

10950 WASHINGTON BLVD

Preliminary Parking Operations Plan

City of Culver City | March 14, 2018

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Preliminary Parking Operations Plan - 10950 Washington Blvd.

Attn: Gabriela Silva
City of Culver City, Planning Division
9770 Culver Blvd.
Culver City, CA 90232

March 14, 2018

Dear Ms. Silva,

LAZ Parking is pleased to present the enclosed Preliminary Parking Operations Plan regarding 10950 Washington Boulevard, located in Culver City.

Should you have any questions regarding this plan, please do not hesitate to contact us.

Warm Regards,



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2. PROJECT OVERVIEW

Introduction

The project, located at 10950 Washington Blvd. in Culver City, is generally bounded by Elenda Street to the east, Huron Avenue to the west, Washington Blvd. to the north, and a residential neighborhood to the south. The site comprises Building 1 (on the east) with about 70,808 square feet and Building 2 (on the west) with about 138,513 SF. Both buildings are currently leased by NFL Enterprises and serves as their headquarters for the NFL Network and NFL.com.

The property is currently served by a four-level parking structure, as well as surface parking located on the eastern half of the site. The total existing parking supply consists of 439 spaces and is currently further maximized through the implementation of valet parking and attendant-assist services. However, with peak parking demand during the NFL season, the site struggles to sufficiently accommodate parking for both employees and visitors. As such, Hudson Pacific Properties (HPP), owner of the subject site, is in the planning process for implementing the use of vehicle stackers to increase overall parking supply by an approximate 37%, to 603 spaces total.

HPP has retained LAZ Parking to retained LAZ Parking to develop the following Preliminary Parking Operations Plan to outline how parking will be managed on the property, particularly with regards to use of the vehicle stacker and the proposed new tandem parking area.

Site Access / Circulation

Access to the property is provided off of Washington Boulevard via a one-way, two-lane driveway that runs approximately 300 feet into the property before reaching the garage structure and surface parking areas. The driveway is controlled with a gate arm, located adjacent to the security booth, where employees are required to present their keycard and visitors are required to check in with security personnel in order to gain access. The entry driveway includes a secondary checkpoint approximately 280 feet into the property to process visitors during peak periods. This allows for separation of employees and visitors, while lengthening the entrance queueing area on site and reducing the potential for stacking vehicles into the city street. A queueing capacity of approximately 15 vehicles is provided prior to the second gate arm, while about 75 vehicles total can be accommodated leading up to the first valet station encountered on site.

Beyond the gate arms, the circulation road provides multiple routing decisions for drivers. Upon entry and to the left is a surface parking area, North Lot, operationally referred to as “P1” (south of sound wall) and “P2” (north of sound wall). Directly across this lot and to the right upon entry is multi-level garage with a surface parking row against its southern wall, referred to as “P3”. As parkers circulate past this parking row, they are led to the southernmost surface lot, South Lot, also known as “P4”, which currently consists of two parking bays (drive aisle with parking on one or both sides).

2. PROJECT OVERVIEW

Upon entry, employees are allowed to park in either the garage or surface parking areas. The surface lots are generally open to all employees and are re-directed by parking staff as the lot areas fill up. Visitors are required and directed to leave their vehicles with the valet parking attendants as described in more detail in Section 4 of this report; Visitors comprise approximately 30 percent of parked cars during peak hours (12 noon to 3pm). Exiting for both user groups occurs on the west side of the garage via two lanes towards Washington Blvd. These two lanes merge together as they approach the sidewalk with right-turn-only movement (no left turns allowed).

While the project possesses its own loading area on site, the City has preliminarily granted the implementation of a supplemental loading zone (subject to final City approval) along Washington Blvd, east of the entrance driveway, for shifting loading activities away from the residences.

Site Plan



3. VEHICLE STACKERS

Vehicle Stacker Description

The vehicle stackers will be furnished and installed by ParkPlus and will account for 39% of the project's total parking supply. ParkPlus will provide 57 double stackers (model DPE - 114 spaces) on the garage roof level, as well as 28 triple stackers (model TP500E - 84 spaces) on the surface lot. Double stackers (36 spaces) will also be installed along the south wall of the parking structure. Each of the vehicle stacker solutions will be managed by parking attendants, along with the tandem parking spaces that exist on the surface lot and garage.

Proposed New Parking Stalls				
Parking Type	Count	Stalls	Manufacturer	Model
Tandem				
T1	4	8	-	-
T2	40	89	-	-
T3	26	78	-	-
Tandem Sub Total		166	-	-
Standard				
S2	7	7	-	-
S3	2	2	-	-
S6	14	14	-	-
S8	2	2	-	-
SP2	5	5	-	-
Standard Sub Total		30	-	-
Mechanical				
M1	38	76	Park Plus	DPE
M2	19	38	Park Plus	DPE
M3	14	42	Park Plus	TP500E
M4	18	36	Park Plus	DPE
M5	14	42	Park Plus	TP500E
Mechanical Sub Total		234	-	-
Compact				
C2	2	2	-	-
Compact Sub Total		2	-	-
ADA				
ADA	9	9	-	-
VA	2	2	-	-
ADA Sub Total		11	-	-
(N) Stalls		443		
(E) Stalls to remain		160		
Total		603		

Total Future Parking

Including the existing spaces, spaces that will be demolished, and the proposed new stalls noted above, the project will possess a total of 603 spaces, the breakdown for which, is included in the table to the right.

SPACE TYPE	TOTAL SPACES
ADA	13
COMPACT	54
MECHANICAL	234
STANDARD	136
TANDEM	166
TOTAL	603

Model DPE

Level 1

- Retrieval speed = 10-15 seconds

- Retrieval speed = 12-16 seconds

Lift Capacity: 4750 lbs



- 45 seconds (including attendant entering)

Level 1

- Retrieval speed = 10-15 seconds

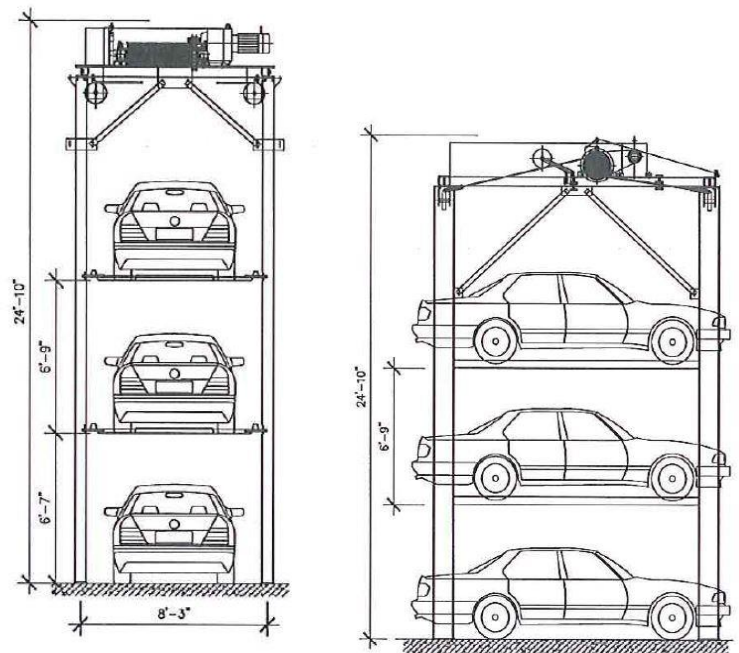
- Retrieval speed = 12-16 seconds

Lift Capacity: 6000 lbs per platform

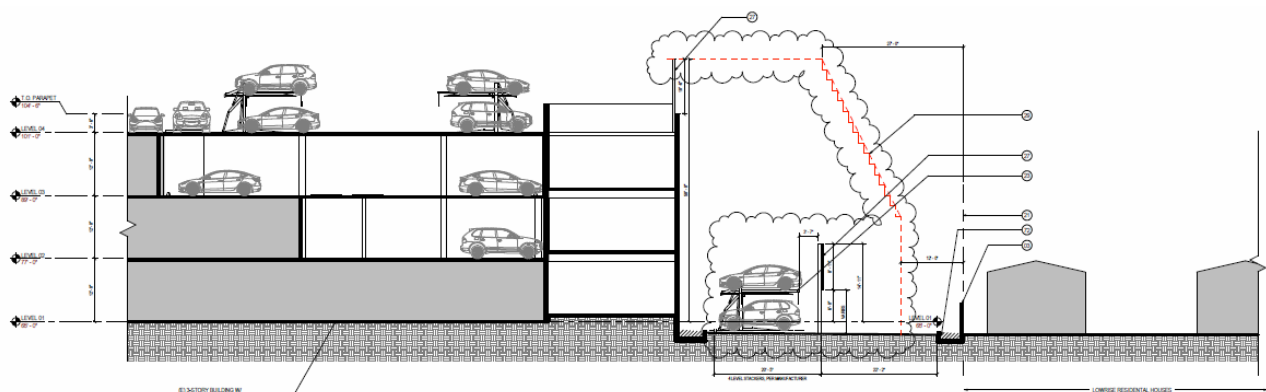
- 1 minute

Max. Vehicle Height = 84"

Max. Vehicle Width = 84"

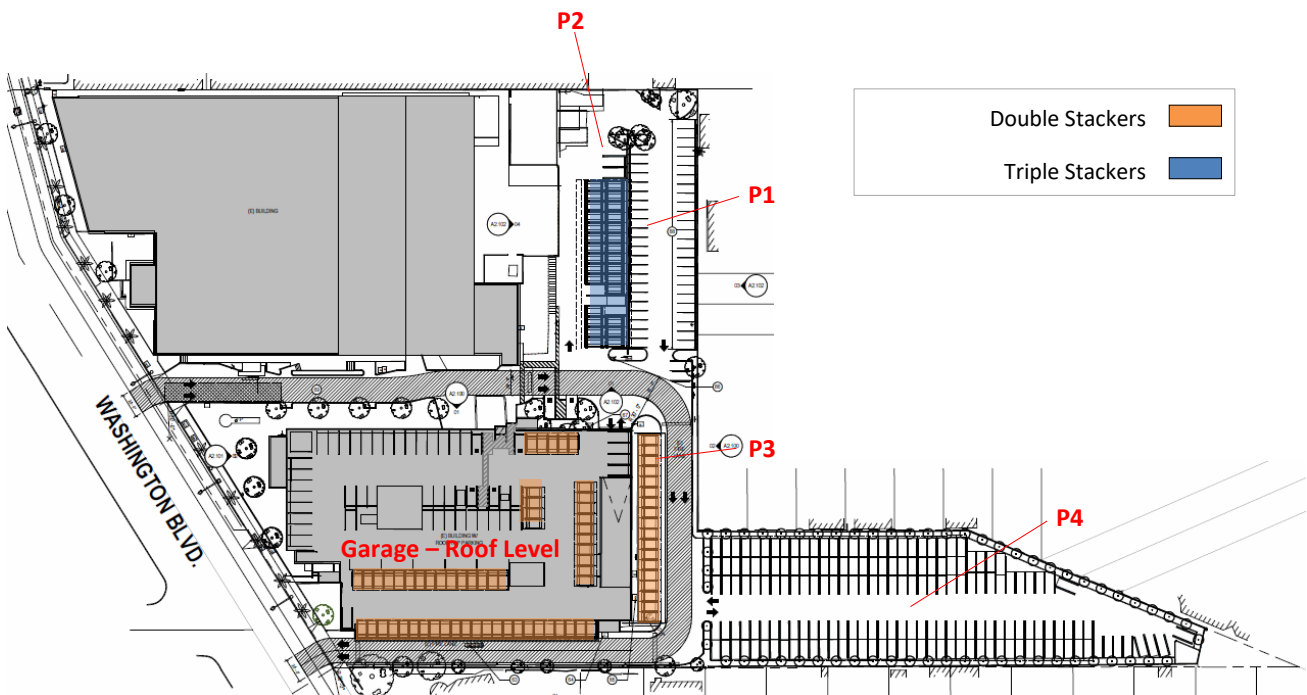


The diagram below provides a visual of the vertical height of the proposed stacker units, relative to surrounding elements, such as the garage and nearby residential properties.



3. VEHICLE STACKERS

The vehicle stackers are proposed to be located in three different areas of the property: 1) “P2” (north of sound wall); 2) “P3” (against garage wall); and on the Roof Level of the garage. All vehicle stackers will be managed by parking attendants to limit liability exposure, but also so that they could best coordinate vehicle placement within the stackers, based on estimated employee/visitor departure times. As the attendants have become relatively familiar with employee schedules over time, applying this knowledge to management of the stackers will help to minimize the shuffling of vehicles in and out of the surrounding drive aisles.



4. OPERATIONAL PLAN

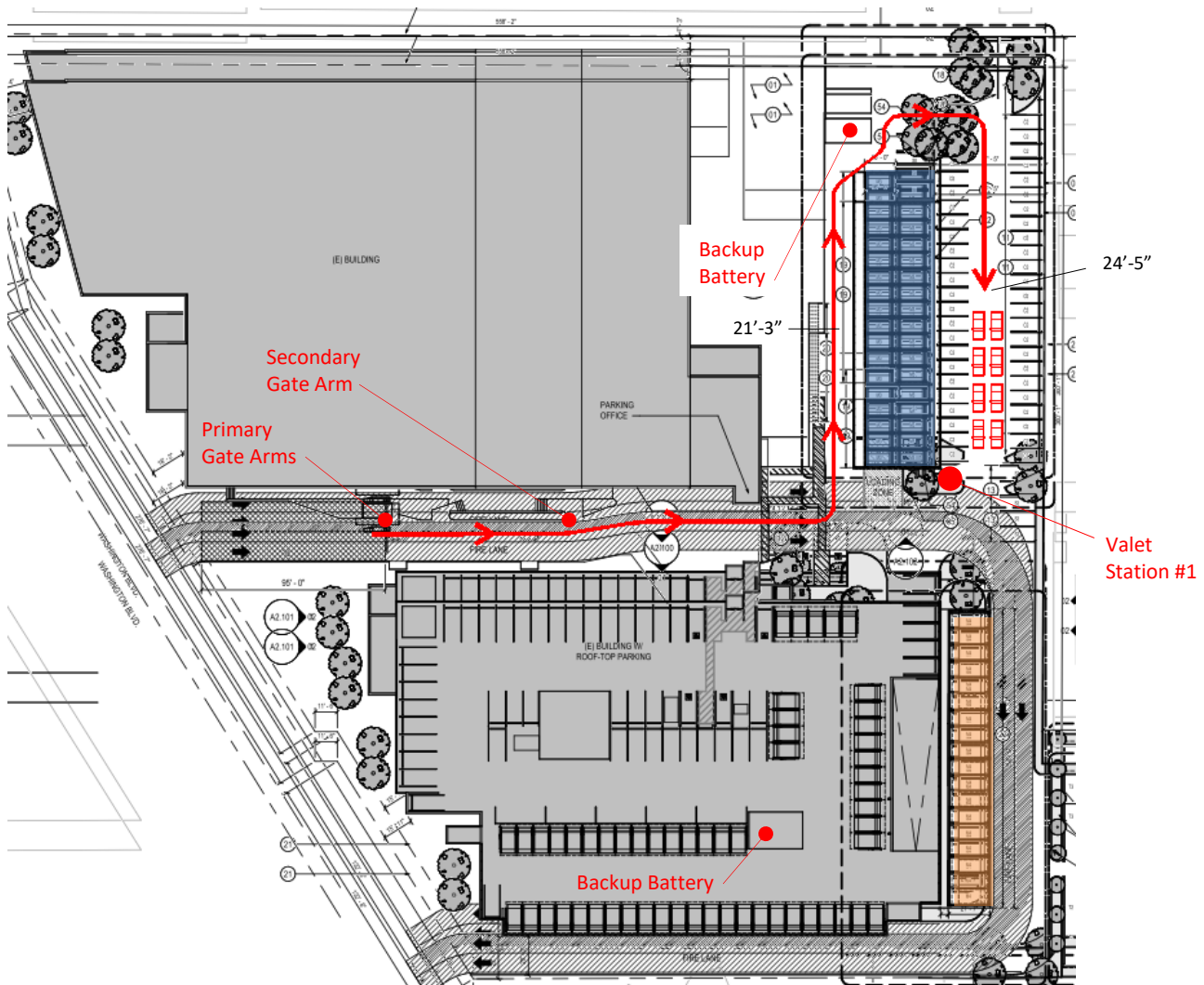
Vehicle Stacker Parking Operations

P2 / P3 Zones

The vehicle stacker operation will be managed similar to a typical valet parking operation in that all vehicles will be dropped off and picked up at a designated location, indicated below as the “Valet Station”. This location is equidistant from the buildings and can thus effectively service both, while remaining outside of the designated fire lane. Through signage, parkers will be directed to make a left turn past the building, circulate through the first parking bay and back around towards the main drive aisle. Employees may by-pass this queue and self-park until self-park stalls and garage stacker stalls are exhausted at which point both employees and visitors will utilize the valet station. Once the available unreserved spaces have been exhausted, this will be communicated to arriving parkers via portable signage, so that they know to proceed directly to the valet station. The two-level stackers located to the south of the existing parking structure will be the last to be used by the valet attendants and only used when all other parking options have been exhausted. This parking arrangement is made in an effort to coordinate the priority of stacker use based on proximity to the residence located closest to these stackers. In addition, valet attendants will make a best effort to prioritize parking cars away from the residential areas in general.

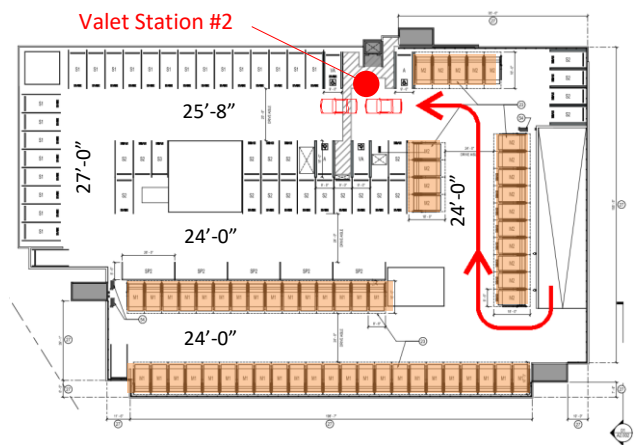
As both parking bays will be designated as one-way traffic, this will allow the entire drive aisle to be utilized for loading/unloading purposes, maximizing the staging area, estimated to effectively stage approximately 75 vehicles. Once the parking attendant has taken possession of the vehicle, they will then park in either of the stacker areas located in P2 or P3. During peak arrivals in the morning, the vehicle stackers will be positioned in the ‘down’ position, ready to accept vehicles and allowing for the quickest filling of the parking systems. Once each of the platforms have been filled, they will be raised to accept the next vehicle in the stacker unit.

4. OPERATIONAL PLAN



Garage, Roof Level

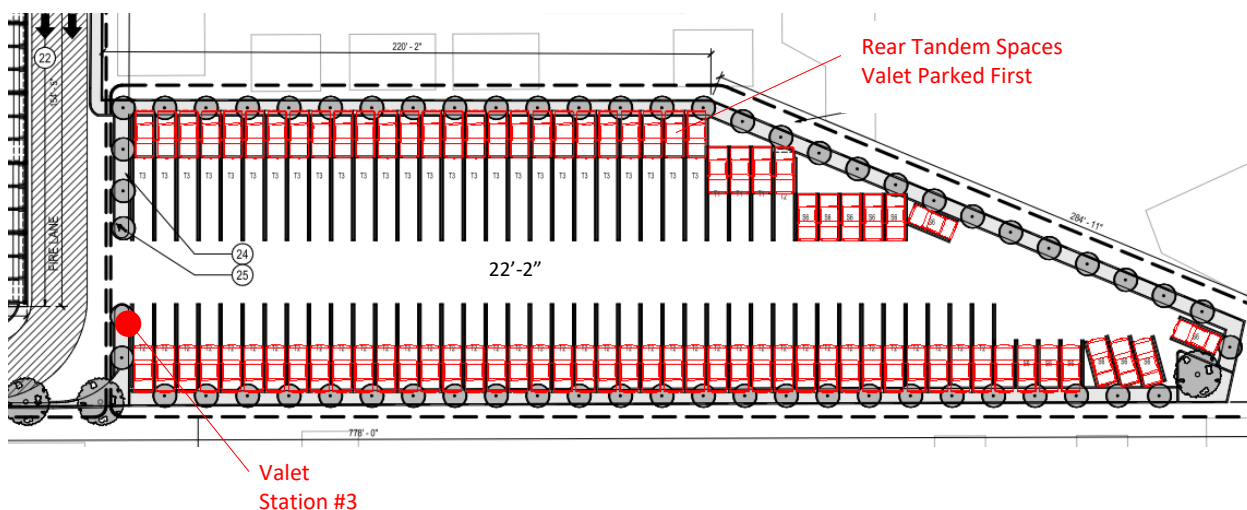
The stacker units on the garage roof level shall be operated similar to that as described for the surface lot in that all parkers will be directed to the valet station to drop off their vehicles once all available self park spaces have been exhausted. The selected location of the valet station was based primarily on its proximity to the elevator for pedestrian convenience, but also : 1) because attendants will be allowed to recirculate through the parking level with ease and minimal cross-traffic; and 2) to minimize potential vehicle queuing on the parking ramp.



4. OPERATIONAL PLAN

Triple Tandem Parking

The newly designed tandem parking area in the south portion of the lot, referred to as “P4”, will be managed similar to the vehicle stacker areas in that all spaces shall be utilized by valet attendants. In tandem parking operations, the rear spaces are often parked first to establish proper spacing from the onset of the operation and to minimize the amount of parked vehicles that would need to be bypassed by attendants as they fill the adjacent spaces. Once all rear tandem spaces have been occupied, attendants will continue to utilize the next row of available spaces. As these vehicles will be blocking others, the need may arise to have to temporarily displace them to allow others to depart.



Tandem Parking Stall Sizes

The proposed site plan shows parking stall dimensions in P4 for the triple tandem spaces with a width of 8'-0", which exceeds the City's compact space width (7'-6"), but is less than Code for a tandem vehicle stall width of 9'-0". The length of these stalls varies from 15'-0" to 17'-0". The Code defines the length of tandem spaces at 18'-0".

While there are no published standards for valet parking space dimensions, the use of trained valet parking professionals can navigate narrower dimensions and park vehicles tighter than a typical driver. The average width of a standard commuter vehicle is approximately 6'-0" (compact at 5'-5"), and the average length is 15'-0".

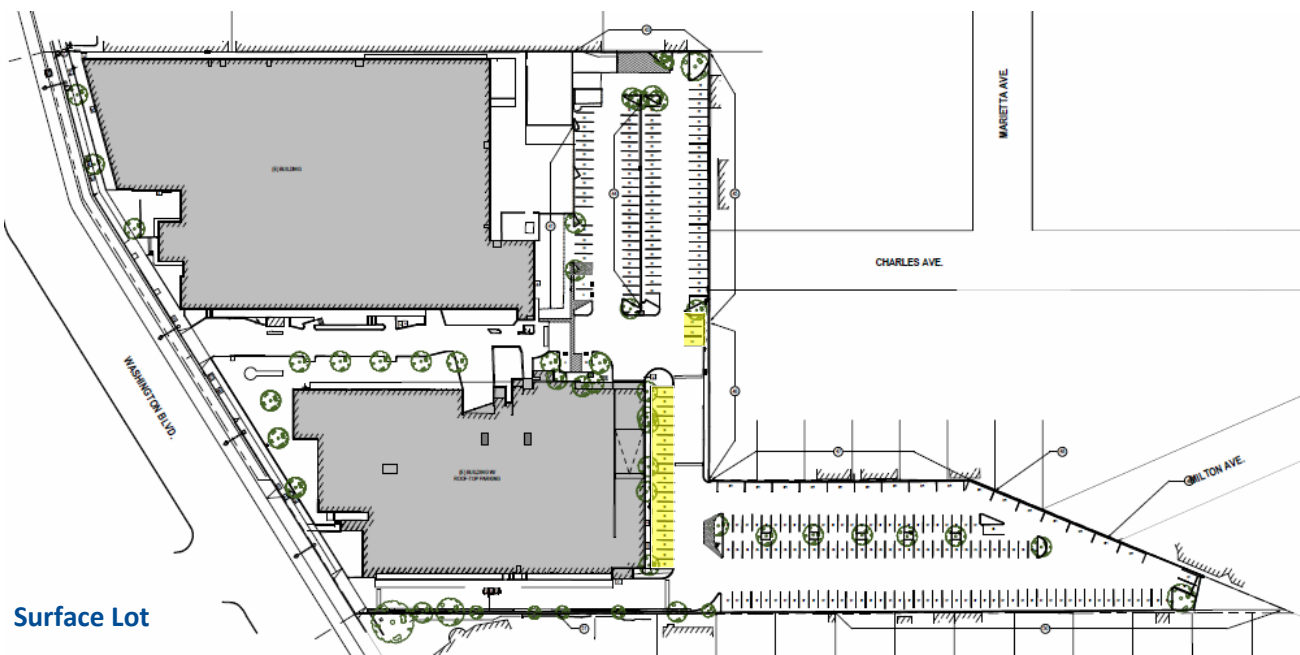
The standard parking stall defined by Code is designed to accommodate typical widths including the door clearance on both the passenger and driver sides, as well as spacing between bumpers. Valet parking does not require loading/unloading of passengers within the stall and therefore the width would only be required to accommodate driver door clearance. The 12" variation from the standard stall width would adequately account for the lack of passenger door clearance. Likewise, for the stall depth, valets will park vehicles without requiring additional bumper clearance provided by a typical 18'-0" space.

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Valets also have control of where to park vehicles and can size parking appropriately. As such, larger SUV's (which can average 6'-6") can be strategically parked near compact vehicles and optimize an orderly spacing between vehicles. Such parking strategy is deployed at other locations, such as the Hollywood Bowl, which possesses some tandem areas that are over 100' in depth and as narrow as 7'-6" wide.

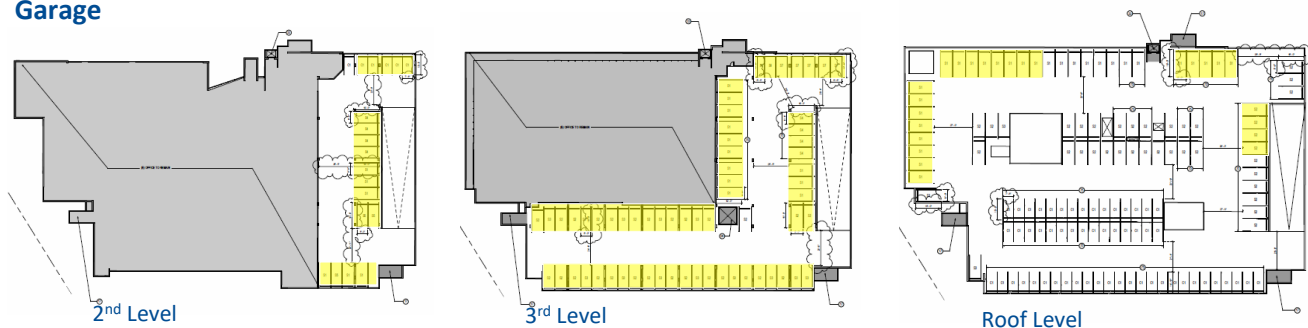
Reserved Parking

Based on the existing total parking capacity, approximately 32% (140 spaces), of the spaces are allocated for reserved parking. As reserved parking minimizes the ability to maximize capacity through "oversell", accounting for those employees that are out of the office due to meetings, vacation, sick leave, etc., best efforts will be made to prevent additional reserved parking spaces from being assigned. With the new proposed capacity of 603 spaces, the overall proportion of reserved spaces will decrease to 23%, based on the current allocation. The diagrams below reflect the current allocations of reserved parking spaces. Upon deployment of vehicle stackers, reserved spaces may need to be reassigned, but will likely remain in the same general areas.



Surface Lot

Garage



4. OPERATIONAL PLAN

Provisions for Oversized Vehicles

Oversized vehicles can be accommodated in the ParkPlus car stackers. Technically there are only 4 vehicles that the Park Plus Lift/Slide cannot accommodate (based on height):

Start Yr	END Yr	MAKE	MODEL	BODY STYLE
2014	2016	RAM	PROMASTER 1500 HIGH ROOF 136WB	CARGO VAN
2014	2016	MERCEDES BENZ	SPRINTER 2500 CREW NORMAL ROOF 144WB	VAN
2012	2016	NISSAN	NV 1500	CARGO VAN
2015	2016	FORD	TRANSIT 150 LOW ROOF 130WB	CARGO VAN

All typical commuter vehicles including standard pickup trucks and SUVs can be accommodated. If the vehicle is larger than 7'0" both of the surface lot areas can accommodate this height,

Handicapped Parking

Under existing conditions there are four ADA parking spaces on the lower lot level: two near a parking ramp entrance and two near the bike rack. With the proposed project, there would be 13 ADA spaces, of which 3 would be for Van ADA uses. The 11 spaces would represent 2.0 percent of the total provided stalls (603). The two ADA stalls on the lower lot level near the parking ramp would remain, with seven new ADA stalls proposed on level three of the parking garage. Four more ADA stalls would be located on the roof level of the garage. Out of the ADA stalls, described, there would be one Van ADA stall on the lower level and two on the parking garage roof.

Attendant Staffing

Currently, the site is managed with a parking manager and four (4) attendants, scheduled 9:00 a.m. to 5:30 p.m., whose responsibilities are distributed between valet and attendant-assist parking. Naturally, with the increased parking capacity and the parking/retrieval times associated with vehicle stackers, additional attendants will be necessary. As some of the self parking spaces have been converted to accommodate the vehicle stackers, some attendants have been scheduled earlier, as the need for attendant-assist will also likely occur earlier. In addition, the first attendants on site must monitor the lot and ensure that the tandem spaces can be managed effectively. Towards the end of the day, attendants will be tasked with emptying the upper bays of the stacker units and relocating these vehicles to lower bays or otherwise, any available space on the surface lot. To the extent possible, relocated vehicles on the surface lot shall be parked furthest away from the residential properties. To minimize vehicle relocation at the end of the day, later arriving parkers shall be directed towards available spaces that are away from the residential side of the property.

All parkers will pick up their vehicles from the same location of drop off stations until 5:15 pm. After that time, the keys will be delivered to the last remaining valet at the P1/P2 area. It is anticipated that use of the stacker units will not be necessary beyond 6:00 p.m. Similarly, it is anticipated that

4. OPERATIONAL PLAN

tandem spaces will not be used after 6:00 p.m., except for the rear spaces. At 7:00 p.m. when that final valet closes, any remaining keys shall be turned over to NFL/Tenant security.

Valet attendant service will not be necessary on weekends. During the NFL “off season” approximately 50 vehicles self park per day on Saturday/Sunday. During the football season (July-January), demand increases to about 100 and 300 self parkers on Saturday and Sundays, respectively. In both cases, while the site will be accessible on weekends, sufficient self parking spaces will exist and thus, the stacker units will not be operational and the stacking of vehicles within tandem spaces will not be necessary.

The following preliminary staff schedule has been prepared based on experience with such operations serving similar uses. As indicated in the preliminary staff schedule, up to 13 parking attendants may be on site at certain times (an increase from the current four). Ultimately, the schedule may need to be adjusted, depending on the actual flow of employee arrivals and departures. Likewise, as vehicle ingress/egress demands fluctuate between the valet stations, attendants will be deployed accordingly. For example, during peak morning ingress, more valet attendants would be assigned to Valet Station #1 once all non-stacker, unreserved spaces have been exhausted to ensure a seamless arrival experience for visitors and employees and to minimize the possibility of vehicle queuing extending out onto the street. Such flexible attendant deployment will be achieved through mobile devices, yet specifically not open channel radios.

Position	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	REG Hours
Parking Attendants								
Area P2/P3								
Lead Attendant	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	OFF	OFF	40.0
Attendant 1	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	OFF	OFF	40.0
Attendant 2	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 3	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 4	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 5	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	OFF	OFF	40.0
Attendant 6	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	OFF	OFF	40.0
Area P4								
Attendant 1	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	OFF	OFF	40.0
Attendant 2	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 3	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 4	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	OFF	OFF	40.0
Garage, Roof Level								
Lead Attendant	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	8:30a - 5p	OFF	OFF	40.0
Attendant 1	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 2	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	9a - 5:30p	OFF	OFF	40.0
Attendant 3	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	9:30a - 6p	OFF	OFF	40.0
Sub-Total								600.0
Management								
Facility Manager	7a - 5p	7a - 5p	7a - 5p	7a - 5p	7a - 5p	OFF	OFF	40.0
Sub-Total								40.0
Total Hours								640.0

5. NON-OPERATIONAL STATUS / ALTERNATIVE PLAN

The proposed ParkPlus vehicle stackers, model DPE, will utilize an electrical motor 220 V/3 Phase/1 HP and the model TP500 will be powered by a 124-volt relay and valve combination). Both of the models are equipped with a manual hand pump for lowering vehicles in case of a power outage.

Based on the manufacturer specifications, if equipment fails due to power outage or other reason, it would affect only a section of stackers, as these components would be powered with independent breakers so that a “site-wide” failure is unlikely. During such an equipment malfunction, stackers can be lowered (but cannot be raised), and the bottom level of each stacker can still support a parked vehicle. With all of the stackers inoperable (worst-case), the primary entry would be closed to all approaching vehicles until service was restored. During such an event, on-site vehicles could continue to utilize the bottom row of stackers, as well as all the surface parking spaces. The plan identifies 369 surface parking spaces, with 88 ground-level stacker spaces, equating to 457 spaces that remain accessible during a catastrophic power outage. This does not include any non-emergency vehicle linear space throughout the site which is estimated to provide temporary parking for more than 70 vehicles (see diagram below). This value, combined with the surface spaces, equates to space for harboring approximately 530 vehicles without interfering with emergency vehicle paths.

Potential Stack Parking During Unlikely Site-Wide Power Failure

