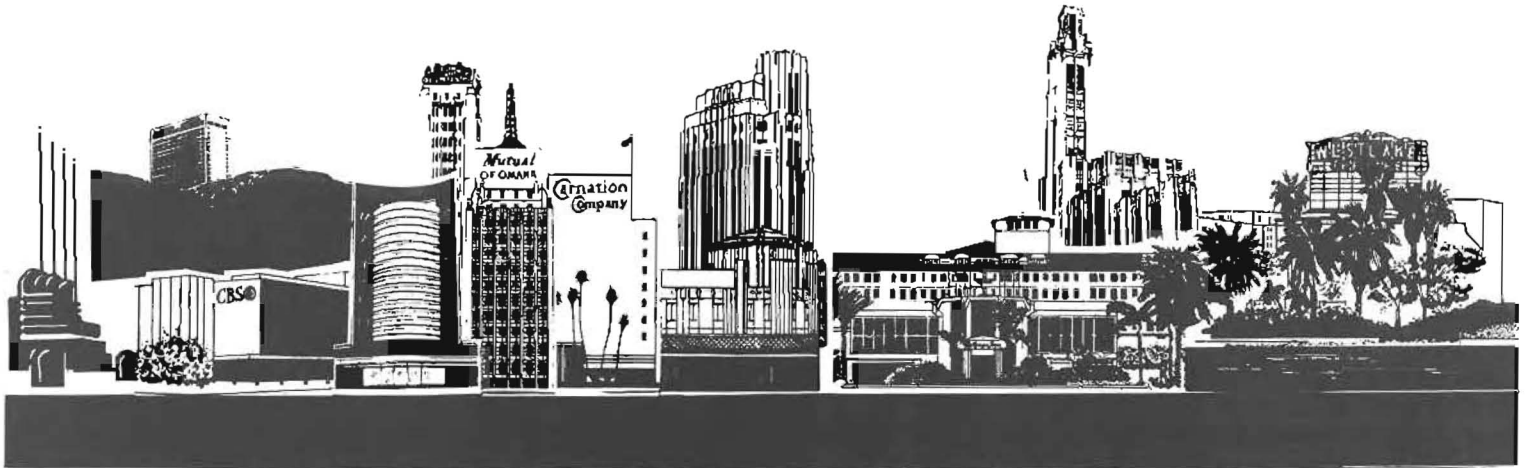


# BACKGROUND REPORT



*City of Los Angeles*

*Metro Rail*

*Station Area Development Plan*

HT  
177  
L7  
B33b

*Beverly / Fairfax*

HT  
177  
L7  
B33b

~~3358-8~~

JUL 28 2006

## BEVERLY/FAIRFAX STATION AREA

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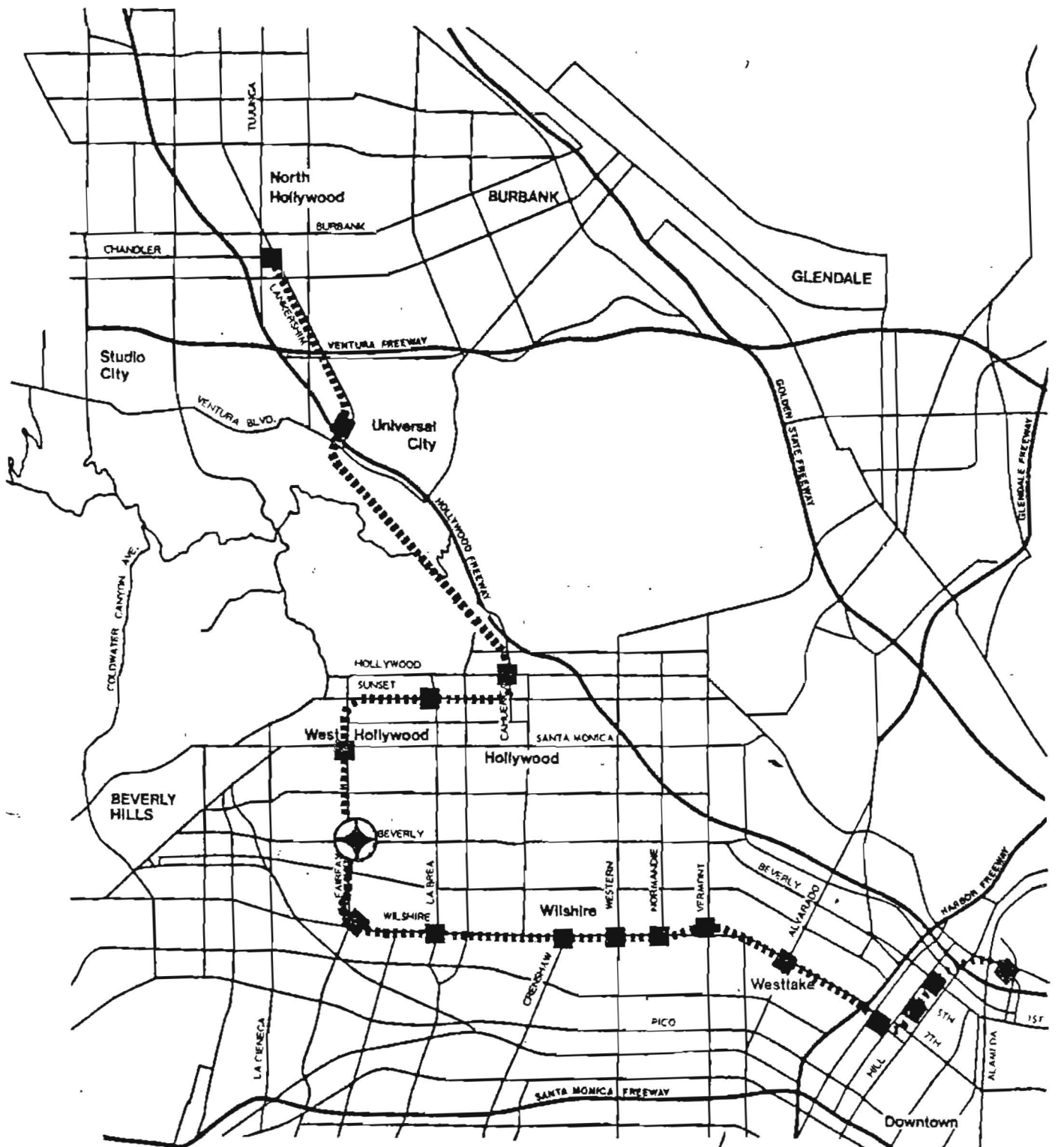




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(NOTE: THE MAPS ON THE FOLLOWING PAGES ARE NOT TO SCALE)

COM487

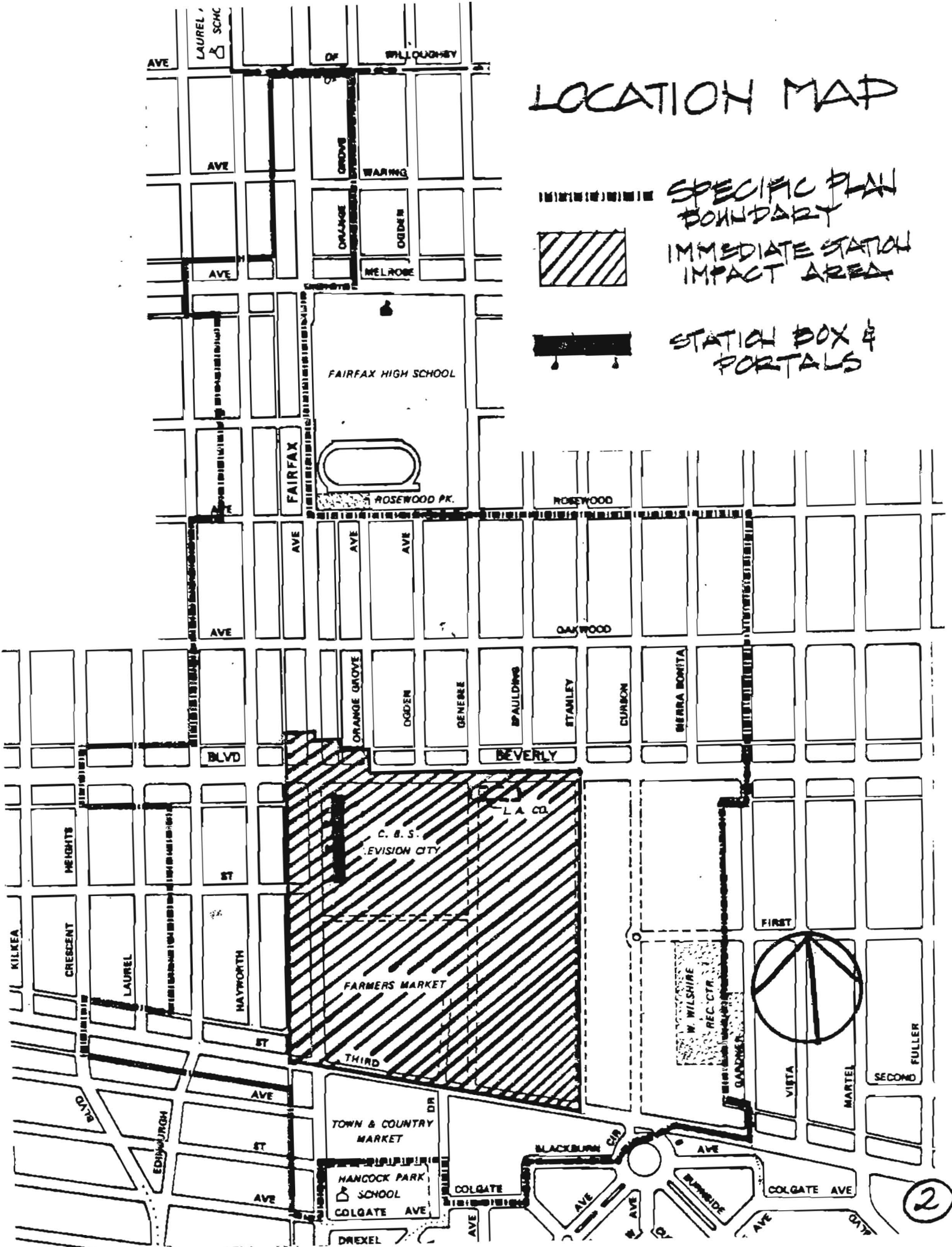




 Proposed Metro Rail Alignment  
 Locally Preferred Alternative  
 Proposed Metro Rail Station

 BEVERLY/FAIRFAX  
 STATION

# LOCATION MAP



SPECIFIC PLAN BOUNDARY

IMMEDIATE STATION IMPACT AREA

STATION BOX & PORTALS

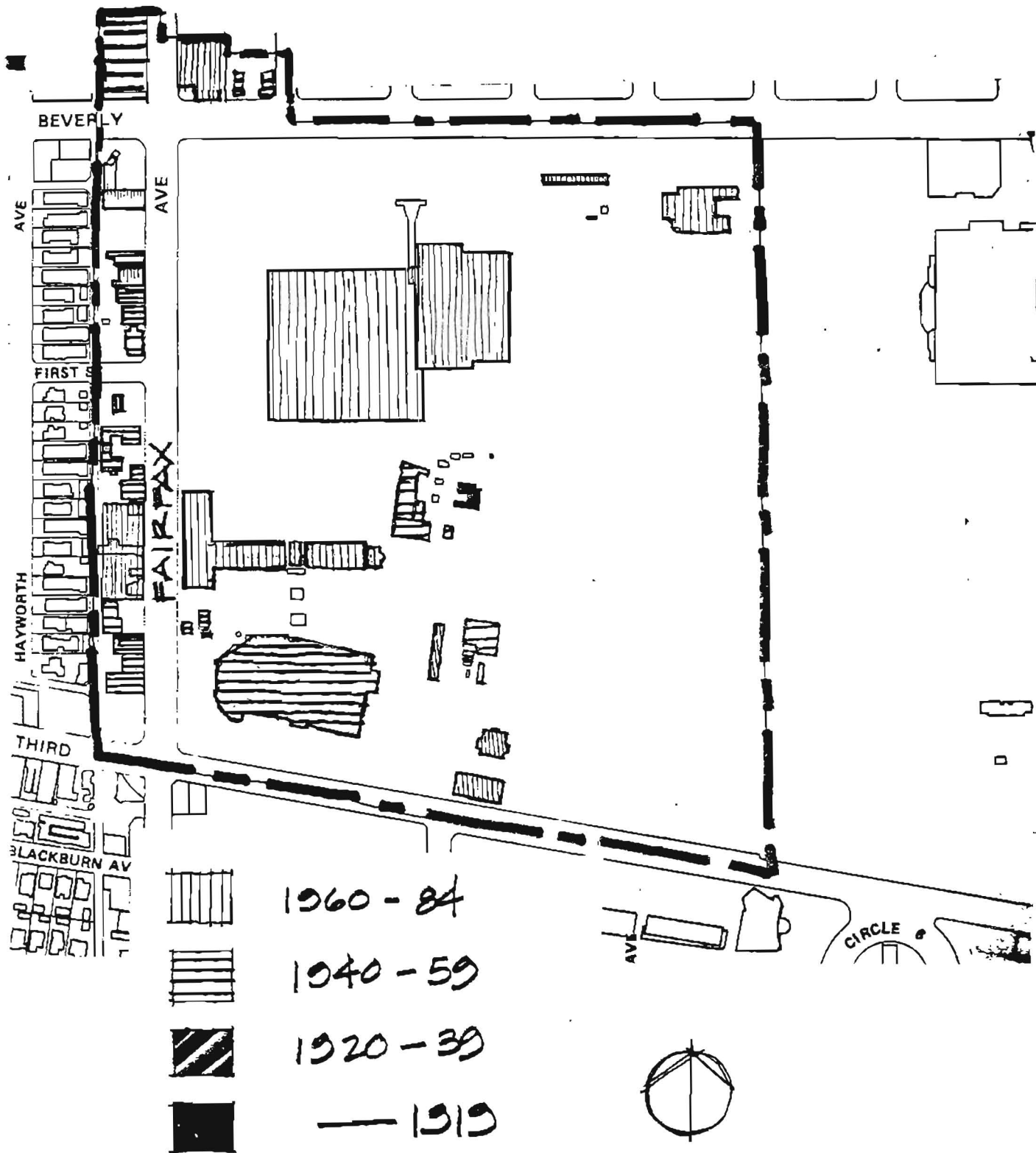


*Building Inventory*

---

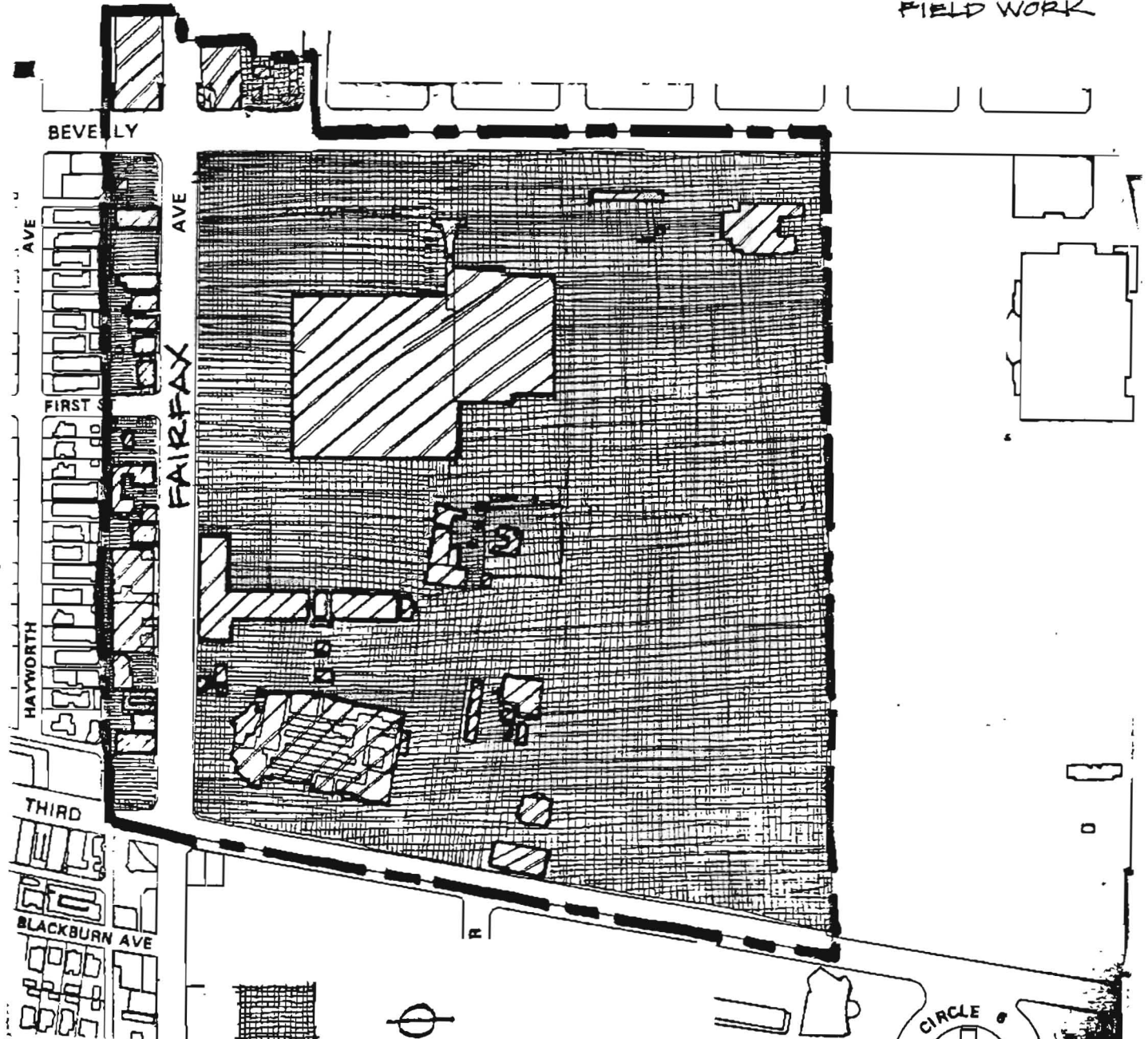
# AGE

INFORMATION SOURCE:  
LAND USE PLANNING &  
MANAGEMENT SYSTEM  
& SANBORN MAPS



# HEIGHT

INFORMATION SOURCE: SANBORN MAPS & FIELD WORK



1-4



5-13

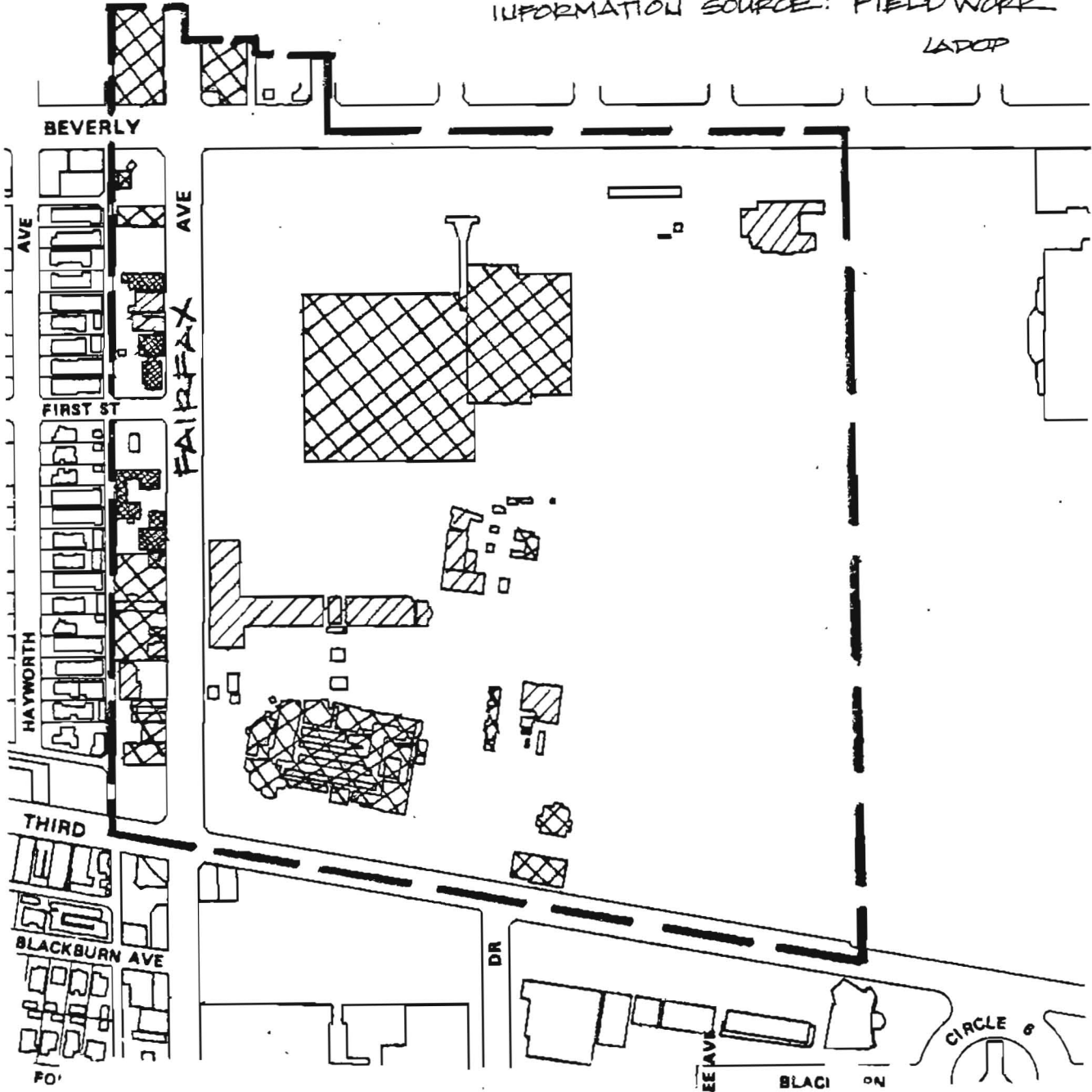


14-over



# BUILDING CONDITION

INFORMATION SOURCE: FIELD WORK  
LADOP



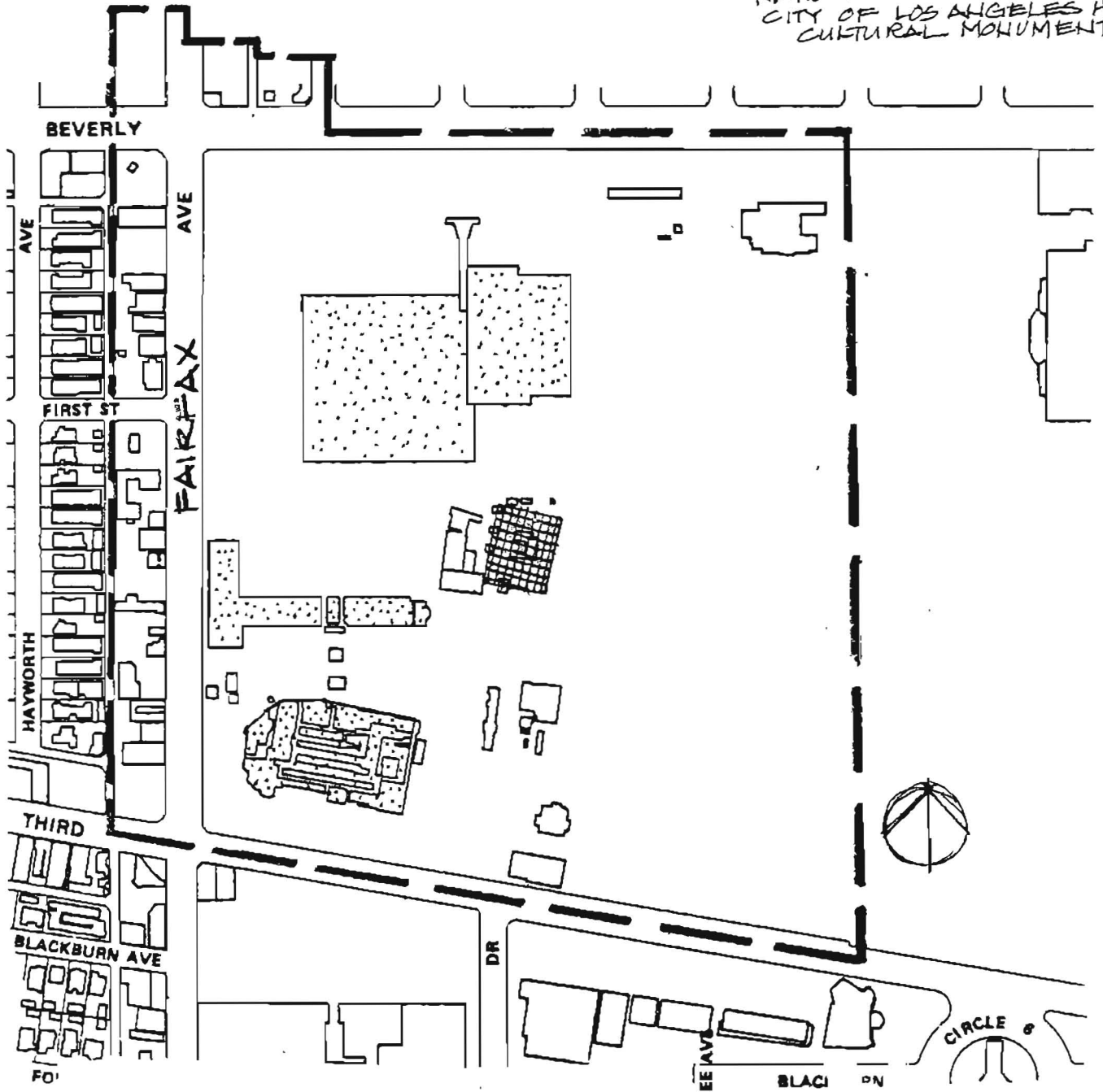
-  BAD
-  GOOD
-  REMODELED
-  NEUTRAL



# SIGNIFICANCE

INFORMATION SOURCE: FIELD WORK

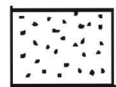
NATIONAL REGISTER PROPERTY  
CITY OF LOS ANGELES HISTORIC  
CULTURAL MONUMENTS



ARCHITECTURAL SIGNIFICANCE



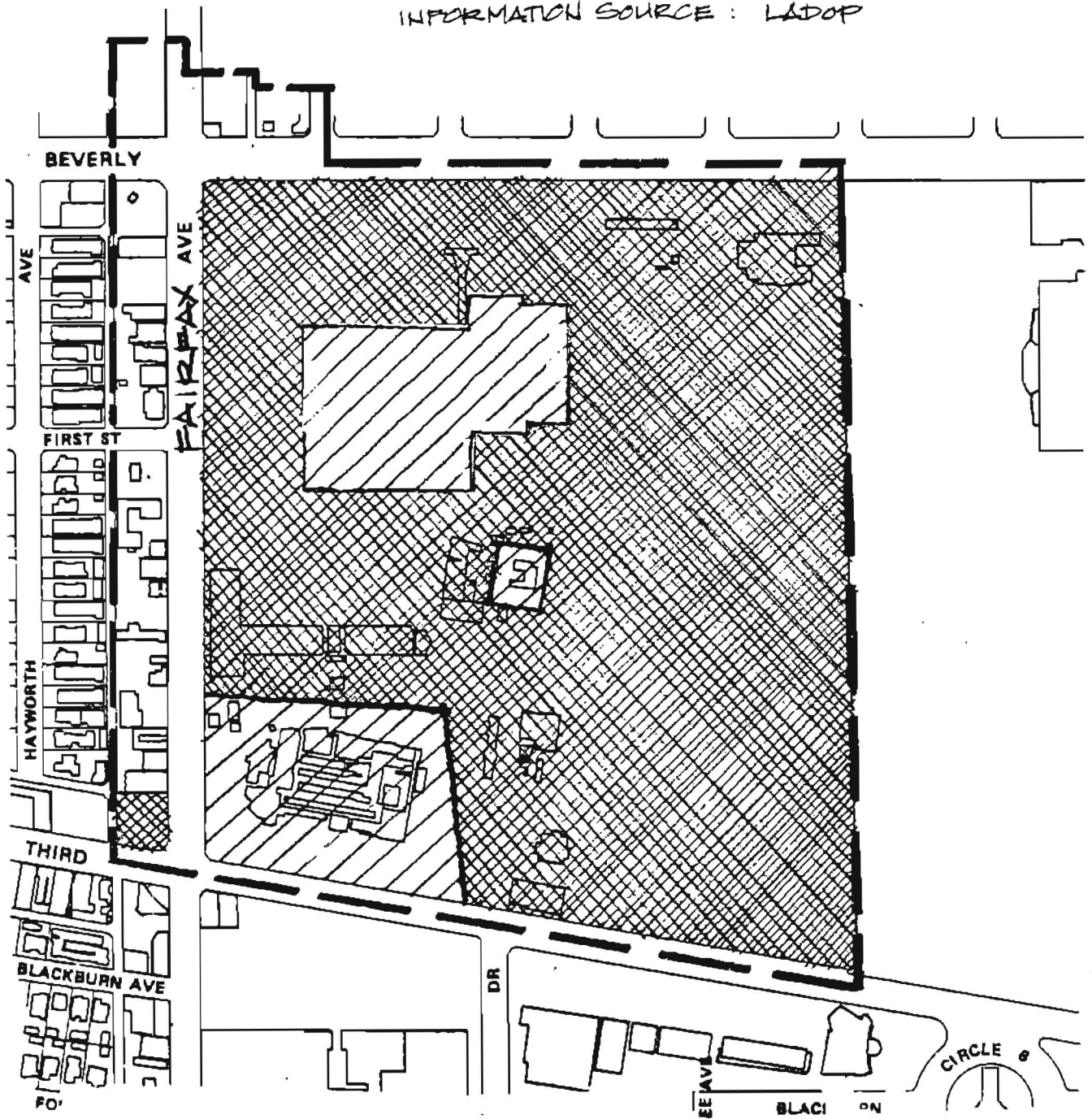
HISTORICAL SIGNIFICANCE



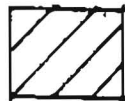
CONTAINS REGIONAL OR  
LOCAL USE OF SIGNIFICANCE

# PARCELS SUSCEPTIBLE TO CHANGE - DEVELOPMENT

INFORMATION SOURCE : LADOP



PARCELS SUSCEPTIBLE TO CHANGE



PARCELS NOT SUSCEPTIBLE TO CHANGE

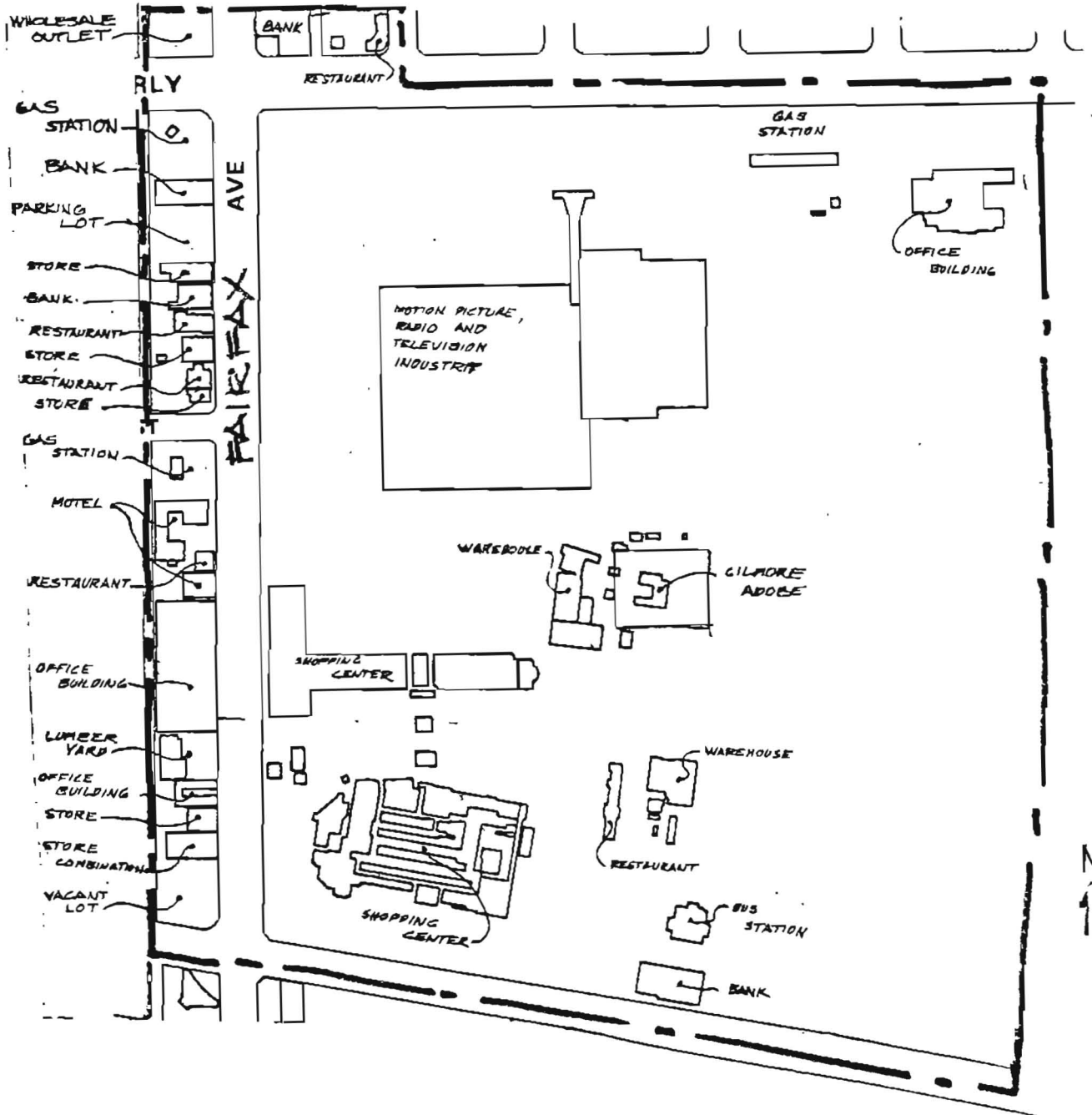


*Land Use*

---

# EXISTING LAND USE MAP

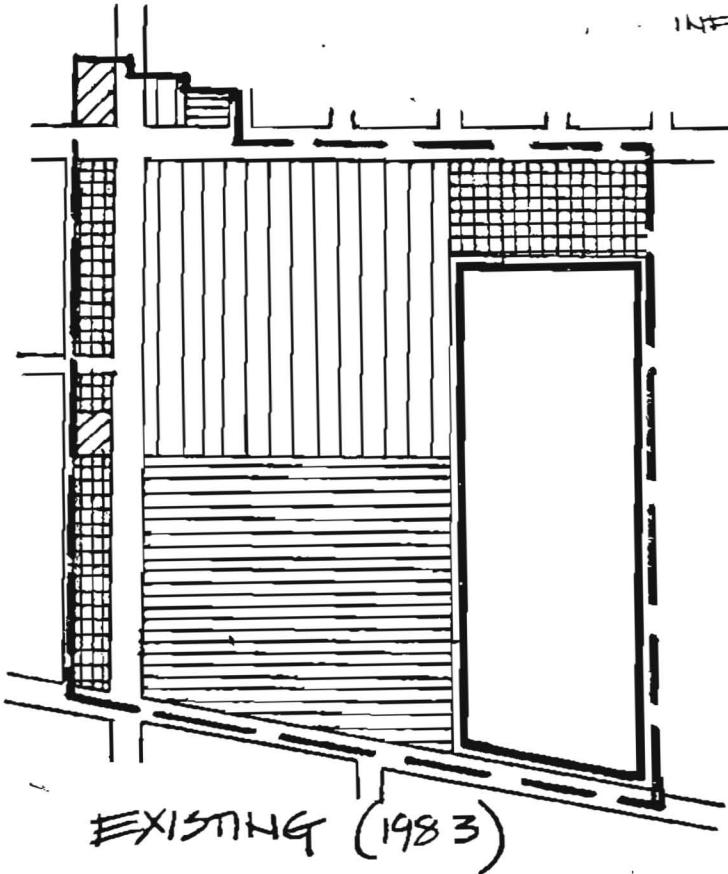
INFORMATION SOURCE: FIELD WORK/LADDP





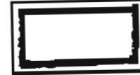




# LAND USE




INFORMATION SOURCE : LAPOP.

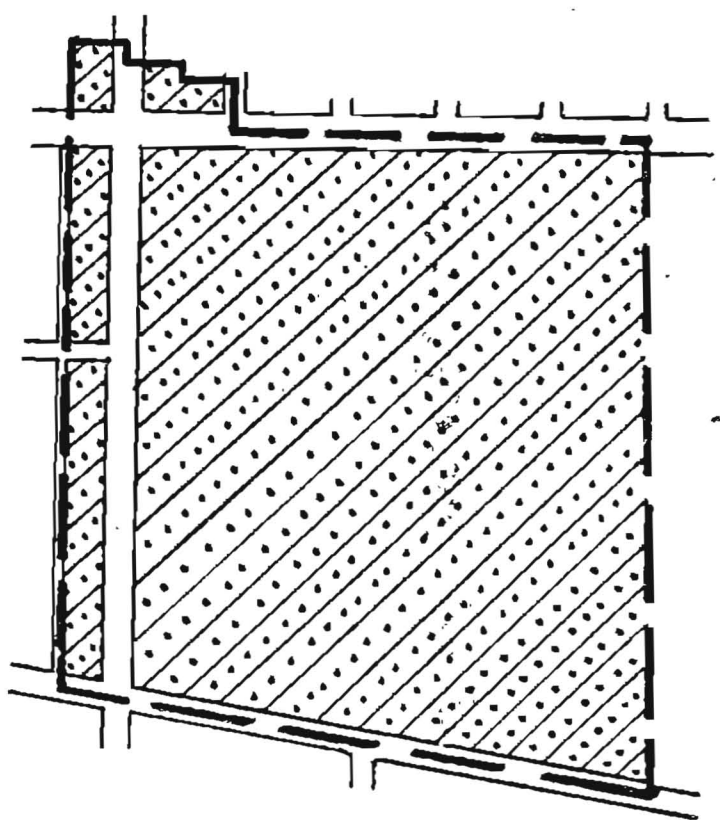


-  RETAIL
-  OFFICE
-  OFFICE/  
RETAIL
-  OTHER
-  VACANT

EXISTING (1983)



-  RESIDENTIAL
-  RESTRICTED  
COMMERCIAL  
MULTI-USE
-  COMMERCIAL  
MULTI-USE

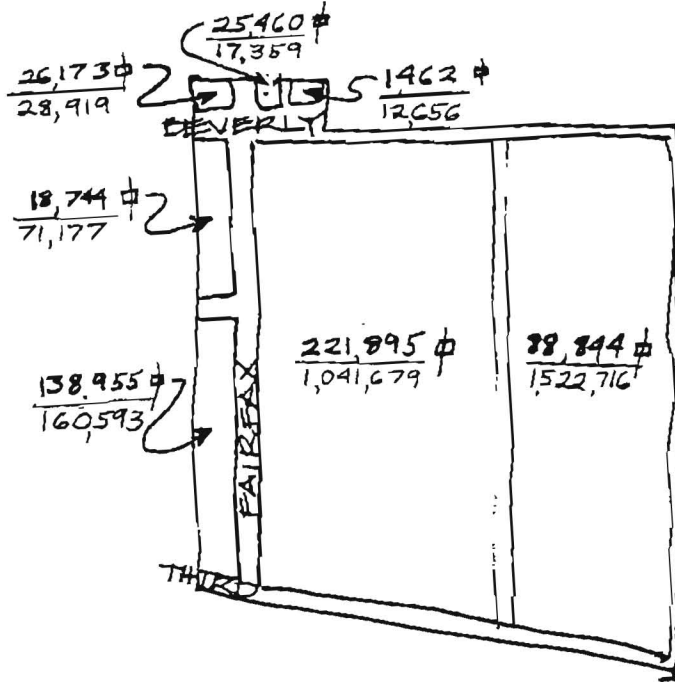


ALLOWED BY  
SPECIFIC PLAN.

# SQUARE FOOTAGE

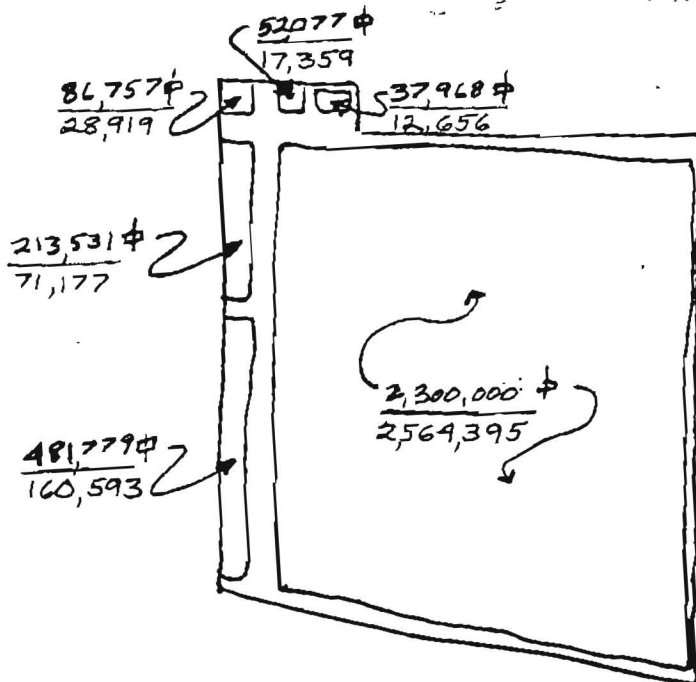
## EXISTING

INFORMATION SOURCE: SANBORN MAPS FIELD WORK



$\frac{\text{SQ. FT. BUILD'G}}{\text{SQ. FT. PARCEL}}$

## ALLOWED BY SPECIFIC PLAN.

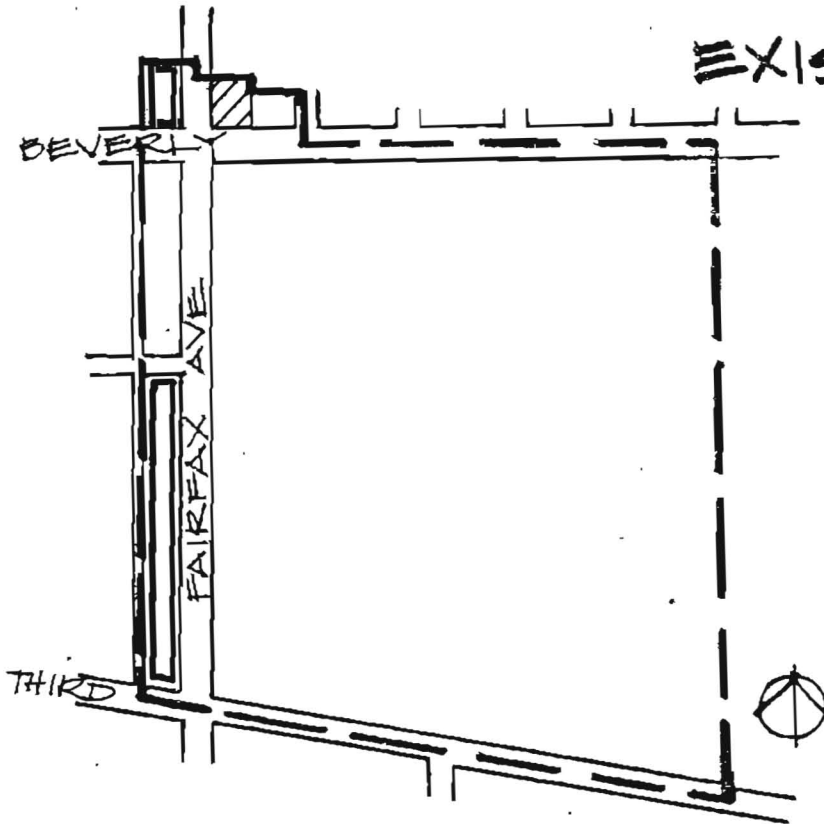


$\frac{\text{SQ. FT. BUILD'G}}{\text{SQ. FT. PARCEL}}$

# FAR

INFORMATION  
SOURCE: LADDP

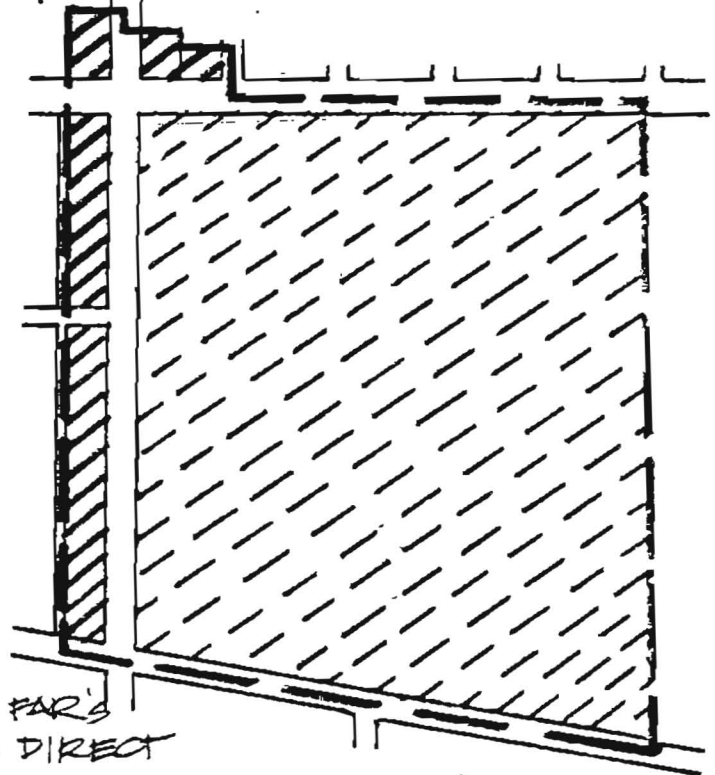
## EXISTING - 1983



	0 - .50
	.51 - 1.0
	1.1 - 2.0
	2.0+

## ALLOWED BY SPECIFIC PLAN\*

	.90:1
	3:1
	6:1
	6:1 (RA-2)
	13:1



\* THESE ARE MAXIMUM FAR'S  
WITH BONUS, TDR & DIRECT  
CONNECTION



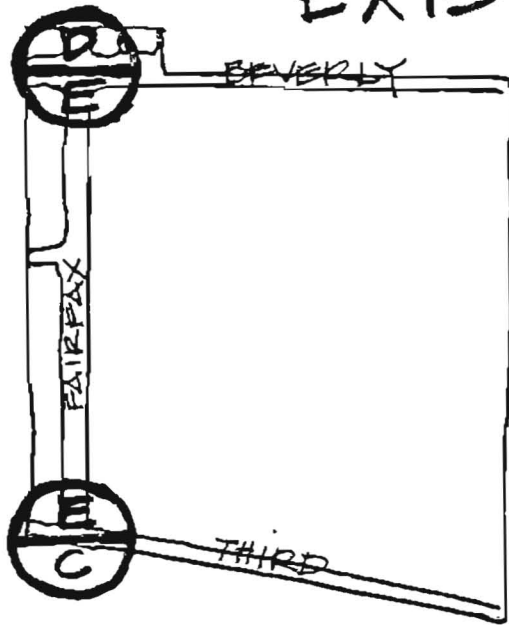
*Circulation*

---

# INTERSECTION CONGESTION LEVELS AT KEY INTERSECTIONS

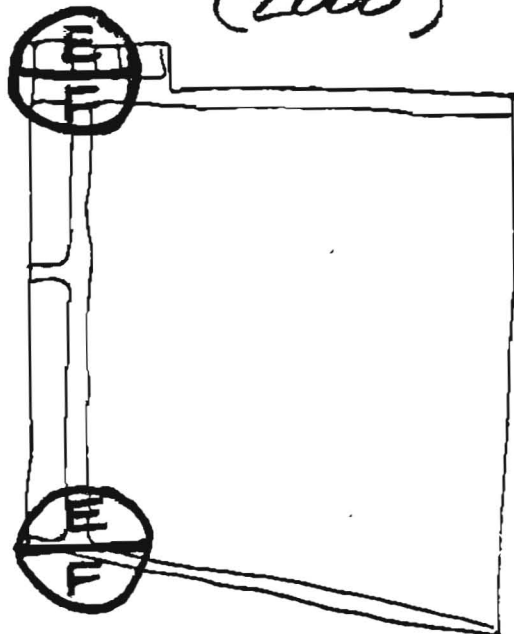
INFORMATION SOURCE: LADOT

## EXISTING LEVELS (1980)



## LEVELS PROJECTED\* (2000)

\*THESE ESTIMATIONS WERE DEVELOPED BY LADOT BASED ON POPULATION PROJECTIONS OF THE SCAG 02 GROWTH FORECAST POLICY

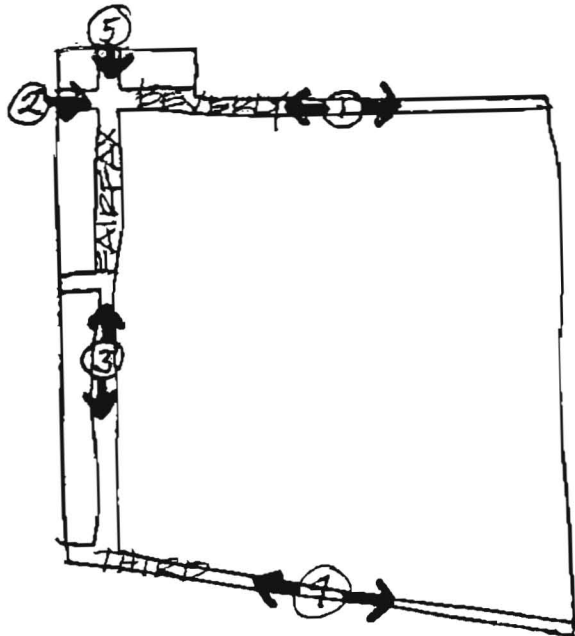


- A = VERY LIGHT
- B = LIGHT
- C = DESIRABLE
- D = NEAR CAPACITY
- E = AT CAPACITY
- F = OVERLOADED

# EXISTING TRAFFIC COUNTS - 1980

INFORMATION SOURCE: LADOT

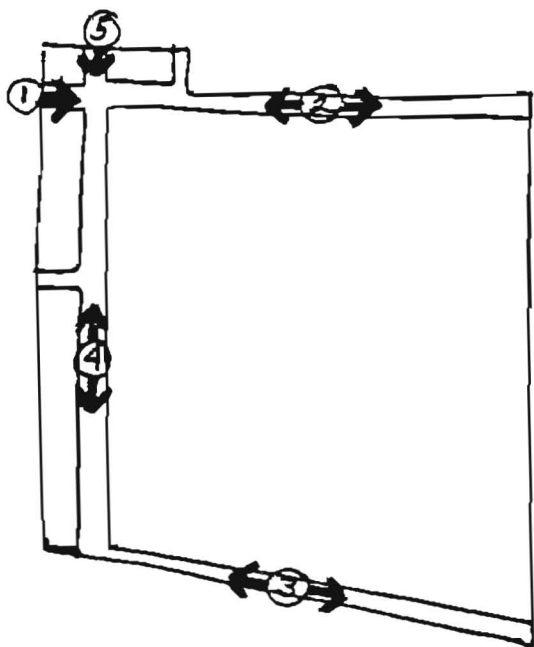
## AVERAGE DAILY TRIPS



	DAILY AVERAGE
1	31 800
2	31 500
3	27 900
4	26 800
5	26 600



## TRIPS AT AM/PM PEAK HOURS

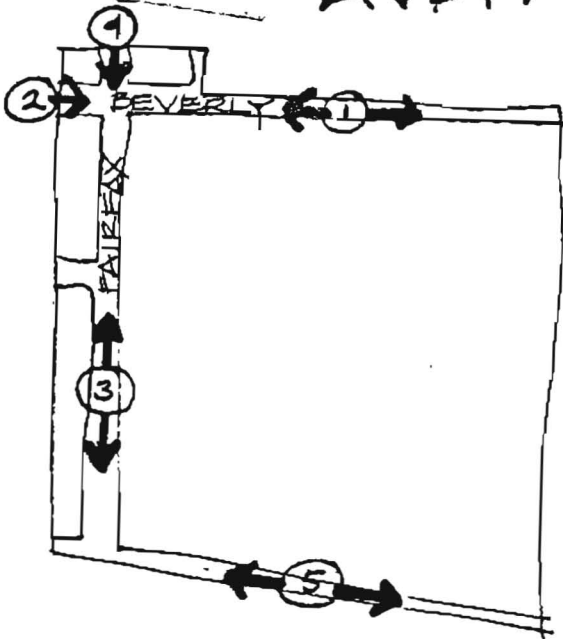


	AM	PM
1	2370	2860
2	2290	2430
3	1980	2230
4	1840	2090
5	1540	2340
.		
.		

# TRAFFIC COUNTS - projected for 2000

INFORMATION SOURCE: LADOT ESTIMATIONS BASED ON POPULATION PROJECTIONS OF THE SAG 82 GROWTH FORECAST POLICY.

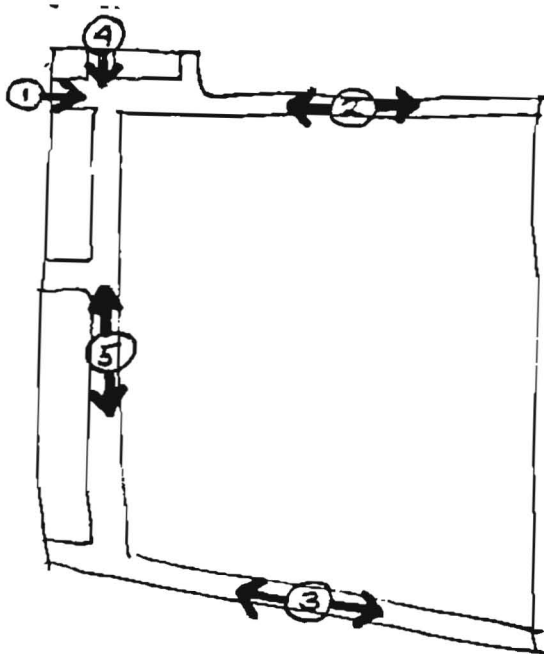
## AVERAGE DAILY TRIPS



	DAILY AVERAGE
1	42800
2	40900
3	37700
4	37700
5	36200



## TRIPS AT AM/PM PEAK HOURS



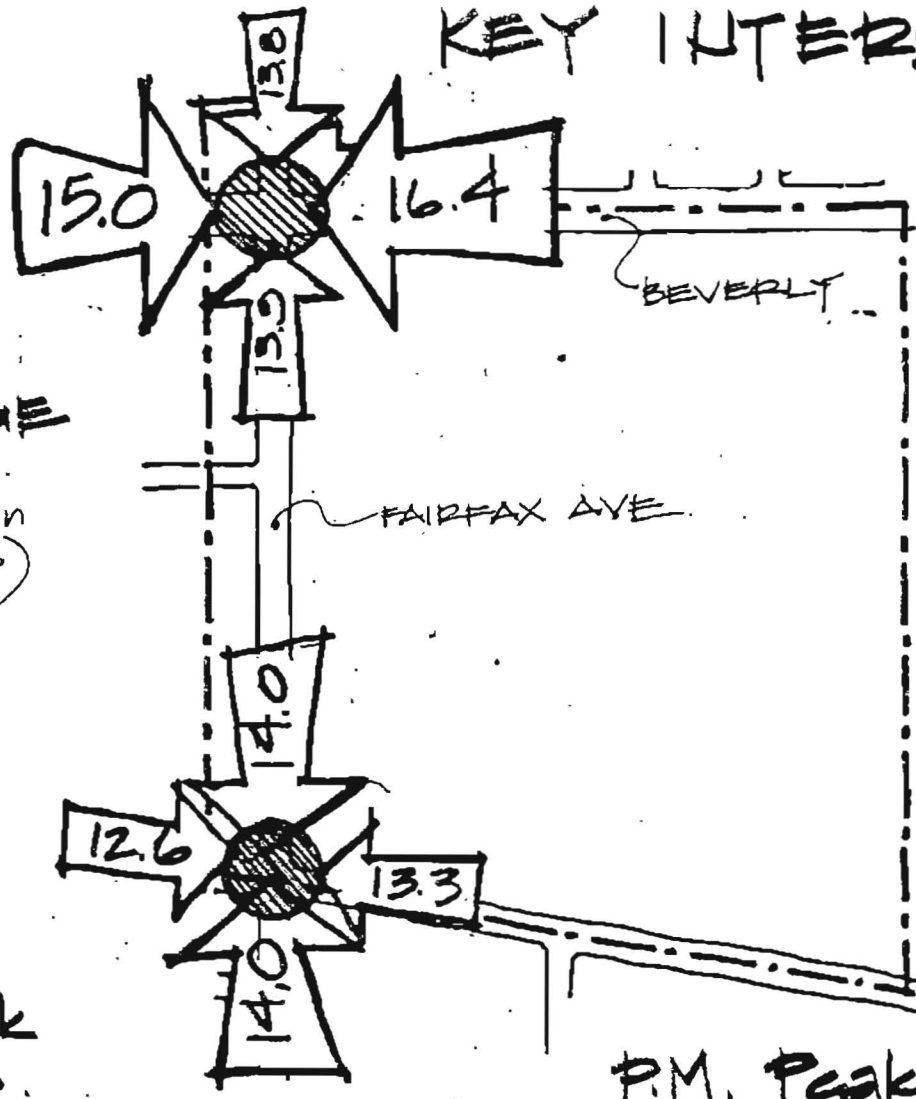
	AM	PM
1	3050	3740
2	3070	3450
3	2680	3520
4	2170	3270
5	2320	2890



# TRAFFIC CONVERGING AT KEY INTERSECTIONS (1980)\*

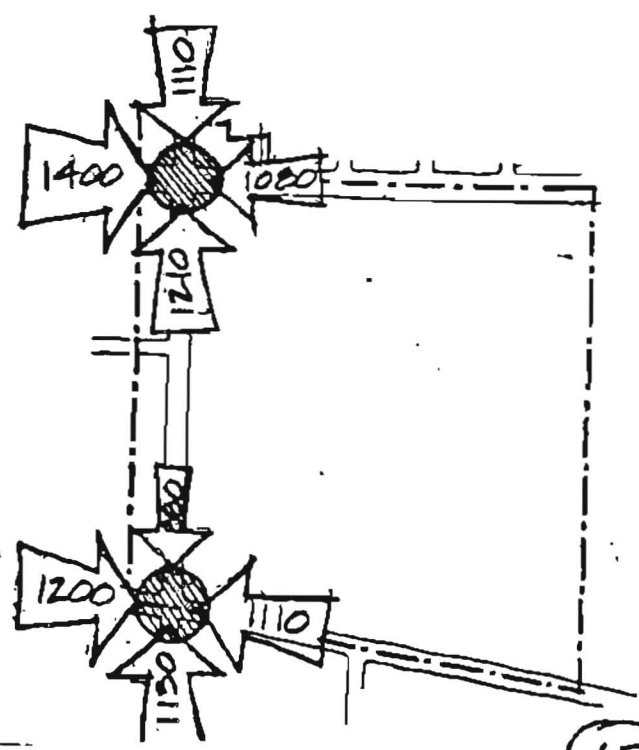
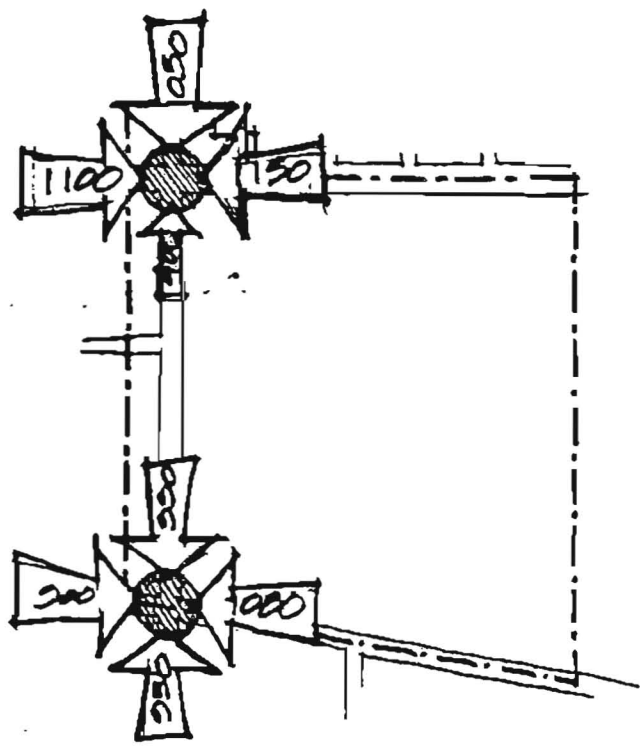
INFORMATION SOURCE: IADOT

DAILY AVERAGE TRIPS  
(numbers expressed in thousands)



AM Peak Hours

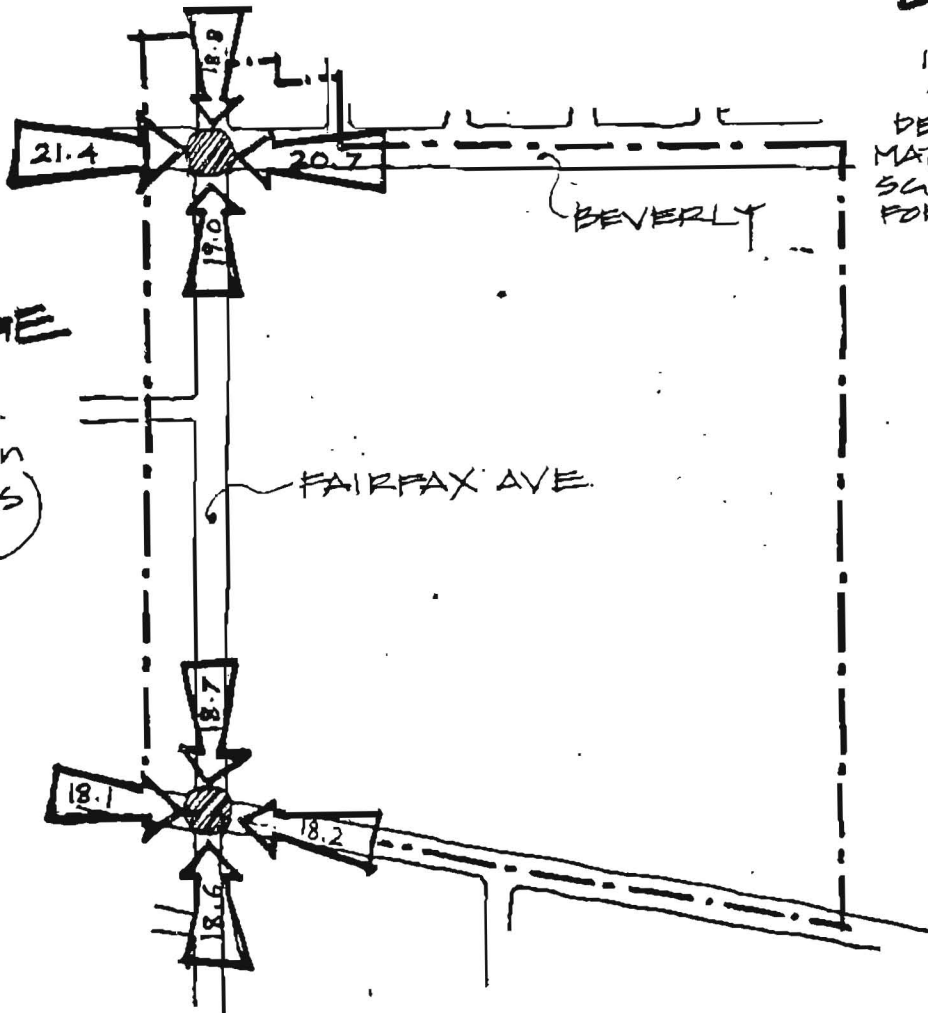
P.M. Peak Hours



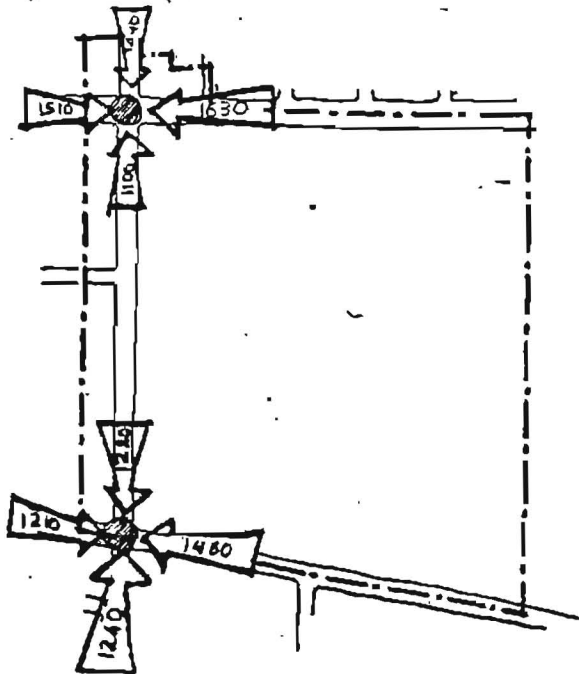
# TRAFFIC CONVERGING AT KEY INTERSECTIONS - projected for the year 2000

INFORMATION SOURCE: LADOT DEVELOPED ESTIMATIONS BASED ON SAG 82 GROWTH FORECAST POLICY

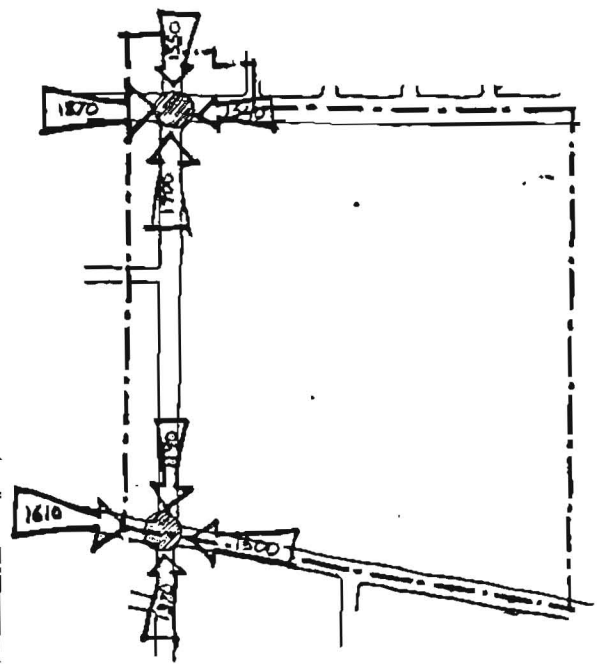
DAILY AVERAGE TRIPS  
(numbers expressed in thousands)



## A.M. Peak Hours



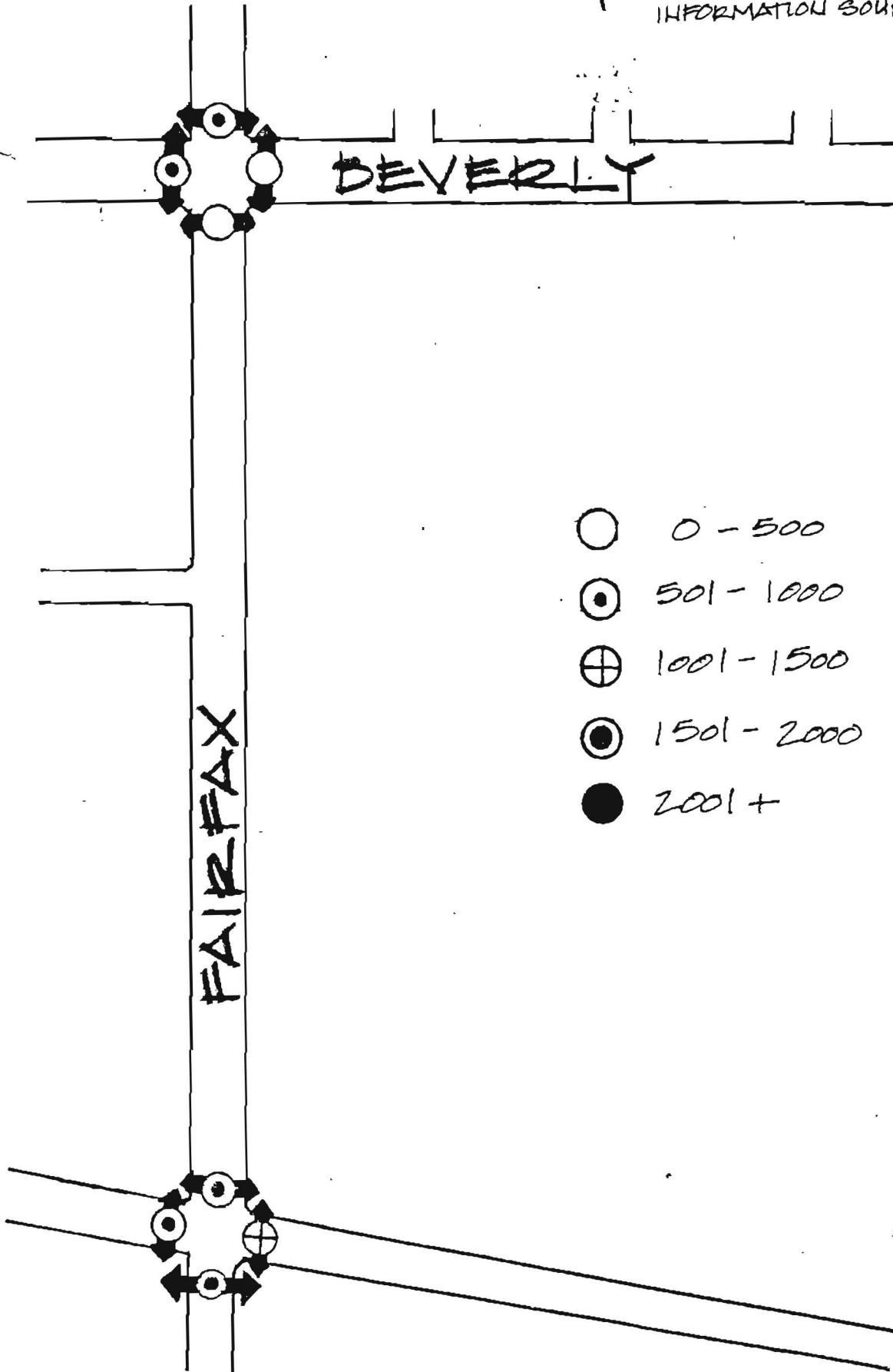
## P.M. Peak Hours



# PEDESTRIAN CROSSINGS

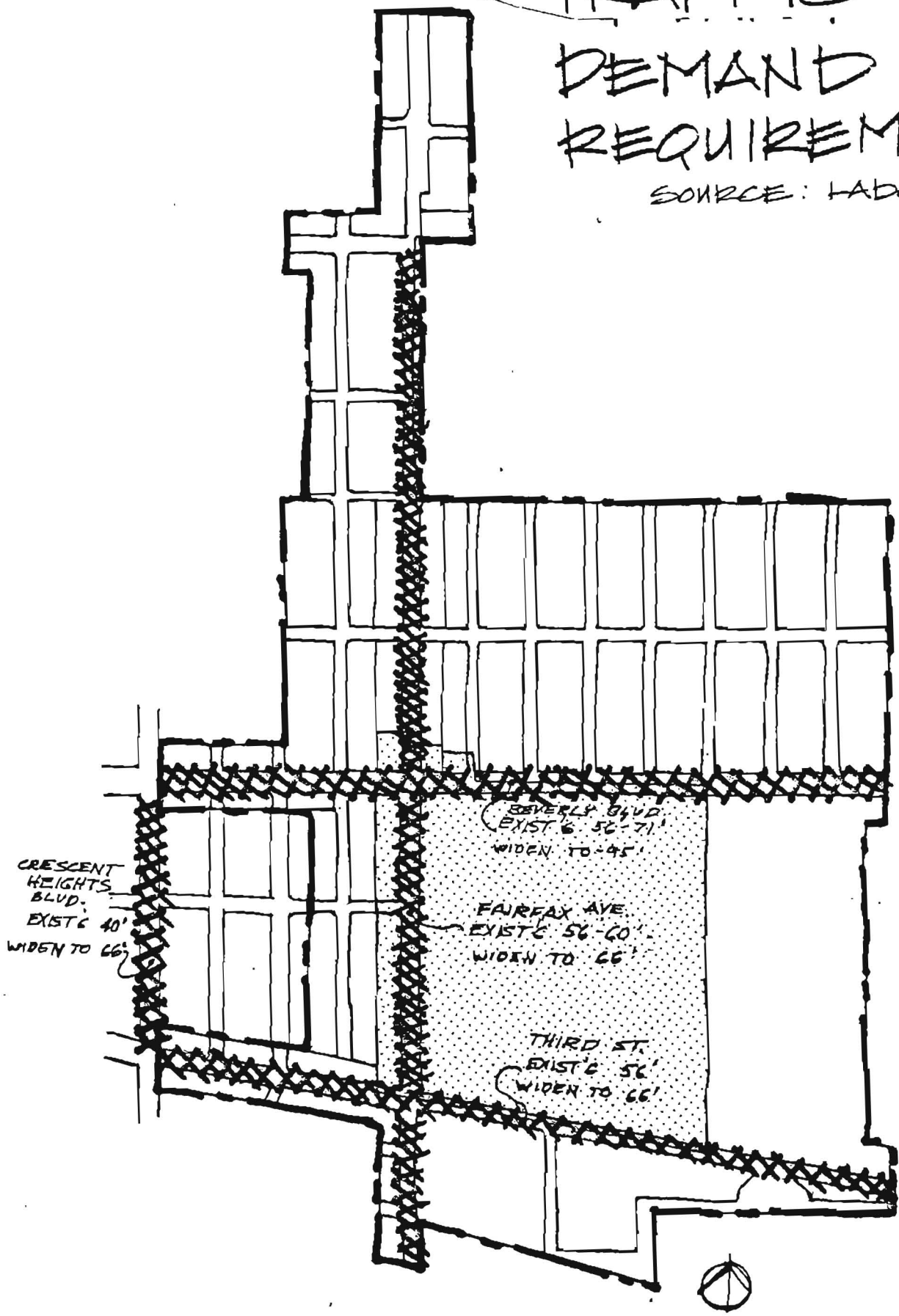
7-10 am. + 3-6 p.m.

INFORMATION SOURCE: LADOT



# TRAFFIC DEMAND REQUIREMENTS

SOURCE: HADOT



SPECIFIC FLOW  
BOUNDARY

IMMEDIATE  
STATION IMPACT  
AREA

CRITICAL  
PROJECTS

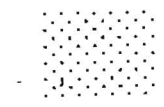
NEEDED  
PROJECTS

CRESCENT  
HEIGHTS  
BLVD.  
EXIST'G 40'  
WIDEN TO 66'

BEVERLY BLVD.  
EXIST'G 56-71'  
WIDEN TO 45'

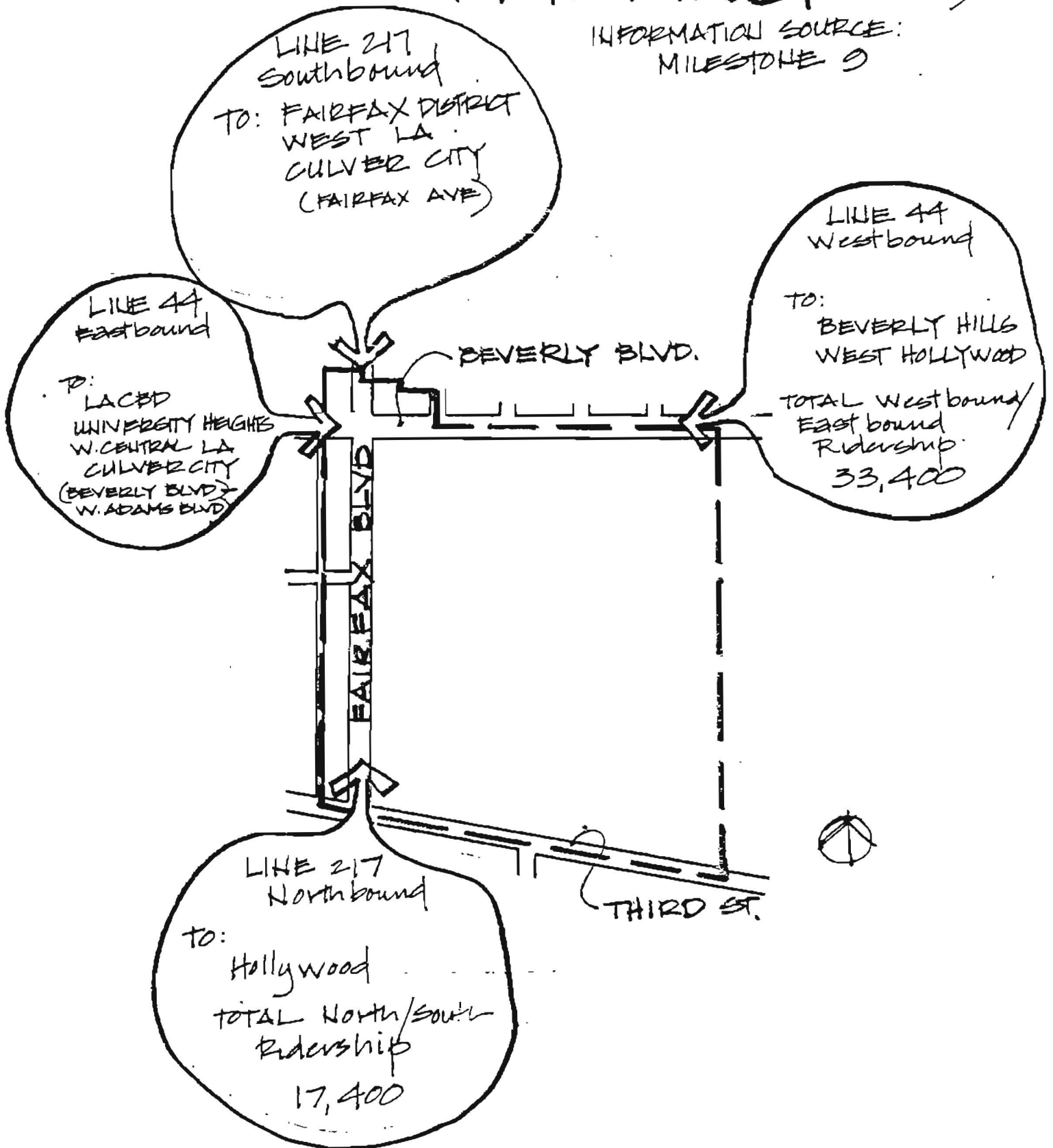
FAIRFAX AVE.  
EXIST'G 56-60'  
WIDEN TO 66'

THIRD ST.  
EXIST'G 56'  
WIDEN TO 66'



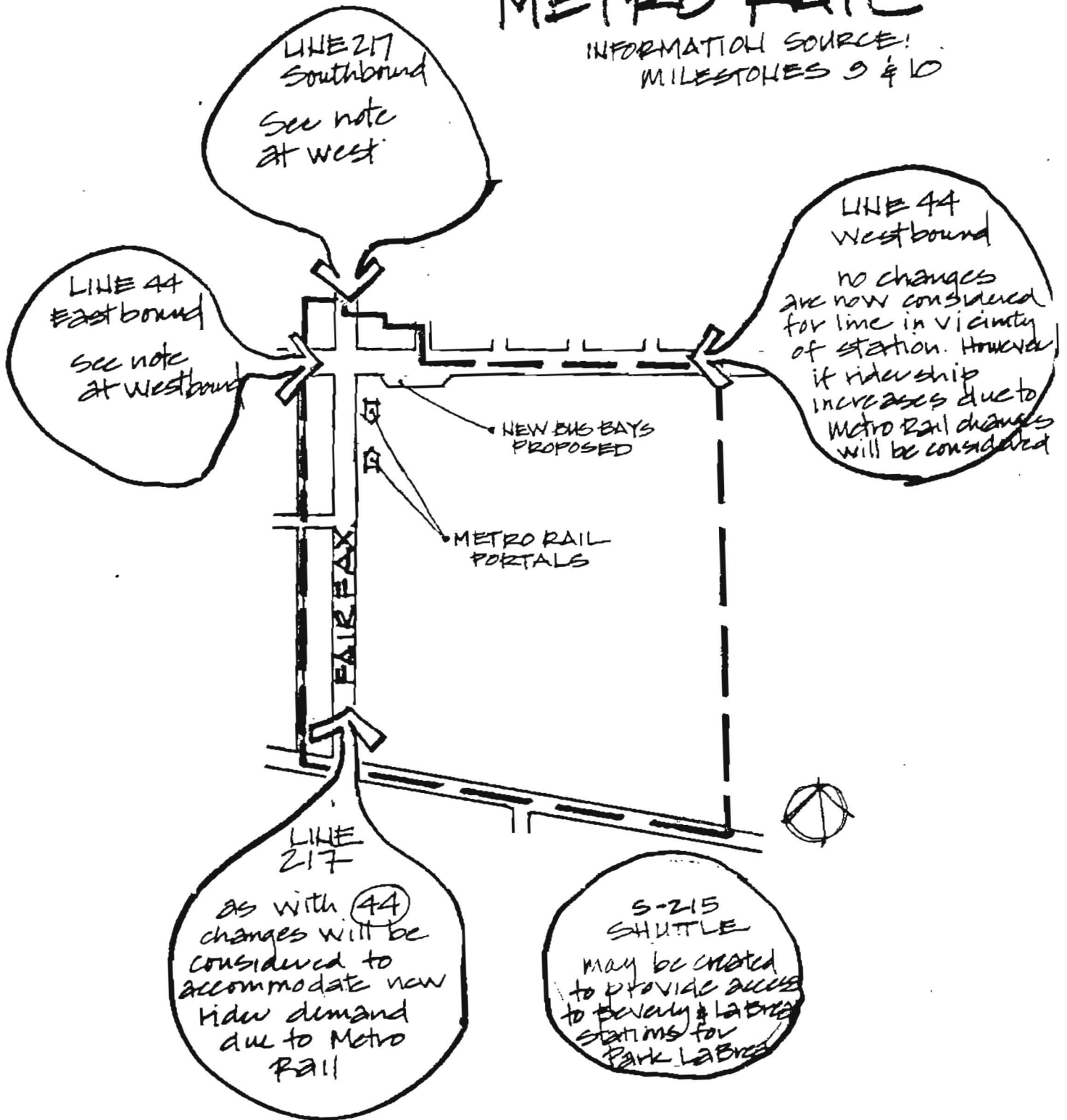
# BUS TRAFFIC EXISTING (1983)

INFORMATION SOURCE:  
MILESTONE 9



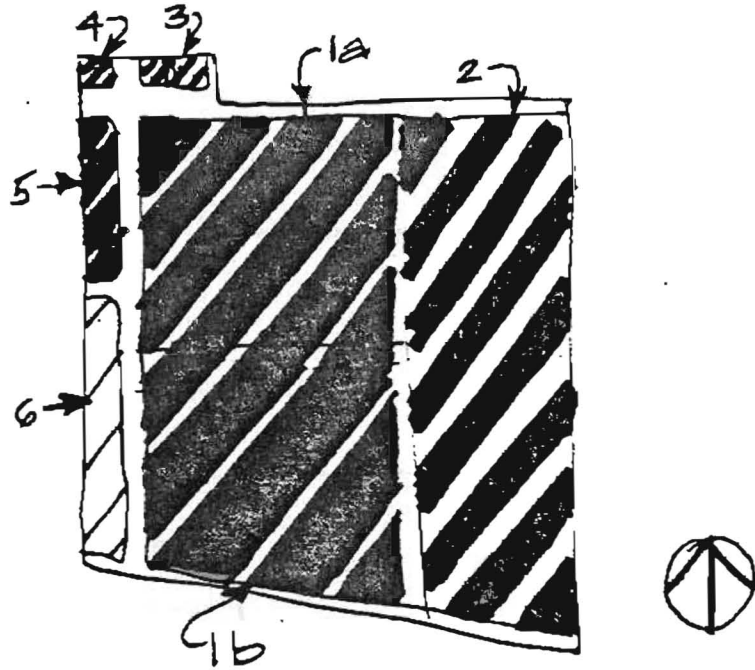
# CHANGES IN BUS TRAFFIC & FACILITIES DUE TO METRO RAIL





INFORMATION SOURCE:  
MILESTONES 9 & 10



# EXISTING PARKING USAGE

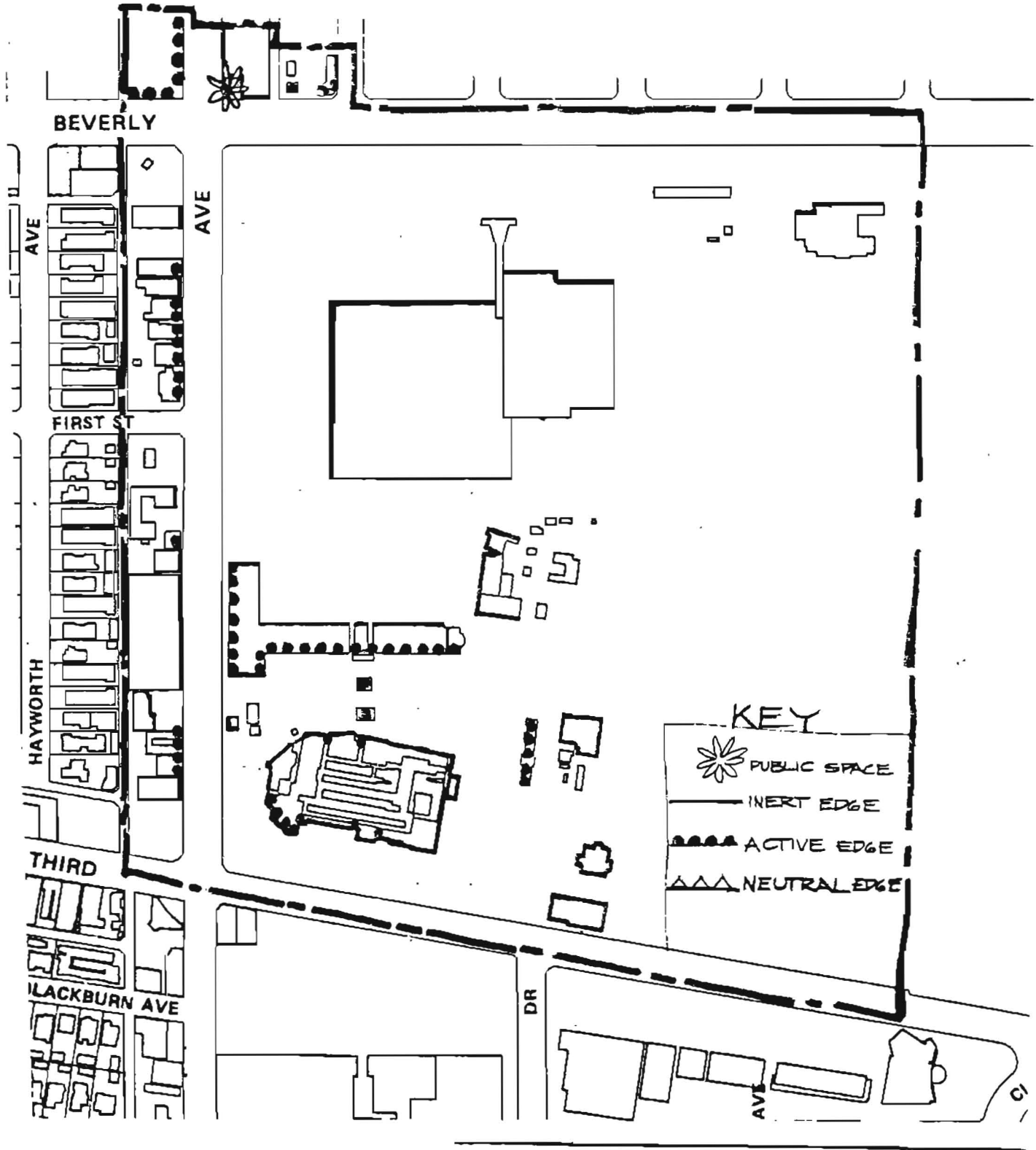
INFORMATION SOURCE: LADOT



OCCUPANCY RATIO		BLK	USAGE/SUPPLY
	1.0 - .80	1a 1b 5	3450/3831 939/1162 132/161
	.79 - .60	2 3 4	903/1483 142/188 143/184
	.50 - .40	---	---
	.39 - .20	6	71/183

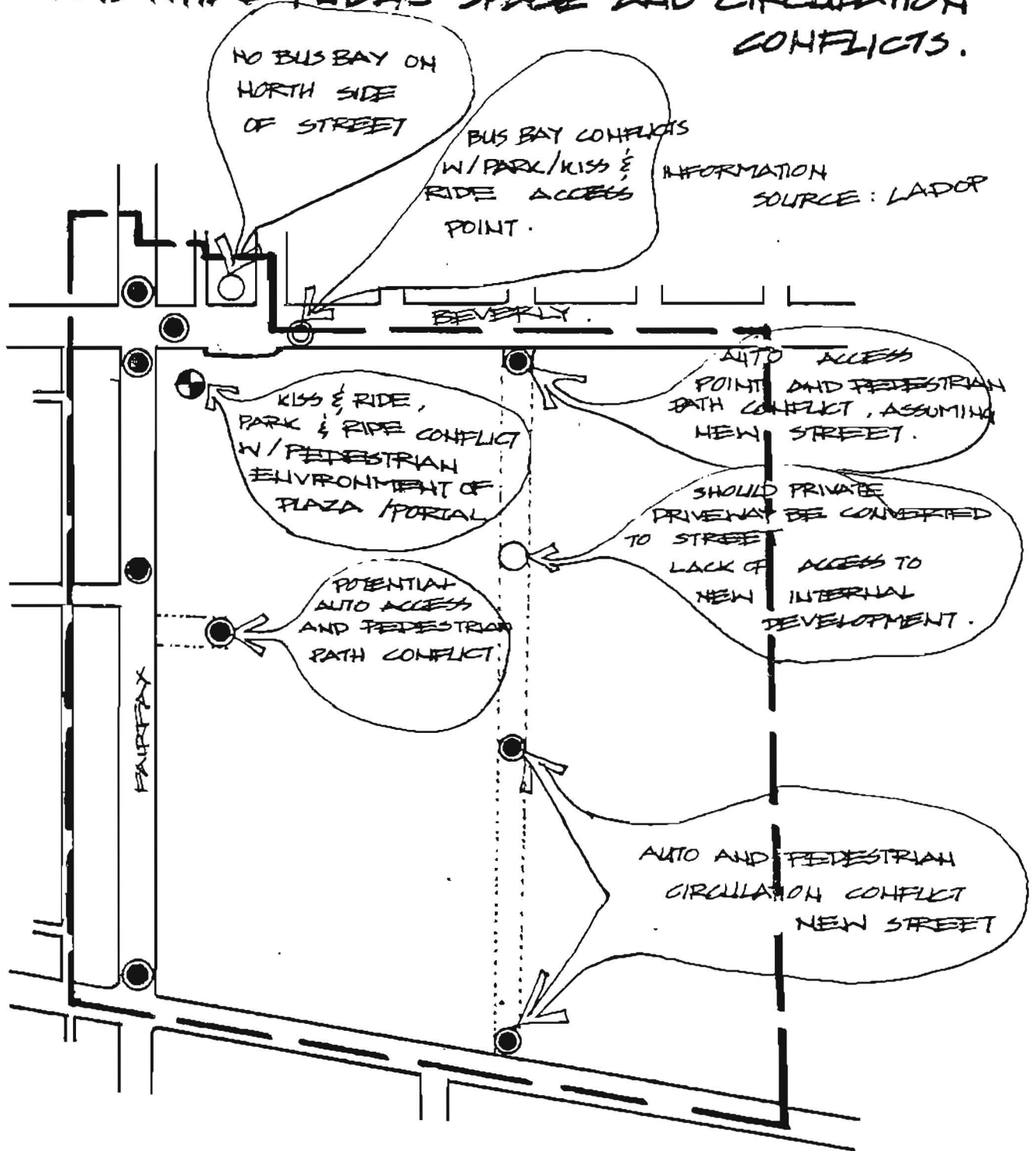
# EDGE CONDITIONS

INFORMATION SOURCE: FIELD WORK





# POTENTIAL PUBLIC SPACE AND CIRCULATION CONFLICTS.



- CONFLICT BETWEEN VEHICULAR & PEDESTRIAN CROSSING
- CONFLICT BETWEEN BUS BAY & PARK/KISS & RIDE ACCESS POINT.



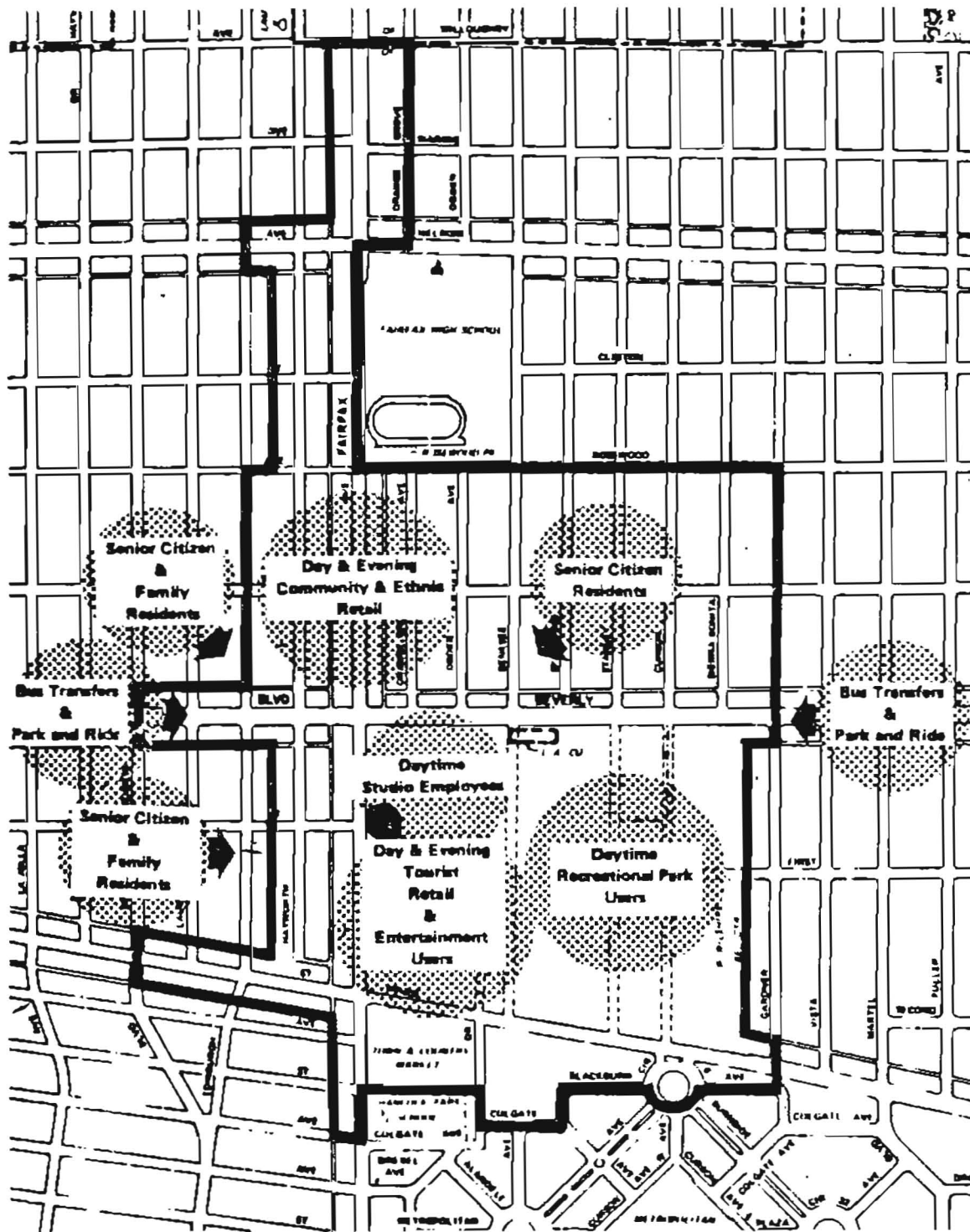
Users

---



# GENERAL USERS

INFORMATION SOURCE: LADOP



# SPECIAL CHARACTERISTICS OF USERS

INFORMATION SOURCE: BLS

TOTAL POPULATION*	% MINORITY	% AGE 5-10	% AGE 65+	% TRANSIT DISABLED	% HOUSEHOLDS WITHOUT ACCESS TO VEH.	MEDIAN FAMILY INCOME
12,008	22%	7%	42%	8%	27%	\$22,040

\* THIS NUMBER DOES NOT REPRESENT THE POPULATION OF THE IMMEDIATE STATION IMPACT AREA ONLY, BUT THE LARGER AREA SURROUNDING THE STATION



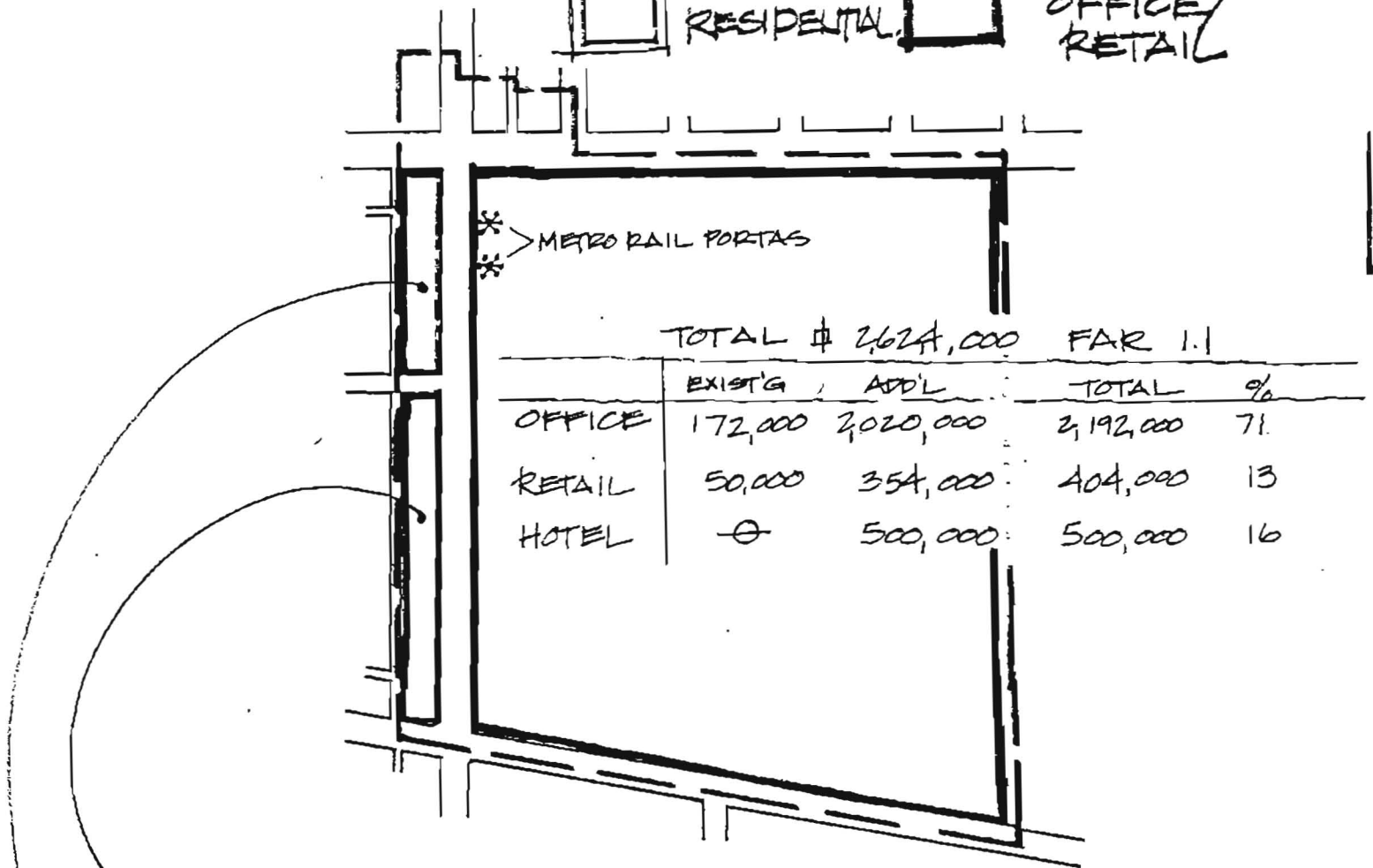
*Development*

---





# TOTAL\* PROJECTED DEVELOPMENT FOR SELECTED BLOCKS by 1995\*\*



TOTAL \$ 2,624,000 FAR 1.1

	EXIST'G	ADD'L	TOTAL	%
OFFICE	172,000	2,020,000	2,192,000	71
RETAIL	50,000	354,000	404,000	13
HOTEL	0	500,000	500,000	16

TOTAL \$ 106,000 FAR

	EXIST'G	ADD'L	TOTAL	%
OFFICE	83,000	75,000	158,000	84
RETAIL	8,000	8,000	16,000	8
MOTEL	15,000	0	15,000	8

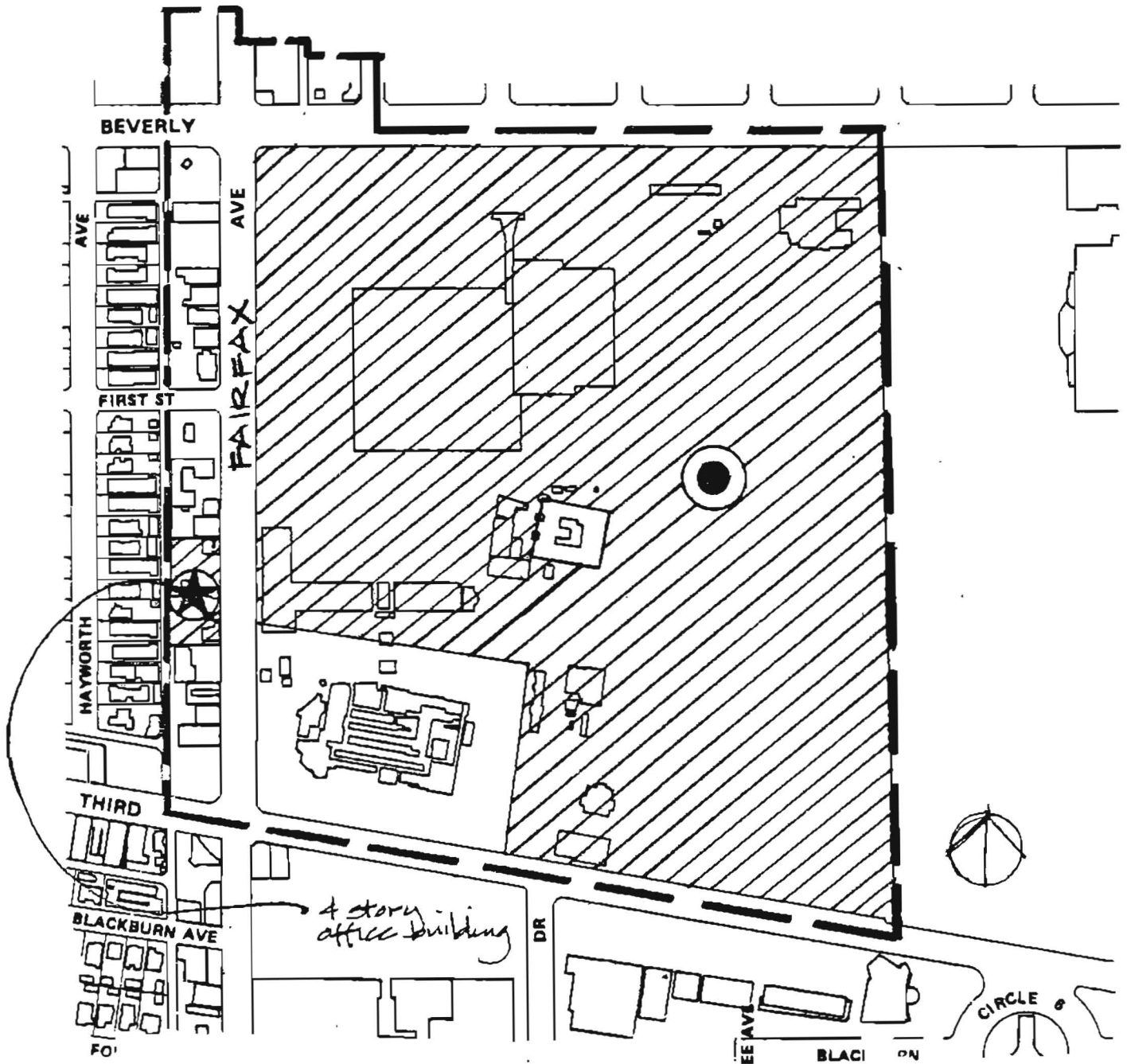
TOTAL \$ 85,000 FAR 1.9

	EXIST'G	ADD'L	TOTAL	%
OFFICE	10,000	75,000	85,000	83
RETAIL	8,000	10,000	18,000	17

\* SQ. FT. INCLUDE ASSUMPTION FOR RETAINING OR REMOVING EXISTING DEVELOPMENT  
 \*\* BASED ON ERA

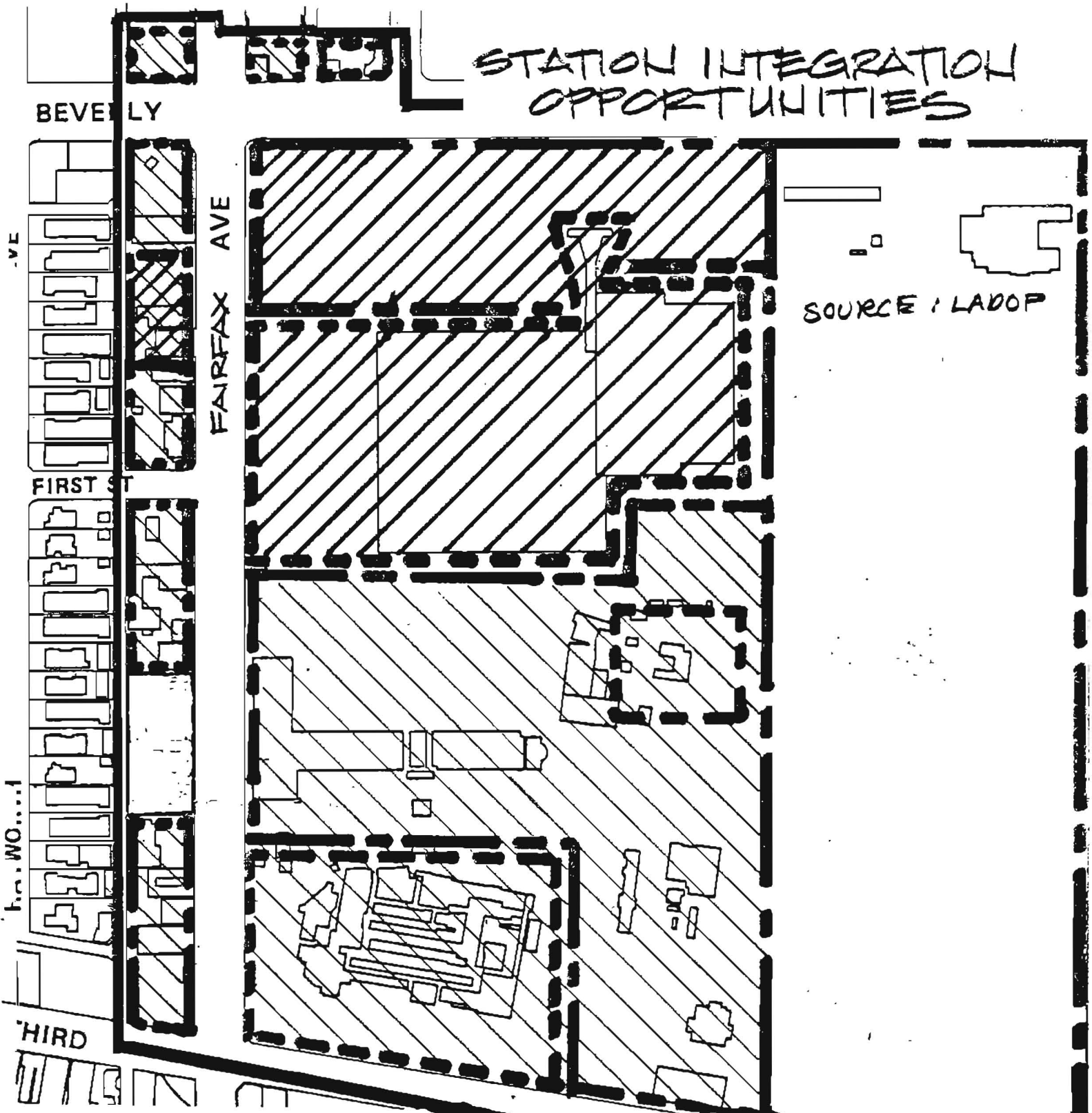
# IMMINENT DEVELOPMENT

INFORMATION SOURCE: CITY OF LADOP



- ★ DEVELOPMENT UNDER CONSTRUCTION
- ▲ PERMIT ISSUED
- CITY HAS BEEN CONTACTED
- DEVELOPER IS IN DISCUSSION STAGE

# STATION INTEGRATION OPPORTUNITIES



SOURCE: LADOP

- ADAPT EXISTING
- NEW DEVELOPMENT
- ////// DIRECT CONNECTION
- \\\\\\\\\\ FUNCTIONAL CONNECTION



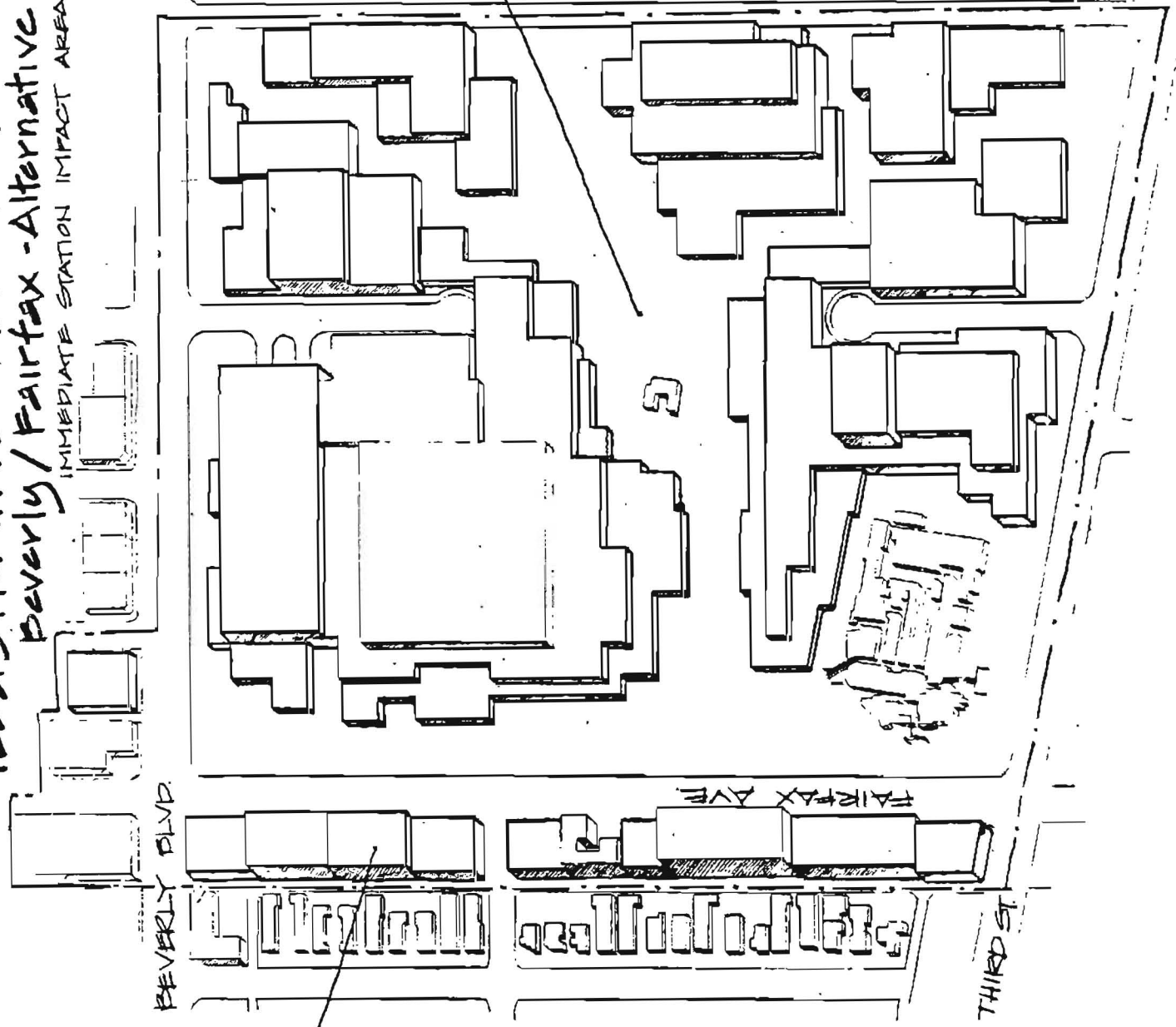
*Miscellaneous*

---

# ILLUSTRATIVE MASSING AXONOMETRIC Beverly / Fairfax - Alternative 1

THE DENSITY AND INTENSITY  
DISPLAYED ON THIS  
MAP IS ILLUSTRATIVE  
ONLY AND REPRESENTS  
THE MAXIMUM DEVELOP-  
MENT ATTAINABLE FOR  
EVERY LOT, AS PERMITTED  
BY THE METRO RAIL TRAILIST  
CORRIDOR SPECIFIC PLAN

IMMEDIATE STATION IMPACT AREA



BEVERLY BLVD.

FAIRFAX AVE

THIRD ST

MAX  
3:1

MAX OVER-  
HEIGHTS  
1:1

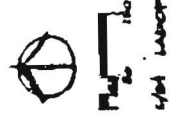
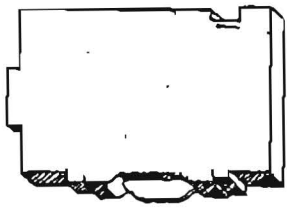
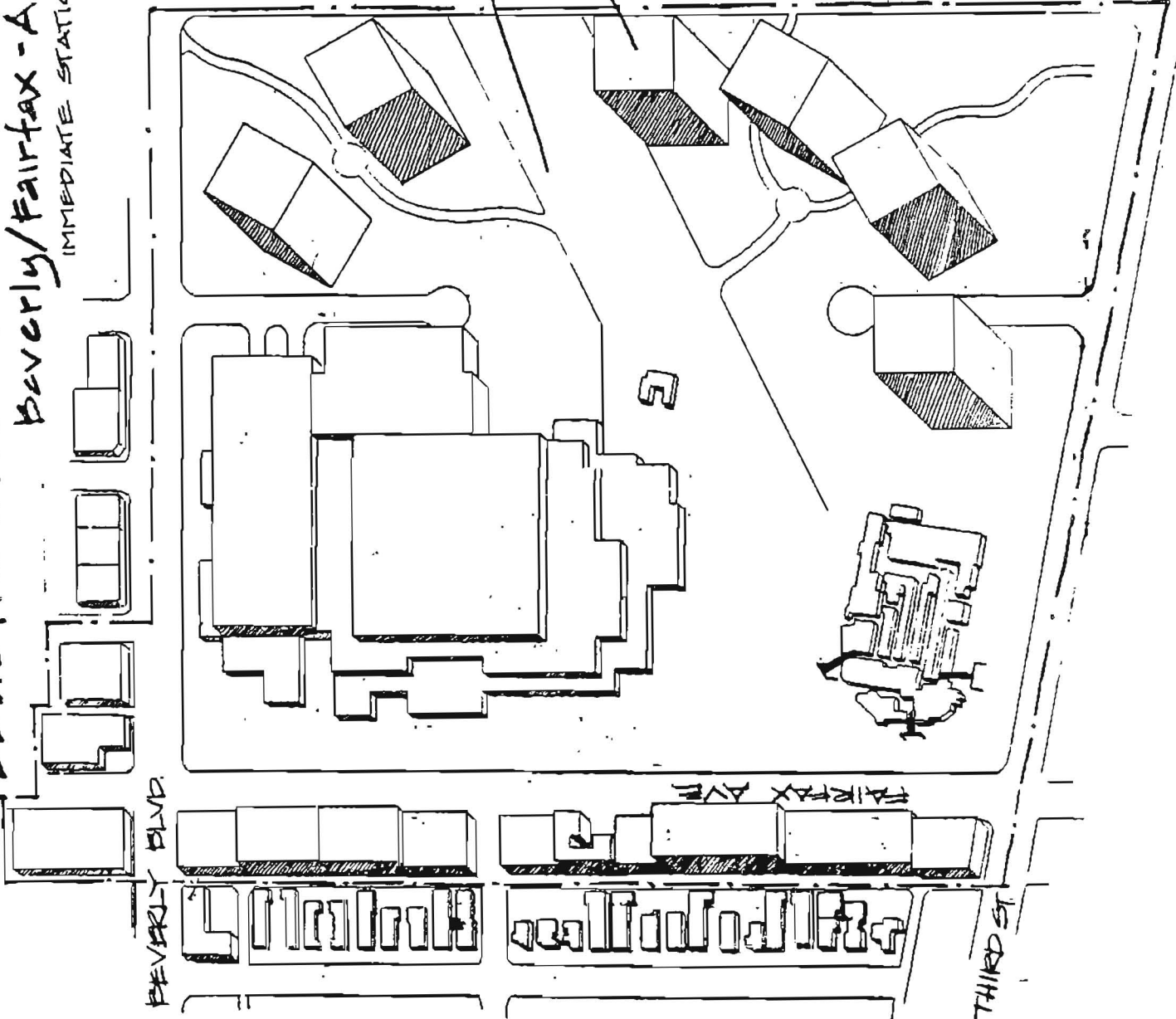


1/4" = 1'0"  
1/8" = 1'0"

# ILLUSTRATIVE MASSING AXONOMETRIC

## Beverly/Fairfax - Alternative 2

IMMEDIATE STATION IMPACT AREA



1/8" = 1'0"  
1/4" = 10'

THE DENSITY AND INTENSITY DISPLAYED ON THIS MAP IS ILLUSTRATIVE ONLY AND REPRESENTS THE MAXIMUM DEVELOPMENT ATTAINABLE FOR EVERY LOT, AS PERMITTED BY THE METRO RAIL TRANSIT CORRIDOR SPECIFIC PLAN

## STUDY OF PARKING POLICIES AND PROGRAMS FOR METRO RAIL STATION AREAS

The purpose of this report is to discuss relevant issues and recommendations regarding the use of parking incentives and peripheral parking in the Metro Rail Station Areas. The recommendations of the Mayor's Blue Ribbon Committee on the Los Angeles CBD Transportation Study, the CRA's experience in the CBD and the Planning Department's parking demand forecasts have been utilized in this briefing. The policy and program recommendations are intended for use in the Station Area Development Plans' Economic Incentives Section.

Parking incentives in the City of Los Angeles allow a 40 percent reduction in required on-site parking if the developer provides 1) an acceptable Transportation Alternative, such as a ridesharing program, or 2) remote off-site parking. Transportation Alternatives must have significant, achievable participation levels (e.g., 20% of building employees). With remote off-site parking, the developer must provide transportation between the remote site and the main building. These conditions are treated as legal obligations on the building owner. The purpose of the incentives is to reduce traffic congestion and to facilitate development by lowering the cost of providing parking.

Parking requirements in Centers are proposed to be changed, by ordinance, to one space per 1,000 square feet of commercial floor area, while outside of Centers required parking would be increased to three spaces per 1,000 square feet. Most Metro Rail Station Areas are contiguous with Centers.

The market for reduced parking requirements (parking incentives) is limited, based on the City's experience with its own program, in part because of lending institutions' loan criteria. In order to secure a loan, a developer is often required to provide parking in excess of that required by City ordinance. Thus, even if the City's parking requirement is decreased, parking incentives aren't likely to help developers undercut the minimum requirements established by private lending committees. This problem is exacerbated by lenders' unfamiliarity with transportation system management (TSM) strategies, their success rate and their function in a broader transportation/land use framework. In the scheme of real estate investment decision-making, parking "incentives" aren't really meaningful in the context of more important market conditions, such as location. Therefore, TSM strategies should not be treated as incentives but simply as conditions of approval.

The need for peripheral parking is growing in the CBD and will undoubtedly be felt in other areas of high-density development, such as Metro Rail Station Areas. Peripheral, or off-site, parking is a TSM strategy to achieve a reduction in traffic congestion that would otherwise be expected to accompany projected development. Its purpose is to intercept commuter traffic from all directions before it enters the Station Area/Center. Commuters park at the peripheral parking facility and complete their journey into the Station Area/Center by walking or on a short shuttle ride. Analyses indicate that to



efficiently operate a shuttle service, each facility should contain at least 400 cars. Also, an area must have relatively high parking prices in order to create sufficient market demand to support peripheral facilities.

The CRA's experience with peripheral parking in the CBD has led to a detailed study to develop program policies, identify an optimal, long-term network of peripheral sites, and develop an implementation program. Peripheral parking requirements are included in CRA's development agreements for major CBD projects. The agency estimates that 40 percent of Code-required parking for such projects is now being located outside the CBD Traffic Impact Zone.

CRA - identified(1) factors for a successful peripheral program include the provision of Proposition A subsidies for a shuttle service, the existence of high market prices for parking within the CBD, user accessibility and convenience of peripheral sites, and the location of sites near freeway off-ramps to mitigate traffic into downtown. The CRA is also concerned with the impact of peripheral facilities on host communities.

The Mayor's Blue Ribbon Committee recommends that at least 25 percent of Code-required parking for new CBD development be located in peripheral locations. The Committee is considering the use of peripheral parking to replace spaces lost as a result of new development, when such spaces are required to be replaced. Peripheral parking can also be used to support the rehabilitation of existing buildings. In general, the Committee has set the following objectives regarding peripheral parking:

1. Emphasize commuter convenience and security at peripheral lots.
2. Utilize reasonable means to allow preferential use of streets by shuttle vehicles.
3. Test market issues and consumer acceptance through a City-sponsored pilot project.
4. Create incentives for the free-market reallocation of existing parking spaces within the Station Area.
5. Keep the shuttle running late enough to accommodate those on staggered work hours. Late-hour operation could also accommodate Station Area cultural and recreational activity schedules, enhancing the economic opportunities of the Area.

The Mayor's Blue Ribbon Committee makes a number of recommendations regarding TSM programs, including peripheral parking:

1. TSM programs should be required and enforced on all new developments in the CBD. Existing businesses should be encouraged to participate.
2. The City should design an annual monitoring/audit system which can measure rideshaping levels. The City should enforce TSM programs if goals are not reached.

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(1) Rich Willson, CRA, telephone conversation, February 1986

3. Efforts should be made to encourage flexibility between peripheral parking, transit and ridesharing use - both in new programs and in enforcement efforts. Staggered work hours and flex time should be encouraged in order to move trips out of peak congestion hours.
4. Developers should be given credit for establishing and maintaining increased ridesharing and transit usage in existing nearby buildings for which TSM programs are not required.

The Ad Hoc Transportation Committee for the CBD recommended that parking demand and supply forecasts be made for the CBD to ascertain the precise need for peripheral parking. As part of such a needs assessment, they recommended inclusion of figures on existing parking, expected deficits, and planned parking for on-going development.

A needs assessment for peripheral parking in Station Areas follows. Figures for current estimated usage and supply of parking, 1995 projected total demand for parking (constrained and unconstrained)(2) and 1995 projected total supply of parking under three different scenarios are presented for eight Station Areas in Table 1. The sources for these figures and projections are the data maps for the eight Station Area Development Plans. Chart 1 is a graphic illustration of projected supply and demand scenarios from Table 1.

### Findings

1. In all of the eight Station Areas, current supply of parking exceeds current usage of parking by anywhere from 22 to 55 percent.
2. In the Alvarado Station Area, projected demand exceeds projected supply in every scenario.
3. In the Vermont Station Area, projected supply substantially exceeds projected demand in every scenario.
4. In the Normandie Station Area, projected supply exceeds projected demand in all but one scenario (unconstrained demand and 1:1,000 parking requirement) and then only slightly.
5. In the Western Station Area, projected unconstrained demand exceeds projected supply, while projected constrained demand consistently falls short of projected supply.
6. In the La Brea, Wilshire/Fairfax, Beverly/Fairfax and Universal City Station Area, projected supply exceeds projected demand in every scenario.

(2) "Unconstrained Demand" - Number of parkers attached to a given trip generator.

"Constrained Demand" - Number of parkers who need to be accommodated in a given facility after the use of alternative facilities and TSM programs are considered.

(Source: ULI & Nat'l Parking Assn. (1983) Dimensions of Parking 2nd Edition)

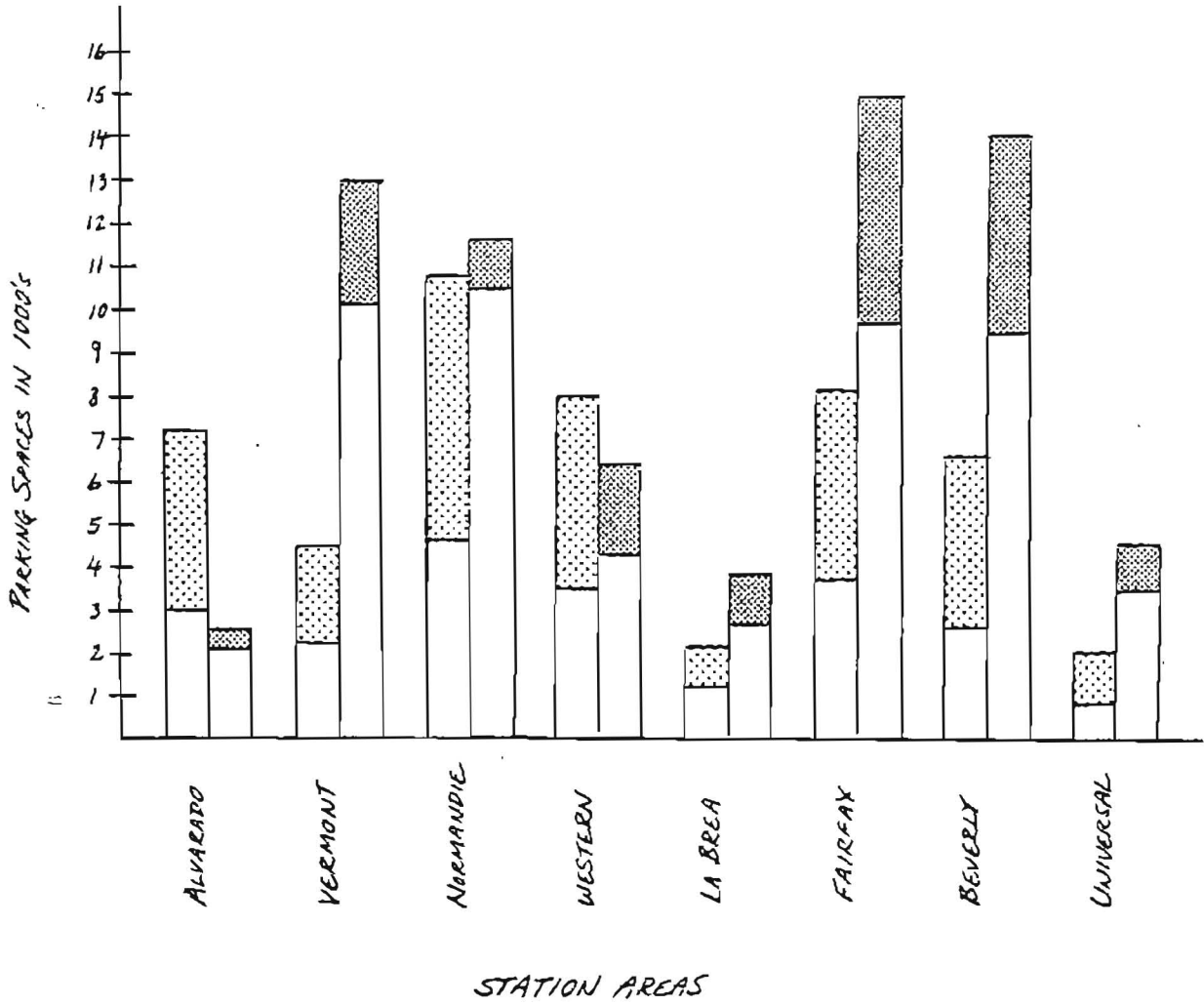
TABLE 1  
EXISTING AND PROJECTED TOTAL DEMAND AND SUPPLY OF PARKING  
IN METRO RAIL STATION AREAS



Station Area	Current Usage(1)	Current Supply(2)	1995 Projected Total Demand		1995 Projected Total Supply (Existing + Additional)		
			Unconstrained(2)	Constrained(3)	Option 1(4)	Option 2(5)	Option 3(6)
Alvarado	1,107	1,724	7,300	3,000	2,159	2,494	2,779
Vermont	6,827	8,322	4,511	2,204	10,117	11,608	12,948
Normandie	7,703	10,015	10,824	4,730	10,580	11,145	11,695
Western	2,202	3,216	8,033	3,533	4,336	5,396	6,426
LaBrea	1,359	1,705	2,126	1,238	2,768	3,395	3,805
Fairfax	4,201	6,367	8,163	3,745	9,752	12,537	15,022
Beverly	5,771	7,192	6,570	2,628	9,474	11,756	14,038
Universal	1,914	2,807	2,069	827	3,393	3,983	4,571

Notes

1. Source: Los Angeles City Planning Department, Preliminary Draft Station Area Development Plans (STARDs)
2. Calculated from projected total development in Preliminary Draft Station Area Development Plans using the following factors:  
2.50 spaces/1,000 sq. ft. GLA (peak hour)  
1.75 spaces/D.U.  
(Source: ULI & National Parking Association (1983) Dimensions of Parking 2nd Edition)
3. Calculated from projected total development in Preliminary Draft STARDs, using the following factors:  
1.00 space/1,000 sq. ft. GLA (peak hour)  
1.50 spaces/D.U.  
(Source: Ibid)
4. Calculated from existing supply added to projected supply, using the following parking requirement:  
1.00 space/1,000 sq. ft. of Commercial  
1.50 space/D.U.
5. Calculated from existing supply added to projected supply, using the following parking requirement:  
2.00 spaces/1,000 sq. ft. of Commercial  
2.00 spaces/D.U.
6. Calculated from existing supply added to projected supply, using the following parking requirement:  
3.00 spaces/1,000 sq. ft. of Commercial  
2.00 spaces/D.U.

CHART 1  
1995 Projected Total Demand & Supply of Parking  
in Metro Rail Station Areas



 Range of Projected Demand  
 Range of Projected Supply

Source: Table 1

7. In the Vermont, La Brea, Wilshire/Fairfax, Beverly/Fairfax and Universal City station areas, existing supply will accommodate both constrained and unconstrained demand.

Peripheral parking facilities will be most needed at the Alvarado Station Area, according to the findings above. They may also be needed at the Western Station Area. If existing parking supplies in other Station Areas, particularly Normandie, La Brea, and Wilshire/Fairfax, substantially diminish as a result of their replacement by new development, peripheral parking may be needed, and viable, at those stations as well. Supply of parking in the station areas must be at about the same level of demand, or lower, in order for prices and congestion to rise high enough for peripheral parking to be an acceptable alternative.

Peripheral parking spaces needed using Table 1 projections:

Alvarado Station Area - 221 to 5,141	(depending on the level of constraint on demand)
Western Station Area - 1,607 to 3,697	(but only if demand is largely unconstrained; if demand is constrained, 0 spaces will be needed)
Normandie Station Area - 244	(unlikely, unless demand is completely unconstrained)

These figures would increase in direct proportion to the number of parking spaces removed from the market as the result of new development.

Number of parking spaces a Station Area must lose before peripheral parking becomes viable:

Alvarado Station Area -	0
Vermont Station Area -	5,606 to 7,913
Normandie Station Area -	0 to 5,850
Western Station Area -	0 to 803
La Brea Station Area -	642 to 1,530
Wilshire/Fairfax Station Area -	1,589 to 6,007
Beverly/Fairfax Station Area -	2,904 to 6,846
Universal City Station Area -	1,326 to 2,568

Recommendations

1. Eliminate additional parking incentives in STARDs and substitute them with peripheral parking policies and programs.
2. Plan for a peripheral parking facility to accommodate at least 500 cars, with room for expansion, outside the Alvarado Station area.
3. Monitor subtraction and addition of parking spaces and market prices for parking in other Station Areas over time to assess when peripheral parking should be initiated.

4. Require and enforce transportation system management programs on new development in the Station Areas. These programs should reflect a mixture of transit, ridesharing and peripheral parking. Staggered work hours and flex time should be encouraged to move trips out of peak congestion hours.