

Report

Reseda Parking Lots Economic Impact Study

The Economics of Land Use



Prepared for:

City of Los Angeles Office of the City Administrative Officer

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July 2023

EPS #194047

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1. Executive Summary and Summary of Findings

Executive Summary

The City of Los Angeles is considering the potential for redevelopment of five publicly owned parking lots in the area around the intersection of Reseda Boulevard and Sherman Way in the City's Reseda neighborhood. The lots are operated by the Los Angeles Department of Transportation (LADOT). As part of this process, Councilmember Bob Blumenfield, who represents the Reseda neighborhood on the Los Angeles City Council, is seeking to understand the impacts that such redevelopment may have on local businesses that are proximate to the lots.

This report summarizes outreach, data collection, and analysis conducted by the consulting team comprising Economic & Planning Systems, Inc. (EPS) and Nelson\Nygaard (EPS Team) that evaluates these impacts. It also identifies possible parking relocation alternatives and presents parking management recommendations under various parking lot redevelopment scenarios.

Study findings and input from stakeholders is intended to help the City of Los Angeles (City) understand parking utilization in the local commercial corridor and better guide the City in making local policy decisions around these parking lots.

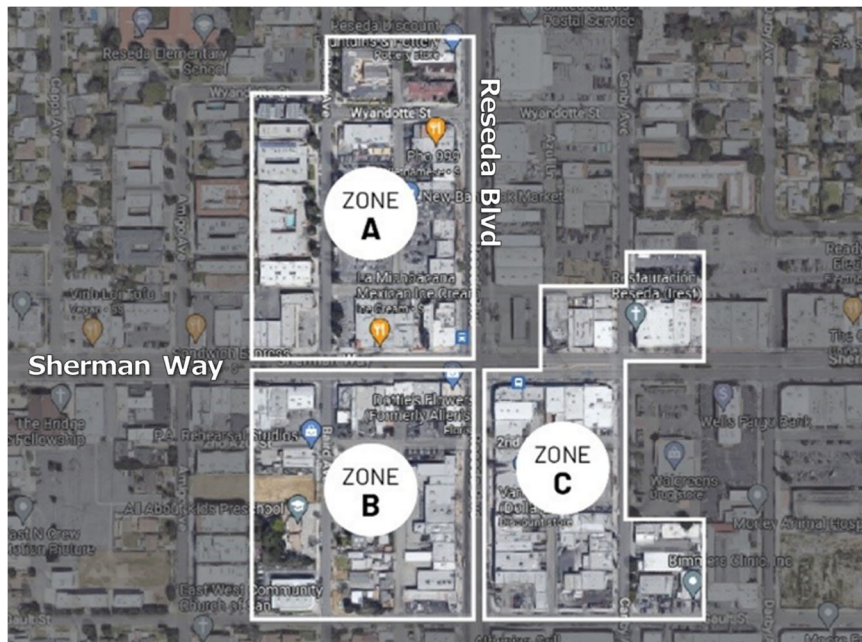
Summary of Findings

The EPS Team used a zone-based approach to analyze the Study Area and the impact of the identified parking scenarios on existing local businesses. As detailed in **Chapter 2**, each zone (shown in **Figure 1**) includes a lot or set of lots and the surrounding businesses anticipated to be most closely impacted by the lot(s). Zone A contains the combined lots 712 and 624, Zone B contains Lot 621, and Zone C contains Lot 622. Based on its analysis, EPS made the following findings:

1. While the public parking lots are full at peak periods, parking count data shows excess public parking capacity in each zone even at the busiest times, primarily in on-street spaces.
2. Customers of local businesses tend to choose off-street lots over metered, on-street spaces.

3. The most negative economic impacts on existing local businesses are expected when 100 percent of off-street public parking is removed in either Zones A or B. These impacts could contribute to potential closure of businesses that rely heavily on these spaces.
4. Relatively smaller but still negative impacts are expected when 100 percent of off-street public parking is removed in Zone C or when 50 percent is removed in Zones A or B. These impacts are small enough that they are not expected to cause business closure.
5. Significant opportunities for parking management can help mitigate the impacts on local businesses.

Figure 1: Overview of Zone Locations



An important component of this project was gathering feedback from local stakeholders, especially local business and property owners. EPS noted the following stakeholder input:

- Stakeholders expressed major concerns that losing Lots 712/624 (Zone A) would lead to loss of customers and possible business closures. Similar sentiments, to a lesser degree, were expressed for Lot 621 (Zone B).
- Loss of parking Lots 712/624 (Zone A) may result in loss of community/cultural events.

- Customers' preference for off-street lots is based on pricing and concern for collisions (fast traffic) on Reseda Boulevard and Sherman Way, as well as the fact that the "front doors" of some businesses are oriented towards the lots rather than towards the street.
- Many participants in the study's community outreach process were highly motivated to prevent the redevelopment of parking lots in the Study Area and expressed significant concern with the premise and scope of the study, which has been communicated to the City and local Councilmember's office.

While many community participants expressed a clear desire that no redevelopment occur on the parking lots, the EPS Team acknowledges that the City may still be interested in potential redevelopment.

In line with the original intent of this study, the EPS Team developed a set of actionable recommendations that can mitigate potential negative impacts on local businesses and address stakeholder concerns, should the City move forward with redevelopment of any of the lots. These recommendations include:

- Prioritizing redevelopment at parking lot sites with the least estimated impact on local businesses.
- Implementing parking management and relocation/replacement strategies.
- Enhancing pedestrian safety.
- Further supporting customer mode shift away from driving.
- Mitigating costs incurred by existing businesses.
- Considering creating dedicated community/cultural space.
- Considering further analysis of parking needs under future development scenarios.

Many of these recommendations are complementary to one another, as described in more detail in **Chapter 5** of this report. The City may choose to implement some or all of these recommendations as appropriate.

2. Context and Approach

The Office of the Los Angeles City Administrative Officer (CAO) previously identified five publicly owned and operated parking lots near the intersection of Reseda Boulevard and Sherman Way (downtown Reseda) as potential Affordable Housing Opportunity Sites. In 2019, District 3 Councilmember Blumenfield paid for and directed the CAO's office to engage a consulting team led by EPS to study the economic impact on existing local businesses from potential loss of parking at all lots (except Lot 640) under the following scenarios:

- Redevelopment with 50 percent of parking removed.
- Redevelopment with 100 percent of parking removed (either during construction or permanently).

Local business and property owners have expressed concern that the relocation or elimination of parking spaces at these lots would adversely impact commercial activity in the area. The City's purpose with this Parking Lots Economic Impact Study (Study) is in part to address and further consider these concerns.

During the project, several stakeholders asked that broader economic revitalization goals and needs of the area be considered. While some of the recommendations and findings of the Study are relevant to larger questions of economic revitalization in the neighborhood, the Study's focus was primarily on analyzing and mitigating the impact of potential parking loss on existing local businesses.

The EPS Team proposed to create an actionable deliverable with a focus on implementation that would effectively address the concerns of the business community. Key components of the Study process included:

- Assessing the commercial mix in the area around the parking lots.
- Assessing the current utilization of the parking lots.
- Soliciting input from business and property owners, as well as parking lot users.
- Identifying opportunities for relocation of parking spaces.
- Evaluating the effects of various parking relocation and elimination scenarios on local business activity based on studied factors, as well as feedback from the local business community.
- Formulating a recommended set of strategies that the City could undertake to mitigate any potential adverse impacts of eliminating or relocating parking spaces, as well as those that could leverage potential positive impacts.

Study progress was delayed significantly because of the outbreak of the COVID-19 pandemic, which also forced the project team to revise the scope of the parking analysis, given the drastic change in travel patterns that occurred during the pandemic. The EPS Team worked closely with CAO and Council District 3 staff to determine the best way to meet the goals of the Study, given the major impact of the pandemic.

Study Location

The intersection of Reseda Boulevard and Sherman Way is the center of the Reseda neighborhood’s commercial “downtown” district, and the two streets are lined with many local business establishments. Public parking lots 712, 624, 621, 622, and 640, which are owned and operated by LADOT, have provided free parking for these businesses for several decades.

Figure 2 shows the location of the public parking lots that are the subject of the Study.

Figure 2: Public Parking Lots in the Reseda Neighborhood



Zones of Analysis

To complete the economic impact analysis, the EPS Team established analysis zones, each of which includes one lot or set of lots and the surrounding businesses anticipated to be most significantly impacted by the potential removal of parking at each lot(s). Three zones were established, as the Study's scope did not include analysis for Lot 640, and lots 712 and 624 function as a single lot in practice.

Zone A is centered on LADOT Lots 712/624 and serves a mix of commercial and dining uses located on Sherman Way and Reseda Boulevard in addition to dense multifamily housing located along Baird Avenue, Wyandotte Street, and Amigo Avenue.

Zone B is centered on LADOT Lot 621, primarily serving retail and service land uses in the part of the Study Area south of Sherman Way and west of Reseda Boulevard.

Zone C covers the Study Area south of Sherman Way and east of Reseda Boulevard, which includes LADOT Lot 622, as well as a small portion of Canby Avenue directly north of Sherman Way.

Figure 3 shows the location and boundaries of the three analysis zones. Zone A contains the combined lots 712 and 624, Zone B contains Lot 621, and Zone C contains Lot 622.

Figure 3: Location and Boundary of Analysis Zones A, B, and C



The choice of the zone boundaries was informed by businesses owner and stakeholder engagement. Three key pieces of information influenced the selection:

- Many business owners emphasized the importance of having parking conveniently located close to businesses because many customers are only willing to walk a one-block distance or less from their parking location to their shopping destination.
- Several stakeholders expressed safety concerns related to fast and heavy traffic on Reseda Boulevard and Sherman Way. The sidewalk and crosswalk facilities along these facilities appear somewhat uncomfortable and uninviting from a pedestrian perspective due to high traffic, wide streets, and the lack of a crosswalk at the intersection of Baird Avenue and Sherman Way, all of which further creates a barrier between blocks.¹
- Many businesses that have a frontage along the parking lots have oriented their “front door” entrances towards the rear parking lot or alley rather than towards the street front along Reseda Boulevard or Sherman Way. This creates a natural orientation inward for each block of businesses.

To reflect this feedback, the zones were drawn to roughly capture businesses located within a less-than-one-block radius around each public lot—the distance that business community feedback indicated as how far customers are typically willing to walk to their shopping destination.

In addition, the zone boundaries generally do not cross Sherman Way and Reseda Boulevard, with the exception of Zone C. Business community members informed the EPS Team that church patrons of Irest (18419 Sherman Way) utilize Lot 622 and also expressed concern that the planned Reseda Theater development (18443 Sherman Way) would rely on the public lots (with Lot 622 being the closest). Given this information and the presence of nearby crosswalks at Canby and Sherman Way, these two establishments were included in Zone C. The Walgreens on the corner of Canby Avenue and Sherman Way was notably left out of Zone C, because it is the one business in the area with a large, private parking lot, allowing it to operate without reliance on the nearby public parking lot supply. EPS anticipates minimal economic impact on Walgreens from the loss of public off-street parking spaces.

¹ While accident and fatality data was not obtained as part of this project, the 2.8-mile stretch of Reseda Boulevard that is part of the planned Reseda Boulevard Complete Streets project and passes through the project area witnessed 64 severe and fatal collisions from 2009 to 2019 per the LADOT project website.

Where a zone boundary is along a street, only on-street parking spaces on the same side of the street as the adjacent businesses in that zone are counted in parking supply totals. This aligns with the feedback from stakeholders and ensures a more conservative estimate of parking and economic impacts.

Stakeholder Engagement

EPS worked closely with staff from the CAO's office and Council District 3 to conduct stakeholder engagement focused on gathering input from local businesses and property owners.

EPS hosted a Business & Property Owner Open House on December 1, 2022, and a full summary of feedback received at this Open House is included in **Appendix A**. More than 40 stakeholders provided input on a series of survey questions (in person or online), and many provided additional comments in person through a mapping exercise and related discussion. The input from stakeholders is incorporated throughout this report and also summarized below:

- Stakeholders expressed concerns that losing Lots 712/624 (Zone A) would lead to loss of customers for nearby businesses and possible business closures. Similar sentiments, to a lesser degree, were expressed for Lot 621 (Zone B).
- Loss of parking Lots 712/624 (Zone A) may result in loss of community/cultural events.
- Customers' preference for off-street lots is based on pricing, concern for collisions (fast traffic) on Reseda Boulevard and Sherman Way, and because some businesses have oriented their "front doors" to off-street lots instead of to the street.

Following completion of the analysis, EPS presented preliminary results during a public videoconference meeting on March 15, 2023. Over 20 individuals attended this meeting and asked questions about the findings.

At this meeting, many business and community stakeholders expressed a desire to prevent the redevelopment of parking lots in the Reseda neighborhood. While there was some support for redevelopment that incorporates replacement parking, the overwhelming sentiment was concern for the potential negative impacts on local businesses and a strong desire for additional analysis outside the scope of the Study. The Reseda Neighborhood Council provided a follow-up letter in writing to Councilmember Blumenfield reiterating these concerns and asking that a study be conducted that could consider needs relevant to broader economic development and revitalization efforts.

3. Parking Analysis

To assess the current supply and utilization of the public parking lots within the established zones, the EPS Team, led by Nelson Nygaard, compiled the latest available parking count data within each zone boundary. The EPS Team also conducted a parking lot user intercept survey to better understand the patterns, behavior, opinions, and motivations of customers and other people parking at the studied lots.

In line with the purpose of the study, the EPS Team primarily considered the impact of parking loss on existing businesses. We did not consider the potential of parking supply to support different types or sizes of new businesses in the future.

Parking Supply

Currently, the LADOT public parking lots (712/624, 621, and 622) make up approximately 27 percent of the total supply of parking across all zones, with public on-street spaces making up a slightly larger portion of total supply at 31 percent. The remaining 42 percent of total supply consists of private, off-street parking spaces. These are spaces located on private (commercial) property generally accessible from alleyways.

The total parking supply in each zone is shown in **Table 1**. The EPS Team notes a few relevant observations regarding the relative proportions of parking among the three zones:

- In Zone A, off-street parking in public lots makes up a relatively larger share of overall parking supply (34%) compared with the other zones.
- In Zone B, private off-street parking makes up the largest share of supply (nearly half), with the remainder split relatively evenly between on- and off-street public parking.
- In Zone C, off-street parking in public lots makes up a smaller share of overall parking supply, while this zone has the largest share and amount of on-street public parking among the three zones.

Table 1: Existing Parking Supply by Zone

<i>Parking Type</i>	<i>Public Off-Street Lots</i>		<i>Public On-Street Spaces</i>	<i>Private Off-Street Spaces</i>	Total Spaces in Zone
Zone	Lot #	Spaces (% of Zone)	Spaces (% of Zone)	Spaces (% of Zone)	
A	712/624	115 (34%)	108 (32%)	117 (34%)	340
B	621	77 (26%)	72 (25%)	145 (49%)	294
C	622	63 (20%)	116 (36%)	141 (44%)	320
n/a	640	45	n/a	n/a	n/a

Source: Nelson\Nygaard

The supply numbers shown are based on data collected in 2018 for an earlier parking utilization study.² That study was conducted by Nelson\Nygaard for LADOT for a slightly larger Study Area than the one considered in this Study. As such, the data was re-evaluated to align with this Study’s analysis zones. All parking supply counts and totals shown in this report have been adjusted to account for the planned Reseda Boulevard Complete Streets project, which involves streetscape changes that will remove one (1) on-street space in Zone A, seven (7) in Zone B, and four (4) in Zone C.

The EPS Team notes a few relevant observations regarding the relative proportions of parking among the three zones:

- In Zone A, off-street parking in public lots makes up a relatively larger share of overall parking supply (34%) compared with the other zones.
- In Zone B, private off-street parking makes up the largest share of supply (nearly half), with the remainder split relatively evenly between on- and off-street public parking.
- In Zone C, off-street parking in public lots makes up a smaller share of overall parking supply, while this zone has the largest share and amount of on-street public parking among the three zones.

Parking Restrictions

The off-street public parking lots in the area are technically limited to 10 hours of parking, although the EPS Team did not observe enforcement of these limits.

² Nelson\Nygaard (2019). Reseda Parking Utilization Study Draft Plan. Los Angeles Department of Transportation.

On-street parking in the Study Area is subject to varying levels of regulation. Most spaces on Sherman Way and Reseda Boulevard are metered (\$1 per hour) with a 2-hour limit. Parking is also generally restricted on these roads from 4:00 AM to 6:00 AM or 6:30 AM on weekdays to allow for street cleaning. The remaining on-street spaces are either unregulated or have a time limit of one to two hours.

The various off-street parking spaces are typically located within small lots adjacent to individual businesses and are restricted according to the regulations posted by their owners, typically reserving use for employees and/or customers.

Parking Utilization

As part of the 2018 parking utilization study, Nelson\Nygaard collected parking count data and compared it against supply to determine estimated parking utilization, which equates to the number of spaces filled with cars as a percentage of total supply of available spaces. Traffic counts for both on-street and off-street supplies were taken on weekdays and Saturdays from February 15 to March 17, 2018. Counts were conducted at 2-hour intervals from 8:00 AM to 8:00 PM, with one count conducted between midnight and 5:00 AM to account for overnight utilization.

The utilization analysis revealed that the current supply of public parking is sufficient for measured demand (number of parkers) in each zone at all times of day. Transportation planners typically consider off-street parking facilities to be “full” once they reach 90 to 95 percent utilization, while on-street parking spaces are effectively “full” once 85 to 90 percent of the spaces on a given block are occupied.³

Table 2 shows the utilization of public parking supply measured for each zone. This table and later tables are color coordinated based on utilization: green indicates utilization in the range of less than 65 percent; yellow indicates utilization in the range of 65 to 84 percent; orange indicates utilization in the range of 85 to 94 percent; and red indicates utilization of 95 percent or more.

As shown, public parking is not more than 76 percent occupied in any of the zones, even during the busiest (“peak”) hours of 12:00 PM to 2:00 PM. However, most of the available spaces at peak hours are located on-street, while the off-street parking lots are highly utilized and functionally “full.” As shown in **Table 3**, the utilization in the public off-street lots is in excess of 90 percent at peak hours in all three zones.

³ These optimal utilization target rates ensure that the parking resources or assets are being utilized to their full potential while maintaining enough availability to provide convenience for visitors and minimize neighborhood traffic congestion caused by drivers “cruising” for available parking spaces.

Table 2: Public Parking Utilization by Zone, Time of Week, and Time of Day

Zone	Weekday						Saturday					
	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM
A	57%	76%	57%	65%	61%	57%	67%	63%	58%	58%	53%	47%
B	73%	74%	72%	65%	50%	40%	40%	49%	48%	56%	46%	36%
C	55%	60%	51%	56%	65%	53%	52%	59%	55%	40%	23%	46%

Source: Nelson\Nygaard

Table 3: Maximum/Peak Utilization in the LADOT Off-Street Public Parking Lots

Zone	Lot #	Peak Hour Utilization (12pm Weekday)
A	712/624	90%
B	621	95%
C	622	92%

Source: Nelson\Nygaard

The preference for parking in off-street lots rather than on-street spaces likely is due to a combination of factors. As discussed, many businesses have oriented their “front door” away from Reseda Boulevard and Sherman Way and towards the alleys and public lots, especially within Zone A. Furthermore, many of the on-street spaces located closest to the businesses are metered at a price of \$1 per hour and are subject to a 2-hour time limit. Feedback from stakeholders also indicated that some people avoid parking on Sherman Way and Reseda Boulevard because of fast traffic and possible collisions. For these and perhaps other reasons, there is significant available capacity in the on-street parking spaces in the Study Area.

Parking Lot User Behavior

NN completed an intercept survey and site audit in October 2022 to gather input from visitors and businesses related to use of the Study Area parking lots. The results of the parking lot intercept survey indicated that user and parking behavior in the area is primarily influenced by the nature of commercial activities, especially local shopping and professional services.

While some businesses have small, private lots to serve employees and customers, such as Pho So 1, Valley Sandwiches, and Pho 999, many of the businesses rely on the public lot facilities at busy times. Several businesses such as New Bangluck Market, which was identified as the busiest trip generator, are also oriented with their entrances facing the rear alley and off-street public parking lot (Lots 712/624). This orientation provides easy customer access to off-street parking and likely contributes to customers favoring the parking lots over on-street parking spaces.

Key findings from the intercept survey include the following:

- Users who were surveyed represented a wide range of ages, primarily 30 to 49 years old, and mostly reside in ZIP codes in and around Reseda.
- More than 80 percent of those surveyed intended to shop or patronize a local business; more than half of the remainder were employees of those businesses.
- Driving, either alone or as a passenger, was the means of reaching the Study Area for almost 85 percent of visitors who were surveyed in and around the lots.⁴
- Surveyed lot users primarily stayed parked for short durations (5 to 15 minutes), while the second most frequent group of users stayed parked one to two hours for longer visits to restaurants or to receive haircuts.
- All survey respondents parking for 5 hours or longer were employees of nearby businesses.
- The primary reasons cited for using the lots by users were proximity to destination(s), cost (free), and perceived safety from collisions while parked.
- Almost half of respondents (49 percent) indicated that they would be willing to use on-street parking if the lots near their destination were full or unavailable.
- Just under one quarter of respondents indicated that they would be deterred from making their trip if off-street parking (public or private) was not available near their destination.

A full summary of the User Intercept Survey results is included in **Appendix B**.

⁴ Only 6 percent of survey respondents who accessed the Study Area by car parked in a location other than Lot 624, Lot 622, or Lot 621.

Parking Removal Scenario Analysis

The EPS Team analyzed the impact of potential loss of parking in each zone under the following scenarios:

- Redevelopment with 50 percent of parking removed.
- Redevelopment with 100 percent of parking removed (either during construction or permanently).

Given that there is excess public parking supply located on-street within each zone, the EPS Team anticipates that the negative impact of parking space removal on existing businesses will largely be limited to scenarios where the remaining public parking supply is unable to accommodate the current number of parked vehicles (representing customers and employees). Thus, the EPS Team developed estimates of how utilization would change under the two proposed scenarios, assuming that the same number of parkers were attempting to park in public spaces, either on- or off-street, in each zone.

The analysis presumes that customers are willing to park in on-street parking spaces instead of the off-street lots. As noted, the user survey found that only about half of parkers said they would be willing to park on-street instead of off-street. With appropriate wayfinding, parking management (and pricing) adjustments, as well as the new Complete Streets redesign of Reseda Boulevard (which could reduce traffic safety concerns), it is possible this number may be further increased.

Because the analysis also restricts the utilization/supply to each individual analysis zone (i.e., the analysis assumes that parkers are unable/unwilling to park outside the boundaries of each zone), the results represent a conservative scenario. As discussed in **Chapter 5** of this report, there are various mitigation strategies that could address the unmet demand and/or increase the likelihood that some parkers can be accommodated outside each zone, especially if redevelopment is pursued within only one of the zones as opposed to in multiple zones.

The scenario analysis also assumes that all parkers must be accommodated in public parking spaces. However, some of the current parkers may be able to utilize the private parking supply, if off-street public spaces are lost. The analysis below includes an estimate of utilization if private parking is also included in the parking supply, which represents a "best case scenario."

Parking Scenario 1: 50 Percent Parking Removal

The EPS Team first considered the scenario where 50 percent of public off-street parking spaces are removed in each zone. This can be considered representative of potential redevelopment scenarios where only half of the public parking lot area is built upon, preserving 50 percent of the existing spaces; or where the entire parking lot area is built upon and 50 percent of the existing spaces are replaced and accommodated inside of the new development footprint.

As summarized in **Table 4**, the analysis reveals that the remaining public parking supply would be sufficient to accommodate the existing number of parked cars most of the time, except for during the busiest weekday periods in Zones A and B.

Table 4: Utilization of Public Parking Supply by Time of Week & Day with 50 Percent Removal of Off-Street Parking

Public On- & Off-Street Parking Utilization by Time of Week & Day												
Zone	Weekday						Saturday					
	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM
A	76%	102%	77%	88%	83%	76%	90%	85%	79%	79%	71%	63%
B	99%	100%	97%	88%	68%	53%	53%	66%	65%	76%	62%	48%
C	66%	72%	62%	68%	79%	64%	63%	71%	67%	49%	28%	56%

Source: Nelson\Nygaard

As shown in **Table 5**, even if existing parkers made full use of the on-street parking, there would be no free spaces available in Zones A and B during the busiest period (weekday at noon). Given the utilization is above 90 to 95 percent, some of these parkers would likely seek parking outside of the specified zone or perhaps give up entirely and look for a different business with more parking availability.

Table 5: Parking Supply, Utilization, and Availability at Peak Periods by Zone with 50 Percent Removal of Off-Street Parking

Zone	Supply Before Removal	Supply After Removal	Utilization Before		Utilization After		Expected # of Available Spaces Peak Period	
			Weekday Noon	Weekday 6PM	Weekday Noon	Weekday 6PM	Weekday Noon	Weekday 6PM
A	223	166	76%	61%	102%	83%	-3 out of 166	29 out of 166
B	149	111	74%	50%	100%	68%	0 out of 111	36 out of 111
C	179	148	60%	65%	72%	79%	41 out of 148	31 out of 148

Source: Nelson\Nygaard

Parking Scenario 2: 100 Percent Removal

The EPS Team also considered the scenario where 100 percent of public off-street parking spaces are removed in each zone. This can be considered representative of potential redevelopment scenarios where a new development does not include any public parking spaces. It could also represent a temporary removal of parking during construction of a new development on the public parking lots, even if replacement public parking spaces are accommodated inside the new development after completion.

As summarized in **Table 6**, the analysis reveals that the scenario with full removal will lead to a significant shortfall in public parking supply in Zones A and B, and a small shortfall in Zone C. Zone A, in particular, would have insufficient supply to accommodate the existing number of parked cars during almost all of the studied time periods.

Table 6: Utilization of Public Parking Supply by Time of Week & Day with 100 Percent Removal of Off-Street Parking

Zone	Weekday						Saturday					
	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM
A	117%	156%	119%	135%	127%	117%	138%	131%	120%	120%	109%	97%
B	151%	154%	149%	135%	104%	82%	82%	101%	100%	117%	96%	74%
C	84%	92%	79%	87%	101%	81%	80%	91%	85%	62%	36%	72%

Source: Nelson\Nygaard

As shown in **Table 7**, the loss of off-street parking spaces would lead to a significant shortage of more than 60 spaces in Zone A and around 40 spaces in Zone B to accommodate the current number of parkers, even if 100 percent of public spaces could be used (as noted previously, parking is functionally “full” at less than 100 percent utilization). Given this large shortage of parking, it is likely that this scenario would lead to a significant number of parkers/customers giving up entirely and looking for different businesses with more parking availability. Based on this analysis, the worst effects of 100 percent parking removal would likely be felt in Zone A based on parking availability alone.

Table 7: Parking Supply, Utilization, and Availability at Peak Periods by Zone with 100 Percent Removal of Off-Street Parking

Zone	Supply Before Removal	Supply After Removal	Utilization Before		Utilization After		Expected # of Available Spaces Peak Period	
			Weekday Noon	Weekday 6PM	Weekday Noon	Weekday 6PM	Weekday Noon	Weekday 6PM
A	223	108	76%	61%	156%	127%	-61 out of 108	-29 out of 108
B	149	72	74%	50%	154%	104%	-39 out of 72	-3 out of 72
C	179	116	60%	65%	92%	101%	9 out of 116	-1 out of 116

Source: Nelson\Nygaard

Given the large number of public off-street spaces relative to overall supply in Zone A, this zone is more dependent on public off-street parking than other zones. The complete loss of off-street spaces would result in a supply shortfall at all times of day, including evenings and weekends, to meet existing parking demand.

To a lesser extent, Zone B is also estimated to have insufficient supply at many times of day, though the impact is less significant than in Zone A, with sufficient parking supply in the evening hours and weekend mornings.

Zone C is the least impacted of the zones, though it is still forecasted to have insufficient parking supply, especially in the 6:00 PM to 8:00 PM window on weekdays.

Parking Scenario 2 (100 Percent Removal) with Use of Private Parking Supply

Given the extent of the shortfall of parking supply under Scenario 2 (removal of 100 percent of public off-street parking) in Zones A and B, the EPS Team also considered the utilization in each zone under the same scenario but assuming the supply of private parking is also available to use for public parkers. This represents a “best case scenario”, as property and business owners may be reluctant to allow customers or employees from other businesses to utilize their parking spaces, given their individual interests. However, with proper coordination and planning, this approach may represent an achievable solution to address a temporary loss of parking, such as during construction of a new development at one of the public lots until structured or underground replacement parking is completed and open to the public.

As shown in **Table 8**, the impact of the loss in public off-street parking is greatly mitigated if parkers are able to take advantage of underutilized private parking spaces. In Zone A, the parking shortfall becomes much smaller, potentially impacting businesses only at the busiest of times. In Zone B, the shortfall is entirely eliminated, with parking utilization below 90 percent at all times.

One of the findings of this additional analysis is that Zone A is not only more significantly affected by Scenario 2 (100 percent loss of off-street parking), but the smaller relative amount of private parking supply in Zone A also means there is more limited opportunity for mitigating this loss. Under this scenario, the negative impact on businesses in Zone A is likely to be the most significant of the three zones.

Table 8: Utilization of Parking Supply including Private Spaces by Time of Week & Day with 100 Percent Removal of Off-Street Parking

Zone	Public (On-Street) Supply	Private Supply	Weekday						Saturday					
			10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM
A	108	117	82%	103%	81%	94%	86%	84%	104%	101%	86%	83%	75%	67%
B	72	145	82%	86%	89%	73%	61%	45%	47%	59%	62%	64%	52%	47%
C	116	141	67%	70%	67%	62%	73%	54%	58%	67%	63%	52%	36%	55%

Source: Nelson\Nygaard

4. Economic Impact Analysis

The EPS Team utilized the results of the parking analysis to estimate the scale of economic impact that the loss of parking could have on existing local businesses. EPS measured economic impact as the potential changes to total business sales volumes. This impact would also have possible implications for sales tax revenues to the City.

Although not considered in this Study, the impacts on business activity could also impact overall property values in the Study Area. To the extent that existing businesses are unable to continue operation or fewer parking spaces provide fewer tenancing opportunities, it is possible that long-term removal of public parking could negatively impact commercial property values. It is also possible that short-term/temporary parking loss could force owners to negotiate temporary rent discounts with existing tenants to offset the negative impacts. These impacts also have potential implications for property tax revenues to the City.

This Study also does not consider the potential positive impacts on local businesses or property owners resulting from the redevelopment of the parking lots, such as the potential of redevelopment projects to bring new customers and other improvements to the neighborhood. Nor does the analysis consider the longer-term market prospects related to competitive and dynamic trends in retail more generally and the natural evolution and business turn-over that has and will continue independent of the potential conversion of parking lots to housing.

Analysis Approach

Availability of parking is a necessary operating condition for many businesses, except in exceptionally walkable or transit-connected areas. The parking user survey confirmed that about 85 percent of people encountered in the downtown Reseda Study Area arrived by automobile. Approximately 80 percent of these individuals were expecting to patronize one of the local businesses. Given this high proportion of car use among customers, a clear connection can be expected between parking availability and business activity.

The EPS Team developed a simplified and conservative model of the relationship between parking and business sales to estimate the relative magnitude of impact from parking loss in each analysis zone. This model is conservative due to the following separate but interrelated assumptions:

- Assumes that all customers require parking, even though the User Survey revealed that more than 10 percent of people arrived in the area by walking, transit, or other means of travel that do not require parking and are therefore unlikely to be impacted by parking loss.
- Aggregates all sales and parking at the zone-level and assumes that the distribution of business sales is directly correlated with number of customers.
- Does not take into account how sales volume varies over time of day or time of week for different businesses. For example, many restaurants do most of their business in the evening hours, which are outside of peak parking utilization, suggesting that restaurants may be less impacted by parking loss scenarios than businesses that make most of their sales during the busy midday hours.

The EPS model takes the further conservative assumption that for any time period where forecasted parking utilization is over 90 percent in each zone, customers who may have trouble finding convenient parking location will leave the area without patronizing local businesses, which translates directly into lost sales volume. During times when parking utilization exceeds 90 percent, the model estimates change in total sales by assuming a one-to-one relationship between number of cars parked at a given time and the proportion of business sales occurring during each measured time period. In other words, each parked car counted during a 2-hour window is equivalent to two "customer hours." The model assumes the same parking and sales patterns for all weekdays and for each weekend day.

EPS estimated the total number of customer hours for the entire week (10:00 AM to 10:00 PM) as a baseline from which sales could be lost due to insufficient parking supply. For each of the analyzed scenarios, EPS counted the number of parked cars or customer hours that would be above the 90 percent target utilization and would therefore be "lost." The percentage of lost business is determined as a percentage of lost customer hours over the total current estimated customer hours (equivalent to the current number of parked cars) for the entire week.

Given all of these assumptions and limitations, the analysis results represent only a high-level estimate and do not fully account for all factors that contribute to business sales. For example, the analysis may overestimate negative impact on sales to the extent that it fails to account for the portion of sales made by customers who arrive at the businesses by walking or riding transit as well as those who make purchases over the phone or online. On the other hand, the

analysis may underestimate impact on sales to the extent that it fails to account for the number of parking spaces taken up by employees.⁵ Finally, the analysis provides estimates of impact for each zone and does not necessarily represent the experience or impact on an individual business.

The findings are intended to give an idea of how impacted local businesses may be if the parking lots are lost. The estimates of lost sales revenue are based on the assumption that these local businesses are highly dependent on having available parking spaces, which business stakeholders have indicated to be the case. The estimates do not reflect use of any of the mitigation strategies presented later in this report.

In terms of understanding economic impact, EPS research conducted as part of previous retail market studies has found that most small businesses typically have the capacity to endure fluctuations or losses of approximately 5 to 7 percent in sales over a three- to five-year timeframe before encountering significant financial distress. This is roughly equivalent to a typical business cycle downturn, and exceeding this threshold exposes businesses to heightened vulnerability and potential closure.

Ultimately, the impact of losing parking on individual businesses are also unlikely to be equally distributed within each zone analyzed. In particular, impact may vary based on the degree to which each business' overall sales depend on customer parking availability at peak hours.⁶

⁵ The potential underestimate is likely to be minimal because: (1) employees regularly patronize and spend money at businesses near their place of work (though likely at lower levels than customers); (2) employment levels will likely scale with sales volume; and, (3) the scenarios assume parkers utilize paid (metered) on-street parking in place of some free, off-street parking, which is likely to drive down demand as some parkers stay for shorter periods or park elsewhere to save money. The analysis does not reflect such changes in demand that can be achieved through parking management strategies, which would reduce the estimated negative impacts on businesses. Additional such strategies, such as effective employee parking policies are further described under Mitigation Strategies Chapter 5.

⁶ Different types of businesses tend to require parking in different amounts. Sit-down restaurants, for example, tend to be highly dependent on parking relative to the physical size of the business because much of the business sales are generated by customers arriving in person and spending time eating at the establishment. For context, the Institute of Transportation Engineers estimates "peak" parking demand "generated" by new restaurants to be as high as 10.5 parking spaces per 1,000 square feet of space for a sit-down restaurant with turnover of an hour or longer. Other uses, such as convenience stores, fitness clubs, supermarkets, or discount stores, are estimated to generate much lower parking rates in the range of 1.3 spaces (discount store) to 5.4 spaces (convenience store) per 1,000 square feet of store space.

Existing Businesses

To estimate economic impacts, the EPS Team collected available data from ESRI ArcGIS Business Analyst to estimate the number and size of businesses in the three analysis zones. **Table 9** summarizes annualized sales volumes and other business information obtained from the ESRI ArcGIS Business Analyst Point of Interest data set, which includes estimated sales volume by business.

Table 9: Annualized Sales Volume and Other Business Characteristics Summarized by Zone

Location	Estimated No. of Businesses	Estimated Total Sales Volume	Common / Large Business Types
Zone A	49	\$36 million	Restaurant, medical/optometry, pharmacy, thrift/pawn shop, grocery
Zone B	53	\$27 million	Auto repair, tax prep, home health, travel agency, church
Zone C	57	\$43 million	Medical parts, recycling, insurance and tax prep, payday loans, auto parts, auto repair, barber school, dollar store

Source: ESRI ArcGIS Business Analyst; EPS

EPS refined the dataset by cross-referencing it against Google Business listings to identify which, if any, listed businesses had closed or relocated, especially those reporting high sales volumes. Because of the difficulty in obtaining accurate sales volume data at the business level, the information is presented in summary format only and should be taken within that context, given that challenges in business sales reporting and fluctuations (especially during the COVID-19 pandemic) can create an incomplete data set.

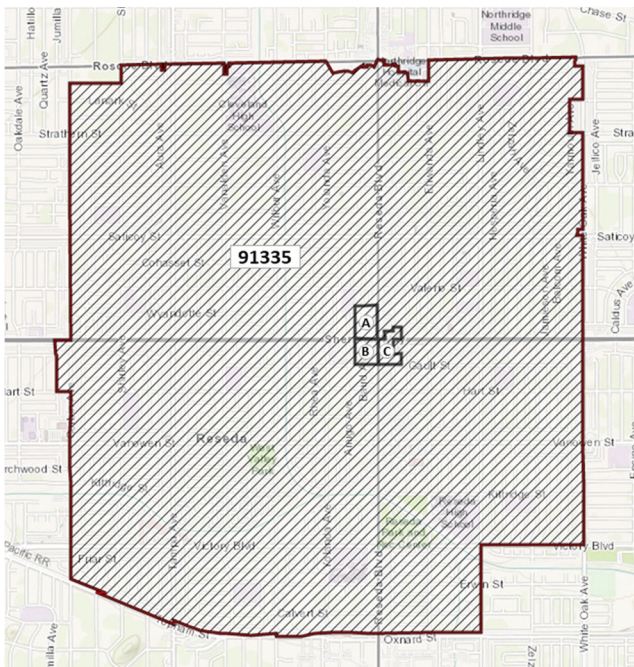
To put the size of sales volumes into context, EPS also calculated the annualized sales volumes as a percentage of total business sales within the 91335 ZIP code, as shown in **Table 10**. **Figure 4** shows the location of the analysis zones within the 91335 ZIP code.

Table 10: Annualized Sales Volume by Zone as a Percentage of Total Sales in 91335 ZIP Code

Location	As % of Sales within Zip Code	Sales Within Neighborhood Context (91335 Zip Code)
Zone A	2.8%	\$1.3 billion
Zone B	2.1%	
Zone C	3.3%	
Total	8.2%	

Source: ESRI ArcGIS Business Analyst; EPS

Figure 4: Location of the Analysis Zones within the 91335 ZIP Code



Impact of Parking Removal Scenarios

The EPS Team utilized the parking analysis findings to estimate the potential economic impact on existing local businesses utilizing the approach described above. The analysis considered the same two scenarios previously discussed:

- Redevelopment with 50 percent of parking removed (“Scenario One”).
- Redevelopment with 100 percent of parking removed, either during construction or permanently (“Scenario Two”).

For Scenario One (50 percent of parking removed), the anticipated overutilization during weekday periods correlated with a small potential loss of total weekly sales in Zones A and B only. As shown in **Table 11**, loss of sales could be up to 2 percent for businesses in Zone A and up to 4 percent for businesses in Zone B. These impacts are small enough that they are not expected to cause business closure.

Table 11: Scenario One Utilization and Estimated Resulting Lost Sales by Zone with 50 Percent Removal of Off-Street Parking

Zone	Weekday						Saturday						Weekly Lost Sales (% of Total)
	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	
A	76%	102%	77%	88%	83%	76%	90%	85%	79%	79%	71%	63%	-2%
B	99%	100%	97%	88%	68%	53%	53%	66%	65%	76%	62%	48%	-4%
C	66%	72%	62%	68%	79%	64%	63%	71%	67%	49%	28%	56%	0%

Source: Nelson\Nygaard; EPS

For Scenario Two (100 percent parking removed), the impacts are more significant. Consistent anticipated overutilization of parking at all times of the week could result in loss of up to 37 percent of sales for businesses in Zone A, as shown in **Table 12**. Anticipated overutilization concentrated more heavily at peak times in Zone B could result in a similar loss of up to 38 percent for businesses in that zone. Such losses of more than 10 percent of sales revenue, if sustained over time, could contribute to potential closure of businesses that currently rely heavily on these spaces. Meanwhile, some anticipated overutilization in Zone C could result in a smaller loss of up to 2 percent of sales for businesses in that zone, which is small enough that they are not expected to cause business closure.

Table 12: Scenario Two Utilization and Estimated Resulting Lost Sales by Zone with 100 Percent Removal of Off-Street Parking

Zone	Weekday						Saturday						Weekly Lost Sales (% of Total)
	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	10 AM	12 PM	2 PM	4 PM	6 PM	8 PM	
A	117%	156%	119%	135%	127%	117%	138%	131%	120%	120%	109%	97%	-37%
B	151%	154%	149%	135%	104%	82%	82%	101%	100%	117%	96%	74%	-38%
C	84%	92%	79%	87%	101%	81%	80%	91%	85%	62%	36%	72%	-2%

Source: Nelson\Nygaard; EPS

Applying these lost sales into annualized sales volumes, **Table 13** shows the estimated resulting loss in sales volume by zone for each scenario, including the scenario where parking removal is mitigated using private parking supply. This scenario represents the potential for utilizing shared parking resources during a temporary loss of parking. It could also represent a case where customers are willing to utilize parking facilities outside of the individual analysis zones, or where parking management techniques are utilized to free up additional spaces for parking.

Table 13: Estimated Annualized Sales Volume Losses by Zone Resulting from Various Parking Removal Scenarios

Conservative Economic Impact Estimate	Scenario 1 (50% Removal)		Scenario 2 (100% Removal)		Scenario 2 (100% Removal) with Mitigation (Private Supply Included)	
	Potential Lost Customer Traffic	Potential Lost Sales	Potential Lost Customer Traffic	Potential Lost Sales	Potential Lost Customer Traffic	Potential Lost Sales
Zone A	-2%	up to \$700,000	-37%	up to \$13,400,000	-4%	up to \$1,400,000
Zone B	-4%	up to \$1,100,000	-38%	up to \$10,200,000	0%	\$0
Zone C	0%	\$0	-2%	up to \$900,000	0%	\$0

Source: ESRI ArcGIS Business Analyst; EPS

At a high level, these findings demonstrate that Zone A is most dependent on public off-street parking and therefore will experience a greater loss in sales volume than Zone B if parking is removed. The results also reflect the fact that Zone A is estimated to have higher overall businesses sales per year than Zone B. Zone C, meanwhile, is the zone that is least dependent on public off-street parking and would experience the least significant loss in sales volume.

Other Impacts

While the direct impact of losing parking spaces on sales and business may in some cases be marginal and manageable through various mitigation strategies outlined in the following chapter, stakeholder feedback indicates that the parking lots, especially those in Zone A, serve some community functions as well. Therefore, loss of these parking lots may have additional impacts not estimated, as the parking lot can serve as a community gathering space and even hosts events from time to time. The City may consider how to mitigate the loss of this community space or even enhance it under considered redevelopment schemes. For example, preserving a portion of the parking and upgrading the quality of the space to better encourage flexible use between parking and community use could provide benefit to the community.

5. Mitigation Strategies

The EPS Team considered several strategies that could potentially mitigate the negative economic impacts of parking loss on the local businesses. Most of the strategies attempt to address the loss of parking through reducing the demand/need for parking or providing replacement options for lost supply. In addition, to the extent that redevelopment can be phased, either on an individual parking site or across the entire Study Area, this can help limit the negative impact on existing local businesses.

Parking Management Opportunities

To mitigate the negative impacts of reduced parking and resulting loss of customers and sales under the scenarios analyzed, the City could undertake efforts to better manage the remaining supply and ensure it is prioritized for customer use.

Parking management is a best practice for all parking facility owners and operators with the goal of ensuring that limited parking resources are allocated to the most productive use (e.g., customer use). This might involve ensuring that customers on a very brief shopping errand can access the closest or most prime parking spaces, while encouraging shoppers or employees intending to stay in the area for multiple hours to take more remote parking options. This approach generally leads to the best economic outcome for local businesses in terms of maximizing sales while reducing frustration for customers and visitors.

However, the change for customers or employees who are used to being able to park in prime parking locations for long periods of time may result in some frustration at the initial change. Clear communication, robust marketing, and/or community outreach regarding upcoming changes is another best practice when implementing a new parking management program.

The City could implement the following strategies to improve parking management:

- Increase the use of existing on-street parking through enhanced wayfinding, reduced meter rates, and/or more flexible time limits.

Example locations include Reseda Boulevard from Wyandotte Street to Sherman Way (Zone A), Sherman Way from Amigo Avenue to Baird Avenue (Zone B), and Sherman Way from Etiwanda Avenue to Canby Avenue (Zone C). Increasing metered on-street time limits to three or four hours would provide additional time for someone to “park once” and complete multiple errands or a meal in the Study Area while still encouraging some turnover.

- Enhance enforcement of existing parking restrictions to increase the perception of on the ground enforcement and improve sense of security. Enforcement of length of stay rules (including overnight parking) may also be used to discourage storage of vehicles, either by businesses or individuals, which takes parking spaces away from customers.
- Reduce time limits or price parking in public lots where demand is the highest.
- Initiate an employee parking program, such as a dedicated location for employee permit parking or longer time restrictions where underutilized supply exists (e.g., in the public lots that have the lowest utilization). To be effective, this would be done in tandem with introducing new restrictions on previously free and unrestricted parking.
- Ensure that existing supply is usable and attractive for customers and employees by addressing maintenance, cleanliness, tree trimming, and safety concerns (e.g., signs, striping, trash and abandoned vehicle removal, and lighting both in parking lots and along sidewalks). These efforts may have benefits to local businesses beyond parking management in terms of generally improving the attractiveness of the business district as a whole.
- Replace damaged or illegible wayfinding and signage for public parking facilities.

If additional parking metering and ticketing are implemented and enforced, the City could consider a return-to-source funding strategy that provides a portion of parking revenues go towards maintenance and beautification of the public parking, street, and sidewalk infrastructure in the Study Area. Such options include creating a parking district or establishing a small funding allocation or set-aside based on estimated or actual revenue after collection costs.⁷

Relocation and Parking Supply Expansion

Use of Private Parking Lots

The EPS Team identified that underutilized private parking lots represent a relocation opportunity, especially if parking loss is only temporary. The City could enter into shared parking agreements to lease underutilized private parking lots

⁷ Per Sec. 5.117 of the Los Angeles Charter and Administrative Code, all parking meter and off-street parking facility revenue goes to the citywide "Special Parking Revenue Fund." City Council would have to make appropriate changes to municipal code to implement such "return-to-source" strategies. As an example, the City of San Diego created a program in 1997 that returns 45 percent of the revenue from parking meters and other parking-related revenues to local parking districts, allowing neighborhoods to collect parking meter funds for to implement parking management strategies, install directional signage, improve landscaping, operate community shuttles, and make other pedestrian and bicycle improvements.

for the use of the public full-time or during times the parking lots are closed to help meet the demand for parking from other businesses.

The EPS Team identified several examples of private lots that showed lower levels of utilization according to parking count data, such as Iglesia Evangelica Pentecostes (23 spaces in Zone A), Baird Avenue and 2nd Azul Street (15 spaces in Zone B), and Dollarama Variety Outlet (13 spaces in Zone C).

Compensation for use of private lots may be made in the form of lease agreements that also outline specific provisions related to maintenance, operations, security, and liability.

Improving Safety and Comfort in the Pedestrian Environment

Customers and employees currently also have concerns about utilizing parking that requires walking longer distances. Stakeholders specifically indicated that most customers do not feel safe or comfortable crossing the major streets of Reseda Boulevard and Sherman Way and that employees may not feel safe (due to concerns about crime and personal safety) walking more than a block to park. This inhibits the ability for parkers to utilize parking in adjacent blocks.

Addressing these pedestrian safety and comfort can effectively provide relocation and sharing of parking resources between and among the analysis zones and complement parking management efforts, such as an employee parking program. For example, more comfortable and safe walking pathways between Zone B and Zone C could allow customers or employees in Zone B to more easily utilize parking spaces in Zone C if parking is lost in Zone B. This can reduce the likelihood of businesses losing shoppers and experiencing negative economic impacts under the analyzed redevelopment scenarios.

These improvements can also help create a “park once” district. This type of district tries to enhance the safe and comfortable pedestrian environment and create a main street experience more similar to a mall, where shoppers typically park once even if they are visiting multiple stores, as opposed to strip mall retail layouts where customers are more likely to drive and park in front of each store. While the retail makeup and density also play a role in developing a “park once” district, pedestrian safety and comfort is an important and necessary element.

Specific improvements are outlined in the recommendations section below.

Investing in a New Parking Facility

Beyond the above relocation strategies, the City could consider adding parking capacity in a centralized facility, which complements the strategy to enhance pedestrian safety. This strategy could offset potential parking loss and encourage denser development and revitalization by ensuring sufficient parking to be shared among new businesses, residents, and visitors. The City could combine this with

other strategies to implement in tandem with a phased redevelopment approach and enhanced pedestrian safety. The City could locate a new multistory parking facility on one of the existing lots or another underutilized site. Parking facility financing could be supported by return-to-source funding strategy (see footnote 7 above) as well as district-based financing and governance tools (e.g., property assessment districts) that could be implemented to finance and manage the new and existing public parking resources in the area.

Mode Shift

An extensive study conducted in Oregon has demonstrated that the built environment will impact customer choice of travel mode.⁸ That is, customers are more likely to choose non-driving modes when residential and employment density is increased, rail transit proximity is enhanced, bike infrastructure is enhanced (e.g., installation of high quality bike lanes), automobile parking is reduced, and bicycle parking is added. In particular, the provision of bike parking and bike corrals are significant predictors of bike mode share at the establishment level. Regarding economic impact, it is important to note that this same study and others have found that in many locations, non-drivers (bicyclists, pedestrians, and transit riders) spend at similar rates and sometimes higher rates relative to drivers, after controlling for demographics.^{9 10}

Parking removal, while potentially hurting businesses, will likely encourage some customers to travel to existing local businesses by modes other than driving. This in itself will mitigate some of the negative impact. Bicycle lanes are already being added on Reseda Boulevard. Expanding bicycle lanes and bicycle safety treatments onto Sherman Way and other nearby roads, as well as building bicycle parking and/or converting car parking spaces into bike corral parking can further support this mitigating effect.

Additional specific improvements are outlined in the recommendations section below.

⁸ Clifton, K., Muhs, C., Morrissey S., Morrissey T., Currans, K., Ritter, C. (2012). Consumer Behavior and Travel Mode Choices. *Oregon Transportation Research and Education Consortium (OTREC)*, http://kellyjclifton.com/Research/EconImpactsofBicycling/OTRECREport-ConsBehavTravelChoices_Nov2012.pdf

⁹ Transportation Alternatives (2012). East Village Shoppers Study: A Snapshot of Travel and Spending Patterns of Residents and Visitors in the East Village. https://static1.squarespace.com/static/5cab9d9b65a707a9b36f4b6c/t/5f07876df2136a49cf83110a/1594328943620/EV_Shopper_Study.pdf

¹⁰ Fleming (Allatt), T, S Turner and L Tarjomi (2013) Reallocation of road space. *NZ Transport Agency Research Report 530*. 291pp. <https://www.nzta.govt.nz/assets/resources/research/reports/530/docs/RR-530-Reallocation-of-road-space.pdf>

Recommendations

If the City plans to move forward with redevelopment of any of the lots, the following actions can help mitigate impacts. Even without redevelopment, some of these actions may provide benefits to local businesses and could lead to revitalization of the Study Area. These recommendations are formulated based on EPS Team industry expertise as well as a research review of academic and other studies on economic impacts related to parking and potential mitigations.

1. Prioritize Redevelopment at Parking Lot Sites with Least Estimated Impact on Local Businesses

The City could help reduce impacts by first redeveloping the lots with the lowest anticipated impact on local businesses and redevelop only one lot at a time (a phased approach). This would ensure that parking supply from adjacent blocks or zones could be available to help mitigate the impacts of potential temporary (construction-related) or permanent parking loss resulting from redevelopment. In terms of minimizing economic impact on local businesses, the preferred order/priority for redevelopment would be the following:

- (1) Lot # 640¹¹
- (2) Lot #622 (Zone C)
- (3) Lot #621 (Zone B)
- (4) Lots #712/624 (Zone A)

Focusing redevelopment at sites with lower expected economic impact, redeveloping only a portion of a given site, and/or providing replacement parking as part of a redevelopment project, along with other identified mitigation measures would further reduce the impacts.

2. Implement Parking Management & Relocation/Replacement Strategies

The parking management and relocation strategies outlined previously can help mitigate the impacts of parking loss on local businesses. Specifically, the City should look at shared parking agreements with owners of private parking lots within the same Zone as proposed parking removal, especially if the loss is only temporary. Longer term loss of parking can better be mitigated with the remaining parking management strategies identified and/or through the construction of replacement parking facilities as part of redevelopment.

¹¹ Although not analyzed within the study, this lot does not appear to support significant economic activity of any kind and could be redeveloped with minimal impact on existing businesses.

Parking management strategies are useful for improving customer experience (and in some cases a sense of safety) as well as supporting local businesses even if redevelopment is not being pursued. However, the need for better parking management becomes even more crucial if parking is removed in the future.

3. Enhance Pedestrian Safety

The City should consider the following actions that will complement parking management strategies as well as recent improvements through the Reseda Boulevard Vision Zero/Complete Streets Project:

- (1) Review nighttime lighting on sidewalks, at intersections, and in alleys and parking lots, and augment as needed to improve pedestrian comfort and help reduce concerns about criminal activity and personal safety at night. Remove debris and abandoned vehicles.
- (2) Install new pedestrian safety features along Sherman Way, especially crosswalk visibility enhancements, crosswalk length reductions, sidewalk and crosswalk lighting improvements, as well as traffic calming or other streetscape changes to reduce speeds (e.g., reducing lane widths or otherwise visually narrowing through new landscaping or medians).
- (3) Add a crosswalk at Baird Avenue and Sherman Way, which would increase connectivity among local businesses, parking facilities, and existing/potential customers in surrounding residential areas.

4. Further Support Customer Mode Shift away from Driving

Loss of car parking will likely cause some customers to shift away from driving to walking, bicycling, or riding transit to visit local businesses. In addition to the pedestrian safety measures already noted, the City can enhance the mitigating effect of this mode shift by expanding complete streets and bicycle infrastructure.

Beyond the pedestrian safety and improvements outlined above, the City should consider the following actions that will complement the planned addition of protected bicycle lanes and pedestrian and transit improvements as part of the Reseda Boulevard Vision Zero/Complete Streets Project:

- (1) Focus on installing basic bicycle parking racks at multiple locations on each block, especially near business entrances.
- (2) Study bicycle parking utilization in any future parking utilization study. Where bicycle parking is full or nearly full, consider converting individual automobile parking spaces into bicycle corrals for additional capacity.
- (3) Install bicycle lanes and bicycle safety treatments onto Sherman Way and other nearby roads.

5. Mitigate Costs Incurred by Existing Businesses

The City could provide financial or other assistance to businesses to help them weather the impact of parking loss. For example, the City could provide financial assistance for businesses to enhance their street-facing entrances (to defray real costs associated with the redesign or reconfiguration of their buildings and shops that are currently oriented towards the off-street lots). Furthermore, when parking configurations are changed or parking spaces are eliminated, existing customers may be lost from local businesses if information about alternative parking locations is not clearly communicated. The City could consider the following:

- (1) Issuing small business grants to businesses who need to reorient their operations away from the existing lots back towards the main street. Providing as much advance notice as possible would also help reduce the cost and burden on local businesses as they plan ahead and communicate with customers.
- (2) Providing ongoing support to the neighborhood businesses to communicate alternative parking locations during any construction or relocation activities including provision of prominent, attractive, and clear wayfinding signage to inform customers about changes to parking configurations. Again, advance notice of planned changes would also likely soften any impacts.

6. Consider Creating Dedicated Community/Cultural Space

Stakeholders indicated that the parking lots in Zone A support community activities and cultural events in addition to providing parking for businesses. The City could repurpose a portion of an existing parking lot or incorporate flexible community space, such as a plaza or area of parking that can be closed and converted for events, into new developments to better support these types of activities. These improvements can further enhance the attractiveness of the area.

Given the strong desire among business/community stakeholders to support general revitalization in the area, these changes could provide positive benefits that help offset negative economic impacts of parking removal.

7. Consider Further Analysis of Parking Needs Under Future Development Scenarios

Many community stakeholders communicated support for denser development, including commercial, residential, and/or mixed use. However, they expressed major concern that loss of the public parking lots would hinder the potential for and success of such development, including planned projects such as the revitalization of the Reseda Theater.

Given that many businesses are still experiencing changes and impacts related to the COVID-19 pandemic, the City could consider performing an updated parking utilization study to confirm the findings of the previous. This study would ideally also analyze bicycle parking and consider measuring indicators of pedestrian and transit ridership activity as well. The City could also implement the recommended parking management strategies prior to such a study, which could help demonstrate that there is more parking capacity than popularly believed.



APPENDICES:

Appendix A: Business and Property Owner
Open House Summary

Appendix B: User Intercept Survey Results
Summary

APPENDIX A:

Business and Property Owner
Open House Summary



MEMORANDUM

To: The City of Los Angeles
From: Economic and Planning Systems, Inc.
Subject: Reseda Parking Lots Economic Impact Study - Business Owner Open House Summary
Date: January 27, 2023

Overview

Purpose

On behalf of the City of Los Angeles, Economic and Planning Systems (EPS) conducted an open house on Thursday, December 1 from 10am-6:30pm at Reseda Elementary School in Reseda, CA. In attendance were two consultants from EPS, a Vietnamese translator, and City and Council District staff including Jill Kline and Jacqueline Wagner. The purpose of this open house was to solicit feedback from local business and property owners on they and their customers use the five public parking lots located in downtown Reseda and owned by the Los Angeles Department of Transportation (LADOT). EPS led the open house and also created an online survey as part of stakeholder engagement efforts related to a study of the potential impacts of parking relocation and parking elimination. The five parking lots of focus include the following:

- 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

Outreach and Survey Design

Stakeholders provided feedback through a survey and by providing direct input to EPS and CAO staff present during the open house. Notice of the open house was sent out by EPS utilizing a list of business addresses provided by Council District 3 staff. EPS sent out notices to over 200 businesses via mail

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Denver
Los Angeles*

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about the open house, and the event and survey were also publicized in the weekly Reseda Neighborhood Council newsletter. Councilmember Blumenfield also publicized the event on his website, through his e-newsletter, and on his social media channels.

The survey was provided in a paper version at the open house and was available online and remained active for one and a half weeks following the event date to allow for greater feedback from stakeholders, especially those who could not attend the event in person. The results reported in this memorandum combine comments received online as well as in person at the open house.

The survey asked for descriptive information on business type and location as well as a series of questions about parking utilization and the perceived impacts of losing parking on a temporary or permanent basis.

Participants who attended the open house were encouraged to add comments directly onto a map of the study area to locate where their business was in reference to the LADOT lots and provide any other relevant feedback (see **Figure 1**).

Figure 1: Stakeholder Input on Parking Diagram



Translation services were provided in Spanish and Vietnamese, and several attendees utilized the Vietnamese translation services. Additionally, the Vietnamese translator spent part of the afternoon visiting several business near lots 712/624 and obtained additional survey responses.

Findings

Synopsis and Key Findings

Over 25 business and property owners attended the open house, offering a great opportunity to listen and speak to local stakeholders. In total, there were 48 survey responses. Participants included business owners and operators, property owners, nearby residents, and members of the neighborhood council. Most stakeholder concerns were situated on the most northern LADOT parking lots (Lots 712 and 624). Common issues that arose included the ability of local businesses to continue to operate their business in addition to frustrations from the City on other developments. The below section delves into greater detail on stakeholder feedback, which provides a robust characterization of the types of concerns of local stakeholders. Major themes and comments specific to each lot or set of lots included:

Major Themes

- A majority of respondents/attendees expressed great concern over the temporary or permanent closure of parking Lots 712, 624, and, to a lesser extent Lot 621, with businesses suggesting that they would lose customers and potentially have to shut down.
- Some respondents/attendees expressed concern over losing a business certificate of occupancy or insurance, which dictates parking spots be in close proximity.
- Several respondents/attendees noted that heavy traffic on Sherman Way and Baird Avenue poses a safety hazard and discourages on-street parking as well as crossing the street.
- Several respondents/attendees highlighted the necessity of close, well-lit, and safe parking for customers as essential. Some pointed out that customers (especially elderly) may not be able to travel more than a short distance. Others suggested that safety concerns would prevent customers or employees from walking more than a block from a parking location to reach their destination.
- At least a few respondents/attendees had been told that the meeting was about a proposal to build housing on the parking lots.

LADOT 712 and 624

- At the open house and throughout the survey, respondents/attendees identified these lots at the most important.
- The majority of open house participants came from businesses near lots 712/624.
- Respondents/attendees characterized the clientele as both elderly and including children.
- Business owners near these lots showed concern around negative economic impacts with the temporary and/or permanent loss of these specific LADOT lots.

LADOT 621

- Business owners had concern over the loss of LADOT 621 and its potential negative economic impact.

- Respondents/attendees indicated that over 20 business utilize this lot, and one business owner indicated it is heavily used on most days.
- Respondents/attendees noted that some customers that patronize businesses in lots 712 and 624 utilize this lot (621) when there are no available spaces in those lots.

LADOT 622

- Some respondents indicated that this lot is well-utilized/full at times, especially on Sundays, when demand from a local church takes up parking at this lot and leaves patrons and employees with few options to park.
- One attendee indicated that several trailers have been left in this lot long-term. Another expressed concern over drug use and safety issues at this lot.

LADOT 640

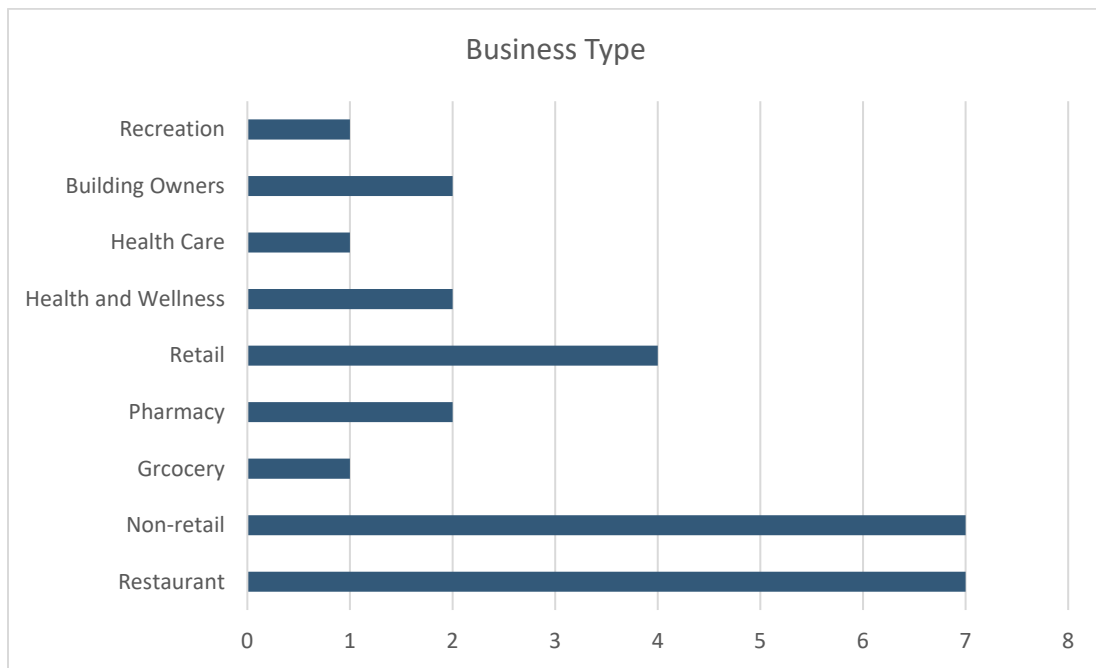
- No stakeholders operated businesses or owned property near Lot 640 and few comments were provided.
- Respondents/attendees indicate Lot 640 is sometimes used by the Los Angeles Department of Water and Power, and that this lot is often dirty and unused.

Detailed Survey Results

What kinds of business do you operate?

Business and property owner respondents represented 27 different businesses. Responses were also received from employees, customers, and community members. The largest number of businesses include seven different restaurants and seven other non-retail businesses that ranged from a church to a rehearsal studio. Other stakeholders included four retail shops, two building owners, two health and wellness shops, two pharmacies, one grocery store, one dental office, and one gymnastics center. These classifications of each business type is divided below in **Figure 2**.

Figure 2. Responses to “What kinds of business do you operate?”



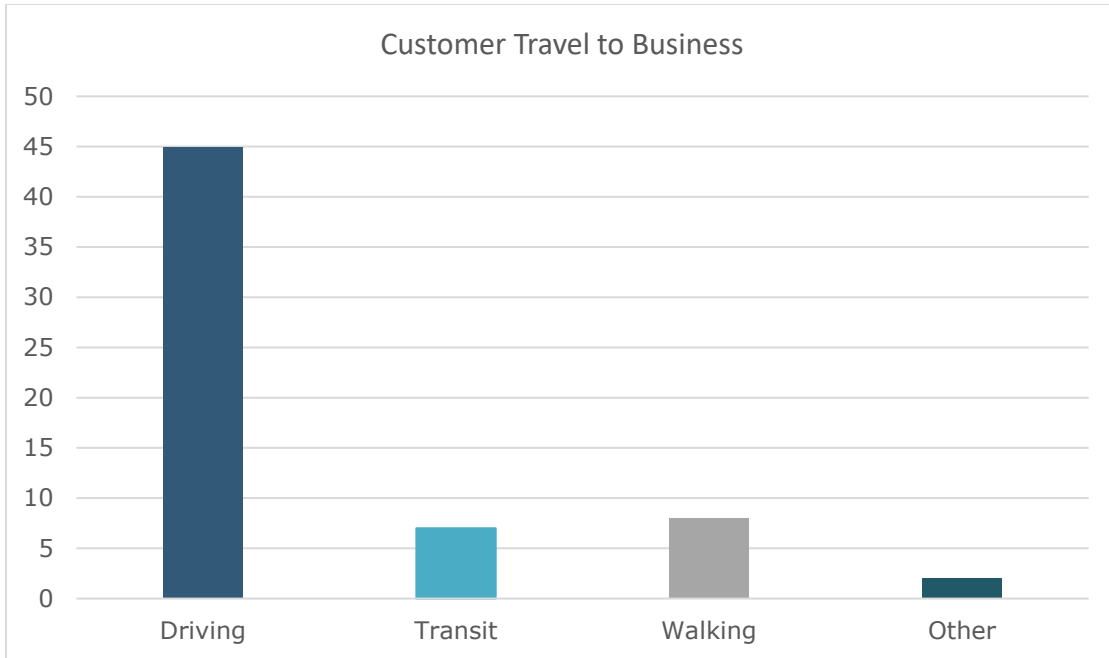
How long have you been there?

The majority of business owner respondents have operated for more than 10 years in the area representing 19 of the 27 respondents. Seven business owners have been at their location for less than nine years, nine for 10-19 years, five for 20-29 years, and six for over 30 years. Several of the older tenants and property owners indicated their property has been passed from generation to generation amongst families.

How do customers/clients/patrons typically get to your business?

Every respondent said driving was the primary way to access their business for clients. Beyond driving, eight of the respondents indicated customers also walked and an additional seven respondents said customers used transit. The responses are compiled below in **Figure 3**.

Figure 3. Responses to “How do customers/clients/patrons typically get to your business?”



When customers/clients/patrons drive to your business, where do they typically park?

The vast majority of surveyed respondents suggest that customers park in a city-owned lot. Other sources include private parking lots (12 respondents) and on-street parking (11 respondents), though to a smaller degree. Businesses that had customers using private parking lots or on-street parking stated their customers also utilized city-owned lots. The breakdown of customer parking is below in **Figure 4**.

Figure 4. Responses to “When customers/clients/patrons drive to your business, where do they typically park?”



Approximately how many customers/clients/patrons visit your business on a typical day? Please indicate a number.

A wide range of customers visit the surveyed businesses depending on the service offered. Most businesses had between 30-50 patrons on a typical business day. There are some exceptions including the children's gymnastics gym that sees over 160 people per day and the Asian grocery store with over 200 people per day.

Do your customers/clients/patrons have particular need to park directly adjacent to your business? If so, please explain why.

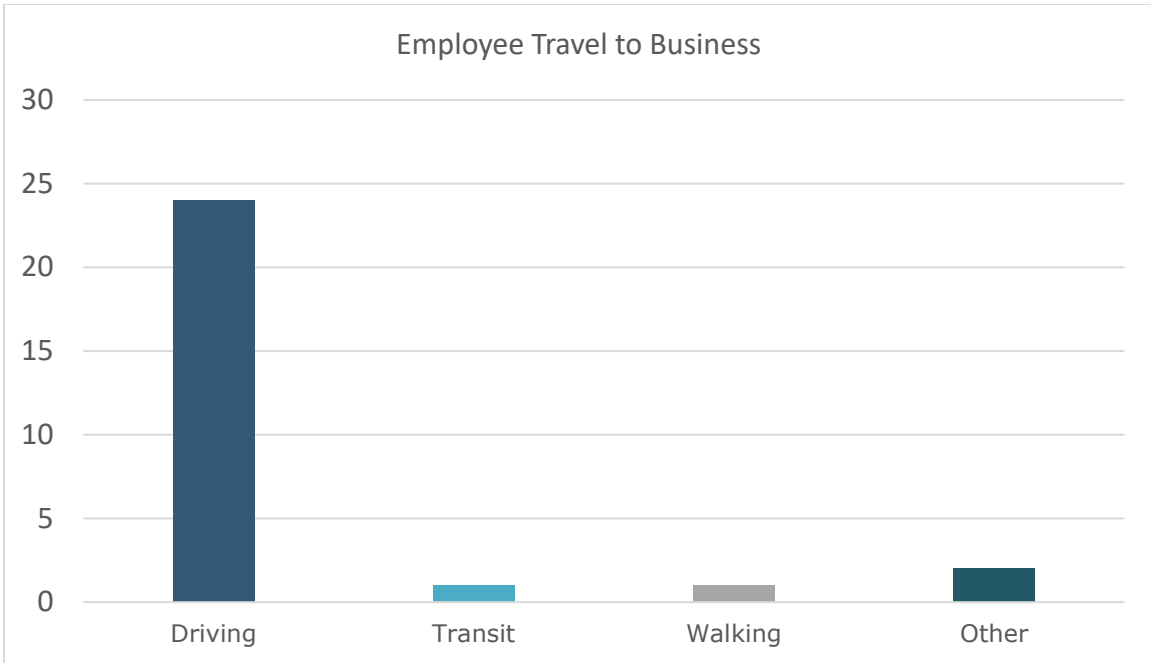
Most businesses expressed a necessity for parking adjacent to their business citing safety concerns, insurance policies, and customers who are either elderly or in need of ADA parking. Comments noted that other available parking, via other public lots or on-street parking, were considered too far away and not well lit. Three respondents noted that on-street parking on Reseda Boulevard and Sherman Way are dangerous due to heavy traffic, which was also voiced by multiple attendees throughout the open house. On-site parking was also considered necessary for businesses catering towards children that included restaurants and a gymnastics studio.

- "We are a large Gymnastics Gym we host Summer Winter Camps, Birthday Parties, and different events throughout the year. Without the public Parking lots we wouldn't be able to operate safely."
- "Yes, many of our customers are elderly with disabilities. It would be difficult for them to park far away."
- "They only park in the lot, there is limited street parking. Reseda and Sherman way is an extremely busy intersection. It's impossible to service all the customers with just street parking."
- "Some businesses that sell items such as jewelry and firearms have insurance policies that require parking to be close to the business."
- "Yes, a lot of our customers are older seniors 65+ and children, they will need to park closer to the eye clinic because it's very hard for them to find street parking and they will need to be at the clinic for around an hour sometimes, it is hard for them to walk a couple of blocks down the clinic, especially for our older patients."

How do your employees typically get to work?

The overwhelming majority of employees from the 27 businesses drive to work with only a handful using transit or walking, seen below in **Figure 5**.

Figure 5. Responses to “How do your employees typically get to work?”



When your employees drive to work, where do they typically park?

Almost every business reported that employees typically park in City-owned lots though employees also utilize private parking lots and on-street parking. Ten businesses indicated employees also use private lots and seven used on-street parking, though these businesses also stated employees used city-owned lots. Employee parking is accumulated below in **Figure 6**.

Figure 6. Responses to “When your employees drive to work, where do they typically park?”



**Approximately how many employees work at your business on a typical day?
Please indicate a number.**

From those that answered this question, businesses are divided into two larger groups in terms of their number of employees. Businesses that employ either five or fewer employees totaled 12, and those with five or more employees totaled nine.

Anything else we should know about how your business and customers/clients /patrons use the city-owned parking lots?

Local businesses indicate these parking lots are crucial to the operation of their business. The City-owned lots are important for children and seniors due to safety concerns. Customer populations range from those in poverty to the very wealthy. Many of the Vietnamese businesses have Vietnamese customers who travel from throughout Los Angeles to patronize their business. These businesses are iconic within this community. Lots 712 and 624 are also utilized as spaces for fundraising or cultural events.

- "City-owned parking lots have been an immense and crucial benefit to all businesses around with no exceptions. The only reason why Reseda still has thriving small businesses and shops are those parking lots. Without them Reseda will have no businesses"
- "The front of the building is not safe for children to be getting in and out of cars. Our business caters to babies and children and families with multiple children including special needs. Without the public parking lot our business would not be able to thrive in Reseda"
- "It is my understanding that people drive from all parts of the valley to come and shop at the market. On Saturdays, there is an outdoor market and cultural activities important to this Asian community."
- "No parking lot equals no local business. My customers often patronize the other business' while here thus my business helps drive success of other legacy businesses."
- "We use the parking lot for fundraising events to give back to the community."
- "Heavy traffic on Reseda Blvd and Sherman Way makes street parking dangerous. Patients/employees cannot walk two blocks to other parking safely in Reseda especially after dark."

How would your business be impacted if any of the public parking was closed (either temporarily or permanently)? Which spaces in particular are most critical for your business?

There was a strong negative reaction from multiple businesses if public parking lots were closed, examples of which are provided below. These concerns are situated primarily around LADOT Lots 712 and 624. Business owners suggest they would lose business as customers would find different establishments because of the lack of parking. Some businesses cited concerns over the stripping of the certificate of occupancy or failure to follow insurance policies that dictate parking be available and in close proximity. This could lead to businesses closure or relocation. There was additional concern over the

timing of parking lot closure given that the COVID-19 pandemic put many businesses in a precarious financial situation. Lots 712 and 624 were deemed pivotal for continued operation of businesses by thirteen business, as was parking in LADOT Lot 621. There was some concern over the use of lot 622 as well during the open house, but there were no direct comments on this question in the survey. Very little attention was given to lot 640 and appeared to not impact the businesses that responded.

- "It would be devastated and we would be forced to move."
- "Once the word gets out that there is no parking, we will lose clients permanently. Also, the safety of our staff closing late at night and having to walk in the dark and never safe street will be questionable."
- "The big city-owned parking in the back lot is really critical for our business as it provides patients with ample parking space, where they can park safely for a pretty long duration. It is also critical for our staff since a lot of them need to be at the clinic in the morning and when it gets dark, which is very important for their safety to not have to walk too far down the block every time they need to go home. A lot of our staff are also women and safety is really important for them."
- "Businesses will be threatened to close if that parking is taken away. Just the grocery store itself can barely accommodate its customers parking requirement, especially on weekends. It's a very popular grocery store within our community. Weekdays it's still full."
- "We will basically lose business. The store has been here for 14 years. It may be closed if there's no parking. Lot 712 and 624."
- "Restricting or removing access to adjacent public parking also restricts access to healthcare providers who serve minority (Hispanic and Vietnamese) communities that are already underserved in healthcare."

Anything else you would like us to know about?

Lots 712 and 624, as stated previously, were given the most attention and respondents expressed a desire to protect these lots. Seven respondents directly noted the importance of these two lots by name. The majority of surveyed stakeholders with few exceptions, stated it would be a mistake to remove the LADOT lots by their business, and hoped the city would plan any development elsewhere. During the open house, community members also expressed frustration about the ongoing Reseda Theater development and a nearby skating ring. Over a dozen business owners cited concerns over how the Reseda Theater would impact local parking. Several attendees noted that new businesses and a local church have taken up parking and questioned why these establishments were allowed to operate. Additionally, there was concern that the lot would be used as a homeless shelter or for homeless housing. There appeared to be community mistrust with the COA and the City in general. Three different stakeholders believed there was already an ongoing project or an existing plan to transition these LADOT lots into housing.

There were similar comments related to the southern Baird lot (621). Heavy traffic on Sherman Way and Baird Avenue poses as safety hazards for on-street parking. One of

these businesses directly caters toward children, hosting up to 80 children and 80 adults daily. Well-lit and accessible parking provided by Lot 621 is seen as vital for this and other businesses. Further, some stakeholders (two pawn shops) indicated their insurance policies require their business to have close-proximity parking. Thus, the loss of Lots 621, 712, and 624 could impact their available parking and ability to operate.

- "We are barely recovering from the pandemic, we are the one business that police department always relays on to provide help and video usage for the constant violence happening in the area. the parking situation will impact the business and we would have to either close the business or move to a new building with available parking lot."
- "There are over 20 business around the parking lot 621, the parking is full almost all day long."
- "This parking lot (712 and 624) have served our Vietnamese community for the past 30 years. If our parking is eliminated, all these Vietnamese businesses will eventually close."
- "The Reseda/ Baird Ave public parking lot is hugely important to the Reseda community. Could not think of not having it for the businesses, church, school nearby. Please let us have this highly used and valued space. We'll be devastated if it's taken away from us."
- "With all the planning we have promised (revitalized theater, ice rink, etc,) I would also like to understand where people will park if we eliminate these lots and how they will spurn future development for the businesses that surround these lots if there is no safe access to them."
- "Any proposed developments, such as the Reseda Theater and a new apartment building spanning between 7131 Baird and 7132 Amigo have been approved with the understanding that the nearby Public Parking lots will be there to absorb the parking problems these projects would otherwise create. Without them, these projects will either fail, or seriously aggravate traffic congestion in Reseda."

APPENDIX B:

User Intercept Survey Results Summary





MEMORANDUM

To: The Office of the City Administrative Officer, City of Los Angeles
From: Nelson\Nygaard
Date: November 1, 2022
Subject: Reseda Parking Economic Impact Analysis – Intercept Survey Summary

OVERVIEW

On behalf of the City of Los Angeles, two surveyors from Nelson\Nygaard conducted intercept surveys and a site audit on Thursday, October 20, 2022 and Saturday, October 22, 2022 from 11:30 a.m. to 6:00 p.m. with sunny weather conditions. Surveys were conducted in person by talking to community members in and around the five public parking facilities owned by the Los Angeles Department of Transportation (LADOT) listed below.

- LADOT Lot 712 at 7246 Baird Avenue
- LADOT Lot 624 at 7222 Baird Avenue
- LADOT Lot 621 at 7136 Baird Avenue
- LADOT Lot 622 at 7131 Canby Avenue
- LADOT Lot 640 at 7136 Darby Avenue

The purpose of this survey was to gather input about public parking lots from visitors and businesses. This survey will help the City of Los Angeles understand people's parking choices and how people access commercial areas in Reseda. The survey results will be used to evaluate parking trends in the neighborhood and help inform local policy decisions. The survey collection area and surrounding businesses are shown in Figure 1 below.

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City of Los Angeles

Figure 1 Survey Collection Area



STUDY AREA OBSERVATIONS

Key observations collected during field audits of the parking facilities and surrounding environment are listed below:

Physical Conditions

- Most signs in the five parking facilities were vandalized.
- Broken glass found on Darby Avenue, adjacent to Lot 640.
- Some lighting was present in Lots 640 and 712.
- Three broken-down cars were in Lots 712, most likely belonging to European Auto Services which is adjacent to the lot.
- Sufficient lighting was present in Lot 624.
- Lighting was present throughout Lot 621 except along the eastside.
- Strong smell coming from Lot 640 due to urine and feces.

Parking Lot Utilization

- Lot 712 was 90% full with little turnover of vehicles observed on both days.
- Lot 624 was 90% full on both days. People were constantly coming to and leaving from the New Bangluek Market, Eyecon Optometry, and restaurants.
- Lot 621 was 100% full on Thursday, causing several cars to park along the wall and outside of designated spots. Several vehicles most likely belonged to the Tarzana Treatment Center's employees. Fewer vehicles were parked in this lot on Saturday.
- Lot 622 was 90% full on both days.
- Three vehicles were parked in Lot 640 on Thursday. The vehicles most likely belonged to employees who work at the Los Angeles Department of Water and Power from Monday to Friday. Two vehicles were parked in this lot on Saturday. No vehicles were seen leaving or entering this lot during both times of observations.
- A private parking facility, adjacent to Lot 640, was heavily utilized with people visiting the San Fernando Valley Thrift Store and the Laundromat of Reseda.

Pedestrian Circulation

- A vendor was selling food out of her car in Lot 624.
- People need to cross a busy alleyway to reach businesses in Lots 624 and 712.
- Many businesses such as the New Bangluek Market, Cellular Avenue, and restaurants have their entrances facing Lots 624 and 712.

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City of Los Angeles

- Visitors who parked in Lot 622 walk through the alleyways to reach businesses along Sherman Way rather than walking on Reseda Boulevard.
- Many employees and students at the Western Barber Institute and Canby Dental parked Lot 622 due to the 10-hour time limit. Additionally, Western Barber Institute employees and students would often take their breaks in this lot.
- People who parked in Lot 621 are employees of surrounding mechanic shops, patients of Dr. Jose F. Martinez Cardenas, or customers of Western Union.

Conversation with the New Bangluck Market Owner

The two surveyors had a conversation with the New Bangluck Market owner on Saturday who expressed her concerns should the parking lots be removed:

- The market caters and is often visited by elderly Asian community members. The owners believe that this customer base would not know how to access culturally relevant food elsewhere in the neighborhood if the parking lot were removed.
- The owner believes that Lots 624 and 712 are “prime property” to add housing (compared to other LADOT-owned lots in the survey area), due to proximity to many businesses.
- The owner, along with other businesses, have formed an organization to protest the removal of the parking lots. The market owners hung a sign outside the business with the text, “Save Reseda’s Small Businesses and Neighborhoods, Ask Me How, ResedaHeritage.com”.

Presence of Unhoused People

- An unhoused person spent most surveying hours in the northwest corner Lot 622.
- One RV was parked in the corner of Lot 622 on Thursday, and two RVs were spotted on Saturday.
- A large encampment was located in the corner of Lot 640, a possible reason for people not parking in this facility.

Surrounding Parking Facilities

- Private parking lots to restaurants such as Pho So 1, Valley Sandwiches, and Pho 999 were usually at full capacity, causing customers to park in Lot 624 and 712.
- Metered parking along Sherman Way and Darby Avenue were not as utilized compared to the parking facilities.

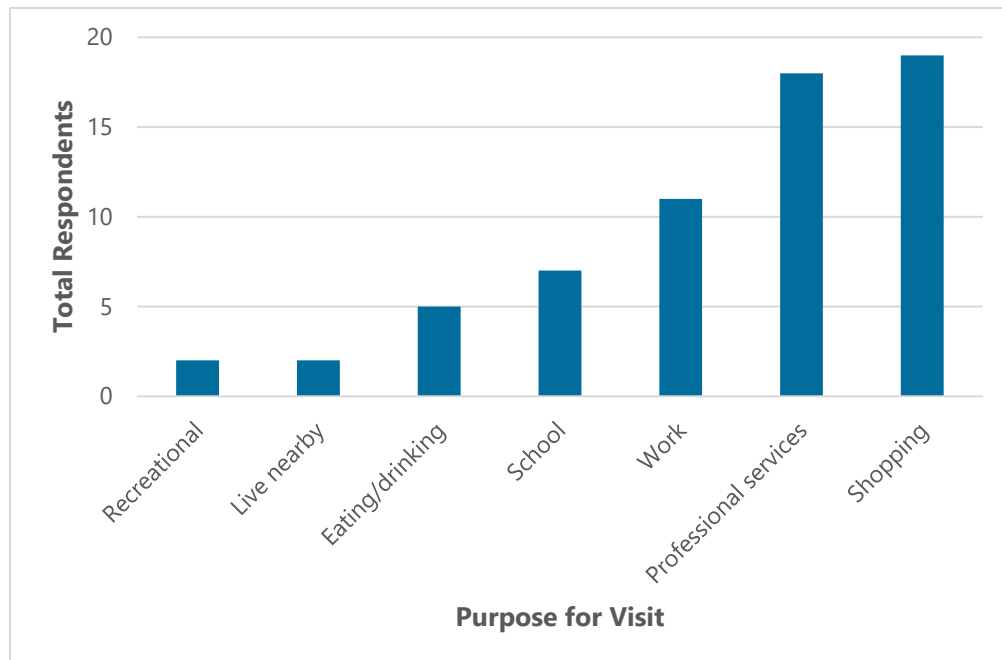
SURVEY RESULTS

Surveyors collected a total of 56 surveys with 10 questions over two days. With the exception of Lot 640, customers and employees of local businesses were primary users of parking lots. A summary of each question is provided below.

The key findings for the question “What is your primary reason that you are in the area today?” are summarized and shown in Figure 2 below.

- The primary reasons for visiting the Reseda neighborhood were for shopping (19 responses) and seeking professional services (18 responses).
- Only a few survey participants, with 2 responses each, use the parking lots to participate in recreational activities or park their vehicles since they live nearby.

Figure 2 What is the primary reason that you are in the area today? (Select all the apply)



The key findings for the question “If you were visiting a business, which business(es) are you visiting?” are summarized and shown in Figure 3 below.

- The top two businesses that survey respondents visit IN Reseda were the New Bangluck Market and the Western Barber Institute.
- The most visited restaurant in the study area was Pho So 1.

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Figure 3 If you were visiting a business, which business(es) are you visiting? (Select all that apply.)

Name of Businesses	Number of Visitors
New Bangluck Market	16
Western Barber Institute	10
Pho So 1	6
Dr. Martinez's Clinic	3
Western Union	3
Canby Dental	2
Pho 999	2
Boost Mobile	1
Clinic	1
Reseda Foot Nail and Spa	1
Dich Vu Chuyen Tien and Gigi Hang Ve Vn	1
UEI College	1
Health insurance	1
Allen's Flower Market	1
El Rey Del Mar	1
New Era Boxing Gym	1
Valley Sandwiches	1
PA Rehearsal	1
Moneygram	1
Mechanic	1
Shoe City	1
Beauty Nail and Supply	1
Pho	1

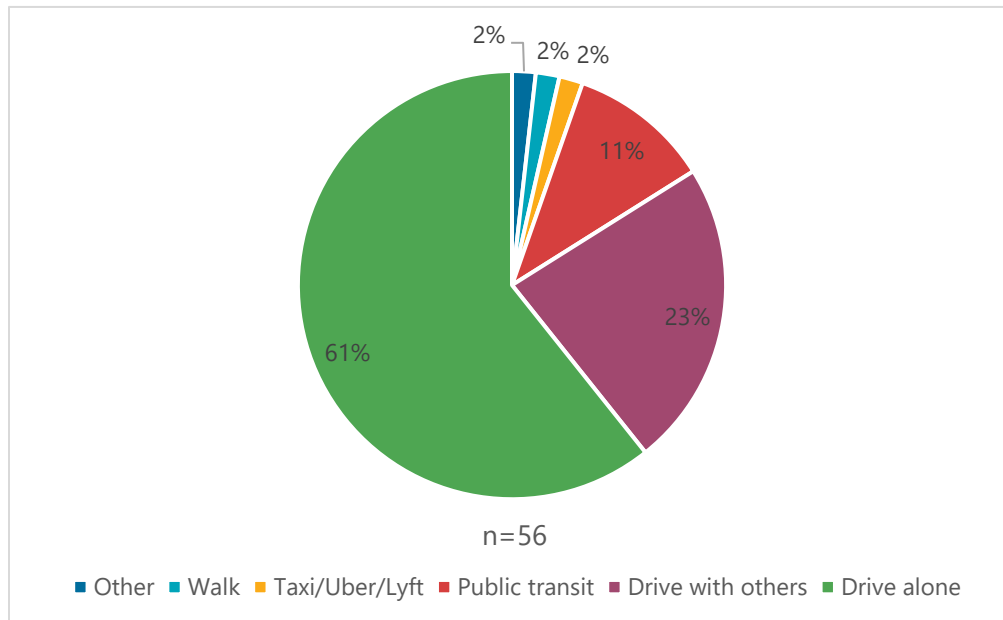
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The key findings for the question “How did you get to this neighborhood today?” are summarized and shown in Figure 4 below.

- Driving is the number one mode of transportation of how survey participants reached Reseda, 61% drove alone and 23% drove with others.
- Of the respondents, 11% used public transit, and two percent walked, hailed a taxi, Uber, or Lyft, or used another mode of transportation to reach the neighborhood.

Figure 4 How did you get to this neighborhood today?



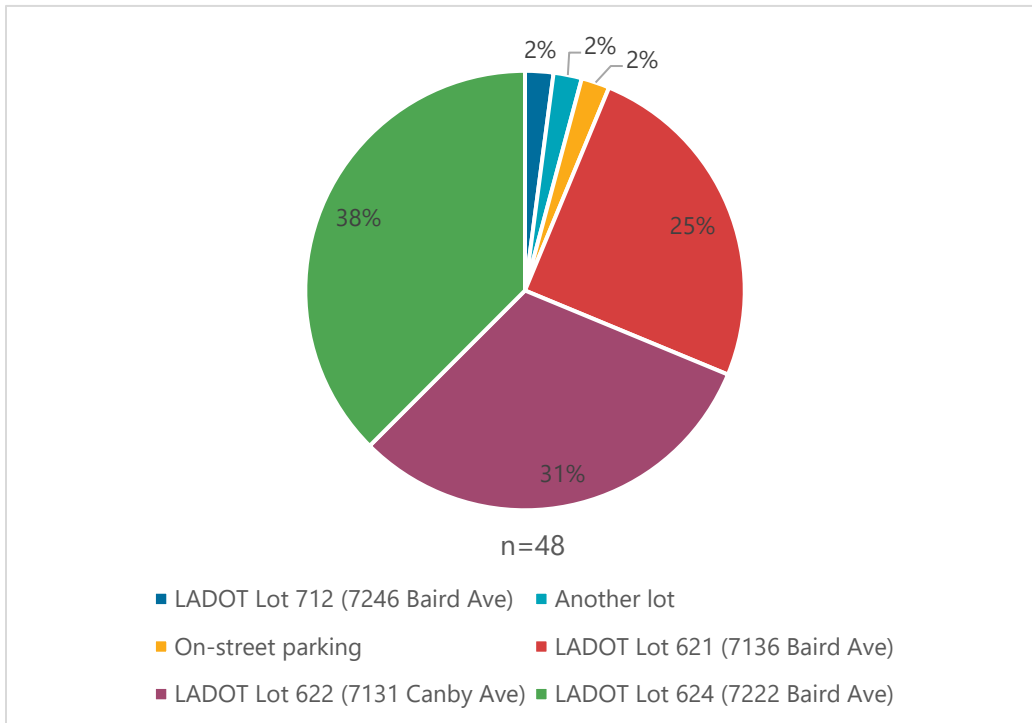
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The key findings for the question “Where did you park today?” are summarized and shown in Figure 5 below.

- Most survey respondents (38%) parked in Lot 624, followed by Lot 622 (31%) and Lot 621 (25%).
- Only two percent of respondents parked in Lot 712, on the street, or in a private lot.
- Surveyors did not collect data in Lot 640 due to lack of foot traffic.

Figure 5 Where did you park today?



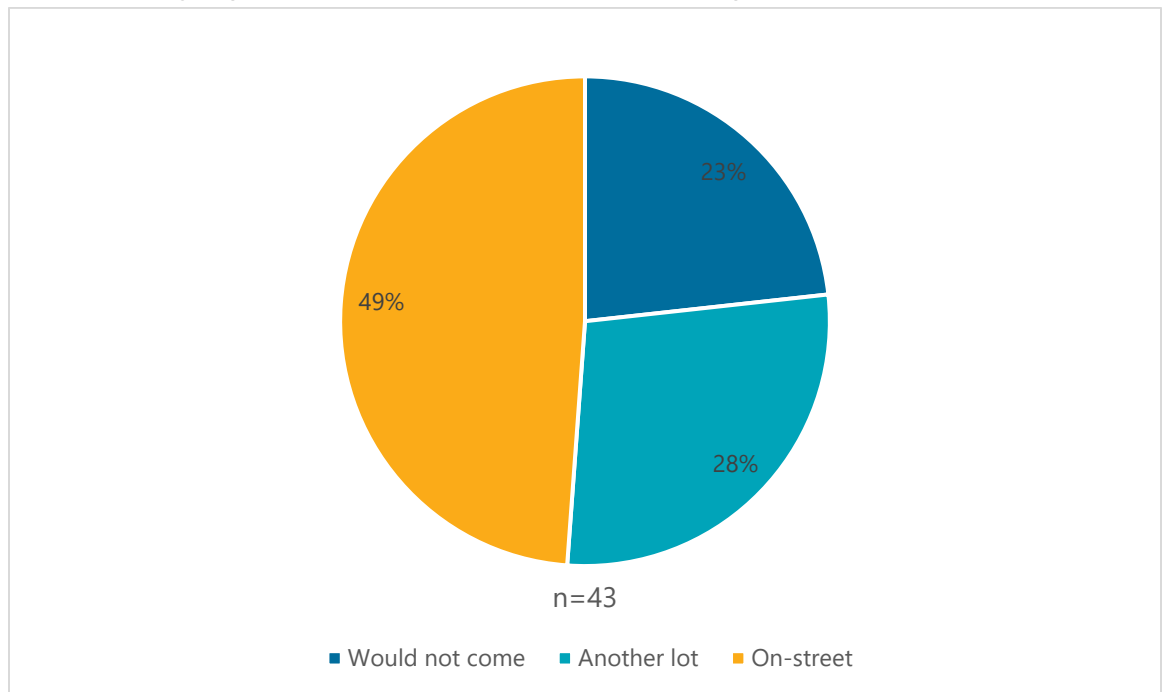
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The key findings for the question “If the parking lot you parked at was not available, where would you have parked?” are summarized and shown in Figure 6 below.

- About half of survey participants (49%) would park on the street if the parking lots were not available.
- 28% of respondents would park at other private lots such as the facilities located at Walgreens, Western Union, New Era Boxing Gym, and mechanic shops.
- 23% would not come if there were no available spaces in the parking lots.

Figure 6 If the parking lot you parked at was not available, where would you have parked?



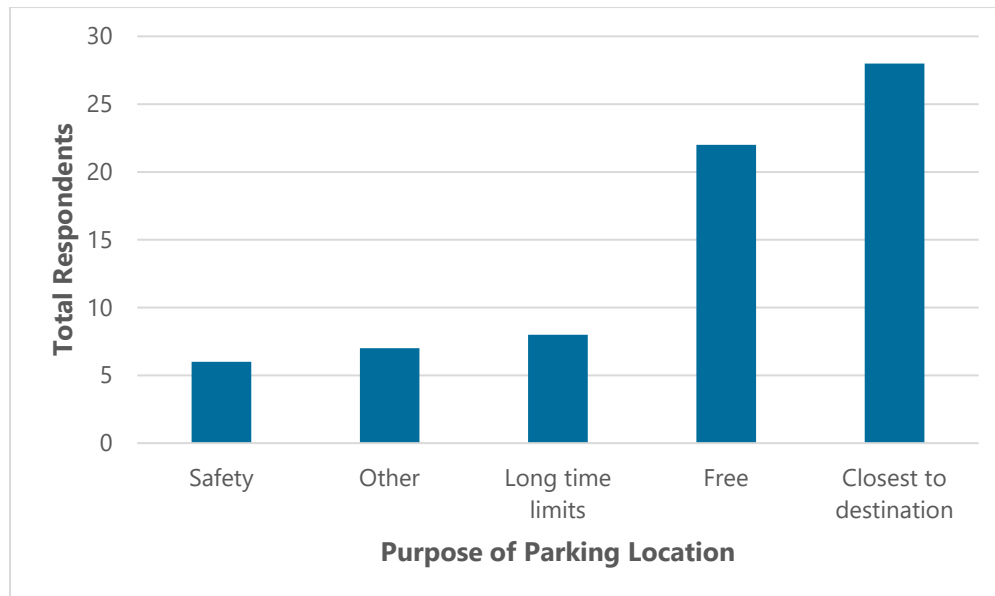
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The key findings for the question “Which of these factors contributed to choosing this parking space today?” are summarized and shown in Figure 7 below.

- The primary reasons respondents chose to park in a parking lot was because it was the closest to their destinations (28 responses) or the space was free (22 responses).
- Other reasons respondents chose to park in the LADOT lots are due to other people’s recommendations or had concerns of getting their vehicles hit.

Figure 7 Which of these factors contributed to choosing this parking space today? (Select all that apply)



Reseda Parking Economic Impact Analysis

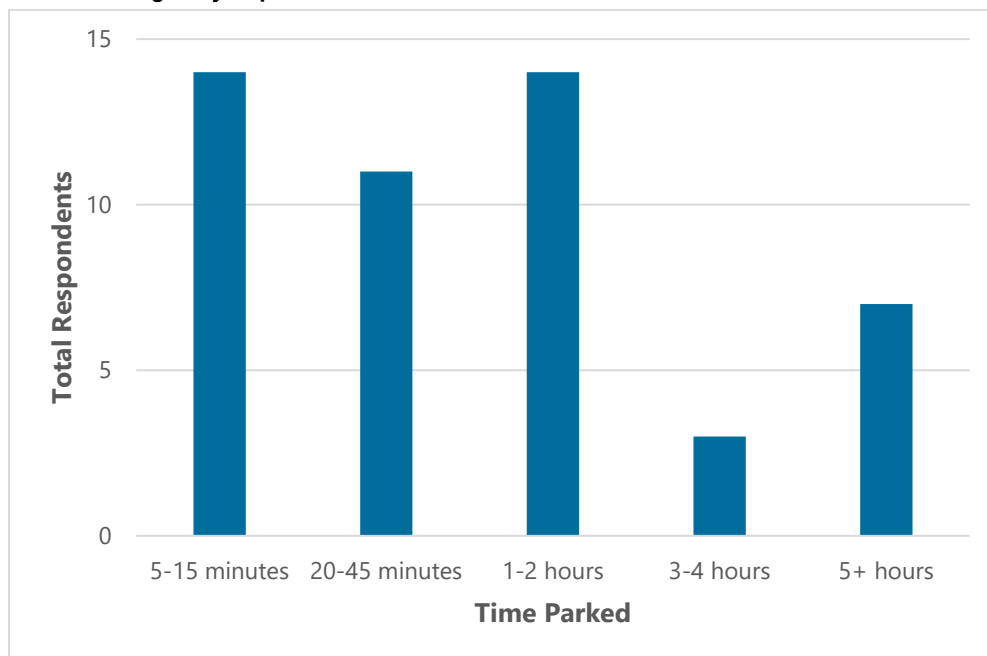
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The key findings for the question “How long did you park for?” are summarized in Figure 8 below.

Figure 8 shows the average amount of time

- Most participants (14 responses) parked for 5 to 15 minutes to run quick errands at businesses like the New Bangluck Market or Western Union. Participants (14 responses) who stayed for one to two hours dined at restaurants, shopped longer at the New Bangluck Market, or received haircuts at Western Barber Institute.
- Seven respondents who parked for five or more hours were employees of businesses such as Canby Dental, Western Barber Institute, and the New Bangluck Market.

Figure 8 How long did you park for?



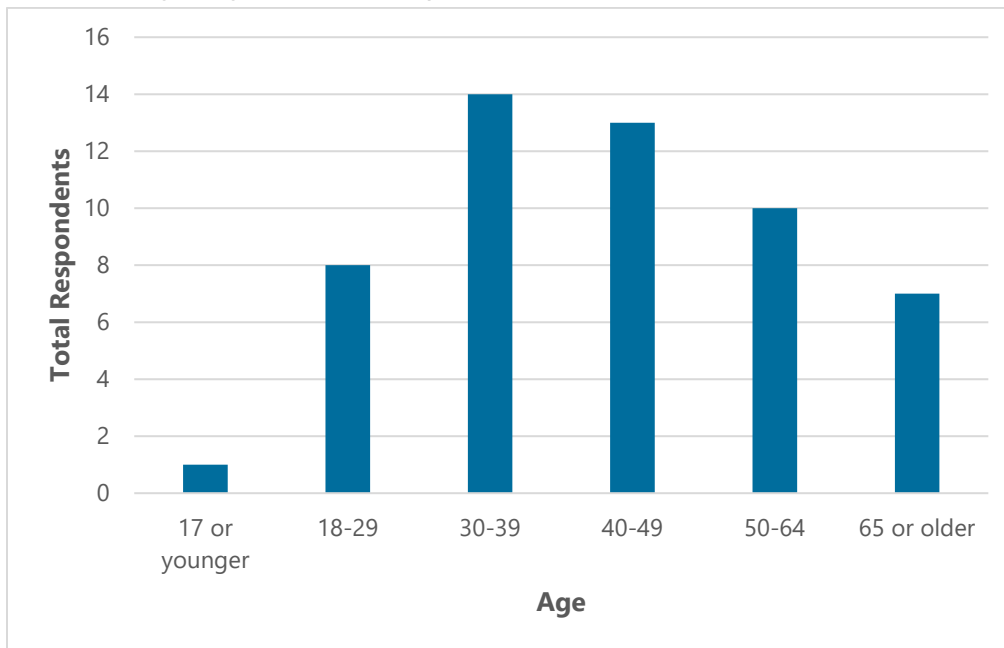
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The key findings for the demographic profile of survey participants are shown in Figure 9 and Figure 10. Both questions were optional to answer.

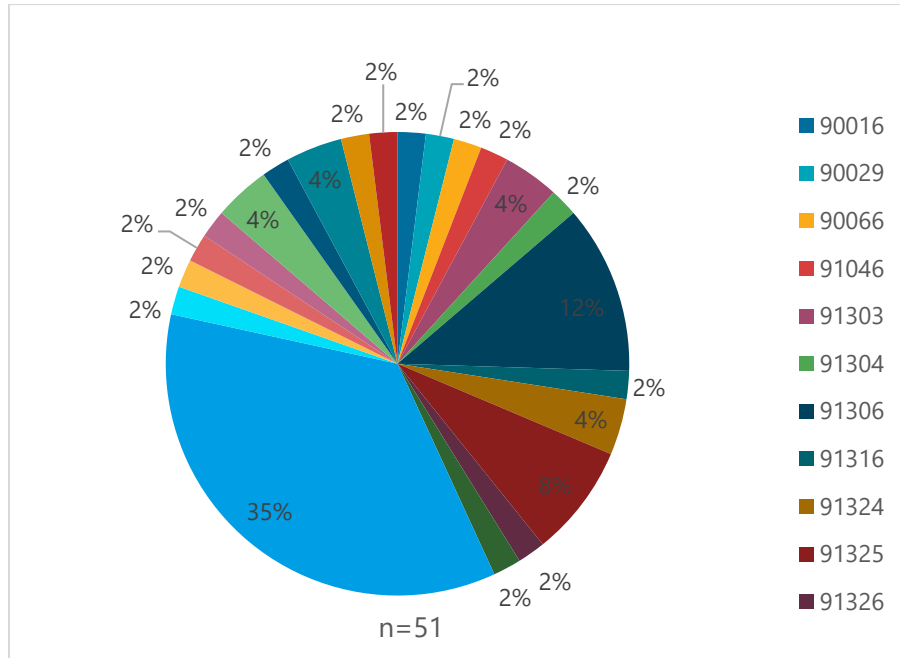
- Survey participants were a mix of age ranges with most respondents being 30-39 (14 respondents) and 40-49 (13 respondents).
- Only one participant was 17 years old or younger.
- Most survey participants reside in or around the Reseda neighborhood, with a few participants residing in the greater Los Angeles area as shown in Figure 10.

Figure 9 Which age range best describes you?



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Figure 10 **What is your zip code?**



The survey had an open-ended question: "Is there anything else that you would like to share about parking in Reseda?" Listed below are comments that survey participants have said:

- "A lot of chewing gum on sidewalks."
- "Businesses would die [without parking lots for customers' vehicles]; bad idea [to put in] apartments."
- "Hard to find other parking; businesses only have back lots; more spaces are needed for businesses."
- "Just keep the parking."
- "Free parking."
- "Cool, easy option, grateful especially in LA County [where it is] difficult to find parking."
- "People should park to give enough room to open the car door."
- "Safety concerns of getting things stolen; concerned with surrounding homeless encampments."
- "Dangers at night with all the unhoused people; concerned about people breaking into cars for valuables; asked if lots would get gated"
- "Concerned with the homeless"
- "Hard to find parking; seeing other cars helped my feel safer parking here"

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- "Lots of people in one house nearby the lot; he assumes overcrowding because he sees people park here"
- "Sufficient parking in lots"
- "Lines [on spaces] are hard to see (painted stalls)"
- "Need more parking lots and parking. I pay taxes not meters"
- "This is needed for daily welfare."
- "We need this parking lot for the Asian community"
- "This parking caters to many small businesses and family-owned businesses along with serving the elderly who travel for to get here."
- "Please do not close this lot."
- "There's no parking otherwise or would have to pay on the street."