

CITY OF LOS ANGELES
INTER-DEPARTMENTAL MEMORANDUM

Date: January 8, 2024

To: The Honorable City Council
c/o City Clerk, Room 395
Attention: Honorable Heather Hutt, Chair, Transportation Committee

From: Laura Rubio-Cornejo, General Manager 
Department of Transportation

Subject: **LAKE HOLLYWOOD PARKING METER ZONE AND PREFERENTIAL PARKING DISTRICT**

SUMMARY

In response to Council File (CF) 23-0706, this report provides: a) advice on the potential for utilizing LA Express Park™ in the Lake Hollywood area; b) the feasibility of overlaying a Parking Meter Zone (PMZ) over a Preferential Parking District (PPD) for Canyon Lake Drive between Arrowhead Drive and Mulholland Highway, and other residential streets within two blocks of recreational facilities at Lake Hollywood Park and the Innsdale Trail; and, c) the feasibility of creating a special fund where future PMZ Lake Hollywood Park parking revenue could be retained for improvements associated with Lake Hollywood Park.

RECOMMENDATION

That the City Council NOTE and FILE this report.

BACKGROUND

Lake Hollywood Park is a popular scenic area with unobstructed views of the iconic Hollywood Sign and provides access to the Innsdale Trail, Mulholland Highway Trail, and Lake Hollywood Reservoir. According to the Hollywood Chamber of Commerce, the sign's global recognition attracts close to 50 million visitors to Hollywood annually. Public transit service is not available to this predominantly residential area. On-street parking is available, however, spaces offered are limited and free, contributing to less turnover of parking vehicles. As a result, the overflow of vehicles impacts the local residential streets, thereby creating congestion and restricting accessibility and emergency access to the area on a daily basis, especially for residents. The influx of visitors has significantly impacted residents, leading them to express their frustrations and concerns for safety in the area. Travel to this isolated location is consistent year-round, especially on weekends and holidays. Social media has contributed to making the Hollywood Sign one of the most visited tourist sites in Los Angeles.

Given the traffic impacts that take place around Lake Hollywood Park and the surrounding area, on September 1, 2023, City Council adopted CF 23-0706 that instructs LADOT to report back on a) advice on the potential for utilizing LA Express Park™ in the Lake Hollywood area; b) the steps for creation and feasibility of overlaying a Parking Meter Zone (PMZ) over a Preferential Parking District (PPD) for Canyon Lake Drive between Arrowhead Drive and Mulholland Highway, and other residential streets within two blocks of recreational facilities at Lake Hollywood Park and the Innsdale Trail; and, c) the feasibility of

creating a special fund where future PMZ Lake Hollywood Park parking revenue could be retained for improvements associated with Lake Hollywood Park.

DISCUSSION

LA Express Park™ (Demand-Based Parking Pricing)

LA Express Park™ is a dynamic program that combines technology with demand-based parking pricing to create an innovative parking management system in high-activity commercial areas. The program utilizes smart parking meters, parking sensors, and other technology to collect real-time occupancy data and uses dynamic rate changes to match parking supply with demand. LADOT first launched the Express Park program in Downtown Los Angeles in 2012, and has since expanded it to Westwood Village in 2015, Hollywood in 2018, and Venice in 2019. The program's goal is to reduce traffic congestion and air pollution while increasing the availability of parking spaces and encouraging alternative modes of transportation. The LA Express Park™ pricing engine analyzes parking occupancy data to develop recommended pricing based on demand on each block. This system works to better match the availability of parking spaces to the demand for those spaces, thereby reducing the amount of time drivers spend circling the area looking for parking.

LADOT's Express Park program currently operates only in established PMZs in high activity commercial areas where the City has installed parking meters or pay stations. For LA Express Park™ to operate on Canyon Lake Drive near Lake Hollywood Park, the City must either establish a new PMZ or expand an existing, nearby/adjacent PMZ like Universal City (PMZ 579) or Hollywood/Vine (PMZ 546). Normally, the expansion of existing PMZs focus on expansion into adjacent commercial areas that demonstrate the need for improved management of on-street parking where significant and frequent access to businesses in the area needs to be provided and to establish consistency with the surrounding areas.

Outside of PMZ requirements, LADOT takes into consideration other factors that determine whether an area is a suitable fit for the LA Express Park™ program. These factors include, but are not limited to: street activity level, proximity to residential neighborhoods, adherence to parking enforcement policies and regulations, and the costs associated with installing, operating, maintaining, and collecting revenue for the parking meters or pay stations. While LA Express Park™ is feasible if meters are established at this location, LADOT anticipates that the costs may exceed the revenue generated by paid parking and would prove unsustainable to upkeep. Therefore, LADOT does not recommend creating a PMZ and installing parking meters at this location at this time.

Creation of a Parking Meter Zone and Preferential Parking District

PMZ

In 2018, Council District (CD) 4 hired a consultant to prepare a Comprehensive Strategies Report as part of Griffith Park's Vision Plan for the areas surrounding the Griffith Observatory. This report introduced the idea of adding paid parking to Canyon Lake Drive along Lake Hollywood Park, similar to the since-implemented proposal to add paid parking along Western Canyon Road and West Observatory Road adjacent to the Griffith Observatory. Both destinations are located in CD 4 and experience high levels of tourism traffic. However, paid parking in Griffith Park is maintained and operated by Recreation and Parks (RAP). Due to Lake Hollywood Park's unique location within a residential neighborhood, the

implementation of paid parking would require the establishment of a PMZ by City Council, to be maintained and operated by LADOT.

The following steps are required to establish a PMZ:

1. CD, Business Improvement District (BID), and/or Neighborhood Council (NC) sends a written request to LADOT to increase parking turnover in the area through the creation of a PMZ.
2. CD provides written confirmation of support to study the expansion or installation of PMZ.
3. LADOT conducts a study to:
 - a. identify the PMZ boundaries;
 - b. evaluate supply, demand, and fiscal impacts; and
 - c. develop alternatives and recommendations.
4. If the study findings support moving forward with the creation of a PMZ (i.e. low turnover, high occupancy, and meter revenue cover expenses), LADOT prepares a Board Report requesting establishment of the PMZ and for the City Attorney's Office to draft an ordinance establishing the PMZ.
5. The Board report is then heard by the Board of Transportation Commissioners for approval, which, if approved, is then submitted to the City Council's Transportation Committee and subsequently City Council for approval.
6. The City Attorney prepares and submits a report and final draft of the ordinance to the City Council and Mayor for approval. Once the Mayor signs, it becomes law.
7. LADOT will soon thereafter install the signage, pavement markings, parking meters and subsequently begin parking enforcement.

Based on the findings of the Comprehensive Strategies Report and in response to a similar Council request (CF 18-0057) from a previous CD 4 Councilmember, LADOT conducted a Canyon Lake Drive parking study between August 3-18, 2019. Canyon Lake Drive is a striped bi-directional roadway with one travel lane and one parking lane on both sides. The parking occupancy and turnover study consisted of two counts each morning, afternoon, and evening on Monday, Wednesday, and Saturday. For Sunday, LADOT completed two counts during the afternoon and evening. LADOT recently conducted an updated study between October 16-22, 2023, utilizing the same methodology as the 2019 study.

LADOT's parking studies yielded findings that did not support the implementation of LA Express Park™ or the creation of a new PMZ on Canyon Lake Drive based on several considerations. The August 2019 study found that 89% of visitors stayed an hour or less on average. The October 2023 study found that 93% of visitors stayed an hour or less on average. Both studies showed very high parking turnover rates. The occupancy observed in both studies varied as the 2019 study revealed 74% of the spaces were occupied on average across all observed times, and the 2023 study revealed that on average, 51% of parking spaces were occupied across all same observed times. Both studies found that Canyon Lake Drive experienced an average occupancy range that was higher, between 78-90%, only on weekend afternoon and evening counts.

Due to the moderate occupancy rates and high turnover rates observed during both studies, installing parking meters would likely be ineffective at managing the supply of parking. Normally, at locations where turnover is minimal but desired, parking meters may increase turnover and impact the willingness of drivers to return and pay, depending on the established parking rate. Given Lake Hollywood Park's remote and residential location, the operation and maintenance costs of the proposed

single-space parking meters or multi-space pay stations, and the need to regularly enforce parking regulations, these factors would present challenges for LADOT to properly sustain the operation.

LADOT staff did observe vehicles double-parking, parking in the wrong orientation, obstructing traffic by waiting in travel lanes for parking spots, making illegal U-turns or three-point turns, and parking in prohibited areas, such as no-parking or no-stopping zones, red curbs, and blocking access to the fire hydrant and the park's gate.

Based on observations and the findings of the aforementioned parking studies, LADOT recommends the following: 1) implement one-hour time limit restrictions (8 AM – 8 PM, 1 Hour Parking) on both sides of Canyon Lake Drive instead of the installation of metered parking and creation of a new PMZ; 2) allocate dedicated curb space for passenger loading/unloading (Passenger Loading Zone - PLZ) at the hilltop vistas located at the top of Canyon Lake Drive to accommodate vehicle and shuttle drop-offs and pick-ups; and 3) more frequent traffic and parking enforcement. The installation of a PLZ requires the addition of Americans with Disabilities Act (ADA) accessible ramps to comply with the U.S. Access Board Public Right-of-Way Accessibility Guidelines.

PPD

LADOT implements PPDs in residential areas by posting permit parking regulations with the primary goal of restricting parking for non-permitted vehicles to minimize the impact of non-resident parking on the residential community and to ensure that residents have safe access to parking. Innsdale Drive, Lake Hollywood Drive, Tahoe Drive, Arrowhead Drive, and Canyon Lake Drive (from Arrowhead Drive to Innsdale Drive) are home to an estimated 100 single-family residences and do not fall under any existing PPDs. PPDs 190, 192, and 195 encompass the outlying residential neighborhoods east of Lake Hollywood Park and Mulholland Highway towards Beachwood Drive. While the section of Canyon Lake Drive between Arrowhead Drive and Mulholland Highway, adjacent to Lake Hollywood Park, is ineligible for a PPD because there are no homes along the segment, the aforementioned neighboring residential streets may meet the requirements to establish a new PPD.

In order to establish a Preferential Parking District, there are three phases:

1. Interest
 1. Residents contact the Council Office requesting assistance with their parking challenges.
 2. Meeting with the Council Office, neighbors, and LADOT PPD staff to determine if parking concerns qualify for PPD.
 3. Council Office provides a Letter of Support to create a PPD.
2. Petition and Study
 1. LADOT distributes an official petition to residents, requiring support from at least 75% of residences on at least six blocks over a six-month period.
 1. A block must have a minimum of 85% of legal on-street spaces occupied.
 2. A minimum of at least four blocks must meet this occupancy criterion.
 2. LADOT will review and validate the petitions to ensure all requirements have been met.
 3. LADOT conducts a parking occupancy study to determine whether the area meets the excessive parking impact requirements (a minimum of 85% of legal on-street spaces occupied).
3. Final Approval

1. If all the requirements are met, LADOT submits a Board report with recommendations to the Board of Transportation Commissioners recommending establishment of the PPD.
2. If approved by the Board, the report is submitted to the City Council for approval.
3. LADOT fabricates and installs the parking restriction signs while concurrently notifies residents of the new PPD, provides information about purchasing permits, and shares enforcement details.

An overlap of PMZ and PPD boundaries is feasible. However, LADOT does not issue parking permits overlapping with metered parking. Based on the LADOT parking studies findings, LADOT does not recommend establishing a PMZ in the area. A PPD in the residential area is possible if the requirements are met.

Lake Hollywood Parking Revenue Special Fund

The City's parking meter revenue is deposited into the Special Parking Revenue Fund (SPRF), which funds LADOT's on- and off-street parking operations and maintenance, administration, contractual requirements, etc. In February 2019, pursuant to CF 15-1450-S4, the City Council authorized the creation of a SPRF Local Return Pilot Program that would return a portion of the parking meter revenue back to the commercial area from which it was generated. The pilot program was limited to commercial areas where there was a City-recognized Business Improvement District to be the recipient of the funds.

The City Council discontinued the program the following year as a result of the COVID-19 pandemic. The SPRF revenue has not yet returned to pre-pandemic numbers with a revenue decrease of roughly 25%. Since SPRF would still need to fund the LADOT on- and off-street parking programs, any shared revenue would likely come at the expense of the reduced surplus transfer to the General Fund. LADOT recommends waiting for the overall parking meter revenues to return to pre-pandemic levels before consideration of re-instating the pilot program.

FISCAL IMPACT STATEMENT

There is no impact to the City's General Fund as this report is informational.

LRC:JW:gr