

The Economics of Land Use



Bid Response

Reseda Parking Lots Economic Impact Study

Prepared for:

City of Los Angeles
Office of the City Administrative Officer

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3. SCOPE APPROACH

Project Context

The City of Los Angeles is considering the opportunities for redevelopment on five publicly-owned parking lots in the area around the intersection of Reseda Boulevard and Sherman Way in the City's Reseda neighborhood. The intersection is the center of the neighborhood's commercial district and the two streets are lined with many local business establishments. Local business and property owners have expressed concern that the relocation and/or elimination of parking spaces at these lots will adversely impact commercial activity in the area. In order to address these concerns, the City is seeking to complete a study of the potential economic impact of proposed parking relocation and/or elimination.

The Consultant Team is proposing a scope of work that will assess the commercial mix in the area around the parking lots; the current utilization of the parking lots; and the opportunities for relocated the impacted parking spaces. The Team will consider all of these factors, as well as feedback from the local business community, to evaluate the effects of various parking relocation and elimination scenarios on local business activity. The Team will use these findings to formulate a recommended set of parking management strategies that the City can undertake in order to mitigate any potential adverse impacts of redeveloping the existing parking lots. The Team's approach and deliverables will be actionable with a focus on implementation that will effectively address the concerns of the business community.

Proposed Scope of Work

The following work program describes the specific tasks proposed by the Consultant Team to complete the economic impact analysis of the potential redevelopment of the Reseda parking lots. While the tasks are presented as sequential, many will be conducted in an iterative manner with on-going analysis and findings used to update key deliverables, as necessary, up to the study completion.

Task 1: Inventory of Existing Local Businesses

In order to conduct an inventory of local businesses that utilize the parking lots, the Consultant Team will need to establish the Study Area that encompasses those businesses. If the City has already identified such an Area, those boundaries will be used by the Team. If the City has not identified a Study Area, the Team will establish one based on the location of the parking lots and a likely distance from which customers would walk from the lots to business establishments.

EPS will then collect data on current businesses in the Study Area from a variety of sources, including CoStar, the Reseda Neighborhood Council, the Greater San Fernando Valley Chamber of Commerce, in-person field work, phone calls to local businesses, and other sources recommended by the City. Data collected will include business name, address, contact information, type, and, if possible, number of employees. EPS will create a table inventory detailing all of this information.

Based on the data collected, EPS will categorize the businesses based on the expected level of impact that parking elimination and/or relocation will have on them. For example, businesses

without their own on-site parking and those with more regional serving retail uses may experience greater impacts than others. The categorization will also identify which parking lots are used the most by each business, based on their location. EPS will use a variety of factors to determine these categorizations, and will adjust them as needed based on the feedback received in **Task 2**.

Task 2: Stakeholder Engagement

The Consultant Team will work with City staff to schedule a meeting with local business owners in order to obtain their feedback on anticipated impacts of parking relocation and/or elimination. The team will prepare a short presentation and set of questions for the meetings, and facilitate and take notes during the discussion. The presentation will provide the business owners with background on the study and the methodology that will be used to assess impacts, and the discussion will be organized in order to gain an understanding of the types of customers patronizing Study Area businesses, how those customers access those businesses, and the pressure points that business owners have identified as they relate to customer access to their establishments. The Team will also use this meeting to vet the boundaries of the Study Area identified in **Task 1**.

Following the completion of **Task 5**, the Consultant Team will work with City staff to schedule a second meeting with local business owners. The Team will use this meeting to present the preliminary findings of the study and elicit feedback on those findings. This feedback will be incorporated into the draft and final reports. As with the first meeting, EPS will prepare a presentation and set of questions, and will facilitate the discussion and take notes. Summaries of feedback received in both meetings will be included as an appendix item in the final study report.

This scope assumes that City staff will secure a location for the meetings and will prepare and send out communications to the local business community to invite them to attend. The Consultant Team will provide input on the content of the communications

Task 3: Occupancy Survey of Parking Lots

NN will lead data collection efforts of parking supply and occupancy at the five study parking lots identified in the RFB, as follows:

- LADOT Lot #624 at 7222 Baird Avenue
- LADOT Lot #712 at 7236 – 7246 Baird Avenue
- LADOT Lot #621 at 7120 – 7136 Baird Avenue
- LADOT Lot #622 at 7131 Canby Avenue
- LADOT Lot #640 at 7130 – 7136 Darby Avenue

Data to be collected includes an inventory of all spaces within the lots and parking occupancy counts on one (1) typical weekday (such as a Tuesday, Wednesday, or Thursday) and one (1) typical Saturday. Counts will be conducted at 2-hour intervals from 10:00 a.m. to 8:00 p.m. (six per day). The data will be tabulated and summarized to identify low, average, and peak utilization for each facility separately and as a whole for each day.

NN will not collect any data on parking supply and occupancy for on-street public parking spaces in the Study Area. The Consultant Team will reference NN's 2019 Reseda Parking Utilization Study for data on on-street parking.

Task 4: Parking Relocation Alternatives

The Consultant Team will identify alternatives for relocating parking under the three potential construction scenarios identified in the RFB, in order to meet the needs of local businesses and visitors. In addition to developing strategies that enhance the utilization of LADOT lots that are unimpacted during construction, the Team will identify potential private shared parking and public on-street alternatives based on the findings of NN's 2019 Reseda Parking Utilization Study.

Task 5: Analysis of Impact of Parking Replacement Scenarios

Utilizing the information gathered in **Tasks 1 through 4**, the Consultant Team will analyze the potential impacts on business activity in the Study Area under the nine parking elimination and relocation scenarios identified in the RFB. The analysis will consider how many parking spaces will be lost or moved; which businesses will be most affected under each scenario given their location; and the relative dependence that each business has on the availability of public lot parking spaces overall and the availability of parking spaces in close proximity to their establishment. The Team will use these factors in order to estimate the relative magnitude of impact to the Study Area under each scenario, and will rank the scenarios based on level of potential impact.

This analysis will also qualitatively comment on the positive impacts that the elimination or relocation of parking may have on local businesses. For example, the loss or move of parking spaces will likely result in people having to walk farther to their destination, which in turn provides an opportunity for them to pass by and become aware of other local businesses. The Team will identify potential strategies that the City and local businesses could pursue to take advantage of this increased visibility—such as street-facing façade improvements.

Task 6: Reports

The Consultant Team will prepare draft and final versions of a report that summarizes the findings from **Tasks 1 through 5**. Detailed analyses from each task, including the local business inventory, feedback from the business owners' meetings, and the parking lot occupancy survey, will be included as appendix items in the report. The report will include recommended strategies that can be used to mitigate potential adverse impacts from the elimination or relocation of parking spaces, as well as those that can leverage potential positive impacts. These recommendations will build on the recommendations formulated by NN for the 2019 Reseda Parking Utilization Study. The Team will deliver the draft version of the report to City staff for review and comment, and will prepare a final version incorporating City feedback within four weeks of receipt of comments.