

MOTION

TRANSPORTATION

Lake Hollywood Park is a popular scenic area with unobstructed views of the Hollywood Sign and access to the Innsdale Trail and Mulholland Highway Trail. Social media and navigation apps have made the Hollywood Sign one of the most visited tourist sites in Los Angeles. There is no transit service to the location and public parking available is limited and uncontrolled. Traffic congestion, due to "cruising" and waiting for on-street parking spaces, creates public safety issues and neighborhood-wide parking problems.

Parking meters can better manage curb space, especially in a constrained area like this one. The Department of Transportation (LADOT) operates and maintains eighty-three Parking Meter Zones (PMZ) and manages 35,000+ metered parking spaces within the PMZs. Variable, demand-based pricing, can help manage available curb space and reduce cruising and waiting for parking spaces by people driving. In this particular area there are also residential areas within a two block radius of public recreational facilities, which, if a Preferential Parking District (PPD) were created, would necessitate a 4 Hour time limit, which, if not managed by price, could offset the positive impacts of using pricing to manage curb usage.

The Griffith Observatory paid parking program from the Department of Recreation and Parks (RAP) successfully uses price as a tool to better manage a popular tourist destination with similar public safety concerns as Lake Hollywood Park. That program has directed revenues to off-setting the negative impacts of tourism by providing programmatic and infrastructure funds for Griffith Park.

The City of Los Angeles has no dedicated funding source to help mitigate the negative impacts of Hollywood Sign tourism and efforts to mitigate negative impacts from tourism have been confined to line item or ad hoc overtime payments to LADOT Special Events or to the Los Angeles Police Department for holidays. Council District 4 is undertaking a multifaceted approach to tourism management for the Hollywood Sign, initiating motions for needed capital improvements, staffing, and operations and maintenance. Some portion of funds generated from a new PMZ at Lake Hollywood Park could help offset the negative impacts of massive tourism for the Hollywood Sign so that City General Funds can be spent elsewhere.

**I THEREFORE MOVE** that the City Council instruct the Department of Transportation, with the assistance of the City Administrative Officer (CAO) to report back, within 90 days, on:

- Steps necessary to establish a PMZ with meters, kiosks, or other payment method, for paid parking on Canyon Lake Drive between Arrowhead Drive and Mulholland Highway adjacent to Lake Hollywood Park. The report should include advice about utilizing Express Park or other demand-based pricing method;
- The ability to overlay a PMZ over a Preferential Parking District (PPD), to balance access and curb usage for Canyon Lake Drive from Arrowhead Drive to Innsdale Drive and other residential streets within two blocks of recreational facilities at Lake Hollywood Park and Innsdale Trail;
- Creation of a special fund where future PMZ Lake Hollywood Park parking revenue could be retained to pay for staffing, operations and maintenance, and capital improvements to mitigate tourism impacts associated with Lake Hollywood Park.

PRESENTED BY: Nithya Raman  
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Councilmember, 4th District

SECONDED BY: Katherine Probst

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