Parking is and continues to be a threshold issue for development. Despite the use of Uber, Lyft, electric scooters, ride sharing, Metro and the coming of autonomous cars, parking requirements still exist along with market requirements. With the use of mechanical, semi-automated and fully automated/robotic high-density parking systems, developers can save space and dollars to eliminate parking levels.

Several of these high-density parking systems are currently in use throughout Los Angeles, with many more in the pipeline. Some of these projects provide for repurposing of garage levels at a future date. This is typically accomplished by above-grade levels with sufficient height to accommodate stackers or lift slide systems that can later be unbolted and removed to allow for office or residential use.

The UCLA Ziman Center for Real Estate is pleased to present a timely discussion with industry experts on the latest technology, planning and implementation of high-density parking systems in a development project. Our March 28th program panelists include a developer, an architect, a contractor, a construction manager, high-density parking systems providers, and municipal officials, each of whom has incorporated one or more of these systems in projects.
AGENDA

WELCOME & OPENING REMARKS

Tim Kawahara  
Executive Director, UCLA Ziman Center for Real Estate
Paula Reddish Zinnemann  
CNO, West Coast Operations, Park Plus Inc.

KEYNOTE:

Donald Shoup  
Distinguished Research Professor, Department of Urban Planning, UCLA

PANEL ONE: Technology & Business

Paula Reddish Zinnemann (moderator)  
CNO, West Coast Operations, Park Plus Inc.
Shahen Akelyan  
Assistant Deputy Superintendent of Building, Department of Building and Safety, City of Los Angeles
Oscar Delgado  
Deputy City Manager, City of West Hollywood
Yair Goldberg  
Executive VP of Sales & Marketing, Unitronics
Michael O'Bryan  
President, Park Plus California Inc.

PANEL TWO: Planning & Implementation

Mike Vettes (moderator)  
Senior Project Manager, RA., Choate Parking Consultants
Andrew Demming  
Senior Director & Board Member, Gardiner & Theobald
Matt Howell  
Senior Vice President, Western Region, Lincoln Property Company
Amy Pokawatana, AIA, LEED AP  
Director, Development, Hudson Pacific Properties
George Winter  
Senior Project Manager, Morley Builders

CLOSING REMARKS & ADJOURNMENT

Tim Kawahara  
Executive Director, UCLA Ziman Center for Real Estate
Donald Shoup
Distinguished Research Professor,
Department of Urban Planning, UCLA

Donald Shoup is Distinguished Research Professor in the Department of Urban Planning at UCLA. Much of his research has focused on how parking policies affect cities, the economy, and the environment.

In his 2005 book, *The High Cost of Free Parking*, Shoup recommended that cities should (1) charge fair market prices for on-street parking, (2) spend the revenue to benefit the metered neighborhoods, and (3) remove off-street parking requirements.

In his 2018 book, *Parking and the City*, Shoup and 45 other academic and practicing planners examined the results where cities have followed this advice. The successful outcomes show that the three parking reforms are not theoretical and idealistic but are instead practical and realistic.

Shoup is a Fellow of the American Institute of Certified Planners and an Honorary Professor at the Beijing Transportation Research Center. He has received the American Planning Association’s National Excellence Award for a Planning Pioneer and the American Collegiate Schools of Planning’s Distinguished Educator Award.

Shahen Akelyan
Assistant Deputy Superintendent of Building,
Department of Building and Safety,
City of Los Angeles

Shahen Akelyan is Assistant Deputy Superintendent of Building with Department of Building and Safety, City of Los Angeles. He is Chief of High-Rise and Seismic Retrofit Programs. He has been working with the City for approximately 20 years.

Shahen has a Masters and Bachelor’s Degree in Civil Engineering from Cal State LA. He is a licensed Structural and Civil Engineer with the State of California.

Shahen is on the Board of Directors and 2019 president of Los Angeles Basin Chapter of International Code Conference. He is also member of Structural Engineering Association of Southern California and a nominee for the Los Angeles Tall Building Seismic Design Council.

Oscar Delgado
Deputy City Manager,
City of West Hollywood

Oscar Delgado is the City of West Hollywood’s Deputy City Manager. He oversees three departments: Facilities and Recreation Services, Planning and Development Services and Public Works. These three departments help sustain the City’s Core Values while helping the City reach its long-range strategic plans.
Mr. Delgado has been with the City a total of twenty years, previously serving as the Director of Public Works. He also served as the Parking Coordinator for the City of Santa Monica from 2000 to 2002. Prior to working in West Hollywood, Oscar worked in the private sector for a private parking operator.

Mr. Delgado received a Bachelor’s Degree in Business from California State University at San Bernardino. When he is not working, Oscar enjoys traveling, sports, music and most of all, spending time with his family.

Andrew Demming  
Senior Director and Board Member,  
Gardiner & Theobald

Andrew has an academic background in architecture and has been working in the design, construction and real estate development consulting professions for over 20 years.

His experience ranges from new build, renovation and development planning across numerous sectors including commercial, mixed use, hospitality, residential, cultural, data centers and master planning.

Andrew has executed projects throughout the U.S., Western Europe and Caribbean.

Yair Goldberg  
Executive VP of Sales & Marketing,  
Unitronics

Yair Goldberg is a recognized leader in the North American mechanical parking industry. Yair has over 20 years of experience in industrial automation and development and implementation of automated parking solutions, with vast understanding of real-estate developments. Yair is a member of both the National Parking Association (NPA) Parking Consultants Council and the Automated & Mechanical Parking Association (AMPA) technical standards committee. Yair holds a degree in Electrical and Computer Engineering.

Matt Howell  
Senior Vice President, Western Region,  
Lincoln Property Company (LPCWest)

Matthew Howell is responsible for development, repositioning and asset management activities across the West Coast. Matt’s experience covers the entitlements, design, construction and leasing of over 1.9 million square feet of ground up projects and totals over $1B in construction related costs as of 2018. Matt has personally entitled over 1.3 million square feet and repositioned over 2.1 million square feet of existing product. In addition to real estate, Matt is the catalyst for a number of fronts at LPC West including marketing strategy, public pursuits and responses, and managing strategic partnerships with companies such as Google.

Prior to joining LPC West, Matt was an asset manager for a pension fund advisor, a financial analyst for a private family trust, and ran his own company for three years. Aside from Matt’s active involvement in industry organizations such as Young Leaders program for the Urban Land Institute and the National Association of Industrial and Office Professionals, Matt is involved in Harvest Home, a non-profit for homeless pregnant women based in Venice, CA.

Matt is affiliated with the Young Leaders program for the Urban Land Institute and the National Association of Industrial and Office Professionals.
He earned his Bachelors of Architecture from Kansas State University and Master of Science in Real Estate Development from Columbia University.

Michael O’Brien
President, West Coast Operations, Park Plus California

Michael manages the West Coast Operations of Park Plus, Inc., overseeing design management, consultant and sub-contractor coordination, equipment manufacturing, supply chain management, product research and development, municipality code amendments, governmental approval process, and client management.

A leading figure in the mechanical and automated parking industry in Los Angeles for over 10 years, Michael began his career in high efficiency parking in 2007, as Vice President of Design and Development for Auto Parkit building the first automated parking structure in Los Angeles.

Michael’s knowledge and expertise with zoning, entitlements, fire safety, municipal regulations, and building codes, have earned him the respect of leaders in Southern California’s building and safety community, as well as many city fire departments. Currently, Michael oversees more than 30 Park Plus California projects in the planning, design, and installation phases throughout Los Angeles & San Bernardino County.

A graduate of Woodbury University with a Bachelor of Architecture, Michael’s focus with urban infill projects began in 2001, at Rothenberg Sawasy Architects, where he was the Residential/Mixed Use Studio Director. Leading a team of architects and designers, Michael was responsible for urban infill projects in Los Angeles.

Michael has been married for over 20 years to his wife, Gina, and is a proud dad of their son and Eagle Scout, Cole.

Amy Pokawatana, AIA, LEED AP
Director of Development, Hudson Pacific Properties, Inc.

Amy Pokawatana serves as Director of Development at Hudson Pacific Properties and oversees the development, design and construction of multiple commercial office buildings ranging from redevelopment to new construction in Southern California. Ms. Pokawatana has over 19 years of architecture and construction experience, which includes commercial office buildings and higher education projects. She is currently working on the conversion of over half a million square feet of retail into creative office at Westside Pavilion and construction of a 106,000-square-foot office building at Sunset Las Palmas Studios in Hollywood.

Prior to joining Hudson Pacific Properties, Ms. Pokawatana was a Senior Associate/Project Manager for the Commercial Office Buildings and Media & Technology studios at Gensler focusing on Class A office buildings and creative office workplace for Media & Technology clients. She managed projects such as the ICON and CUE creative office buildings at Sunset Bronson Studios, EPIC office building, Time Warner Cable Regional Sports Network offices, IMAX headquarters and Hyundai Capital Convention Hall.

Prior to coming to Gensler, she worked with Ehrlich Architects and Koning Eizenberg Architects on various commercial office buildings and higher education projects with East Los Angeles College, LA Valley College, Moorpark College and Arizona State University.

Ms. Pokawatana is member of the Urban Land Institute, American Institute of Architects, NAIOP and currently serves as a fourth year Board Member of the University of Southern California Architectural Guild.
Ms. Pokawatana is a licensed Architect in the state of California and a LEED Accredited Professional. She earned a Bachelor of Architecture degree from the University of Southern California.

Mike Vettens  
Senior Project Manager, RA,  
Choate Parking Consultants, Inc.

Mike is a Senior Project Manager with Choate Parking Consultants, Inc. and is responsible for the development of parking building Design, Construction Documentation and Administration as well as consultant for multiple projects including assessments for mechanical and automated parking feasibility.

Mike is a registered Architect who has been instrumental in the design and construction of several parking facilities throughout Southern California. He has worked extensively with commercial developers to assess in the evaluation and implementation of mechanical and automated parking facilities.

Mike is a member of AIA, NCARB and is currently nominated to be on the National Parking Associations’ Parking Consultants Council.

Mike’s design awards include Wilshire Grand/Los Angeles, CA – 2017 (Specialty Construction: ENR Best projects, LED Exterior Systems: LIT Design Award, and Guinness World Records: Largest concrete pour) and Row DTLA/Los Angeles, CA – 2017 (Renovated Building Award: LA Business Council Architectural Award, Specialty Construction Award: Award of Merit; ENR Best Projects, and Landscape Architecture: LA Business Council Architectural Award).

George Winter  
Senior Project Manager,  
Morley Builders

George is a construction professional with over 40 years in the industry with a diverse project management background, including design build, construction management, planning and scheduling, subcontract administration, cost control and procurement.

Projects include major construction of federal, state, industrial, aerospace, hydrometallurgical, petroleum and commercial facilities. He oversees projects from Pre-construction to construction completion. His specific automated parking experience includes installation of 240 car stackers in a single level subterranean parking structure in Santa Monica, CA.

George earned his construction degree at the University of Florida with a Bachelor of Building Construction. When not managing projects George enjoys golf, college sports and visiting his grandchildren.

Paula Reddish Zimmerman  
CNO, West Coast Operations,  
Park Plus Inc.

For the past 12 years, Paula has researched and promoted the concept of high-density vehicle storage. She encouraged Park Plus Inc., an East Coast firm, to open a California office in 2012 and
has been a part of their team since. Paula brings more than 40 years of legal, real estate, government and community experience to this emerging, sound solution to one of America’s most vexing problems: urban parking.

Ms. Zinnemann previously served as a member of the Assessment Appeals Board, the Rent Adjustment Commission. In 1999, she was appointed by Governor Gray Davis as the Commissioner of the California Department of Real Estate where she presided over five offices and a staff of 300.

While in the practice of law, she was an active member of the Los Angeles County Bar Association Real Property Section, where she chaired the Executive Committee in 2005 and was the recipient of the Los Angeles County Bar Association 2008 Outstanding Real Estate Lawyer Award. For many years, Paula co-authored the CEB Sections on Regulation of Real Estate Brokers and Discipline of Real Estate Brokers.

As a survivor, Paula is active with the Lung Cancer Foundation of America and chairs the annual LCFA Day at the Races at Del Mar Thoroughbred Club, held on the last Sunday in July.

Her focus now is on how to save space and dollars for the parking needs of developers.