


**BOARD REPORT
CITY OF LOS ANGELES
DEPARTMENT OF TRANSPORTATION**

Date: August 14, 2025

To: Board of Transportation Commissioners

From: Laura Rubio-Cornejo, General Manager 

Subject: **WEST ADAMS BOULEVARD BETWEEN LA BREA AND HAUSER PARKING METER ZONE STUDY**

SUMMARY

In response to Council File (CF) 25-0606, this report discusses the feasibility and necessary steps to establish a Parking Meter Zone (PMZ) on West Adams Boulevard, between La Brea Avenue and Hauser Boulevard, including an evaluation of potential costs, projected revenue, and a timeline for implementation.

RECOMMENDATIONS

That the Board, subject to concurrence by the City Council:

1. REQUEST the City Attorney's Office to amend Section 88.00 of the Los Angeles Municipal Code (LAMC) to replace Subsection 71 with the West Adams-La Brea Parking Meter Zone as defined by the boundaries below and the associated hourly rate of \$1.50:
 - **"71. West Adams-La Brea Parking Meter Zone.** This zone includes:
 - (A) All streets within the area bounded by the following street segments:
 1. West Adams Boulevard from La Brea Avenue to Hauser Boulevard.
 2. All streets intersecting West Adams Boulevard between La Brea Avenue and Hauser Boulevard, from West Adams Boulevard to the end of the contiguous commercial properties northerly and southerly thereof."
2. DIRECT Los Angeles Department of Transportation (LADOT) to install metered parking along West Adams Boulevard between La Brea Avenue and Hauser Boulevard, including the curb frontages directly in front of contiguous commercial properties on intersecting streets northerly and southerly of West Adams Boulevard, once the PMZ is established by City Council.

BACKGROUND

Per California Vehicle Code Section 22508, cities in California have the authority to establish parking meter zones and set the rate of fees for such zones by adoption of ordinances. The boundaries and rates of the existing PMZs in the City of Los Angeles are established by the City Council through ordinances, and codified under LAMC § 88.00. Per the Los Angeles Administrative Code, Article 5 Section 22.484(g)(2)A.1, "no ordinance regulating the manner of the use of public streets and other public ways for travel, including the use and operation of vehicles or the placing of obstructions thereon, or ordinance enacted in the exercise of any other power relative to traffic conferred upon local authorities by any law, shall be adopted unless such ordinance shall have first been submitted to and

approved by the Transportation Commission or unless adopted by a vote of at least two-thirds of the members of the Council in favor thereof..."

In October 2024, the West Adams Business Improvement District (BID) unanimously approved recommendations to explore the implementation of parking meters within its BID boundaries. On June 25, 2025, the City Council adopted a motion directing LADOT to report back within 30 days on the feasibility and necessary steps to establish a PMZ on West Adams Boulevard between La Brea Avenue and Hauser Boulevard, including cost, revenue impact, and timeline.

A mix of small businesses, churches, and mixed-use developments form a vibrant commercial corridor along West Adams Boulevard between La Brea Avenue and Hauser Boulevard. Situated in the historic West Adams neighborhood, this area experienced considerable growth in commercial activity in recent years, increasing the demand for on-street parking. This section of West Adams Boulevard is approximately 0.67 miles and is a striped bi-directional roadway with one travel lane, one protected bike lane, and one parking lane in each direction. Currently, there is unmetered on-street parking with a mix of one-hour and two-hour posted parking restrictions from 8 AM to 6 PM.

DISCUSSION

Establishment of the West Adams-La Brea Parking Meter Zone

The implementation of this PMZ is expected to take six months to one year based on documented support from Council District (CD) 10 and the BID, and a recently completed LADOT parking study found to support the creation of a PMZ. The remaining steps are required to establish a new PMZ:

1. LADOT prepares a Board Report for approval by the Board of Transportation Commissioners requesting the establishment of the PMZ, and for the City Attorney's Office to draft an ordinance establishing the PMZ and its rates.
2. Upon Board approval, LADOT transmits the report to be heard by the City Council's Transportation Committee and subsequently City Council for consideration.
3. Assuming City Council adopted the recommendations, the City Attorney prepares and submits a report and final draft of the ordinance to the City Council and Mayor for approval.
4. Upon final approval of the ordinance, LADOT will work with CD 10 and the BID to develop and implement the final PMZ plan, which includes determining the final number of metered spaces, updating the striping plan and parking policies/signage, and additional public engagement.

Parking Study

LADOT conducted a parking study along West Adams Boulevard, between La Brea Avenue to the east and Hauser Boulevard to the west, and included the intersecting street segments to the end of the contiguous commercial properties northerly and southerly thereof. The study consisted of a parking occupancy and turnover data captured on June 27 (Friday), June 28 (Saturday), and July 2, 2025 (Wednesday). Data included hourly parked vehicle counts, on the hour, between 8 AM and 8 PM each day.

The study found strong support for installing parking meters due to very high vehicle occupancy and low parking turnover rates. The average occupancy rate during all counts was 88%, showing very few available parking spaces. Saturday proved to be the busiest day, with 89% vehicle occupancy. Illegally parked vehicles, in addition to almost fully occupied legal spaces, caused occupancy to peak at 101% at 7 PM on Saturday, June 28, 2025.

LADOT staff observed that the majority of vehicles were parked well beyond the posted time limits, resulting in very low turnover. Of the 83 vehicles parked in one-hour zones during the 12 PM Friday count, 65% (54 of 83) remained in the same spaces two hours later. At 6 PM, six hours later, 27% (22) of those vehicles still had not moved. The high occupancy and low turnover suggest that parking meters will increase turnover and accessibility at parking spaces along this stretch, allowing more patrons to visit the restaurants, shops, and businesses along this commercial corridor. To establish a PMZ, an area being considered for the addition of metered spaces must demonstrate a high vehicle occupancy range between 70% to 90%. In light of these parking study findings, LADOT staff recommends the establishment of a PMZ along West Adams Boulevard as described herein.

Along with the intersecting street segments, the stretch of West Adams Boulevard could accommodate approximately 160 demarcated, on-street metered parking spaces. Revising existing parking policies to establish consistent two-hour limits on spaces from 8 AM to 8 PM would create a cohesive parking environment within this West Adams commercial district. Consideration would also be given to existing and new commercial and passenger loading zones, short-term parking, and Americans with Disabilities Act accessible spaces.

Estimated Costs

LADOT would incur initial one-time costs to install meter posts, meters, curb and pavement markings, and update posted parking sign policies. Ongoing costs would include maintaining, operating, and servicing the new parking meters. However, the new parking revenue would offset these costs. LADOT would need to create and establish a new revenue collection schedule, and increase parking enforcement to effectively manage the potential new parking meters and time limit restrictions. Initial costs to install parking meter equipment and associated signs, stall markings, and red curb for an estimated 160 metered spaces may total approximately \$330,000. On-going costs will include the regular maintenance, upkeep, and revenue collection of all parking meters, and will cost an estimated \$30,000 annually.

Projected Revenue

Based on this study's findings, comparisons with nearby PMZs, and applying the calculated 88% occupancy rates, LADOT projects that installing approximately 160 demarcated, on-street metered spaces would generate about \$760,000 in gross annual revenue. LADOT deposits the parking meter revenue into the Special Parking Revenue Fund (SPRF), which helps cover part of its ongoing operational costs. If the City establishes a PMZ in the West Adams historic corridor, the General Fund may also receive additional revenue from parking citations.

As of the Fiscal Year 2025-26 Adopted Budget, the City set the lowest base rate for on-street metered parking at \$1.50 per hour. The nearest PMZs to this location charge a base rate of \$1.50 per hour. LADOT recommends adopting the same \$1.50 hourly base rate to maintain consistency with most other PMZs Citywide.

Timeline to Implement

As previously stated, establishing a new parking meter zone can take up to one year and requires approval from both the Board of Transportation Commissioners and the City Council. The Board holds a public hearing and LADOT must collaborate with the City Attorney to draft an ordinance amending


Section 88.00 of the Los Angeles Municipal Code. This process involves additional stakeholder engagement and coordination with CD 10.

After the City Council and the Mayor adopt the ordinance, the City must provide 30 days public notice before the ordinance goes into effect. Given the limited staffing resources, LADOT anticipates installing parking stall markings, new signage, and parking meter posts and meters by early Spring 2026.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. SPRF could potentially see an increase of \$760,000 in gross annual revenue from this new West Adams-La Brea PMZ and these funds would cover the cost of implementing and maintaining the installed parking meters in the new PMZ. The City may also gain additional parking citation revenue for the General Fund from parking enforcement of the installed meters.

LRC:KH:JH:gr

Approved: 8/14/2025
Board of Transportation Commissioners

Commission Executive Assistant