

5. Parking Analysis

This Chapter describes an analysis of parking conditions and potential parking impacts with the proposed project.

Current Parking Supply

There is currently a significant supply of parking in the area of the project site. The Los Angeles Convention Center (LACC) has over 5,000 parking spaces in its inventory, up to 3,100 of which are made available to events at the STAPLES Center when there are no event conflicts with LACC activities. In addition, in the area surrounding the project (bounded by 7th Street to the north, Grand Avenue to the east, Santa Monica Freeway to the south, and Harbor Freeway to the west) there are approximately 1,000 on-street curb parking spaces and 18,450 off-street commercial parking spaces in both public and private facilities.

The project will replace a total of six surface parking lots that are currently utilized exclusively for STAPLES Center parking. The number of surface parking spaces currently provided on each block are as follows:

| Lot | Existing Parking Spaces |
|------------------|----------------------------|
| Olympic West | 884 |
| Olympic East | 1,190 |
| Olympic North | 185 |
| Figueroa North | 148 |
| Figueroa Central | 367 |
| Figueroa South | 475 |
| Total | 3,249 |

Of the total 3,249 spaces, approximately 2,774 are reserved for season/premier ticket holders, and the remaining 475 spaces are available to the general public.

Proposed Parking Supply

The project proposes to provide a total of 5,305 parking spaces in subterranean and above-grade parking garages at various locations on the project site. These spaces will be distributed across the project and/or by covenant in the vicinity of the project, as shown in Table 14 below. Any spaces provided off-site will be located to the north and/or east of the project, and will be within 1,500 feet of the project, as per the City Parking Code.

A total of 2,200 of the existing parking spaces will be replaced in the proposed parking structure on the Olympic West parcel. These will be independent of, and not included in the project

parking supply. During events at STAPLES Center, these 2,200 parking spaces would be reserved for the exclusive use of STAPLES Center patrons (premier/season ticket holders). At other times these spaces would be available for general public use.

Table 14

Proposed Project Parking

| Project Area | Number of Spaces | Configuration |
|------------------|------------------|--------------------|
| Olympic West | 805 | Above ground |
| Olympic East | 1,710 | Below ground |
| Olympic North | 600 | Above/below ground |
| Figueroa North | 150 | Below ground |
| Figueroa Central | 1,340 | Above/below ground |
| Figueroa South | 700 | Above/below ground |
| Total | 5,305 | |

The remaining 1,049 existing STAPLES Center parking spaces would not be replaced on the project site. STAPLES Center patrons currently parking in those spaces would in the future park in one of the many other STAPLES Center parking lots or public parking lots to the east and north of STAPLES Center.

Project Parking Strategy

The project intends to provide on-site parking generally in accordance with City code requirements, although, to meet 100% of the anticipated peak parking demand, additional private and public parking supply in the vicinity of the project will be utilized. This dispersed approach to peak parking avoids the need to build an oversupply of project related parking and enhances pedestrian linkages by spreading peak parking demand among off-site parking lots to encourage walking into the project.

The project proposes a parking strategy comprised of the following components:

1. Coordinate the project's parking supply with the management program already in place as part of the South Park Event Parking & Circulation Management Plan.
2. Provide employee parking off-site connected to the project by a shuttle bus system.
3. Provide enough parking on-site to accommodate the visitor parking demand generated on a typical day.

4. Arrange enough off-site parking to accommodate the overflow visitor parking demand on peak days (including the possible use of Convention Center parking if possible and when available).

This strategy has been successful in providing parking for STAPLES Center in that a portion of the parking demand is met on-site and a portion is met in leased and privately owned spaces off-site. As a result of the increased activity generated by STAPLES Center, many of these commercial spaces are open to the public for nighttime and weekend parking. It is expected that the private parking entrepreneurs would continue to market their supply to the visitors of the proposed project.

This strategy has resulted in increased pedestrian activity in the South Park District of downtown Los Angeles, especially in the Figueroa Avenue corridor between STAPLES Center and the Financial District to the north. The pedestrian activity has led to longer restaurant hours and increased business activity in the area.

The parking strategy proposed by the applicant for the project has been endorsed, in concept, by the Central City Association who believe that the increased pedestrian flows that result from the combination of a dispersed on-site/off-site parking program are beneficial to the greater downtown area.

Future With Project Parking Conditions Analysis

Significant Impact Thresholds

The City of Los Angeles has no significant impact thresholds with regard to parking impacts. For the purposes of this EIR, the project would be considered to have a significant impact with regard to parking, if the parking supply provided by the project did not meet the number of spaces required by the City Zoning Code.

City of Los Angeles Code Requirement

The City of Los Angeles Planning & Zoning Code (Section 12.21) sets out requirements for parking by land use for development projects. The Parking Code would require the project to provide a total of 6,260 parking spaces, as shown in Table 15.

Analysis of Parking Demand

The Los Angeles Zoning Code allows the parking demands of mixed-use projects to be evaluated by analyzing the shared parking aspects of the development. A separate analysis was conducted to assess the estimated parking demand for the proposed project. This analysis included an estimate of parking demand for each of the project land uses for a typical weekday and for a Saturday during the peak month of the year for project parking demand. The analysis also addressed parking demand on an hour-by-hour basis throughout the day.

Table 15
Project Parking Code Requirements

| Land Use | Size | Units | Code Requirements | |
|----------------------------------|---------|-------|-------------------|-------------------|
| | | | Rate | Number of Spaces |
| Hotel Rooms | 1,800 | Rooms | ¹⁾ | 316 |
| Hotel Banquet | 150,000 | GSF | 1sp/100 sf | 1,500 |
| Restaurants | 215,000 | GSF | 1sp/1000 sf | 213 ²⁾ |
| Retail | 415,000 | GSF | 1sp/1000 sf | 409 ³⁾ |
| Health Club | 125,000 | GSF | 1sp/1000 sf | 125 |
| Office | 165,000 | GSF | 1sp/1000 sf | 129 ⁴⁾ |
| Medical Office | 135,000 | GSF | ²⁾ | 135 ⁵⁾ |
| Residential | 800 | DU's | 1.25 sp/DU | 1,000 |
| Entertainment: | | | | |
| Live Theater | 7,000 | Seats | 1sp/10 seats | 700 |
| Night Club/ Sports Bar/Museum | 165,000 | GSF | 1sp/100 sf | 1,650 |
| Other | 80,000 | GSF | 1sp/1000 sf | 80 |
| Project Total | | | | 6,257 |

Source: Kaku Associates. See Appendix B.

Notes:

1. Hotel parking requirement 1/2 space per room for first 20 rooms, 1/4 space for next 20 rooms, 1/6 space per room for remaining rooms.
2. Includes 5,000 sf in the Traffic Impact Zone. See Note 6.
3. Includes 15,000 sf in the Traffic Impact Zone. See Note 6.
4. Includes 90,000 sf in the Traffic Impact Zone. See Note 6.
5. Includes 135,000 sf in the Traffic Impact Zone. See Note 6.
6. 0.6sp/1000 sf maximum on-site + 0.4sp/1000 sf maximum off-site per Traffic Impact Zone.

Shared parking recognizes that parking spaces can be used to serve two or more individual land uses without conflict or encroachment. The shared parking phenomenon has long been observed in central business districts (CBD), suburban community districts, and other areas where land uses are combined. Shared parking is really the result of two conditions:

1. Variations of the peak accumulation of parked vehicles occur because of time differences in the activity patterns of adjacent or nearby land uses (by hour, by day, and by season). For example, a parking facility can be used by office employees during the day and serve patrons of an adjacent theater at night.
2. There are clearly relationships among land use activities in a mixed-use development that result in people visiting two or more land uses from a single automobile trip to a given mixed-use development project.

The parking demand analysis is contained in Appendix B, and is summarized here. The analysis is based on a number of parking characteristics and estimates, as follows. The peak parking demand ratios used for each land use are shown in Table 16.

Table 16

Peak Parking Demand Ratios

| Land Use | Weekday Rate | Weekend Rate |
|-------------------------------------|-----------------|-----------------|
| Office | 3.0 sp/1,000 sf | 0.5 sp/1,000 sf |
| Retail | 3.8 sp/1,000 sf | 4.0 sp/1,000 sf |
| Restaurant/Night Club/Entertainment | 10 sp/1,000 sf | 10 sp/1,000 sf |
| Theater | 0.3 sp/seat | 0.3 sp/seat |
| Medical Office | 5.0 sp/1,000 sf | 5.0 sp/1,000 sf |
| Health Club | 5.0 sp/1,000 sf | 5.0 sp/1,000 sf |

Source: Kaku Associates. See Appendix B.

The source of these rates is ULI data, empirical data, and the Los Angeles Zoning Code, as described in Appendix B.

The analysis assumed a certain amount of transit use to the project, in that 75% of the office workers would arrive by automobile (based on empirical data for office mode split in downtown Los Angeles). Other uses would see 80 – 95% auto usage. An estimate was also made of internal capture of trips within the project and adjacent uses. The critical time is when there are concurrent events occurring at STAPLES Center and the Convention Center. During these times, it was assumed that some of the patrons to the event(s) would eat a meal, shop or visit some of the entertainment venues in the project as part of their trip. Thus these customers would already be

parked in the Convention Center or STAPLES Center lots and would not have to be accommodated in the project's parking supply.

The estimate of internal capture to the project was based on the market surveys prepared for the project. These surveys estimated that the retail and restaurant venues at the project could expect as much as one-third of their traffic to be walk-in from the event visitor. Internal capture to other land uses within the project was estimated to be in the 5 – 10% range for all uses except the hotel banquet facilities where 25% of the guests were estimated to already be on-site (Convention Center visitors or hotel guests).

Finally, seasonal variations were also considered. A shared parking analysis was completed based on peak month of the year based on ULI parking data as discussed in Appendix B. For this particular combination of land uses, the month of June was found to represent peak conditions. In June, all land uses on the site are experiencing peak demand of 100% of their annual peak except retail. In June, retail experiences 75% of its December demand. Thus for this project, a June day represents the peak day of the year.

Project parking demand was also calculated for more typical day conditions. This typical day would likely occur in the January-March time period when the retail restaurant and entertainment land uses are at approximately 75% of their June peak. On a typical day, the live theater is estimated to be at 50% of its peak and the hotel banquet space would only experience 33% of its peak demand.

Each shared parking analysis measured the parking demand on a weekday as well as on a Saturday. The primary variation on weekday vs. weekend parking demand occurs because of the slightly higher restaurant and entertainment demand on weekend nights.

Separate analyses were conducted for conditions with and without concurrent events at the Convention Center and/or STAPLES Center, as shown in Table 17.

Table 17

Peak Parking Demand Estimate

| Scenario | Peak Parking Demand | |
|------------------------|---------------------|-------------------|
| | Weekday (8-9 PM) | Saturday (8-9 PM) |
| With Concurrent Events | 7,713 spaces | 7,788 spaces |
| No Concurrent Events | 8,295 spaces | 8,295 spaces |

With concurrent events, some of the visitors to the project will also be people visiting either STAPLES Center or/and the Convention Center, and who will already be parked in STAPLES/Convention Center parking lots. These people will not need to park (again) in the project and will walk to project land uses.

Without concurrent events, all visitors will come only for project land uses and so the parking demand for the project would be higher.

As can be seen, if no concurrent events are underway, the parking demand at the project would be approximately 500 to 600 spaces higher. However, if no event was underway at the STAPLES Center, an additional parking supply of 2,200 spaces would be available to project visitors. These spaces, located in the parking structure on the Olympic West block, will usually be reserved for visitors to STAPLES Center. However, if there were no events at STAPLES Center, these spaces would be available for the visitors to the proposed project. The key time for the parking analysis is thus with concurrent events and without project access to the 2,200 STAPLES Center spaces on the Olympic West block. The analysis thus focuses on this scenario.

As shown in Table 17, the peak project parking demand will occur during the evening hours when 7,713 vehicles would park in the project on a weeknight from 8:00 – 9:00 PM, and 7,788 vehicles would park on a Saturday night from 8:00 – 9:00 PM. (Appendix B contains the detailed analysis for these estimates.)

The parking demand for a Typical Day at the project would range between 5,533 and 5,474 spaces – on a Friday and Saturday evening between 8:00 – 9:00 PM respectively. This represents a reduced parking demand of approximately 2,300 when compared to Peak Day conditions.

The project proposes to park employees of the project off-site to the east of the project site in leased and/or owned spaces. These employees would be connected to the site by a shuttle bus system similar to that used for the STAPLES Center employees today. During peak demand times, the off-site employee parking program would have to accommodate approximately 775 peak evening employee spaces.

The remaining parking demand would be generated by visitors to the site. With visitor parking, it is necessary to provide a supply slightly in excess of the actual demand so that visitor search patterns do not become too frustrating for the customer. Assuming a 5% “oversupply” is provided to accommodate this search need, the project would need to provide a supply of approximately 7,365 spaces if all visitor demand was to be met on-site for a Peak Day.

For a Typical Day the peak visitor supply would need to be approximately 5,200 spaces to fully accommodate visitor parking demand on-site.

Summary Analysis of Parking Impacts

The parking analysis is summarized in Table 18, which shows the Code requirements, proposed project parking supply, peak parking demand, and typical parking demand. The analysis shows the parking numbers for the weekday and Saturday peak hours separately.

The proposed overall project parking supply of 6,260 spaces would meet the overall Code requirement of 6,260 spaces. Of this Code requirement, 5,310 spaces (85%) would be provided on-site and 950 spaces would be provided off-site. These spaces would be located to the north and east of the project, and would be located within 1,500 feet of the project as required by the City Parking Code. The off-site spaces would be used primarily by employees.

Table 18
Parking Supply & Demand Summary

| | Weekday (8-9 PM) | Saturday (8-9 PM) |
|-----------------------------|---------------------|----------------------|
| City Code Requirement | 6,260 | 6,260 |
| Project Parking Supply | | |
| On-site supply | 5,310 | 5,310 |
| Off-site supply | 950 | 950 |
| Total Project Supply | 6,260 | 6,260 |
| Typical Day Parking Need | | |
| Visitors ¹⁾ | 5,212 | 5,153 |
| Employees | 569 | 566 |
| Total Project Need | 5,781 | 5,719 |
| Supply/Need Difference | | |
| Total | + 479 | + 541 |
| On-site | + 98 | + 157 |
| Peak Day Parking Need | | |
| Visitors ¹⁾ | 7,294 | 7,363 |
| Employees | 767 | 775 |
| Total Project Need | 8,061 | 8,138 |
| Supply/Need Difference | | |
| Total | - 1,801 | - 1,878 |
| On-site | - 1,984 | - 2,053 |

Source: Kaku Associates. See Appendix B.

¹⁾ Includes 5% excess for search.

The parking need for the project would be very similar between weekdays and Saturdays, with the peak time of demand occurring between 8:00 – 9:00 PM in both cases.

For a Typical Day, the total peak parking need of 5,781 spaces on a weekday will be accommodated by the total project supply of 6,260 spaces with a slight surplus of 479 spaces. The on-site visitor need of 5,212 spaces will be accommodated by the on-site supply of 5,310 spaces.

For a Peak Day, the total peak parking need of 8,138 spaces on a Saturday would exceed the total project parking supply of 6,260 spaces, a shortfall of 1,878 spaces. The on-site visitor need of 7,363 spaces would exceed the on-site supply of 5,310 spaces, a shortfall of 2,053 spaces. This excess of parking need would park off-site in the adjacent areas to the north and to the east, and utilize the existing abundance of off-site parking supply in both public and private lots.

This parking demand would most likely be met in leased or public spaces to the north and east of the project. Since the peak parking demand occurs at night, the office spaces to the north of the project are prime candidates for shared parking opportunities.

The parking program for the project will also include an off-site employee parking program capable of accommodating 775 employee vehicles at peak times. These spaces would be connected to the site by a shuttle bus system to the extent that the spaces are located beyond a reasonable walking distance.

The project parking supply, when available, will be added to the South Park Event Parking and Circulation Management Plan so that visitors to any of the area venues will be offered the greatest opportunity to find parking on the busiest event days.

The project developer initially owned or leased approximately 8,900 spaces in the vicinity of the project site, during the first year of operation of STAPLES Center. These spaces were built/leased to support the visitors coming to the STAPLES Center. However, even on the night of a sellout sporting event (the highest parking demand condition for the venue), these 8,900 spaces are only about one-half filled. Visitors to the STAPLES Center are choosing to park off-site – sometimes in their reserved office spaces a few blocks from the Center, sometimes in less expensive private lots to the north and east of the site and sometimes in on-street spaces within a few blocks to the north and east of the venue. Several of these lots are no longer provided by STAPLES Center, due to their not being used. Currently STAPLES Center provides parking in 16 separate off-street lots supplying approximately 5,615 spaces.

Because of the large amount of off-site parking now occurring at the STAPLES Center, the project developer controls more than enough parking spaces to meet the demand of the proposed project even on the Peak Days of demand. There is also a substantial additional parking supply to the north and east of the project that is independently controlled.

It should also be noted that the analysis conservatively (worst case) assumed that the Convention Center parking supply would not be used, although this supply could be a resource if so desired. The project parking plan is such that, as described above, the project parking is separate to and independent of, the parking for STAPLES Center and the Convention Center. The Project Applicant anticipates operating the project parking with a pricing structure that is affordable to visitors (to the restaurants, retail shops, etc.) through validations, but that discourages longer stay use by STAPLES visitors who will park in separate designated lots. Those visitors who will park

off-site will do so in the plentiful public parking supply that exists to the north and east of the project, in a similar manner to current STAPLES Center patrons. For all of these reasons, off-site parking impacts are not anticipated.

It is therefore concluded that the proposed project will meet the requirements of the City code and that there will be no significant parking impacts.