

1515-1525 Abbot Kinney Blvd

Parking Demand Management Assessment

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Executive Summary

The purpose of this analysis is to help the public - including government agencies, local Project neighbors, and interested community-based organizations - understand the potential parking impacts of the proposed Project along with any parking demand management (PDM) strategies the Project employs.

The Project site is in an urbanized area, located on Abbot Kinney Boulevard, a vibrant mixed-use corridor known for its restaurants, bars, and boutiques. The site encompasses three abutting lots with frontage along Abbot Kinney Boulevard and an alley in the rear. The property is improved with a two-story commercial building of 4,320 square feet. The first floor of the building is occupied by The Brig, a bar, which has operated in this location since 1952. The proposed project involves a Coastal Development Permit to make permanent an existing outdoor dining area of 3,641 square feet with 129 seats. The outdoor area will also include 2,810 square feet of accessory (non-dining) area.

The Project proposes no off-street automobile parking in lieu of the 79 off-street automobile parking spaces required pursuant to the Venice Coastal Zone Specific Plan (VCZSP).

- The Project's entitlements include a Coastal Development Permit (CDP) for new construction in the single-jurisdiction Coastal Zone and Specific Plan Project Compliance to show compliance with the VCZSP.
- The Project site is located in an area where municipalities are prohibited from enforcing a minimum number of required off-street automobile parking spaces under AB 2097.
- The Project's proposed expansion involves conversion of existing parking lot with a temporary outdoor dining permit to permanently permitted outdoor dining area
- The Project's existing and proposed bar use is designed for community- and visitor-facing patronage.

This study was completed by Brian Silveira & Associates to examine the anticipated impacts of the Project on the area's on-street parking resources. The study examined parking utilization rates of nearby parking lots and on-street parking facilities during peak hours, the behavior of patrons of The Brig, the automobile parking practices of nearby commercial operators, and the availability of existing and planned alternatives to the use of single-occupant vehicles (SOVs) to reach the site. The study found that:

- There is adequate parking supply in publicly- and privately-owned parking lots and on the street surrounding the project during typical weekday and weekend evenings.
- Peak patronage of the bar at 1515 Abbot Kinney is later in the day than peak demand for other uses in the area.
- Restaurants near the proposed development don't generally provide parking for their customers.
- Existing and planned infrastructure support resident and visitor alternatives to automobile transportation.

Below, the report discusses some of the relevant limitations in identifying the effectiveness of parking demand management strategies.

Limitations

Although they often overlap, most technical studies focus on Vehicle Miles Traveled (VMT) reductions which don't translate neatly into parking demand reductions.

A review of Transportation Demand Management (TDM) literature reveals that most of the studies of the effectiveness of various separate and combined TDM strategies deliver the results in the form of VMT reductions, not parking demand reduction. A TDM measure seeks to manage the demand for travel by driving alone in a private vehicle (SOV), rather than catering to that demand, or managing the road system on which vehicles travel. TDM measures are aimed at influencing mode choice, trip length, the frequency of trips and the route taken. They originated from commuter-based programs aimed at shifting commuters from drive alone travel choices to other modes, including carpooling and vanpooling and can be applied to meeting specific goals, namely, to reduce congestion, to improve air quality or to reduce the reliance on energy (FHWA, 2012). In general, TDM has been associated with addressing congestion as a result of commuting.

By contrast, PDM measures seek to decrease SOV use (and, at times, ownership) by implementing and encouraging effective transportation alternatives. The discussion section included in the analysis of each PDM strategy adds context to the anticipated parking impacts by reviewing relevant research and extrapolating from them for the proposed Project.

Most studies analyze PDM policies at the city-wide or regional levels.

Very little analysis of the effectiveness of PDM strategies at the project level has been published. This is likely due to the fact that many PDM strategies are considered and/or implemented by local governments as opposed to individual residential, commercial, or industrial project developers. Project developers are often beholden to the parking policies in effect at the time that entitlements or building permits are sought for their individual projects and, therefore, the formulation and study of PDM strategies is driven by municipal, regional, and state-based governance bodies. This, of course, does not imply that PDM strategies are ineffective at the project level but that, for the purposes of this report, their effectiveness has to be translated from what is known about their functionality at a larger scale to what the report infers about their functionality at the project scale.

Existing Conditions

The Project site comprises three adjacent irregular lots, zoned C2-1-O-CA, with 90 feet of frontage along Abbot Kinney Boulevard, improved with a two-story commercial building. To the northwest is a three-story commercial building with office use, zoned C2-1-O-CA. To the southeast, across Palms Boulevard, is a two-story residential building with office use, zoned M1-1-O. To the southwest, across Abbot Kinney Boulevard, are a one-story commercial building with bar/restaurant use and two-story mixed-use buildings with commercial and residential uses, all zoned C2-1-O-CA.

This Parking Demand Management Assessment focuses on the anticipated parking impacts of the expansion of use for the ground floor bar. The site also contains a second story with three office uses - one personal office space currently occupied by the site's owner/operator, a chiropractor's office which operates on weekdays from 9am to 6pm, and a tattoo/piercing/hair salon which operates every day between noon and 7pm on an appointment basis. It is well worth noting that The Brig is open to the public on weekdays between 4pm and 2am and weekends between 2pm and 2am. Most of its patronage occurs on Friday and Saturday nights between 10pm and 1am. Therefore, it is not expected that the current operations nor the proposed expansion will precipitate parking conflicts between the bar and the upstairs offices.

The proposed Project involves conversion of existing parking lot with temporary outdoor dining to permanent outdoor dining area with 129 seats (Al Fresco Permit Approved #24010-10000-02677); interior addition of a second floor restroom within an existing commercial building. The project includes obtaining Coastal Development Permit (CDP) approval and Project Compliance (PC). The project site is currently improved with one two-story commercial building and a paved parking area. The project site has one existing driveway curb cut on Abbot Kinney Boulevard, which will be maintained with the proposed improvements.

A 1948 Building Permit and Certificate of Occupancy (1948VE3144) was issued to erect a new 2-story 4,200 square foot building, a 65-occupant beer parlor on the first floor and a 250-occupant dance hall on the second floor. A 1954 Certificate of Occupancy (1954V10452) converted the second floor to a photo studio, and in 1968, the second floor was converted to 3 residential units (196875064W). The current Certificate of Occupancy (97016-30000-17540), issued in 1999, converted the entire second floor from apartments to office space. The ground floor of the project site is currently occupied with a bar called the "The Brig", with a license for on-site sale and dispensation of alcoholic beverages for on-site consumption and Al Fresco Outdoor Dining Area which was previously used as a surface parking area containing 15 parking spaces.

The project site has three related, completed Planning cases:

- ZA-1999-0485-PAB – On September 29, 1999, the Zoning Administrator denied a Plan Approval to allow the construction of a proposed 46 seat, 850 sf patio addition to an existing approximately 4,250 sf building and denied a Plan Approval to permit the sale and dispensing of alcohol in the same patio area.

The determination for this case included the approval of a request for determination of the existing conditional use status. The Zoning Administrator concluded that the sale and dispensation of alcohol beverages for on-site consumption was a "deemed to be approved" use as the establishment had a license for alcoholic beverages dated August 15, 1949 and Ordinance 159,698 that regulates the sale of alcoholic beverages in the City of Los Angeles became effective on April 7, 1985.

- DIR-2015-2998-CDP-SPP-MEL – A Director's Determination was approved on December 12, 2017 for a plan to construct a new 9,672.5 sf three-story mixed-use development. Construction of the mixed-use development did not proceed.
- DIR-2016-1228-CEX – A Coastal Exemption was approved April 8, 2016 for restriping the existing surface parking lot to provide 15 total parking spaces: 11 automobile parking spaces and 4 automobile parking spaces used for bicycle parking for 16 bikes.

During the COVID-19 State of Emergency, the California Coastal Commission (“CCC”) waived Coastal Development Permit requirements (“CDP Waiver”) for certain outdoor dining activities pursuant to its authority under California Public Resources Code (“PRC”) Section 30611. Consistent with Assembly Bill (“AB”) 12171, the California Coastal Commission’s Executive Director prepared a memorandum, dated January 30, 2024, addressed to all Coastal Cities and Counties, stating that “[e]xisting waivers issued for outdoor dining programs should be assumed to be extended by virtue of AB 1217.” The CCC has granted a temporary waiver of CDP requirements to the City for outdoor dining activities through June 30, 2026. Provided that the establishment is among the list of businesses that previously obtained an L.A. Al Fresco Temporary Use Authorization during the COVID-19 State of Emergency, it is subject to this temporary CDP Waiver.

Establishments with Outdoor Dining Areas on private property transitioning from the Temporary Use Authorization may continue to operate until June 30, 2026, provided that the Applicant applies for and obtains approval from the Department of Building and Safety for the requirement to obtain a CDP for the Outdoor Dining Area prior to June 30, 2026, when the CDP Waiver expires or until such other time if the CDP Waiver is further extended by the CCC. The approval of any submitted plans and the issuance of a building permit is contingent upon receipt of a final CDP from the City and/or the CCC for the proposed Outdoor Dining Area prior to the end of the Waiver period on June 30, 2026. Failure to obtain a final CDP by June 30, 2026 is subject to permit revocation.

The Brig obtained an Al Fresco Temporary Use Authorization on June 19, 2020 during the COVID-19 Emergency Order period. The project site’s parking area has been used for temporary outdoor dining pursuant to the Al Fresco Temporary Use Authorization since June 15, 2021. In accordance with the procedures stated above, Permit Nos. 24010-10000-02677 and 24016-10000-21129 were submitted to LADBS on June 26, 2024 and issued in March 2025 to allow outdoor dining on the private property pursuant to the Los Angeles Al Fresco Dining Ordinance (Ordinance 188073).

The scope of work included the addition of a 1,162 sf covered patio, tenant improvement to the existing office on the second floor (no change or expansion of the second floor uses is proposed), and elimination of parking spaces to provide an Outdoor Dining Area for the existing restaurant on the first floor. The project is now proceeding with the final step of the process by applying for a CDP to create permanent outdoor dining on private property pursuant to the Al Fresco Dining Ordinance through CDP and PC approval.

The project is requesting a CDP and Project Compliance to allow the conversion of the temporary Al Fresco Outdoor Dining Area (previously an existing surface parking lot) into a permanent Outdoor Dining Area. The project includes removal of the existing parking lot striping and replacement of temporary outdoor dining components with permanent features. The project would maintain the existing driveway curb cut and vehicular access to the site would remain the same as under existing conditions. The project includes a loading area accessed from the alley. The outdoor dining area will encompass 3,641 sf and have 129 seats; the outdoor area will also include 2,810 sf of accessory (non-dining) area. Pursuant to AB 2097 and the Al Fresco Dining Ordinance, vehicular parking at the site is not required.

The project includes exterior work including the removal of existing asphalt paving and construction of 1,927 square feet of concrete paving and installation of 2,947 square feet of heavy traffic, ADA compliant artificial turf. A new nine-foot tall metal fence would be installed to create a server’s area and bike enclosure along the alleyway; the rear fence will be removed and replaced; existing bike racks will be relocated. A total of 20 bicycle spaces will be provided (4 more than the existing 16). Partial demolition of an existing planter wall will facilitate the establishment of a concrete path to connect the

lateral door of the building with the proposed outdoor dining area; a new 25-foot long, 42-inch high counter will be erected, and a 13-foot high 1,594 sf canopy/pergola will be constructed. Six new 24"x48" fiber glass planters and three circular tree planters will be installed. An exhibit illustrating the proposed paving and seating improvements is contained in Appendix A. Copies of the terminated covenant and agreement can be found in Appendix B.



Figure 1 - Project site for the proposed expanded outdoor dining area

The Project site is located within the planning boundaries of the Venice Community Plan of the City of Los Angeles adopted in September 2000. The site is zoned C2-1-O and has a General Plan land use designation of Neighborhood Commercial in Height District 1. The Project site is also located within the Los Angeles Coastal Transportation Corridor Specific Plan, the North Venice subarea of the Venice Coastal Zone Specific Plan (and is included in the Beach Impact Zone).

This area is identified in the certified Venice Land Use Plan (LUP) as Community Commercial. According to Policy I.B.6 of the LUP, Neighborhood Commercial areas are intended to support a mix of community-serving and visitor-serving commercial uses, along with residential dwelling units. These areas function as focal points for local shopping, civic engagement, social activities, and tourist-related commerce.



Figure 2– Current photograph of 1515 Abbot Kinney Blvd, with outdoor dining area visible.



Figure 3 - Current photograph of outdoor dining area

Part 1: Survey of Local Retail Uses

In order to determine parking provided by similar establishments in the area, the consultant team visited several restaurants in the immediate vicinity of the proposed development. Upon entering the establishments, the consultants asked staff if there were off-street parking spaces dedicated to their customers. In all cases, the staff members responded that there were no off-street parking spaces dedicated to the establishments' retail customers. Several staff members at various retailers mentioned that although the business did not provide parking for the exclusive use of their customers, there were private and public parking lots that provide off-street parking at an hourly rate. A characterization of the types of retail establishments surveyed can be found below in Table 1. It is important to note that, like the subject property, all of the existing establishments included in the survey have commercial zoning designations.

Name	Address	Proximity to Site	Establishment	Hours of Operation	Customer Parking?
SoCal Vibes Abbot Kinney	1522 Abbot Kinney Blvd	75 Feet	Bar	10:00am - 12:00am	No
Roosterfish	1302 Abbot Kinney Blvd	1,200 Feet	Bar	2:00pm - 2:00am	No
The Butcher's Daughter	1205 Abbot Kinney Blvd	1,490 Feet	Restaurant	8:00am - 10:00pm	No
Blue Bottle Coffee	1103 Abbot Kinney Blvd	1,660 Feet	Coffee Shop	6:00am - 6:00pm	No
Gjelina	1429 Abbot Kinney Blvd	225 Feet	Restaurant	9:00am - 10:30pm	No
Hama Sushi	213 Windward Ave	2,160 Feet	Restaurant	5:00pm - 9:30pm	No
Table 1 – Off-street Parking Survey of Existing Restaurants					

Beach visitors who drive to the Venice Beach area and its associated recreational and retail establishments typically park in publicly or privately-owned lots that charge an hourly fee. Due to the concentration of tourist-facing retail establishments and popular restaurants and cafes, patrons of businesses near the Abbot Kinney sections of Venice rarely come for a single business, and instead opt to visit several during the course of their stay. Therefore, it is not typical or practical for individual businesses to provide dedicated parking at the rate prescribed by the Venice Coastal Zone Specific Plan for their customers.

Part 2: Parking Rate Survey

The consultant team compiled data from six observations of on- and off-street parking in the area around 1515 Abbot Kinney Boulevard. The observations occurred over three days with two time periods surveyed on each day. On Thursday, May 29, and Friday, June 20, 2025, observations were made at 7:00 PM and 10:00 PM. On Saturday, June 28, 2025, observations were made at 4:40 PM and 9:30 PM. These times were chosen in order to get a broad sample of various types of peak parking demand. For instance, parking demand is usually high both in the early evening, when restaurants along Abbot

Kinney Blvd are full of patrons, and during the daytime on weekends, when the shops along Abbot Kinney Blvd are full of patrons. The peak business hours for The Brig, the bar at 1515 Abbot Kinney Blvd, are in the later evening, usually beginning after 10:00 PM, so the consultant team also chose to complete observation at that time.

In order to measure the availability of on-street parking, the consultant team counted metered spaces where they were marked on the street, and measured the available curbspace legal for parking. For the purposes of this survey, one on-street parking space was assumed to be seventeen feet—a number determined by measuring the average length of one vehicle and the space on either side of it in the Venice area, where parking demand is high and thus cars often park tightly and use space efficiently. The survey included on-street parking on both sides of Abbot Kinney Blvd between Venice Blvd and Westminster Ave, on both sides of Electric Ave between Santa Clara Ave and Venice Blvd, and on both sides of Venice Blvd between Abbot Kinney Blvd and Electric Ave.

The consultant team also surveyed four nearby parking lots available to the public for a fee, three of which are municipally-owned. A map of the on- and off-street parking is provided in Figure 4 below.

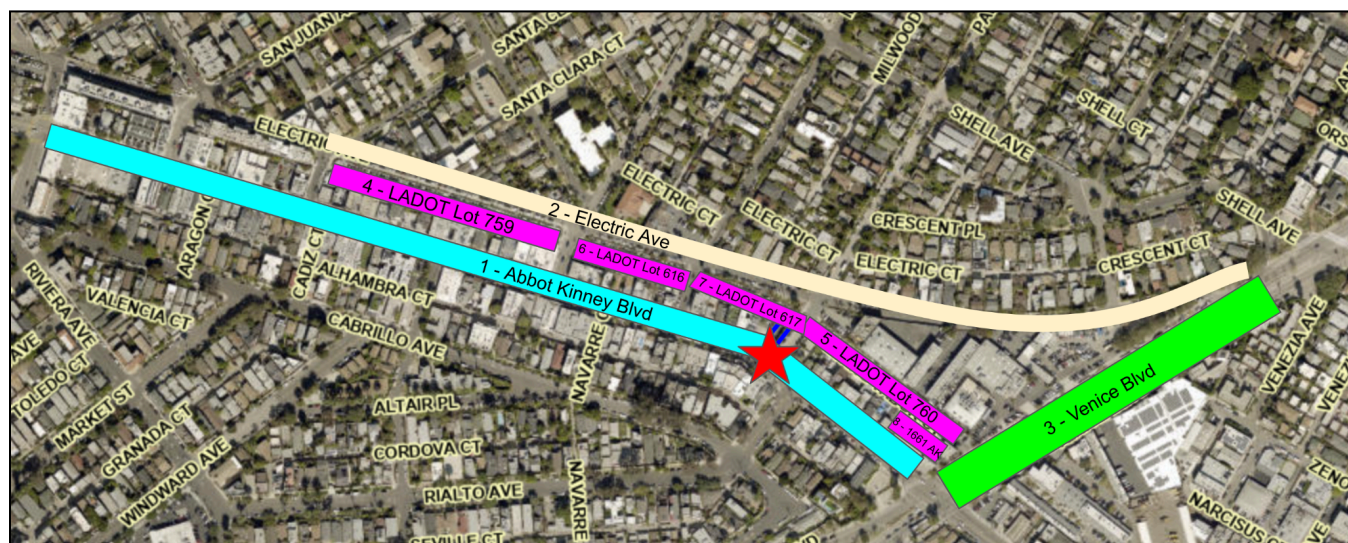


Figure 4 – Map of parking locations surveyed.

Table 2, below, shows both the total capacity and the utilization of each on-street parking area and each parking lot. More detailed information from each observation can be found in Appendix C

Entry No.	Location	Total Capacity	Thursday Evening Ut. Rt.	Thursday Late Night Ut. Rt.	Friday Evening Ut. Rt.	Friday Late Night Ut. Rt.	Saturday Afternoon Ut. Rt.	Saturday Late Night Ut Rt.
1	Abbot Kinney Blvd (On-Street - Venice Blvd to Westminster Ave)	129	95%	66%	98%	91%	97%	91%
2	Electric Ave (On-Street - Venice Blvd to Santa Clara Ave)	201	80%	69%	80%	76%	81%	50%

3	Venice Blvd (On-Street - Abbot Kinney Blvd to Electric Ave)	73	75%	53%	84%	76%	61%	59%
4	LADOT Lot 759	66	47%	9%	41%	26%	93%	29%
5	LADOT Lot 760	50	72%	14%	68%	34%	98%	64%
6	LADOT Lot 616	29	86%	45%	79%	62%	83%	69%
7	LADOT Lot 617	26	92%	50%	73%	65%	92%	93%
8	1653-1661 Abbot Kinney Lot	24	0%	N/A (Closed)	17%	N/A (Closed)	33%	N/A (Closed)
Total Spaces Available		598 Total Spaces	137 Spaces Available	268 Spaces Available	134 Spaces Available	178 Spaces Available	92 Spaces Available	209 Spaces Available

Table 2 – Parking Utilization Across Six Observations

The *ITE Parking Generation Manual* considers 85% parking utilization to be fully utilized; at this utilization rate, motorists typically have to drive around the vicinity of their destination several times to find an available parking space.

The study found that parking demand on Abbot Kinney Boulevard itself was consistently very high, although some additional capacity existed during the Thursday 10:00 PM observation. Venice Boulevard and Electric Avenue's on-street parking utilization was somewhat lower at all observations, with late night observations showing significant additional parking capacity. Saturday afternoon represented the highest overall parking utilization, likely due to peak retail demand for Abbot Kinney shops and other weekend recreational activities. During this observation period, the overall parking utilization rate for the study area was just under 85%.

The study found an average of 170 available parking spaces in the entirety of the study area over the six observation periods. When The Brig's peak demand period is taken into account, and only late light observations are used, that number increases to an average 218 available parking spaces, corresponding to a utilization rate of 64%.

Based on the observed utilization rates of the surrounding on-street parking and parking facilities available to the public, the consultant team has concluded that there exists adequate parking capacity to absorb the parking needs for the 79 vehicle parking spaces that would otherwise be required by the Venice Coastal Zone Specific Plan for the Project's expansion of its commercial use (See 'Base Parking Demand' section)

In 2022, the State of California passed Assembly Bill 2097, which prohibits a public agency from imposing or enforcing any minimum automobile parking requirement on a residential, commercial or other development project located within one-half mile of a major transit stop. The proposed development's proximity to the intersection of Grand Boulevard, Windward Avenue, and Main Street at Windward Circle make this project eligible for the provisions of this legislation.

Part 2: Survey of Patrons of Existing Use

In order to characterize the travel behavior of patrons to the existing bar use on the Project site, the consultant team visited the location during peak hours and surveyed patrons of the bar both in the building's interior and on its temporary al fresco patio located directly adjacent to the building in a lot that once contained fifteen parking spaces devoted to the site's uses. The consultant team visited the establishment "The Brig" during its peak weekend hours with surveys used to guide short conversations and record responses based on the information supplied by respondents. Each conversation took about 2-3 minutes to complete and inquired the manner of travel each respondent used to arrive at the site as well as questions meant to ascertain whether the trip was a "string trip."

In the context of transportation planning, a "string trip" refers to a sequence of individual trips undertaken by a person or vehicle, often linked together to form a larger "tour" or activity chain. Traditional transportation planning models often treat individual trips (e.g., home to work) in isolation. However, people don't always travel in simple A-B patterns. They might make multiple stops or detours as part of a single journey. String trips recognize that many individual trips are connected, such as someone driving from home to the beach, stopping at a coffee shop and then meeting up with friends at a bar or restaurant. This entire sequence of travel segments – home-coffee shop, coffee shop-bar, bar-beach – forms a "string" or "trip chain". The concept of string trips (also called tours or activity chains) allows transportation planners to analyze and model travel behavior more realistically, accounting for the interconnectedness of different trip segments. This can lead to a more nuanced understanding of travel patterns and a better basis for planning transportation improvements that support these complex travel behaviors.

Applying an understanding of string trips can help government agencies, local Project neighbors, and interested community-based organizations understand the potential parking impacts of the proposed Project better than traditional transportation planning models, especially since string trips are common among beach visitors when accessing coastal resources. Typically, visitors to coastal destinations park in one of the lots offered by the City, County, or a private property owner in exchange for payment of a fee and visit multiple coastal destinations on foot or by bike, scooter, or skateboard, etc. This is a significant reason why most commercial operators in the vicinity of the Project site do not offer parking exclusive to their patrons. Their expectation is that patrons are parking to visit the area and not their particular establishment, specifically.

In total, the consultant team spoke with 51 respondents during the bar's operations between 4pm and 5pm and between 10pm and 10:30pm on Saturday, June 28. Results from the patron survey can be found below. More information about the surveys, including individual responses, can be found in Appendix D.

Survey Question 1: Did you drive alone?

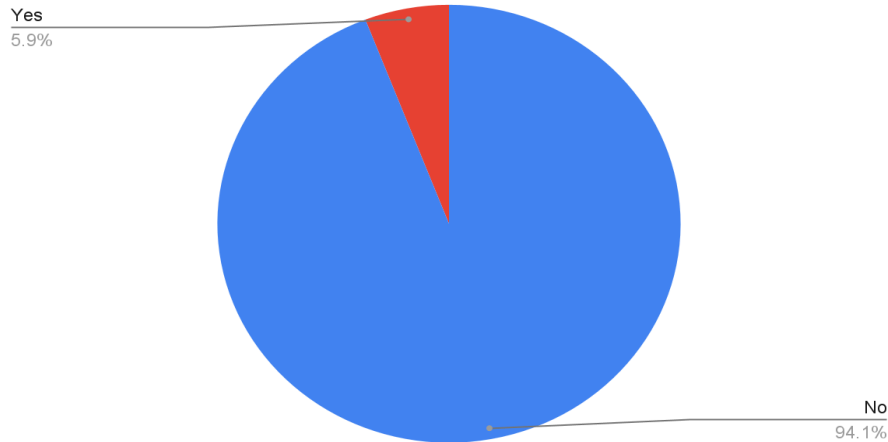
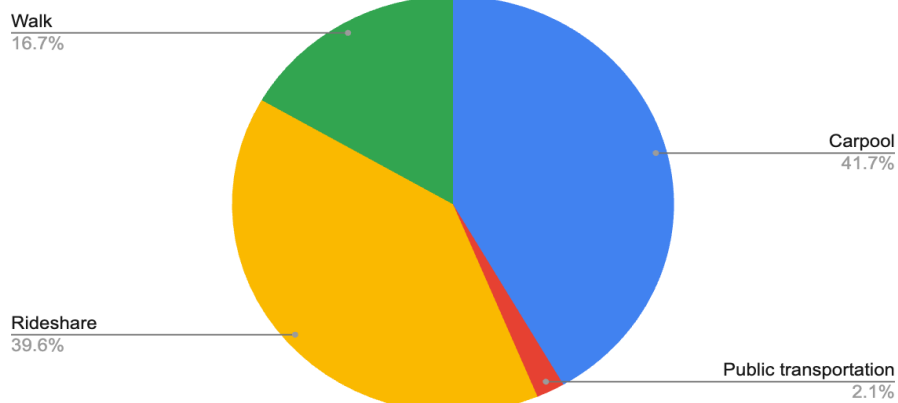


Figure 5 (above): Percent of surveyed patrons who did and did not arrive at the site by driving an SOV (with no passengers)

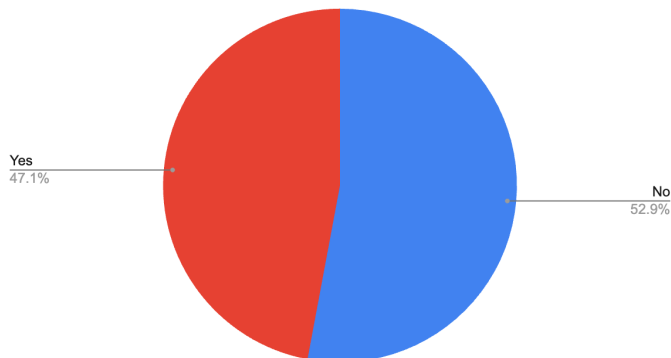
Figure 6 (below): Surveyed patrons' methods of arrival to the subject site

Figure 7 (bottom): Percent of surveyed patrons for whom the visit to the subject site was part of a string trip

Survey Question 2: If you didn't drive alone, how did you arrive?



Is this part of a string trip?



Of the 51 respondents to the consultant team's patron survey, only three reported arriving by driving alone. The other 48 respondents reported arriving by either carpooling, walking, or using a rideshare service. One respondent reported arriving by public transportation - a combination of a Metro train ride and a bus ride. The respondents who reported arriving via rideshare primarily used Uber or Waymo, often sharing the ride with other passengers with whom they'd arrived. Similarly, the respondents who reported arriving via carpool often shared the ride with other passengers with whom they'd arrived. Each carpool typically carried 2-4 passengers. Of the three respondents who reported that they'd arrived by driving alone, all three reported locating an automobile either on Abbot Kinney Blvd or in one of the City-owned public parking lots along Electric Ave (LA DOT Lots 759, 760, 616, and 617).

Part 3: Multimodal Transportation Options

1515 Abbot Kinney Boulevard is served by various modes of transportation other than single occupancy vehicles. Infrastructure for pedestrians, bicycles, public transit, public and private rideshare, and electric scooters make car-free and car-lite lifestyles an attractive choice in the Venice area.

Bicycle Infrastructure

Cycling is a popular mode of transportation in Venice, which is relatively flat and which features a broad array of bicycle infrastructure. Metro Bike Share, which offers traditional and electric bicycles for rent by the minute, provides two nearby Bike Share stations—one on Venice Blvd at Abbot Kinney Blvd, approximately 750 linear feet from the subject property, and another on Abbot Kinney Blvd at Santa Clara Ave, approximately 1,250 feet from the subject property.

Abbot Kinney Boulevard itself is a "sharrowed" bicycle route, meaning motorists must share the road equally with bicyclists. At 620 linear feet from the project site, Venice Boulevard, which is identified by the Mobility 2035 Plan as a "Comprehensive Transit Enhanced Street," currently has a Tier 2 dedicated bicycle lane and will receive a Tier 1 protected lane as part of the City's ongoing effort to enhance its transportation networks. Nearby Main Street, Windward Avenue, Market Street, Grand Boulevard, and Venice Way all feature Tier 2 dedicated bicycle lanes as well. The Marvin Braude Coastal Bike Trail, approximately 3,300 linear feet from the subject property, is a Class 1 bikeway which extends from Will Rogers State Beach in the Pacific Palisades all the way to Torrance Beach in the South Bay and also connects with the Ballona Creek Bikeway which connects micromobility users to the Central City area, terminating approximately 5.7 miles east of the Project site at the Metro E Line La Cienega/Jefferson rail station.

Public Transit

The area is served by various public transit options as well. Abbot Kinney Blvd features the Santa Monica BBB 18 line, which serves Marina Del Rey, as well as Santa Monica and UCLA. The LA Metro 33 Line, which serves Downtown Santa Monica, Culver City, and Downtown Los Angeles with high-frequency service, stops on Venice Blvd near Abbot Kinney Blvd. Additionally, the Downtown Santa Monica Metro E line station, a 15-minute bike ride from the site, represents High Quality Transit and serves Santa Monica, Culver City, Downtown Los Angeles, and East LA.

SCAG's High Quality Transit Areas

This section of Venice is also identified on a regional planning level by the Southern California Association of Governments (SCAG) as a High Quality Transit Area (HTQA). These are areas that are within one half-mile of major transit stops (sites containing an existing rail or bus rapid transit station or the intersection of two or more major bus routes with a frequency of service interval of 15 minutes or less during peak commute periods) or high-quality transit corridors (corridors with fixed route bus service with service intervals no longer than 15 minutes during peak commute hours).

The purpose of the HTQA designation is to promote Transit-Oriented Development (TOD), reduce congestion and greenhouse gas emissions, and align with broader regional planning goals aimed at creating more livable, equitable, and sustainable communities in Southern California. It allows for coordinated land use and transportation planning efforts to support efficient and accessible transit options for residents and commuters. Figure 8 below shows the Project's location within the bounds of the HTQA in green.

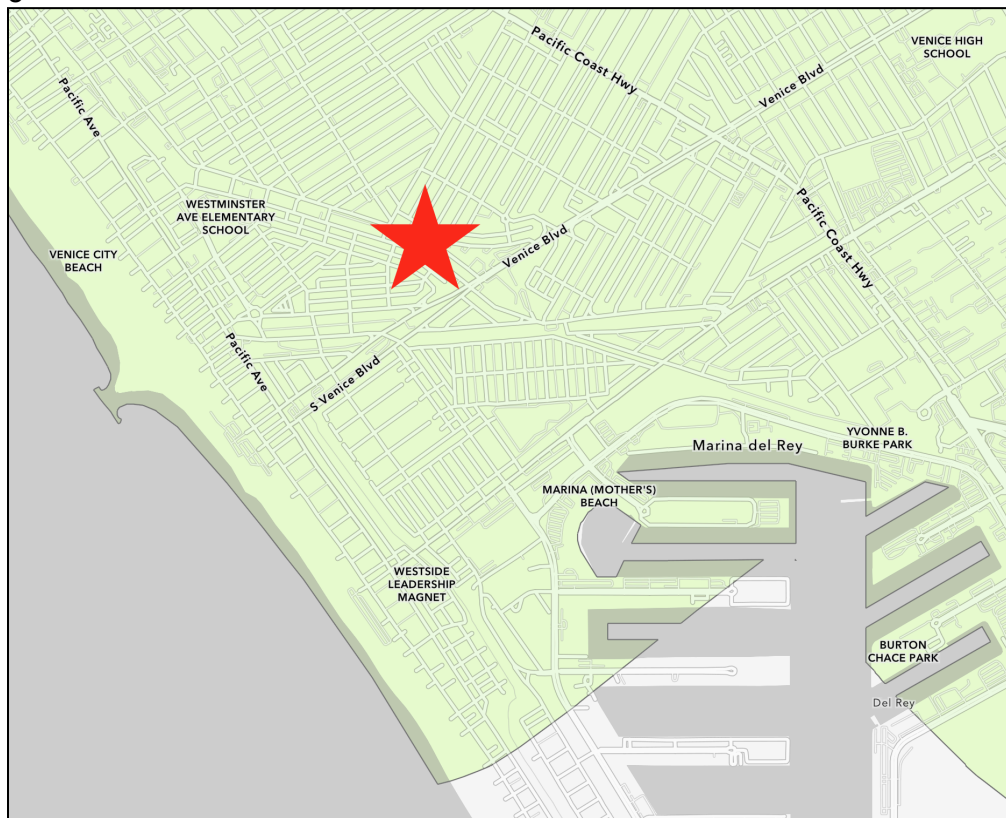


Figure 8: High Quality Transit Areas
Source: High Quality Transit Areas (HTQA) 2016 – SCAG Region

App-Based Rideshare

App-based ridesharing services can reduce the demand for automobile ownership by providing convenient transportation options without the hassle of ownership, such as parking, maintenance, and insurance. Users can request a ride whenever they need one, eliminating the need to own a car for occasional or specific trips. For many people, using ridesharing services can be more cost-effective

than owning a car. Additionally ridesharing offers flexibility in terms of vehicle type and size, catering to a wide range of transportation needs without the commitment of owning a specific type of vehicle.

Services such as Lyft and Uber have become ubiquitous in most cities in the United States, and the Venice area of Los Angeles is a prime example of where such services can facilitate a life free of automobile ownership. Additionally, within the Venice area, LADOT operates LAnow, its own on-demand rideshare app.

Active Commuting

Additional evidence of the availability and feasibility of non-single-occupancy vehicle transportation is captured in a profile of the relevant census tract on the Healthy Places Index (HPI) which uses data from the American Community Survey to tabulate the health of California's census tracts relative to the state, county, and city as a whole. As shown in the figure below, the HPI rates the Census Tract 2736 highly (the 84.3rd percentile for California tracts) for a characteristic it calls "Active Commuting" citing that 15.1% of the Census Tract's workers (16 years and older) commute to work by transit, walking, or cycling. This is compared to 8.99% who do so on a statewide level, 9.65% who do so on a countywide level, and 14% who do so on a citywide level.

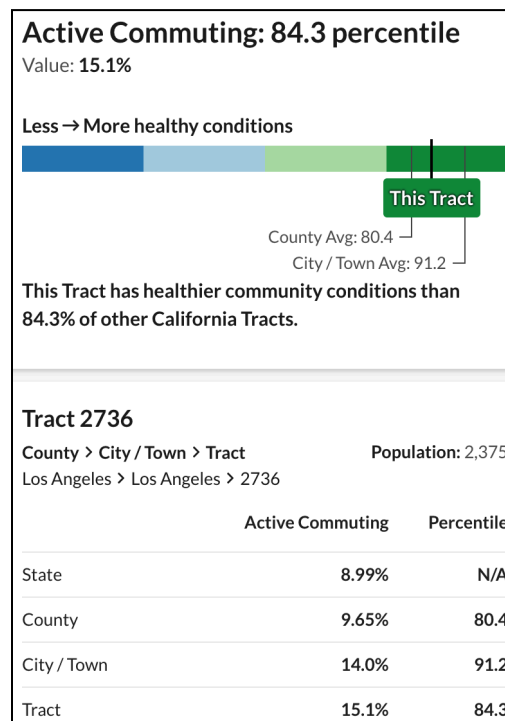


Figure 9: Healthy Places Index: Active Commuting, Census Tract 2736

Project Parking Demand Management

Parking Required

The proposed development at 1515-1525 Abbot Kinney Blvd consists of conversion of an existing parking lot with a temporary outdoor dining permit to a permanent outdoor dining area. The temporary outdoor dining permit (Al Fresco Permit #24010-10000-02677) was obtained on June 19, 2020 during the COVID-19 State of Emergency, when the California Coastal Commission (“CCC”) waived Coastal Development Permit requirements (“CDP Waiver”) for certain outdoor dining activities pursuant to its authority under California Public Resources Code (“PRC”) Section 30611. Establishments with Outdoor Dining Areas on private property transitioning from the Temporary Use Authorization may continue to operate until June 30, 2026. The outdoor dining area will encompass 3,641 sf and have 129 seats; the outdoor area will also include 2,810 sf of accessory (non-dining) area.

Because the Project site is located within the Beach Impact Zone (BIZ) of the Venice Coastal Zone Specific Plan area, additional parking is required beyond that mandated by the regular LA parking code (contained in LAMC 12.21. A.4.) and the Venice Coastal Zone Specific Plan at a rate of one automobile parking space for every 640 square feet of service floor area, including outdoor dining areas. The table below shows the number of parking spaces required by the Venice Coastal Zone Specific Plan, the Los Angeles Municipal Code (LAMC) standard parking code (12.21. A.4.), and Assembly Bill 2097 (AB 2097 [Friedman, 2022]) for the Projects’ proposed expansion.

Table 3: Parking Quantities Required by Different Policies				
Policy Document	Relevant Use	Number of Spaces Req’d (per code)	Project’s Amount of Use	Total Number Req’d per Use
VCZSP ¹	Relevant Project Uses			
	Restaurants	1/50 sq ft SFA + 1/640 sq ft SFA (BIZ ²)		
	Existing Restaurant	1/50 sq ft SFA + 1/640 sq ft SFA (BIZ ¹)	1,039 sq ft SFA / 50 + 1,039 sq ft SFA / 640	23 spaces ⁴
	Additional Outdoor Dining Area	1/50 sq ft SFA + 1/640 sq ft SFA (BIZ ¹)	3,641 sq ft SFA / 50 + 3,641 sq ft SFA / 640	79 spaces
Total Spaces Required by VCZSP ¹	102 vehicle parking spaces			

LAMC 12.21. A.4.	Relevant Project Uses			
	Restaurants and Bar, General (over 1,000 sq ft GFA)	1/100 sq ft GFA		
	Existing Restaurant	1/100 sq ft GFA	2,118 sq ft SFA/ 100	21 spaces ⁴
	Additional Outdoor Dining Area	1/100 sq ft GFA	6,451 sq ft SFA / 100	65 spaces
	Bicycle Parking Ordinance ³	Up to -30% nonresidential parking reduction	20 / 4	-5 spaces
Total Spaces Required by LAMC 12.21. A.4.	81 vehicle parking spaces			
AB 2097	Relevant Project Uses			
	Restaurants and Bars within ½ Mile of Major Transit	0 spaces		
Total Spaces Required by AB 2097	0 vehicle parking spaces			

1. Venice Coastal Zone Specific Plan

2. Additional parking required in the Beach Impact Zone under the VCZSP

3. Under LAMC 12.21. A.4., up to 30% of the required automobile parking spaces for residential and nonresidential uses may be replaced by bicycle parking at a rate of one automobile space per four bicycle spaces when the project site is within 1,500 feet of a major transit stop, as defined in Subdivision (b) of Section 21155 of the California Public Resources Code; Projects in the Coastal Zone are not eligible to replace automobile parking required under the VCZSP

4. The Project site was previously required to provide eleven (11) vehicle parking spaces and sixteen (16) bicycle parking spaces by a 2016 covenant that was terminated in 2025 as part of its temporary outdoor dining permit. See Appendix B for a copy of the Termination of Covenant and Agreement as well as the original Covenant and Agreement.

It should be noted that minimum parking requirements are not informed by standardized analyses of the parking demand generated by particular land uses and contexts, rather they are traditionally intended to

create an *oversupply* of parking spaces devoted to SOVs in lieu of managing a more efficient parking supply (Shoup, 2005; Marsden, 2006; Litman, 2005).

Parking Generation

In order to establish the expected base parking demand for the subject Project, the consultant team used data from the *Institute of Transportation Engineers Parking Generation Manual 5th Edition*. The *Parking Generation Manual* includes a complete set of searchable electronic files including land use descriptions and data plots for all available combinations of land uses, time periods, independent variables, and settings. The information is based on parking generation studies submitted voluntarily to ITE by public agencies, developers, consulting firms, student chapters, and associations. The *Parking Generation Manual* provides access for users to the ITEParkGen web app. This desktop application allows electronic access to the entire parking generation dataset with numerous filtering capabilities including site setting (i.e., rural, general urban/suburban, dense multi-use urban, center city core), geographic location, age of data, and development size. Instructions for using ITEParkGen are included within the app. While data from the *Parking Generation Manual* must be interpreted and applied using sound professional judgment, the report contains the best available data on the subject of parking demand related to land use.

The setting in which the proposed Project is sited is characterized as “Dense Multi-Use Urban” by the *Parking Generation Manual* which defines this setting as “a fully developed area (or nearly so), with diverse and interacting complementary land uses, good pedestrian connectivity, and convenient and frequent transit. This area type can be a well-developed urban area outside a major metropolitan downtown or a moderate size urban area downtown. The land use mix typically includes office, retail, residential, and often entertainment, hotel, and other commercial uses. The residential uses are typically multifamily or single-family on lots no larger than one-fourth of an acre. The commercial uses often have little or no setback from the sidewalk. Because the motor vehicle still represents the primary mode of travel to and from the area, there typically is on-street parking and often off-street public parking. The complementary land uses provide the opportunity for short trips within the Dense Multi-Use Urban area, made convenient by walking, biking, or transit. The area is served by significant transit (either rail or bus) that enables a high level of transit usage to and from area development (*ITE Parking Generation Manual*, 2019).”

Base Parking Demand: Brewery Tap Room

The *ITE Parking Generation Manual, 6th Edition* describes Brewery Tap Rooms in the following manner: “A brewery tap room is a designated area found in conjunction with a brewery in which customers can try samples of a brewery’s products. These rooms are typically located on-site and can be used to market and sell beer or related products directly to the customer. Depending on its size, a tap room can also be used to house social gatherings. A brewery tap room may also be used to facilitate complimentary tours of the brewery.” (*ITE Parking Generation Manual*, 2023) This land use is considered a distinct category within service-oriented land uses (land uses in the 970s) that specifically cater to alcohol consumption. It is characterized by a space where beer brewed on-site is served directly to customers for on-premise consumption, differentiating it from full-service restaurants or standard drinking establishments. This definition reflects the nature of tap rooms as primarily focused on beer tasting and direct consumption, rather than broader food service operations.

Although this definition does not accurately fit the current or proposed functions of the Project site as beer will not be brewed onsite, it is the closest use category for which the *ITE Parking Generation Manual* has data. Therefore, the consultant team bases its parking demand estimates on this category with the caveat that brewery tap rooms may require more floor area and onsite staff at any given time and are more likely to cater to groups and special events than a typical infill bar like the one existing and proposed.

The existing bar use on the Project site contains 2,118 square feet of gross floor area while the al fresco dining area (maintained under a temporary permit issued during the COVID-19 pandemic and sought to be made permanent) contains 6,451 square feet of gross floor area including 3,641 square feet of service floor area and 2,810 square feet of accessory space.

Among brewery tap room sites surveyed, the average *weekday* parking demand for the peak period occurred on Fridays and generated a parking demand of 3.3 vehicles per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand for the existing bar use would be seven vehicles during its peak weekday hours.

The *ITE Parking Generation Manual, 6th Edition* found that during their weekend peak hours which occur on Saturdays, parking demand is generated at a rate of 4.1 vehicles per 1,000 square feet of gross floor area. At this rate, the anticipated peak period parking demand for the existing bar use would be nine vehicles during its peak weekday hours. For the Project's proposed expansion of gross floor area, including the seating area and accessory area for the al fresco dining component, Friday peak hours would generate a parking demand of 21 vehicles. On Saturdays during peak hours, the proposed permanent outdoor area would generate demand for 26 parked vehicles.

Weekday Base Parking Demand: Bar Tap Room	
Average Peak Parking Demand Rate	3.3 per 1,000 sf GFA ¹
Project's Number of Units	2,118 (existing) + 6,451 (new) sf GFA ¹
Base Peak Parking Demand Generated	7 (existing) + 21 (new) = 28 automobiles
Table 4: Base Parking Demand: Bar Tap Room Source: <i>ITE Parking Generation Manual, 6th Edition</i> (1) square feet of Gross Floor Area	

Weekend Base Parking Demand: Bar Tap Room	
Average Peak Parking Demand Rate	4.1 per 1,000 sf GFA ¹
Project's Number of Units	2,118 (existing) + 6,451 (new) sf GFA ¹
Base Peak Parking Demand Generated	9 (existing) + 26 (new) = 35 automobiles
Table 5: Base Parking Demand: Bar Tap Room Source: <i>ITE Parking Generation Manual, 6th Edition</i> (1) square feet of Gross Floor Area	

Parking Demand Management Strategies

Municipalities and developers have three options to address parking demand (see Table 6 below). They can increase the parking supply. They can manage the existing supply. And they can discourage the use of single-occupant vehicles. Table 6 lists these three approaches along with examples of each. The Project employs two of the strategies by fully subsidizing the use of public transportation for its employees, providing a guaranteed rideshare subsidy to its employees, and providing increased bicycle parking facilities.



Table 6: Methods of Addressing Parking Demand

Minimum parking standards are designed to accommodate the highest anticipated peak demand in lieu of implementing parking demand management (PDM) strategies, even though management strategies are more cost effective and provide the greatest total benefits (Litman, 2005). Increasing parking supply exacerbates urban sprawl by requiring the over provision of parking spaces, lowering the resultant density of commercial and residential development and encouraging further car dependence (Shoup, 2005). As described in Part I of this report, the Venice Coastal Zone is already a dense urban context with an integrated mix of residential, commercial, and employment resources well-served by public and active transportation infrastructure. Despite its favorable design, much of the Venice Coastal Zone, especially the area containing the Project site, is also well-supplied with parking for SOVs (Fehr & Peers, 2021). It is now well-accepted among urban planners and elected and appointed officials that

“Excessive parking requirements waste resources: directly, by increasing the money and land devoted to parking facilities; and indirectly, by leveraging an increase in automobile use and sprawl (Litman, 2005).”

The proposed Project includes PDM strategies for the existing and proposed bar’s expansion of use. The PDM strategies are listed in the figure below. PDM strategies provide Project-based and area-wide benefits when implemented in contexts supported by infrastructure and supplementary policy. As a bonus to developers, these benefits can be economically neutral if they are funded through parking cost savings (Litman, 2005).



Figure 10: PDM Strategies for the 1515-1525 Abbot Kinney Blvd Project

In the pages that follow, this report analyzes the potential parking demand reductions associated with each proposed strategy (where data is available), discusses the mechanics of each strategy including implementation details, presents co-benefits associated with each strategy, and considers precedent for each strategy in the Coastal Zone, if any.

Commercial Parking Demand Management Strategies

Commercial Parking Demand Management Strategy: 100% Public Transportation Subsidy (Bar Employees)

Strategy Description

The Proposed development will offer unlimited year-long Metro TAP cards to all bar employees, new and existing. Metro TAP cards are the only method of payment (other than exact cash amounts) for Metro buses and trains. A TAP card is a durable plastic card with a “smart” chip designed to make the transit experience simple and secure. TAP cards can be loaded electronically with regional and local transit passes, Stored Value (cash amount) or transfers. Transit users tap their cards on the TAP target each time they board a bus or train and the farebox, validator, or turnstile will deduct the correct fare. TAP cards are offered for sale through the Los Angeles County Metropolitan Transportation Authority (branded as Metro) the county agency that plans, operates, and coordinates funding for most of the public transportation system.

Typically, TAP cards cost transit users \$2 for the durable plastic card plus the cost of ride fare, which can range from \$1.75 for a single bus or train ride (including transfers within three hours of the initial boarding) to \$5 for a daylong ride pass useable on buses and trains for 24 hours from the initial boarding. Metro issues month-long and year-long unlimited ride TAP cards to organizational customers (typically large employers) at a cost of \$78 for a month-long unlimited ride pass and \$936 for a year-long unlimited ride pass. Upon request from individual employees, the development will offer TAP cards that include system reciprocity with transit providers other than the Los Angeles County Metropolitan Transportation Authority. Other nearby transit operators include the Big Blue Bus (operated by the City of Santa Monica) and the CityBus (operated by Culver City). In total, the Metro TAP card provides access to 27 city and regional transit operators across LA County.

Range of Effectiveness

- Reduces likelihood of commuting by SOV by 16%

Discussion

Most evaluation studies point to the overwhelming effectiveness of financial incentives and disincentives to manage demand (FHWA, 2012). Financial incentives provide travelers with financial benefits for reducing their automobile trips (“Commuter Financial Incentives,” VTPI, 2005). These benefits reflect the cost savings that result from reduced parking demand and the attendant reduction in parking facility construction and maintenance. There are various types of financial incentives, including “parking cash-outs” which occur when employees who are offered subsidized parking can choose cash instead. Transit benefits are a strategy in which employees receive subsidized transit passes. Universal transit passes are a strategy in which employees receive transit passes for all members. The “universal

transit pass” PDM strategy employed by the proposed Project essentially amounts to a financial incentive in the amount of approximately \$1,000 per year for a standard year-long unlimited ride pass and \$1,300 per year for a year-long unlimited ride pass with system reciprocity (users can transfer between public transportation vehicles of different municipal operators).

The table below shows the percentage reduction in vehicle trips that typically results from a transit or rideshare subsidy. For example, a \$1 (1993 U.S. dollars) per day transit subsidy at a transit-oriented activity center is likely to reduce automobile commute trips by about 11%. The Project’s provision of 100% subsidized TAP cards to its employees amounts to a subsidy of approximately \$3.90 per day (with system reciprocity). The Project does not provide dedicated employee parking spaces. These vehicle trip reductions tend to increase over time as travelers become more familiar with alternative modes and take these incentives into account when making long-term vehicle purchase and commute mode decisions. Transit subsidization can be more effective if implemented in conjunction with other rideshare encouragement and transportation management strategies.

Financial incentives are an effective way to reduce parking and vehicle travel demand, congestion, traffic accidents, and pollution emissions. They tend to increase equity by offering non-driver benefits comparable to parking subsidies provided to motorists. They are typically appropriate if an employer has inadequate parking supply, leases parking spaces, or in other ways can save money by reducing the demand for parking facilities. The parking demand reduction at this site will potentially be higher than at others due to the dense, transit-rich nature of the surrounding area (see ‘Existing Conditions’ section above.

Table 7: Percentage Vehicle Trips Reduced by Daily Subsidy (1993 U.S. Dollars)					
Worksite Setting	Daily Parking Charge (2000 U.S.)				
	\$0	\$1.30	\$2.60	\$4.00	\$5.20
Low density suburb, rideshare oriented	13.0	20.8	28.4	34.9	40.0
Low density suburb, mode neutral	12.7	22.4	32.8	42.9	51.5
Low density suburb, transit oriented	12.6	22.9	34.5	46.1	56.5
Activity center, rideshare oriented	20.1	29.3	36.6	41.8	45.5
Activity center, mode neutral	21.2	33.0	42.9	50.4	55.8
Activity center, transit oriented	24.0	40.5	55.8	68.6	78.3
Regional CBD/Corridor, rideshare oriented	19.6	26.2	30.6	33.5	35.3
Regional CBD/Corridor, mode neutral	26.3	37.5	45.4	50.7	54.1
Regional CBD/Corridor, transit oriented	34.8	52.3	65.6	74.9	81.1
Values in the table indicate the percentage reduction in commute trips compared with no fees or subsidies. Source: Comsis Corporation, 1993					

Rideshare oriented refers to locations where ridesharing (carpools and vanpools) provides more than half of all commute travel by alternative modes. *Mode neutral* refers to locations where ridesharing and transit represent about the same portion of alternative commute travel. *Transit oriented* refers to

locations where transit provides more than half of all commute travel by alternative modes. Mode neutral most accurately describes the Venice Coastal Zone alternative mode behavior.

Precedence in the Coastal Zone

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing “how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs.” The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone. The report recommends “transportation demand management programs, such as providing transit passes to workers, students, or residents” among the strategies for maximizing public access and recreational opportunities (*Implementation of Assembly Bill 2097*, 2023).

Co-Benefits

- Lower VMT
- Lower GHG
- Reduction in individual transportation costs
- Reduction in collective transportation costs
- Health benefits of active mobility modes (use of public transportation modes typically requires some amount of walking, cycling, or other active modes for first-/last-mile coverage)
- increase in use of public transportation
- Reduced traffic congestion

Commercial Parking Demand Management Strategy: Monthly Ride-hailing Subsidy (Bar Employees)

Strategy Description

The Proposed development will offer a ride-hailing subsidy as a commuter benefit to all of the bar's employees. Commuter benefits are employer-provided travel benefits that offset or replace the cost of employees' travel to and from work. This benefit would be 100% subsidized by the bar tenant for its staff to guarantee transportation to and from work as an alternative to SOV, public transit, or active transportation modes, as needed. For example, if an employee who does not own an SOV needs to get to and from work on a rainy day, that employee could use the employer's pre-established ride-hailing business account. This commuter benefit is intended to complement the public transportation subsidy to create a well-rounded array of commute transportation options. Service from a ride-hailing provider would provide "door-to-door" transportation accommodations for the restaurant employees.

The frequency with which employees will use this subsidy is unknown at the time of the writing of this analysis so the per day subsidy amount has not yet been determined.

Range of Effectiveness

- Approximately a 20% reduction in parking demand (see Table 10 below)

Discussion

Most evaluation studies point to the overwhelming effectiveness of financial incentives and disincentives to manage demand (FHWA, 2012). Financial incentives provide travelers with financial benefits for reducing their automobile trips ("Commuter Financial Incentives," VTPI, 2005). These benefits reflect the cost savings that result from reduced parking demand and the attendant reduction in parking facility construction and maintenance. There are various types of financial incentives, including "parking cash-outs" which occur when employees who are offered subsidized parking can choose cash instead. Ride-hailing commuter benefits are a strategy in which employees receive subsidized rides from a ride-hailing operator. Ride-hailing commuter benefits involve an employer (in this case, the bar tenant) partnering with a popular rideshare company like Uber or Lyft to offer discounts or credits to employees. The proposed Project would offer a complete subsidy to its employees for ride-hailing services, as needed, which essentially amounts to a financial incentive of an unknown amount. The table below shows the percentage reduction in vehicle trips that typically results from a transit or rideshare subsidy. For example, a \$1 (1993 U.S. dollars) per day transit subsidy at a transit-oriented activity center is likely to reduce automobile commute trips by about 11%. The Project's provision of a 100% subsidized ride-hailing service to its employees amounts to a subsidy that would be, on average, 50 cents to 65 cents per trip or \$1-\$1.30 roundtrip per day (this analysis assumes one trip per month for

the subsidy cost evaluation). The Project does not provide employee parking spaces, increasing the chances of wide adoption of subsidized rideshare services by employees..

These vehicle trip reductions tend to increase over time as travelers become more familiar with alternative modes and take these incentives into account when making long-term vehicle purchase and home location decisions. Ride-hailing subsidization can be more effective if implemented in conjunction with other and transport management strategies.

Financial incentives are an effective way to reduce parking and vehicle traffic travel demand, congestion, traffic accidents, and pollution emissions. They tend to increase equity by offering non driver benefits comparable to parking subsidies provided to motorists. They are typically appropriate if an employer has inadequate parking supply, leases parking spaces, or in other ways can save money by reducing the demand for parking facilities. The parking demand reduction at this site will potentially be higher than at others due to the dense, transit-rich nature of the surrounding area (see 'Existing Conditions' section above.

Table 8: Percentage Vehicle Trips Reduced by Daily Subsidy (1993 U.S. Dollars)					
Worksite Setting	Daily Parking Charge (2000 U.S)				
	\$0	\$1.30	\$2.60	\$4.00	\$5.20
Low density suburb, rideshare oriented	13.0	20.8	28.4	34.9	40.0
Low density suburb, mode neutral	12.7	22.4	32.8	42.9	51.5
Low density suburb, transit oriented	12.6	22.9	34.5	46.1	56.5
Activity center, rideshare oriented	20.1	29.3	36.6	41.8	45.5
Activity center, mode neutral	21.2	33.0	42.9	50.4	55.8
Activity center, transit oriented	24.0	40.5	55.8	68.6	78.3
Regional CBD/Corridor, rideshare oriented	19.6	26.2	30.6	33.5	35.3
Regional CBD/Corridor, mode neutral	26.3	37.5	45.4	50.7	54.1
Regional CBD/Corridor, transit oriented	34.8	52.3	65.6	74.9	81.1
Values in the table indicate the percentage reduction in commute trips compared with no fees or subsidies. Source: Comsis Corporation, 1993					

Rideshare oriented refers to locations where ridesharing (carpools and vanpools) provides more than half of all commute travel by alternative modes. *Mode neutral* refers to locations where ridesharing and transit represent about the same portion of alternative commute travel. *Transit oriented* refers to locations where transit provides more than half of all commute travel by alternative modes. Mode neutral most accurately describes the Venice Coastal Zone alternative mode behavior.

Precedence in the Coastal Zone

Several regions in the US have legislated mandates requiring companies to offer commuter benefits, especially if they exceed a certain number of employees. Of the regions that mandate commuter

benefits, three of them are in the California Coastal Zone including San Francisco, Berkeley, and Richmond, CA.

The Bay Area Commuter Benefits Program is a partnership of the Metropolitan Transportation Commission and the Bay Area Air Quality Management District. Bay Area employers with 50 or more full-time covered employees within the Bay Area Air Quality Management District (Air District) are required to register and offer commuter benefits to their employees in order to comply with Air District Regulation 14, Rule 1, also known as the Bay Area Commuter Benefits Program.

Berkeley-based employers with ten or more employees must provide a commute program to encourage employees to use public transit, vanpools, or bicycles. Berkeley's Tax Relief Action to Cut Commuter Carbon (TRACC) requires that employers with ten or more employees offer their staff benefits to commute by public transit, vanpool, or bicycle. Employers can choose one or more of the below options:

- Provide a pre-tax payroll deduction program, allowing employees to use up to \$125 in pre-tax wages for public transit or vanpool expenses.
- Pay for employee's public transit, vanpool, or bicycle expenses.
- Provide free shuttle service between home and work on a company-funded vehicle.

The City of Richmond adopted a Commuter Benefits Ordinance to encourage the use of commute modes such as public transit, ride sharing, bicycling, and walking. Such commute modes are designed to reduce emissions of greenhouse gasses and other air pollutants to protect public health and the climate. The Richmond Commuter Benefits Ordinance requires all registered businesses in Richmond that have ten or more employees who work an average of at least ten hours per week to offer one of the following:

- A Pre-Tax Election: A program, consistent with Internal Revenue Code 132(f), allowing employees to elect to exclude from taxable wages and compensation, employee commuting costs incurred for transit passes, vanpool charges or bicycle commuting, up to the maximum level allowed by federal tax law, currently \$230 per month for transit and vanpool and \$20 per month for bicycles.
- Employer Paid Benefit: A program whereby the employer supplies a transit pass or reimbursement for equivalent vanpool charges at least equal in value to the purchase price of the adult monthly transit pass for the local transit agency system(s) requested by each employee to complete the trip to the workplace.
- Employer Provided Transit: Transportation furnished by the employer at no cost to the employee in a vanpool, bus or similar multi-passenger vehicle operated by or for the employer.
- An alternative commuter benefit which must be pre-approved by the City of Richmond.

If a business has 50+ employees in the City of Richmond and/or across all sites in the Bay Area, the employer must register with the Bay Area Commuter Benefits Program administered by the Bay Area Air Quality Management District and Metropolitan Transportation Commission.

Co-Benefits

- Reduction in individual transportation costs

Commercial Parking Demand Management Strategy: Increased Bicycle Parking Facilities

Strategy Description

The proposed Project is required by Los Angeles Municipal Code to provide bicycle parking facilities for the expansion of its bar use. For bars and restaurants (with more than 1,000 square feet of gross floor area), the Los Angeles Municipal Code requires one short-term bicycle parking space and one long-term bicycle parking space for every 1,000 square feet of gross floor area, but a minimum of two short-term and two long-term bicycle parking spaces must be provided regardless of floor area (LAMC 12.21. A.16.). Therefore, the project's existing bar use would be required to provide three short-term and three long-term bicycle parking spaces for its existing use consisting of 2,118 square feet of gross floor area. The bicycle parking requirements of the LAMC were superseded by a 2016 covenant to provide eleven vehicle parking spaces and sixteen bicycle parking spaces, however, that covenant was terminated in January of 2025 in connection with the temporary al fresco dining permit issued to the site (see Appendix B for a copy of the 'Termination of Covenant and Agreement' and the original covenant). Since the covenant that decreed the vehicle and bicycle parking requirements for the existing site has been terminated, there is no bicycle parking requirement for the existing bar use; the sixteen existing bicycle parking spaces are completely voluntary.

The Project's proposed expansion (currently operating under a temporary al fresco dining permit) is required to provide fourteen bicycle parking spaces based on its proposed gross floor area of 6,541 square feet (seven short-term bicycle parking spaces and seven long-term bicycle parking spaces). Therefore, the Project's total bicycle parking provision requirement is fourteen bicycle parking spaces.

The Project proposes a total of twenty commercial bicycle parking spaces for the use of its employees and patrons. The "end-of-trip" facilities are intended to complement the public transportation subsidy and ridesharing subsidy to create a well-rounded array of commute transportation options.

According to studies of factors affecting travel behavior, providing bicycle storage facilities decreases parking demand by 5-15% (Litman, 2005).

Range of Effectiveness

- 5-15% parking demand reduction

Discussion

Bicycle parking, storage, and shower/changing rooms (collectively called "end-of-trip" facilities) increase the convenience and security of cycling. According to *Parking Management Best Practices*, optimal bicycle parking supply depends on the level of cycling activity in an area and the type of destination. End-of-trip facility improvements can increase cycling and reduce automobile trips. Many destinations

can benefit from improved bicycle parking and changing facilities, particularly in areas with high potential levels of bicycling (Litman, 2005). The provision of ample bicycle parking at community-facing commercial developments can result in modal shifts, reductions in car ownership, encouragement of active transportation, and can be even more impactful when it complements public transportation.

The Venice Coastal Zone is already an area with a high concentration of bicycle facilities such as Class I, II, and IV bicycle paths. As discussed in the 'Existing Conditions' section, above, 15.1% of commuters in the census tract surrounding the Project site participate in "Active Commuting" which includes all workers over the age of 16 who use transit, walking, or cycling to get to and from their work sites. This is compared to 8.99% who do so on a statewide level, 9.65% who do so on a countywide level, and 14% who do so on a citywide level. This is likely due to both the mild weather conditions that characterize the region and the concentration of quality on- and off-street cycling facilities, among other factors. Cycling tends to be most common during mild weather (Litman, 2005). Incorporating end-of-trip facilities into the proposed development should have an outsized impact on parking demand - that is, the impact should be greater in the Venice Coastal Zone given its geographic and demographic context.

One of the most documented strategies for reducing parking demand is providing well-protected long-term bicycle parking for commuters, residents or anywhere else cyclists will leave a bicycle for several hours. Quality bicycle parking and other end-of-trip facilities make cycling more convenient and secure. This can reduce automobile travel and parking demand and provide various benefits associated with shifts from motorized to non-motorized travel, including reduced traffic congestion and pollution emissions, and improve public health (Litman, 2005).

It's worth noting that the Los Angeles Municipal Code allows new or existing automobile parking spaces required by the Code for all uses to be replaced by bicycle parking at a ratio of one standard or compact automobile parking space for every four required or non-required bicycle parking spaces provided. This bicycle parking replacement can compensate for the provision of 30% of the otherwise required non-residential automobile parking spaces when the site is located within 1,500 feet of a major transit stop, as defined in Subdivision (b) of Section 21155 of the California Public Resources Code (LAMC 12.21. A.4.). The proposed development is not proposing the replacement of any automobile parking spaces with bicycle parking as part of its entitlement requests but is, nonetheless, providing more than the requisite number of bicycle parking spaces.

Precedence in the Venice Coastal Zone

After the implementation of AB 2097 (Friedman, 2022) prohibited local agencies from imposing minimum automobile parking requirements upon new and existing developments near major transit across the state, the California Coastal Commission released a memorandum discussing "how the Commission and local governments can impose other types of conditions in these areas to ensure projects and LCPs [Local Coastal Programs] are consistent with the public access and recreation policies of the Coastal Act and certified LCPs." The memorandum goes on to acknowledge the ways in which minimum parking requirements have led to harmful development patterns and conflicts with other

modes of transportation. It then lays out alternative methods for local government agencies to ensure that they are protecting coastal access and reducing recreation impacts in the Coastal Zone. The provision of “adequate bicycle parking and lockers” is named among the strategies for maximizing public access and recreational opportunities (*Implementation of Assembly Bill 2097*, 2023).

Co-Benefits

- Lower VMT
- Lower GHG
- Reduction in individual transportation costs
- Reduction in collective transportation costs
- Health benefits of active mobility modes
- increase in use of public transportation
- Reduced traffic congestion

Conclusion

The study finds that, at most periods of operation, there is adequate parking inventory to support the demand generated by the planned Project in the form of on-street vehicle parkings spaces and publicly available off-street parking. Based upon parking demand estimates gathered from the *ITE Parking Generation Manual, 5th Edition*, the expansion of use planned by the Project are well-supported by the area's publicly-available parking space provision. However, during midday summer weekend periods, the area's existing parking supplies are strained. Some amount of the midday summer weekend parking demand generated by the bar use expansion may be reduced by the Project's PDM strategies which include a comprehensive public transportation and rideshare subsidies, as well as its provision of additional bicycle parking. Furthermore, patrons to the existing bar (and temporary outdoor al fresco dining area) tend to use alternative modes to the SOV to arrive at the site. This behavior is expected to continue should the expansion be approved and implemented. Additionally, the City and surrounding region include existing and planned infrastructure to support the use of alternative transportation modes for visitors to the coast.

Findings

- There is adequate parking supply in publicly- and privately-owned parking lots surrounding the site during weekday and weekend evening hours to absorb the additional demand generated by the site's proposed expansion.
- Commercial operators on and around Abbot Kinney Blvd don't generally provide parking for their patrons.
- Patrons to the existing bar use tend to arrive at the site using mode alternatives to the SOV
- Parking Demand Management Strategies such as public transportation and ride hailing subsidies for the restaurants' employees can reduce commercial parking demand.
- Existing and planned infrastructure support resident and visitor alternatives to automobile transportation