



## AGENDA REPORT

**Meeting Date:** February 19, 2013  
**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 "K" ON THE WEST SIDE OF THE 300 BLOCK OF SOUTH SWALL DRIVE BETWEEN GREGORY WAY AND EAST/WEST ALLEYWAY NORTH OF OLYMPIC BOULEVARD

**Attachments:**

1. Resolution
2. Categorical Exemption
3. Traffic & Parking Commission Recommendation
4. Traffic & Parking Commission Minutes - Draft
5. February 7, 2013 Traffic & Parking Commission Report
6. City Council Meeting Notice
7. Correspondence

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### **RECOMMENDATION**

Staff and the Traffic & Parking Commission recommend that the City Council approve a resolution establishing Preferential Parking Zone "K" on the 300 block of South Swall Drive between Gregory Way and the east/west alleyway north of Olympic Boulevard with a regulation of:

"1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit 'K' Exempt"

### **INTRODUCTION**

On February 7, 2013, the Traffic & Parking Commission (TPC) reviewed the resident-initiated petition to establish a permit regulation on the 300 block of South Swall Drive and voted (3-0) to approve staff's recommendation. The Commission Chair had a scheduled absence and one Commissioner recused himself from the discussion due to a conflict of interest (i.e., proximity).

**DISCUSSION**

Background information is provided in the February 7, 2013 Traffic & Parking Commission Report (Attachment 5). Two residents (including the lead petitioner) and six individuals representing the adjacent businesses on Olympic Boulevard provided public comment. The residents supported staff's recommendation for 1-hour parking, and the business representatives opposed any change to the existing regulation.

Public notices announcing the City Council's review of the petition request at its February 19, 2013 meeting were mailed immediately following the Traffic & Parking Commission meeting to same distribution list. Additionally, copies of the public notice were hand delivered to the Olympic Boulevard businesses and a signature acknowledging receipt was collected from office staff where applicable.

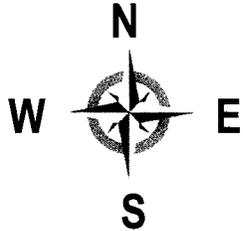
**FISCAL IMPACT**

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

David Gustavson  
Approved By



Exhibit 1: Area Map

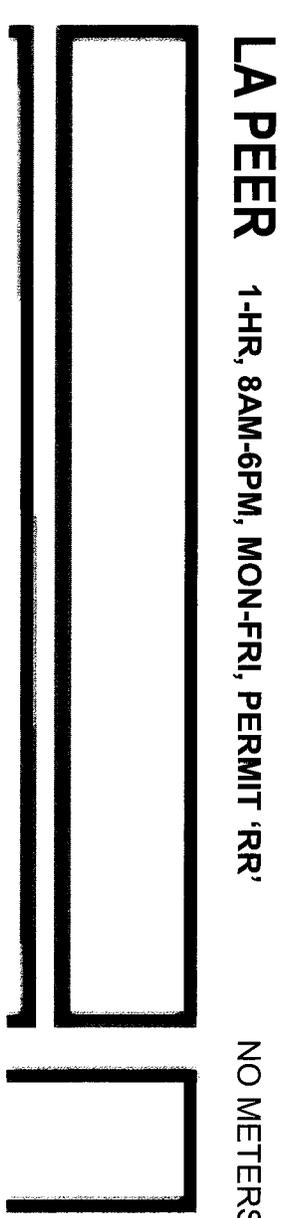


300 S. ROBERTSON  
METERS 8AM-6PM (27) 2-HR and (2) 20 MIN

**CLARK**  
NO PARKING, 9AM-6PM, MON-SAT, PERMIT 'K'  
200 & 300 BLOCK:  
(3) 2 HR  
(2) 2 HR

2-HR, 8AM-6PM, EXCEPT SUN (NON-PERMIT)  
**SWALL**  
EAST: NO PARKING, 9AM-6PM, MON-SAT, PERMIT 'K' (2) 2 HR  
WEST: 2-HR, 8AM-6PM, EXCEPT SUN (NON-PERMIT) (3) 2 HR

**GREGORY**  
LA PEER 1-HR, 8AM-6PM, MON-FRI, PERMIT 'RR'  
NO METERS



OLYMPIC METERS: 10AM-3PM (24) 2-HR

# **ATTACHMENT 1**

RESOLUTION NO 13-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS  
ESTABLISHING PREFERENTIAL PARKING ZONE "K" ON THE WEST  
SIDE OF THE 300 BLOCK OF SOUTH SWALL DRIVE BETWEEN  
GREGORY WAY AND EAST/WEST ALLEYWAY NORTH OF OLYMPIC  
BOULEVARD

WHEREAS, pursuant to Beverly Hills Municipal Code Section 7-3-206.D, a qualifying petition to establish Preferential Parking Zone "K" on the west side of the 300 block of South Swall Drive between Gregory Way and north of Olympic Boulevard was filed;

WHEREAS, the 300 block of South Swall Drive has a non-permit parking regulation of "2-Hour Parking, 8 a.m. to 6 pm., Except Sunday" on the west side of the street, and a permit parking regulation of "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit 'K'" on the east side of the street;

WHEREAS, the resident-initiated petition sought to establish the existing "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit 'K'" permit regulation on the west side of the street, to mirror the east side of the 300 block of South Swall Drive;

WHEREAS, on February 7, 2013, the Traffic & Parking Commission investigated the need to establish Preferential Parking Zone "K" on the west side of the 300 block of South Swall Drive;

WHEREAS, the Public Works & Transportation Department recommends adding the west side of the 300 block of South Swall Drive to Permit Zone "K" with a regulation of "1-Hour

Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit 'K' Exempt" to provide short-term parking for residents, service providers and the adjacent businesses on Olympic Boulevard; 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 Council finds that the criteria set forth in BHMC Section 7-3-206.D to justify establishing Preferential Parking Zone "K" on the west side of the 300 block of South Swall Drive between Gregory Way and the east/west alleyway north of Olympic Boulevard are satisfied, as follows:

- a. The designated preferential parking zone is required due to commuter vehicles regularly interfering with available public parking adjacent to residential property within the proposed zone and cause or are the source of unreasonable noise, traffic hazards, environmental pollution, or other similar interference with the residential environment; and
- b. There is no reasonable alternative which is feasible or practical to reduce the identified street parking problem to acceptable levels, and displaced commuter vehicles will not unduly impact surrounding residential areas.

Section 2. The City Council hereby approves establishing Preferential Parking Zone “K” on the west side of the 300 block of South Swall Drive subject to the provisions of Beverly Hills Municipal Code Section 7-3-206.D, with a regulation of:

“1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit ‘K’ Exempt”

Section 3. 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:

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

ATTEST:

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

APPROVED AS TO FORM:

*[Signature]* (ME)  
for \_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

*[Signature]*  
\_\_\_\_\_  
DAVID D. GUSTAVSON  
Director of Public Works & Transportation

# **ATTACHMENT 2**



BeverlyHills.org

**Categorical Exemption**

Name of Project: 300 Block of South Swall Drive

Location: West side of the 300 block of South Swall Drive between Gregory Way and the east/west alleyway immediately north of Olympic Boulevard.

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

Project Description: Add the west side of the 300 block of South Swall Drive to Preferential Parking Zone "K" with a parking regulation of "1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit 'K' Exempt."

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 02/12/2013

# **ATTACHMENT 3**

## **Traffic & Parking Commission Recommendation**

### **February 7, 2013**

The west side of the 300 block of South Swall Drive between Gregory Way and the east/west alleyway north of Olympic Boulevard

3/0 To approve staff's recommendation to add the west side of the 300 block of South Swall Drive to Preferential Parking Zone "K" and establish a parking regulation of "1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit 'K' Exempt."

# **ATTACHMENT 4**

## ACTION ITEMS

1. **CONSIDERATION OF STAFF RECOMMENDATION TO MODIFY PREFERENTIAL PARKING ZONE "K" ON THE 300 BLOCK OF SOUTH SWALL DRIVE TO INCLUDE THE WEST SIDE OF THE BLOCK WITH A REGULATION OF "ONE-HOUR PARKING, 9 A.M. TO 6 P.M., MONDAY THROUGH SATURDAY, PERMIT 'K' EXEMPT"**

Commissioner LEVINE recused himself as his residence is within 500 feet of the 300 block of South Swall Drive

Martha Eros, Transportation Planner, provided an overview of the staff report.

Lead Petitioner, Andrea Grossman, supported staff's recommendation

JoAnn Willette supported staff's recommendation

Alex Tofer opposed staff's recommendation

Greg Weisstein opposed staff's recommendation

Joseph Lavi opposed staff's recommendation

David Lavi opposed staff's recommendation

Arie Ebrahimian opposed staff's recommendation

Emanuel Gottlieb opposed staff's recommendation

Motion by FRIEDMAN, seconded by STEINBERG

3/0 To approve staff's recommendation to modify preferential parking zone "K" on the 300 block of South Swall Drive to include the west side of the block with a regulation of "One-Hour Parking, 9 A.M. to 6 P.M., Monday through Saturday, Permit 'K' Exempt"

AYES: FRIEDMAN, STEINBERG, LICHT

NOES: None

ABSENT: GRUSHCOW

ABSTAIN: None

RECUSED: LEVINE

CARRIED

# **ATTACHMENT 5**



CITY OF BEVERLY HILLS  
**TRAFFIC & PARKING COMMISSION**

February 7, 2013

**TO:** Traffic & Parking Commission  
**FROM:** Martha Eros, Transportation Planner  
**SUBJECT:** 300 block of South Swall Drive – Resident Initiated Petition to Establish Preferential Parking Permit Zone “K” on the west side of the block

This report outlines staff’s recommendation to include the west side of the 300 block of South Swall Drive in Preferential Parking Permit Zone “K” and establish a regulation of:

**“1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit ‘K’ Exempt”**

Staff recommends establishing a 1-hour daytime permit regulation to continue the practice of shared parking with the adjacent businesses located on Olympic Boulevard and allow short-term parking for residents and service providers.

The resident-initiated petition requests a “No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit” regulation to replace the existing non-permit “2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday” regulation on the west side of the block, and mirror the existing Zone “K” permit regulation on the east side of the block. A qualifying petition signed by 65% (21 of 32) of the total households on 300 South Swall Drive was submitted on January 14, 2013.

The permit regulations on the adjacent blocks of 200 and 300 South Clark Drive are “No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit ‘K’” and “1-Hour Parking, 8 a.m. to 6 p.m., Monday through Friday, Except by Permit ‘RR’” on the 300 block of South La Peer Drive. There are approximately 30 business suites located on the Olympic Boulevard storefronts between South Clark and La Peer Drives with approximately 75 off-street parking spaces behind the buildings. Olympic Boulevard has (14) 2-hour parking meters between S. Clark and La Peer Drives and a morning and evening peak-hour parking restriction.

**Historical Background**

Preferential Parking Permit Zone “K” was established in December 1980 following a resident-initiated petition filed by the 300 block of South Clark Drive. A petition signed by 71% (23 of 32 households) of the residents of the 300 block of South Clark Drive was received by the City in January 1980, and requested a “No Parking, Except by Permit” regulation to address parking intrusion generated by patrons visiting the commercial businesses on South Robertson Boulevard, specifically a celebrity fitness studio.

Following initial evaluation of the parking condition on the 300 South Clark Drive, the Director of Traffic and Parking advised the lead petitioner that it would be necessary to re-circulate the petition to include the residents of the 200 South Clark Drive and 300 South Swall Drive to “minimize the problem of commuter vehicle parking spillover into the adjacent streets that do

not currently experience the problem” resulting from a smaller zone on an immediately adjacent street.

The residents of 200 and 300 South Clark Drive and 300 South Swall Drive submitted a second qualifying petition in May 1980 with a total of 67% (68/102) of households supporting a “No Parking” permit regulation<sup>1</sup>.

The Traffic & Parking Commission (TPC) reviewed the petition request at its July 3, 1980 meeting and received public comment from residents and merchants. Complaints from the adjacent merchants/businesses on Olympic and Robertson Boulevards cited a lack of off-street parking for employees and patrons, and that a permit parking zone would be detrimental to the businesses.

The TPC recommended a “No Parking, 9 a.m. to 6 p.m., Monday through Saturday” permit regulation on both sides of 200 and 300 South Clark Drive and both sides of 300 South Swall Drive.

On December 2, 1980, the Beverly Hills City Council reviewed the petition request and received public comment. The Council approved a compromised permit regulation of “No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit” on both sides of 200 and 300 South Clark Drive and on the east side only of 300 South Swall Drive. Current staff believes the split block regulation was intended to provide shared parking for the businesses located in the older buildings on Olympic Boulevard that do not provide sufficient off-street parking.

Preferential Parking Permit Zone “K” was established before the Beverly Hills Municipal Code was amended to define a “street block” as “the portion of a street that lies between two immediately intersecting streets” [93-O-2169(g) and 02-O-2405(k)], and a Preferential Parking Permit Zone “shall be established on a full street block” per Beverly Hills 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 300 South Swall, 300 South El Camino Drive, and 600 North Sierra Drive) is no longer recommended by City staff.

#### Zone “K” Modification Request to include West Side of Block

In April 2003, the residents of 300 South Swall Drive submitted a new petition to modify permit Zone “K” to extend the “No Parking” restriction to the west side of the block. The TPC’s initial review of the petition request was conducted at a Special evening meeting on June 18, 2003. The Commission received public comment from residents and the Olympic Boulevard businesses owners/merchants/property managers. The businesses expressed that a “No Parking” regulation would negatively impact business due to the limited availability of off-street parking. The Commission requested additional parking occupancy surveys and assessment of parking impacts resulting from two construction projects on the south end of the block.

The petition review was tabled to the July 10, 2003 TPC meeting. Following additional parking counts and field observation, it was determined the two construction projects were generating (temporary) parking impacts on the street. The Commission voted 5/1<sup>2</sup> to deny the petition and re-evaluate the project following the completion of both construction projects.

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<sup>1</sup> 300 South Clark Drive: 75% (24/32 households); 200 South Clark Drive: 65% (25/38); 300 South Swall Drive: 59% (19/32).

<sup>2</sup> Seven member Traffic & Parking Commission; one Commissioner exited meeting prior to the 300 South Swall Drive Action Item.

At the January 2004 TPC meeting, the lead petitioner informed the Commission that the construction projects on the 300 block of South Swall Drive were nearing completion and requested a second review of the petition request. The item was reviewed by the Commission on May 6, 2004. The Commission received similar public comment from residents and adjacent businesses as in previous meetings.

The Traffic & Parking Commission voted 6/0 to deny the request to extend the “No Parking” permit regulation to the west side of the 300 block of South Swall Drive. The Commission noted that parking occupancy was “surveyed over an extended period of time and the results show that there is available parking on both sides of the street for both residents and businesses, and advised the business owners and their patrons to continue to be good neighbors to the residents<sup>3</sup>.”

Following the TPC decision, and after discussions with the lead petitioner, the petition was withdrawn and subsequently not forwarded to the City Council for review. The practice of formally “denying” a petition request was not in place in 2004.

### **Discussion**

The 300 block of South Swall Drive has 32 single-family homes and approximately 63 on-street parking spaces; the west side has 16 single family homes and approximately 31 on-street parking spaces.

Staff conducted parking occupancy counts on Wednesday, January 16, 2013, and Saturday, January 12, 2013, on both sides of 300 South Swall Drive, the parking meters between Olympic Boulevard and the east/west alleyway, and alley/parking lots located behind the Olympic Boulevard businesses. Wednesday counts were conducted hourly between 8 a.m. and 6 p.m.; the Olympic Boulevard meter counts were only collected between 10 a.m. and 3 p.m. due to the morning and evening peak-hour restriction on weekdays. Saturday counts were conducted at 9 a.m., 11 a.m., 1 p.m., and 3 p.m.

Random spot counts were conducted on Monday, December 17, 2012 between 10 a.m. and 2 p.m. by a Parking Enforcement Supervisor in response to public comment received during the December 2012 TPC meeting, and on Tuesday, January 29 and Thursday, January 31, 2013, at 11 a.m. and 2 p.m. by transportation staff. The random counts reflect the same observations recorded in the formal parking occupancy studies.

#### Wednesday, January 16, 2013

Weekday on-street occupancy on the west side of 300 South Swall Drive averaged 26% (8 of 31 spaces), with a 4 p.m. peak-hour occupancy of 39% (12 of 31 spaces). Occupancy remained consistent between 11 a.m. and 4 p.m. with an average occupancy rate of 32% (10 of 31 spaces) concentrated at the south end of the block. The parking occupancy study, random spot counts, and license plate data reflect a high volume and high turn-over in vehicles; occupied parking spaces were almost immediately filled after a vehicle vacated a space at the south end of the street, thus residents at the south end of the block may not be able to readily park adjacent to their homes due the parking intrusion. The north end of the block is typically unoccupied and it does not appear to experience a parking issue.

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<sup>3</sup> May 6, 2004 Traffic & Parking Commission Approved Minutes.

**WEST - 300 BLOCK OF S. SWALL (31 on-street parking spaces)**

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM
Occupied spaces	1	7	9	11	6	10	11	10	12	7	4
Resident	0	5	3	1	1	1	2	2	3	1	1
Commuter	1	2	6	10	5	9	9	8	9	5	3
Permit Zone "K"	0	1	0	0	0	0	0	0	0	1	0
Disabled Placard	0	1	1	2	2	2	2	2	2	1	1

The east side of the street had an average occupancy of 11% (4 of 32 spaces), with peak-hour occupancy of 19% (6 of 32 spaces) at 10 a.m. and 1 p.m. Similar to the west side of the block, parking was concentrated at the south end of the block.

**EAST - 300 BLOCK OF S. SWALL (32 on-street parking spaces)**

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM
Occupied Spaces	1	0	6	3	5	6	4	3	4	4	4
Resident	0	0	2	0	0	2	1	0	0	1	1
Commuter	1	0	4	3	5	4	3	3	4	3	3
Permit Zone "K"	1	0	3	3	3	3	2	0	0	1	1
Disabled Placard	0	0	0	0	1	1	1	2	2	2	1

The five 2-hour meters on South Swall Drive were at capacity throughout the day. The 2-hour meters on Olympic Boulevard adjacent to South Swall Drive averaged 40% (6 of 15 meters) occupancy between 11 a.m. and 3 p.m. Staff attributes the lower occupancy on Olympic Boulevard due to the inconvenience of the AM and PM peak-hour restriction.

The parking lots located behind the Olympic Boulevard businesses have a combined total of 75 spaces composed of single, tandem and subterranean spaces. On average, 59% of the off-street parking spaces were occupied throughout the survey period. The peak-hour occupancy trend occurred at 1 p.m. with an average of 75% occupancy.

Saturday, January 12, 2013

There is a 2-hour parking regulation on the west side of the 300 block of South Swall Drive. Saturday on-street occupancy averaged 17% (5 of 31 spaces), and ten of the 18 vehicles recorded on the west side of the street were registered to Beverly Hills residents. Two resident vehicles displayed a Zone "K" permit, and one resident and one commuter car displayed disabled placards. Although parking duration cannot be determined due to the 2-hour incremental counts, the one resident vehicle displaying the disabled placard parked a minimum of five hours and one commuter vehicle remained parked for a minimum of three hours. Vehicles were distributed on the north and south end of the block.

The east side of the street had an average occupancy of 8% (3 of 32 spaces); six of the eight recorded vehicles were registered to Beverly Hills residents, with four resident cars displaying a Zone "K" permit. One of the two commuter vehicles remained parked for a minimum of five hours. Meter spaces on South Swall Drive and Olympic Boulevard were available throughout the day and the parking lots behind the business were primarily empty.

### **Public Notice**

Public Notices advising of the Traffic & Parking Commission's review of the petition at its February 7, 2013 meeting were mailed to residents on 300 blocks of South Swall, Clark and La Peer Drives; the 200 block of South Swall Drive; the businesses on the west side of the 300 block of South Robertson Boulevard; and Gregory Way between South La Peer Drive and Robertson Boulevard. Additionally, notices were hand delivered to the adjacent businesses located on Olympic Boulevard between South Almont Drive and Robertson Boulevard. Staff mailed a Public Notice letter to the businesses that did not receive a hand delivered notice and did not sign the receipt log.

### **Recommendation**

Pending public comment and Traffic & Parking Commission discussion, staff recommends including the 300 block of South Swall Drive in Preferential Parking Permit Zone "K" with a regulation of:

**"1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday, Permit 'K' Exempt"**

### **Attachments**

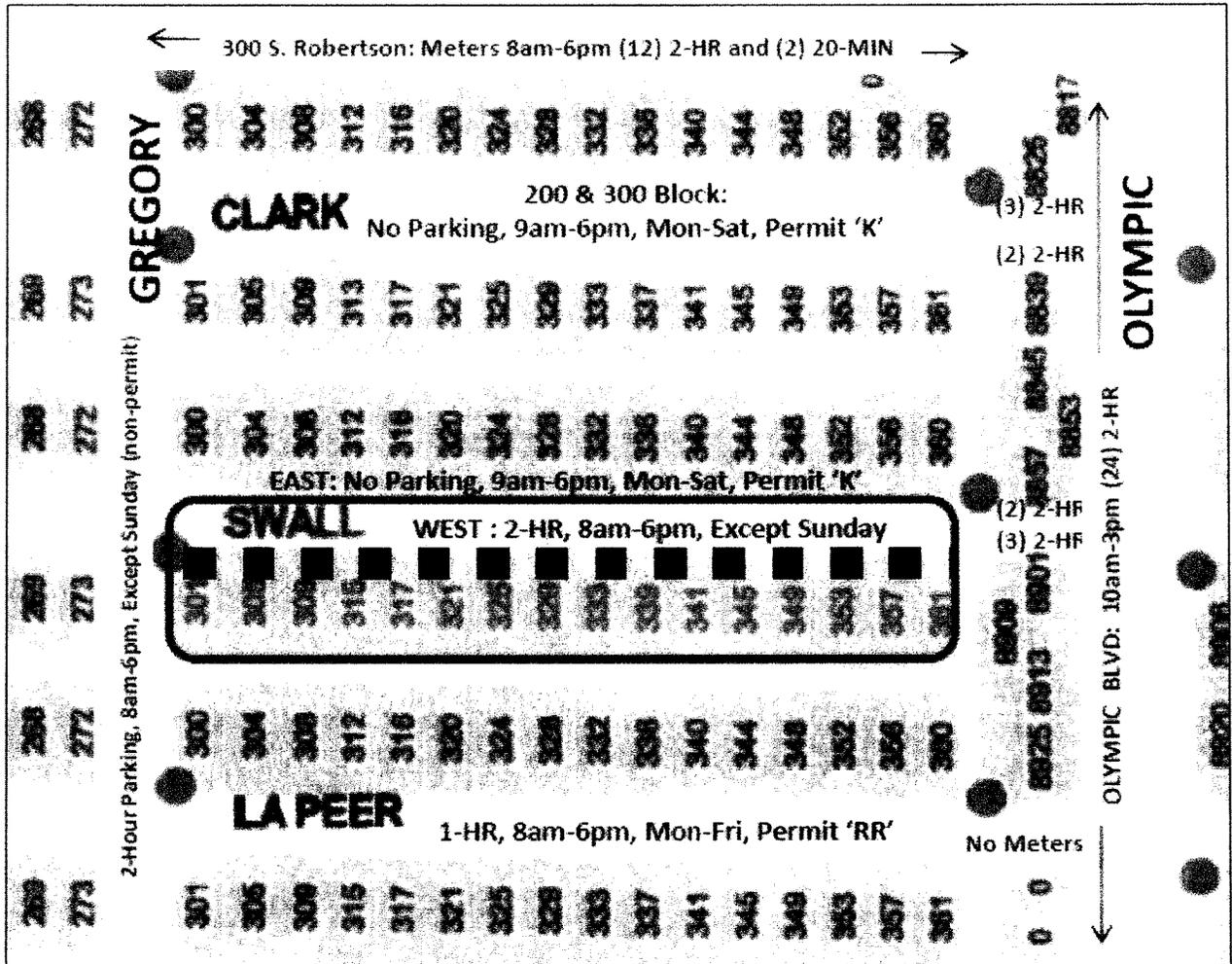
- A) Area Map
- B) Parking Occupancy Results
- C) Resident Petition
- D) Public Notice Letter
- E) Correspondence
- F) Preferential Parking Permit Zone – Petition Packet

# Traffic & Parking Commission

## **ATTACHMENT – A**

## 300 Block of South Swall Drive

**“1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday,  
Permit ‘K’ Exempt”**



**EXISTING PERMIT ZONE REGULATIONS:**

ZONE	LOCATION	PARKING RESTRICTION EXCEPT BY PERMIT
<b>K</b>	BOTH SIDES OF <b>200 &amp; 300 SOUTH CLARK DRIVE</b> BETWEEN CHARLEVILLE BLVD AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	NO PARKING, 9AM-6PM, MON-SAT
<b>K</b>	EAST SIDE ONLY OF <b>300 SOUTH SWALL DRIVE</b> BETWEEN GREGORY WAY AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	
<b>RR</b>	BOTH SIDES OF <b>300 SOUTH LAPEER DRIVE</b> BETWEEN GREGORY WAY AND EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	1-HOUR, 8AM-6PM, MON-FRI
<b>AL</b>	BOTH SIDES OF THE <b>200 BLOCK OF SOUTH LAPEER DRIVE</b> BETWEEN CHARLEVILLE BLVD AND GREGORY WAY	2-HOUR, 8AM-6PM, MON-SAT

Traffic & Parking Commission

**ATTACHMENT – B**

# 300 S. Swall Drive Parking Occupancy Survey

Date: Wednesday, January 16, 2013

**WEST**

## TOTAL PARKING OCCUPANCY 300 BLOCK OF S. SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	1	7	9	11	6	10	11	10	12	7	4	8
Capacity*	31	31	31	31	31	31	31	31	31	31	31	31
<b>% Occupied</b>	<b>3%</b>	<b>23%</b>	<b>29%</b>	<b>35%</b>	<b>19%</b>	<b>32%</b>	<b>35%</b>	<b>32%</b>	<b>39%</b>	<b>23%</b>	<b>13%</b>	<b>26%</b>

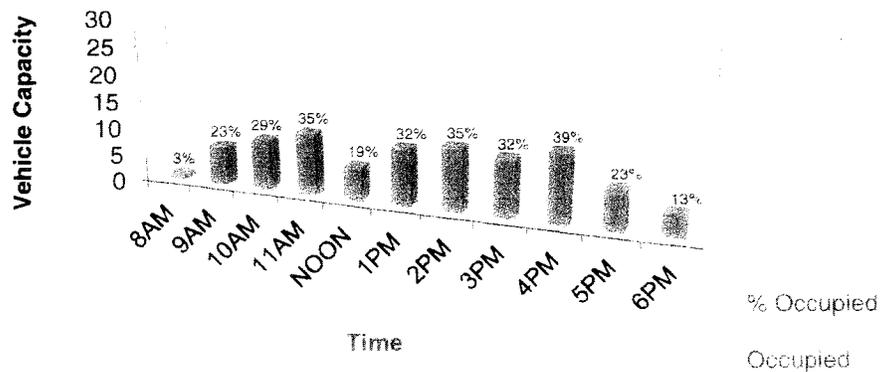
## PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	TOTAL
# Vehicles	32	17	2	0	0	0	0	2	0	0	0	53
% Veh. Parked	60%	32%	4%	0%	0%	0%	0%	4%	0%	0%	0%	100%

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Non-Residents (NR)	1	2	6	10	5	9	9	8	9	6	3	6
Residents (R)	0	5	3	1	1	1	2	2	3	1	1	2
Capacity*	31	31	31	31	31	31	31	31	31	31	31	31
<b>NR Occupancy</b>	<b>3%</b>	<b>6%</b>	<b>19%</b>	<b>32%</b>	<b>16%</b>	<b>29%</b>	<b>29%</b>	<b>26%</b>	<b>29%</b>	<b>19%</b>	<b>10%</b>	<b>20%</b>
<b>R Occupancy</b>	<b>0%</b>	<b>16%</b>	<b>10%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>6%</b>	<b>6%</b>	<b>10%</b>	<b>3%</b>	<b>3%</b>	<b>6%</b>

300 S. Swall Drive Occupancy



\*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.

# 300 S. Swall Drive Parking Occupancy Survey

Date: Wednesday, January 16, 2013

**EAST**

## TOTAL PARKING OCCUPANCY 300 BLOCK OF S. SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	1	0	6	3	5	6	4	3	4	4	4	4
Capacity*	32	32	32	32	32	32	32	32	32	32	32	32
% Occupied	3%	0%	19%	9%	16%	19%	13%	9%	13%	13%	13%	11%

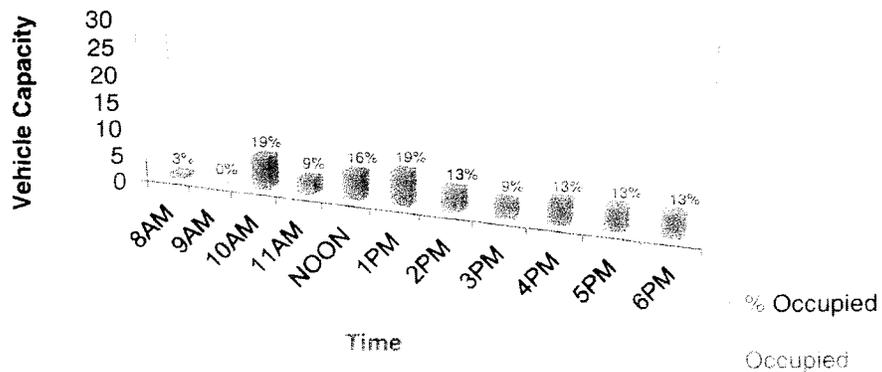
## PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	TOTAL
# Vehicles	9	2	1	1	1	1	0	0	1	0	0	16
% Veh. Parked	56%	13%	6%	6%	6%	6%	0%	0%	6%	0%	0%	100%

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Non-Residents (NR)	1	0	4	3	5	4	3	3	4	3	3	3
Residents (R)	0	0	2	0	0	2	1	0	0	1	1	1
Capacity*	32	32	32	32	32	32	32	32	32	32	32	32
NR Occupancy	3%	0%	13%	9%	16%	13%	9%	9%	13%	9%	9%	9%
R Occupancy	0%	0%	6%	0%	0%	6%	3%	0%	0%	3%	3%	2%

300 S. Swall Drive Occupancy



\*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.

# 300 S. Drive Parking Occupancy Survey

Date: Wednesday, January 16, 2013

**ALLEY**

## PARKING OCCUPANCY

### GARAGE PARKING - EAST SIDE OF 300 OF S. SWALL AT OLYMPIC

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	3	8	16	17	14	18	17	15	15	10	9	13
Capacity*	22	22	22	22	22	22	22	22	22	22	22	22
% Occupied	14%	36%	73%	77%	64%	82%	77%	68%	68%	45%	41%	59%

## PARKING OCCUPANCY

### DIAGONAL ALLEY PARKING NEXT TO GARAGE

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	10	9	10	8	7	8	8	8	9	5	2	8
Capacity*	10	10	10	10	10	10	10	10	10	10	10	10
% Occupied	100%	90%	100%	80%	70%	80%	80%	80%	90%	50%	20%	76%

## PARKING OCCUPANCY

### ALLEY PARKING - 1ST LOT WEST OF SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	4	5	8	9	9	9	9	8	6	5	6	7
Capacity*	12	12	12	12	12	12	12	12	12	12	12	12
% Occupied	33%	42%	67%	75%	75%	75%	75%	67%	50%	42%	50%	59%

## PARKING OCCUPANCY

### ALLEY PARKING - 2ND LOT WEST OF SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	2	6	7	7	7	8	7	5	5	3	4	6
Capacity*	13	13	13	13	13	13	13	13	13	13	13	13
% Occupied	15%	46%	54%	54%	54%	62%	54%	38%	38%	23%	31%	43%

## PARKING OCCUPANCY

### ALLEY PARKING - 3RD LOT WEST OF SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	1	8	12	13	9	12	11	14	13	11	4	10
Capacity*	18	18	18	18	18	18	18	18	18	18	18	18
% Occupied	6%	44%	67%	72%	50%	67%	61%	78%	72%	61%	22%	55%

# 300 S. Drive Parking Occupancy Survey

Date: Wednesday, January 16, 2013

## METERS

### PARKING OCCUPANCY

#### METER PARKING ON 300 S. SWALL - NORTH OF OLYMPIC

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	4	5	4	4	5	5	5	5	5	3	2	4
Capacity*	5	5	5	5	5	5	5	5	5	5	5	5
% Occupied	80%	100%	80%	80%	100%	100%	100%	100%	100%	60%	40%	85%

### PARKING OCCUPANCY

#### METER PARKING ON OLYMPIC ADJACENT TO SWALL

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	PEAK HOUR RESTRICTION			6	5	8	5	PEAK HOUR RESTRICTION				6
Capacity*				15	15	15	15					15
% Occupied				40%	33%	53%	33%					40%

# 300 S. Swall Drive Parking Occupancy Survey

Date: Saturday, January 12, 2013

## TOTAL PARKING OCCUPANCY

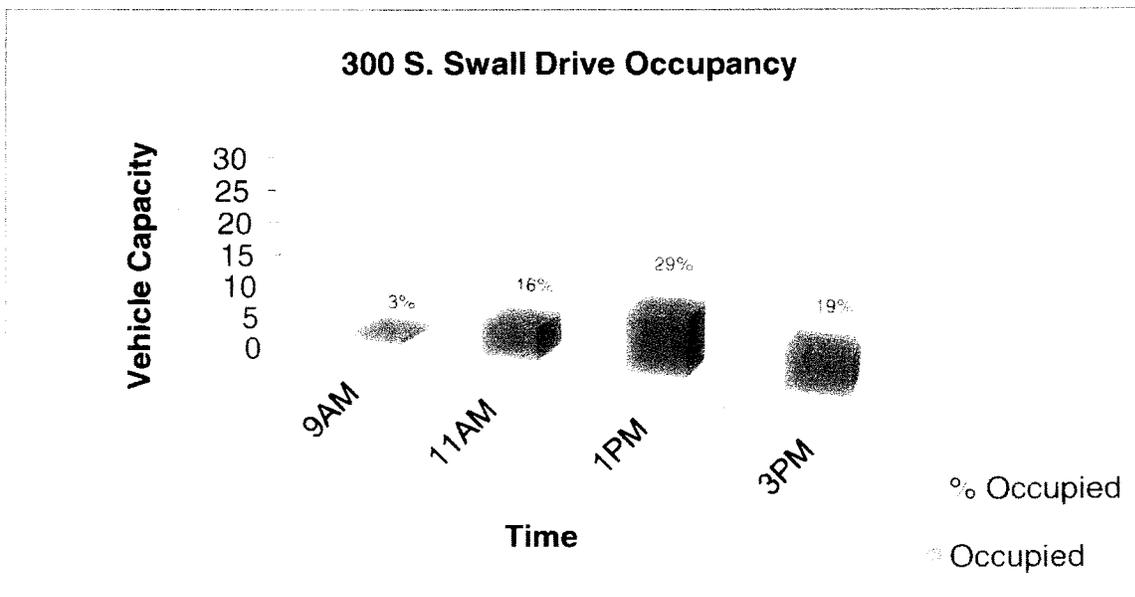
### 300 BLOCK OF S. SWALL - WEST SIDE

**WEST**

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	5	9	6	5
Capacity*	31	31	31	31	31
<b>% Occupied</b>	<b>3%</b>	<b>16%</b>	<b>29%</b>	<b>19%</b>	<b>17%</b>

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	9AM	11AM	1PM	3PM	AVG
Non-Residents (NR)	1	1	5	2	2
Residents (R)	0	4	4	4	3
Capacity*	31	31	31	31	31
<b>NR Occupancy</b>	<b>3%</b>	<b>3%</b>	<b>16%</b>	<b>6%</b>	<b>7%</b>
<b>R Occupancy</b>	<b>0%</b>	<b>13%</b>	<b>13%</b>	<b>13%</b>	<b>10%</b>



\*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.

# 300 S. Swall Drive Parking Occupancy Survey

Date: Saturday, January 12, 2013

## TOTAL PARKING OCCUPANCY

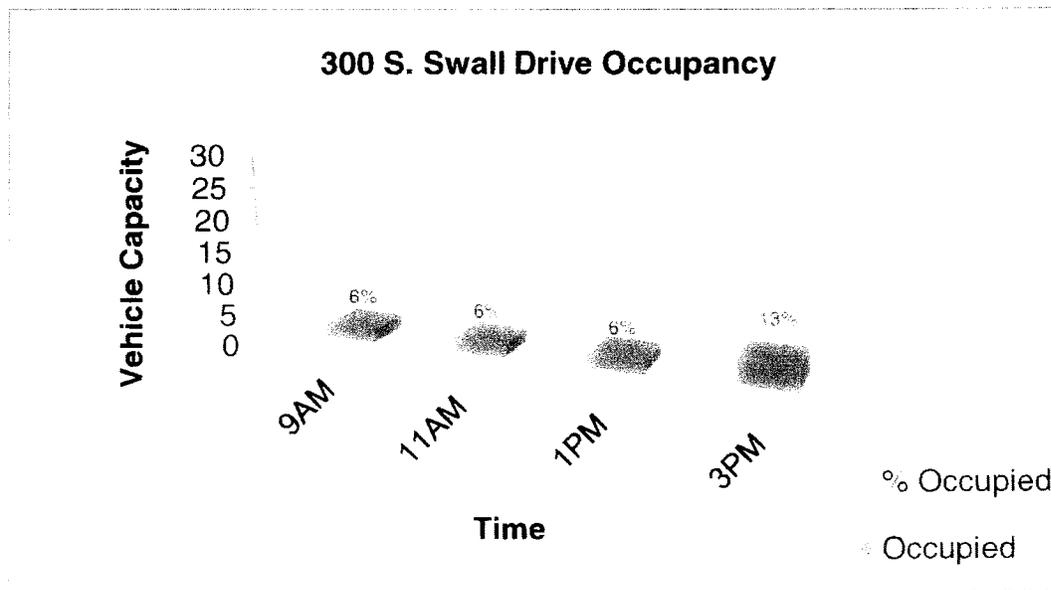
### 300 BLOCK OF S. SWALL - EAST SIDE

**EAST**

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	2	2	2	4	3
Capacity*	32	32	32	32	32
% Occupied	6%	6%	6%	13%	8%

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	9AM	11AM	1PM	3PM	AVG
Non-Residents (NR)	1	1	1	1	1
Residents (R)	1	1	1	3	2
Capacity*	32	32	32	32	32
NR Occupancy	3%	3%	3%	3%	3%
R Occupancy	3%	3%	3%	9%	5%



\*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.

# 300 S. Drive Parking Occupancy Survey

Date: Saturday, January 12, 2013

## PARKING OCCUPANCY

### GARAGE PARKING - EAST SIDE OF 300 OF S. SWALL AT OLYMPIC

### ALLEY

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	2	4	2	2
Capacity*	22	22	22	22	22
<b>% Occupied</b>	<b>5%</b>	<b>9%</b>	<b>18%</b>	<b>9%</b>	<b>10%</b>

## PARKING OCCUPANCY

### DIAGONAL ALLEY PARKING NEXT TO GARAGE

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	5	4	4	4
Capacity*	10	10	10	10	10
<b>% Occupied</b>	<b>10%</b>	<b>50%</b>	<b>40%</b>	<b>40%</b>	<b>35%</b>

## PARKING OCCUPANCY

### ALLEY PARKING - 1ST LOT WEST OF SWALL

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	1	1	1	1
Capacity*	12	12	12	12	12
<b>% Occupied</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>

## PARKING OCCUPANCY

### ALLEY PARKING - 2ND LOT WEST OF SWALL

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	1	1	1	1
Capacity*	13	13	13	13	13
<b>% Occupied</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>	<b>8%</b>

## PARKING OCCUPANCY

### ALLEY PARKING - 3RD LOT WEST OF SWALL

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	2	3	3	2
Capacity*	18	18	18	18	18
<b>% Occupied</b>	<b>6%</b>	<b>11%</b>	<b>17%</b>	<b>17%</b>	<b>13%</b>

# 300 S. Drive Parking Occupancy Survey

Date: Saturday, January 12, 2013

## PARKING OCCUPANCY

### METER PARKING ON 300 S. SWALL - NORTH OF OLYMPIC

### METERS

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	1	2	0	2	1
Capacity*	5	5	5	5	5
% Occupied	20%	40%	0%	40%	25%

## PARKING OCCUPANCY

### METER PARKING ON OLYMPIC ADJACENT TO SWALL

Time of Day	9AM	11AM	1PM	3PM	AVG
Occupied	6	10	8	7	8
Capacity*	15	15	15	15	15
% Occupied	40%	67%	53%	47%	52%

Traffic & Parking Commission

**ATTACHMENT – C**

**Andrea and Rick Grossman**  
**3 South Swall Drive**  
**Beverly Hills, CA 90211**  
**@gmail.com/310**

January 14, 2013

Martha Eros  
Dept. of Transportation and Parking  
345 Foothill Road  
Beverly Hills, CA 90210

Dear Members of Traffic and Parking Commission:

I have collected twenty one signatures for permit parking for the west side of the 300 block of South Swall Drive. We want permit parking that mirrors the permit parking regulation on the east side of the street. That regulation requires residential parking permits weekdays, 8 a.m. to 6 p.m., Monday through Saturday.

Residents on both the west and east sides of the 300 block are greatly impacted by employees of businesses on Olympic Blvd. who use our side of the street (2 hour parking) as their parking lot. They shuffle their cars every two hours to avoid citation, but they leave no room for residents to park on our street. Employees block our driveways, and take all available curb space. Clark Drive has all permit parking on both sides of the street for the 300 block, and La Peer has permit parking on the west side and one-hour parking on the east side, leaving the 300 block of Swall to be the dumping ground for all businesses between Robertson and La Peer. Residents of the 300 block of South Swall are impacted because we have no place to park. Our 2 hour parking allows the businesses to park, and it is the only street within many blocks that has 2 hour parking. Additionally, businesses have managed to buy residential parking permits, or call in for daily parking exemptions, thus clogging up our street even further with business parking.

Many residents on both sides of the street feel impacted and frustrated by the inability to park on either side of the street, due to the massive amount of business parking from Olympic. We request that you enact permit parking on the west side of the 300 block of South Swall, to be consistent with the east side of the street, and with Clark Drive. Thank you.

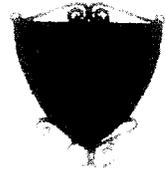
Sincerely,

  
Andrea Grossman

RECEIVED  
CITY OF BEVERLY HILLS  
2013 JAN 16 AM 10:19  
PUBLIC WORKS DEPARTMENT



PREFERENTIAL PARKING PERMIT ZONE  
PETITION REQUEST



A *Preferential Parking Permit Zone* allows Beverly Hills residents to park a vehicle(s) on their 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 \$33.50 each, with fees subject to change each fiscal year. Permits are valid through September 30<sup>th</sup> and may be renewed annually.

Residents may register to receive a daytime exemption permit 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 a daytime exemption permit. Preferential parking permits do not exempt residents from the City's overnight parking restriction between 2:30AM and 5AM. [BHMC 7-3-301]

STREET: 300 BLOCK OF South Swall - West Side of Street  
 LEAD PETITIONER: Andrea Grossman, 310 S. Swall Dr @gmail.com  
Name Address Phone/Email

EXISTING REGULATION:	2 Hour/Time Limit	M-S Day(s)	8 <sup>am</sup> -6pm Enforcement Hours	Day/Evening
PETITION REQUEST:	Permit Hour/Time Limit	M-F Day(s)	8-6 Enforcement Hours	Day/Evening

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

**PRINT NAME & SIGNATURE** **ADDRESS** **PHONE # (OPTIONAL)**

*ave*

RECEIVED  
CITY OF BEVERLY HILLS  
JAN 14 AM 9:34  
PUBLIC WORKS DEPARTMENT

STREET 300 BLOCK OF South Swall

PRINT NAME & SIGNATURE ADDRESS PHONE # (OPTIONAL)

Andres Hosen Andres G. Hosen	3	S Swall Dr	310
Johann Wilkette	3	S Swall Dr	310
Margaret Coulson	3	S Swall Dr	310
RALPH PATIL K J Patel	3	S SWALL DR	(310)
I. Bergman	3	S Swall Dr	310
Helena Wandy			
<del>Handwritten name</del>	3	S Swall	310
Lita Gantiva	3	S Swall	
Rafael (Peters)	3	S Swall	
PRINCE SUMA	3	S SWALL	
Dina Suma	3	S SWALL	310
Ashley Suma	3	S SWALL	310
Robert Wilson	3	S Swall	310
Alicia Blumenthal	3	S Swall Dr	
John M...	3	S Swall Dr	310

te

STREET

BLOCK OF

PRINT NAME & SIGNATURE

ADDRESS

PHONE # (OPTIONAL)

*3/10*

Sean Collins 3 S. Small Dr  
Everyday

Joan A. Mackin 3 S. Small Dr  
Small Dr

Stella Sherman 2, 3 S. Small Dr

Vacant 3

Carl Peniston 3 S. Small Dr

Mark Tunnell 3 S. Small Dr

*Handwritten signature/initials*

# Traffic & Parking Commission

## **ATTACHMENT – D**



## NOTICE OF PUBLIC MEETING

### Request to Establish a Preferential Parking Permit Zone on the West Side of the 300 Block of South Swall Drive

---

The Department of Public Works & Transportation invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone on the west side of the 300 block of South Swall Drive.

**MEETING:** Traffic & Parking Commission

**DATE:** Thursday, February 7, 2013

**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 "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" regulation on the west side of the 300 block of South Swall Drive to mirror the existing permit parking regulation on the east side of the block. The current non-permit parking regulation on the west side of the block is "2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday."

**STAFF RECOMMENDATION:**

Include the west side of the 300 block of South Swall Drive in Preferential Parking Permit Zone "K" with a regulation of:

**"1-Hour Parking, 9 a.m. to 6 p.m.,  
Monday through Saturday, Permit 'K' Exempt"**

**PUBLIC COMMENT:** Persons wishing to comment on this proposal are invited to attend the February 7, 2013 Traffic & Parking Commission meeting. You may 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.

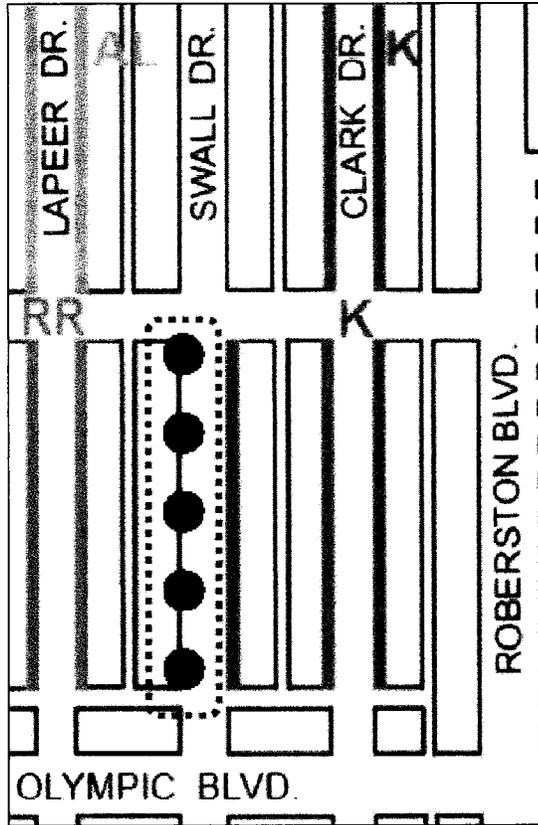
By Email: [transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)  
By Fax: (310) 278-1838  
By Mail: City of Beverly Hills, Transportation Planning  
345 Foothill Road, Beverly Hills, 90210

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.

300 Block of South Swall Drive

**“1-Hour Parking, 9 a.m. to 6 p.m., Monday through Saturday,  
Permit ‘K’ Exempt”**



EXISTING PERMIT ZONE REGULATIONS:

ZONE	LOCATION	PARKING RESTRICTION EXCEPT BY PERMIT
<b>K</b>	BOTH SIDES OF <b>200 &amp; 300 SOUTH CLARK DRIVE</b> BETWEEN CHARLEVILLE BLVD AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	NO PARKING, 9AM-6PM, MON-SAT
<b>K</b>	EAST SIDE ONLY OF <b>300 SOUTH SWALL DRIVE</b> BETWEEN GREGORY WAY AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	
<b>RR</b>	BOTH SIDES OF <b>300 SOUTH LAPEER DRIVE</b> BETWEEN GREGORY WAY AND EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	1-HOUR, 8AM-6PM, MON-FRI
<b>AL</b>	BOTH SIDES OF THE <b>200 BLOCK OF SOUTH LAPEER DRIVE</b> BETWEEN CHARLEVILLE BLVD AND GREGORY WAY	2-HOUR, 8AM-6PM, MON-SAT

# Traffic & Parking Commission

## **ATTACHMENT – E**

**From:**  
**Sent:** Monday, January 28, 2013 12:48 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** PPP zone West Side 300 block of Swall Drive

**SUPPORT**

RE: Westside of 300 S. Swall Drive / Hearing Date Feb 7 - Traffic & Parking Comm.

I write this email in support to establish a 'No parking, 9am - 6pm Monday - Saturday, Except by Permit' on the West side of the 300 block of Swall Drive.

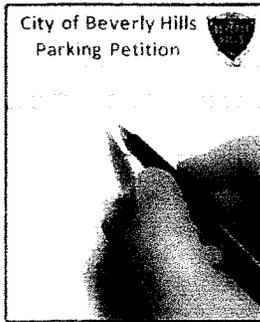
I also support the staff recommendation but would request to have staff reconsider its recommendation in that the West side should be a mirror of the east side and NOT allow the 1-hour parking. It is my opinion that the 1-hour restriction will not be very different from the current situation.

Our family lives at 3 South Swall Drive, on many days, especially after 3pm we have difficulty in ingress / egress of our drive way. That being said, again I am in favor of Full Permit - a mirror of the East Side of the street.

**Joe Patel**

Traffic & Parking Commission

**ATTACHMENT – F**



# PREFERENTIAL PARKING PERMIT ZONES PETITION INSTRUCTIONS

To request a Preferential Parking Permit Zone on a residential street requires submittal of a qualifying petition signed by a minimum 51% of homes or dwelling units on the requesting block(s) and a cover letter outlining the request for establishing or modifying a permit parking zone. The Transportation Planning Division will provide the Lead Petitioner with the minimum number of signatures needed to submit a qualifying petition for review. Following the instructions below will assist in processing your petition request for a permit parking regulation in a timely manner.

## 1. PREFERENTIAL PARKING PERMIT ZONE

A *Preferential Parking Permit Zone* provides Beverly Hills residents with parking privileges beyond the posted regulations on their specific block. Residents in the designated permit zone may purchase up to three (3) permits per household annually at an approximate cost of \$33.50 each\*. Permits are valid through September 30<sup>th</sup> and may be renewed annually.

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]. If your parking needs occasionally exceed what can be accommodated with the maximum three purchased permits, you may call our Customer Service team or register online to receive a daytime parking exemption permit.

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\*. Beverly Hills residents may request a daily parking exemption code to allow a vehicle(s) to park beyond the designated time limit without penalty.

## 2. PETITION SIGNATURE REQUIREMENTS [BHMC 7-3-206(A)]

Establishing a new permit zone requires a petition that contains signatures representing a minimum of **51%** of the homes or dwelling units that favor the implementation of a permit parking regulation within the affected block(s). Once a qualifying petition is submitted to the Department of Public Works & Transportation for review, the signatures are irrevocable. Withdrawing support after the petition is submitted to the City for review will not invalidate the petition.

Amending an existing permit zone regulation requires a petition that contains signatures representing a minimum of **60%** of the homes or dwelling units that favor a modification to the existing permit regulation within the affected block(s).

The Lead Petitioner will serve as the residents' representative and staff's contact person. The dwelling unit number is required to validate the petition, but resident telephone number is optional. Any information that is altered, crossed-over or white-out (i.e., regulation request, signatures, address) will automatically invalidate the petition.

\* Please note: fees are subject to change each fiscal year and are not prorated.

### **3. ELIGIBLE SIGNATURES**

Only one (1) signature per household or dwelling unit will be counted towards a qualifying petition. A single family home is counted as one qualifying signature. Each apartment or condominium unit in a multiple-family building is counted as one qualifying signature. Additional or duplicate signatures from the same residence and/or illegible signatures will not be applied towards the minimum qualifying percentage.

### **4. SELECT A PERMIT PARKING REGULATION**

In order to keep parking regulations consistent throughout the City, please consider any existing parking regulations on adjacent streets and/or permit zones. Permit parking regulations include a combination of the type of parking restriction, day or evening enforcement period and the effective day(s).

Please refer to the attached sample petition to guide you in identifying a permit parking regulation. The petition should reflect the specific parking regulation you are requesting for consideration, and may include different or multiple regulations to distinguish a day and/or evening zone. Possible regulations include a combination of each element identified below:

- 1) Type of regulation: *1-Hour Parking; 2-Hour Parking; No Parking; Unrestricted*
- 2) Enforcement period: *8AM-6PM; 6PM-2:30AM; Anytime*
- 3) Effective day(s): *Monday through Friday; Monday through Saturday; Daily*

### **5. SUBMITTING THE PETITION**

Submit the completed petition to the Public Works & Transportation Department, Attn: Transportation Planning at 345 Foothill Road, Beverly Hills, CA 90210 for review and confirmation of qualifying signatures.

### **6. EVALUATION AND NEXT STEPS**

After receipt of the qualifying petition, staff will conduct parking occupancy survey(s) of the subject area for compliance with the criteria set forth in the Beverly Hills Municipal Code, Standard Criteria for Establishment of Preferential Parking Zones [BHMC 7-3-206].

The request and staff recommendation is then presented to the Traffic & Parking Commission (TPC) for consideration. The TPC is an advisory board to the City Council and meets on the first Thursday of each month. If the TPC recommends the establishment of a permit zone, City procedure requires an environmental review and final approval by the City Council. The City will mail notices of the scheduled review of the petition by the TPC and the City Council to residents and businesses within 500 feet of the block(s) requesting a new, or modifying an existing, permit zone regulation.

Although staff endeavors to expedite petition requests, these procedures could take 4-6 months to complete after receipt of the qualifying petition.

**FOR ADDITIONAL INFORMATION OR GUIDANCE IN COMPLETING THE PETITION FORM  
OR IF YOU HAVE DIFFICULTLY ACQUIRING THE QUALIFYING NUMBER OF  
SIGNATURES, PLEASE CONTACT OUR CUSTOMER SERVICE TEAM AT (310) 285-2500.**



PREFERENTIAL PARKING PERMIT ZONE
PETITION REQUEST

A Preferential Parking Permit Zone allows Beverly Hills residents to park a vehicle(s) on their block during restricted parking hours. Residents of a designated permit zone may purchase up to three (3) permits per household each year at an approximate cost of \$33.50 each (please note: fees subject to change annually). Permits are valid through September 30th and may be renewed annually.

Residents may register to receive a daytime exemption permit 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 a daytime exemption permit. Preferential parking permits do not exempt residents from the City's overnight parking restriction between 2:30AM and 5AM. [BHMC 7-3-301]

STREET: 300 BLOCK OF FOOTHILL ROAD

LEAD PETITIONER: JOHN DOE 345 FOOTHILL ROAD, BEVERLY HILLS, CA (310) 285-2500

Table with 5 columns: Regulation Type, Hour/Time Limit, Day(s), Enforcement Hours, Day/Evening. Rows include Existing Regulation (2-HOUR, MON-FRI, 8AM-6PM, DAY) and Petition Request (1-HOUR, MON-SAT, 8AM-6PM, DAY).

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

Table with 3 columns: PRINT NAME & SIGNATURE, ADDRESS, PHONE # (OPTIONAL). Multiple rows for signatures.



# City of Beverly Hills Municipal Code



## Chapter 7. Traffic, Parking & Public Transportation Article 2. Preferential Parking

### 7-3-201: TITLE:

This article of the Beverly Hills municipal code may be referred to as the *PREFERENTIAL PARKING MASTER PLAN ORDINANCE* of the city of Beverly Hills. (1962 Code § 3-6.2203; amd. Ord. 93-O-2169, eff. 7-2-1993)

### 7-3-202: PURPOSE:

The purpose of this article is to create a preferential parking program which is necessary in order to alleviate the severe lack of on street parking on certain residential streets in the city caused primarily by commuter vehicle traffic and to provide reasonably available and convenient parking for the adjacent residents. The preferential parking program consists of a preferential parking district within which zones are established which are aimed at reducing noise, traffic hazards, and environmental pollution and encouraging car pooling, telecommuting and mass transit. (1962 Code § 3-6.2203; amd. Ord. 90-O-2095, eff. 8-9-1990; Ord. 93-O-2169, eff. 7-2-1993)

### 7-3-203: DEFINITIONS:

For purposes of this article, certain words and phrases are defined as follows:

**COMMUTER:** A motor vehicle parked in a residential area which is not owned, leased or otherwise controlled by a resident who lives in the area designated as a preferential parking zone.

**DWELLING UNIT:** Any single-family residence or any multiple residential unit. "Dwelling unit" shall also include any congregate care facility, as defined in section 10-3-1260 or 10-3-1286 of this code, that is not ineligible for participation in a preferential parking zone pursuant to section 7-3-205.5 of this chapter. "Dwelling unit" shall not include hotel guestrooms or suites.

**EXISTING ZONE:** A preferential parking zone established by resolution of the city council on or before July 2, 1993.

**GUEST:** A person who visits or is employed by an occupant of a dwelling unit located in a preferential parking zone.

**PARKING RESTRICTION:** The amount of time and/or time of day vehicles may park on the street in a preferential parking zone. Such restrictions may include, without limitation, "one hour parking except by permit", "two hour parking except by permit", "no parking except by permit". and "no parking 8 a.m. to 6 p.m. except by permit".

**PREFERENTIAL PARKING:** A street block or group of street blocks where vehicles displaying a valid permit shall be exempt from certain daytime and nighttime parking restrictions.

**PREFERENTIAL PARKING DISTRICT:** A group of street blocks having similar land use designations and which are eligible for inclusion in a preferential parking zone upon approval of the city council.

**PREFERENTIAL PARKING MASTER PLAN AREA:** The residentially zoned area of the city south of North Santa Monica Boulevard.

**PREFERENTIAL PARKING ZONE:** A street block or group of street blocks that are designated for preferential parking by the city council.

**RESIDENT:** A person who lives in a dwelling unit located in a preferential parking zone.

**STREET:** The same as set forth in title 1 of this code, except that street shall not include alleys.

**STREET BLOCK:** The portion of a street that lies between two (2) immediately intersecting streets. If a street block has two (2) 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. (1962 Code § 3-6.2204; amd. Ord. 93-O-2169, eff. 7-2-1993; Ord. 94-O-2198, eff. 4-22-1994; Ord. 02-O-2405, eff. 9-20-2002; Ord. 03-O-2432, eff. 11-21-2003)

#### **7-3-204: PREFERENTIAL PARKING DISTRICT:**

A preferential parking district is hereby established and shall be comprised of certain residential street blocks that are located within the preferential parking master plan area. A map designating such street blocks shall be prepared and maintained on file in the office of the director of transportation. Street blocks included in this district are eligible for inclusion into an existing or new preferential parking zone in accordance with the procedure set forth in section 7-3-206 of this chapter. (1962 Code § 3-6.2204; amd. Ord. 93-O-2169, eff. 7-2-1993)

#### **7-3-205: CERTAIN AREAS WHERE PREFERENTIAL PARKING IS NOT ALLOWED:**

No preferential parking zone shall be established on any of the following types of street blocks:

A. Street blocks on an arterial street as designated in the city's general plan.

B. Street blocks with land zoned or used for commercial purposes on both sides of the street. (1962 Code § 3-6.2204; amd. Ord. 93-O-2169, eff. 7-2-1993; Ord. 94-O-2199, eff. 6-17-1994)

#### **7-3-205.5: CERTAIN PROPERTY INELIGIBLE FOR PARTICIPATION IN PREFERENTIAL PARKING:**

Any property which receives a reduction in the number of required parking spaces for each dwelling unit in accordance with the provisions of section 10-3-1260 or 10-3-1286 of this code, and all residents of such property, shall be ineligible to participate in a preferential parking zone. (Ord. 03-O-2432, eff. 11-21-2003)

**7-3-206: STANDARD CRITERIA FOR ESTABLISHMENT OF PREFERENTIAL PARKING ZONES:**

- A. A preferential parking zone may be established by either of the following two (2) methods: 1) a petition signed by more than fifty percent (50%) of the residents residing on property abutting a street within the proposed zone requesting the creation of the zone; or 2) a director of transportation initiated proposal with notice sent to abutting residents if not more than forty percent (40%) of such residents have sent to the city a return form objecting to the creation of the zone.
  
- B. Whether initiated by petition or by the director of transportation, in order to establish a preferential parking zone, the director of transportation shall do the following: 1) prepare a study on the need for preferential parking restrictions, and 2) make a recommendation to the traffic and parking commission as to whether a preferential parking zone should be established and the maximum parking restriction that may be imposed for vehicles parking in a preferential parking zone.
  
- C. Whether initiated by petition or by the director of transportation, in order to establish a preferential parking zone, the traffic and parking commission shall, based on the criteria set forth in subsection D of this section, make a recommendation to the city council as to whether a preferential parking zone should be established and the maximum parking restriction that may be imposed for vehicles parking in a preferential parking zone.
  
- D. 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 are the source of unreasonable noise, traffic hazards, environmental pollution, or other similar interference with the residential environment.
  
  - 2. There is no reasonable alternative which is feasible or practical to reduce the identified street parking problem to acceptable levels, and displaced commuter vehicles will not unduly impact surrounding residential areas.

The city council shall determine the maximum parking restriction that may be imposed for vehicles parking in a preferential parking zone as it deems appropriate. (1962 Code § 3-6.2205; amd. Ord. 93-O-2169, eff. 7-2-1993; Ord. 98-O-2311, eff. 10-23-1998)

**7-3-207: MODIFICATION OF AN EXISTING ZONE:**

A preferential parking zone once established may be modified as follows:

- A. The director of public works and transportation, at the request of the traffic and parking commission or the city council, may initiate a modification to an existing preferential permit zone. If a request is initiated by the city council, the modification shall be heard by the city council and approved by resolution. If the request is initiated by the traffic and parking commission, the traffic and parking commission shall provide a recommendation to the city council and the modification shall be approved by resolution of the city council.

- B. Sixty percent (60%) of the residents within the existing zone sign a petition requesting a modification to the parking restrictions in that zone. The traffic and parking commission shall provide a recommendation to the city council. The modification shall be approved by resolution of the city council.

The city council shall determine the maximum parking restriction that may be imposed for vehicles parking in a preferential parking zone as it deems appropriate. (Ord. 09-O-2571, eff. 12-6-2009)

#### **7-3-208: APPLICATION AND ISSUANCE OF PREFERENTIAL PARKING PERMITS:**

Permits authorizing vehicle parking in a preferential parking zone may be issued by the department of finance administration to residents occupying property within a preferential parking zone, subject to the following requirements and restrictions:

- A. Furnishing satisfactory proof of residency on the street in the zone;
- B. Completion of an application on the form designated by the department of finance administration;
- C. Payment of the preferential parking permit fee designated by council resolution. (Ord. 93-O-2169, eff. 7-2-1993)

#### **7-3-209: MAXIMUM NUMBER OF PERMITS:**

- A. The maximum number of preferential parking permits that may be issued to the inhabitants of a single dwelling unit that has vehicles registered to that address or that has vehicles used on a full time basis by the occupants of that residence shall not exceed three (3), except as provided in subsection B of this section. The maximum number of preferential parking permits which may be issued to the inhabitants of a single dwelling unit that has no vehicles registered to that address shall not exceed two (2).
- B. The traffic and parking commission has the authority to grant additional preferential parking permits upon application of a qualified applicant and proof that more than three (3) vehicles are registered to the dwelling unit or used on a full time basis by the occupants of the dwelling unit, that sufficient off street parking is not available to the applicant and that an undue hardship will result if the additional permit request is not granted. (Ord. 93-O-2169, eff. 7-2-1993)

#### **7-3-210: TERM OF PREFERENTIAL PARKING PERMITS:**

Preferential parking permits shall be valid for a period of one year from the date of issuance or until such time as the applicant ceases to reside in the preferential parking zone, whichever occurs first. (Ord. 93-O-2169, eff. 7-2-1993)

#### **7-3-211: USE OF PERMITS BY RESIDENTS AND GUESTS:**

- A. A resident who holds a valid preferential parking permit may use the permit for the purpose of parking on the street block adjacent to the dwelling unit of such resident or adjacent to the dwelling unit of another resident who resides in the same preferential parking zone while they are visiting such resident.

B. A resident who holds a valid preferential parking permit may allow a guest of such resident to use the permit for the purpose of parking on the street adjacent to the dwelling unit of the resident while visiting with or working for the resident at the resident's dwelling unit. (Ord. 93-O-2169, eff. 7-2-1993; amd. Ord. 97-O-2280, eff. 6-6-1997; Ord. 98-O-2311, eff. 10-23-1998)

**7-3-212: PROHIBITIONS AND RESTRICTIONS ON PREFERENTIAL PARKING PERMITS:**

A. No vehicle shall be parked or stopped adjacent to any curb in a preferential parking zone during the time preferential parking is in effect, unless such vehicle shall have prominently displayed a preferential parking permit issued by the city, which permit shall be displayed hanging from the rear view mirror of the vehicle.

B. It shall be unlawful for any person to sell, rent or lease, or cause to be sold, rented or leased, for any value or consideration any preferential parking permit.

C. It shall be unlawful for any person to buy or otherwise acquire for value or use any preferential parking permit, except as provided for in this article. (Ord. 93-O-2169, eff. 7-2-1993; amd. Ord. 94-O-2198, eff. 4-22-1994; Ord. 94-O-2204, eff. 8-5-1994; Ord. 97-O-2280, eff. 6-6-1997)

**7-3-213: REVOCATION OF PERMIT:**

Where any permit issued under this article has been procured through fraud or misrepresentation, or where the permittee has violated provisions of this article, the director of transportation shall hold a hearing, with notice of the time and place of such hearing mailed to the permittee at least ten (10) days preceding the hearing. If the permit is revoked following the hearing, the permittee shall be mailed written notice of the revocation and the reasons therefore. (Ord. 93-O-2169, eff. 7-2-1993)

**7-3-214: APPEAL OF DIRECTOR'S DECISION TO THE TRAFFIC AND PARKING COMMISSION:**

Any decision of the department of finance administration in granting or denying a permit under this article on any decision of the director of transportation revoking a permit under this article may be appealed to the traffic and parking commission. The appeal shall be in writing, and shall be filed with the commission within fourteen (14) days after the decision. The decision of the traffic and parking commission to uphold or reverse the decision of the department of finance administration or the director of transportation, as the case may be, shall be final. (Ord. 93-O-2169, eff. 7-2-1993)

\*\*\*\*\*



**PREFERENTIAL PARKING PERMIT ZONE  
PETITION REQUEST**



A *Preferential Parking Permit Zone* allows Beverly Hills residents to park a vehicle(s) on their 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 \$33.50 each, with *fees subject to change each fiscal year*. Permits are valid through September 30<sup>th</sup> and may be renewed annually.

Residents may register to receive a daytime exemption permit 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 a daytime exemption permit. 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 OF** \_\_\_\_\_

**LEAD PETITIONER:** \_\_\_\_\_

	Name	Address	Phone/Email	
<b>EXISTING REGULATION:</b>	Hour/Time Limit	Day(s)	Enforcement Hours	Day/Evening
<b>PETITION REQUEST:</b>	Hour/Time Limit	Day(s)	Enforcement Hours	Day/Evening

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

PRINT NAME & SIGNATURE	ADDRESS	PHONE # (OPTIONAL)



# **ATTACHMENT 6**

# BEVERLY HILLS CITY COUNCIL NOTICE OF PUBLIC MEETING



## Request to Establish Preferential Parking Zone "K" on the West Side of the 300 Block of South Swall Drive

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The City of Beverly Hills invites your participation in the review of a resident-initiated petition to establish Preferential Parking Zone "K" on the west side of the **300 block of South Swall Drive** between Gregory Way and the east/west alleyway north of Olympic Boulevard.

- MEETING:** Beverly Hills City Council
- DATE:** Tuesday, February 19, 2013
- 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 "*No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit*" regulation on the west side of the 300 block of South Swall Drive. The current non-permit parking regulation on the west side of the block is "2-Hour Parking, 8 a.m. to 6 p.m., Except Sunday."
- ACTION:** Consideration of a Traffic & Parking Commission recommendation to establish Preferential Parking Zone "K" on the west side of the 300 block of South Swall Drive with a regulation of:

**"1-Hour Parking, 9 a.m. to 6 p.m.,  
Monday through Saturday, Permit 'K' Exempt"**

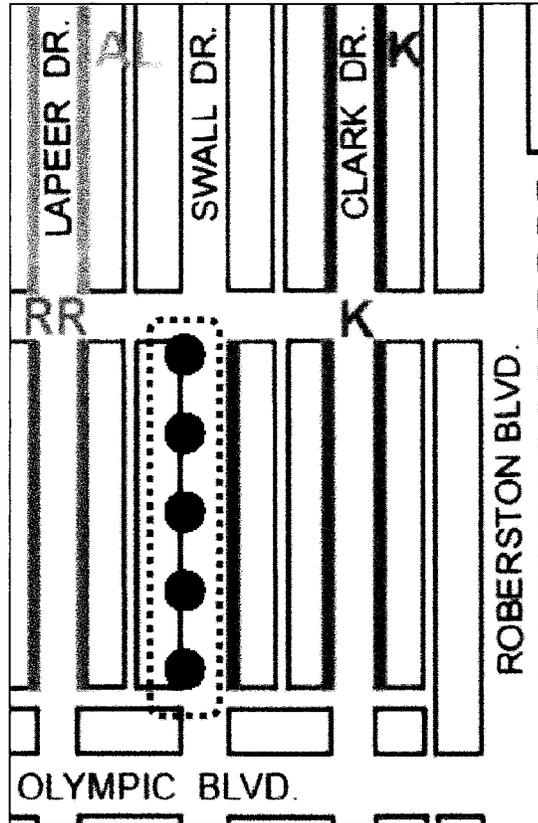
The Traffic & Parking Commission is an advisory board to the City Council. The City Council may approve, deny, or modify the petition request.

- PUBLIC COMMENT:** Persons wishing to comment on this proposal are invited to attend the February 19, 2013 City Council meeting. You may also submit written comments by e-mail, fax, or postal mail for review by the Beverly Hills City Council.

By Email: [transportation@beverlyhills.org](mailto: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.

**West Side of the**  
**300 Block of South Swall Drive**



EXISTING PERMIT ZONE REGULATIONS:

ZONE	LOCATION	PARKING RESTRICTION EXCEPT BY PERMIT
<b>K</b>	BOTH SIDES OF <b>200 &amp; 300 SOUTH CLARK DRIVE</b> BETWEEN CHARLEVILLE BLVD AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	NO PARKING, 9AM-6PM, MON-SAT
<b>K</b>	EAST SIDE ONLY OF <b>300 SOUTH SWALL DRIVE</b> BETWEEN GREGORY WAY AND THE EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	
<b>RR</b>	BOTH SIDES OF <b>300 SOUTH LAPEER DRIVE</b> BETWEEN GREGORY WAY AND EAST/WEST ALLEY IMMEDIATELY NORTH OF OLYMPIC BLVD	1-HOUR, 8AM-6PM, MON-FRI
<b>AL</b>	BOTH SIDES OF THE <b>200 BLOCK OF SOUTH LAPEER DRIVE</b> BETWEEN CHARLEVILLE BLVD AND GREGORY WAY	2-HOUR, 8AM-6PM, MON-SAT

# **ATTACHMENT 7**

Traffic & Parking Commission

February 7, 2013

As of Wednesday, Feb. 6, 2013; 5:15 PM

**300 SOUTH SWALL DRIVE**

DATE	ADDRESS		SUPPORT	OPPOSE
01/28/13	300 S. South Swall Drive	Resident	X	
02/06/13	8889 W. Olympic Blvd. #200	Business		X
02/06/13	8889 W. Olympic Blvd. #240	Business		X
02/06/13	8889 W. Olympic Blvd. #PH	Business		X

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**From:** WebCBH TRANSPORTATION  
**Subject:** FW: PPP zone West Side 300 block of Swall Drive

**SUPPORT**

**From:** [mailto:  
**Sent:** Monday, January 28, 2013 12:48 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** PPP zone West Side 300 block of Swall Drive

RE: Westside of 300 S. Swall Drive / Hearing Date Feb 7 - Traffic & Parking Comm.

I write this email in support to establish a 'No parking, 9am - 6pm Monday - Saturday, Except by Permit' on the West side of the 300 block of Swall Drive.

I also support the staff recommendation but would request to have staff reconsider its recommendation in that the West side should be a mirror of the east side and NOT allow the 1-hour parking. It is my opinion that the 1-hour restriction will not be very different from the current situation.

Our family lives at 3 South Swall Drive, on many days, especially after 3pm we have difficulty in ingress / egress of our drive way. That being said, again I am in favor of Full Permit - a mirror of the East Side of the street.

**Joe Patel**  
*Nikki Investments LLC*  
W. Washington Blvd  
Los Angeles, CA 90016

(323) office  
(323) fax  
(323) direct

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**From:** WebCBH TRANSPORTATION  
**Subject:** FW: Opposition to Request to Establish a Preferential Parking Permit Zone on West Side of the 300 Block of South Swall Drive

**Importance:** High

**OPPOSE**

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**From:** Matthew Abbasi [<mailto:>]  
**Sent:** Wednesday, February 06, 2013 11:17 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Opposition to Request to Establish a Preferential Parking Permit Zone on West Side of the 300 Block of South Swall Drive  
**Importance:** High

To the Department of Public Works & Transportation:

Please allow this email to serve as our firm's opposition to proposed establishment of preferential parking on the west side of South Swall.

The hearing for this matter is set for 2/7/2013 at 9:30 a.m. but we were advised that written objections could be emailed if we could not attend in person. Unfortunately, I will not be able to attend the hearing as I have to be at court but I wanted to voice my opposition to this proposal as it is very unfair and damaging to our business, clients and the entire community.

If this proposal is accepted, there will be no public parking anywhere on Swall and that would greatly harm our firm which is very unfair. As a local tax paying business, we need parking for our clients which is very hard to come by around our building as is.

Therefore, we respectfully request for the interests of our law firm and similar business and offices in the area to be taken into account and for this request to be denied.

Sincerely Yours,

M. Matthew Abbasi, Esq.

**ABBASI & ASSOCIATES**

*A Professional Corporation*

8 Vest Olympic Boulevard, Suite  
Beverly Hills, California 90211

Telephone: (310)

Facsimile: (310)

Efax: (888)

*COM*

**CONFIDENTIALITY NOTICE:**

1/4

**From:** WebCBH TRANSPORTATION  
**Subject:** FW: Opposition to Convert the West Side of the 300 Block of South Swall Drive to a "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" Preferential Permit Zone  
**Attachments:** BH.TRANSPORTATION.PLANNING.pdf

**OPPOSE**

**From:** Nick Ebrahimian [mailto:[nick@laviandebrahamian.com](mailto:nick@laviandebrahamian.com)]  
**Sent:** Wednesday, February 06, 2013 11:22 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Opposition to Convert the West Side of the 300 Block of South Swall Drive to a "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" Preferential Permit Zone

Dear Madam/Sir,

Attached please find a copy of a Letter re Opposition to Convert the West Side of the 300 Block of South Swall Drive to a "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" Preferential Permit Zone. The attached letter is also being sent to you via fax and personal delivery on today's date. Please note that the hearing concerning this matter is set for tomorrow, February 7, 2013. Please call me if you have any questions. Regards. Nick Ebrahimian.

**PLEASE NOTE OUR NEW ADDRESS, TELEPHONE AND FACSIMILE NUMBER BELOW**

N. Nick Ebrahimian, Esq.  
Lavi & Ebrahimian, LLP  
8 W. Olympic Blvd., Suite  
Beverly Hills, California 90211  
Tel. (310)  
Fax (310)  
Cell (310)

OPPOSE

(2)

LAW OFFICES OF  
**LAVI & EBRAHIMIAN, LLP**  
8 W. OLYMPIC BLVD., SUITE  
BEVERLY HILLS, CALIFORNIA 90211  
TELEPHONE: (310)  
FACSIMILE: (310)  
WWW

RECEIVED  
CITY OF BEVERLY HILLS  
2013 FEB -6 AM 11:44  
PUBLIC WORKS DEPARTMENT

February 6, 2013

✓ VIA FACSIMILE (310) 278-1838 *me*  
✓ EMAIL TRANSPORTATION@BEVERLYHILLS.ORG *me*  
✓ AND PERSONAL DELIVERY *me*

City of Beverly Hills, Transportation Planning  
345 Foothill Road  
Beverly Hills, CA 90210

**Re: Opposition to Convert the West Side of the 300 Block of South Swall Drive to a "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" Preferential Permit Zone**

Dear Members of the Traffic and Parking Commission:

This letter serves to oppose the petition request to convert the west side of the 300 block of south Swall Drive to a "No Parking, 9 a.m. to 6 p.m., Monday through Saturday, Except by Permit" preferential permit zone. For the reasons mentioned in this opposition letter, if approved, the parking restrictions will most certainly cause Beverly Hills businesses located on around Olympic Boulevard to experience undue hardship.

Lavi & Ebrahimian, LLP was founded in Beverly Hills, CA in 2003 and opened its new office location at 8 West Olympic Boulevard in July of 2011. We handle virtually every aspect of employment law, such as wrongful terminations, discrimination, harassment, wage and hour issues and violations of state and federal employment laws. Our office is located on north-east corner of Swall Drive and Olympic Boulevard.

In addition to being a full-time employment litigation firm, we are also co-owners of the building located at 8 West Olympic Boulevard. Nearly half of the businesses located in this building are our tenants. Many of the tenants in this building are also active law firms and working professionals. When we purchased this building in 2011, we did so in full reliance of the 2 hour parking offered on the west side of the 300 block of south Swall Drive. In addition, when our tenants rented office space from us, they did so in full reliance of the 2 hour

parking offered on the west side of the 300 block of south Swall Drive.

To ensure the survival of our law practice, our clients need access to the 2 hour parking offered on the west side of the 300 block of south Swall Drive. For instance, when we take on a new case, the client intake process can be a crucial part of establishing the right attorney-client relationship. It is at this stage that we get to know our clients personally, discover facts of the client's case, clarify what the client wants to accomplish, and shape the client's expectations as to what actually can be accomplished. The intake process is a lengthy process which can take at least 2 hours. As such, without providing a prospective client with access to convenient parking, our ability to secure that client's business will be severely limited. Likewise, many of our existing clients are facing a host of complicated legal issues. To effectively represent our existing clients, we need to arrange for follow-up meetings to prepare them for a hearings, deposition, or trial. This too is a lengthy process which can take at least 2 hours. This also means that the staff recommendation to convert the west side of the 300 block of south Swall Drive to a 1-hour parking zone is not a reasonable accommodation. Without providing our existing clients with access to convenient parking, our ability to effectively represent our existing clients will be severely limited.

For the reasons mentioned above, without the ability to provide their clients with access to the 2 hour parking offered on the west side of the 300 block of south Swall Drive, our tenants will find it extremely difficult to cater to the needs of their clients. This puts us in jeopardy of losing our tenants, all of whom have recently voiced concern over the proposed restrictions. Losing our tenants will most certainly result in loss of rent revenue for the owners of the building and loss of business tax revenue for the City of Beverly Hills.

If the request to convert the west side of the 300 block of south Swall Drive to a preferential parking zone is approved, there will be no reasonable alternative parking locations to accommodate the needs of the businesses located on Olympic Boulevard:

1. There are a limited number of parking meters on Olympic Boulevard and the surrounding streets to accommodate the needs of the businesses on Olympic Boulevard. Furthermore, parking is restricted on Olympic Boulevard during rush hour traffic between the hours of 7:00 a.m. to 10:00 a.m. and 3:00 p.m. to 7:00 p.m.

(4/4)

2. No parking is permitted between the hours 9 a.m. to 6 p.m., Monday through Friday, on both sides of 200 and 300 south Clark Drive (between Charleville and the east/west alley immediately north of Olympic Boulevard).
3. No parking is permitted between the hours of 9 a.m. to 6 p.m., Monday through Friday, on the south side of the 300 block of south Swall Drive.

In view of the restrictions in place at this time, converting the west side of the 300 block of south Swall Drive will severely limit our ability to serve our clients. This means that patrons of 8 West Olympic Boulevard and the surrounding businesses will essentially have to walk long distances to keep an appointment. Alternatively, patrons of 8 West Olympic Boulevard and the surrounding businesses will have to scabble for a parking meter between the hours of 10:00 a.m. to 3:00 p.m.

In conclusion, we respectfully request that you deny the petition request to convert the west side of the 300 block of south Swall Drive to a preferential permit zone. The proposed restrictions will prevent us from catering to the needs of our new and existing clients and the needs of our tenants. Our current tenants have made it very clear that if the restrictions take place, they will relocate. Should this happen, we will lose a significant source of rent revenue. Furthermore, parking restrictions and the resulting relocation of our current tenants will mean that the City of Beverly Hills will be deprived of much needed business tax revenue.

As business owners and property owners, we are a significant source of business and property tax revenue for the City of Beverly Hills. To continue this relationship, we must be able to provide our clients and tenants with reasonable parking locations.

Thank you for your assistance and cooperation. Of course, if you have any questions or concerns, please feel free to contact us.

Sincerely,  
**LAVI & EBRAHIMIAN, LLP**



Nick Ebrahimian, Esq.

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**From:** WebCBH TRANSPORTATION  
**Subject:** FW: Swall Drive Hearing- Thursday Feb. 7

**OPPOSE**

**From:** Michael Greenslade [mailto:\_\_\_\_\_]  
**Sent:** Wednesday, February 06, 2013 12:38 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Swall Drive Hearing- Thursday Feb. 7

I am submitting a PUBLIC COMMENT to be considered by the City as part of the Feb. 7 hearing regarding the petition to restrict parking on the West Side of Swall. I am employed at the building on the corner of Swall and Olympic and have many clients and vendors visiting my office during the hours of 9:00 am to 6:00 pm. Because of the lack of public parking spaces available for those clients and vendors, we utilize the two hour parking currently available on the West side of Swall. Since the East side is already restricted by permit, granting the petition to render the West side a permit only location would cause a great hardship to my business as well as many other business owners in the area. I respectfully request that the City deny this request and allow for the 2 hour parking for non-permitted vehicles to continue on the West side of Swall.