



AGENDA REPORT

Meeting Date: September 20, 2012

Item Number: E-1

To: Honorable Mayor & City Council

From: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner

Subject: RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS ESTABLISHING PREFERENTIAL PARKING ZONE "O" ON THE 600 BLOCK OF NORTH ALTA DRIVE AND THE ADJACENT SECTIONS OF CARMELITA AND ELEVADO AVENUES BETWEEN THE EAST AND WEST ALLEYWAYS

Attachments:

1. Resolution
2. Categorical Exemption
3. Traffic & Parking Commission Recommendation
4. September 6, 2012 Traffic & Parking Commission Report
5. Traffic & Parking Commission Minutes - Draft
6. City Council Meeting Notice
7. Correspondence

RECOMMENDATION

Staff and the Traffic & Parking Commission recommend that the City Council approve a resolution establishing Preferential Parking Zone "O" on the 600 block of North Alta Drive and the adjacent sections of Carmelita and Elevado Avenues between the east and west alleyways, with a regulation of:

"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

INTRODUCTION

The Traffic & Parking Commission (TPC) reviewed a resident-initiated petition at its September 6, 2012, meeting to establish a permit regulation on the 600 block of North Alta Drive and voted unanimously (5-0) to approve the above regulation.

DISCUSSION

Background information is provided in the attached September 6, 2012, Traffic & Parking Commission Report. Notices for the September 20, 2012, City Council meeting were mailed to same list used for Traffic & Parking Commission review.

FISCAL IMPACT

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

David Gustavson
Approved By

A handwritten signature in black ink, appearing to be 'DG', is written over a horizontal line that extends to the right of the text 'Approved By'.

Attachment 1

RESOLUTION NO 12-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS
ESTABLISHING PREFERENTIAL PARKING ZONE "O" ON THE 600 BLOCK OF
NORTH ALTA DRIVE AND THE ADJACENT SECTIONS OF CARMELITA AND
ELEVADO AVENUES BETWEEN THE EAST AND WEST ALLEYWAYS

WHEREAS, pursuant to Beverly Hills Municipal Code Section 7-3-206(d), a qualifying petition to establish Preferential Parking Zone "O" on the 600 block of North Alta Drive and the adjacent southwest corner of Carmelita and Elevado Avenues was filed;

WHEREAS, the petition sought to establish Preferential Parking Zone "O" on the 600 block of North Alta Drive;

WHEREAS, the 600 block of North Alta Drive does not have any existing day or evening parking regulations;

WHEREAS, on September 6, 2012, the Traffic & Parking Commission investigated the need to establish Preferential Parking Zone "O" on the 600 block of North Alta Drive and the adjacent sections of Carmelita and Elevado Avenues;

WHEREAS, the Traffic & Parking Commission and the Public Works & Transportation Department recommend establishing Preferential Parking Zone "O" with a regulation of "No Parking. 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt" on the 600 block of North Alta Drive and the adjacent sections of Carmelita and Elevado Avenues; 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 Beverly Hills Municipal Code Section 7-3-206(d) to justify establishing Preferential Parking Zone “O” on the 600 block of North Alta Drive and the adjacent sections of Carmelita and Elevado Avenues can be made.

Section 2. The Council finds that the following designated preferential parking 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 600 block of North Alta Drive and the adjacent sections of Carmelita and Elevado Avenues, subject to the provisions of the Beverly Hills Municipal Code Section 7-3-206(d), with a regulation of:

“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 his certification to be entered in the Book of Resolutions of the Council of the City.

Adopted:

WILLIAM W. BRIEN, M.D.
Mayor of the City of Beverly Hills

ATTEST:

BYRON POPE
City Clerk

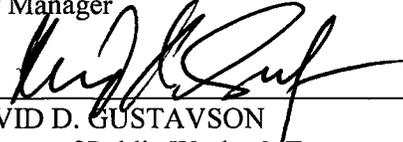
APPROVED AS TO FORM:



LAURENCE S. WIENER
City Attorney

APPROVED AS TO CONTENT:

JEFFREY C. KOLIN
City Manager



DAVID D. GUSTAVSON
Director of Public Works & Transportation

Attachment 2



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: 600 Block of North Alta Drive

Location: Both side of the 600 block of North Alta Drive between Carmelita Avenue and Elevado Avenue, and the adjacent sections of Carmelita Avenue and Elevado between the east and west alleyways.

Type of Business (if commercial): N/A; residential

Project Description: Establish a Preferential Parking Permit Zone regulation of "No Parking, 8 p.m. to 2:30 a.m., Daily, Permit O Exempt" on both side of the 600 block of North Alta Drive between Carmelita Avenue and Elevado Avenue, and the adjacent sections of Carmelita Avenue and Elevado between the east and west alleyways.

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

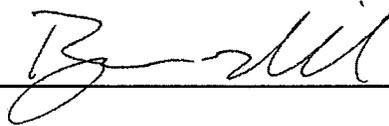
Agent's Address: 345 Foothill Road

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 9/12/2012

Attachment 3

Traffic & Parking Commission Recommendation September 6, 2012

600 block of North Alta Drive and adjacent sections of Carmelita Avenue
and Elevado Avenue

- 5/0 To establish Preferential Parking Permit Zone “O” on the 600 block of North Alta Drive, and the adjacent sections of Carmelita Avenue and Elevado Avenue, with an evening permit regulation of “No Parking, 8 p.m. to 2:30 a.m., Daily, Permit ‘O’ Exempt.”

Attachment 4



CITY OF BEVERLY HILLS

TRAFFIC & PARKING COMMISSION

September 6, 2012

TO: Traffic & Parking Commission

FROM: Martha Eros, Transportation Planner 

SUBJECT: 600 block of North Alta Drive – Resident Initiated Request to Establish a Preferential Parking Permit Zone with an Evening Only Regulation

This report outlines a resident-initiated request to establish a preferential parking permit zone on the 600 block of North Alta Drive. Staff recommends including the 600 block of North Alta Drive and the adjacent corners of Elevado and Carmelita Avenues in Permit Zone "O" with a regulation of:

"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

Historical Background

Permit Zone "O" was established in 1982 on the residential blocks adjacent to the east city limit at the Santa Monica/Doheny intersection to address parking intrusion generated by the entertainment/night club activity in West Hollywood. As noted in Resolution 82-R-6485, commuter vehicles regularly interfered with the use of available parking 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)]. The existing permit regulation on the 500 and 600 blocks of North Doheny, Oakhurst, and Sierra Drives and Carmelita Avenue between North Alta and Doheny Drives is "No Parking, 8 p.m. to 2 a.m., Daily, Except by Permit" [Attachment A].

In September 2009, City staff received qualifying petitions from the 800 block of Cinthia Street and the 700 block of North Oakhurst Drive in anticipation of the parking intrusion, traffic, noise, litter, and vagrancy that would be generated by the entertainment developments at the Luckman Building located on Sunset Boulevard at the Beverly Hills/West Hollywood border. A 2-hour day and No Parking evening permit regulation was approved by the Beverly Hills City Council in February 2010. The 700 blocks of North Sierra and Alta Drives followed within the year and were granted the same permit parking regulation in 2011.

Most recently, the 500 block of North Alta Drive submitted a petition to address commuter parking intrusion generated by venues on Santa Monica Boulevard immediately east of Doheny Drive. Residents witnessed restaurant employees and patrons of new or reopened West Hollywood venues dressed in uniform or evening attire parking adjacent to their homes and displacing family and guest parking. A "No Parking, 8 p.m. to 2:30 a.m., Daily, Permit O" regulation consistent with the adjacent street blocks was granted to the 500 block of North Alta Drive in March 2012. Per City Council direction, staff informed the residents of the 600 blocks of North Alta and Sierra Drives of possible spill-over parking resulting from the new permit zone regulation adjacent blocks.

Preferential Parking Permit Zone

The first Preferential Parking Permit Zone was implemented in February 1977 as an "experimental, resident, street parking system" 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 defined *Preferential Parking* as "a street block or group of street blocks where vehicles displaying a valid permit shall be exempt from certain daytime and nighttime parking restrictions" and further clarified a *street block* as "the portion of a street that lies between two immediately intersecting streets" [93-O-2169(g)]. In August 2002, the definition of street block was amended 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)].

A Preferential Parking Permit Zone shall be established on a full street block as defined in City Ordinance 02-O-2405 and Beverly Hills Municipal Code Sections 7-3-203 and 7-3-204. The practice of establishing a half-block permit zone (similar to the 600 block of North Sierra Drive between Carmelita Avenue to the 611/612 North Sierra Drive property lines) is no longer recommended by City staff.

Discussion

The 600 block of North Alta Drive has 34 single-family homes and has approximately 102 on-street parking spaces. In general, the 600 blocks north of Santa Monica Boulevard between Doheny and Palm Drives are the longest in the city at approximately 1,406 feet (or 0.27 miles). The 600 block of North Alta Drive does not have a parking regulation, thus free, unrestricted parking is available to the public.

The City received a qualifying resident petition in May 2012 signed by 51% (18 of 34) of the households on the 600 block of North Alta Drive requesting an evening regulation of "No Parking, 6 p.m. to 2:30 a.m., Except by Permit." The petition was submitted as a response to increased commuter parking and pedestrian activity in the late evening hours, noise, litter, vagrancy, and traffic. Residents expressed that the parking intrusion is generated by employees or patrons of West Hollywood venues walking the approximately one-quarter mile distance to West Hollywood.

Transportation staff conducted a parking occupancy survey on Thursday, August 9, 2012 from 6 p.m. to 2 a.m. On average, 18% (19 of 102 spaces) of the on-street parking spaces were occupied, with peak hour occupancy of 24% (24 of 102 spaces) at 11 p.m. The long-term commuter vehicles were already parked on the south end of the block at Carmelita Avenue at 6 p.m. and remained stationary for 5-7 hour periods.

Of the 44 vehicles recorded on the 600 block of North Alta Drive, seven are registered to Beverly Hills residents based on license plate data. Two resident vehicles parked mid-block for 5-6 hour durations and remained stationary throughout the survey period. The remaining five resident vehicles started parking at 11 p.m., and then remained parked at mid-block locations.

Of the 37 commuter vehicles recorded, 11 parked 5-7 hour durations at the south end of the block near Carmelita Avenue, and one parked 6 hours on the north end of the block next to Elevado Avenue. The remaining 25 commuter vehicles were scattered mid-block and averaged 2-hour durations throughout the evening, thus staff deduced the short-term commuter vehicles

may have been guests. Staff observed five individuals (one in a cook's uniform) return to their separate cars parked at the south end of Alta Drive and depart at approximately 12:30 a.m.

Five commuter vehicles parked on Elevado Avenue adjacent to North Alta Drive for 1-7 hour durations. Staff noted the south, non-permitted side of Elevado Avenue between North Sierra and Doheny Drive was occupied during the survey period.

Staff also conducted vehicle spot counts on the non-permit segment of the 600 block of North Sierra Drive (north of the 611/612 property line) at 7 p.m. and 12 a.m. Fourteen cars were parked at 7 p.m., with six cars concentrated at the north end of the block near Elevado Avenue; five of six cars were parked at the north end of the block at midnight.

Parking Enforcement Officers (PEO) conducted additional vehicle spot counts on the 600 blocks of North Alta and Sierra Drives and the adjacent sections of Elevado Avenue. All spot counts were consistent with the findings of the initial survey.

PEO's conducted spot counts on Friday and Saturday, August 24 and 25, at 6 p.m., 8 p.m., and 12 a.m. Transportation staff did not confirm residency since license plate data is not typically collected for vehicle counts. Vehicle activity showed a consistent pattern of long term parking concentrated at the Carmelita Avenue entrance of North Alta Drive and the Elevado entrance of North Sierra Drive.

On Friday, 15 of 31 vehicles parked on North Alta Drive were concentrated at the south end of the block for 4-6 hours, and two vehicles parked 4-6 hours at the north end of the block at Elevado Avenue. The same pattern was repeated Saturday evening, with 12 of 25 vehicles parked 4-6 hours at the south end of the block.

The non-permit segment of the 600 block of Sierra Drive exhibited a similar parking pattern at the north end of the block near Elevado Avenue. On Friday evening, 13 of 26 vehicles parked 4-6 hour durations, with three vehicles parking 4-6 hours immediately north of the 611/612 property/Zone O permit line.

The adjacent sections of Elevado Avenue were consistently occupied each night.

Analysis

Similar to Cinthia Street, 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 spill-over parking from adjacent Zone "O" street blocks regularly prevents residents (and their guests) from parking next to their home. The lack of any type of parking regulation prevents Parking and/or Traffic Enforcement Officers from addressing resident concerns of parking displacement and social disruptions, or mitigating the free, uncontrolled parking in a residential neighborhood.

Although the average parking occupancy rate is low, staff recommends establishing the full street block of 600 North Alta Drive and the adjacent sections of Elevado and Carmelita Avenues with a No Parking evening regulation starting at 8 p.m.—rather than 6 p.m. as requested in the petition—to address regular commuter vehicle interference adjacent to residential property and displaced vehicle parking [BHMC 7-3-206 (D)]. An 8 p.m. enforcement hour retains a consistent preferential parking permit regulation throughout the neighborhood.

As a general practice, staff will notify the residents of the adjacent block of 600 North Arden Drive and the non-permit section of 600 North Sierra Drive of possible spill-over effects resulting from a potential evening permit zone on North Alta Drive and include information on the permit petition process.

Noticing

Notices advising of the Traffic & Parking Commission's review of the petition at the September 6, 2012 meeting were mailed the week of August 27 to residents on the 500, 600 and a portion of the 700 blocks of North Alta, Arden and Sierra Drives.

Recommendation

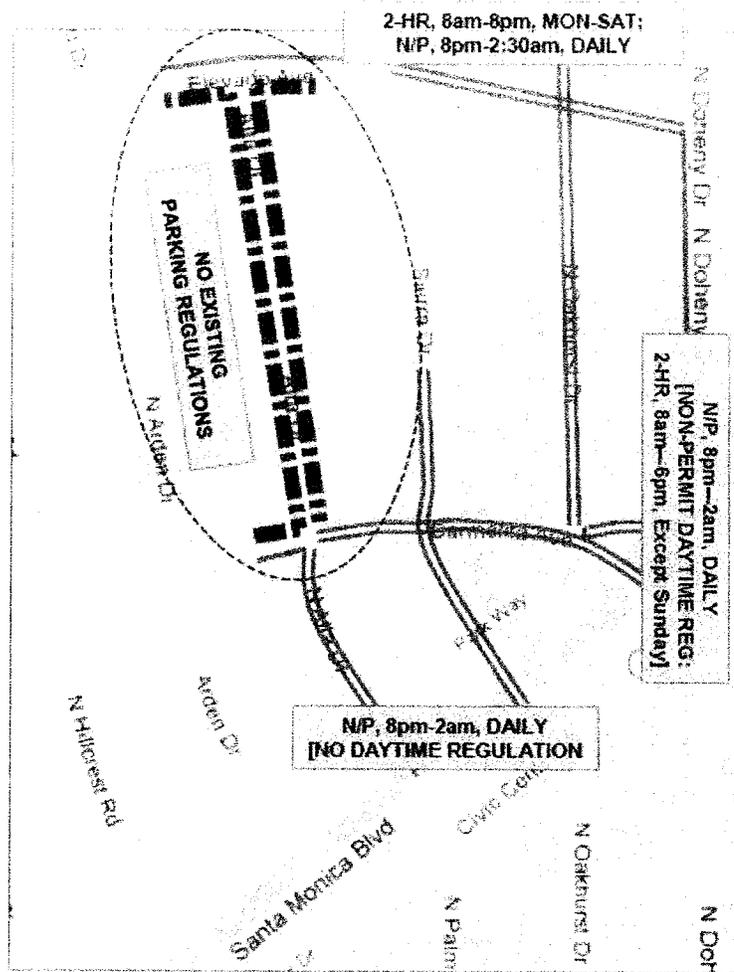
Staff recommends including the 600 block of North Alta Drive, and the adjacent sections of Elevado and Carmelita Avenues between the east and west alleyways, in Preferential Parking Zone "O" with a regulation of:

"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

Attachments

- A) Area Map
- B) Parking Occupancy Results
- C) Resident Petition
- D) Meeting Notice
- E) Correspondence

600 BLOCK OF NORTH ALTA DRIVE



<p>500 N. ALTA DR & 500-600 N. SIERRA DR BETWEEN SMB & NORTH PROPERTY LINE OF 611 AND 612 N. SIERRA DR; AND ADJACENT SECTIONS OF CARMELITA AVENUE</p>	<p>NO PARKING, 8pm-2:30am, DAILY [NO DAYTIME REGULATION]</p>
<p>600 N. OAKHURST DR BETWEEN SMB & ELEVADO AVE; AND ADJACENT SECTIONS OF CARMELITA AVENUE</p>	<p>NO PARKING, 8pm-2am, DAILY [NON-PERMIT DAYTIME REG: 2-HR, 8am-6pm, EXCEPT SUNDAY]</p>
<p>700 N. ALTA, SIERRA, OAKHURST DRIVES AND 800 CINTHIA; AND ADJACENT SECTIONS OF ELEVADO AVE</p>	<p>2-HR PARKING, 8am-8pm, MON-SAT; NO PARKING, 8pm-2:30am, DAILY</p>
<p>WEST SIDE OF 600 N. DOHENY DR BETWEEN SMB TO 625 PROPERTY LINE (MIDBLOCK@ KIETH DRIVE IN WEST HLYWD)</p>	<p>1-HR PARKING, 8am-7pm, DAILY; NO PARKING, 7pm-2:30am, DAILY</p>
<p>WEST SIDE OF 600 N. DOHENY DR BETWEEN THE 625 PROPERTY LINE NORTH TO ELEVADO AVE</p>	<p>2-HR PARKING, 8am-7pm DAILY; NO PARKING, 7pm-2:30am, DAILY</p>

600 N. Alta Drive Parking Occupancy Survey

Thursday August 9 - Friday August 10, 2012

TOTAL PARKING OCCUPANCY 600 BLOCK OF N. ALTA DRIVE

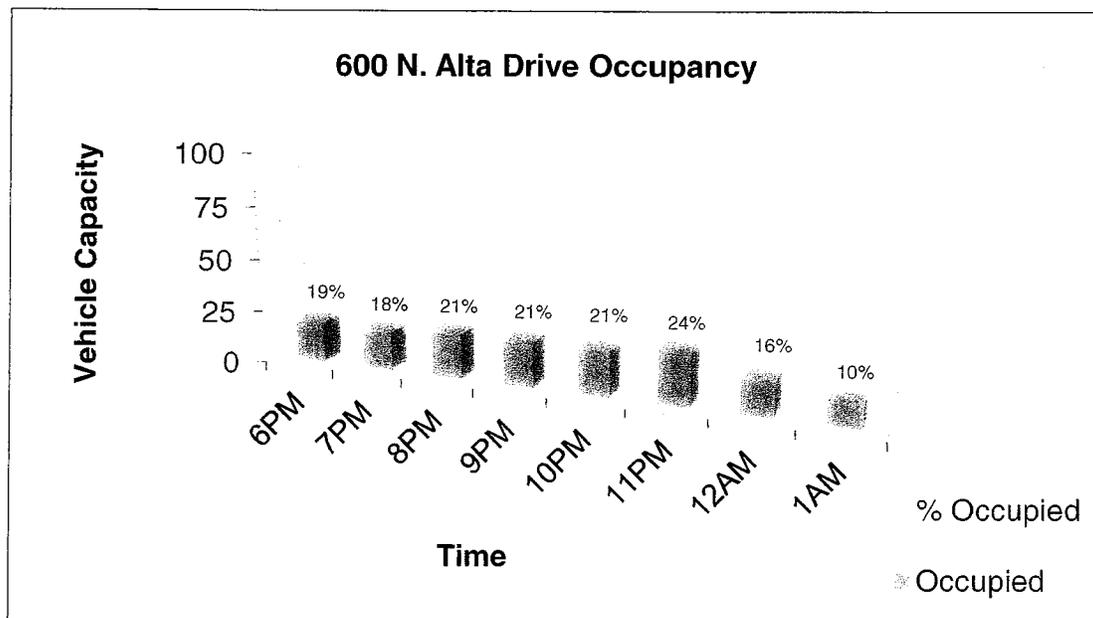
Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	AVG
Occupied	19	18	21	21	21	24	16	10	19
Capacity*	102	102	102	102	102	102	102	102	-
% Occupied	19%	18%	21%	21%	21%	24%	16%	10%	18%

PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	TOTAL
# Vehicles	13	6	7	3	3	7	5	0	44
% Veh. Parked	30%	14%	16%	7%	7%	16%	11%	0%	100%

NON-RESIDENT PARKING OCCUPANCY

Time of Day	6PM	7PM	8PM	9PM	10PM	11PM	12AM	1AM	AVG
Non-Residents (NR)	19	17	20	19	19	19	12	5	16
Residents (R)	0	1	1	2	2	5	4	5	3
Capacity*	102	102	102	102	102	102	102	102	-
NR Occupancy	19%	17%	20%	19%	19%	19%	12%	5%	16%
R Occupancy	0%	1%	1%	2%	2%	5%	4%	5%	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.

To: Beverly Hills Traffic and
Parking Commission

Date: May 2, 2012

Regarding: Evening parking restrictions
on 600 N. Alta Drive
Beverly Hills, 90210

RECEIVED
MAY 2 2012
8 08
Beverly Hills
Traffic and
Parking
Commission

We are requesting evening parking restrictions due to the impacted parking on our Block (600 N. Alta Dr.) due to the implementation of the permit regulations on the adjacent streets.

Starting at 3:30 PM we see employees parking their cars, changing into their uniforms and organizing their work equipment. They leave their cars parked in front of our homes for hours, only returning at midnight or later. At this late hour we have additional noise and loitering.

The above leads to policy
concerns.

All other above factors

have determined the quality of the
own life living and working life.

We are very open to a

multi-block regulation similar
to the 600 block of N. West Ave.

Thanking you in advance &

for your prompt attention &
this matter.

Sincerely,

Steven Thomas

6 N. Ave. 16

6 Bunker Hill, City 9000

DAYTIME RESTRICTION

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

EVENING RESTRICTION

REQUESTED TIME RESTRICTION: 20
REQUESTED HOURS OF RESTRICTION: 6:00 PM - 2 AM

REQUESTED DAYS OF RESTRICTION: 7 days

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

LEAD PETITIONER	ADDRESS	PHONE #
Doreen Wallace	6 N. ALTA DR. CH	310
PETITION FOR ESTABLISHMENT OF PREFERENTIAL PERMIT PARKING: <u>600</u> BLOCK OF <u>ALTA DR.</u>		
PRINTED NAME & SIGNATURE	ADDRESS	VEHICLE LICENSE (S) Optional
A. WALLACE Doreen Wallace	6 N. ALTA DR	
Dana Reston	6 Alta Dr	3 HW
Dana Reston		DR
NITZA MARKMAN	6 N. ALTA DR.	
Nitza Markman		
Doreen Wallace	6 N. ALTA DR	
Doreen Wallace		
KARL LEIBER	6 N. ALTA DR.	
Karl Leiber		
JENNIFER LEVIN	6 N. ALTA DR.	
Jennifer Levin		
Richard Mante	6 N ALTA DR	
Richard Mante		
HENRY OPENHEIM	6 N. ALTA DR.	
Henry Openheim		
Ten M. Corman	6 N. ALTA DR.	
Ten M. Corman		

NAN CORMAN

(18) = 51

DAYTIME RESTRICTION

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

EVENING RESTRICTION

REQUESTED TIME RESTRICTION: _____
REQUESTED HOURS OF RESTRICTION: _____
REQUESTED DAYS OF RESTRICTION: _____

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

LEAD PETITIONER	ADDRESS	PHONE #
PETITION FOR ESTABLISHMENT OF PREFERENTIAL PERMIT PARKING: BLOCK OF _____		
PRINTED NAME & SIGNATURE	ADDRESS	VEHICLE LICENSE(S) Optional
10 ^{Esther Shapiro} ESTHER SHAPIRO	6. No ALTA DR	
11 ^{ARLINE PEFF} ARLINE PEFF	6 No ALTA DR	
12 Norm: CASTLE	6 N ALTA DR	
13 VALENSI FRANK	6 N ALTA DR	
14 Gacy Blackman	6 ALTA	
15 IRONE KREITENBER	6 ALTA BH 90210	
16 ILiyas Khvajumov ELVIRA KUDRYASOVA	6 ALTA DR BH 90210	



NOTICE OF PUBLIC MEETING

600 Block of North Alta Drive Request to Establish a Preferential Parking Permit Zone

The Department of Public Works & Transportation invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone.

- MEETING:** Traffic & Parking Commission
- DATE:** Thursday, September 6, 2012
- TIME:** 9:30 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 REQUEST:** Establish a Preferential Parking Permit Zone to regulate evening parking on the 600 block of North Alta Drive with "No Parking, 6 p.m. to 2:30 a.m., Daily, Except by Permit."

STAFF RECOMMENDATION:

Include the full street block of 600 North Alta Drive in Preferential Parking Permit Zone "O" with a consistent regulation as the 500 block of Alta Drive and adjacent street blocks as follows:

"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

- PUBLIC COMMENT:** Persons wishing to comment on this proposal are invited to attend the September 6, 2012 meeting. You may also submit comments in writing by e-mail, fax, or postal mail a minimum of 24-hours in advance of the meeting date to allow for routing and review by the Commission prior to the meeting.

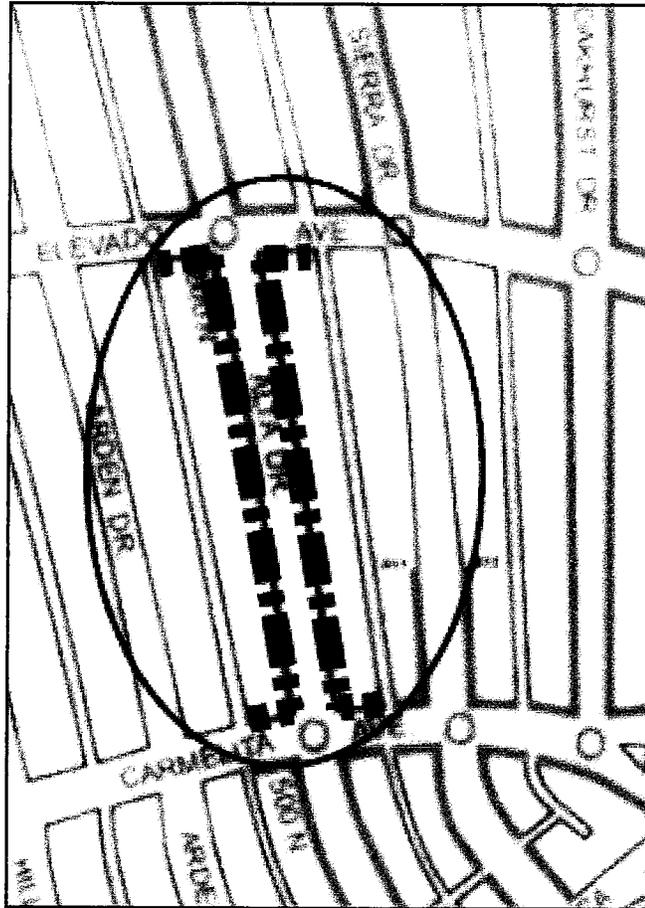
By Email: transportation@beverlyhills.org
By Fax: (310) 278-1838
By Mail: City of Beverly Hills, Transportation Planning
345 Foothill Road, Beverly Hills, 90210

The Traffic & Parking Commission is an advisory board to the City Council. The Commission's recommendation of the petition request 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 Public Works & Transportation Department at (310) 285-2452.

600 Block of North Alta Drive

“No Parking, 8 p.m. to 2:30 a.m., Daily, Permit ‘O’ Exempt”



PLEASE NOTE:

A Preferential Parking Permit Zone provides residents with extended parking privileges on their specific block. Residents in the affected permit zone may purchase up to three (3) permits per household at an approximate cost of \$33.50* each. Permits are valid through September 30th and may be renewed annually. If your parking needs occasionally exceed what can be accommodated with three preferential parking permits, you may register online to receive parking exemptions. *Preferential Parking Permits do not exempt residents from the City's overnight parking restriction between 2:30 a.m. and 5 a.m. [BHMC 7-3-301]*

A non-permit parking regulation allows vehicles to park on a street for a specific time limit. Vehicles that exceed the posted time limit are subject to a parking citation with a fine of approximately \$68*. Residents may request a daily parking exemption code to allow a vehicle(s) to park beyond the designated time limit without penalty. Online registration is available or you may contact our Customer Service team at (310) 285-2500.

*Fee/Cost subject to change each fiscal year.

Attachment 5

- d. 2011 Halloween Enforcement Report Update**
- e. Correspondence**
- f. Traffic and Parking Commission Project Matrix**

Transportation Planner Martha Eros informed the Commission that *Fehr & Peers Transportation Consultants* is currently developing the design and specifications for the two pilot bicycle routes approved by City Council (4/0) on August 23, 2012. Staff will test a Class II bike lane on Burton Way between the east city limit to Crescent Drive; and a Class II bike lane on North Crescent Drive between Sunset Boulevard and North Santa Monica Boulevard (SMB) and a Class III sharrow/shared bike route continuing south between SMB and Wilshire Boulevard. Staff will present the proposed design and specifications to the City Council prior to implementation, and provide public notice to all affected stakeholders adjacent to the pilot bicycle route project.

Director of Parking Operations Chad Lynn and Brett Wood of *Sherman Wood Associates Parking Consultants* provided a teleconference report and online demonstration of ParkPlus, a GIS-based parking supply and inventory system.

Parking Services Manager Russell Platamone informed the Commission on the annual Halloween Parking Enforcement planning strategies.

COMMENTS FROM COMMISSIONERS (ORAL)

Commissioner LICHT inquired if the City of Santa Monica allows electric cars to park at meters free of charge. Staff will provide an update for the October TCP meeting.

Chair STEINBERG asked for further investigation of a yield sign at the corner of Moreno and Spalding, as raised by Honorable Jake Manaster during public comment.

ORAL COMMUNICATION FROM THE AUDIENCE

Resident Jake Manaster voiced his concerns about traffic control devices at the intersection of Moreno and Spalding Drives. Mr. Manaster also informed Commission an unlicensed tour bus on Olympic Boulevard committed a traffic infraction by performing illegal stops.

Commissioner FRIEDMAN suggested the Tour Bus Ad-Hoc Committee focus on safety concerns with the operation of tour buses in the City.

ACTION ITEMS

- 1. 600 BLOCK OF NORTH ALTA DRIVE – RESIDENT INITIATED REQUEST TO ESTABLISH PREFERENTIAL PARKING ZONE “O” WITH AN EVENING ONLY PARKING REGULATION.**

Review of a resident-initiated request to establish a "No Parking, 6 pm to 2:30 am, Daily, Permit "O" Exempt" regulation to address parking intrusion.

Transportation Planner Martha Eros provided a PowerPoint presentation outlining the neighborhood characteristics, the parking occupancy counts, and analysis on the existing parking impacts and conditions. Staff recommends an evening permit parking regulation of "No Parking, 8 pm to 2:30 am, Daily, Permit 'O' Exempt" consistent with the adjacent blocks in Zone "O."

Lead Petitioner Doreen Wallach shared her observations and experiences with parking displacement and commuter disturbances in the late evening hours. Ms. Wallach supports an 8pm versus 6pm permit parking regulation as recommended by staff.

Resident Jennifer Levin expressed her support of the initiative.

Resident June Claman expressed her opposition of the initiative.

Resident Anne Osberg expressed her opposition of the initiative.

Resident Chie Lee expressed her opposition of the initiative.

Commissioner LICHT inquired on alternative approaches, other than permit parking, utilized by other jurisdictions to address parking displacement in residential neighborhoods.

Motion by FRIEDMAN, seconded by LICHT

5/0 To approve the resident initiated request to establish Preferential Parking Permit Zone "O" with an evening only parking regulation.

AYES: FRIEDMAN, LICHT, LEVINE, GRUSHCOW, STEINBERG

NOES: None

ABSENT: None

ABSTAIN: None

CARRIED

2. BICYCLE RACK GUIDELINE RECOMMENDATIONS (CONTINUED FROM AUGUST 2, 2012 MEETING)

Review staff's proposal for an enhanced bicycle rack program and implementation guidelines.

Transportation Planner Martha Eros provided an updated report that incorporates the Traffic & Parking Commission's recommendations from the August 2, 2012

Attachment 6

BEVERLY HILLS CITY COUNCIL NOTICE OF PUBLIC MEETING



600 Block of North Alta Drive
Request to Establish a Preferential Parking Permit Zone

The City of Beverly Hills invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone.

- MEETING:** Beverly Hills City Council
- DATE:** Thursday, September 20, 2012
- TIME:** 7:00 p.m., or as soon thereafter as the matter may be heard
- LOCATION:** City Hall, Council Chambers, 455 N. Rexford Drive, Beverly Hills, CA, 90210
- PETITION REQUEST:** Establish a parking permit zone to limit and/or restrict parking on the 600 block of North Alta Drive with a "No Parking, 6 p.m. to 2:30 a.m., Daily, Except by Permit" regulation.
- ACTION:** Consideration of a Traffic & Parking Commission recommendation to establish a Preferential Parking Permit Zone on the 600 block of North Alta Drive as follows:

"No Parking, 8 p.m. to 2:30 a.m., Daily, Permit 'O' Exempt"

Please note that a "No Parking" evening permit regulation does not exempt vehicles from the City's overnight parking ordinance between 2:30-5:00 a.m.

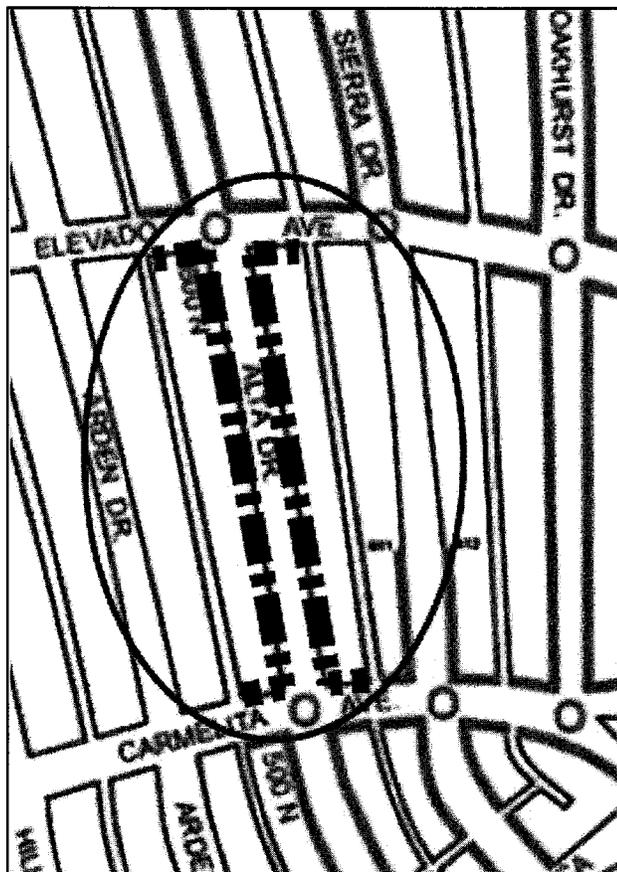
- PUBLIC COMMENT:** Persons wishing to comment on this proposal are invited to attend the September 20, 2012 City Council meeting. You may submit your comments in writing by e-mail, fax, or postal mail for review by the Beverly Hills City Council.

By Email: transportation@beverlyhills.org
By Fax: (310) 278-1838
By Mail: City of Beverly Hills, Transportation Planning
345 Foothill Road, Beverly Hills, 90210

If you would like additional information regarding this proposal, please contact the Public Works & Transportation Department at (310) 285-2452.

600 Block of North Alta Drive

“No Parking, 8 p.m. to 2:30 a.m., Daily, Permit ‘O’ Exempt”



PLEASE NOTE:

A *Preferential Parking Permit Zone* provides residents with extended parking privileges on their specific block. Residents in the affected permit zone may purchase up to three (3) permits per household at an approximate cost of \$33.50* each. Permits are valid through September 30th and may be renewed annually. If your parking needs occasionally exceed what can be accommodated with three preferential parking permits, you may register online to receive parking exemptions. *Preferential Parking Permits do not exempt residents from the City's overnight parking restriction between 2:30 a.m. and 5 a.m.* [BHMC 7-3-301]

A *non-permit* parking regulation allows vehicles to park on a street for a specific time limit. Vehicles that exceed the posted time limit are subject to a parking citation with a fine of approximately \$68*. Residents may request a daily parking exemption code to allow a vehicle(s) to park beyond the designated time limit without penalty. Online registration is available or you may contact our Customer Service team at (310) 285-2500.

*Fee/Cost subject to change each fiscal year.

Attachment 7

Martha Eros

From: Craig Cooper -
Sent: Wednesday, August 29, 2012 3:58 PM
To: WebCBH TRANSPORTATION
Subject: 600 Block of North Alta Drive Permit Zone Proposal

SUPPORT

Hi,

My name is Craig Cooper and I live at 601 N. Alta Dr. I strongly support the proposal for the preferential parking permit zone for the 600 block of Alta Drive PROVIDED IT APPLIES TO THE ENTIRE BLOCK. I have heard rumors that the zone was being considered for only the lower half of the block. If this happens, it may not extend to cover the front of my house. If that is the case I withdraw my support and wholeheartedly object to the proposal. As of now, we frequently get people parking in front of our house drinking in their cars, leaving bottles on the curb, smoking (both legal and non-legal substances), and using our block as a meeting point before they hit the clubs on Sunset or bars on Santa Monica. If the permit zone were to only cover the southern part of the 600 block, it would push all of the unwanted parking and commotion directly in front of my house. I only ask for the same protections as everybody on the 500 block and southern part of the 600 block and have the zone cover the front of my house. Provided that is the case, I still support the proposal and look forward to its enactment.

If you have any questions, I would be happy to discuss the matter. Please feel free to call me at 310-

Thank you.

Craig Cooper

Martha Eros

From: Arline Pepp
Sent: Monday, September 03, 2012 12:01 PM
To: WebCBH TRANSPORTATION
Subject: Support Parking Restrictions 600 No. Alta Dr

SUPPORT

Hi,
I am sorry that we will be out of town and miss the Sept 6th Traffic and Parking Commission meeting. However, we'd like to show our support for restricting parking on the 600 block of North Alta Dr with No Parking from 8:00 PM- 2:30 AM Daily. Unfortunately since this same restriction went into effect on the 500 block of No. Alta, the cars that were parking on that block have moved up the street. The cars appear to belong to employees working near by. The other streets to our east are already restricted. It is too bad that this action is necessary, but it is!
Thank you,
Arline and Buddy Pepp

Martha Eros

From: marthaeros@webcbh.com
Sent: Tuesday, September 04, 2012 8:25 PM
To: WebCBH TRANSPORTATION
Subject: Petition Request for Alta Drive

OPPOSE

Dear Commissioners,

I would respectfully request that you deny the petition for a Preferential Parking Permit Zone on the 600 block of Alta Drive.

Preferential parking is a slippery slope. When you take away parking on one street, you increase the parking on adjacent streets. As a resident of the 600 block of Sierra Drive, I predict that this squeeze from the streets both east and west of us - this "specialness," if you will - will create a particular nuisance for our street. I ask you to consider this impact.

With thanks, in advance, for your consideration.

Judy Perlstein

Martha Eros

From: Swarz, Robbir
Sent: Wednesday, September 05, 2012 11:33 AM
To: WebCBH TRANSPORTATION
Cc: Castle, Nomi
Subject: Public comment re 600 N Alta Dr Preferential Parking Permit

SUPPORT

Comments from Nomi Castle, homeowner at 600 North Alta Drive:

We need permit parking on the 600 block of North Alta Drive. Ever since the 500 North Alta Drive block obtained permit parking, employees from adjacent W Hollywood business are apparently using the 600 North Alta Drive block for their primary parking every night.

I have had many instances of no available spaces on the street for my cars or my visitor's cars. And, many of these employees' cars have actually blocked all or a portion of my driveway leaving me with no way to get in or out of my own driveway.

In addition, since the many cars have been parking on the street in the evenings, there have been many bottles, empty paper wrappers, old food containers and other debris that these people have deposited on my lawn, on my neighbor's lawns and in the street. This is an intolerable situation. There is no choice but to implement permit parking on the 600 North Alta Drive block. Residents of Beverly Hills pay significant fees and charges to the City and should be able to enjoy our properties in peace and quiet without this influx of "parking lot use" of our residential neighborhood. The added trash is deposited virtually daily by those non-Alta Drive car users.

Roberta Swarz
Controller
CASTLE & ASSOCIATES
Wilshire Blvd. Suite
Beverly Hills, California 90211
Tel: (310) 286-3400
Fax: (310) 286-3400
Email:

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Martha Eros

From: Tiffany Dayan.
Sent: Saturday, September 08, 2012 1:28 PM
To: WebCBH TRANSPORTATION
Subject: Petition Request to Establish a Preferential Parking Permit Zone on 600 block of North Alta Drive

OPPOSE

Dear Traffic & Parking Commission:

This email is in reference to the Meeting which was held on Thursday September 6, 2012 in order to establish a Preferential Parking Permit Zone at the 600 block of North Alta Drive.

My husband and I, Hooman Dayani and Tiffany Dayani, are the owners of the residence at 600 North Alta Drive. This petition directly affects and infringes on our rights as owners of a residence on this block. Unfortunately, my husband and I were out of the country for the past two weeks and we just received this notice yesterday on our arrival back into town. We were not able to comment on this proposal until today. Please accept our apologies but we want our voice to be heard, loud and clear. We are adamantly opposed to any proposal which would establish a preferential Parking Permit Zone to regulate evening parking on our block. This block unlike other blocks in the 500 block and the 700 block of Alta Drive, is not in any way adversely affected or even remotely impacted by nightly parking by non-residents. This block is far enough away from the major intersections of Sunset and Santa Monica Blvd. to make parking for non-residents undesirable. A visitor who is going into the restaurants, cafes and entertainment establishments that are in the Cities of Beverly Hills, West Hollywood or Los Angeles, simply is not going to park on this block and walk to these establishments. The walking distance is so significant as to make nightly parking very undesirable. In light of the substantial separation of the 600 block of Alta from the entertainment establishments in the local area, this block should not be bundled into the other blocks that are currently being regulated. This is directly evident on a nightly basis, as there are almost never any cars parked on this street after 6:00 pm. If there was any demand for non-residents to park on this block, it would be very visible by parked cars being there during the hours of 8:00 pm to 2:30 am. However, this is not the case and we see no need to regulate our rights as homeowners with an approval of this petition. In addition, with all regulations, there are costs. The costs to establish this zone and the permit fees are extremely exorbitant for us to be able to afford. We do not want regulation of our block as it is not necessary and the costs of regulation do not justify any benefit that would be bestowed on us as homeowners on the 600 block of Alta.

These are some of the few reasons for our adamant opposition for any additional regulation of parking rights on our block. If there is any way for us to discuss these matters through other meetings or additional hearings, we would be very happy to attend and participate in these discussions. This is a very important issue for us and we want to preserve our current rights not to be over-regulated by this proposal.

Thank you for your consideration,
Tiffany and Hooman Dayani
Owners of 600 North Alta Drive