

The Study recommendations that should be implemented in the near term are:

1. Establish the Venice Coastal Zone as a Parking Benefit District to capture a significant share of parking-related fees to be used within Venice. Priority for funding should be to establish an effective parking management program and better enforcement and wayfinding signage, pedestrian and bicycling improvements.

In Parking Benefits Districts (PBD), revenues from parking meters and fees are collected and reinvested within the district to fund neighborhood improvements. The City of Los Angeles has approved a PBD pilot program, while nearby cities with PBDs include Pasadena, Ventura, and San Diego. The Venice Coastal Zone is an ideal setting for a PBD because of its unique character and the many tourists who come from across the world.

2. Provide LA Express Park meters on all street segments that are **not** along residential property frontage as shown in the Study's Figure 20 above. LA Express Park provides drivers with real-time information to guide vehicles to available parking spaces. The unspent in-lieu parking fees can either fund or help fund this program. The exact locations for LA Express Park meters would be determined with community input, so Figure 20's locations should be seen as recommendations, not the final decision.

In particular, implement LA Express Park metered parking along Abbot Kinney Blvd. and near the beach that would charge more and have shorter time limits so that more plentiful off-street metered parking becomes more attractive.

3. Re-orient all Grand Blvd. parking to diagonal spaces to increase the supply of parking near the beach. Doing this will yield about 90 additional parking spaces. Other similar streets could be made one-way to allow for more, diagonal parking spaces. Angled on-street parking already exists in Venice and more use of it should be made where street widths allow.
4. Valet parking operations can increase the supply of parking for visitors. The County-operated lots located on the beach at Rose Avenue, Venice Boulevard, and Washington Boulevard currently operate at over 80% occupancy from 10 am to 6 pm on summer weekends. Reserving some portion of the lots for valet parking would further increase parking supply in all three of the beach lots.
5. Establish drop-off and pick-up locations along Abbot Kinney and near the beach to lessen double-parking that interferes with traffic flow.
6. Install wayfinding signage at entrance roadways to Venice to guide drivers to off-street beach parking lots and metered parking streets. Pedestrian signage should also be provided to help them walk to key destinations. These signs should be consistent in style, branding, and be adequately sized. Their design might be solicited from Venice's designers.

7. As part of the updating of the Venice Community Plan and Land Use Plan, adopt the recommendations for required parking ratios as stipulated by the consultant. Venice has higher parking requirements than many other coastal communities.
8. The present in-lieu fees needs to be raised substantially to the average cost of providing above-ground parking. Yet more than doubling the fee will be too high for many businesses. The Study consultants suggest implementing a Parking Credit Program. Setting up such a program is a fairly complicated affair, and it is not clear how it would be managed. Nevertheless, it is something Venice should consider implementing.