

SUBJECT: ZONE TEXT AMENDMENT: CAR SHARE INCENTIVES
DATE: OCTOBER 1, 2018
INITATED BY: CITY COUNCIL
PREPARED BY: PLANNING & DEVELOPMENT SERVICES DEPARTMENT
(Rachel Dimond, AICP, Senior Planner)

ISSUE STATEMENT

Car share is a short term car rental service that can reduce car ownership, thus reducing overall vehicle trips and greenhouse gas emissions. The proposed zone text amendment allows new hotels and buildings with 10 or more residential units that provide affordable housing units on site to reduce their overall parking requirement when they provide car share parking spaces with car share vehicles on-site.

PREVIOUS COUNCIL DIRECTION

On December 18, 2017, the City Council directed staff to develop a zone text amendment to provide a reduction in parking requirements for provision of car share on-site or on adjacent streets for affordable housing projects. The Council specifically called out affordable housing projects in order to provide a cost reduction strategy for these types of projects.

On April 16, 2018, staff recommended and the City Council agreed to expand their directive to allow parking reductions for certain development projects with a residential component that provide car share vehicles on-site only. This would be in addition to the parking reduction for hotels and buildings with affordable units. This would allow that cost reduction to apply to a broader category of projects. The operator of the building, whether it be a hotel or residential building, would be required to ensure that a car share organization (CSO) utilizes the on-site parking space for a car share vehicle, which would be accessible 24 hour access to both residents of the building and outside users.

PLANNING COMMISSION ACTION

On May 17, 2018, this item went before the Planning Commission Long Range Subcommittee. The subcommittee members commented that the ordinance should require applicable buildings to meet affordable housing requirements on-site, and should require electric vehicle charging facilities to be installed but not require car share cars to be electric vehicles. The recommended language was adjusted to reflect these comments.

On June 21, 2018, the Planning Commission recommended approval of the proposed zone text amendments to the City Council, with an additional provision to require that all parking spaces be non-tandem. This recommendation is reflected in the proposed zone text amendment.

ANALYSIS

Car-sharing is a service that allows participants to rent cars for short periods of time, often by the hour. For customers who occasionally require a vehicle, car-sharing is an attractive service because of its convenience and limited cost. Like bike-sharing services, car-shares have stations located throughout urban centers and neighborhoods, and are easily accessed and used as a point-to-point form of transit. The benefits of car-share services include: reducing household car ownership and vehicles miles traveled; alleviating parking and traffic congestion; increasing transportation options for those who are least likely to own a car; and reducing use and dependence on fossil fuels through fuel efficiency. Research has shown that each car share vehicle can reduce the number of vehicles on the road by 8-13 vehicles. Most car-share services aim to further reduce the environmental impact of driving and transportation by offering newer, low emission vehicles.

Since 2012, the City of West Hollywood has maintained a contract with ZipCar, a private car share organization (CSO), to provide ten reserved spaces for ZipCar vehicles throughout the City. The contract provides exclusive use of six metered parking spaces and four unmetered parking spaces to Zipcar. This program has served residents and visitors of West Hollywood by providing an alternative to auto ownership and reducing parking demand. Typically, CSOs operate in this manner, renting specific parking spaces from a city for use by their customers. ZipCar also has locations on private property in West Hollywood, including Palihouse and The Standard.

The proposed zone text amendment will permit reduced parking for hotels, and for buildings with 10 or more dwelling units that meet their affordable housing requirement on site and who operate a car share program. The proposed zone text amendment includes the following components:

1. Applies to new hotels or buildings with at least 10 residential units that meet affordable housing requirements on-site.
2. Parking reduction ratio of two (2) regular spaces reduced for every one (1) car share parking space provided).
3. Maximum number of four (4) spaces to be replaced.
4. Design standards:
 - a. Spaces in close proximity to pedestrian access to the garage
 - b. Must be standard sized, non-tandem parking space
 - c. Each car share space must provide one level 2 electric vehicle charger
5. Operational standards:
 - a. Car share organization must own, manage, maintain and insure vehicles. Companies that facilitate peer-to-peer car share would not be permitted in these parking spaces.

- b. Access: 24 hour public access required for car share spaces
 - c. CSO contract must be provided to the City on annual basis
 - d. If car share organization cannot provide actual cars for car share on-site, the developer can build new parking spaces, buy parking credits, get a shared parking permit, utilize other reduction in parking requirements provisions, provide car share memberships to tenants in the building, or other similar mechanism as approved by the Director.
6. Three square feet of signage per frontage is permitted for car share business identification signage.

ALTERNATIVES

- 1. No change: The City Council could elect to deny the proposed zone text amendment, which would maintain existing requirements that do not provide an incentive for car share. This does not preclude a building from utilizing excess parking for car share use.
- 2. Apply the proposed car share incentive only to projects that are 100% affordable housing.

EXHIBITS

- 1. Ordinance No. 18-_____
- 2. Adopted PC Resolution 18-1266
- 3. Planning Commission Staff Report for June 21, 2018
- 4. Planning Commission Minutes from June 21, 2018
- 5. City Council Staff Report dated April 14, 2018- Staff Update
- 6. City Council Staff Report dated February 19, 2018- Initial Direction

ORDINANCE NO. CC 18-_____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING A ZONE TEXT AMENDMENT TO TITLE 19, ZONING ORDINANCE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, CITYWIDE, IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA.

THE CITY COUNCIL FOR THE CITY OF WEST HOLLYWOOD HEREBY FINDS, RESOLVES, AND ORDERS AS FOLLOWS:

SECTION 1. Car sharing can reduce household car ownership and vehicle miles travelled, alleviate parking and traffic congestion, increase transportation options, and reduce use and dependence on fossil fuels through use of alternative fuel vehicles.

SECTION 2. In order to implement the General Plan and direction from City Council, the City seeks to amend the City's Allowable Parking Reduction requirements in Section 19.28.60, Reduction of Off-Street Parking Requirements, West Hollywood Municipal Code, to provide parking incentives for provision of car-share parking spaces. The Zone Text Amendment will also provide for exterior signage identifying the on-site car share business, and defines car share vehicles and car share organizations.

SECTION 3. A public hearing was duly noticed for the Planning Commission meeting of June 21, 2018 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, and the City website and by announcement on City Channel 6 starting June 7, 2018. The Planning Commission held a public hearing on June 21, 2018, and unanimously recommended approval of the proposed zone text amendments to the City Council, with a change to require non-tandem spaces.

SECTION 4. A public hearing was duly noticed for the City Council meeting of October 1, 2018 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, and the City website and by announcement on City Channel 6 starting September 20, 2018.

SECTION 5. The zone text amendments are Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15308, which exempts actions by regulatory agencies to protect the environment. The amendments are also exempt from CEQA pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Car share programs are shown to reduce impacts on the environment by reducing vehicle ownership, which in turns reduces vehicle miles traveled and increases usage of public transportation and other alternatives to driving.

EXHIBIT A1

Additionally, these spaces will contain cars that are used by many users, rather than one user, which does not impact the environment.

SECTION 6. The City Council of the City of West Hollywood hereby finds that Zone Text Amendment 2018-0005 is consistent with the Goals and Policies of the General Plan, including Goal M-6 of the Mobility Element, which states that the City should utilize Transportation Demand Management strategies to reduce auto travel; Policy M-6.7, which states the City should support carpool, rideshare, and telecommuting programs in partnership with the City’s business community, and strive for increased participation rates, and Policy M-1.4, which calls for the City to consider requiring development projects to include transit amenities and transit incentive programs. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction and does not impede the City’s ability to meet its General Plan goals.

SECTION 7. Table 3-7, Allowable Parking Reductions, in Section 19.28.60, Reduction of Off-Street Parking Requirements, of Chapter 19.28 of Title 19 of the West Hollywood Municipal Code, shall be amended to add the following new row to the end of the table as follows (additions in underline and deletions in ~~strikethrough~~):

TABLE 3-7: ALLOWABLE PARKING REDUCTIONS

Qualifying Project Feature¹	Description and Criteria for Granting Reduction	Maximum Reduction²	Required Process for Reduction
<u>Car share vehicles in dedicated car share parking space (s)</u>	<u>For new construction of a hotel or a structure with at least 10 dwelling units with required affordable housing on-site, publicly available car share vehicles provided within the building in covered dedicated standard sized non-tandem parking spaces, located in close proximity to pedestrian access to the garage and accessible to car share program members 24 hours a day. Car share parking spaces shall be equipped with a minimum level 2 electric vehicle charger installed. Parking spaces shall have signage identifying the space as car share only. Exterior signage shall be permitted as authorized by Section 19.34.030. Property owner, successors and/or assignees shall provide the City with an agreement between the property owner and a car share organization on an annual basis stating</u>	<u>For each car share parking space provided on-site, two code required parking spaces may be eliminated. A maximum reduction of four code-required parking spaces is permissible.</u>	<u>Review and decision by applicable Review Authority as part of land use permit approval for project.</u>

	<p><u>that car share vehicle(s) will be provided on that site. Should the property owner fail to maintain an agreement with a car share organization on an annual basis, the parking spaces shall be replaced through provision of new parking spaces, parking credits, shared parking permits, reduction in parking requirements, provision of car share memberships to tenants in the building, or other similar mechanism as approved by the Director.</u></p>	
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SECTION 8. Table 3-11, Sign Standards for Residential Zoning District (R1, R2, R3, R4), within Section 19.34.030, Sign Standards by Zoning District, of Chapter 19.34 of Title 19 of the West Hollywood Municipal Code, shall be amended to add the following new row to the end of the table as follows (additions in underline and deletions in ~~strikethrough~~):

Sign Class	Allowed Sign Types	Max. Number of Signs	Max. Sign Area	Max. Sign Height	Location Req'ts	Lighting Allowed ?	Add'l Req'ts
9. <u>Car Share Vehicle Parking</u>	<u>Wall and/or window, blade/bracket, free-standing bracket or monument.</u>	<u>1 per street frontage.</u>	<u>3 square feet.</u>	<u>10 feet above grade. 6 ft. for free-standing signs.</u>	<u>Near vehicular and/or pedestrian access to the building.</u>	<u>Yes.</u>	

SECTION 9. Table 3-12, Sign Standards for Non-Residential Zoning District (CN1, CN2, CC1, CC2, CA, CR, SSP, PF), within Section 19.34.030, Sign Standards by Zoning District, of Chapter 19.34 of Title 19 of the West Hollywood Municipal Code, shall be amended to add the following new row to the end of the table as follows (additions in underline and deletions in ~~strikethrough~~):

Sign Class	Allowed Sign Types	Max. Number of Signs	Max. Sign Area	Max. Sign Height	Location Req'ts	Lighting Allowed ?	Add'l Req'ts
10. Car Share Vehicle Parking	Wall and/or window, blade/bracket, free-standing bracket or monument.	1 per street frontage.	3 square feet.	10 feet above grade. 6 ft. for free-standing signs.	Near vehicular and/or pedestrian access to the building.	Yes.	

SECTION 10. Section 19.90.020, Definitions of Specialized Terms and Phrases, West Hollywood Municipal Code, shall be amended to add the following new definitions to the alphabetical list of definitions to read as follows (additions in underline and deletions in ~~strikethrough~~):

Car share organization: Any public or private entity that provides a membership-based car share service to the public and owns, manages, maintains and insures motor vehicles for shared use by individual and group members, which are available to members 24 hours a day in unstaffed, self-service locations.

Car share vehicle: A motor vehicle available to members of a car share organization.

PASSED, APPROVED AND ADOPTED by the City Council of the City of West Hollywood at a regular meeting held this 1st day of October, 2018 by the following vote:

JOHN DURAN, MAYOR

ATTEST:

YVONNE QUARKER, CITY CLERK

RESOLUTION NO. PC 18-1266

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AMENDING TITLE 19, WEST HOLLYWOOD ZONING ORDINANCE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, IN THE CITY OF WEST HOLLYWOOD, CALIFORNIA.

The Planning Commission for the City of West Hollywood hereby finds, resolves, and orders as follows:

SECTION 1. Car sharing can reduce household car ownership and vehicle miles travelled, alleviate parking and traffic congestion, increase transportation options, and reduce use and dependence on fossil fuels through use of alternative fuel vehicles.

SECTION 2. In order to implement the General Plan and direction from City Council, the City seeks to amend the City's Allowable Parking Reduction requirements in Section 19.28.60, Reduction of Off-Street Parking Requirements, West Hollywood Municipal Code, to provide parking incentives for provision of car-share parking spaces. The Zone Text Amendment will also provide for exterior signage identifying the on-site car share business, and defines car share vehicles and car share organizations.

SECTION 3. A public hearing was duly noticed for the Planning Commission meeting of June 21, 2018 by publication in the Beverly Press newspaper, the West Hollywood Independent Newspaper, and the City website and by announcement on City Channel 6 starting June 7, 2018.

SECTION 4. The zone text changes are Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15061 of the CEQA Guidelines. Section 15061 states that CEQA applies only to projects that have the potential for causing a significant effect on the environment. Car share programs are shown to reduce impacts on the environment by reducing vehicle ownership, which in turns reduces vehicle miles traveled and increases usage of public transportation and other alternatives to driving. The zone text changes are also Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15308, which exempts actions by regulatory agencies to protect the environment.


SECTION 5. The Planning Commission of the City of West Hollywood hereby finds that Zone Text Amendment 2018-0005 is consistent with the Goals and Policies of the General Plan, including Goal M-6 of the Mobility Element, which states that the city should utilize Transportation Demand Management strategies to reduce auto travel; Policy M-6.7, which states the city should support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates, and Policy M-1.4, which calls for the city to consider requiring development projects to include transit amenities and transit incentive programs. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction.

SECTION 6. Based on the foregoing, the Planning Commission of the City of West Hollywood hereby recommends approval to the City Council of Zone Text Amendment 2018-0005, which is attached hereto as Attachment A.

PLANNING COMMISSION RESOLUTION

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 21st day of June, 2018 by the following vote:

AYES:	Commissioner:	Agahi, Altschul, Carvelheiro, Hoopingarner, Vice-Chair Jones, Chair Buckner.
NOES:	Commissioner:	None.
ABSENT:	Commissioner:	Bass.
ABSTAIN:	Commissioner:	None.


SUE BUCKNER, CHAIRPERSON

ATTEST:


BIANCA SIEGL, PLANNING MANAGER
LONG RANGE AND MOBILITY PLANNING

Decisions of the Planning Commission are subject to appeal in accordance with the procedures set forth in West Hollywood Municipal Code Chapter 19.76. Any action to challenge the final decision of the City of West Hollywood made as a result of the public hearing on this application must be filed within the time limits set forth in Code of Civil Procedure Section §1094.6.

ATTACHMENT A

Additional language shown in underline. Deleted language in ~~strikethrough~~.

Section 1. Table 3-7, Allowable Parking Reductions, in Section 19.28.60, Reduction of Off-Street Parking Requirements, West Hollywood Municipal Code, shall be amended as follows:

TABLE 3-7: ALLOWABLE PARKING REDUCTIONS

Qualifying Project Feature¹	Description and Criteria for Granting Reduction	Maximum Reduction	Required Process for Reduction
Compliance with disability requirements	In the event that a change of State regulations regarding disabilities causes a decrease in the number of parking spaces, or if the number of parking spaces is reduced due to an increased number of handicapped accessible spaces in compliance with Title 24 of the California Government Code.	As determined by the Review Authority	Review and decision by applicable Review Authority as part of land use permit approval for project.
Emergency shelters	If the shelter is located within 1,000 feet of a public transit stop.	25%	Review and decision by applicable Review Authority as part of land use permit approval for project.
Mixed use projects	A project combining commercial and residential uses. May be granted where the Review Authority determines that a reduction is justified based on hourly parking demand studies published by the Urban Land Institute, or other appropriate source as determined by the Director.	As determined by the Review Authority	Review and decision by applicable Review Authority as part of land use permit approval for project.
Second uses	A second use within a single project or building (e.g., a restaurant within a hotel) with a greater parking requirement than the primary use. May be granted where the Director determines that a reduction is justified based on a parking demand study.	50%	Review and decision by Director.
Use intensification near public parking	A proposed intensification of use within an existing building that is determined by the Review Authority to be located within a reasonable distance of a City parking facility. May be granted by Review Authority, subject to the fee determined by the Council, based on the type of use and its associated parking	50%	Review and decision by applicable Review Authority as part of land use permit approval for project.

	<p>characteristics, including:</p> <ul style="list-style-type: none"> a. Peak hours of use and turnover rate; b. The ability of the use to meet parking requirements through other means; c. The availability of spaces in the nearby City parking facility; d. The relative distance to the use from the parking facility; and e. Measures proposed by the applicant to ensure employee and patron use of the City parking facility. 		
<p>Uses adjacent to transit</p>	<p>A commercial use proposed adjacent to local or regional mass transit lines or routes. May be granted when the Review Authority determines that a study provided by the applicant, prepared by an independent licensed traffic engineer, justifies the reduction based on documented mass transportation use characteristics of the patrons and employees of the use.</p>	<p>As determined by the Review Authority</p>	<p>Review and decision by applicable Review Authority as part of land use permit approval for project.</p>
<p><u>Car share vehicles in dedicated car share parking space</u></p>	<p><u>For new construction of a hotel or a structure with at least 10 dwelling units with required affordable housing on site, publicly available car share vehicles provided within the building in covered, dedicated standard sized non-tandem parking spaces, located in close proximity to pedestrian access to the garage and accessible to car share program members 24 hours a day. Car share parking spaces shall be equipped with a minimum level 2 electric vehicle charger installed. Parking spaces shall have signage identifying the space as car share only. Exterior signage shall be permitted as authorized by Section 19.34.030. Property owner, successors and/or assignees shall provide the City with an agreement between the property owner and a car share organization on an annual basis stating that car share vehicle(s) will be provided on that site. Should the property owner fail to maintain an agreement with a car share organization on an annual basis, the parking spaces shall be replaced through provision</u></p>	<p><u>2 spaces per car share space, maximum reduction of 4 spaces.</u></p>	<p><u>Review and decision by applicable Review Authority as part of land use permit approval for project.</u></p>

PLANNING COMMISSION RESOLUTION

	<u>of new parking spaces, parking credits, shared parking permits, reduction in parking requirements, provision of car share memberships to tenants in the building, or other similar mechanism as approved by the Director.</u>		
All others	Any other circumstance where the applicant wishes to request a parking reduction. May be granted where the Commission can make the findings required in Section 19.28.060(C)(3).	As determined by the Commission	Review and decision by the Commission.

Section 2. Table 3-11, Sign Standards for Residential Zoning District (R1, R2, R3, R4), within Section 19.34.030, Sign Standards by Zoning District, West Hollywood Municipal Code, shall be amended to add the following table row:

TABLE 3-11: SIGN STANDARDS FOR RESIDENTIAL ZONING DISTRICTS (R1, R2, R3, R4)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
8. Car share Vehicle Parking	Wall and/or window, blade/bracket, free-standing bracket or monument	1 per street frontage.	3 square feet	10 feet above grade. 6 ft. for free-standing	Near vehicular and/or pedestrian access to the building.	Yes.	

Section 3. Table 3-12, Sign Standards for Non-Residential Zoning District (CN1, CN2, CC1, CC2, CA, CR, SSP, PF), within Section 19.34.030, Sign Standards by Zoning District, West Hollywood Municipal Code, shall be amended to add the following table row:

TABLE 3-12: SIGN STANDARDS FOR NON-RESIDENTIAL ZONING DISTRICTS (CN1, CN2, CC1, CC2, CA, CR, SSP, PF)

Sign Class	Allowed Sign Types	Maximum Number of Signs	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
10. Car share Vehicle Parking	Wall and/or window, blade/bracket, free-standing bracket or monument	1 per street frontage.	3 square feet	10 feet above grade. 6 ft. for free-standing	Near vehicular and/or pedestrian access to the building.	Yes.	

Section 4. Section 19.90.020, Definitions of Specialized Terms and Phrases, West Hollywood Municipal Code, shall be amended to add the following:

19.90.020 Definitions of Specialized Terms and Phrases.

Car Share organization: Any public or private entity that provides a membership-based car share service to the public and owns, manages, maintains and insures motor vehicles for shared use by individual and group members, which are available to members 24 hours a day in unstaffed, self-service locations.

Car share vehicle: A motor vehicle available to members of a car share organization.

PLANNING COMMISSION RESOLUTION

SUBJECT: RECOMMENDATION TO CITY COUNCIL ON ZONE TEXT AMENDMENT TO CREATE A PARKING INCENTIVE PROGRAM FOR CAR SHARE

PREPARED BY: PLANNING AND DEVELOPMENT SERVICES
(Bianca Seigl, Long Range Planning Manager)
(Rachel Dimond, AICP)

STATEMENT ON THE SUBJECT:

The Planning Commission will hold a public hearing to consider an amendment to the Zoning Ordinance to provide a parking incentive for car share. The proposed zone text amendment allows new hotels and buildings with 10 or more residential units that meet affordable housing requirements on site to reduce their overall parking requirement when they provide car share parking spaces with car share vehicles on-site.

RECOMMENDATION:

Staff recommends the Planning Commission hold a public hearing, listen to all pertinent testimony, and adopt the following resolution:

1. RESOLUTION PC 18-1266: **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AMENDING TITLE 19 ZONING ORDINANCE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, IN THE CITY OF WEST HOLLYWOOD.**

BACKGROUND / ANALYSIS:

Car-sharing is a service that allows participants to rent cars for short periods of time, often by the hour. For customers who occasionally require a vehicle, car-sharing is an attractive service because of its convenience and limited cost. Like bike-sharing services, car-shares have stations located throughout urban centers and neighborhoods, and are easily accessed and used as a point-to-point form of transit. The benefits of car-share services include: reducing household car ownership and vehicles miles traveled; alleviates parking and traffic congestion; increases transportation options for those who are least likely to own a car; and reduces use and dependence on fossil fuels through fuel efficiency. Research has shown that each car share vehicle can reduce the number of vehicles on the road by 8-13 vehicles. Most car-share services aim to further reduce the environmental impact of driving and transportation by offering newer, low emission vehicles.

Since 2012, the City of West Hollywood has maintained a contract with ZipCar, a private

car share organization (CSO), to provide ten reserved spaces for ZipCar vehicles throughout the City. The contract provides exclusive use of six metered parking spaces and four unmetered parking spaces to Zipcar. This program has served residents and visitors of West Hollywood by providing an alternative to auto ownership and reducing parking demand. Per the California Vehicle Code, the local jurisdiction is required to adopt a resolution to designate on-street parking spaces for the specific use of car-sharing. Typically, CSOs operate in this manner, renting specific parking spaces from a city for use by their customers. Some fleets are free-floating, meaning they can park in any (legal) spot. ZipCar also has locations on private property in West Hollywood, including Palihouse and The Standard.

Some cities have begun to expand the operational bounds of CSOs. In Cambridge, Massachusetts, an ordinance has been proposed to allow car-shares to park on private property and in residential zones, amending the commercial nature of car-sharing. In Portland, developers are incentivized to provide car-share parking spaces with reduced overall parking requirements. For every car-share parking space provided, the vehicle parking requirement is reduced by two spaces (up to maximum of 25%). Santa Monica, San Francisco and Vancouver, Canada, have piloted similar programs.

On December 18, 2017, the City Council directed staff to develop a zone text amendment to provide a reduction in parking requirements for provision of car share on-site or on adjacent streets for affordable housing projects.

On April 16, 2018, staff recommended and the City Council agreed to expand their directive to allow parking reductions for certain development projects with a residential component that provide car share vehicles on-site only. The operator of the building would be required to ensure that a car share organization (CSO) is utilizing the on-site parking space for a car share vehicle, which would be accessible 24 hour access to both residents of the building and outside users.

On May 17, 2018, this item went before the Planning Commission Long Range Subcommittee. The subcommittee members commented that the ordinance should require applicable buildings to meet affordable housing requirements on-site, and should require electric vehicle charging facilities to be installed but not require car share cars to be electric vehicles. The recommended language has been adjusted to reflect these comments.

City Staff met with the West Hollywood Chamber of Commerce Government Affairs Committee on June 12, 2018 to gain input on this item from the development community.

The proposed zone text amendment includes the following components:

1. Applicability: Construction of new hotels or buildings with at least 10 residential units that meet affordable housing requirements on-site
2. Ratio of ride-sharing parking spaces to reduction in parking spaces: 2 regular spaces reduced for every 1 car share parking space provided)
3. Maximum number of spaces to be replaced: Up to 4 spaces

4. Design standards:
 - a. Location: Spaces in close proximity to pedestrian access to the garage
 - b. Parking space dimensions: Must be standard parking space
 - c. EV charging requirements: Each space must provide at least a level 2 electric vehicle charger
5. Operational standards:
 - a. Car share organization: Must own, manage, maintain and insure vehicles
 - b. Access: 24 hour public access required
 - c. Contract with car share organization: Provided to the City on annual basis
 - d. Procedures for non-compliance: If car share organization cannot provide actual cars for car share on-site, the developer can build new parking spaces, buy parking credits, get a shared parking permit, utilize other reduction in parking requirements provisions, provide car share memberships to tenants in the building, or other similar mechanism as approved by the Director
6. Signage: Allowed up to 3 square feet per frontage for car share business identification signage

CONFORMANCE WITH THE WEST HOLLYWOOD GENERAL PLAN:

The creation of an incentive program to provide car share spaces is compliant with the following goal(s) of the West Hollywood General Plan: ED-10: Support green business, practice and sustainability as community priorities; H-3: Encourage a diverse housing stock to address the needs of all socioeconomic segments of the community; and IRC-6: Reduce the City's contribution to global climate change and adapt to its effects.

The ZTA also addresses Policy M-6.1, which states the city should support carpool, rideshare, and telecommuting programs in partnership with the City's business community, and strive for increased participation rates. This action implements General Plan 2035 and the Climate Action Plan as a measure to reduce overall Greenhouse Gas Emissions and vehicle trips by providing incentives and strategies for trip reduction.

CONCLUSION:

Car share reduces the number of vehicles and corresponding carbon emissions in the community. Additionally, it will continue sustainable transportation solutions to residents and visitors by providing people with a cost effective alternative to automobile ownership. The proposed zone text amendment will help provide incentives for provision of on-site car share spaces in certain private development. This is in line with the goals and policies outlined in the West Hollywood General Plan, and is another way for the city to bolster transportation demand management solutions to traffic issues.

ATTACHMENTS:

1. Resolution No. 18-1266
2. Index to Zoning Code Changes
3. Original Council Direction



**PLANNING COMMISSION
SUMMARY ACTION MINUTES
Regular Meeting
June 21, 2018**

West Hollywood Park Public Meeting Room – Council Chambers
625 N. San Vicente Boulevard, West Hollywood, California 90069

THE CITY OF WEST HOLLYWOOD HAS ADOPTED BRIEF SUMMARY AND ACTION MEETING MINUTES; WHICH PROVIDE A SUMMARY OF THE ACTIONS TAKEN AND POINTS OF DISCUSSION ONLY. ADDITIONAL COMMENTS OR DISCUSSION REGARDING ANY ITEM SUMMARIZED IN THESE MINUTES MAY BE OBTAINED BY VIEWING THE ARCHIVED VIDEOS OF THE PLANNING COMMISSION MEETINGS AT www.weho.org/weho-tv/other-city-meetings

1. **CALL TO ORDER:** Chair Buckner called the meeting of the Planning Commission to order at 6:35 p.m.
2. **PLEDGE OF ALLEGIANCE:** Edward Levin led the Pledge of Allegiance.
3. **ROLL CALL:**
Commissioners Present: Aghaei, Altschul, Carvalheiro, Hoopingarner, Vice-Chair Jones, Chair Buckner.

Commissioners Absent: Bass.

Staff Present: John Mayer, Senior Planner, Tara Worden, Assistant Planner, Rachel Dimond, Senior Planner, David DeGrazia, Current and Historic Preservation Planning Manager, Bianca Siegl, Long Range and Mobility Planning Manager, Lauren Langer, Acting Assistant City Attorney and David Gillig, Commission Secretary.
4. **APPROVAL OF AGENDA.**

ACTION: Approve the Planning Commission Agenda of Thursday, June 21, 2018 as presented. **Moved by Commissioner Aghaei, seconded by Vice-Chair Jones and passes, noting Commissioner Bass absent.**
5. **APPROVAL OF MINUTES.**
Secretary Gillig stated on page 124 of 217, Commissioner Altschul's comments were actually made by Commissioner Aghaei.
 - A. **June 7, 2018** (verbatim transcription)

ACTION: Approve the Planning Commission regular meeting minutes of Thursday, June 7, 2018 as amended. **Moved by Commissioner Aghaei, seconded by Vice-Chair Jones and passes, noting Commissioner Bass absent.**

6. PUBLIC COMMENT.

DENNIS GRANT, WEST HOLLYWOOD commented on inconsistencies in state housing laws, accessory dwelling units, and parking requirements.

7. DIRECTOR'S REPORT. None.

8. ITEMS FROM COMMISSIONERS.

Vice-Chair Jones stated the public meeting regarding the Seismic Ordinance and the possible impacts to renters has been cancelled for Saturday, June 23, 2018. It will be rescheduled at a later date.

Commissioner Hoopingarner requested when future zone text amendments are brought forward, the original City Council directive should be included as an exhibit.

9. CONSENT CALENDAR. None.

10. PUBLIC HEARINGS.

A. 1011 and 1015 N. Crescent Heights Boulevard:

John Mayer, Senior Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, June 21, 2018.

He stated the applicant is requesting to demolish two single-family homes and detached accessory structures, and construct a new three-story, 11,726 square-foot, twelve-unit apartment building over one level of subterranean parking. The project also involves a lot line adjustment that would combine the two lots.

He spoke regarding neighborhood compatibility, baseline density, height, massing, affordable housing units, central courtyard area, front yard setback, landscaping, pedestrian and vehicle access, parking, storage areas, unit sizes, private outdoor open spaces, private patios and decks, design review subcommittee comments, urban design elements, front elevation, side elevations, exterior materials, and encroachments of six foot step backs.

Staff is recommending approval of the proposed project.

The commission requested staff to define exemplary design.

David DeGrazia, Current and Historic Preservation Planning Manager, stated staff is currently working on a draft definition of exemplary design, which will be brought forward to the commission for comments. The final definition will be included on future applications.

Staff made a correction to Resolution No. PC 18-1255, Condition 2.2) as follows:

- 2.2) this building design is deemed exemplary and is not required to step back portions of the upper floors facing the street, as these tall components help break down the overall mass of the project. ~~The building is uniquely three dimensional and addresses the corner lot with openness and interest.~~

The commission requested clarification regarding green points and the fixed storefronts.

Chair Buckner opened public comment for Item 10.A.:

DERRECK LEVITT, LOS ANGELES, architect, presented the applicant's report. He provided a history of the project, and spoke regarding neighborhood compatibility, courtyard circulation, community space, massing, affordable housing, previous design versus current design elements, elevator placement, landscaping, unit sizes, and step backs.

EDWARD LEVIN, WEST HOLLYWOOD has concerns regarding this item. He spoke on the calculations regarding the market rate units and affordable housing units.

GEORGE T. BUJARSKY, WEST HOLLYWOOD has concerns regarding this item. He spoke on the design of the proposed project.

ACTION: Close public hearing for Item 10.A. **Motion carried by consensus of the Commission.**

The commission spoke on the revised design, courtyard design, landscaping, and color schemes.

The commission had concerns with the internal layout designs, private open space, and space functionality and usability.

Commissioner Hoopingartner moved to: 1) approve staff's recommendation of approval, with Condition 2.2) amended by staff.

Seconded by Commissioner Carvalho.

ACTION: 1) Approve the application, 2) **Adopt Resolution No. PC 18-1255 as amended:** a) *Change Condition 2.2) to read as follows: "This building design is deemed exemplary and is not required to step back portions of the upper floors facing the street, as these tall components help break down the overall mass of the project. ~~The building is uniquely three dimensional and addresses the corner lot with openness and interest.~~"* "A RESOLUTION OF THE PLANNING COMMISSION OF THE

CITY OF WEST HOLLYWOOD, CONDITIONALLY APPROVING A DEMOLITION PERMIT, DEVELOPMENT PERMIT AND A LOT LINE ADJUSTMENT IN ORDER TO COMBINE TWO LOTS INTO ONE LOT, DEMOLISH TWO SINGLE-FAMILY HOMES AND ACCESSORY STRUCTURES FOR THE CONSTRUCTION OF A NEW THREE-STORY, TWELVE-UNIT APARTMENT BUILDING OVER SUBTERRANEAN PARKING LOCATED AT 1011 N. CRESCENT HEIGHTS BOULEVARD, WEST HOLLYWOOD, CALIFORNIA, AND 1015 N. CRESCENT HEIGHTS BOULEVARD, WEST HOLLYWOOD, CALIFORNIA. and 3) Close the Public Hearing for Item 10.A. **Moved by Commissioner Hoopingarner, seconded by Commissioner Carvalho and passes, noting Commissioner Bass absent.**

Commission Secretary Gillig officially read into the record the appeal procedure for 1011 and 1015 N. Crescent Heights Boulevard, West Hollywood, California.

The Resolution the Planning Commission just approved memorializes the Commission's final action on this matter. This action is subject to appeal to the City Council. Appeals must be submitted within ten calendar days from this date, to the City Clerk's office. Appeals must be in writing and accompanied by the required fees. The City Clerk's office can provide appeal forms and information about waiver of fees.

B. Zone Text Amendment

Live Work Home Businesses:

Tara Worden, Assistant Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, June 21, 2018.

She provided background history and timelines, stating the commission is to consider text changes to the West Hollywood Zoning Ordinance to increase the number of home business employees, and revise the design and parking standards to incentivize live/work developments and to prioritize the reuse of existing buildings for the purpose of live/work units.

She spoke and detailed the following:

Employees of Home Businesses

The West Hollywood Municipal Code (WHMC) allows home businesses in residential units that do not negatively impact the residential character and the peaceful enjoyment of the property by other residents. Regulations related to home business are intended to preserve the residential character of neighborhoods and preclude large businesses and/or those with numerous customer visits. Currently the WHMC limits the number of employees to one between 8:00 a.m. and 8:00 p.m.

Staff recommends amending this regulation to provide more flexibility in the number of employees by allowing two employees (in addition to the owner) on the premises between 8:00 a.m. and 8:00 p.m. By granting one employee in addition the already permitted employee count, the City will allow home business operators the opportunity and flexibility to scale up their business without incurring additional overhead costs associated with leasing an office space. Parking concerns may need to be addressed if residents are impacted by an increase in demand.

In addition to the changes to the Zoning Ordinance, staff recommends updating the Business Tax License Certificate to include a response category that clarifies if the business is operated from a residence. This will improve the City's data management files and expedite data requests regarding home businesses.

Live/Work Design Standards

Staff recommends that the design standards applied to live/work units be revised to allow a range in the amount of non-residential space required, from 20 to 50 percent. The Federal Housing Authority (FHA) will not provide mortgage insurance for projects where more than 25 percent of the total space is used for non-residential purposes. In order to provide homeownership opportunities to today's entrepreneurial class of creators/artists/makers and to incentivize the reuse of existing buildings, staff recommends this policy replace the current requirement, as it prescribes inflexible standards that specify the location of non-residential space. Allowing a flexible range of non-residential use space provides developers with the ability to meet the needs of different types of potential tenants, and is a key component of a successful live/work ordinance.

Live/Work Parking Standards

The proposed zone text amendment would require that new development projects provide one parking space per live/work unit, as opposed to the commercial parking standard that is currently applicable to live/work units (3.5 spaces per 1,000 SF). This reduction in parking requirements is intended to incentivize the inclusion of live/work units in new development projects.

To provide further incentivize for live/work projects and the reuse existing buildings, staff recommends applying different parking standards. The proposed zone text amendment does not require any parking for live/work units included in projects that reuse existing buildings, but rather allows developers to provide parking spaces for live/work units if deemed necessary. This is intended to make it easier and more affordable to redevelopment older, existing buildings that may not have any parking on-site.

Addressing Affordability

Staff initially recommended live/work units be considered residential in nature which would require such developments to comply with the affordable housing requirements by providing on-site affordable units or a fee-in-lieu. Council directed staff to maintain the commercial assignment of live/work units, which does not require the provision of affordable housing on-site. Instead, live/work units as a commercial use are required to pay a commercial linkage fee-in-lieu into the City's Affordable Housing Trust Fund. While this contributes to the provision of affordable units within the City, this does not address the affordability of the live/work units themselves.

The proposed zone text amendment provides more flexible design standards and allows for expanded types of commercial uses in addition to retail.

Staff suggests that the significant reduction in parking standards and the provision of flexible design standards in part will provide flexibility in the types of live/work development thus providing a wider range of live/work price points on the real estate market.

The commission requested clarification regarding the parking standards.

Chair Buckner opened public comment for Item 10.B.:

EDWARD LEVIN, WEST HOLLYWOOD has concerns regarding this item. He spoke regarding the definition of live/work, residential zoning, pedestrian oriented frontage, and parking calculations.

The commission discussed and recommended tightening the language regarding ground floor commercial space. They would like to make sure all live work is ground floor.

Discussion was held regarding the parking, and requested a consideration of one parking per 1,000 square-feet, with a minimum of one for new builds only.

Concerns were raised regarding adaptive reuse parking, and minimum unit sizes.

Commissioner Hoopingarner moved to: 1) adopt staff's recommendations to City Council with the comments provided; a) changing the one space per 1,000 for new build, b) protection of existing non-conforming parking for adaptive reuse, and c) all ground floor commercial space shall be pedestrian orientation frontage.

Seconded by Commissioner Aghaei.

Discussion was held regarding ground floor commercial space and access. The commission decided it should read as: a) each live/work unit on the ground floor shall have a pedestrian oriented frontage that publicly displays the commercial use on the interior of the structure.

Lauren Langer, Acting Assistant City Attorney, read the recommendations in question into the record:

Section 19.36.160(B)(4) shall read as follows: "Each live/work unit shall have commercial use on the ground floor of the structure. Each live/work unit on the ground floor shall have a pedestrian oriented frontage that publicly displays the commercial use on the interior of the structure."

Parking: "As part of new development one space for 1,000 square-feet feet." "When an existing structure is reused for live/work, no space is required for the live/work units provided that nonconforming buildings cannot increase a parking nonconformity if there are any other uses in the building."

ACTION: 1) **Adopt Resolution No. PC 18-1267 as amended:** a) *change Section 19.36.160(B)(4) to read as follows: "Each live/work unit shall have commercial use on the ground floor of the structure. Each live/work unit on the ground floor shall have a pedestrian oriented frontage that publicly displays the commercial use on the interior of the structure",* b) *"As part of new development one space for 1,000 square-feet feet",* and c) *"When an existing structure is reused for live/work, no space is required for the live/work units provided that nonconforming buildings cannot increase a parking nonconformity if there are any other uses in the building."* "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT TO AMEND TITLE 19, WEST HOLLYWOOD MUNICIPAL CODE, TO INCREASE THE NUMBER OF PERMITTED HOME BUSINESS EMPLOYEES AND AMEND THE LIVE/WORK DESIGN AND PARKING STANDARDS, WEST HOLLYWOOD, CALIFORNIA;" and 2) Close the Public Hearing for Item 10.B. **Moved by Commissioner Hoopingarner, seconded by Commissioner Aghaei and passes, noting Commissioner Bass absent.**

THE COMMISSION TOOK A FIVE (5) MINUTE RECESS AT 8:00 P.M. AND RECONVENED AT 8:05 P.M.

**C. Zone Text Amendment
Parking Incentives Program Share:**

Rachel Dimond, Senior Planner provided a verbal presentation and background information, as presented in the staff report dated Thursday, June 21, 2018.

She stated the Planning Commission is to consider an amendment to the West Hollywood Zoning Ordinance to provide a parking incentive for car share. The proposed zone text amendment allows new hotels and buildings with 10 or more residential units that meet affordable housing requirements on site to reduce their overall parking requirement when they provide car share parking spaces with car share vehicles on-site.

She spoke regarding City Council direction, current car share services within the City of West Hollywood, and proposed regulations.

The proposed zone text amendment includes the following components:

Applicability: Construction of new hotels or buildings with at least 10 residential units that meet affordable housing requirements on-site;

Ratio of ride-sharing parking spaces to reduction in parking spaces: 2 regular spaces reduced for every 1 car share parking space provided);

Maximum number of spaces to be replaced: Up to 4 spaces;

Design standards:

- Location: Spaces in close proximity to pedestrian access to the garage
- Parking space dimensions: Must be standard parking space
- EV charging requirements: Each space must provide at least a level 2 electric vehicle charger

Operational standards:

- Car share organization: Must own, manage, maintain and insure vehicles
- Access: 24 hour public access required
- Contract with car share organization: Provided to the City on annual basis

- Procedures for non-compliance: If car share organization cannot provide actual cars for car share on-site, the developer can build new parking spaces, buy parking credits, get a shared parking permit, utilize other reduction in parking requirements provisions, provide car share memberships to tenants in the building, or other similar mechanism as approved by the Director

Signage: Allowed up to 3 square feet per frontage for car share business identification signage.

The commission requested clarification and questioned tandem versus non-tandem parking spaces, parking credits, parking credit overall costs, qualifying car sharing companies, and incentivizing more affordable housing.

The commission suggested the language should indicate non-tandem parking spaces, the agreement with car sharing companies, and strike the language recommending parking credits.

Commissioner Aghaei moved to: 1) adopt staff's recommendations to City Council with the comments provided; and a) adding non-tandem parking spaces.

Seconded by Chair Buckner.

ACTION: 1) **Adopt Resolution No. PC 18-1266 as amended:** a) *add "non-tandem" to Table 3-7- Car share vehicles in dedicated car share parking space to read as follows: "For new construction of a hotel or a structure with at least 10 dwelling units with required affordable housing on-site, publicly available car share vehicles provided within the building in covered dedicated standard sized non-tandem parking spaces, located in close proximity to pedestrian access to the garage and accessible to car share program members 24 hours a day. ..."; "A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WEST HOLLYWOOD, RECOMMENDING TO THE CITY COUNCIL APPROVAL OF A ZONE TEXT AMENDMENT AMENDING TITLE 19, WEST HOLLYWOOD MUNICIPAL CODE, TO ALLOW FOR A PARKING REDUCTION WHEN PROVIDING CAR SHARE IN CERTAIN DEVELOPMENT PROJECTS, WEST HOLLYWOOD, CALIFORNIA;"* and 2) **Close the Public Hearing for Item 10.C. Moved by Commissioner Aghaei, seconded by Chair Buckner and passes, noting Commissioner Bass absent.**

11. NEW BUSINESS.

A. Addition of a Special Meeting of the Planning Commission on Thursday, August 30, 2018.

ACTION: 1) Tentatively schedule a special meeting date for Thursday, August 30, 2018, pending verification of a quorum. **Motion carried by consensus of the Commission.**

12. UNFINISHED BUSINESS. None.

13. EXCLUDED CONSENT CALENDAR. None.

14. ITEMS FROM STAFF.

A. Planning Manager's Update.

Bianca Siegl, Long Range and Mobility Planning Manager stated with the new budget year, City Council changed Long and Mobility Planning to Long Range Planning. The mobility aspect will be moved under the Engineering Division.

15. PUBLIC COMMENT.

GEORGE BURJARSKI, WEST HOLLYWOOD spoke regarding community and sense of community.

16. ITEMS FROM COMMISSIONERS.

Vice-Chair Jones reminded the public the Long Range Planning Projects Subcommittee meetings are posted on-line and encouraged participation.

Commissioner Hoopingarner requested staff post the Long Range Planning Projects Subcommittee staff reports and exhibits on-line.

17. ADJOURNMENT: Noting the cancellation of the Planning Commission meeting on Thursday, July 5, 2018, the Planning Commission adjourned at 8:40 P.M. to a regularly scheduled meeting on Thursday, July 19, 2018 beginning at 6:30 P.M. until completion at West Hollywood Park Public Meeting Room – Council Chambers, 625 N. San Vicente Boulevard, West Hollywood, California. **Motion carried by consensus of the Commission.**

PASSED, APPROVED AND ADOPTED by the Planning Commission of the City of West Hollywood at a regular meeting held this 19th day of July, 2018 by the following vote:

AYES:	Commissioner:	Aghaei, Altschul, Buckner, Hoopingarner, Vice-Chair Carvalheiro, Chair Jones.
NOES:	Commissioner:	None.
ABSENT:	Commissioner:	None.
ABSTAIN:	Commissioner:	Bass.



STACEY JONES, CHAIRPERSON

ATTEST:



DAVID K. GILLIG, COMMISSION SECRETARY

APPROVED
yq 4/16/18

CITY COUNCIL
UNFINISHED BUSINESS

APRIL 16, 2018

SUBJECT: UPDATE ON COUNCIL DIRECTIVE TO CREATE INCENTIVE PROGRAM FOR CAR SHARE

PREPARED BY: PLANNING AND DEVELOPMENT SERVICES

(John Kehe, AICP, Interim Director) JK

(Bianca Siegl, Manager, Long Range and Mobility Planning) BS

(Rachel Dimond, AICP, Senior Planner) RD

STATEMENT ON THE SUBJECT:

The City Council will receive an update on a Council directive to establish incentives for the provision of car share for certain development projects.

RECOMMENDATION:

Confirm Council directive and staff adjustments to the proposed program for car share incentives; making them applicable to projects with a certain amount of residential units, and excluding on-street parking spaces from the program, as further described in this memorandum.

BACKGROUND / ANALYSIS:

On December 18, 2017, Council members Meister and D'Amico initiated a City Council directive to bring forward a zone text amendment that would provide incentives for car-sharing in affordable housing projects. This item was placed on the Division's work program for completion in the third quarter of 2018.

Car-sharing is a short-term car rental service used as a point-to-point form of transportation that can reduce household car ownership and vehicle miles travelled, alleviate parking and traffic congestion, increase transportation options, and reduce use and dependence on fossil fuels through use of alternative fuel vehicles. The Council directive is to develop a zone text amendment to provide a reduction in parking requirements for 100% affordable housing projects that provide car-share vehicles on-site or on the street adjacent to the project. The operator of the building would be required to ensure that a car sharing organization (CSO) is utilizing the on-site parking space for a car share vehicle, which would be accessible 24 hour access to both residents of the building and outside users.

The purpose of this report is to confirm an expansion of this incentive to include not only

100% affordable projects but also other projects that have a residential component over a certain size as an alternative. Staff has undertaken initial research on the item and found that five (5) 100% affordable projects have been approved over the last 10 years.

Further, staff recommends that this incentive program not include the use of on-street parking spaces. The City already makes on-street parking spaces available to care share operators, and could not guarantee the long-term availability of on-street parking spaces in order to reduce a private development project's parking requirement.

The Long Range and Mobility Planning Division is currently preparing a comprehensive update to the City's Transportation Demand Management (TDM) Ordinance, and while car sharing is part of that ordinance, this initiative would serve as an additional incentive to provide car-sharing on site.

The proposed ZTA will include the following components:

1. Applicability (type of projects that can utilize this incentive);
2. Ratio of ride-sharing parking spaces to reduction in parking spaces;
3. Maximum number of spaces to be replaced;
4. Design standards (such as location, parking space dimensions, EV charging requirements, relationship to ADA spaces, physical security measures); and
5. Operational standards (such as 24 hour public access, contract with CSO, provision of car-sharing to affordable housing tenants, procedures for non-compliance)

Staff will take the proposed ZTA to the Planning Commission Long Range Subcommittee on May 17, 2018, followed by hearings at the Planning Commission and City Council, with estimated project completion in the third quarter of 2018.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goals to maintain the City's unique urban balance with emphasis on residential neighborhood livability and protect and enhance affordable housing opportunities.

This item is also consistent with Ongoing Strategic Program (OSP) of:

- OSP-4: Transportation System Improvement.

In addition, this item is compliant with the following goals of the West Hollywood General Plan:

- ED-10: Support green business, practice and sustainability as community priorities.
- IRC-6: Reduce the City's contribution to global climate change and adapt to its effects.

EVALUATION PROCESSES:

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

Car share reduces the number of vehicles and corresponding carbon emissions in the community. Additionally, it will continue sustainable transportation solutions to residents and visitors by providing people with a cost effective alternative to automobile ownership.

COMMUNITY ENGAGEMENT:

Staff will work with key stakeholders, including car sharing organizations, developers, and car share users to ensure the proposed zone text amendment addresses stakeholder input.

OFFICE OF PRIMARY RESPONSIBILITY:

PLANNING AND DEVELOPMENT SERVICES / LONG RANGE AND MOBILITY
PLANNING DIVISION

FISCAL IMPACT:

None at this time.

PREVIOUS CITY COUNCIL REPORT

Memo

To: Mayor, City Councilmembers, City Manager, and City Attorney
From: Alyssa Poblador, Administrative Specialist IV *AP*
CC: J. KEHO, B. SIEGL, R. DIMOND
Date: April 16, 2018
Re: Correspondence Concerning Item 4.B. on the 4/16/18 Agenda

Attached please find correspondence received relating to Item 4.B. on the April 16, 2018 Council Agenda.

4.B. UPDATE ON COUNCIL DIRECTIVE TO CREATE INCENTIVE PROGRAM FOR CAR SHARE

PREVIOUS CITY COUNCIL REPORT



April 16, 2018

Mayor John Heilman
Mayor Pro Tempore John J. Duran
Councilmember John D'Amico
Councilmember Lindsey P. Horvath
Councilmember Lauren Meister
City of West Hollywood
8300 Santa Monica Boulevard
West Hollywood, CA 90069



Dear Mayor and City Councilmembers:

I am writing to confirm Zipcar's support of the City of West Hollywood's effort to create further incentives for carshare opportunities in certain development projects as demonstrated by Item number 4B on your April 16, 2018 agenda.

Zipcar is the world's leading car sharing operator, with 1 million members worldwide and fleets operating in 500 cities and 600 universities in 11 countries worldwide. Zipcar operates a fleet of more than 250 vehicles throughout Southern California. This includes our partnership with the City of West Hollywood.

Regionally, nearly 68 percent of our members owned or leased a car in the year before joining Zipcar. After joining Zipcar, 66 percent of our members do not own or lease a vehicle. This aligns with the City's stated goals of promoting alternatives to personal vehicle ownership, reducing congestion, and supporting environmental sustainability.

As you move forward in creating certain incentives for developers who wish to further promote carshare in their projects, we hope the city will make the effort to clearly define car sharing to ensure it is limited only to approved operators that provide fleet-owned vehicles.

We look forward to our continued partnership with the City of West Hollywood and are available to answer any questions this correspondence may bring up.

Sincerely,

Sabrina Sussman
Zipcar
Manager, Public Partnerships
ssussman@zipcar.com
Cell: 847.707.2166

cc: Bianca Siegl, Manager, Long Range and Mobility Planning
Rachel Dimond, AICP, Senior Planner

PREVIOUS CITY COUNCIL REPORT

SUBJECT: INCENTIVE PROGRAM FOR CAR SHARE IN AFFORDABLE HOUSING

**INITIATED BY: COUNCILMEMBER LAUREN MEISTER
COUNCILMEMBER JOHN D'AMICO**

**PREPARED BY: COMMUNITY AND LEGISLATIVE AFFAIRS DIVISION
(John Leonard, Manager)
(Andi Lovano, Senior Management Analyst)
(Stephanie Berger, Intern)**

STATEMENT ON THE SUBJECT:

The City Council will consider allowing a reduction in parking requirements for affordable housing buildings (100% affordable) that provide car share spaces and services.

RECOMMENDATION:

Direct the Community Development Department to draft a Zone Text Amendment to allow a reduction in parking requirements for affordable housing developments that provide car-sharing parking spaces and services on site.

BACKGROUND / ANALYSIS:

Car-sharing is a service that allows participants to rent cars for short periods of time, often by the hour. For customers who occasionally require a vehicle, car-sharing is an attractive service because of its convenience and limited cost. Like bike-sharing services, car-shares have stations located throughout urban centers and neighborhoods, and are easily accessed and used as a point-to-point form of transit. The benefits of car-share services include: reducing household car ownership and vehicles miles traveled; alleviates parking and traffic congestion; increases transportation options for those who are least likely to own a car; and reduces use and dependence on fossil fuels through fuel efficiency. Research has shown that car share programs can reduce the number of vehicles on the road by 8-13 vehicles. Most car-share services aim to further reduce the environmental impact of driving and transportation by offering newer, low emission vehicles.

Since 2012, the City of West Hollywood has maintained a contract with ZipCar, a private

car share organization (CSO), to provide ten reserved spaces for ZipCar vehicles throughout the City. The contract provides exclusive use of six metered parking spaces and four unmetered parking spaces to Zipcar and in exchange, Zipcar pays the City an annual parking space use/license fee of \$4,380 per metered space and \$100 per non-metered space for the duration of the agreement. This program has served residents and visitors of West Hollywood by providing an alternative to auto ownership and reduce parking demand. Per the California Vehicle Code, the local jurisdiction is required to adopt a resolution to designate on-street parking spaces for the specific use of car-sharing. Typically, CSOs operate in this manner, renting specific parking spaces from a city for use by their customers. Some fleets are free-floating, meaning they can park in any (legal) spot. ZipCar also has locations on private property in West Hollywood, including Palihouse and The Standard.

Some cities have begun to expand the operational bounds of CSOs. In Cambridge, Massachusetts, an ordinance has been proposed to allow car-shares to park on private property and in residential zones, amending the commercial nature of car-sharing. In Portland, developers are incentivized to provide car-share parking spaces with reduced overall parking requirements. For every car-share parking space provided, the vehicle parking requirement is reduced by two spaces (up to maximum of 25%). Santa Monica, San Francisco and Vancouver, Canada, have piloted similar programs. In all cases, various exemptions are made for certain types of zoning areas and other conditions.

This item directs West Hollywood to develop a car share incentive program for affordable housing buildings. This program would allow buildings that are 100% affordable to very-low, low, and/or moderate income households to receive a reduction in parking requirements if they provide a car-share parking space on site or on the street adjacent to the new development. In addition to providing the parking space, the operator of the building would be required to ensure that a CSO is utilizing the spot for the designated purpose. In addition to the benefits to tenants of having access to a car share program, reduced minimum parking requirements can help reduce overall development costs and increase housing supply by making more affordable housing projects financially feasible. In order to have the greatest impact, the on- or off-street car-share parking space should be accessible 24 hours a day to give CSO participants access to the car whether or not they live in the building. This would not only provide car sharing access to residents of the building, but also to the surrounding community.

The City of West Hollywood is dedicated to creating affordable housing, sustainability and preserving our environment. Car-share programs are in line with the City of West Hollywood's goals to maximize the efficiency and variety of transportation options available to residents. The City's Long Range and Mobility Planning Division is currently preparing a comprehensive update to the City's Transportation Demand Management (TDM) Ordinance, which sets requirements and incentives for businesses and new

development projects that reduce the need for single-occupant vehicle trips, and help the city to meet its climate and mobility goals. A Working Group of residents, business owners, developers, architects, and commissioners, has been meeting with staff to discuss program components and priorities. Encouragement for car sharing is consistent with other TDM strategies under consideration, and could be incorporated into the proposed Ordinance. The draft TDM Ordinance will be brought to the City Council in spring 2018.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

This item is consistent with the Primary Strategic Goals to maintain the City's unique urban balance with emphasis on residential neighborhood livability and protect and enhance affordable housing opportunities.

This item is also consistent with Ongoing Strategic Program(s) (OSP) of:

- OSP-12: Actively Participate in Regional Issues.
- OSP-4: Transportation System Improvement.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- ED-10: Support green business, practice and sustainability as community priorities.
- H-3: Encourage a diverse housing stock to address the needs of all socioeconomic segments of the community.
- IRC-6: Reduce the City's contribution to global climate change and adapt to its effects.

EVALUATION PROCESSES:

N/A

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

Car share reduces the number of vehicles and corresponding carbon emissions in the community. Additionally, it will continue sustainable transportation solutions to residents and visitors by providing people with a cost effective alternative to automobile ownership.

COMMUNITY ENGAGEMENT:

N/A

OFFICE OF PRIMARY RESPONSIBILITY:

COMMUNITY DEVELOPMENT DEPARTMENT / LONG RANGE AND MOBILITY
PLANNING DIVISION

FISCAL IMPACT:

None at this time.

PREVIOUS CITY COUNCIL REPORT