



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

December 1, 2016

TO: Traffic & Parking Commission

FROM: Martha Eros, Transportation Planner

SUBJECT: 600 Block of Sierra Drive – Resident-Initiated Petition to Establish a Preferential Parking Permit Zone

ATTACHMENTS: A. Area Map
B. Parking Occupancy Counts
C. Notice of Public Meeting
D. Resident Petition

This report outlines a resident-initiated petition to establish a preferential parking permit zone on the 600 block of Sierra Drive. Staff recommends including the 600 block of Sierra Drive and the adjacent corners of Elevado and Carmelita Avenues in Permit Zone “O” with a consistent 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”

HISTORY

The first Preferential Parking Permit Zone was implemented in February 1977 to address “critical on-street parking problems for residents” (77-O-1642), and formal guidelines were adopted in February 1978. In June 1993, an amendment to the City ordinance clarified the definition of a *street block* as “the portion of a street that lies between two immediately intersecting streets” [93-O-2169(g)]. A second amendment followed in August 2002 to identify variations in land uses: “If a street block has two residential land use designations and an alley is intersecting that street block, a street block shall mean that portion of the street that lies between the alley and the nearest intersecting street” [02-O-2405(k)]. The practice of establishing a half-block permit zone is no longer recommended by City staff.

The Zone “O” evening only permit regulation was established in 1982 on the 500 block and the lower portion of the 600 block (between Carmelita Avenue to the 611/612 Sierra Drive property lines) of Sierra Drive, the 600 blocks of Oakhurst and Doheny Drives, and Carmelita Avenue between Sierra and Doheny Drives to address evening parking impacts generated by commercial and entertainment activity in West Hollywood. Commuter and employee 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” [82-R-6485; Beverly Hills Municipal Code 7-3-206 (D)].

Starting in 2010, Zone “O” was expanded to include a day and evening permit regulation on the 700 blocks between Oakhurst Drive and Arden Drive and the 500 and 600 blocks of Alta Drive. In early April 2015, the 500 block of Sierra Drive successfully petitioned for a daytime permit parking regulation to address long-term commuter parking adjacent to homes, displaced

parking for family and guests, and regular observations of occupants walking towards West Hollywood (15-R-13031).

DISCUSSION

The 600 block of Sierra Drive has 35 single-family homes and approximately 91 on-street parking spaces. The 600 block of Sierra Drive has a “No Parking, 8 p.m. to 2 a.m., Daily” permit regulation on the south end between Carmelita Avenue and the 611/612 north property line, with free unrestricted parking available north to Elevado Avenue. There is no enforcement mechanism to address long-term parking.

The unregulated section of 600 Sierra Drive is surrounded by Zone “O” permitted street blocks with day and/or evening parking regulations, and all residential streets in West Hollywood immediately east of Beverly Hills have a combination of No Parking Anytime or 2-Hour daytime permit parking restrictions.

Staff received a qualifying petition in September 2016 signed by 28 of the 35 (80%) single-family homes on 600 Sierra Drive requesting a permit regulation mirroring their neighboring street blocks to provide guests and service providers on-street parking immediately adjacent to their home. The petition letter notes displaced resident parking, safety concerns, and missed street sweeping in front of homes.

ANALYSIS

Staff conducted hourly parking occupancy counts on Thursday, October 27, 2016 from 8 a.m. to 10 p.m.; no inclement weather conditions. In general, the 600 blocks north of Santa Monica Boulevard between Doheny and Palm Drives are the longest in the city at approximately 1,320-foot (25 miles) or longer. The majority of the occupied spaces were at the street block entrances, in closest proximity to the West Hollywood boundary.

Occupancy

Period	Occupied / Total Spaces	Non-residents
Study: 8 a.m. – 10 p.m.	29 / 91 (32%)	28 / 29 (97%)
Peak: 12 p.m. & 1 p.m.	36 / 91 (40%)	35 / 36 (97%)

Duration

Total Vehicles	Commuters	4–10 Hour Duration
93	88 / 93 (95%)	52 / 88 (59%)

Both daily average and peak-hour parking counts reflect 97% of on-street spaces and were occupied by commuter vehicles. A total of 93 vehicles were recorded during the survey period; of the 88 commuter vehicles, nearly 60% remained parked in the same location from 4-10 hours. The five resident vehicles parked on-street an average of 2-hours.

Staff observed a significant daytime parking concentration on the south end of Sierra Drive; additionally, staff witnessed one person in a restaurant uniform park their vehicle at the north end of the block and walk towards West Hollywood. Four service trucks parked for less than 2-

hours, and no construction was in progress on the block. The long-term parking shifted to midblock and the north end starting at approximately 4 p.m., with an average duration of 7-hours.

The additional Saturday spot counts collected by the Parking Enforcement team indicate 39% (36/91 spaces) occupancy at 4 p.m. with 36 vehicles evenly distributed along the block. Thirty-two vehicles were recorded at 9 p.m. and were in the same space at 11 p.m. (based on license plate data). The vehicles were concentrated north of the permit zone and at the north end of the block.

Similar to the 500 block of Sierra Drive and surrounding street blocks, the homeowners located at the block entrances receive the bulk of the commuter parking intrusion, public nuisance and potential property damage, thus diminishing their lifestyle. The lack of any type of parking regulation prevents Parking and/or Traffic Enforcement Officers from addressing concerns of displaced parking or social disruptions.

Staff supports the resident-initiated petition based on the 80% resident support of the petition, high non-resident parking occupancy, lack of commuter vehicle turnover, and residents' compromised lifestyle as a result of commuter parking in front of their properties.

Noticing

Public notices advising of the Traffic & Parking Commission's review of this request at its December 1, 2016 meeting were mailed on November 18, 2016 to residents on the 500 and 600 blocks of Sierra, Alta and Oakhurst Drives, and to homes on the 700 blocks within the 500-ft radius of the Sierra/Elevado intersection. No correspondence was received as of Tuesday, November 22, 2016.

Recommendation

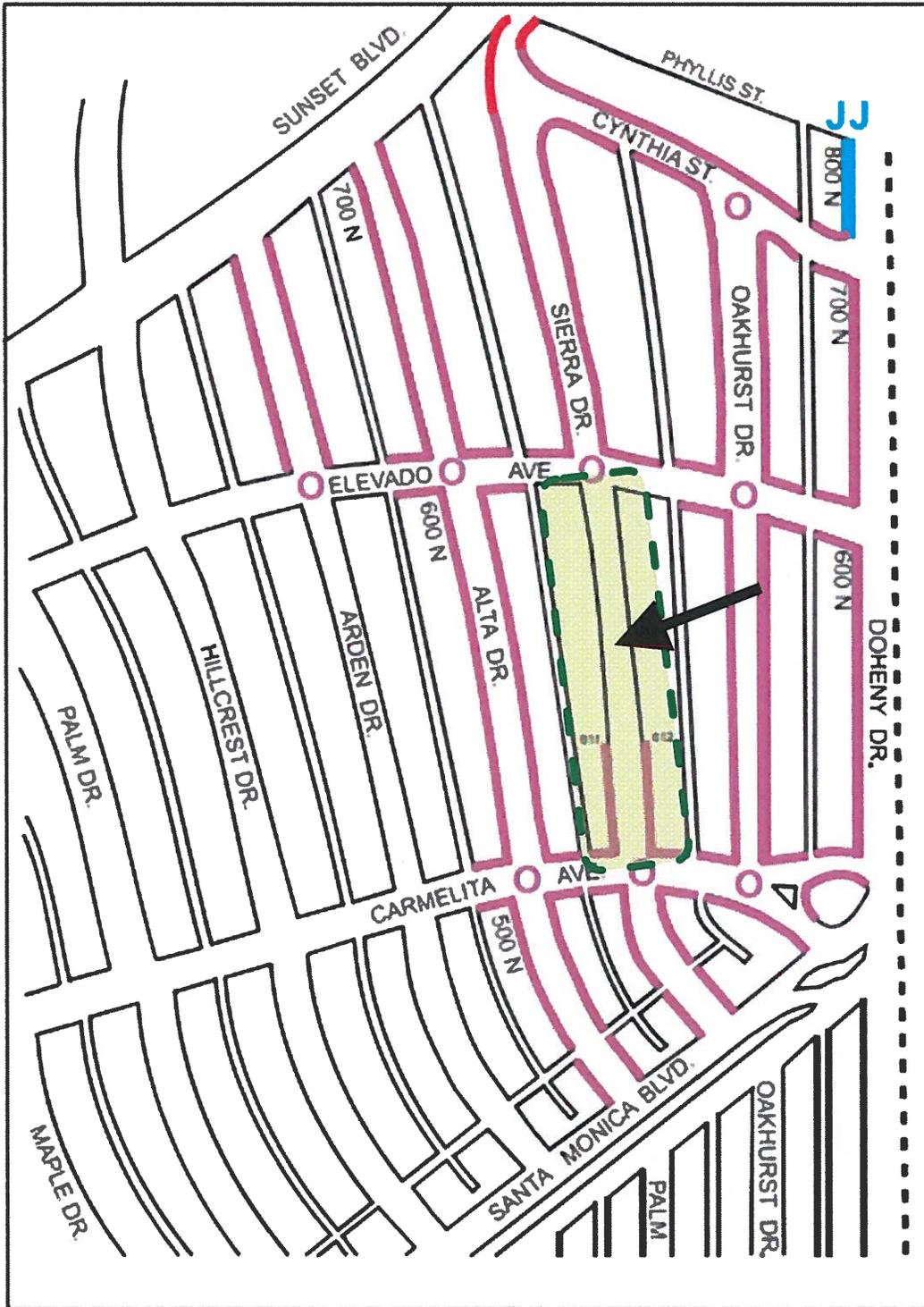
Pending public comment, staff recommends that the Traffic & Parking Commission establish a preferential parking permit zone on the 600 block of Sierra Drive and the adjacent corners of Carmelita and Elevado Avenues with a consistent Zone "O" regulation of:

"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 A

600 Block of N. Sierra Drive

Zone "O"



ATTACHMENT B

600 N. Sierra Drive Parking Occupancy Survey

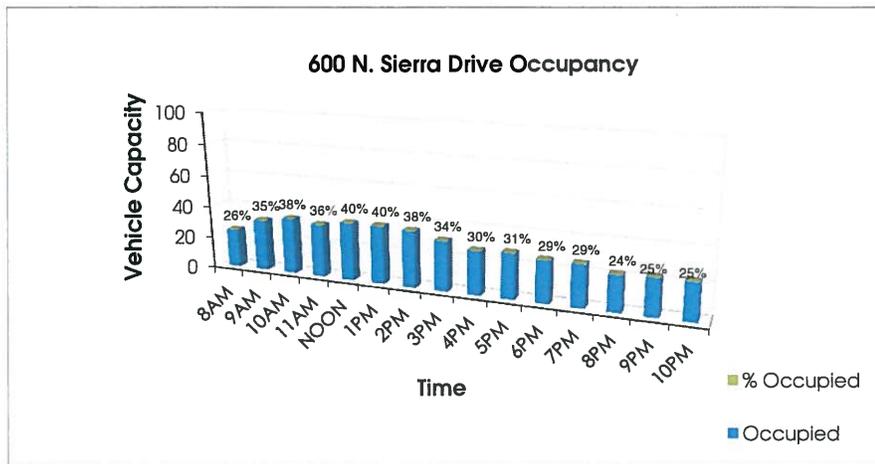
Date: Thursday, October 27, 2016

TOTAL PARKING OCCUPANCY 600 BLOCK OF N. SIERRA DRIVE

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Occupied	24	32	35	33	36	36	35	31	27	28	26	26	22	23	23	29
Capacity*	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
% Occupied	26%	35%	38%	36%	40%	40%	38%	34%	30%	31%	29%	29%	24%	25%	25%	32%

NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Non-Residents (NR)	22	30	33	32	35	35	34	29	26	28	26	26	22	23	23	28
Residents (R)	2	2	2	1	1	1	1	2	1	0	0	0	0	0	0	1
Capacity*	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91	91
NR Occupancy	24%	33%	36%	35%	38%	38%	37%	32%	29%	31%	29%	29%	24%	25%	25%	31%
R Occupancy	2%	2%	2%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	0%	0%	1%



PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
# Vehicles	15	12	14	5	5	19	11	6	5	1	0	0	0	0	0	93
% Veh. Parked	16%	13%	15%	5%	5%	20%	12%	6%	5%	1%	0%	0%	0%	0%	0%	100%

*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.

600 N. Elm Drive Parking Occupancy Survey - Adjacent Elevado Ave.

Date: Thursday, October 27, 2016

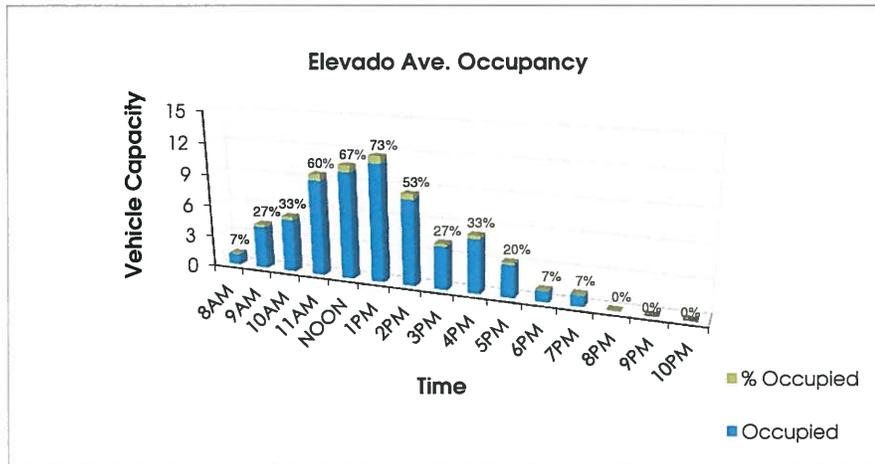
TOTAL PARKING OCCUPANCY

ELEVADO AVE. ADJACENT TO 600 BLOCK OF N. SIERRA DRIVE

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Occupied	1	4	5	9	10	11	8	4	5	3	1	1	0	0	0	4
Capacity*	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
% Occupied	7%	27%	33%	60%	67%	73%	53%	27%	33%	20%	7%	7%	0%	0%	0%	28%

NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Non-Residents (NR)	1	4	5	8	8	9	7	3	4	2	0	0	0	0	0	3
Residents (R)	0	0	0	1	2	2	1	1	1	1	1	1	0	0	0	1
Capacity*	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15
NR Occupancy	7%	27%	33%	53%	53%	60%	47%	20%	27%	13%	0%	0%	0%	0%	0%	23%
R Occupancy	0%	0%	0%	7%	13%	13%	7%	7%	7%	7%	7%	7%	0%	0%	0%	5%



PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
# Vehicles	1	3	0	4	1	0	0	2	1	0	0	0	0	0	0	12
% Veh. Parked	8%	25%	0%	33%	8%	0%	0%	17%	8%	0%	0%	0%	0%	0%	0%	100%

*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.

600 N. Elm Drive Parking Occupancy Survey - Adjacent Carmelita Ave.

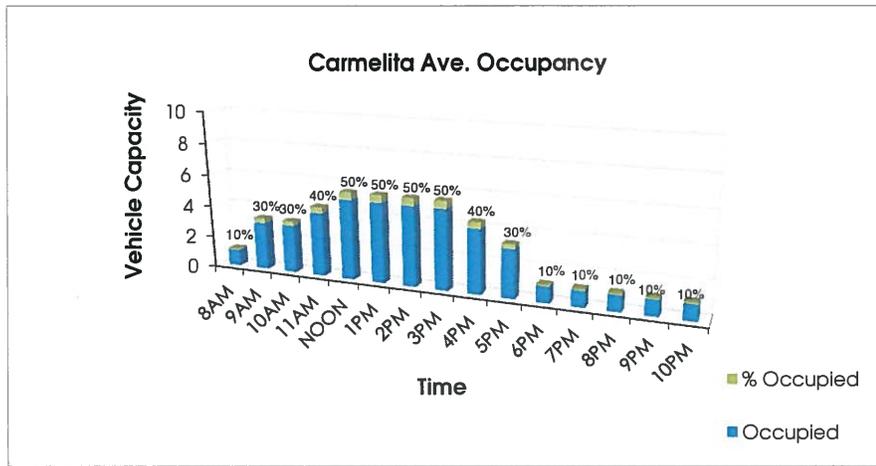
Date: Thursday, October 27, 2016

TOTAL PARKING OCCUPANCY CARMELITA AVE. ADJACENT TO 600 BLOCK OF N. SIERRA DRIVE

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Occupied	1	3	3	4	5	5	5	5	4	3	1	1	1	1	1	3
Capacity*	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
% Occupied	10%	30%	30%	40%	50%	50%	50%	50%	40%	30%	10%	10%	10%	10%	10%	29%

NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Non-Residents (NR)	0	2	2	3	4	4	4	4	3	2	0	0	0	0	0	2
Residents (R)	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Capacity*	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
NR Occupancy	0%	20%	20%	30%	40%	40%	40%	40%	30%	20%	0%	0%	0%	0%	0%	19%
R Occupancy	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%



PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
# Vehicles	0	0	0	0	0	1	2	1	0	0	0	0	0	0	1	5
% Veh. Parked	0%	0%	0%	0%	0%	20%	40%	20%	0%	0%	0%	0%	0%	0%	20%	100%

*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 C



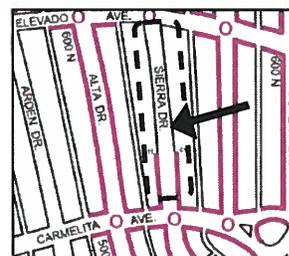
NOTICE OF PUBLIC MEETING

600 Block of Sierra Drive

Request to Establish a Preferential Parking Permit Zone

The Community Development Department invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone on the 600 block of Sierra Drive between Elevado Avenue and Carmelita Avenue.

MEETING: Traffic & Parking Commission
DATE: **Thursday, December 1, 2016**
TIME: 9:00 a.m., or as soon thereafter as the matter may be heard
LOCATION: City Hall, Room 280-A, 455 N. Rexford Drive, Beverly Hills, CA 90210



PETITION: Establish a “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” parking regulation.

There is an existing “No Parking, 8 p.m. to 2:30 a.m., Except by Permit” parking regulation between 601 and 612 Sierra Drive, and open unrestricted parking between 613 to 635 Sierra Drive.

STAFF RECOMMENDATION:

Pending public comment, staff recommends establishing a preferential parking permit zone regulation consistent with the adjacent street blocks on the entire block of 600 Sierra Drive 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”

PUBLIC COMMENT:

Persons wishing to comment on this item are invited to attend the December 1, 2016 Traffic & Parking Commission meeting and/or submit written comments. Please submit correspondence a minimum of 24-hours in advance of the meeting date to allow for routing. Any communication received by the City becomes part of the public record.

Email: transportation@beverlyhills.org
Mail: City of Beverly Hills
Community Development - Transportation Planning
455 North Rexford Drive, Beverly Hills, CA 90210

The Traffic & Parking Commission is an advisory board to the City Council. The Commission’s recommendation will be forwarded to the City Council for consideration at a future date. The City Council may approve, deny, or modify the Commission’s recommendation.

If you would like additional information regarding this proposal, please contact the Transportation Planning Division at (310) 285-1128.

ATTACHMENT D

SEP 27 2016

Planning Division
Community Development

Public Works and Transportation

Re: 600 block of North Sierra

Enclosed are the signatures to allow the 600 block of N Sierra to be designated a Preferential Parking Permit Zone.

The enclosed letter details the parking that occurs daily and nightly. There are other issues that I deem worthy to consider.

1. Street sweeping occurs on Tuesday evening at approximately 10:30-11:30. With cars parked at or between 617-620 and 630-635 street sweeping cannot happen at these homes.

2. Security - Friday and Saturday nights. With so many cars parked between 617-620 and 630-635 it is unsettling to exit your car. You cannot see if these cars are occupied. There are also situations when there are cars scattered throughout the block.

3. The businesses (particularly The Bakery Room) direct wait staff as well as their chef to park on Sierra. I spoke to the chef and this is a fact. It amazed me that they don't provide a space in the area behind restaurant/bar for their own chef!

4. I can furnish the license plates of cars, SUVs and trucks that park regularly on our block.

Hopefully this can be ~~resolved~~ resolved in

a timely manner. Relief is needed!

Gratefully
Linda Frank

RECEIVED
City of Beverly Hills

SEP 27 2016

Planning Division
Community Development

LINDA F. FRANK, 614 N. SIERRA DRIVE,

Dear neighbor on the 600 block of Sierra Drive:

Have you noticed an increase in the number of cars parked on our 600 block during the day and evening? The reason is quite simple....our 600 block has become the "parking lot" for employees and customers of West Hollywood businesses and restaurant/bars on Doheny Drive, Sunset and Santa Monica Boulevards, e.g., The Troubadour, The Doheny Room, Verve Coffee, La Conversation, Gracias Madre, Soho House on Sunset, etc.

The Beverly Hills streets that surround our block- Carmelita, Elevado, 500 block of N. Sierra, 500 block of N. Alta, all of N. Oakhurst, 700 block of N. Sierra, and 700 block of N. Alta- all have restricted parking. This leaves our 600 block of N. Sierra one of the only streets available for West Hollywood parking.

The situation worsened after the 500 block of N. Sierra initiated parking restrictions, and it's about to get even worse. A mixed use development called Melrose Triangle at the intersection of Doheny, Melrose, and Santa Monica has been approved and construction will begin within a year. The current structure at that same location has a parking garage that the Troubadour uses. It will be torn down when construction begins so we can assume Troubadour employees and customers will find their way to our block.

Also, in the construction pipeline is a mixed use project where the Palm restaurant was located....it will include a restaurant, condo units, and retail. Then, there are the condo units planned for the empty lot on Doheny and Keith where Mr. Bones and Mr. Greentrees were located. Currently a Marriott hotel is being constructed on Sunset and Doheny. Will their employees eventually park on our street? The situation is getting out of hand.

At present, during daytime hours, homes from 601 through 612 are experiencing very heavy daytime parking by employees and customers of West Hollywood businesses. After 8:00 PM until 2:00 AM, homes north of 611 and 612 have parked cars that fill the street sometimes blocking driveways especially on Friday and Saturday nights. Last month Alicia Keyes appeared at the Troubadour and our 600 block was full all the way to Elevado.

The process required to restrict parking on our block will take 3-4 months. If you agree that something has to be done then please join with your neighbors and sign a petition asking the City to institute 2 hour parking from 8:00 AM to 8:00 PM and no parking from 8:00 PM to 2:00 AM on the entire 600 block of N. Sierra. You will be eligible to purchase up to 3 permits (at \$35 per permit) that will allow you, your help, and your guests to park with no restrictions.

I have the petition for each household to sign. I can bring it to you or you can stop by and sign it at my home. I hope you agree that our block should have the same signage as our neighboring streets. I am available to answer your questions

Linda Frank

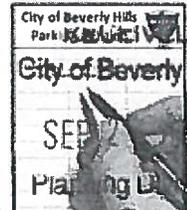
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RECEIVED
City of Beverly Hills

SEP 27 2016

Planning Division
Community Development

PREFERENTIAL PARKING PERMIT ZONE
PETITION REQUEST
2016



A Preferential Parking Permit Zone allows Beverly Hills residents to park a vehicle(s) on their street block during restricted parking hours. Residents of a designated permit zone may purchase up to three (3) permits per household annually at an approximate cost of \$35 each, with fees subject to change each fiscal year. Permits are valid October 1 through September 30, and may be renewed annually.

Residents may register to receive a daytime exemption pass at no additional cost when occasional parking needs exceed what can be accommodated with three (3) preferential parking permits. Residents must purchase the three annual preferential parking permits to be eligible to receive daytime exemption pass. Preferential parking permits do not exempt residents from the City's overnight parking restriction between 2:30AM and 5AM. [BHMC 7-3-301]

STREET BLOCK: Block 600 N. Sierra 601-635 N. Sierra

LEAD PETITIONER: Linda Frank 614 N. Sierra
Name Address Phone/Email

EXISTING REGULATION: 601-612 No Parking 8pm-2:30am daily Permit 0 exempt
Time Limit (Hours) Enforcement Hours Days

PETITION REQUEST: 601-635 2 hr Parking 8am-8pm Mon-Sat Permit 0 exempt
613-635 No Parking 8pm-2:30am daily Permit 0 exempt
Time Limit (Hours) Enforcement Hours Days

EXAMPLE 2-HOUR PARKING; 8 AM - 6 PM; MON - FRI

ADDRESS	PRINT NAME	SIGNATURE
614 N. Sierra	Linda Frank	<i>Linda Frank</i>
630 N. Sierra	Avram Jacobson	<i>Avram Jacobson</i>
625 N. Sierra	James D. Seidner	<i>James D. Seidner</i>
622 N. Sierra	JUDY KO MANCO	<i>Judy Ko Manco</i>
609 N. Sierra	Tracy Loff	<i>Tracy E. Loff</i>
612 N. Sierra	Renee Brook	<i>Renee Brook</i>
632 N. Sierra	Shelley Cooper	<i>Shelley Cooper</i>
631 N. Sierra	SIGRID BELINKOFF	<i>Sigrid Belinkoff</i>
607 N. Sierra	MARCY KELLY BRADEN	<i>Marcy Kelly Braden</i>
604 SIERRA DR	JUDY L. GAMERAL	<i>Judy L. Gameral</i>

We collectively support the petition request for a permit parking regulation and acknowledge that a qualifying petition is final once submitted for review.

28/35 = 80%

SEP 27 2016

Planning Division
Community Development
STREET BLOCK:

PREFERENTIAL PARKING PERMIT ZONE PETITION



Block
600 N. Sierra (601-635 N. Sierra)
601-635 2hr. Parking 8am-8pm Mon-Sat Permit 0 exempt
REQUEST: 613-635 No Parking 8pm-2:30am daily Permit 0 exempt
Time Limit (Hours) Enforcement Hours Days

ADDRESS	PRINT NAME	SIGNATURE
633 N. SIERRA DR	JANET BUJSE	Janet Bujse
608 N. SIERRA DR	ANNE PALMER	[Signature]
602 N. Sierra Dr.	Vania Roshan-Kashani	[Signature]
623 N Sierra Dr	JOAN DOREN	Joan Doren
620 N Sierra Dr.	Geoffrey Oblin	[Signature]
635 N. Sierra Dr.	Carole Curb Nemoy	Carole Curb Nemoy
627 N Sierra Dr	David S Ascher	David Ascher
601 N. Sierra Dr.	Wendy Kaufman	Wendy Kaufman
629 N. Sierra	Leila Shaffer	Leila Shaffer
605 N. Sierra	Janet Wolfe	Janet Wolfe
618 N. Sierra Dr.	Bob Sarraf	Bob Sarraf
634 N. Sierra Dr.	Diane Bishop	Diane Bishop
610 N. Sierra Dr.	Kevin Koloff	Kevin Koloff
626 N. Sierra Dr	PAUL R. KRIESEL	[Signature]
671 N. SIERRA	Nathaniel Lipman	[Signature]
611 N. Sierra Dr.	Claudia Resnikoff	Claudia Resnikoff
628 N. Sierra Dr.	Toby Brooks	Toby Brooks
613 N. Sierra	sold in 2016	unoccupied

Pangman

X

We collectively support the petition request for a permit parking regulation and acknowledge that a qualifying petition is final once submitted for review.

