

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

Date: September 23, 2025

To: Board of Transportation Commissioners

From: Laura Rubio-Cornejo, General Manager 

Subject: **AMENDMENT TO THE BOUNDARIES OF THE SANTA MONICA-HIGHLAND
PARKING METER ZONE IN COUNCIL DISTRICT 13**

SUMMARY

The Los Angeles Department of Transportation (LADOT) conducted parking studies in the Hollywood Media District, located in Council District (CD) 13, that yielded data to support a request to expand the boundaries of the Santa Monica-Highland Parking Meter Zone (PMZ) to accommodate the parking demand and create parking turnover.

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 expand the boundaries of the Santa Monica-Highland PMZ, by amending Subsection 26(A) to revise Line 3 and add Lines 9-15 as follows:
 - (3) Highland Avenue from Lexington Avenue to Willoughby Avenue.
 - (9) Sycamore Avenue from Santa Monica Boulevard to Willoughby Avenue.
 - (10) Orange Drive from Santa Monica Boulevard to Willoughby Avenue.
 - (11) Mansfield Avenue from Santa Monica Boulevard to Willoughby Avenue.
 - (12) Citrus Avenue from Romaine Street to Willoughby Avenue.
 - (13) Willoughby Avenue from Sycamore Avenue to Highland Avenue.
 - (14) South side of Romaine Street from La Brea Avenue to Sycamore Avenue.
 - (15) Romaine Street from Sycamore Avenue to Highland Avenue.
2. DIRECT LADOT to install metered parking directly in front of contiguous commercial properties in the expanded zone street segments listed above, once the City Council adopts the expanded zone.

BACKGROUND

Studios, soundstages, and a diverse range of commercial, industrial, and mixed-use establishments comprise the Hollywood Media District, located just south of the world-famous Hollywood Entertainment District. Over the past decade, significant developments increased commercial activity and subsequently, parking demand in the area. Businesses requested meters to improve parking turnover and enhance customer access in the area, which is adjacent to the Santa Monica/La Brea commercial hub in the City of West Hollywood, where parking meters already exist.

In February 2020, Fourth District Councilmember David Ryu requested a parking study of the Hollywood Media District area after receiving support from both the Central Hollywood Neighborhood Council (CHNC) and the Hollywood Media District Business Improvement District (BID). The BID addressed a letter to LADOT's General Manager requesting that LADOT consider the installation of metered parking in the study area to provide a reasonable level of parking occupancy and turnover (Attachment 1). After communication with the stakeholders, LADOT identified the study area, which included the following commercial street segments:

1. Sycamore Avenue between Santa Monica Boulevard and Willoughby Avenue;
2. Orange Drive between Santa Monica Boulevard and Willoughby Avenue;
3. Mansfield Avenue between Santa Monica Boulevard and Willoughby Avenue;
4. Citrus Avenue between Romaine Street and Willoughby;
5. Romaine Street between City Limits near La Brea Avenue and Highland Avenue; and
6. Willoughby Avenue between La Brea Avenue and Highland Avenue.

In October 2022, LADOT completed the initial parking study; however, due to the 2021 redistricting of the City's 15 council districts, the Hollywood Media District is now exclusively within the Thirteenth Council District. After a discussion with the new Thirteenth District Councilmember, LADOT completed an updated parking study in October 2024.

The Hollywood Media District BID submitted an updated letter of support for the installation of metered parking on October 18, 2024 (Attachment 2). The CHNC submitted an updated letter of support for the installation of metered parking on August 26, 2024 (Attachment 3). Subsequently, on March 28, 2025, Thirteenth District Councilmember Hugo Soto-Martinez submitted a letter of support for the installation of metered parking in the area, aiming to promote turnover and increase accessibility for businesses, residents, and visitors (Attachment 4).

Per California Vehicle Code Section 22508, cities in California have the authority to establish parking meter zones and set the rates of fees for such zones by adopting 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..."

DISCUSSION

Parking Studies

LADOT conducted a parking study in October 2022 within the Hollywood Media District area, bounded by Santa Monica Boulevard, Highland Avenue, Willoughby Avenue, and the City limits at La Brea Avenue. Staff recorded an hourly count of occupied parking spaces from 12 PM to 6 PM. LADOT conducted an updated parking study in October 2024 and recorded an hourly count of occupied parking spaces from 8 AM to 6 PM.

The results of both studies revealed that all blocks experienced significantly high occupancy of more than 70% of parking spaces occupied throughout the day. The average weekday occupancy rate for the most recent 2024 study was 88%, which is significantly higher than the 70-80% occupancy range typically required by LADOT. All portions of street segments in the study area were commercially developed, with parking restrictions ranging from one- to two-hour parking limits, passenger loading zones, 15-minute parking, and no restrictions on time limit.

LADOT estimates it can install approximately 300 parking meters on the recommended street segments listed in Recommendation 1. The expected benefits to the study area from the installation of parking meters include the following:

1. Increased parking space turnover and availability, which can lead to more customers who can park near businesses.
2. Improved enforcement by making it easier and more efficient for traffic officers to identify time-limit parking violations in the area.
3. Increased parking meter revenue to be deposited into the Special Parking Revenue Fund (SPRF).

Stakeholder Meetings

LADOT received letters of support from CHNC in 2020 and 2024. LADOT presented the results of both studies to the BID's Planning and Land Use Committee (Committee) on October 10, 2024. The Committee supported the installation of meters, and requested LADOT to present the results to its Board of Directors on October 26, 2024. In response to the presentation, the BID's Board communicated its full support of the proposed metered parking via the attached letter of support.

Based on the data supporting the need for on-street metered parking, the desire to provide a reasonable level of parking occupancy and turnover, and letters of support from the BID, CHNC, and the Council District, LADOT recommends expanding the Santa Monica-Highland PMZ.

Next Steps

The implementation of the expanded PMZ is expected to take six months to one year and requires approval from both the Board of Transportation Commissioners and the City Council. The following remaining steps are required to establish a new PMZ:

1. Approval by the Board to expand the PMZ, and for the City Attorney's Office to draft an ordinance amending Subsection 26(A) of Section 88.00 of the Los Angeles Municipal Code expanding the PMZ and implementing the existing rate of \$1.50 per hour in the expanded zone.
2. Upon Board approval, LADOT transmits the report to be heard by the City Council's Transportation Committee and subsequently the City Council for consideration.
3. Assuming the City Council adopts the recommendations, the City Attorney prepares and submits a report, and a final draft of the ordinance to the City Council and Mayor for approval.
4. After the City Council and the Mayor adopt the ordinance, the City must provide 30 days of public notice before the ordinance goes into effect.
5. Upon final approval of the ordinance, LADOT will engage with CD 13 and the BID to develop and implement the final PMZ plan. This will include additional public engagement as needed, and determining the final number of metered spaces and the associated parking policies.

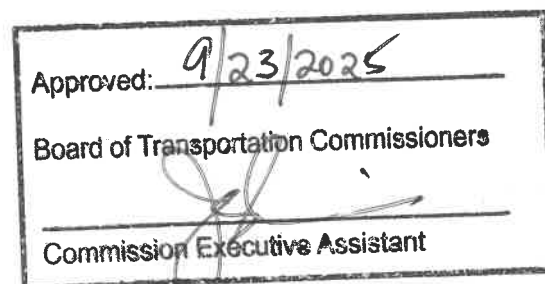
Given the limited staffing resources, LADOT anticipates installing the necessary parking stall markings, signage, and parking meter posts and meters by midyear 2026.

FISCAL IMPACT STATEMENT

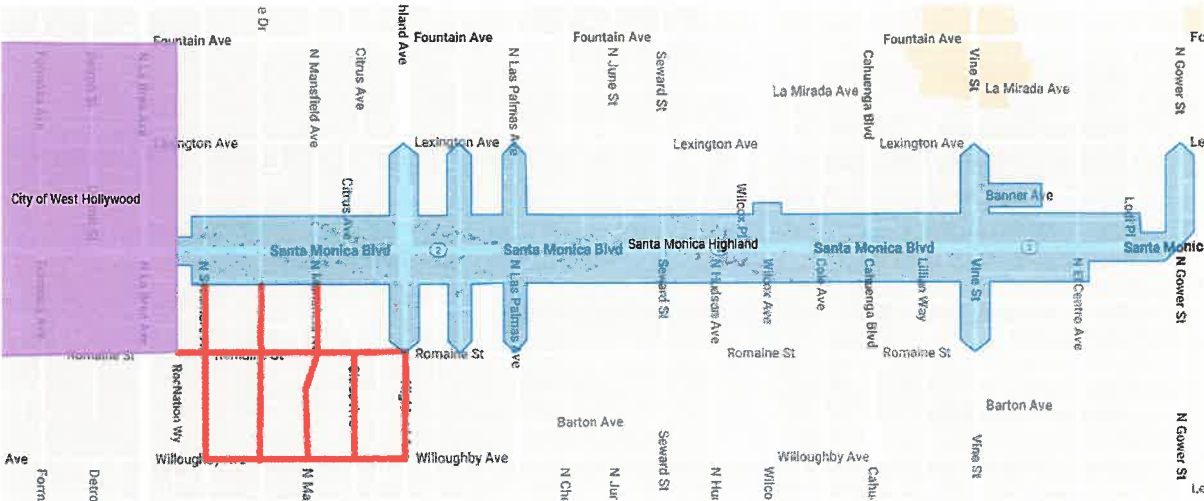
There is no fiscal impact to the City's General Fund. The SPRF will fund the cost of implementing and maintaining the expanded parking meter zone, estimated at an initial cost of \$515,000 to install parking meter equipment and associated signs, stall markings, and red curb. The expanded boundary of the Santa Monica-Highland Parking Meter Zone is estimated to generate approximately \$1.6 million in annual gross revenue. The City may also generate additional General Fund revenue from the issuance of parking citations at the newly installed parking meters.

LRC:TC:KH:JH:gr

Attachments



Attachment 1. Existing Santa Monica-Highland PMZ (blue) with Proposed Street Segments (red).



Attachment 2. BID Letter of Support

October 18, 2024

Graham Rossmore
Bureau of Parking Management
Los Angeles Department of Transportation
100 S. Main St. 10th Floor
Los Angeles, CA 90012

RE: Parking Meter Study in the Hollywood Media District

Dear Mr. Rossmore:

I am writing on behalf of the Hollywood Media District BID (the "Media District"), to express our continuing support for installation of parking meters in a portion of the Media District. On October 10, 2024, you presented the findings of your parking meter study to our PLUM committee and after a discussion among our committee members, the committee voted to support installation of meters per the recommendations of the study. You also presented to our full Board of Directors at our monthly board meeting on October 24, 2024, and the full Board also voted to support this project. Here is our understanding of the recommendations:

1. Install parking meters for approximately 350 spaces (+ADA Spaces) in the area bordered by La Brea on the West, Willoughby Ave on the South, Highland Ave on the East, and Santa Monica Blvd on the North.
2. Rates may be \$1/hour (flat rate) or \$0.50 - \$2.00 (dynamic)
3. Increase parking limits from 1 hour parking to 2 hour parking
4. Implement consistent parking policies throughout the expansion area noted in item 1.
5. Consider for inclusion in LA Express Park Hollywood
6. Implement demand-based parking rates

The changing uses and positive growth throughout the Media District have generated substantially different parking needs over recent years. We believe this project is critical in supporting the positive growth and will effectively serve the property owners and businesses in the area. On behalf of the Hollywood Media District BID, we strongly support this project and greatly look forward to the improvements it will bring to our district.

Sincerely,

A handwritten signature in blue ink, appearing to read "Anita Siraki", written over a horizontal line.

Anita Siraki
President
Hollywood Media District BID

Attachment 3. Thirteenth Council District Letter of Support



HUGO SOTO-MARTINEZ
Councilmember, Thirteenth District

March 28, 2025

City of Los Angeles Department of Transportation
100 S. Main St., 10th Floor
Los Angeles, CA 90012

RE: Parking Meters in Hollywood Media District

Dear Ms. Cornejo,

In recent months, our office has been working with LADOT to understand the parking demands within the Hollywood Media District. I am writing to express my support for introducing parking meters to the Hollywood Media District to better facilitate management of on-street parking in this burgeoning area. This strategy is already supported by the Hollywood Media District Business Improvement District and the Central Hollywood Media District.

We request that LADOT continue to study and install parking meters as appropriate within the District, bound by Santa Monica Boulevard to the north, Willoughby to the south, La Brea Avenue to the west, and Highland Avenue to the east.

Thank you for your attention to this letter. Should you have any questions, please contact our Transportation Deputy, Rogelio Pardo, at rogelio.pardo@lacity.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Hugo Soto-Martinez", with a stylized flourish at the end.

Hugo Soto-Martinez
Los Angeles City Councilmember, 13th District

Attachment 4. Neighborhood Council Letter of Support**LETTER OF SUPPORT****RE: Installing new parking meters in the Hollywood Media District**

Dear Hugo-Soto Martinez,

On August 26, 2024, Miguel Padilla from the Hollywood Media District BID attended the board meeting of the Central Hollywood Neighborhood Council in order to request confirmation of our continued support of installing new parking meters on several streets of the Hollywood Media District. Our original support letter was addressed to Councilmember David Ryu and signed by myself and VP Ferris Wehbe on September 3, 2020.

Our understanding of this issue is as follows:

1. The changing uses and positive growth throughout the Media District have generated substantially different parking needs over recent years.
2. This needed change has become particularly critical between La Brea and Highland (south of Santa Monica) given the changed uses and increased density of businesses.

The streets on which the meters are requested are:

- a. Willoughby from La Brea to Sycamore
- b. Romaine from La Brea to Highland
- c. Sycamore from Willoughby to Santa Monica
- d. Orange from Willoughby to Santa Monica
- e. Mansfield from Willoughby to Santa Monica

After a full discussion of the needs of the community, the full board voted 6 in favor, no oppositions, no abstentions, two absent.

A handwritten signature in blue ink that reads "Elvina Beck". The signature is stylized and cursive.

Elvina Beck, President of CHNC