



## AGENDA REPORT

**Meeting Date:** July 7, 2011  
**Item Number:** E-1  
**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 PARKING ZONE "O" ON THE 700 BLOCK OF NORTH ALTA DRIVE AND THE NORTH SIDE OF ELEVADO AVENUE BETWEEN THE EAST AND WEST ALLEYWAYS OF NORTH ALTA 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

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### RECOMMENDATION

City staff and the Traffic & Parking Commission (TPC) recommend that the Beverly Hills City Council approve a "Resolution of the Council of the City of Beverly Hills establishing Preferential Parking Zone 'O' on the 700 block of North Alta Drive and the north side of Elevado Avenue between the east and west alleyways of North Alta 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"

### INTRODUCTION

The City of Beverly Hills received a qualifying petition signed by 57% (12 of 21) of the households on the 700 block of North Alta Drive to establish an evening permit parking

regulation of "No Parking, 6 p.m. to 2:30 a.m., Except by Permit" to address parking intrusion, safety and a high volume of vehicle and pedestrian activity during the late evening hours. Residents witness employees in uniforms and visitors in formal attire walking towards West Hollywood, and vehicles parking extended hours and partially blocking driveways.

Staff and the TPC recommend a permit 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" to be consistent with the neighboring blocks of 800 Cinthia Street and the 700 blocks of North Sierra and Oakhurst Drives, and to provide residents with extended daytime parking hours by permit.

Permit Zone "O" was originally established in 1982 on 600 North Oakhurst Drive, 500 North Sierra Drive and adjacent sections of Carmelita Avenue to address evening parking intrusion generated by venues located on Santa Monica Boulevard. In October 2006, Zone "O" was amended to include the west side of 600 North Doheny Drive to mitigate increased activity from Santa Monica Boulevard. 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)].

Cinthia Street and 700 North Oakhurst Drive were added to Zone "O" in February 2010 to address parking intrusion, vagrancy, litter, livery services, and increased activity generated by the Soho House on Sunset Boulevard in West Hollywood. The original petitions requested daily 2-hour parking from 8 a.m. to 6 p.m. and daily no parking after 6 p.m. The City Council developed a compromise regulation to address concerns received during public comment regarding overly restrictive hours, and unanimously approved a "2-Hour, 8 a.m. to 8 p.m., Monday through Saturday, and No Parking, 8 p.m. to 2:30 a.m., Daily, Except by Permit" regulation for both streets.

In November 2010, the City Council established the same 2-hour, no parking permit regulation on 700 North Sierra Drive to address spillover parking, vagrancy, and safety concerns. Staff notified residents of 700 North Alta Drive of possible spill-over parking effects and subsequently received a qualifying petition in April 2011.

## **DISCUSSION**

The 700 block of North Alta Drive has 21 single-family homes with approximately 70 on-street parking spaces and an existing non-permit parking regulation of "2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday." The Alta/Sunset intersection is approximately 700 feet from the West Hollywood city limits at Phyllis/Sunset. The lack of an evening restriction provides a free parking zone to commuters starting at 4 p.m. and into the early morning hours.

Elevado Avenue between the east and west alleyways of North Alta Drive does not have any parking regulations. Site observations by staff have noted a minimal number of service vehicles during the day hours, and low volume parking in the evening. General practice is to extend a permit zone to the side street adjacent to the homes on the affected blocks.

Staff conducted a parking occupancy survey on Thursday, May 19, 2011 from 6 p.m. to 2:30 a.m. On average, 27 of 70 on-street parking spaces were occupied during the 9-hour survey period. A peak-hour occupancy of 53% (37 of 70 spaces) occurred at 10 p.m., with vehicles concentrated from midblock to the north end at Sunset Boulevard. A total of 49 vehicles were recorded during the survey period, with half (25 of 49) of the vehicles remaining parked in the same spaces for 6 to 9 hour durations. Of the 49 vehicles recorded, 96% (47 of 49) were identified as commuter vehicles based on license plate data. Staff witnessed individuals dressed in evening attire exiting vehicles and walking towards West Hollywood throughout the survey period.

The TPC received one public comment from a 700 North Alta Drive resident in support of the proposed zone. Additionally, one resident from 600 North Alta Drive and one from 700 North Arden Drive expressed their concerns of spillover parking onto the adjacent streets. Additionally, one email correspondence opposing a permit zone was received after the TPC meeting.

Based on survey results and site observations, staff recommends including the 700 block of North Alta Drive and the north side of Elevado Avenue between the alleyways immediately east and west of North Alta Drive in Preferential Parking 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" to address parking intrusion and maintain a consistent regulation in the permit zone.

Notices advising of City Council review of this request at its July 7, 2011 meeting were mailed June 24, 2011 to residents of the 700 blocks of North Alta, Arden and Sierra drives, and the north end of 600 North Alta and Sierra drives. Notices were sent to the City of West Hollywood Planning staff.

The 700 block of North Arden Drive immediately west of North Alta Drive is approximately 1,150 feet from the Arden/Sunset intersection to the West Hollywood city limit at Phyllis/Sunset. Following City Council action, staff will notify the residents of 700 North Arden Drive of possible spill-over effects resulting from a potential permit zone on North Alta Drive and include information on the permit petition process.

#### **FISCAL IMPACT**

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

 David Gustavson  
Approved By

**ATTACHMENT 1**  
**Resolution**

**RESOLUTION NO 11-R-**

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

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

WHEREAS, the petition sought to establish a Preferential Parking Zone on the 700 block of North Alta 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 Alta Drive, and no parking restrictions on both sides of Elevado Avenue between the east and west alleyways of North Alta Drive;

WHEREAS, on June 2, 2011, the Traffic & Parking Commission investigated the need to establish a Preferential Parking Zone on the 700 block of North Alta Drive, and north side of Elevado Avenue between the east and west alleyways of North Alta Drive;

WHEREAS, the Traffic & Parking Commission and the Public Works & Transportation Department recommend establishing Preferential Parking 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 Alta Drive, and the north side of Elevado Avenue between the east and west alleyways of North Alta 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 AND 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 Zone "O" on the 700 block of North Alta Drive, and the north side of Elevado Avenue between the east and west alleyways of North Alta 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 Zone "O" on the 700 block of North Alta Drive, and the north side of Elevado Avenue between the east and west alleyways of North Alta 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:

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BARRY BRUCKER  
Mayor of the City of Beverly Hills,  
California

ATTEST:

\_\_\_\_\_  
BYRON POPE  
City Clerk

(SEAL)

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**

## **Traffic & Parking Commission Recommendation June 2, 2011**

### 700 block of North Alta Drive

5/0\* To establish Preferential Parking Zone "O" on the 700 block of North Alta Drive and the north side of Elevado Avenue between the east and west alleyways of North Alta 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."

(\* One Commissioner absent; one Commissioner abstain)

**ATTACHMENT 3**  
**Categorical Exemption**



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

BeverlyHills.org

**Categorical Exemption**

Name of Project: 700 block of North Alta Drive

Location: 700 block of North Alta Drive between Sunset Boulevard and Elevado Avenue, and the north side of Elevado Avenue between east and west alleyways of North Alta Drive.

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

Project Description: Establish Preferential Parking Zone "O" on the both sides of the 700 block of North Alta Drive, and the north side of Elevado Avenue between the east and west alleyways of North Alta Drive, with a permit 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 Public Works & Transportation

Phone: 310-285-2500

Agent's Address: 345 Foothill Road

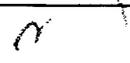
City: Beverly Hills, CA

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)**

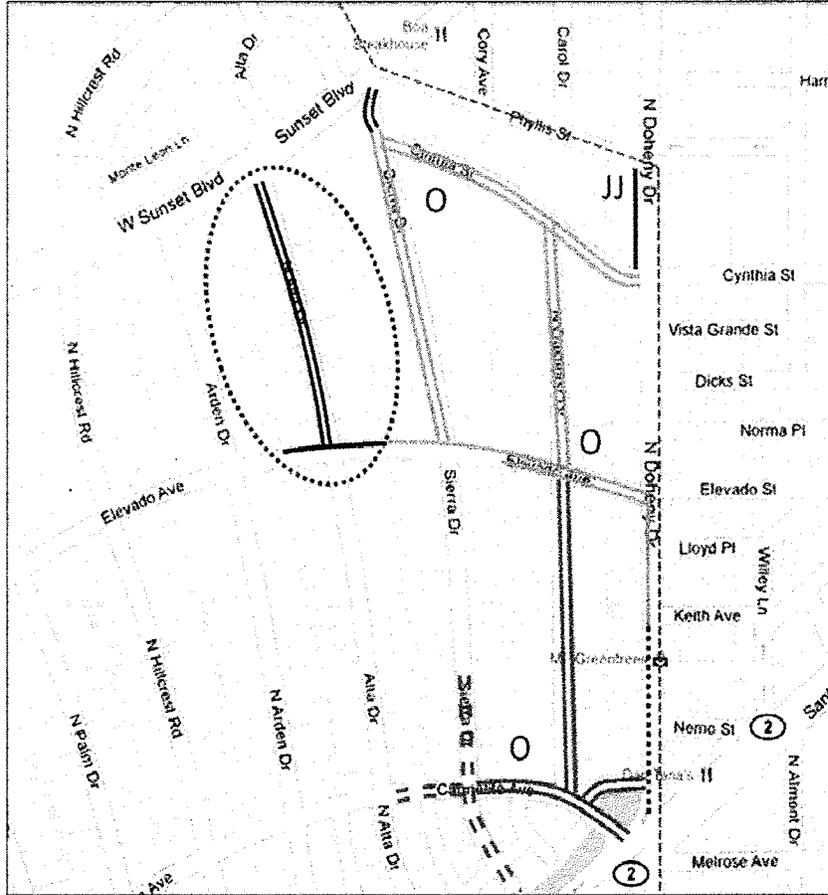
Comments: Operation of existing public right-of-way; no expansion of use. Proposed changes not anticipated to result in significant displaced parking.

Reviewed by  Date 6/9/11

# **ATTACHMENT 4**

## **Area Map**

# 700 BLOCK OF NORTH ALTA DRIVE



	<b>PROPOSED REGULATION: 700 N. ALTA DR AND ADJACENT SECTIONS OF ELEVADO AVE</b>	NO PARKING, 6pm–2:30am, DAILY [EXISTING NON-PERMIT REG: 2-HR PARKING, 8am–6pm, EXCEPT SUNDAY]
○	<b>700 N. SIERRA DR, 700 N. OAKHURST DR, 800 CINTHIA ST</b> NORTH SIDE OF <b>ELEVADO AVE</b> BETWEEN THE ALLEYS EAST AND WEST OF N. SIERRA DR; AND BOTH SIDES OF ELEVADO AVE FROM THE ALLEY IMMEDIATELY WEST OF N. OAKHURST TO DOHENY DR	2-HR PARKING, 8am–8pm, MON- SAT; NO PARKING, 8pm–2:30am, DAILY
○	<b>600 N. OAKHURST DR</b> BETWEEN SMB & ELEVADO AVE <b>CARMELITA AVE</b> BETWEEN N. SIERRA AND DOHENY DRS	NO PARKING, 8pm–2am, DAILY [NON-PERMIT DAYTIME REG: 2-HR, 8am–6pm, EXCEPT SUNDAY]
○	<b>500 &amp; 600 N. SIERRA DR</b> BETWEEN SMB & NORTH PROPERTY LINE OF 611 AND 612 N. SIERRA DR <b>CARMELITA AVE</b> BETWEEN ALTA AND SIERRA DRS	NO PARKING, 8pm–2am, DAILY [NO DAYTIME REGULATION]
○	WEST SIDE OF <b>600 N. DOHENY DR</b> BETWEEN SMB TO 625 PROPERTY LINE (MIDBLOCK @ KIETH DRIVE IN WEST HLYWD)	1-HR PARKING, 8am–7pm, DAILY; NO PARKING, 7pm–2:30am, DAILY
○	WEST SIDE OF <b>600 N. DOHENY DR</b> BETWEEN THE 625 PROPERTY LINE NORTH TO ELEVADO AVE	2-HR PARKING, 8am–7pm DAILY; NO PARKING, 7pm–2:30am, DAILY
JJ	WEST SIDE OF 800 N. DOHENY DR BETWEEN CINTHIA AND PHILLIS ST	2-HR PARKING, 8am–7pm, DAILY; NO PARKING, 7pm–2:30am, DAILY

**ATTACHMENT 5**

**Traffic & Parking Commission**  
**Minutes**

Commissioner GRUSCHOW inquired about the Tour Bus parking issue and suggested that signs be posted at the new Third Street location directing visitors to the Business Triangle.

### **COMMENTS FROM COMMISSIONERS (ORAL)**

Commissioner I. FRIEDMAN inquired staff if 12 annual commission meetings were required and if going dark in the summer or December would be possible.

Director of Public Works and Transportation David Gustavson stated that the TPC may go dark again in January 2012 due to potential furloughs this December. Mr. Gustavson added that the TPC can discuss going "dark" during this summer.

### **ORAL COMMUNICATION FROM THE AUDIENCE – 9:35 a.m.**

Mark Elliot spoke about moving forward on bike plan improvements.

### **ACTION ITEMS – 9:37 a.m.**

#### **1. 700 BLOCK OF ALTA DRIVE - RESIDENT INITIATED PETITION TO ESTABLISH A PERMIT PARKING ZONE**

Commissioner L. FRIEDMAN recused himself from the discussion.

Deputy Director of Transportation Aaron Kunz gave background information regarding parking regulations presented to City Council.

Transportation Planner Martha Eros presented the staff report and staff's recommendation to establish the permit zone with a regulation of "No Parking, 6 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt."

Staff would also support a Traffic & Parking Commission recommendation 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, Except by Permit" for consistency with adjacent Zone "O" streets of 700 North Sierra Drive and 800 Cinthia Street.

#### *Public Comment:*

Resident Anne Osberg from the 600 block of Alta expressed concerns of parking on her block.

Resident Vera Markowitz from the 700 block of Arden expressed concern of traffic congestion on her block and stated their block would submit a petition if this item passes.

Resident Larry Sherwood from the 700 block of Alta expressed support of the petition.

*Commission Discussion:*

Commissioner GRUSHCOW inquired the purpose of including the North side of Elevado and requested that the street be dropped from the regulation since statistical data has not been provided for that street.

Mr., Kunz explained that historically for parking regulations the portion of the streets adjacent to the requesting block's homes are included.

Commissioner I. FRIEDMAN inquired why staff hasn't or doesn't address all areas at once and not take the matters street by street, anticipating petitions.

Mr. Kunz stated that staff must show there is a parking issue versus addressing a potential parking issue.

Director of Public Works & Transportation David Gustavson read Beverly Hills Municipal Code 7-3-206 (D)(1) stating the standard criteria for establishing a Preferential Parking Zone: "Whether initiated by petition or by the director of transportation, in order to establish a preferential parking zone, the city council must *find that there is sufficient evidence* to conclude that the following criteria are satisfied: (1) Commuter vehicles regularly interfere with the available public street parking adjacent to residential property within the proposed zone and cause or the source of unreasonable noise, traffic hazards, environmental pollution, or other similar interferences with the residential environment".

Vice Chair STEINBERG suggested the TPC to consider a regulation that starts at 8 p.m. rather than 6 p.m. She noted that the TPC should discuss the issue of creating uniformity among Preferential Parking Permit zones at some point in the future.

Motion by GRUSHCOW, seconded by LICHT

5/0 To support staff's revised recommendation to establish the permit zone with a regulation of " 2 hour parking, 8 a.m. to 8 p.m. Monday-Saturday, No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

AYES: LICHT, GRUSHCOW, STEINBERG, I.M. FRIEDMAN, FISHER

NOES: none

ABSENT: LEVINE

ABSTAIN: L. FRIEDMAN

CARRIED

**2. CONSIDERATION OF THE MAY 5, 2011 REGULAR MEETING MINUTES**

Vice Chair STEINBERG requested to add on page 3 that the notes from the ad-hoc committee meeting will be included in the upcoming packet.

Commissioner FISHER suggested that on the first page, the ADA notice be removed from the meeting minutes since this is not a public notice.

# **ATTACHMENT 6**

## **Parking Occupancy Survey**

# 700 block of N. Alta Drive

## Parking Occupancy Survey 6PM - 2AM

Date: Thursday-Friday, May 19-20, 2011

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

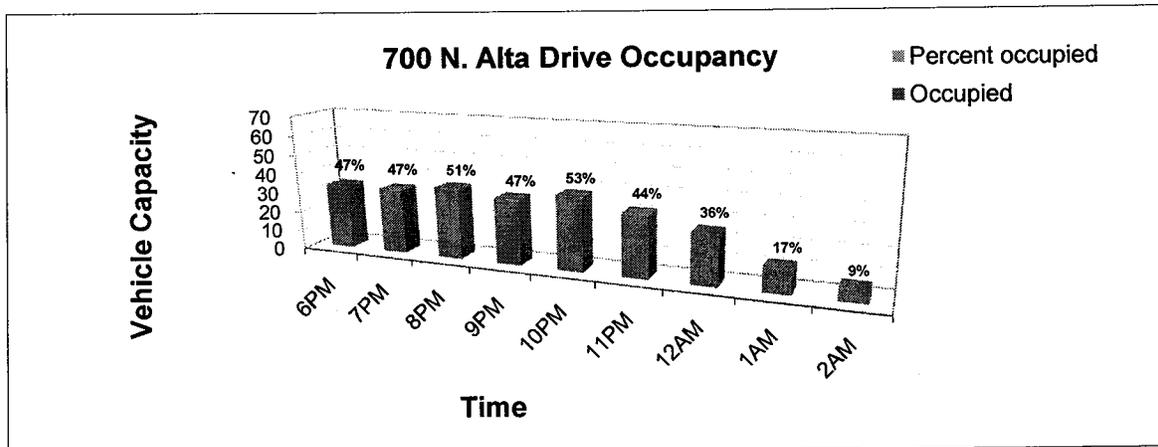
Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Occupied	33	33	36	33	37	31	25	12	6	27
Capacity*	70	70	70	70	70	70	70	70	70	70
% Occupied	47%	47%	51%	47%	53%	44%	36%	17%	9%	39%

### PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	TOTAL
# Vehicles	6	5	6	3	3	7	8	4	5	47
% Veh. Parked	13%	11%	13%	6%	6%	15%	17%	9%	11%	100%

### NON-RESIDENT PARKING OCCUPANCY

Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	2AM	AVG
Non-Residents (NR)	32	32	34	32	36	31	25	12	6	27
Residents (R)	1	1	2	1	1	0	0	0	0	1
Capacity*	70	70	70	70	70	70	70	70	70	70
NR Occupancy	46%	46%	49%	46%	51%	44%	36%	17%	9%	39%
R Occupancy	1%	1%	3%	1%	1%	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**

## **Resident Petition**

Shani and Michael Henschel  
715 North Alta Drive  
Beverly Hills, CA 90210  
(310) :

MS. Martha Eros  
City of Beverly Hills Public Works Department  
345 North Foothill Drive  
Beverly Hills, CA 90210  
(310) 285 2452

Re : Permit Parking on Alta Drive

Dear Ms. Eros,

Herewith please find a petition signed by the residents of the 700 block of North Alta Drive requesting permit parking. Due to the high volume of cars and limousines being parked on our street by patrons and staff of nearby West Hollywood restaurants, the late night disturbance, the trash left strewn on the sidewalks as well as the lack of street parking available to guests of residents, we have no choice but request a change in the parking laws. The quality of life for all the residents has been severely impacted and the general feeling is that our security is under threat, and in a city such as ours this imposition is just not acceptable.

We are requesting evening time restrictions for " No Parking " for the days of Monday to Sunday from 6.30pm to 2.30am as per our petition.

Thank you for you prompt attention.

Kind regards,

Michael and Shani Henschel

**DAY TIME RESTRICTION**

REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking): \_\_\_\_\_  
 CITY OF BEVERLY HILLS REQUESTED HOURS OF RESTRICTION: \_\_\_\_\_

**EVENING TIME RESTRICTION**

11 MAR 32 PM 4:44  
 PUBLIC WORKS DEPARTMENT  
 REQUESTED TIME RESTRICTION (i.e., 2-hour, 1-hour, No Parking): NO PARKING  
 REQUESTED HOURS OF RESTRICTION: 6PM - 2:30 AM

**DAY RESTRICTION**

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

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

LEAD PETITIONER	ADDRESS	PHONE #
Michael Menschel	715 N. Alta Dr	310
<b>PETITION FOR ESTABLISHMENT OF PREFERENTIAL PERMIT PARKING:</b>		
BLOCK OF _____		
PRINTED NAME & SIGNATURE	ADDRESS	Phone # Optional
LARRY STEWART	718 ALTA ✓	310
ROBERT [Signature]	719 NO ALTA ✓	310
[Signature] - Sam Dymally	711 N. ALTA ✓	310
MICHAEL MACKEL [Signature]	709 N ALTA DR ✓	310
Betty Spivak [Signature]	703 ALTA DR ✓	310
MICHAELA REVAH HAIM REVAH	705 No. ALTA DR ✓	310
RONALD STEIN [Signature]	706 N ALTA DR ✓	310
ELAINE STEIN [Signature]		
NORMAN BROOKER [Signature]	710 ALTA DR ✓	310
MARGUERITE BROOKER [Signature]	710 ALTA DR ✓	310
MICHAEL MENSCHEL [Signature]	715 N. ALTA ✓	(310)
PATRICIA REINSTEIN Patricia Reinstejn	708 N. ALTA ✓	310

12/21 = 57%



**ATTACHMENT 8**  
**Correspondence**

**Martha Eros**

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**From:** Pamela Beck [mailto:pamela@webcbh.com]  
**Sent:** Saturday, June 11, 2011 8:57 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Preferential Parking zone

I am against the "no parking" during the evening for the 700 block of Alta. I live on Alta and I think it will be a pain in the neck for my kids, their friends, houseguests, and guests when we entertain. Especially since it begins so early in the evening. If it were after 11 at night (or midnight) - then it would make sense. Thanks...

Pamela Beck  
345 North Maple Drive  
Suite 280  
Beverly Hills, California 90210

**Subject:** FW: July 7 City Council meeting on 700 block Alta parking  
**Attachments:** IMG\_0198.JPG; IMG\_0199.JPG; IMG\_0202.JPG

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**From:** Larry & Elaine Sherwood [mailto:\_\_\_\_\_@\_\_\_\_\_.net]  
**Sent:** Sunday, June 26, 2011 2:26 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** July 7 City Council meeting on 700 block Alta parking

We will be out of town and unable to attend the council meeting, but I did attend the Transportation Committee meeting where this topic was discussed. We strongly support the proposed regulations. It has become impossible to deal with all of the transient parking that comes from Boa, Soho Club, and other local West Hollywood businesses. Now that parking has been properly restricted on Oakhurst, Sierra, and Cynthia, our street is a virtual parking lot at night which is unfair to all of us as residents.

For your information, I have attached some pictures in case any of the council members have not seen what is really happening on our block. These were taken in the late afternoon, and it only gets worse as the night wears on. The cars block the view coming out of our driveways and makes it very dangerous trying to pull out of your driveway, not to mention the fact that many will block portions of driveways making entry and exit even more difficult. The parkers I've spoken to are almost always employees trying to avoid having to pay for parking that the West Hollywood businesses refuse to provide them for free.

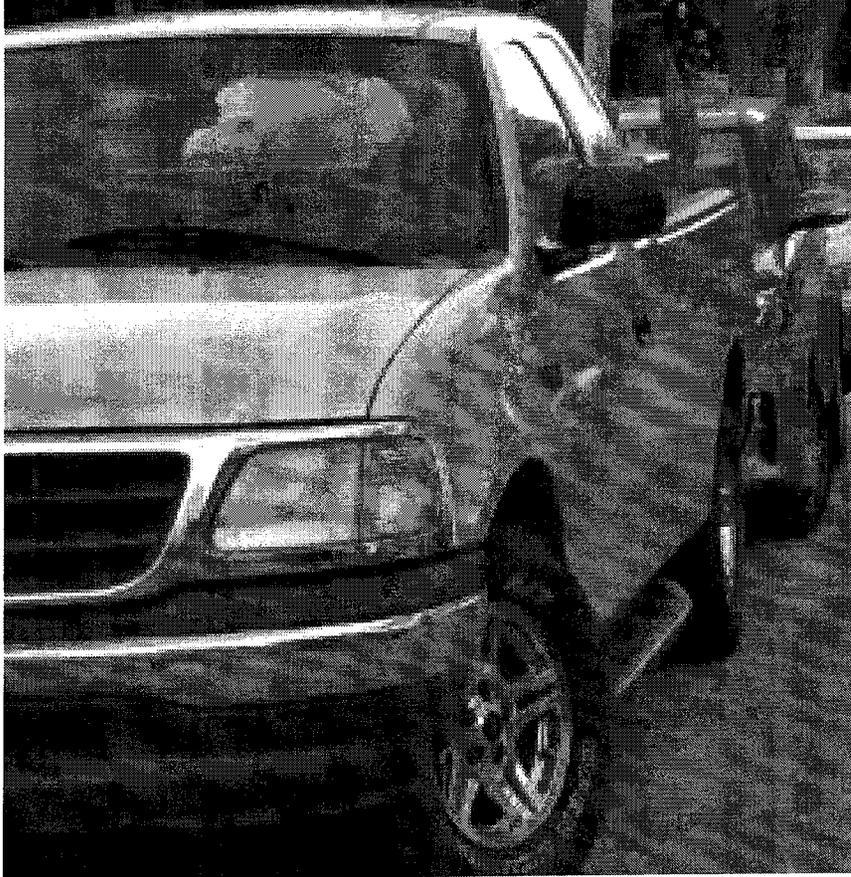
We strongly encourage the Council to accept the findings of the Traffic Commission that has already discussed the situation in detail.

Sincerely,

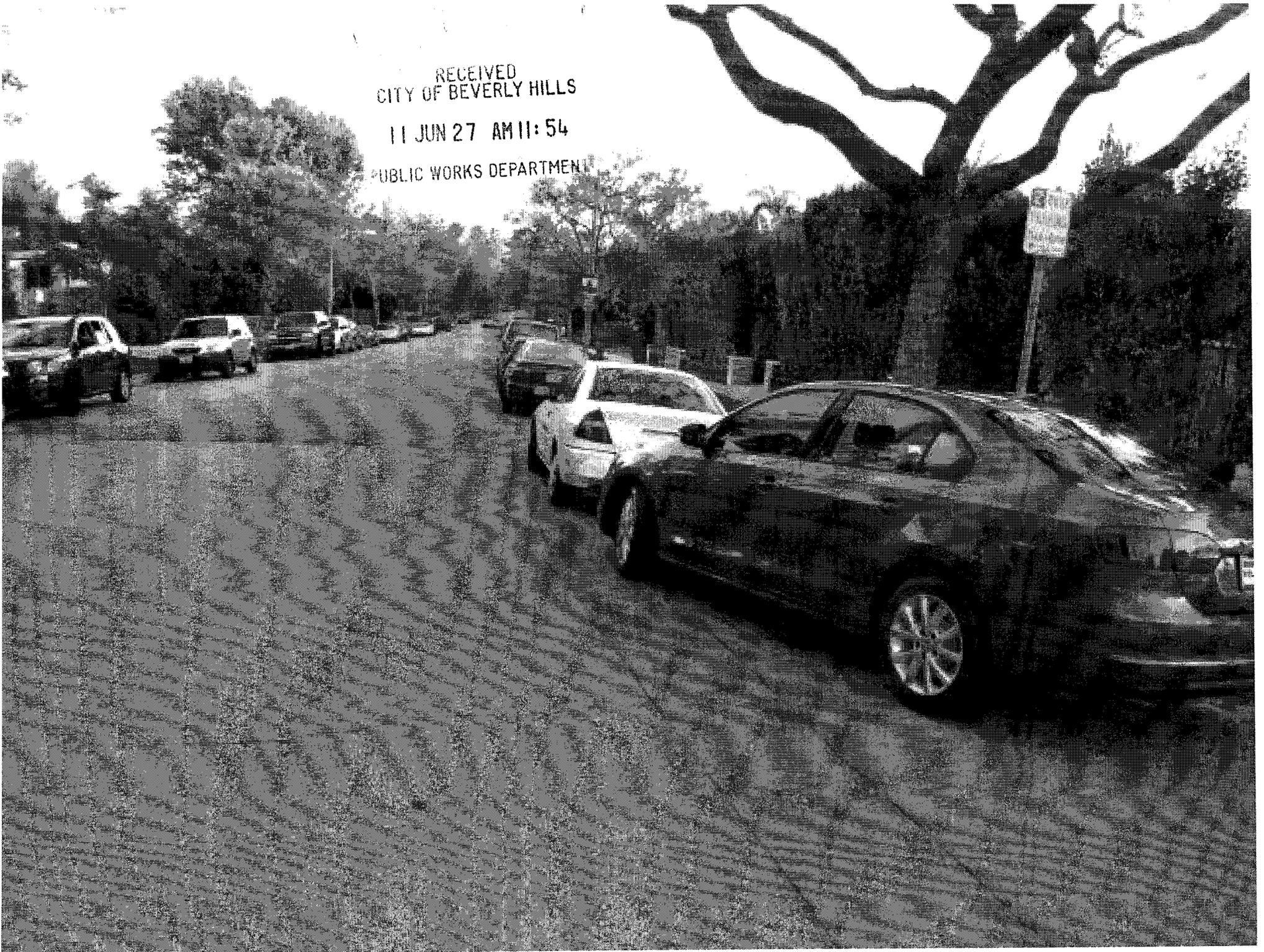
Elaine and Larry Sherwood  
718 N. Alta Drive  
Beverly Hills, Ca. 90210  
(310) .  
Cell (310)  
Fax (310) .

RECEIVED  
CITY OF BEVERLY HILLS  
11 JUN 27 AM 11:54  
PUBLIC WORKS DEPARTMENT

RECEIVED  
CITY OF BEVERLY HILLS  
11 JUN 27 AM 11:54  
PUBLIC WORKS DEPARTMENT



RECEIVED  
CITY OF BEVERLY HILLS  
11 JUN 27 AM 11:54  
PUBLIC WORKS DEPARTMENT





**SUPPORT**

Lisa and Christopher Bonbright  
712 N. Arden Drive  
Beverly Hills, CA 90210  
(310)

Ms. Martha Eros  
City of Beverly Hills Public Works Department  
345 Foothill Drive  
Beverly Hills, CA 90210  
Tel (310) 285 2452

Re: Permit Parking on Arden Drive:

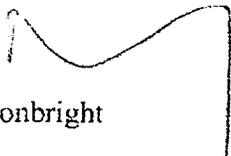
Dear Ms. Eros,

This letter will confirm that, along with the residents of the 700 block of Alta Drive, the residents of the 700 block of Arden Drive are seeking permit parking. This is to prevent the employees and patrons of The Soho House, Boa and other establishments on Sunset Blvd. in West Hollywood, from parking on our street, taking up all of our spaces and blocking our driveways. They make noise late at night, leave trash all over the street and sidewalk and our guests have nowhere to park.

This new development is tremendously degrading our quality of life. This is simply unacceptable and must end.

Please feel free to contact me directly at 310                      f you have any questions.

With kind regards,



Lisa Bonbright

RECEIVED  
CITY OF BEVERLY HILLS  
11 MAR 32 PM 4:44  
PUBLIC WORKS DEPARTMENT

# **ATTACHMENT 9**

## **City Council Meeting Notice**



**City Council  
Notice of Public Meeting**

**700 Block of North Alta Drive  
and adjacent sections of Elevado Avenue  
Request to Establish Preferential Parking Zone "O"**

**Date:** Thursday, July 7, 2011

**Time:** 7:00 p.m.

**Location:** City Hall, Council Chambers, 455 N. Rexford Drive, Beverly Hills, CA, 90210

At its regular meeting on Thursday, July 7, 2011, the Beverly Hills City Council will consider a Traffic & Parking Commission recommendation to establish Preferential Parking Zone "O" on the 700 block of North Alta Drive, and the north side of Elevado Avenue between the east and west alleyways of North Alta Drive.

As proposed, 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"**

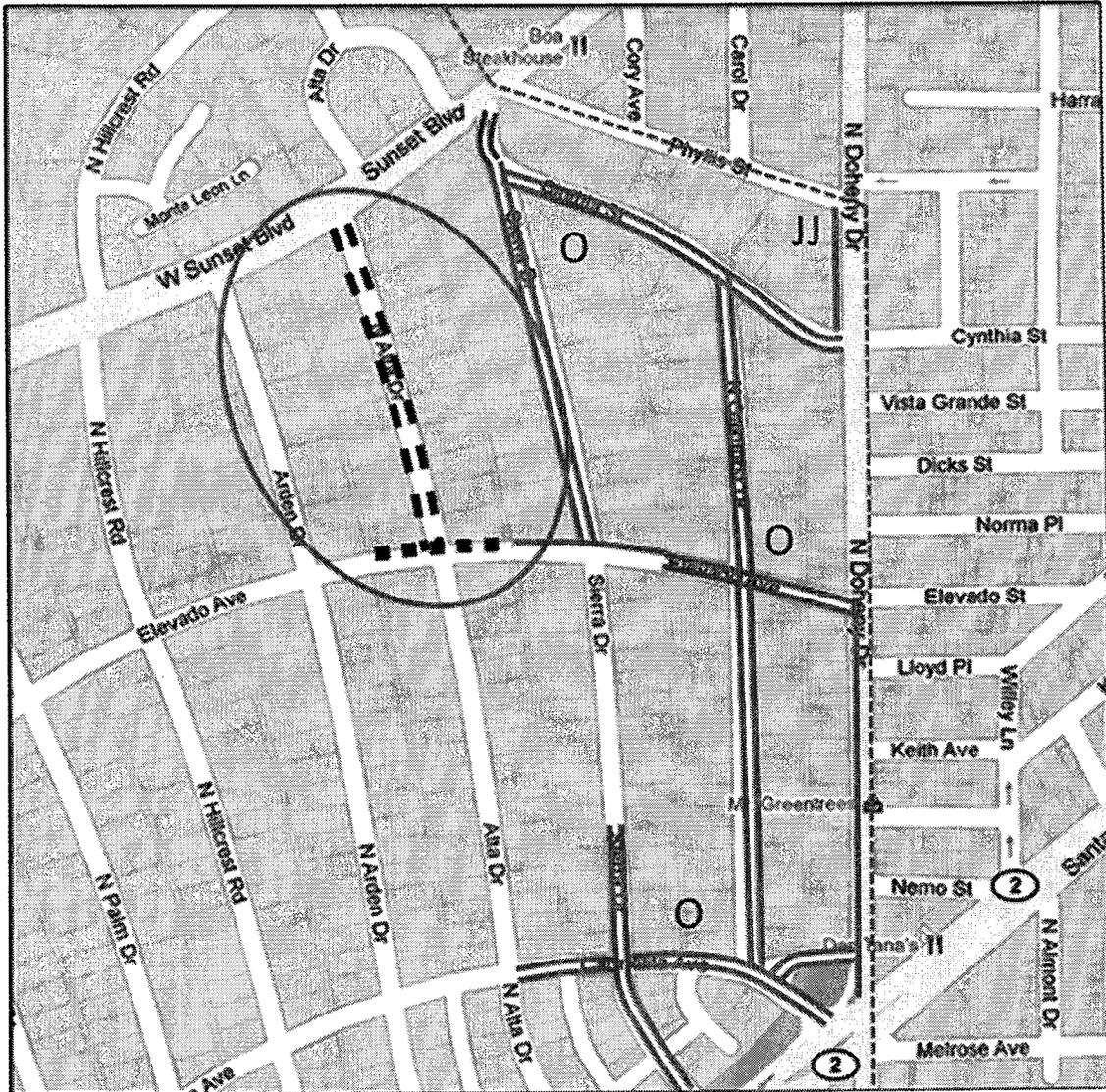
All interested persons are invited to attend the July 7<sup>th</sup> City Council meeting to express your views, or submit comments in writing by postal or electronic mail or by fax to the addresses or fax number noted above. All correspondence received will be presented to the full City Council for 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

June 24, 2011

# 700 NORTH ALTA DRIVE



Proposed permit regulation on 700 North Alta Drive and the north side of Elevado Avenue between the east and west alleyways of North Alta Drive:

"2-Hour Parking, 8AM to 8PM, Monday through Saturday"  
and  
"No Parking, 8PM to 2:30AM, Daily, Permit 'O' Exempt"