

# **Evaluation of Venice Parking Utilization Study**

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VNC's Venice Community Plan and  
Local Coastal Program Ad Hoc Committee

Early this year the VNC asked the CP/LCP Ad Hoc Committee to review and evaluate this Study.

In June, the Committee asked the Parking and Transportation Committee to review and provide any comments before it also reviewed the report and made recommendations to the VNC.

This is the evaluation of the Report for the Community Planning Ad Hoc Committee.

# Parking Utilization and Transportation Management Strategies Report

## *Venice Coastal Zone*

Prepared for:  
City of Los Angeles  
Department of City Planning

November 2021

LA18-3029

FEHR  PEERS

# Purposes of the Report:

- Document and evaluate existing parking-related conditions within the Venice Coastal Zone (i.e., west of Lincoln Boulevard)
  - existing parking spaces
  - utilization of those spaces
  - management of parking assets
- Determine short- and long-term ways to improve parking within it.

## **Overall Assessment:**

The Report is an excellent documentation of all parking issues facing the Venice Coastal Zone.

## Important Points to Understand:

- “Development regulations and parking policies in the Venice Coastal Zone are to be implemented in a manner that maximizes public access to coastal destinations.”
- “The recommendations herein must first be proposed in the Venice Local Program (LCP), adopted by the City Council, and then certified by the California Coastal Commission before becoming effective.”

## **Parking Spaces within the Coastal Zone:**

- 12,100 on summer weekends, 82% occupied.
- 11,890 on non-summer weekdays, 75% occupied.
- 1,560 in off-street public lots, 571 in off-street private lots.

## **Analysis of Parking Utilization:**

- Evaluated typical parking demand for 2 spring and 2 summer days throughout Venice Coastal Zone.
- Checked all spaces every 2 hours 8:00 am to 8:00 pm (+ overnight) to determine occupancy and duration of parking on streets.
- Divided Zone into 9 Analysis Zones.

# Sample of Parking Utilization by Time Period

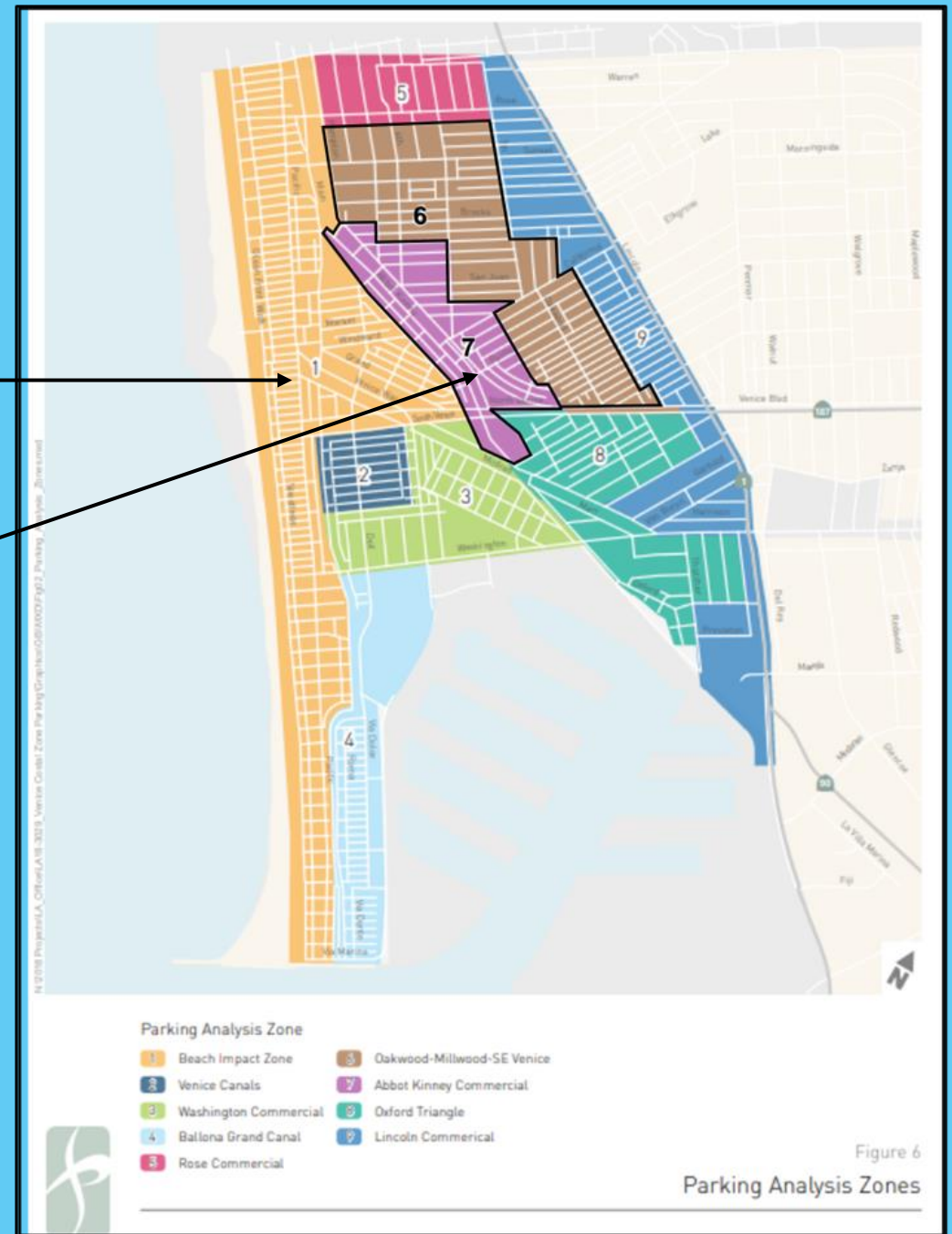




# Analysis Zones:

Beach Impact Zone

Abbot Kinney Commercial Zone

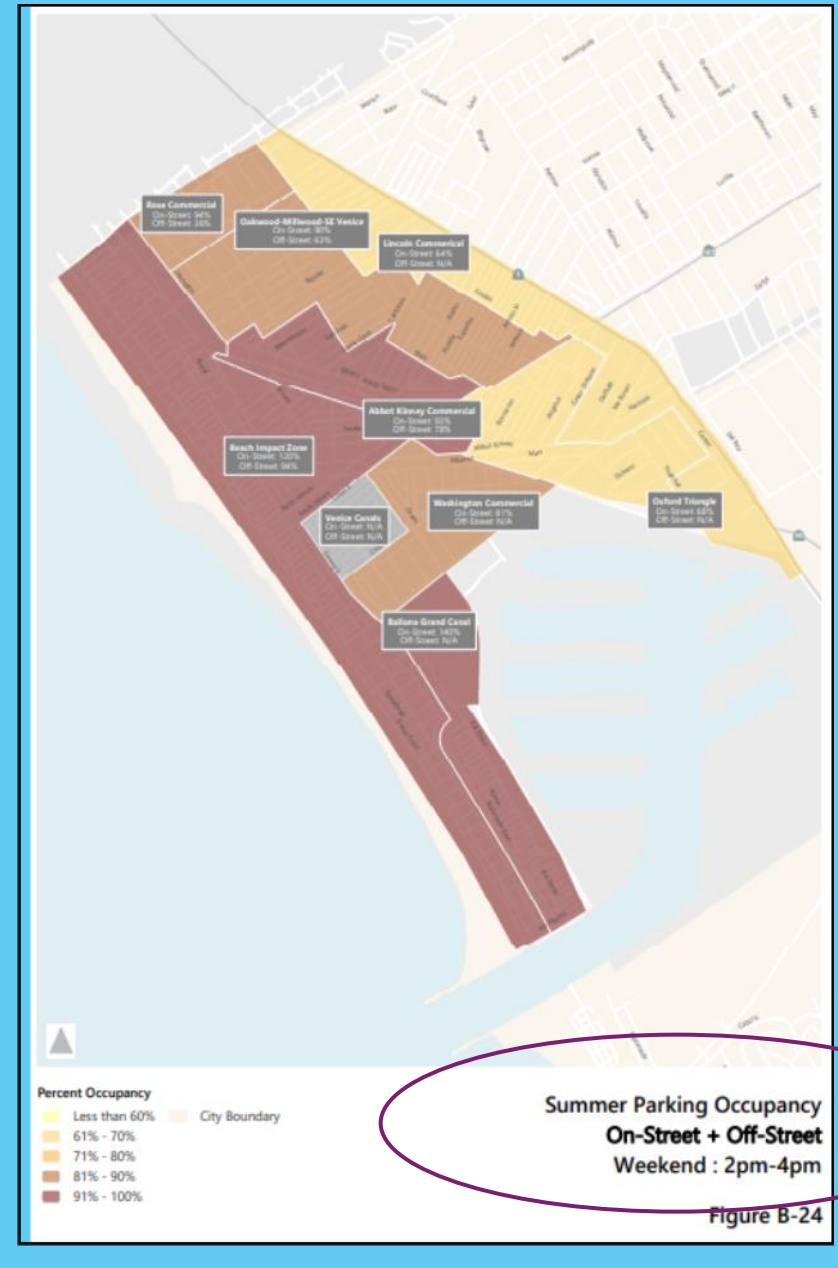


# Results of Parking Utilization Analysis:

- Over 90% parking utilization in zones closest to beach and AKB.
- There is also strong summer parking demand west to 6<sup>th</sup> Street and within Southwest Venice area.
- Almost all on-street parking spaces are free and unrestricted causing visitors to circulate through streets.
- LADOT lots (1,563 spaces) are poorly managed especially 2 lots between Venice Boulevard.
- Private lots (571 spaces) are better managed and utilized.



# Parking Utilization Graphic for Non-Summer (L) and Summer (R) 2:00-4:00 pm Weekend Time Periods



## Information - Travel Behavior Related to Parking:

- Visitors parking in Venice come mainly from Santa Monica (21%) and the South Bay (20%) for personal and recreational reasons.
- Compared with other areas in the City Venice residents are twice as likely to walk or work from home, 5 times as likely to bicycle, but only one-fifth as likely to take transit.

## Information - Automobile Parking Requirements:

- The Venice Coastal Zone is required to have more parking per residential unit than almost any other southern California coastal community.
- Also highest in required spaces per square foot of commercial, office, and restaurant uses.
- All that parking makes walking less attractive as pedestrians must navigate driveways and look at parking space after parking space.
- **Parking Utilization Report recommends requirements be relaxed, which will be discussed by Committee on October 21<sup>st</sup> .**

# Parking In-Lieu Fee Program:

- Allows business owners to pay a fee rather than provide required parking spaces. Fee is used to provide better parking management, more parking meters, etc.
- Fee today is \$18,000/space (set in 1999), \$1.08M collected (2022), yet only \$0.386M spent. Added with fee: 116 spaces along Electric Ave. and 2 small parking lots on City-owned property.
- Fee should be raised to \$36,500 (2022). Because \$36,500 is too high for most businesses, Report recommends a Parking Credit fee of \$1,800/year per space based on a “credit pool.”

# Possible Recommendations to the VNC:

- The Venice Parking Utilization Report has dozens of recommendations.
- These are those that Mark Mack and Richard Stanger believe are the most important ones to focus on first.
- Others may be added as the Committee up-dates the Local Coastal Program.
- An over-all assessment is that Venice's parking assets should be much better managed. It is not clear to us who does the management other than in a piecemeal fashion.

# 1. Establish a Venice Coastal Zone Parking Benefit District:

- Report states that the Venice Coastal Zone is an ideal setting for a Parking Benefit District because of its unique character and tourist destination.
- Revenues from parking meters and fees would be collected and reinvested in better management of parking assets, enforcement, and smart meters.
- **Implementation of this recommendation should be a priority of the VNC.**

## 2. Install More Smart Parking Meters:

- Provide LA Express Park (smart) parking meters on all street segments **not** along residential property frontages using unused in-lieu fees to help fund new meters. This system guides drivers to available parking meters with app.
- There are about 330 smart meters, but many more should be added, especially along AKB.



# Report's Recommended Locations for Smart Meters in Venice CZ

Recommendation to Committee is that **no** initial locations for smart meters be along residential streets nor around Oakwood Park.



### 3. Install Parking Wayfinding Signage:

- Add more wayfinding signs to guide visitors to off-street and beach parking. They should be consistent in style, branding and adequate size.
- These signs will lessen visitor circulation.

4. Provide designated drop-off and pick-up locations along AKB and near the beach to lessen double-parking.

5. Encourage City to better manage its parking lots. City should consider providing some valet parking at its beach parking lots at Rose Ave., Venice Blvd., and Washington Blvd.

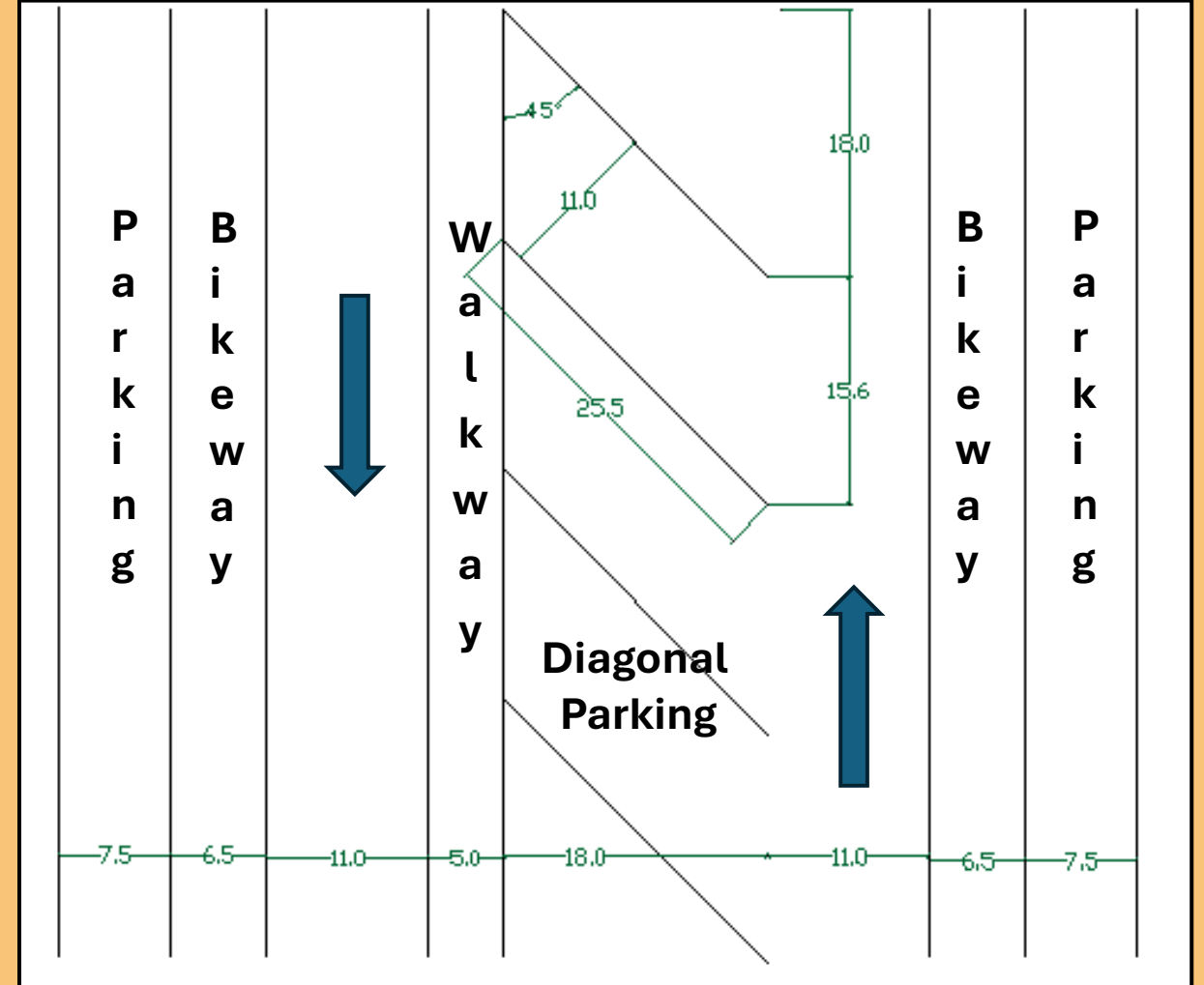
6. Raise in-lieu parking fees to reflect updated cost figures and modify program to lessen short-term financial impacts.

7. Recommend changes to parking requirements to be discussed October 21<sup>st</sup>.

8. Add median diagonal parking spaces along Grand Avenue until landscaped median is funded.

# Diagonal Parking Concept for Grand Avenue:

- Add diagonal parking in center of Grand Avenue to provide about 100 new smart metered beach-access parking spaces (no overnight parking).
- Until any major Grand Avenue improvement is implemented.



# Garage Conversion ADUs:

- Recent State laws allow garage conversions to avoid replacing lost parking.
- So far this year