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# The Hermosillo

*Should Los Angeles Make Its Al Fresco Dining Program Permanent?*

Erik Felix & Purva Kapshikar  
UP 251 – Parking & the City  
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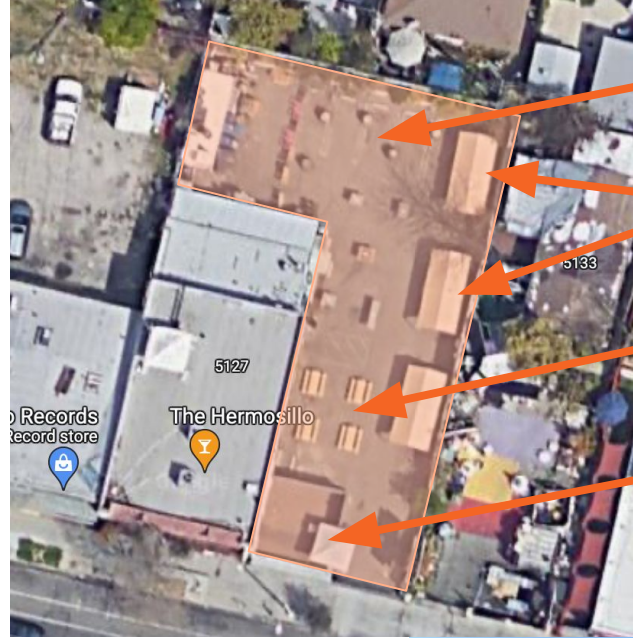


*The Hermosillo is a restaurant and bar in Highland Park. It is located on a two-block commercial district and nestled between single-family residences.*

(Author's photo, 2022)

# Context

- The Hermosillo has a private parking lot
  - Initially used by food trucks in 2012
  - Now used for outdoor dining during pandemic
- Metered curb parking along York Boulevard
- Two large public, metered parking lots nearby



(Google Maps, 2022)



(Author's photo, 2022)

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***Why make the program  
permanent?***

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# Advantages of Al Fresco

From interviewing customers and staff, we found that Al Fresco:

## *Stimulates the economy*

- The Hermosillo hired more staff for Al Fresco
- Server said they have never been busier
- More sales = more sales tax revenue for the city

## *Meets diversity of consumer preferences*

- Customers can now bring children or dogs to The Hermosillo
- Accommodates customers who are not comfortable dining indoors

## *Improves public health outcomes*

- Discourages driving and sprawl, consequently reducing GHG
  - Encourages active transportation
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(Author's photo, 2022)

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# Disadvantages of Al Fresco

Travel Mode	Employee	Customer
Drive	3	4
Bike	2	0
Walk	2	3
Roll	1	0
Rideshare	0	1

*Travel mode share counts for employees and customers*

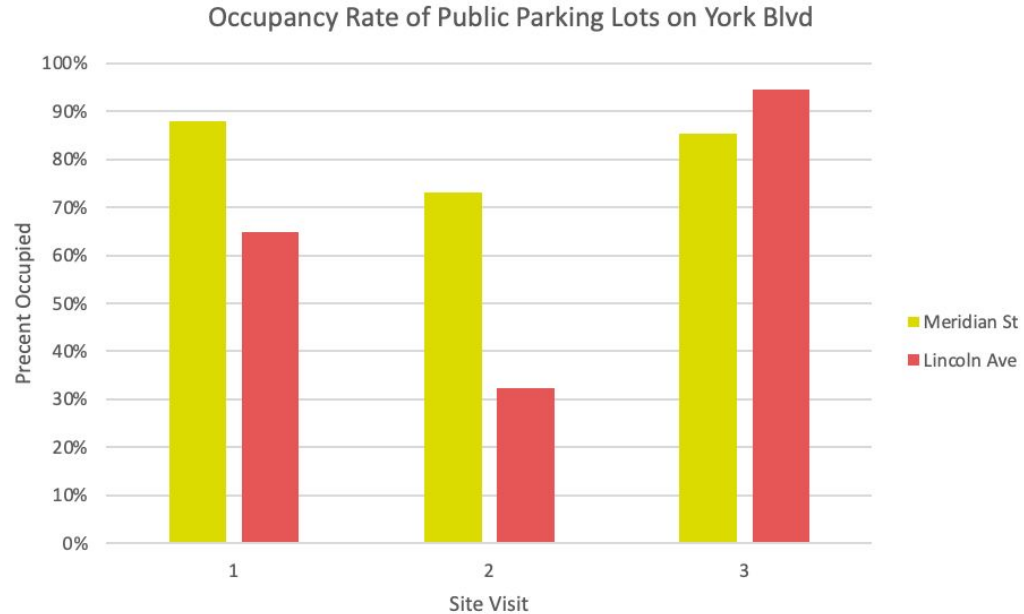
*Where will customers and employees park?*

- Fifty percent of customers used a mode that did not require parking
  - Majority of staff members used active transportation to get to work
  - Those that drove easily found free curbside parking in the residential neighborhood
  - Two metered public parking lots a block away
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# Surplus of Parking on Public Lots

*Based on our parking surveys, public lots maintain an average occupancy rate of 73 percent.*



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***How much parking should be converted?***

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# Existing restaurants



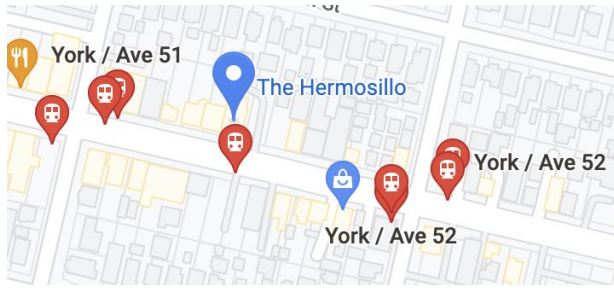
(Bruijo, 2020)

- Gradually convert parking to dining space in phases
  - Do not need to prescribe an amount
    - Can keep existing parking requirements
  - Take into consideration customer demand and employee feedback
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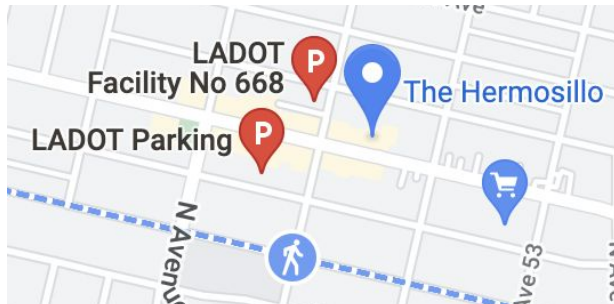
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# New restaurants

Proximity to transit stops: **182** and **DASH**  
**Highland Park/Echo Park**



Proximity to public parking lots



(Google Maps, 2022)

- Eliminate minimum parking requirements
  - Base on needs of employees, customers, disabled folks
  - Linear regression of parking space on dining space with additional covariates, e.g. distance to nearest:
    - Transit stops/stations
    - Protected bike lanes
    - Micro-mobility stations
    - Public parking lots
    - R1-zoned neighborhoods
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# Predicting recommended parking area for new restaurants

$$\text{Parking area (ft}^2\text{)} \sim \text{Dining area (ft}^2\text{)} + \text{Distance to nearest transit stop/station (ft)}$$

Restaurant	Parking area (ft <sup>2</sup> )	Dining area (ft <sup>2</sup> )	Distance to nearest stop/station (ft)
A	500	1000	200
B	300	500	1000
C	3000	1750	1500
D	600	800	400

Parking, dining, and proximity measures for example restaurants that are participating in the AI Fresco program. These values are fabricated.

Variable	Coefficient	Standard error
Intercept	-1323.980	273.536
Dining area (ft <sup>2</sup> )	1.793	0.287
Distance to nearest transit stop/station (ft)	0.785	0.259

The programming language R was used to perform the linear least-squares regression.

Restaurant	Dining area (ft <sup>2</sup> )	Distance to nearest stop/station (ft)
E	2000	100

Using dining and proximity measures for new Restaurant E and the coefficients from the above table, the **predicted parking area is 2341.095 square feet.**

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# Recommendations

- Make the program permanent!
  - Convert parking requirements to **parking recommendations**
  - Existing restaurants: supply parking **based on customer demand and employee feedback**
  - New restaurants: use a **regression model** that calculates parking demand based on land use and diverse set of variables
    - Restaurants submit square footage of existing total dining and parking area
    - **City researches parking demand determinants** for every restaurant in the city
  - When businesses are closed, adopt their off-street parking lots for public use
  - Change public parking lot flat fee to **dynamic pricing** to better allocate parking
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***Thank you!***

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