



## AGENDA REPORT

**Meeting Date:** November 16, 2010  
**Item Number:** E-2  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation *AK*  
Martha Eros, Transportation Planner *ME*  
**Subject:** RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ESTABLISHING PREFERENTIAL PERMIT PARKING ZONE "O" ON THE 700 BLOCK OF NORTH SIERRA DRIVE AND THE NORTH SIDE OF ELEVADO AVENUE BETWEEN THE EAST AND WEST ALLEYWAYS OF NORTH SIERRA DRIVE

**Attachments:**

1. Resolutions
2. Traffic & Parking Commission Recommendation
3. Categorical Exemption
4. Area Map
5. Traffic & Parking Commission Minutes
6. Parking Occupancy Survey
7. Resident Petition
8. Correspondence
9. City Council Meeting Notice

---

### **RECOMMENDATION**

City staff and the Traffic & Parking Commission recommend that the City Council approve a resolution establishing Preferential Permit Parking Zone "O" on the 700 block of North Sierra Drive, and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive, with a regulation of:

"2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday" and  
"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

Per the Beverly Hills Municipal Code, both staff and the Traffic & Parking Commission make recommendations with respect to permit zone establishment. The City Council makes the final determination of the establishment of the zone and parking regulation.

## **INTRODUCTION**

The City of Beverly Hills received a qualifying petition signed by 58% (14 of 24) of the residents of the 700 block of North Sierra Drive to establish permit parking to address noise, litter, vagrant behavior, and general quality of life concerns created by the visitors and employees of adjacent West Hollywood venues. The petition was submitted as a response to increased intrusion and the high volume of vehicle and pedestrian activity during the late evening hours generated by the venues located immediately north of the Sunset/Sierra street entrance.

The 700 block of North Sierra Drive is comprised of 24 single-family homes with approximately 77 on-street parking spaces. North Sierra Drive has an egress only exit at Sunset Boulevard that is approximately 300' from the City of West Hollywood border and Sunset Boulevard venues. The block has an existing (non-permit) daytime regulation of "2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday" and no evening restrictions. The 700 block of North Sierra Drive is adjacent to Permit Zone "O," which has multiple day and evening restrictions (Attachment 4). The lack of evening restrictions provides a free parking zone for employees and patrons from the West Hollywood venues after 6 p.m. and into the early morning hours.

Preferential Parking Permit Zone "O" was originally established in 1982 to mitigate parking intrusion from the evening commercial and entertainment businesses in West Hollywood on 600 North Oakhurst Drive, Carmelita Avenue, and North Sierra Drive. As noted in Resolution 82-R-6485, commuter vehicles interfered with the use of available parking spaces by residents, and the parking impacts caused or were the source of unreasonable noise, traffic hazards, environmental pollution, and/or devaluation of real property [Beverly Hills Municipal Code 7-3-206 (D)].

In October 2006, Permit Zone "O" was amended to include the west side of the 600 block of North Doheny Drive to address activity from the Santa Monica Boulevard venues. In February 2010, Permit Zone "O" was established on Cinthia Street, 700 North Oakhurst Drive, and both sides of Elevado Avenue between the alley immediately west of North Oakhurst Drive to North Doheny Drive to address the same parking intrusion and vagrancy concerns on those streets. At that time, the City Council advised staff to inform the residents of the 700 block of North Sierra Drive of possible spillover parking as a result of the expanded Zone "O" restrictions. Staff provided a notice and petition instructions to the residences, and subsequently received a qualifying petition in September 2010.

Elevado Avenue between the alley east and west of North Sierra Drive does not have any parking restrictions. Site observations by staff have noted a low number of service vehicles parking during the day hours, and similar low volume parking in the evening. Staff recommends including the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive with Zone "O" to maintain consistency with the adjacent zone between North Oakhurst and Doheny Drives.

## **DISCUSSION**

Staff conducted a parking occupancy survey between 8 a.m. to 2 a.m. on Thursday, August 19, 2010. An average of 34% (26 of 77) of the on-street parking spaces were occupied for the entire 18-hours period, with 25 of 26 vehicles registered as non-resident. Staff observations note that vehicles were sporadic throughout the entire street

during the daytime hours, with most vehicles remaining stationary from 7 p.m. to midnight and concentrated at the north end of the block.

Independent evening spot counts were also conducted by Parking Enforcement staff between 9:45pm to midnight the weekend of September 24-26. An average of 52% (40 of 77) of the on-street spaces were occupied Friday and Saturday, and 18% on Sunday. The concentration of vehicles on Friday and Saturday were at the north end of the street, consistent with previous survey results.

Following TPC and staff site observations of the evening parking impacts, staff further evaluated the parking occupancy for the northern half of the block from (midblock) 713-714 North Sierra Drive to Sunset Boulevard. Based on the license plate surveys and spot counts conducted, approximately 69% (28 of 41) of the parking spaces on the northern half of the block were nearly 100% (27 of 28) occupied by non-resident vehicles between 6 p.m. to 2 a.m., with extended parking durations of 7 to 9 hours.

The TPC received six public comments and four letters supporting the permit zone at the October 7, 2010 commission meeting. No public comment or correspondence was received opposing the recommendation. The lead petitioner submitted a letter in support of permit parking, including the adjacent sections of Elevado Avenue, and reiterated the same reasons expressed by residents of Cinthia Street, 700 Oakhurst Drive, and 800 North Doheny Drive supporting a permit zone.

Based on survey results and site observations, coupled with the increasing concerns expressed by residents of 700 North Sierra Drive regarding diminishing quality of life standards, staff recommends establishing Permit Zone "O" to limit parking intrusion from commuter vehicles conducting business in the City of West Hollywood. Per Municipal Code 7-3-206 (D), establishing a permit zone on North Sierra Drive will address commuter vehicle interference adjacent to residential property and displaced vehicle parking.

Staff also recommends providing the residents of the 700 block of North Alta Drive with a similar notice (as issued to North Sierra Drive) of possible spillover effects resulting from permit zone regulations on adjacent streets.

Notices advising of City Council review of this request at its November 16, 2010 meeting were mailed the week of November 1, 2010 to the residents of the 800 block of Cinthia Street, 600 and 700 blocks of North Oakhurst Drive, 700 blocks of North Sierra and Alta Drive, and 600, 700 and 800 block of North Doheny Drive. Additionally, notices were sent to the City of West Hollywood Transportation staff.

**FISCAL IMPACT**

The cost of modifying parking signs would be nominal and installed by City staff.



David Gustavson  
Approved By

# **ATTACHMENT 1**

**RESOLUTION NO 10-R-**

**RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ESTABLISHING PREFERENTIAL PERMIT PARKING ZONE "O" ON THE 700 BLOCK OF NORTH SIERRA DRIVE AND THE NORTH SIDE OF ELEVADO AVENUE BETWEEN THE EAST AND WEST ALLEYWAYS OF NORTH SIERRA DRIVE**

WHEREAS, pursuant to Beverly Hills Municipal Code Section 7-3-206(d), a qualifying petition to establish a Preferential Parking Permit Zone on the 700 block of North Sierra Drive was filed;

WHEREAS, the petition sought to establish Preferential Parking Permit Zone "O" on the 700 block of North Sierra Drive;

WHEREAS, there is a non-permit parking regulation of "2-hour parking, 8 a.m. to 6 p.m., Except Sunday" on the 700 block of North Sierra Drive and no parking restrictions on both sides of Elevado Avenue between the east and west alleyways of North Sierra Drive;

WHEREAS, on October 7, 2010, the Traffic & Parking Commission investigated the need to establish a Preferential Parking Permit Zone on the 700 block of North Sierra Drive and both sides of Elevado Avenue between the east and west alleyways of North Sierra Drive;

WHEREAS, the Traffic & Parking Commission and the Public Works & Transportation Department recommend establishing Preferential Parking Permit Zone "O" with a regulation of "2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday" and "No Parking, 8 p.m. to 2:30 a.m., Daily, Permit O Exempt" on the 700 block of North Sierra Drive, and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive; and

WHEREAS, the Planning Department has reviewed the proposed project and has determined that the project is not subject to the California Environmental Quality Act and has issued a Categorical Exemption;

NOW THEREFORE, the Council of the City of Beverly Hills does hereby resolve as follows:

Section 1. Based upon the evidence and testimony presented to the City Council, including the information set forth in the Agenda Report, the findings required by BHMC Section 7-3-206(d) to justify establishing Preferential Parking Permit Zone "O" on the 700 block of North Sierra Drive and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive can be made.

Section 2. The Council finds that the following designated preferential permit zone is required due to commuter vehicles regularly interfering with available public parking adjacent to residential property zone; or that such vehicles are the cause of unreasonable noise, traffic hazards, and pollution in the residential environment; or that displaced commuter vehicles will not unduly impact surrounding residential areas; or that there is no reasonable alternative which is feasible or practical to reduce identified street parking problem to acceptable levels.

Section 3. The City Council hereby approves establishing Preferential Parking Permit Zone "O" on the 700 block of North Sierra Drive and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive, subject to the provisions of the Beverly Hills Municipal Code Section 7-3-206(d), with a regulation of:

“2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday” and  
“No Parking, 8 p.m. to 2:30 a.m., Daily, Permit ‘O’ Exempt”

Section 4. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and this certification to be entered in the Book of Resolutions of the Council of the City.

Adopted:

\_\_\_\_\_  
JIMMY DELSHAD  
Mayor of the City of Beverly Hills,  
California

ATTEST:

\_\_\_\_\_  
(SEAL)  
BYRON POPE  
City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

  
\_\_\_\_\_  
DAVID D. GUSTAVSON  
Director of Public Works & Transportation

# **ATTACHMENT 2**

## **Traffic & Parking Commission Recommendation October 7, 2010**

### 700 block of North Sierra Drive

7/0 To establish Preferential Parking Permit Zone "O" on the 700 block of North Sierra Drive, and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive, with a regulation of "2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday, and No Parking, 8 p.m. to 2:30 a.m. Daily, Permit 'O' Exempt."

# **ATTACHMENT 3**



BeverlyHills.org

CITY OF BEVERLY HILLS  
COMMUNITY DEVELOPMENT DEPARTMENT- PLANNING DIVISION  
455 North Rexford Drive  
Beverly Hills, CA 90210-4817  
(310) 285-1123  
FAX: (310) 858-5966

## Categorical Exemption

Name of Project: 700 block of North Sierra Drive

Location: 700 block of North Sierra Drive between Sunset Boulevard and Elevado Avenue, and adjacent sections of Elevado Avenue between the east and west alleyways.

Type of Business (if commercial): N/A Residential

Project Description: Establish Preferential Parking Permit Zone "O" on both sides of the 700 block of North Sierra Drive, and the north side of Elevado Avenue between the east and west alleyways, with a regulation of "2-Hour Parking, 8 a.m. to 8 p.m., Monday – Saturday, and No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt" to replace the current non-permit parking regulation of "2-hour parking, 8 a.m. to 6 p.m., Except Sunday."

Applicant's Name: City of Beverly Hills

Phone: 310-285-1000

Applicant's Address: 455 North Rexford Drive

City: Beverly Hills, CA

Zip: 90210

If different, provide:

Agent's Name: Dept. of Pubic Works & Transportation

Phone: 310-285-2500

Agent's Address: 345 Foothill Road

City: Beverly Hills, CA

Zip: 90210

The undersigned, having received this project for processing, has reviewed it for environmental impact and concluded that the project qualifies for a categorical exemption under the procedures adopted by the City of Beverly Hills and no further environmental assessment is necessary.

**Applicable Exemption Class: 1(c)**

Comments: Operation of existing public right-of-way; no expansion of use. Proposed changes not anticipated to result in significant displaced parking.

---

Reviewed by

Date

11/8/2010

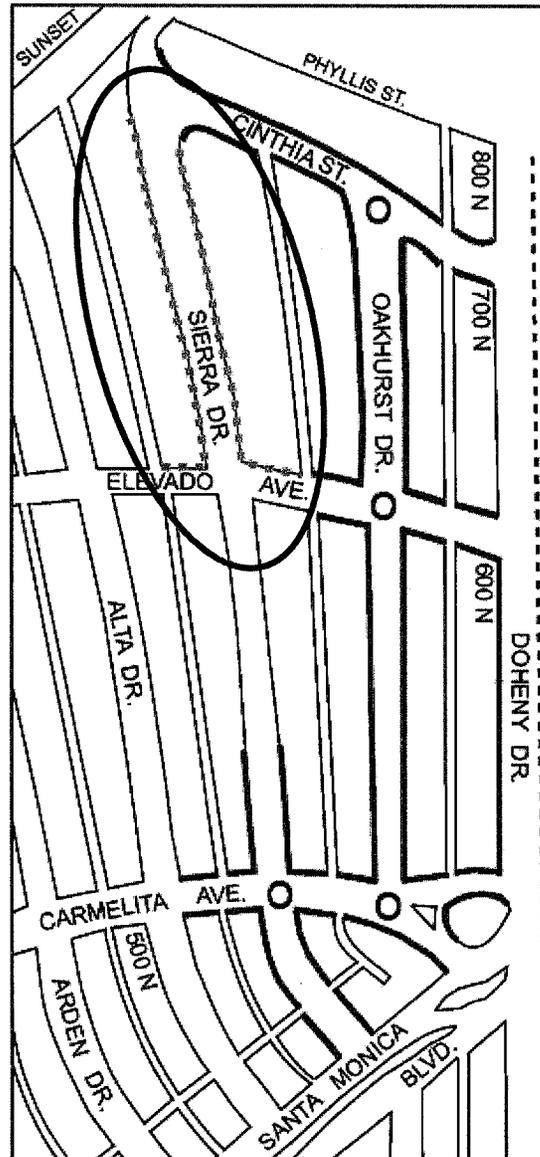
# **ATTACHMENT 4**

700 Block of North Sierra Drive and Elevado Avenue between east and west alleyways

\*\*\*\*\*

Proposed parking regulation for the 700 block of N. Sierra Drive and the north side of Elevado Avenue between the east and west alleyways:

"2-hour parking, 8am - 8pm, Monday-Saturday, Permit O Exempt"  
and  
"No Parking, 8pm - 2:30am, Daily, Permit O Exempt"



PREFERENTIAL PARKING PERMIT ZONES

ZONE "O"

800 Cinthia St:  
"2-Hour Parking, 8am to 8pm, Mon-Sat; and No Parking, 8pm to 2:30am"

700 N. Oakhurst Dr, and Elevado Ave between west alley to N. Doheny Dr:  
"2-Hour Parking, 8am to 8pm, Mon-Sat; and No Parking, 8pm to 2:30am"

600 N. Oakhurst Dr:  
"No Parking, 8pm to 2 am, Daily"

Carmelita Ave, between Alta and N. Doheny Dr:  
"No Parking, 8pm to 2am, Daily"

500 N. Sierra Dr between N. SMB and the north property line at 611/612 N. Sierra Dr:  
"No Parking, 8pm to 2 am, Daily"

600 N. Doheny Dr, west side between N. SMB and Keith Dr within city limits:  
"1-Hour Parking 8am to 7pm, Daily; and No Parking 7pm to 2:30am, Daily"

600 N. Doheny Dr, west side between Keith Dr and Elevado Ave:  
"2-Hour Parking, 8am to 7pm, Daily; and No Parking, 7pm to 2:30am, Daily"

ZONE "JJ"

800 N. Doheny Dr, between Cinthia and Phyllis St:  
"No Parking, 7pm to 2am, Monday through Saturday"

# **ATTACHMENT 5**

## **700 NORTH SIERRA DRIVE – RESIDENT INITIATED PETITION TO ESTABLISH A PREFERENTIAL PARKING PERMIT ZONE**

Ms. Eros referenced a PowerPoint presentation. The current regulation of “2-Hour Parking, 8 a.m. – 6 p.m., Except Sunday” was omitted from the Staff Report.

Residents are experiencing impacted parking conditions, increased noise, and litter and vehicle/pedestrian activity during the late evening hours.

A parking occupancy survey, random spot counts and site observation support commuter intrusion on the north end of the street.

Staff recommends establishing permit zone “O” with a regulation of “2-Hour Parking, 8 a.m. – 8 p.m., Monday – Saturday, and No Parking, 8 p.m. – 2:30 a.m., Daily, Except by Permit.”

### *Public Comment:*

Ray Friedman addressed the Commission. He noted the north end of the street egresses onto Sunset Drive. There is a lot of litter from nearby night clubs and he supports the petition.

Terri Porras read a letter of support on behalf of lead petitioners Faye and Jonathan Kellerman. Letter attached for the record. Ms. Porras also supports the petition request.

Nina Kotick supports the petition request. She expressed litter and safety concerns.

Christine Delgrad supports the petition request. She expressed safety concern as parked vehicles parked on the block obstructing view when exiting driveway.

Lester Friedman supports the petition request. He feels congestion on his block will depreciate property value and feels it is an unwarranted use of the street.

Grenda David supports the petition request. She commended staff, the Commission and Parking Enforcement for great efforts.

### *Commission Discussion:*

Commissioner GRUSHCOW supports staff’s recommendation and raised staging issues in the area.

Commissioner BRAUN supports staff’s recommendation.

Commissioner STEINBERG visited the area and supports staff’s recommendation.

Vice Chair LEVINE visited the area and supports staff’s recommendation as it is a quality of life issue.

Commissioner ROSENSTEIN echoed comments of Vice Chair LEVINE and supports staff’s recommendation.

Commissioner LICHT supports staff's recommendation.

Chair FRIEDMAN inquired about SoHo night club and its Conditional Use Permit.

Chair FRIEDMAN noted the City Council has ultimate decision to approve, deny, or modify the Commission's recommendation.

Motion by ROSENSTEIN, seconded by BRAUN

7/0 To support staff's recommendation of including the 700 block of North Sierra Drive in Preferential Parking Permit Zone "O" with the same regulation as 800 Cinthia Street and 700 North Oakhurst Drive with "2-Hour Parking, 8 a.m. – 8 p.m., Monday – Saturday, and No Parking, 8 p.m. – 2:30 a.m., Permit 'O' Exempt."

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, LEVINE, FRIEDMAN

NOES:

ABSENT:

ABSTAIN:

CARRIED:

#### **CONSIDERATION OF THE SEPTEMBER 2, 2010 REGULAR MEETING MINUTES**

Commissioner ROSENSTEIN proposed an amendment.

Motion by STEINBERG, seconded by GRUSHCOW

6/0 To accept minutes as amended.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, LEVINE, FRIEDMAN

NOES:

ABSENT: BRAUN

ABSTAIN:

CARRIED:

#### **ADJOURNMENT – 11:54 a.m.**

Motion by GRUSHCOW, seconded by LICHT

6/0 To adjourn meeting.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, LEVINE, FRIEDMAN

NOES:

ABSENT: BRAUN

ABSTAIN:

CARRIED:

# **ATTACHMENT 6**

## 700 N. Sierra Drive Parking Occupancy Survey

Date: Thursday-Friday, August 19-20, 2009

### TOTAL PARKING OCCUPANCY 700 BLOCK OF N. SIERRA DRIVE

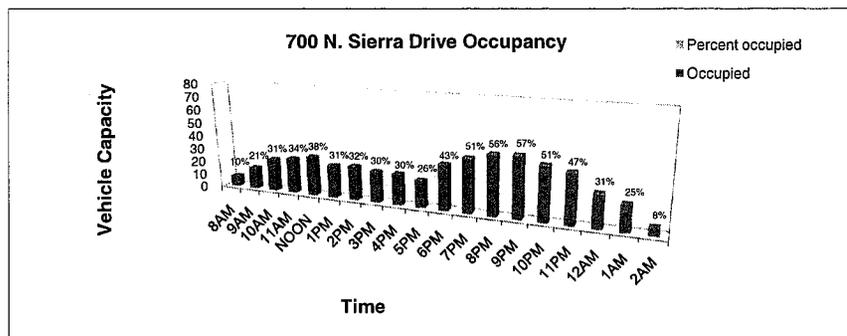
Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Occupied	8	16	24	26	29	24	25	23	23	20	33	39	43	44	39	36	24	19	6	26
Capacity*	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
% Occupied	10%	21%	31%	34%	38%	31%	32%	30%	30%	26%	43%	51%	56%	57%	51%	47%	31%	25%	8%	34%

### PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	TOTAL
# Vehicles	44	20	18	12	3	10	9	9	10	1	1	0	0	0	0	0	0	0	0	137
% Veh. Parked	32%	15%	13%	9%	2%	7%	7%	7%	7%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	100%

### NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Non-Residents (NR)	8	15	21	24	28	21	23	19	22	20	32	38	42	42	38	36	24	19	6	25
Residents (R)	0	1	3	2	1	3	2	4	1	0	1	1	1	2	1	0	0	0	0	1
Capacity*	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77	77
NR Occupancy	10%	19%	27%	31%	36%	27%	30%	25%	29%	26%	42%	49%	55%	55%	49%	47%	31%	25%	8%	33%
R Occupancy	0%	1%	4%	3%	1%	4%	3%	5%	1%	0%	1%	1%	1%	3%	1%	0%	0%	0%	0%	2%



\*Capacity is calculated mathematically using standard design lengths, and can be increased by reducing the distance between vehicles and using smaller vehicles. Averages and percentages are rounded to the nearest whole number.

## 700 N. Sierra Drive Parking Occupancy Survey

North half of block from 6pm-2am

Date: Thursday-Friday, August 19-20, 2009

### TOTAL PARKING OCCUPANCY 700 BLOCK OF N. SIERRA DRIVE

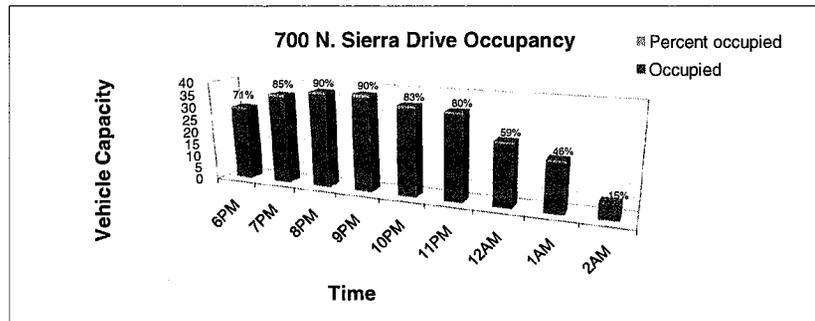
Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Occupied	29	35	37	37	34	33	24	19	6	28
Capacity*	41	41	41	41	41	41	41	41	41	41
% Occupied	71%	85%	90%	90%	83%	80%	59%	46%	15%	69%

### PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	TOTAL
# Vehicles	8	6	4	3	1	8	7	9	4	50
% Veh. Parked	16%	12%	8%	6%	2%	16%	14%	18%	8%	100%

### NON-RESIDENT PARKING OCCUPANCY

Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Non-Residents (NR)	28	34	36	35	33	33	24	19	6	28
Residents (R)	1	1	1	2	1	0	0	0	0	1
Capacity*	41	41	41	41	41	41	41	41	41	41
NR Occupancy	68%	83%	88%	85%	80%	80%	59%	46%	15%	67%
R Occupancy	2%	2%	2%	5%	2%	0%	0%	0%	0%	2%



\*Capacity is calculated mathematically using standard design lengths, and can be increased by reducing the distance between vehicles and using smaller vehicles. Averages and percentages are rounded to the nearest whole number.

## North Half of Block

Date: Thursday-Friday, August 19-20, 2009

### TOTAL PARKING OCCUPANCY 700 BLOCK OF N. SIERRA DRIVE

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Occupied	4	7	15	16	15	10	11	8	10	15	29	35	37	37	34	33	24	19	6	19
Capacity*	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41
% Occupied	10%	17%	37%	39%	37%	24%	27%	20%	24%	37%	71%	85%	90%	90%	83%	80%	59%	46%	15%	47%

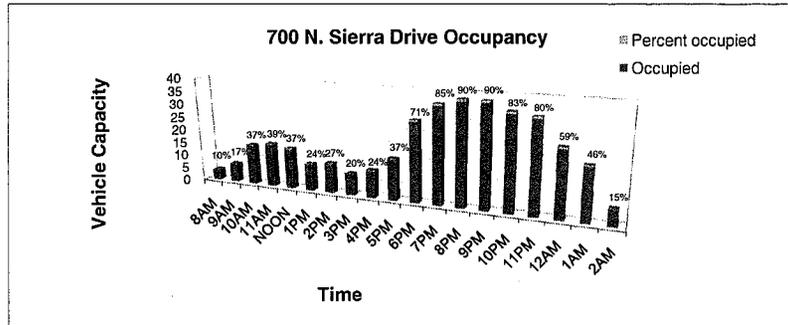
365

### PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	TOTAL
# Vehicles	21	10	10	8	2	9	7	7	9	0	1	0	0	0	0	0	0	0	0	84
% Veh. Parked	25%	12%	12%	10%	2%	11%	8%	8%	11%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	100%

### NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Non-Residents (NR)	4	7	13	15	15	10	11	8	10	15	28	34	36	35	33	33	24	19	6	19
Residents (R)	0	0	2	1	0	0	0	0	0	0	1	1	1	2	1	0	0	0	0	0
Capacity*	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41	41
NR Occupancy	10%	17%	32%	37%	37%	24%	27%	20%	24%	37%	68%	83%	88%	85%	80%	80%	59%	46%	15%	46%
R Occupancy	0%	0%	5%	2%	0%	0%	0%	0%	0%	0%	2%	2%	2%	5%	2%	0%	0%	0%	0%	1%



\*Capacity is calculated mathematically using standard design lengths, and can be increased by reducing the distance between vehicles and using smaller vehicles. Averages and percentages are rounded to the nearest whole number.

# **ATTACHMENT 7**

Drs. Jonathan and Faye Kellerman  
722 North Sierra Drive  
Beverly Hills, California 90210

July 18, 2010

Traffic & Parking Commission  
City of Beverly Hills  
Public Works Transportation Building  
345 Foothill Road  
Beverly Hills, CA 90210

Dear Traffic & Parking Commission:

Due to an increase in vehicle and pedestrian activity, we are petitioning for implementation of Zone O for the 700 block of N Sierra Drive. Attached is the qualifying petition.

The residents who live on N Sierra Dr. have always had to deal with parking and pedestrian problems due to our proximity to Sunset Blvd and Santa Monica Blvd.. Recently, there has been a sharp increase in activity as a result of the overflow from established preferential parking zones on nearby streets Cinthia Dr. and Oakhurst Dr.. As you will see in the enclosed photos, parking places along the street are being taken up by non-residents. This is the case at all hours of the day and night but particularly in the evenings and on weekends. Residents find trash on the street daily. We also struggle to find parking for our own guests. The constant loitering by outsiders is a concern for all of us, particularly those residents who have young children. The increased traffic also causes excessive noise which is unpleasant to residents, particularly the speeding cars who often ignore the stop sign at the top of Sierra and whip around to Cinthia Dr. without stopping. We believe that it's now necessary to implement the Zone O permit regulation.

Thank you for your consideration.

Best,

*Jonathan & Faye Kellerman /tp*

Jonathan & Faye Kellerman

*Encl: photos*

RECEIVED  
CITY OF BEVERLY HILLS  
10 AUG 11 PM 2:47  
PUBLIC WORKS DEPARTMENT











DAY TIME RESTRICTION

REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking):

2-Hour

REQUESTED HOURS OF RESTRICTION:

8AM - 8PM

EVENING TIME RESTRICTION

REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking):

No Parking

REQUESTED HOURS OF RESTRICTION:

8PM - 2:30 AM

DAY RESTRICTION

REQUESTED DAYS OF RESTRICTION (i.e., Monday to Friday):

Mon-Sat

Please submit separately a list of reasons the zone is being requested.

LEAD PETITIONER (Terri Porras)	ADDRESS	PHONE #
Jon & Faye Kellerman	722 N Sierra Drive	

PETITION FOR ESTABLISHMENT OF PREFERENTIAL PERMIT PARKING:  
700 BLOCK OF N Sierra Drive

PRINTED NAME & SIGNATURE	ADDRESS	Phone # Optional
RAY J FRIEDMAN <i>Ray J Friedman</i>	713 No SIERRA DR	
Bernaine Friedman	713 N. Sierra Dr	
<i>Lanie F...</i>		









**DAY TIME RESTRICTION**

REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking):

2-Hour  
8AM - 8PM

REQUESTED HOURS OF RESTRICTION:

**EVENING TIME RESTRICTION**

REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking):

No Parking  
8PM - 2:30 AM

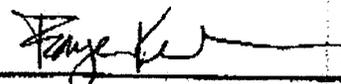
REQUESTED HOURS OF RESTRICTION:

**DAY RESTRICTION**

REQUESTED DAYS OF RESTRICTION (i.e., Monday to Friday):

Mon-Sat

Please submit separately a list of reasons the zone is being requested.

<b>LEAD PETITIONER</b> (Terri Porras) Jon & Faye Kellerman	<b>ADDRESS</b> 722 N Sierra Drive	<b>PHONE #</b> 
<b>PETITION FOR ESTABLISHMENT OF PREFERENTIAL PERMIT PARKING:</b> <u>700</u> BLOCK OF <u>N Sierra Drive</u>		
<b>PRINTED NAME &amp; SIGNATURE</b>	<b>ADDRESS</b>	<b>Phone #</b> <b>Optional</b>
	722 N Sierra Dr.	
Jonathan & Faye Kellerman		





# **ATTACHMENT 8**

**We regret not being able to attend this important meeting, however travel plans initiated over a year ago intervened. We thank you for the opportunity to have our letter read.**

**We've lived at 722 Sierra Drive for over eighteen years. We chose to rehabilitate a landmark home on Sierra and were, in fact, the first people to buy the home from its original builders, because of the serenity, peace and quiet the beautiful, tree-shaded street had to offer. And for nearly eighteen years that serenity was uninterrupted.**

**Then came the development of the ominous black, now-blue tower at 9200 Sunset, once an office building, now a mixed-use monstrosity complete with steakhouse on the ground floor and nightclub on the penthouse. The immediate result was to turn Cinthia Street into a parking lot and when the residents of Cinthia, quite justifiably, got their street designated as a no-parking zone, the onus shifted, literally overnight, to Sierra Drive..**

**Now, every night sees Sierra packed, bumper to bumper, with the vehicles of restaurant and club employees, as well as with the limos, cars and motorcycles of oft-intoxicated patrons. When we entertain guests, there is nowhere for them to park. The security we used to enjoy is gone as spotting out-of-place vehicles is a thing of the past. The street is teeming with them, affording easy concealment for criminals.**

**With the onslaught of vehicles came noise, litter and filth. We, our children, and our grandchildren have been woken at night by the raucous comings and goings of the non-residents who park on Sierra.. Among the gifts those bon vivants have bestowed upon our property have been food wrappers, liquor and soft drink bottles, cigarette butts, soiled napkins, the contents of emptied ashtrays, and in one especially memorable instance, a used condom lying next to a torn packet of Trojans.**

**When plans to develop the monolith were first aired, Beverly Hills residents likely to be affected pleaded with West Hollywood not to allow the project to go forward in its initial overblown form. Our pleas went unheeded and we were assured that great care would be taken to minimize noise, dirt, pollution and disruption. We were lied to, that care has not been forthcoming in the least and the negative impact has been even greater than we expected.**

**Restaurants and clubs should be responsible for providing private parking to their patrons. This is especially true when those facilities are located in a massive office building with its own subterranean lot. We, the tax-paying residents of Sierra Drive should not be called upon to serve as uncompensated business partners of those businesses, which are not in Beverly Hills and provide no direct benefit to Beverly Hills. On the contrary, they've wreaked havoc upon one of the loveliest streets in the Flats. Please respond to our needs and restrict nighttime parking on Sierra Drive.**

**Sincerely,**

**Faye and Jonathan Kellerman**

## Martha Eros

---

**From:** Venneri Santos on behalf of WebCBH TRANSPORTATION  
**Sent:** Monday, October 04, 2010 8:27 AM  
**To:** Karen Gutierrez; Martha Eros  
**Subject:** FW: Oct. 7 Public Meeting Re 700 N. Sierra Dr. Parking

-----Original Message-----

**From:** Victoria Hooks | 1]  
**Sent:** Sunday, October 03, 2010 2:56 PM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Michael Hooks  
**Subject:** Oct. 7 Public Meeting Re 700 N. Sierra Dr. Parking

Dear Traffic and Parking Commission:

My husband and I are writing to support the Request for Preferential Parking Permit Zone for the 700 block of N. Sierra Drive. We live at 706 N. Sierra Dr. and have lived here for the past 13 years. Unfortunately, in the last several months, our street has turned into a parking lot instead of the quiet residential street we have known since 1997. We signed the resident petition and request that the Commission approve and establish a permit parking regulation of 2 hour parking 8am-8pm Monday through Saturday and no parking 8pm to 2:30, Permit 0 exempt.

Thank you,

Victoria and Michael Hooks  
706 N. Sierra Dr.  
Beverly Hills 90210  
-----

## Martha Eros

---

**From:** Venneri Santos on behalf of WebCBH TRANSPORTATION  
**Sent:** Tuesday, October 05, 2010 12:05 PM  
**To:** Karen Gutierrez; Martha Eros  
**Subject:** FW: preferential parking sierra drive

**From:** FRSilvera@aol.com  
**Sent:** Tuesday, October 05, 2010 10:40 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** preferential parking sierra drive

i live at 723 sierra drive--not able to attend oct 7th meeting

we do need the permit parking so that our guests can park in front of our houses, instead of the people who work and go to the clubs and restaurants on sunset blvd.

thank you  
francine silvera

## Venneri Santos

---

**From:** Christine Belgrad  
**Sent:** Thursday, October 07, 2010 8:56 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** 700 Sierra parking

Dear Transportation Planning,

We are **STONGLY** in favor of the new preferential parking permit for the 700 block of Sierra. The current situation of numerous cars parked in front of our houses every night is totally unacceptable. I cannot even drive into my driveway easily because the cars are parked so close to the driveway on either side. The cars are not guests of the neighbors. Sometimes there are beer bottles on my lawn which never happened before these cars started parking on the street. It lowers the property values in this area.

Thanks for your help on this.  
Christine and Doug Belgrad  
717 N Sierra Dr.

# **ATTACHMENT 9**



**City Council  
Notice of Public Meeting**

**700 Block of North Sierra Drive  
Request to Establish Preferential Parking Zone "O"**

**Date:** Tuesday, November 16, 2010  
**Time:** 7:00 p.m.  
**Location:** City Hall, Council Chambers, 455 N. Rexford Drive, Beverly Hills, CA, 90210

At its regular meeting on Tuesday, November 16, 2010, the Beverly Hills City Council will consider a Traffic & Parking Commission recommendation to establish Preferential Parking Permit Zone "O" on the 700 block of North Sierra Drive, and the north side of Elevado Avenue between the east and west alleyways of North Sierra Drive.

The current non-permit parking regulation of "2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday" will be amended as follows:

**"2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday, and  
No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"**

All interested persons are invited to attend the November 16<sup>th</sup> City Council meeting to express your views, or submit comments in writing by postal mail, e-mail or fax to the address or numbers noted above. All correspondence received will be presented to the full City Council for review. The Council begins review of the formal agenda at 7:00 p.m. in the City Hall Council Chambers.

If you have any questions regarding this proposal, please contact the Public Works & Transportation Department at (310) 285-2452.

Sincerely,  
Transportation Planning

November 4, 2010

.....  
Proposed parking regulation for the  
700 block of N. Sierra Drive and the  
north side of Elevado Avenue between  
the east and west alleyways:

“2-hour parking, 8am - 8pm, Monday-  
Saturday, Permit O Exempt”  
and  
“No Parking, 8pm - 2:30am, Daily,  
Permit O Exempt”

