

CITY OF LOS ANGELES

CALIFORNIA

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When making inquiries
relative to this matter,
please refer to the Council
File No.

06-2710

CDs 9 & 14

August 15, 2008

Councilmember Huizar
Councilmember Perry
City Attorney
City Administrative Officer
Department of Recreation and Parks
Bureau of Engineer

RE: PARKING POLICIES FOR THE BROADWAY THEATER DISTRICT

At the meeting of the Council held AUGUST 6, 2008, the following action was taken:

Attached report adopted	_____
Attached amending motion (Huizar - Perry) adopted	_____ X _____
Attached resolution adopted	_____
FORTHWITH	_____
Mayor concurred	_____
To the Mayor FORTHWITH	_____
Motion adopted to approve communication recommendation(s)	_____
Motion adopted to approve committee report recommendation(s) as amended	_____ X _____
Ordinance adopted	_____
Ordinance number	_____

City Clerk
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32

COMMUNICATION

TO: LOS ANGELES CITY COUNCIL **File No. 06-2710**
FROM: COUNCILMEMBER TOM LABONGE, CHAIR
ARTS, PARKS, HEALTH AND AGING COMMITTEE

COMMUNICATION FROM CHAIR, ARTS, PARKS, HEALTH AND AGING COMMITTEE relative to parking policies for the Broadway Theater District.

Recommendations for Council action:

1. INSTRUCT the Department of Recreation and Parks (RAP) to conduct a cost analysis on extending the flat rate for parking at Pershing Square to 4 a.m.
2. ESTABLISH a working group, including representatives of Council District 9, Council District 14, RAP, Bureau of Engineering, City Attorney, and other relevant departments for the Pershing Square parking, kiosk and elevator issues.

Fiscal Impact Statement: Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

In a communication dated April 25, 2008, the Department of Recreation and Parks (RAP) responds to a Motion (Huizar – Parks) relative to the need for additional parking for the Historic Core and Theater District with recommendations regarding the RAP's Pershing Square Parking Garage operations and parking policies.

The RAP states that the Department is supportive of the Bringing Back Broadway Initiative and anticipates playing a key role in providing safe, convenient and reasonably priced parking for theater patrons. Pershing Square currently offers a parking validation program, available to the Historic Core and Theater District without the need for any modifications. RAP supports looking into additional measures that may further improve the garage's ability to serve the Theater District. However, under the current financial situation, no funding is available for allocation towards additional projects and enhancements.

Additionally, the RAP reports that Pershing Square Garage already has in place fees and parking policies and procedures that serve the Motion's intent for reasonable and convenient parking. This garage is an important resource for the community and for RAP. It has always been available to the community, for business and employee parking, general parking and special event parking. RAP provides high quality parking at reasonable rates to the community and provides revenue to RAP's Pershing Square operations, infrastructure preservation, maintenance and youth programs for the community.

The RAP report, attached to the Council file, addresses the various recommendations of the Motion in detail. One recommendation regarding improvements to the Parking Garage including the feasibility of the construction of an additional elevator to the garage facility would require funding for a Bureau of Engineering design/engineering and construction inquiry. RAP is willing

to consider the proposed elevator as a future enhancement although the expense would be prohibitive and the funding would need to come from sources outside RAP.

Another recommendation of the Motion was to explore the feasibility of construction and operation of an informational kiosk to serve the Historic Core and Theater District at the corner of 6th and Hill Streets. The RAP responds that a permanent, special interest structure is not advisable. Pershing Square is home to many varied events and the park is used in many different configurations; the park needs to have flexibility to accommodate different uses. The RAP encourages the Historic Core to place a portable informational kiosk, funded, transported, staffed and maintained at Historic Core expense, in the same manner that the Downtown Center Business Improvement District operates their portable informational kiosk in Pershing Square. A portable kiosk approach can easily accommodate the changing Theater District and downtown needs and allows for other portable kiosks to be accommodated in a similar manner.

The RAP concludes that imposed mandates that affect garage policies, fees and practices are unnecessary and would adversely affect the ability to achieve operational goals. RAP will continue to operate and make available this public garage to theater patrons and Historic Core patrons. RAP looks forward to participating in efforts to look at the overall parking situation in the downtown area.

At its regular meeting held on May 21, 2008, representatives of Council District (CD) 9, CD 14, and the Department of Recreation and Parks provided an overview of the parking policies at Pershing Square to the Arts, Parks, Health and Aging Committee. A representative of CD 14 proposed various changes to the Pershing Square policies. A representative of CD 9 stated that it was important not to exclude any overnight parking possibilities as any revenue stream was particularly needed at this time. After a discussion on the current parking policies and proposed changes, the Chair of the Committee recommended approval of the two recommendations stated above. This matter is now submitted to Council for its consideration.

Respectfully submitted,



COUNCILMEMBER TOM LABONGE, CHAIR
ARTS, PARKS, HEALTH AND AGING COMMITTEE

MEMBER	VOTE
LABONGE:	YES
PERRY:	ABSENT
HAHN:	ABSENT

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ADOPTED
MOTION ADOPTED TO APPROVE COMMITTEE REPORT RECOMMENDATIONS
AUG 06 2008
As Amended
LOS ANGELES CITY COUNCIL
See Attached Motion

MOTION

The mission of the Pershing Square Parking Garage is to serve the commercial needs of the Historic Core and the Historic Theatre District, which is anchored by several historic landmark theatres amidst other historically significant commercial buildings in an area undergoing tremendous revitalization and economic development. Preservation of public parking for public/commercial uses is of utmost importance.

The Recreation & Parks report dated April 25, 2008 states:

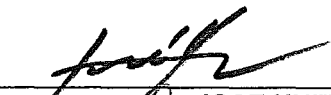
"there is no plan to convert to monthly resident parking; these actions would not serve the mission or goals of the facility. RAP will continue to operate and make available this public garage to theater patrons and Historic Core patrons."

This long-standing policy and practice of commercial-only use of the Pershing Square Garage should be memorialized in writing.

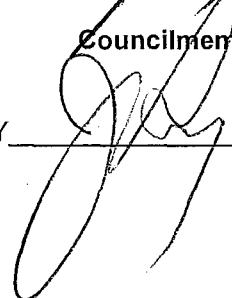
I THEREFORE MOVE that the matter of the Communication from the Chair of the Arts, Parks, Health & Aging Committee relative to parking policies for the Broadway Theatre District, number 32 on today's agenda (CF 06-2710) **BE AMENDED** to add the following:

(3) INSTRUCT that the Department of Recreation and Parks (RAP) adopt a formal written policy for the operation of the Pershing Square Garage that will document the Department's long-standing practice and policy of not selling parking for residential and state that non-commercial uses of Pershing Square Garage would not serve the garage's mission and should not be permitted.

PRESENTED BY _____


JOSE HUIZAR
Councilmember, 14th District

SECONDED BY _____



AUG - 6 2008

Amending Motion

ADOPTED

AUG 06 2008

LOS ANGELES CITY COUNCIL