great. Any place I want to go to that is within 2-3 miles, I'll use the scooters to get there. The best part about Ridy is that I don't have to use my car anymore to travel short distances!"
- Heeyoung C.

RIDY

RIDY

Bay Area Apartment Ridership Data

19.5 Miles

Longest Ride

2.6 Miles

Average Ride Distance

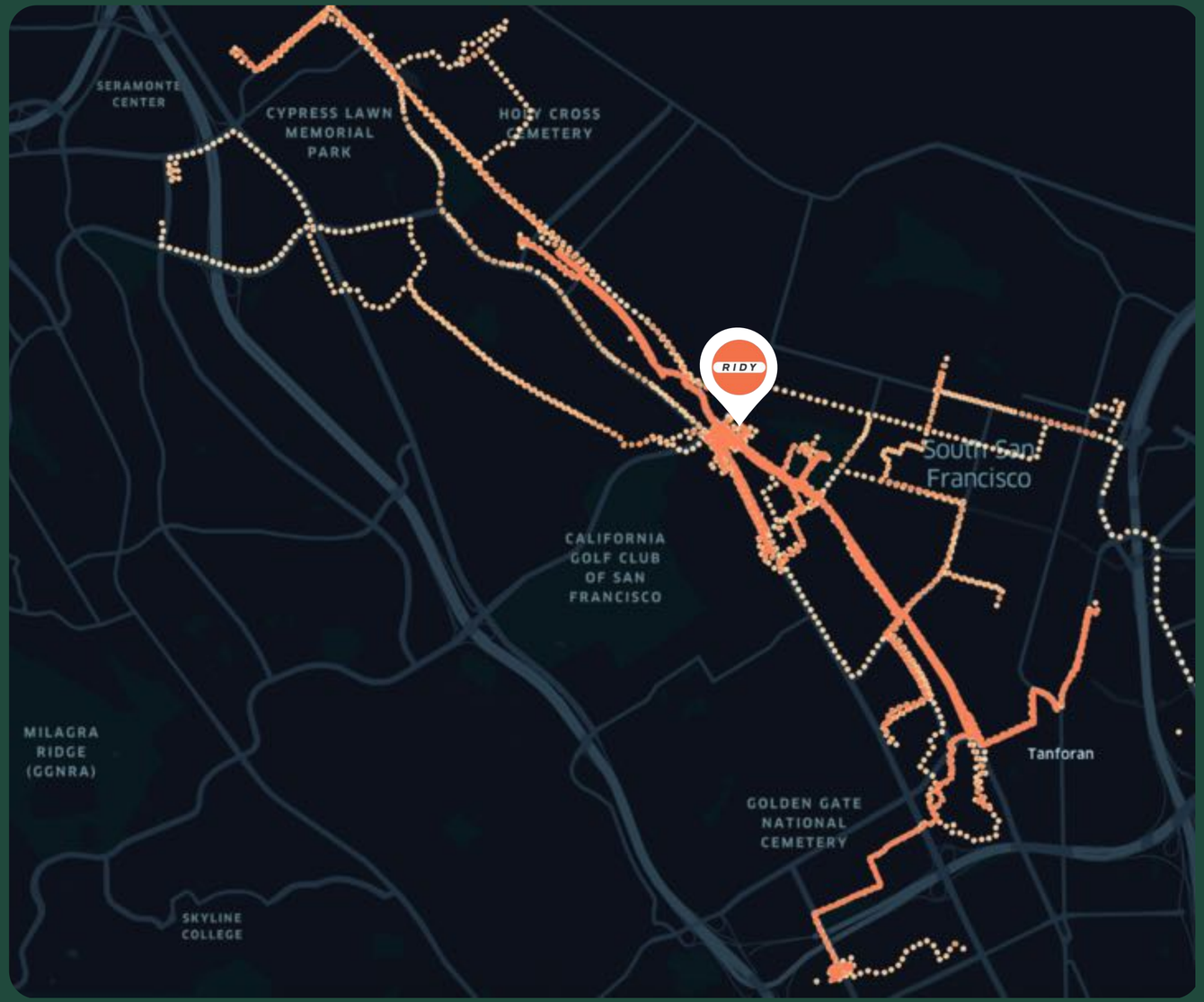
4 Hrs 57 Min

Longest Ride Duration

1 Hr 11 Min

Average Ride Duration

Bay Area Apartment Ridership Heatmap



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