

Memorandum

Date: September 27, 2022
To: Jami Williams, Debbie Jewell; RRM Design Group
From: Alex Melaragno, Eleanor Hunts, and Andrew Jarnagin
Subject: **El Segundo Downtown Specific Plan Update – Existing Parking Conditions**

LB21-0042

Vehicular Parking in El Segundo Downtown Specific Plan Area

This memo summarizes the results of an Existing Conditions analysis of parking utilization in the El Segundo Downtown Specific Plan (DSP) area for both on-street and off-street parking spaces. In coordination with City of El Segundo staff, peak weekday and weekend parking periods were determined to select survey periods, and parking utilization surveys were conducted on Thursday, May 26th, 2022 at 5:00 PM and Saturday, May 28th, 2022 at 1:00 PM within the DSP area. Parking supply in the DSP area is visualized in **Figure 1**. Thursday and Saturday peak hour parking utilization are shown in **Figure 2** and **Figure 3**, respectively.

Off-Street Parking Utilization

The number of observed off-street parking spaces within the study area is 268 parking spaces among four parking lots and one parking structure. During the weekday peak hour counts, off-street parking utilization was approximately 71%, while weekend peak hour utilization was approximately 50%. See **Table 1** for detailed off-street parking utilization data.

On-Street Parking Utilization

The number of on-street parking spaces within the study area is 556 parking spaces. During the weekday peak hour counts, on-street parking utilization was approximately 83%, while weekend peak hour utilization was approximately 59%. See **Table 2** for detailed on-street parking utilization data.

Of the east-west streets in the study area, Franklin Avenue had the highest utilization (98%) during the weekday peak hour¹. Franklin Avenue and Grand Avenue had the highest utilization

¹ El Segundo Boulevard has 100% occupancy during the weekday counts, but contains only 8 spaces



(78% and 75%, respectively) during the weekend peak hour. Among north-south streets, parking utilization was highest on Eucalyptus Drive (103%) which exceeded 100% occupancy due to illegally parked vehicles and Standard Street (95%) during the weekday peak hour. During weekend peak hour, utilization was highest on Main Street (71%) and Richmond Street (67%).

Overall DSP Area Parking Trends

- Off-street parking utilization is consistently highest at the lot located on the northeast corner of Franklin Avenue & Richmond Street and lowest at the lots at the northeast corner of Grand Avenue & Richmond Street and the southwest corner of Mariposa Avenue & Main Street.
- On-street parking is generally most occupied in the southern portion of the DSP area (south of Holly Avenue).



Table 1: Off-Street Parking Supply and Utilization

| Lot or Structure | Space Type | Number of Spaces | Thursday Occupancy ¹ | Saturday Occupancy ² | General Restrictions |
|---|--------------------------------|------------------|---------------------------------|---------------------------------|---|
| NE Corner of Franklin Ave & Richmond St | Regular | 51 | 100% | 88% | 2 Hour Parking, 8am-6pm except Sundays |
| | Accessible | 2 | 100% | 50% | Passenger Vehicles Only, 72 Hour Limit |
| NE Corner of Grand Ave & Richmond St ³ | 90 Min Parking | 28 | 68% | 86% | No Overnight Parking (Indoor) |
| | 20 Min Parking | 9 | 89% | 56% | |
| | Accessible | 1 | 100% | 0% | |
| | Employee | 7 | 29% | 57% | |
| | Regular | 57 | 54% | 18% | No Overnight Parking (Rooftop) |
| | Accessible | 2 | 50% | 0% | |
| | Permit Only | 9 | 22% | 0% | |
| | Reserved 99 Cent Truck Only | 1 | 0% | 0% | |
| SW Corner of Mariposa Ave & Main St | Regular | 7 | 71% | 14% | None |
| | Passenger Vehicles Only | 17 | 65% | 12% | |
| | Accessible | 1 | 100% | 0% | |
| | Loading | 1 | 0% | 0% | |
| NW Corner of Grand Ave & Standard St | Regular | 50 | 76% | 48% | Free Public Parking Weekends/Evenings 6pm-6am |
| | Accessible | 3 | 67% | 33% | |
| | Reserved | 5 | 80% | 80% | Permit Parking 6am-6pm |
| E Side of Main St between Holly Ave & Pine Ave | Regular | 15 | 67% | 87% | 2 Hour Parking 8am-6pm |
| | Accessible | 2 | 100% | 50% | Passenger Vehicles Only |

Source: Fehr & Peers.

¹Thursday parking counts were conducted on May 26th, 2022, 5:00 pm to 6:00 pm

²Saturday parking counts were conducted on May 28th, 2022, 1:00 pm to 2:00 pm

³The off-street parking located at the NE Corner of Grand Ave & Richmond Street is two-level parking structure



Table 2: On-Street Parking Supply and Utilization

| Street & Side of Street | From | To | Curb | Spaces | Thursday Occupancy ¹ | Saturday Occupancy ² |
|-------------------------|-------------|-------------|---------|--------|---------------------------------|---------------------------------|
| W Mariposa Ave (N) | Main St | Richmond St | Regular | 16 | 56% | 50% |
| | | | Green | 2 | 50% | 50% |
| | | | Blue | 2 | 50% | 50% |
| W Mariposa Ave (S) | Richmond St | Main St | Regular | 6 | 50% | 33% |
| E Mariposa Ave (S) | Main St | Standard St | Regular | 8 | 25% | 0% |
| E Pine Ave (N) | Standard St | Main St | Regular | 9 | 89% | 89% |
| | | | Green | 1 | 0% | 100% |
| W Pine Ave (N) | Main St | Richmond St | Regular | 5 | 80% | 60% |
| W Pine Ave (S) | Richmond St | Main St | Regular | 10 | 60% | 20% |
| E Holly Ave (S) | Main St | Standard St | Blue | 2 | 50% | 50% |
| | | | Green | 5 | 0% | 0% |
| | | | Regular | 10 | 80% | 80% |
| E Holly Ave (N) | Standard St | Main St | Regular | 10 | 70% | 40% |
| W Holly Ave (N) | Main St | Richmond St | Yellow | 1 | 0% | 0% |
| | | | Green | 4 | 100% | 25% |
| | | | Regular | 6 | 67% | 83% |
| W Holly Ave (S) | Richmond St | Main St | Regular | 6 | 83% | 83% |
| W Holly Ave (S) | Concord St | Richmond St | Regular | 9 | 78% | 44% |
| W Holly Ave (N) | Richmond St | Concord St | Regular | 11 | 73% | 64% |
| W Grand Ave (N) | Alley | Concord St | Regular | 2 | 100% | 100% |
| | | | Green | 1 | 100% | 100% |
| W Grand Ave (Mid) | Alley | Concord St | Regular | 5 | 100% | 100% |
| W Grand Ave (Mid) | Concord St | Alley | Regular | 5 | 100% | 100% |
| W Grand Ave (S) | Concord St | Alley | Green | 1 | 100% | 100% |
| | | Alley | Regular | 4 | 100% | 100% |
| W Grand Ave (N) | Richmond St | Alley | Regular | 5 | 100% | 100% |
| W Grand Ave (Mid) | Richmond St | Alley | Regular | 5 | 100% | 100% |
| W Grand Ave (Mid) | Alley | Richmond St | Regular | 5 | 80% | 80% |
| W Grand Ave (S) | Alley | Richmond St | Regular | 4 | 100% | 100% |
| W Grand Ave (N) | Marketplace | Richmond St | Green | 1 | 100% | 100% |
| W Grand Ave (Mid) | Marketplace | Richmond St | Regular | 5 | 60% | 80% |
| W Grand Ave (Mid) | Richmond St | Marketplace | Regular | 5 | 100% | 100% |
| W Grand Ave (S) | Richmond St | Marketplace | Green | 3 | 0% | 0% |



| Street & Side of Street | From | To | Curb | Spaces | Thursday Occupancy ¹ | Saturday Occupancy ² |
|-------------------------|-----------------|-------------------|---------|--------|---------------------------------|---------------------------------|
| W Grand Ave (N) | Main St | Marketplace | Regular | 4 | 100% | 100% |
| W Grand Ave (Mid) | Main St | Marketplace | Regular | 5 | 60% | 60% |
| W Grand Ave (Mid) | Marketplace | Main St | Regular | 5 | 80% | 80% |
| W Grand Ave (S) | Marketplace | Main St | Regular | 4 | 100% | 100% |
| E Grand Ave (N) | Standard St | Main St | Regular | 7 | 86% | 57% |
| E Grand Ave (S) | Main St | Alley | Green | 1 | 0% | 0% |
| E Grand Ave (Mid) | Standard St | U Turn Slot | Regular | 6 | 83% | 67% |
| E Grand Ave (Mid) | U Turn Slot | Standard St | Regular | 5 | 100% | 80% |
| E Grand Ave (S) | Alley | Chase Driveway | Green | 2 | 50% | 50% |
| E Grand Ave (N) | Red Curb | Standard St | Regular | 5 | 20% | 20% |
| E Grand Ave (Mid) | Standard St | Rite Aid Driveway | Regular | 5 | 0% | 0% |
| W Franklin Ave (N) | Richmond St | Concord St | Regular | 8 | 113% | 50% |
| | | | Yellow | 1 | 0% | 0% |
| W Franklin Ave (S) | Concord St | Richmond St | Regular | 5 | 100% | 100% |
| W Franklin Ave (N) | Main St | Richmond St | White | 10 | 100% | 70% |
| W Franklin Ave (S) | Richmond St | Main St | Regular | 8 | 88% | 88% |
| E Franklin Ave (N) | Standard St | Main St | Regular | 4 | 125% | 125% |
| E Franklin Ave (S) | Main St | Standard St | Regular | 4 | 75% | 75% |
| W El Segundo Blvd (N) | Main St | Richmond St | Regular | 8 | 100% | 38% |
| Main St (E) | E El Segundo Bl | E Franklin Ave | Regular | 9 | 89% | 56% |
| Main St (W) | E Franklin Ave | E El Segundo Blvd | Regular | 5 | 100% | 100% |
| Richmond St (E) | W El Segundo Bl | E Franklin Ave | Regular | 12 | 100% | 42% |
| | | | Blue | 1 | 100% | 100% |
| Richmond St (W) | E Franklin Ave | W El Segundo Blvd | Regular | 22 | 86% | 95% |
| | | | Blue | 1 | 100% | 0% |
| | | | Green | 10 | 40% | 30% |
| Richmond St (W) | W Grand Ave | W Franklin Ave | Regular | 7 | 100% | 71% |
| | | | Blue | 1 | 0% | 0% |
| Richmond St (E) | W Grand Ave | W Holly Ave | Regular | 16 | 100% | 69% |
| | | | Blue | 1 | 100% | 0% |
| Richmond St (W) | W Holly Ave | W Grand Ave | Regular | 31 | 100% | 71% |
| Main St (E) | E Pine Ave | W Mariposa Ave | Regular | 17 | 82% | 24% |
| Main St (W) | W Mariposa Ave | E Pine Ave | Regular | 11 | 100% | 9% |
| | | | Green | 3 | 67% | 0% |



| Street & Side of Street | From | To | Curb | Spaces | Thursday Occupancy ¹ | Saturday Occupancy ² |
|-------------------------|----------------|----------------|---------|------------|---------------------------------|---------------------------------|
| Main St (E) | E Holly Ave | E Pine Ave | Regular | 12 | 92% | 42% |
| | | | Green | 1 | 100% | 0% |
| Main St (W) | E Pine Ave | E Holly Ave | Regular | 12 | 100% | 92% |
| | | | Blue | 1 | 100% | 0% |
| Main St (E) | E Grand Ave | E Holly Ave | Regular | 14 | 100% | 64% |
| Main St (W) | E Holly Ave | E Grand Ave | Regular | 15 | 100% | 67% |
| | | | Blue | 1 | 100% | 0% |
| Main St (E) | E Franklin Ave | E Grand Ave | Regular | 2 | 100% | 100% |
| Main St (W) | E Grand Ave | E Franklin Ave | Regular | 5 | 100% | 80% |
| Standard St (W) | E Grand Ave | E Franklin Ave | Regular | 13 | 92% | 85% |
| | | | Green | 1 | 100% | 100% |
| Standard St (E) | E Franklin Ave | E Grand Ave | Regular | 7 | 71% | 29% |
| | | | Green | 1 | 100% | 100% |
| Eucalyptus Dr (W) | E Grand Ave | E Franklin Ave | Regular | 17 | 106% | 29% |
| Eucalyptus Dr (E) | E Franklin Ave | E Grand Ave | Green | 2 | 50% | 0% |
| | | | Regular | 10 | 110% | 20% |
| Standard St (E) | E Grand Ave | E Holly Ave | Green | 1 | 100% | 100% |
| | | | Regular | 11 | 73% | 55% |
| Standard St (E) | E Grand Ave | E Holly Ave | Blue | 1 | 0% | 100% |
| Standard St (W) | E Holly Ave | E Grand Ave | Regular | 11 | 55% | 55% |
| Total | | | | 556 | 83% | 59% |

Source: Fehr & Peers.

¹Thursday parking counts were conducted on May 26th, 2022, 5:00 pm to 6:00 pm

²Saturday parking counts were conducted on May 28th, 2022, 1:00 pm to 2:00 pm

³Colored curb parking:

- Green curb - short term parking, typically 20 minutes
- Blue - Accessible reserved spaces
- Yellow - loading zone
- White - passenger loading zone

Next Steps

In addition to providing an understanding of existing parking supply and utilization, the parking counts will be used to calibrate the Urban Land Institute (ULI) Shared Parking Model. The ULI Shared Parking Model will be developed for existing conditions, with land use parcel data provided by the City. Once calibrated, the model will be developed with the future land use



program approved under the updated DSP to provide an understanding of future parking conditions in the study area and guide opportunities for parking operations.



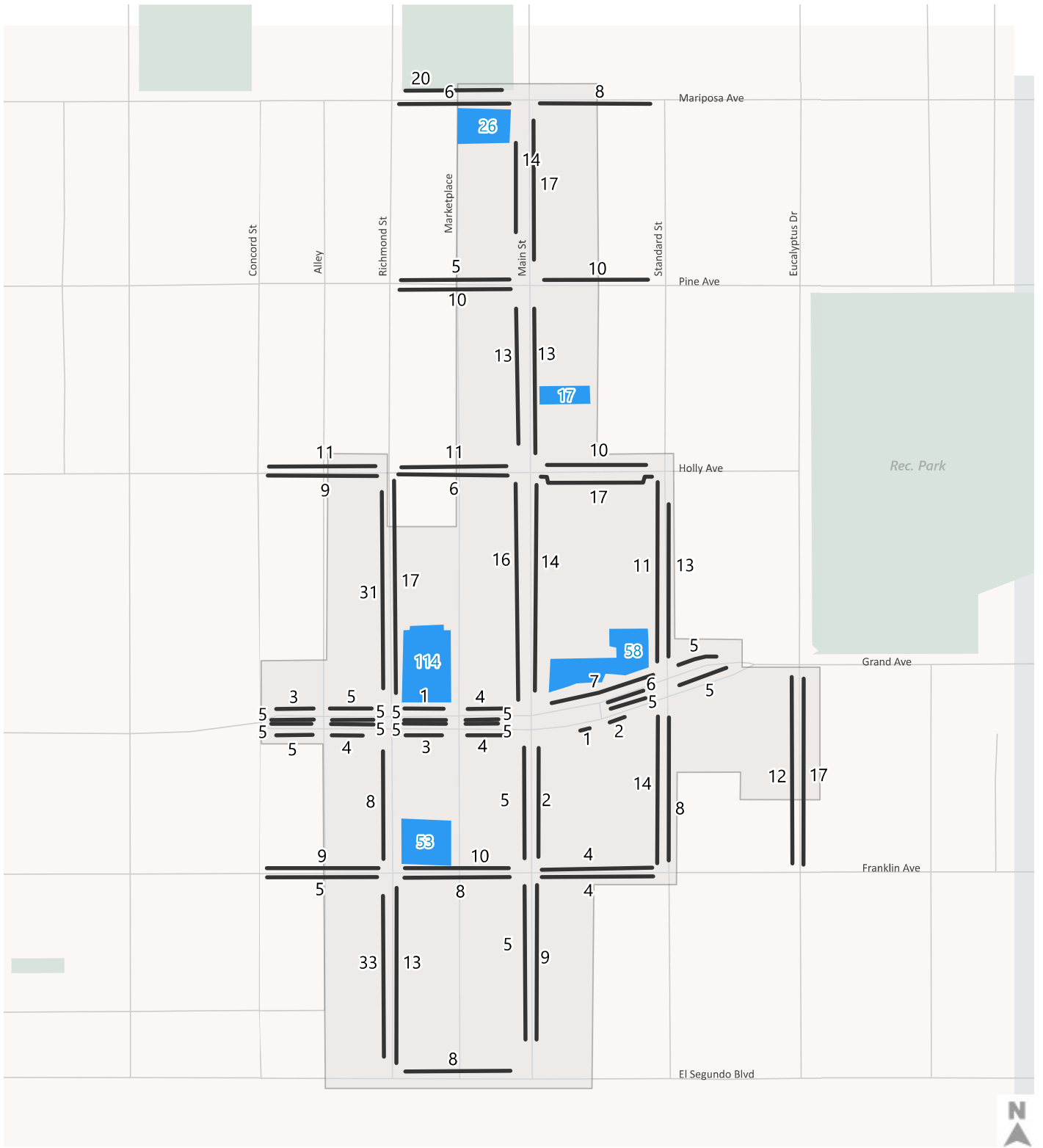
Attachments

Figure 1 – Parking Supply Map

Figure 2 – Weekday Peak Hour Parking Utilization Map

Figure 3 – Weekend Peak Hour Parking Utilization Map

Appendix: Raw Parking Count Data






-  On-Street Parking Supply
-  Off-Street Parking Supply
-  Downtown Specific Plan Boundary

Figure 1



Source: NDS, 2022
 Note: All curb types (regular, green, white, yellow, blue) are included in segment totals

Parking Supply

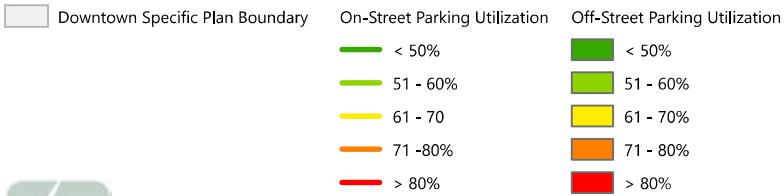
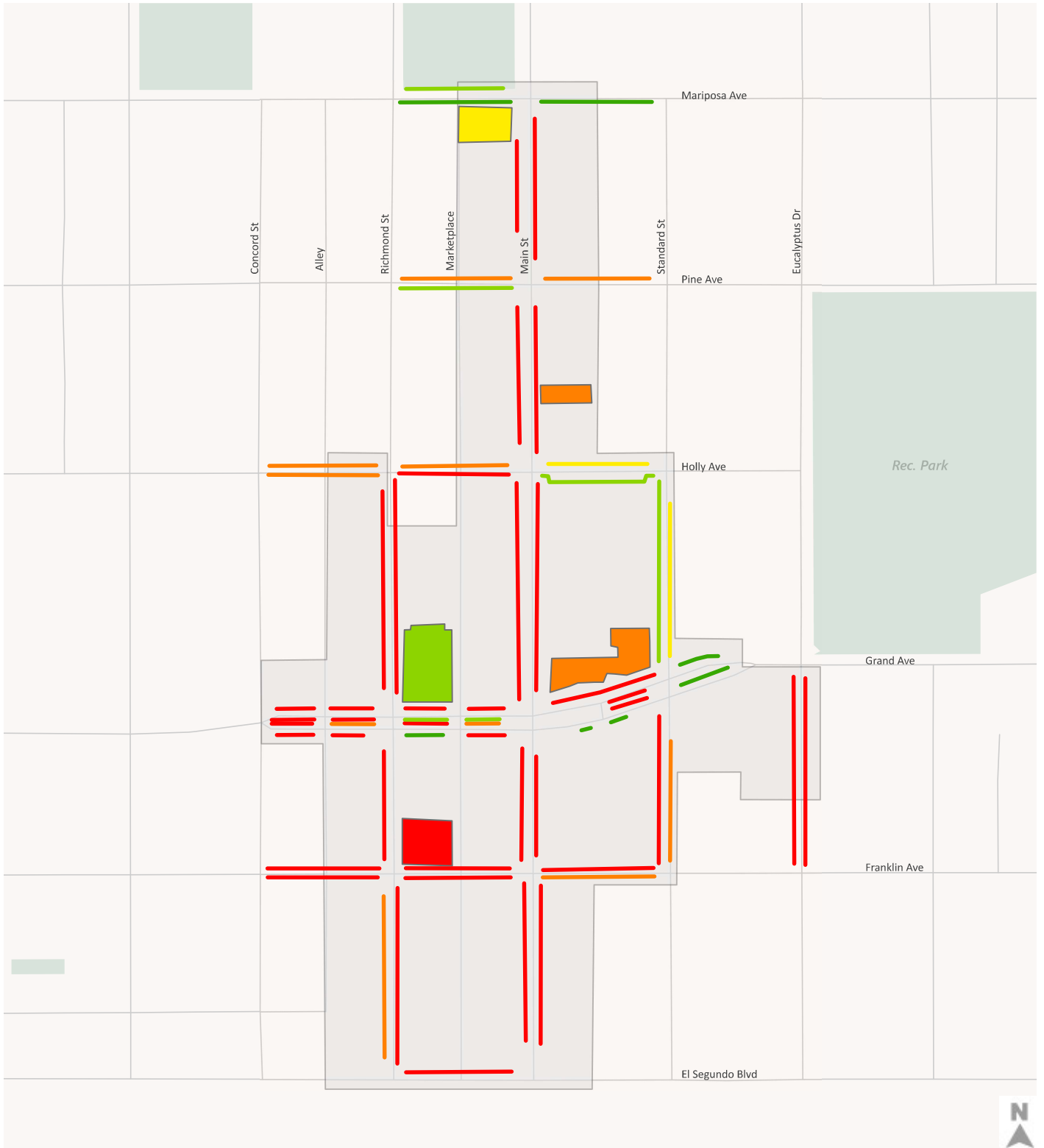


Figure 2

Weekday Peak Hour Parking Utilization
5:00 PM Thursday

Source: NDS, 2022
Note: All curb types (regular, green, white, yellow, blue) are included in segment totals



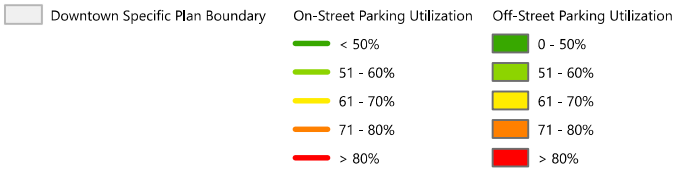
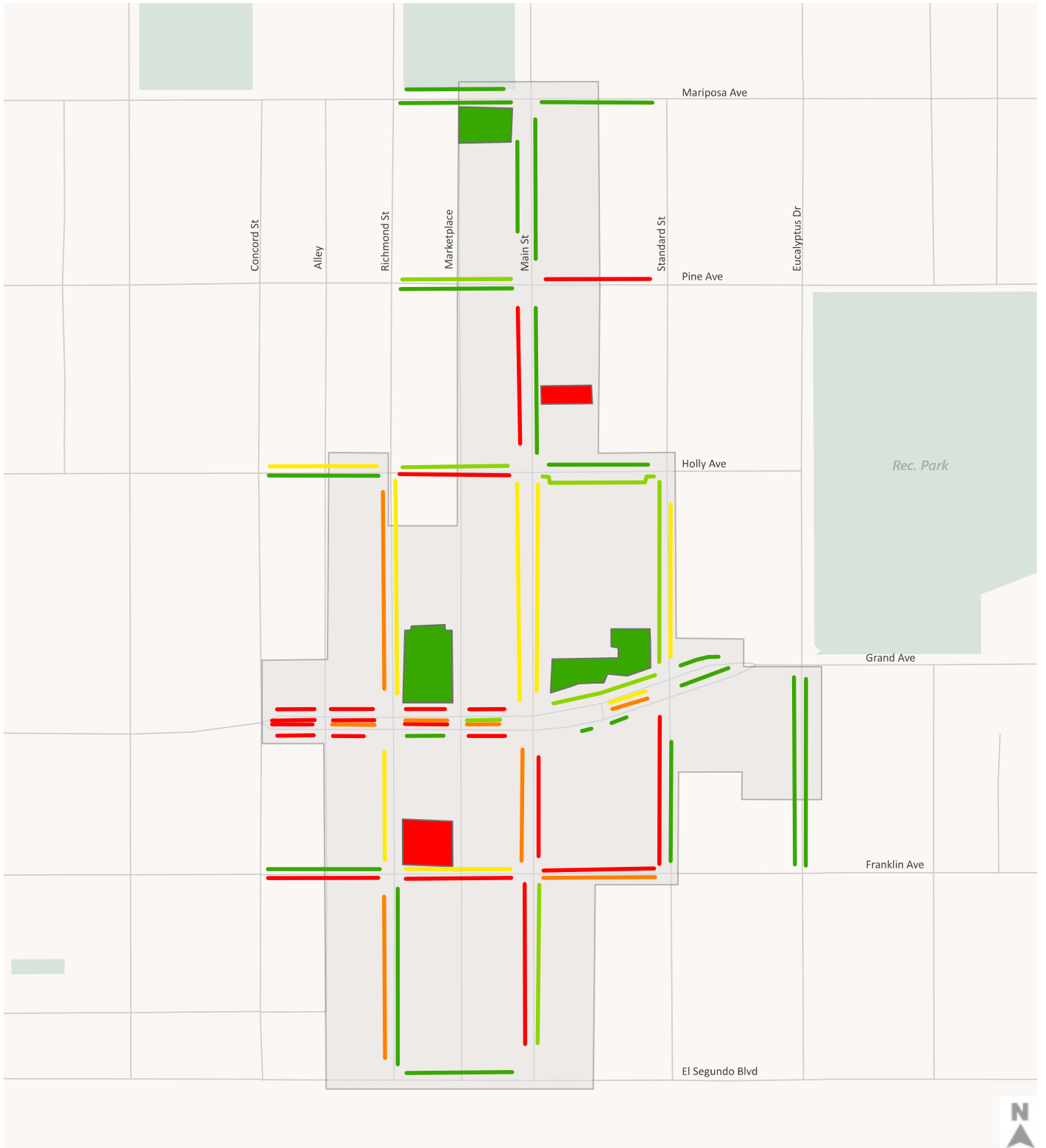


Figure 3

Weekend Peak Hour Parking Utilization 1:00 PM Saturday

Source: NDS, 2022
 Note: All curb types (regular, green, white, yellow, blue) are included in segment totals



Parking Study

Project: 22-020176

City: El Segundo, CA

| Lot | General Restriction | Space Type | Space | 5/26/2022, Thursday 5:00PM | 5/28/2022, Saturday 1:00PM |
|---------|--|---|-------|-------------------------------|-------------------------------|
| Lot 001 | 2 Hr Parking 8am-6pm except Sundays Passenger Vehicles Only 72 Hr Limit: No boats, trailers, RVs allowed | Regular | 51 | 51 | 45 |
| | | Handicap | 2 | 2 | 1 |
| Lot 002 | INDOOR No Overnight Parking | 90 Min Parking | 28 | 19 | 24 |
| | | 20 Min Parking | 9 | 8 | 5 |
| | | Handicap | 1 | 1 | 0 |
| | | Good Stuff Employee | 2 | 1 | 1 |
| | | Petros Kaff Employee | 3 | 0 | 2 |
| | | Callemos Dental Employee | 2 | 1 | 1 |
| | | Regular 2 Hr Parking 8am-6pm except Sundays | 57 | 31 | 10 |
| Lot 003 | ROOFTOP No Overnight Parking | Handicap | 2 | 1 | 0 |
| | | Permit Only | 9 | 2 | 0 |
| | | Reserved Cent Truck Only | 1 | 0 | 0 |
| | | 2 Hr Parking 8am-6pm except Sundays | 7 | 5 | 1 |
| Lot 004 | Free Public Parking Weekends/Evenings: 6pm-6am Permit Parking: 6am-6pm | Passenger Vehicles Only 72 Hr Limit | 17 | 11 | 2 |
| | | Handicap | 1 | 1 | 0 |
| | | Loading | 1 | 0 | 0 |
| Lot 005 | 2 Hr Parking 8am-6pm Passenger Vehicles Only: No boats, trailers, RVs allowed | Regular | 50 | 38 | 24 |
| | | Handicap | 3 | 2 | 1 |
| | | Reserved | 5 | 4 | 4 |
| Lot 005 | | Regular | 15 | 10 | 13 |
| | | Handicap | 2 | 2 | 1 |

