

Venice Neighborhood Council  
Parking and Transportation Committee  
RE: Shivas Venice Parking Plan

The lack of customer parking is a very important issue that not only affects our ability to operate but also affects our neighbors. Since we are close to residential properties, any plan we implement must keep in mind the convenience and safety of the homes behind us.

Yet, to address our parking issues our plan is to reward customers who take alternative and public transportation, as well as crafting our marketing and promotional strategies around non-peak traffic hours on Lincoln (including the rush hour period from 3pm to 6pm).

The first item on our plan is to provide a free valet service. Since our property is in between two alley streets, Rialto Ct. and Nowita Ct., we intend to have the valet station in back of the Lincoln property on Rialto Ct. (where there is room for one) with the permission of the Lincoln property owner. We want the valet station behind the building and not on Lincoln, because of the traffic and of course the new Metro express lane.

Also, we intend to rent parking spaces from our business neighbors. Since our application is still pending, we don't have an official agreement yet. But we need to rent parking spaces for our valet services and for our employees. And depending on how many spaces are available we can provide designated spaces for customers.

As mentioned above, we intend to structure our marketing and promotions around the parking issue. For example, offering sales either in the morning, 10am to 12pm or in the evening 7pm to 9pm, to divert the majority of our customers to our store during non-peak traffic hours. We also offer discounts for customers taking public transportation or green transportation (bicycles) and public transportation information will be posted on our website and social media. Our social media will encourage potential customers to use public transportation or use a ride share service and let them know of the parking issue before traveling to our store. Finally, we will offer online ordering and express pick up, so our customers don't have to utilize a parking spot for a considerable amount of time.

Any additional questions, or comments or concerns are welcome. On behalf of Shivas Venice thank you.