



## AGENDA REPORT

**Meeting Date:** June 24, 2014

**Item Number:** F-2

**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 PERMIT ZONE "O" ON THE 700 BLOCK OF NORTH ARDEN DRIVE AND THE NORTH SIDE OF ELEVADO AVENUE BETWEEN THE EAST AND WEST ALLEYWAYS OF NORTH ARDEN DRIVE

**Attachments:**

1. Resolution
2. Categorical Exemption
3. City Council Notice of Public Meeting
4. Traffic & Parking Commission Minutes - Draft
5. June 5, 2014 Traffic & Parking Commission Staff Report
6. New Correspondence
7. Correspondence Summary

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### **RECOMMENDATION**

Staff and the Traffic & Parking Commission recommend that the City Council approve a resolution establishing Preferential Parking Permit Zone "O" on the 700 block of North Arden Drive and the adjacent sections on the north side of Elevado Avenue as follows:

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

### **INTRODUCTION**

The Traffic & Parking Commission reviewed a resident-initiated request to establish permit parking on the 700 block of North Arden Drive at its June 5, 2014 meeting. The Commission voted unanimously (3-0) to support staff's recommendation for a 2-hour daytime and no parking evening permit regulation. Chair A. Licht and Commissioner A. Grushcow were absent.

## **DISCUSSION**

Background information is provided in the June 5, 2014 Traffic & Parking Commission report.

Seven area residents provided public comment at the June 5, 2014 Traffic & Parking Commission meeting. Three residents spoke in support of establishing a parking regulation to address commuter intrusion by employees and visitors for Sunset Boulevard venues and the Luckman Building in West Hollywood. Residents at the north end of the block cite long-term commuters (i.e., uniformed employees) displace family and service worker parking in front of their homes, unruly late night behavior, and increased parking impacts as a result of recent implementation of Zone "O" regulations on North Alta Drive to the east.

Residents at the south end and in adjacent blocks have expressed opposition to any type of parking regulation stating that the situation is a temporary parking impact due to current construction; and a parking zone will cause the loss of personal privacy when requesting permits or daytime exemptions, loss of parking for personal employees (i.e., assistants, household staff, caretakers), and will require extra expense and time to purchase permits.

Transportation Planning staff and the Traffic & Parking Commission recognize that the implementation of a Preferential Parking Permit Zone on the 700 block of North Arden Drive may impact adjacent blocks by shifting parking to the west. If approved, staff will continue the current practice of notifying residents on adjacent blocks of any parking regulation changes and assisting with the Preferential Parking Permit petition process.

Public notices for the June 24, 2014 Council meeting were mailed to the same distribution list used for Traffic & Parking Commission review. A total of 20 letters from 13 households were received, with two households supporting and 11 households opposing a parking regulation on the 700 block of North Arden Drive. Two of the households opposing the parking regulation reside on adjacent blocks.

Of the 9 households from the 700 block of North Arden Drive opposing the permit zone, two signed the qualifying petition but now have reversed their position. One household in support of the permit zone did not sign the petition. The City Attorney's office has advised that once a qualifying petition is submitted, the process continues even if residents who signed the petition changed their mind. This is also consistent with past practice.

However, if the petition were updated with letters from these three households, nine of 18 households (50%) of the block would be in support of the zone. The Beverly Hills Municipal Code (7-3-206) states a permit zone may be established by a "petition signed by more than fifty percent (50%) of the residents residing on property abutting a street within the proposed zone..."

**FISCAL IMPACT**

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

  
Approved By  
Susan Healy Keene, AICP

# **ATTACHMENT 1**

RESOLUTION NO.14-R-

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

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

WHEREAS, the petition sought to establish a Preferential Parking Permit Zone on the 700 block of North Arden Drive;

WHEREAS, there are no parking restrictions on the 700 block of North Arden Drive and on both sides of Elevado Avenue between the east and west alleyways of North Arden Drive;

WHEREAS, on June 5, 2014, the Traffic & Parking Commission investigated the need to establish a Preferential Parking Permit Zone on the 700 block of North Arden Drive, and north side of Elevado Avenue between the east and west alleyways of North Arden Drive;

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

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

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

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

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

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

“2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday” and

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

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

Adopted:

\_\_\_\_\_  
LILI BOSSE  
Mayor of the City of Beverly Hills, California

ATTEST:

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

APPROVED AS TO FORM:

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

APPROVED AS TO CONTENT:

  
\_\_\_\_\_  
SUSAN HEALY KEENE, AICP  
Director of Community Development

# **ATTACHMENT 2**



BeverlyHills.org

### Categorical Exemption

Name of Project: 700 Block of North Arden Drive and the north side of Elevado Avenue between the east and west alleyways of North Arden Drive.

Location: Both sides of the 700 block of North Arden Drive and the north side of Elevado Avenue between the east and west alleyways of North Arden Drive.

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

Project Description: Establish a "2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday, and No Parking, 6 p.m. to 2:30 a.m., Daily, Permit "O" Exempt" parking regulation on the 700 block of North Arden Drive.

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: Community Development Department Phone: 310-285-2542

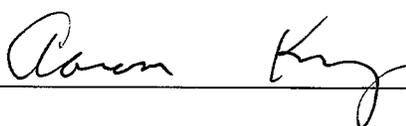
Agent's Address: 455 North Rexford Drive

City: Beverly Hills, CA Zip: 90210

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

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

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

Reviewed by  Date 6-19-2014

# **ATTACHMENT 3**

# BEVERLY HILLS CITY COUNCIL NOTICE OF PUBLIC MEETING



## 700 Block of North Arden Drive Request to Establish Preferential Parking Permit Zone

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The City of Beverly Hills invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone on the 700 block of North Arden Drive and the north side of Elevado Avenue between the east and west alleyways of Arden Drive.

**MEETING:** Beverly Hills City Council

**DATE:** Tuesday, June 24, 2014

**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

**ACTION:** Consideration of a Traffic & Parking Commission recommendation to establish a Preferential Parking Permit Zone on the 700 block of North Arden Drive as follows:

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

The Traffic & Parking Commission is an advisory board to the City Council. The City Council may approve, deny, or modify the petition request. Please note that a “No Parking” evening permit regulation does not exempt vehicles from the City’s overnight no parking ordinance between 2:30-5:00 a.m.

**PUBLIC COMMENT:** Persons wishing to comment on this proposal are invited to attend the June 24, 2014 City Council meeting. You may submit your comments in writing for review by the Beverly Hills City Council.

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

By Mail: City of Beverly Hills  
Community Development - Transportation Planning  
455 North Rexford Drive, Beverly Hills, CA 90210

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

## 700 Block of North Arden Drive

Current: No parking restriction

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



Existing Zone "O" Permit Regulations:

700 N. ALTA, SIERRA, OAKHURST DR; 800 CINTHIA ST; ADJACENT SECTIONS OF ELEVADO AVE.	2-HOUR, 8AM-8PM, MON-SAT; and NO PARKING, 8PM-2:30AM, DAILY
600 N. ALTA AND OAKHURST DR; 600 N. SIERRA DR BETWEEN CARMELITA AVE AND 612/613 PROPERTY LINE; 500 AND 600 N. SIERRA AND ALTA DR; ADJACENT SECTIONS OF CARMELITA AVE.	NO PARKING, 8PM-2AM, DAILY
WEST SIDE OF THE 600 N. DOHENY DR BETWEEN SANTA MONICA BLVD TO MIDBLOCK AT 625 PROPERTY LINE.	1-HOUR, 8AM-7PM, DAILY; and NO PARKING, 7PM-2:30AM, DAILY
WEST SIDE OF 600 N. DOHENY DR BETWEEN ELEVADO AVE TO MIDBLOCK AT 625 PROPERTY LINE.	2-HOUR, 8AM-7PM, DAILY; and NO PARKING, 7PM-2:30AM, DAILY

# **ATTACHMENT 4**



CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Beverly Hills, California 90210

**TRAFFIC & PARKING COMMISSION  
REGULAR MEETING MINUTES**

**June 5, 2014  
9:00 AM**

**MEETING CALLED TO ORDER**

Date / Time: June 5, 2014 / 9:02 AM

**ROLL CALL**

Commissioners Present: Commissioners Manaster, Steinberg, Vice Chair Friedman.  
Commissioners Absent: Commissioner Grushcow, Chair Licht.  
Staff Present: Aaron Kunz, Chad Lynn, Martha Eros, Karen Myron

**ACTION ITEMS** *(taken out of order)*

**1. 200 BLOCK OF NORTH ELM DRIVE – ESTABLISH PREFERENTIAL PARKING PERMIT ZONE**

Resident –initiated petition to establish a Preferential Parking Permit Zone with a regulation of “2-Hour, 9 am to 6 pm Daily; and No Parking, 6 pm to 2:30 am, Daily, Except by Permit”.

Planner: Martha Eros, Transportation Planner  
Lead Petitioner: Vida Nikjoo  
Public Input: *Support:* Myrtle Sitowitz, Lionel McPherson, Peter Landau, Parnaz Farnad.  
Motion: Motion by Commissioner Manaster, Second by Commissioner Steinberg to approve the petition request as presented (3-0-2, Grushcow, Licht absent).  
Action: **The petition was approved as presented.**

**2. 700 BLOCK OF NORTH ARDEN DRIVE – ESTABLISH PREFERENTIAL PARKING PERMIT ZONE**

Resident-initiated petition to establish a Preferential Parking Permit Zone with a regulation of “2-Hour, 8 am to 8 pm, Monday through Saturday; and No Parking, 8 pm to 2:30 am, Daily, Except by Permit”.

Planner: Martha Eros, Transportation Planner  
Lead Petitioner: Lisa Bonbright  
Public Input: *Support:* Chris Bonbright, Charles Nelson, Pam Rubin.  
*Oppose: Kevin Spivak, Dave Pressler, Brittany Harrer on behalf of Sue Smalley, Jessica Amron.*

**Motion:** Motion by Commissioner Steinberg, Second by Commissioner Manaster to approve the petition request as presented (3-0-2, Grushcow, Licht absent).

**Action:** **The petition was approved as presented.**

*Return to order*

# **ATTACHMENT 5**



CITY OF BEVERLY HILLS  
TRAFFIC & PARKING COMMISSION

June 5, 2014

**TO:** Traffic & Parking Commission  
**FROM:** Martha Eros, Transportation Planner  
**SUBJECT:** 700 Block of North Arden Drive – Request to Establish Preferential Parking Permit Zone

**Attachments:**

1. Area Map
2. Parking Occupancy Counts
3. June 5, 2014 Notice of Public Meeting
4. Resident Petition
5. Correspondence

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This report outlines a resident-initiated request to establish a preferential parking permit zone on the 700 block of North Arden Drive. Staff recommends including the 700 block of North Arden Drive and the north side of Elevado Avenue between the alleyways immediately east and west of North Arden Drive in Permit Zone “O” with a regulation of:

“2-Hour Parking, 8am-8pm, Monday through Saturday; and  
No Parking, 8pm-2:30am, Daily, Permit ‘O’ Exempt”

### Introduction

The 700 block of North Arden Drive is adjacent to Permit Zone “O” on the 500, 600 and 700 blocks of North Alta, Sierra<sup>1</sup>, Oakhurst and Doheny Drives, and 800 Cinthia Street. Permit Zone “O” was originally established in 1982 on the blocks bordering Santa Monica Boulevard and Doheny Drive to mitigate evening parking intrusion generated by restaurant and entertainment activity from West Hollywood (82-R-6485).

Starting in September 2009, Transportation Planning began receiving resident-initiated petitions from the street blocks bordering Sunset Boulevard and Cinthia Street to address increased parking intrusion following the opening of the Soho House and Boa Restaurant in West Hollywood. The residential streets in West Hollywood (east of Doheny Drive) have restricted evening permit parking, thus the bordering residential streets in Beverly Hills provided free unrestricted parking for employees, patrons and limousines servicing the West Hollywood businesses.

Following approval of Zone “O” on the 700 block of North Alta Drive in July 2011, staff notified the residents of the 700 block of North Arden Drive of the new parking regulation on Arden Drive, installation of parking signs, and possible spillover parking onto adjacent blocks. A

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<sup>1</sup> The Zone “O” parking regulation on the 600 block of North Sierra Drive only applies to the south end of the block between Carmelita Avenue and the 611/612 north property line; open, unregulated parking is available between the 611/612 north property line to Elevado Avenue.

petition packet with instructions and a copy of the Beverly Hills Municipal Code was included with the public notice.

In 2012, City Council approved an evening only "No Parking, 8 p.m. to 2:30 a.m." permit regulation on the 500 and 600 blocks of North Alta Drive to address commuter parking intrusion generated by new or renovated venues on Santa Monica Boulevard in West Hollywood (12-R-12866 and 12-R-12893 respectively). Residents witnessed restaurant employees and patrons dressed in uniform or evening attire parking adjacent to their homes and displacing family and guest parking. Per City Council direction, staff informed the 500 and 600 blocks of North Arden Drive of possible spill-over parking and the process to apply for a preferential permit parking zone.

### **Discussion**

The 700 block of North Arden Drive has 18 single-family homes with approximately 62 on-street parking spaces. The street blocks on North Arden Drive between Sunset and Santa Monica Boulevards do not have a parking regulation, thus free unrestricted parking is available daily to the general public. A qualifying resident petition signed by (10 of 18 (51%) homes) was submitted in April 2014 requesting permit parking to mitigate parking intrusion by employees of businesses on Sunset Boulevard and the Luckman Building, trash, and to allow visitors to park adjacent to their homes.

The property located at 713 North Arden Drive has been under construction since May 2013, and construction is estimated to last another 9-12 months. Staff took into account 31 construction related vehicles parked on both sides of the street between 8 a.m. to 5 p.m.

Staff conducted a parking occupancy survey on Thursday, May 15, 2014 from 8 a.m. to 10:00 p.m. On average, 56% (35 of 62 spaces) of the on-street parking spaces were occupied during the 15-hour survey period, with peak-hour occupancy of 76% (47 of 62 spaces) at 12 p.m. The 56% occupancy data includes the construction vehicles.

When removing the construction vehicles from the analysis, average occupancy was 38% (24 of 62 spaces), with 61% (38 of 62 spaces) peak hour occupancy at 8 p.m. Day and evening spot counts were consistent with the occupancy survey (including the construction vehicles). Staff compared the parking occupancy counts for the 700 blocks of North *Alta* and *Sierra* Drives (conducted in 2010 and 2011 respectively) to current survey data, excluding the construction activity. 700 North Alta Drive experienced a 39% average occupancy (27 of 70 spaces) and 700 North Sierra Drive had an average daily occupancy of 34% (26 of 77 spaces).

A total of 122 vehicles were recorded during the survey period: 31 construction related trucks, and 82 commuter and nine resident vehicles based on license plate data. Nineteen construction vehicles parked an average of eight hours, and the remaining 12 vehicles averaged three hour duration.

Of the 82 commuter, 36 vehicles parked 1-2 hours; 21 vehicles parked 3-5 hours; 17 parked 6-8 hours; and eight parked 9-13 hours. The eight commuter vehicles parked 9-13 hours were evenly distributed on both sides of the street. Eight of the nine resident vehicles parked 1-4 hours and one remained parked nine hours. The commuter vehicles were mostly parked on the north end of the block. The construction vehicles were concentrated midblock on both sides of the street.

Staff supports the petition request based on the long-term commuter parking duration (46 vehicles over 2-hour duration) throughout the day and the comparable parking occupancy data on the adjacent blocks east of the 700 block of North Alta Drive prior to implementation of the preferential permit parking zone.

### **Noticing**

Notices advising of the Traffic & Parking Commission's review of the petition at the June 5, 2014 meeting were mailed to 700 blocks of North Arden, Hillcrest, Alta Drives and the north half of the 600 blocks of North Alta and Sierra drives within 500 feet of the project area.

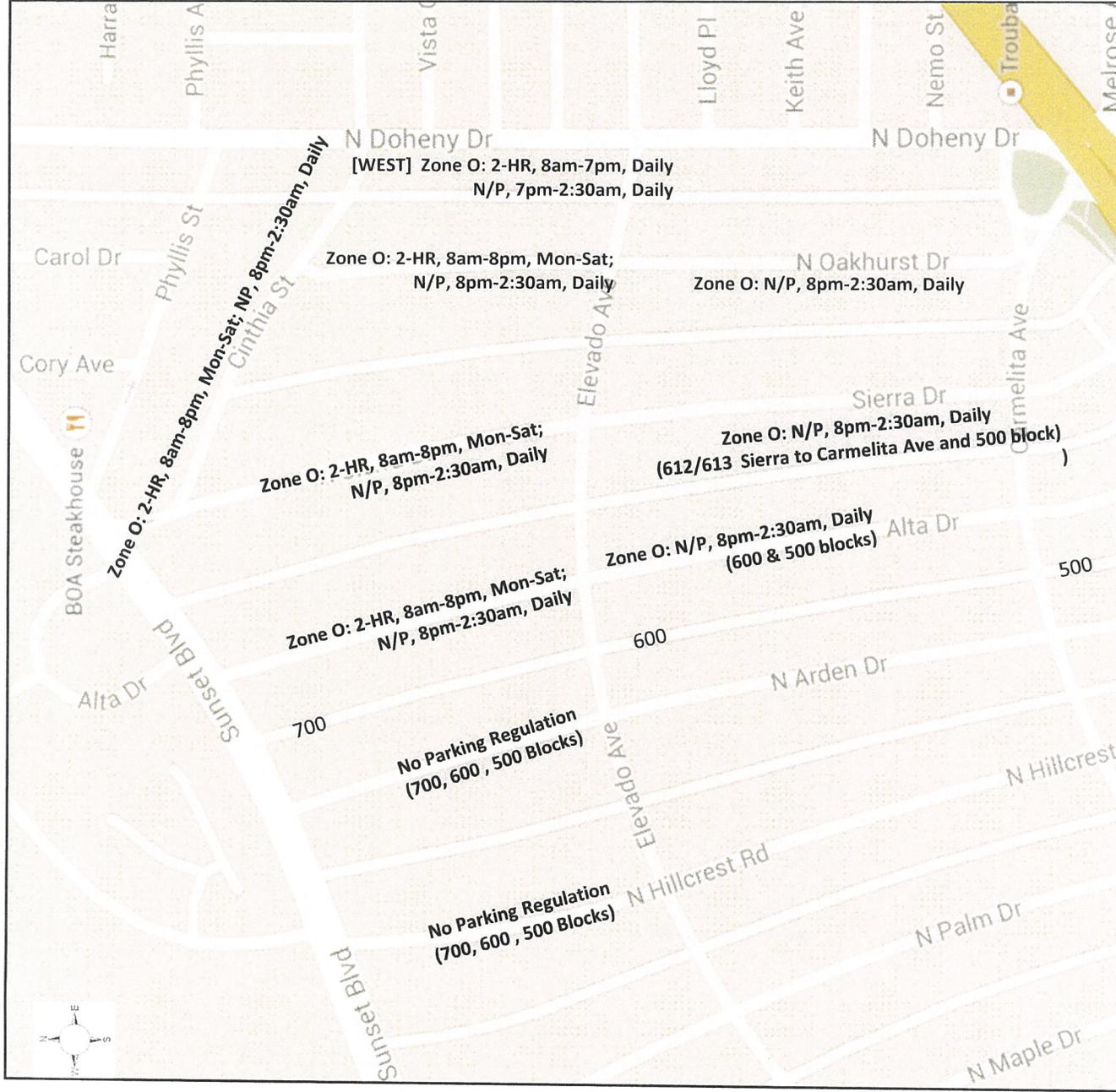
Five letters opposing the proposed permit parking regulation were received following receipt of the Public Notice.

### **Recommendation**

Pending public comment, staff recommends including the 700 block of North Arden Drive and the north side of Elevado Avenue between the alleyways immediately east and west of North Arden Drive in Preferential Parking Zone "O" with a regulation of:

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

# 700 BLOCK OF NORTH ARDEN DRIVE



ATTACHMENT – 1  
Area Map

# 700 Arden Drive Parking Occupancy Survey

Date: Thursday, May 15, 2014

## TOTAL PARKING OCCUPANCY 700 BLOCK OF ARDEN DRIVE

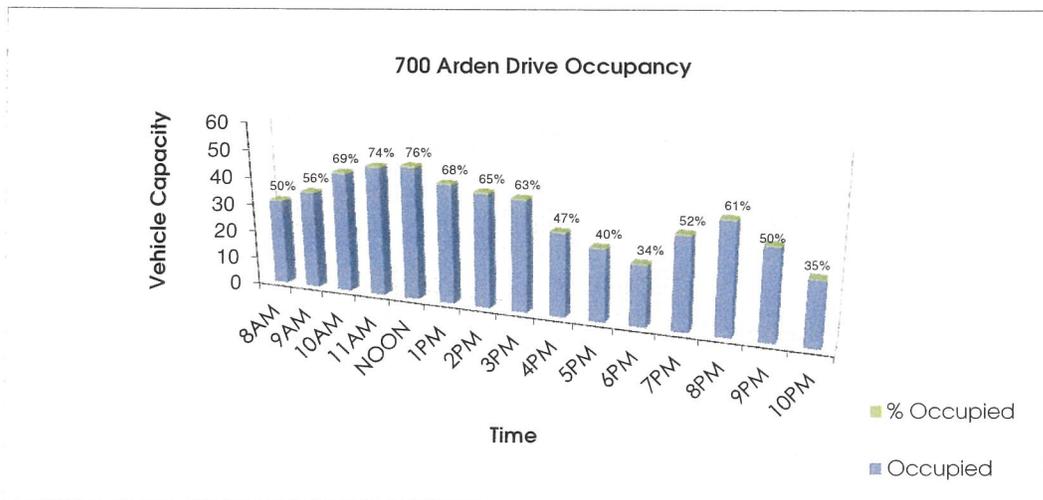
Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Occupied	31	35	43	46	47	42	40	39	29	25	21	32	38	31	22	35
Capacity*	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	-
% Occupied	50%	56%	69%	74%	76%	68%	65%	63%	47%	40%	34%	52%	61%	50%	35%	56%

## PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
# Vehicles	22	27	14	11	9	8	8	6	12	3	0	0	2	0	0	122
% Veh. Parked	18%	22%	11%	9%	7%	7%	7%	5%	10%	2%	0%	0%	2%	0%	0%	100%

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Non-Residents (NR)	30	35	41	44	45	40	39	37	28	22	19	30	36	28	21	33
Residents (R)	1	0	2	2	2	2	1	2	1	3	2	2	2	3	1	2
Capacity*	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	-
NR Occupancy	48%	56%	66%	71%	73%	65%	63%	60%	45%	35%	31%	48%	58%	45%	34%	53%
R Occupancy	2%	0%	3%	3%	3%	3%	2%	3%	2%	5%	3%	3%	3%	5%	2%	3%



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

## ATTACHMENT – 2 Parking Occupancy Study

# 700 Arden Drive Parking Occupancy Survey

## Exclude Construction Vehicles

Date: Thursday, May 15, 2014

### TOTAL PARKING OCCUPANCY 700 BLOCK OF ARDEN DRIVE

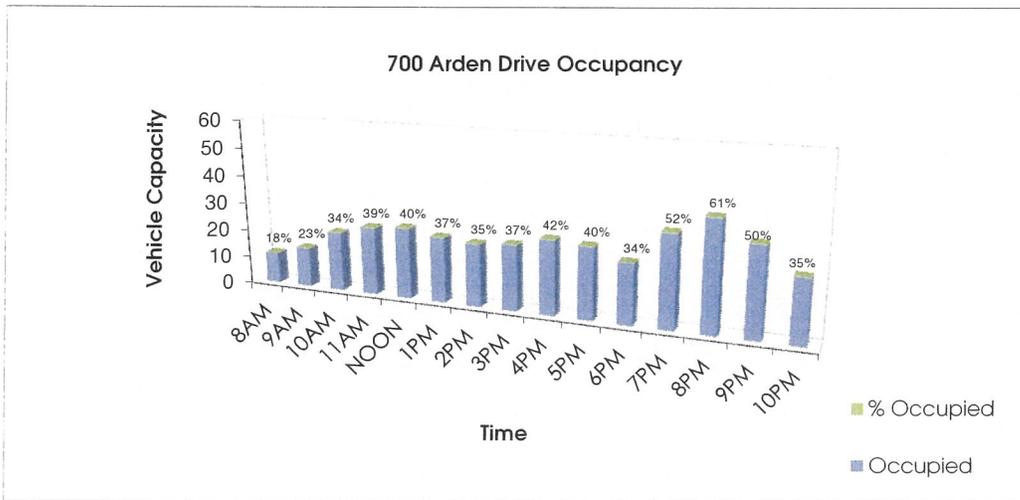
Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Occupied	11	14	21	24	25	23	22	23	26	25	21	32	38	31	22	24
Capacity*	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	-
% Occupied	18%	23%	34%	39%	40%	37%	35%	37%	42%	40%	34%	52%	61%	50%	35%	38%

### PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	TOTAL
# Vehicles	22	27	14	11	9	8	8	6	12	3	0	0	2	0	0	122
% Veh. Parked	18%	22%	11%	9%	7%	7%	7%	5%	10%	2%	0%	0%	2%	0%	0%	100%

### NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	NOON	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	AVG
Non-Residents (NR)	10	14	19	22	23	21	21	21	25	22	19	30	36	28	21	22
Residents (R)	1	0	2	2	2	2	1	2	1	3	2	2	2	3	1	2
Capacity*	62	62	62	62	62	62	62	62	62	62	62	62	62	62	62	-
NR Occupancy	16%	23%	31%	35%	37%	34%	34%	34%	40%	35%	31%	48%	58%	45%	34%	36%
R Occupancy	2%	0%	3%	3%	3%	3%	2%	3%	2%	5%	3%	3%	3%	5%	2%	3%



\*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.



## NOTICE OF PUBLIC MEETING

### 700 Block of North Arden Drive Request to Establish a Preferential Parking Permit Zone

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The Community Development Department invites your participation in the review of a resident-initiated petition to establish a Preferential Parking Permit Zone on the 700 block of North Arden Drive and the north side of Elevado Avenue between the east and west alleyways of North Arden Drive.

**MEETING:** Traffic & Parking Commission

**DATE:** Thursday, June 5, 2014

**TIME:** 10:00 a.m., or as soon thereafter as the matter may be heard

**LOCATION:** City Hall, Room 280-A, 455 N. Rexford Drive, Beverly Hills, CA, 90210

**PETITION REQUEST:** Establish a permit regulation of "2-Hour Parking, 8 a.m. to 8 p.m., Monday through Saturday, and No Parking, 8 p.m. to 2:30 a.m., Monday through Saturday, Permit 'O' Exempt."

**STAFF RECOMMENDATION:**

Pending public comment, staff recommends establishing a permit regulation and including the 700 block of North Arden Drive in Zone "O" as follows:

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

**PUBLIC COMMENT:** Persons wishing to comment on this item are invited to attend the June 5, 2014 Traffic & Parking Commission meeting and/or submit written comments. Please submit correspondence a minimum of 24-hours in advance of the meeting date to allow for routing.

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

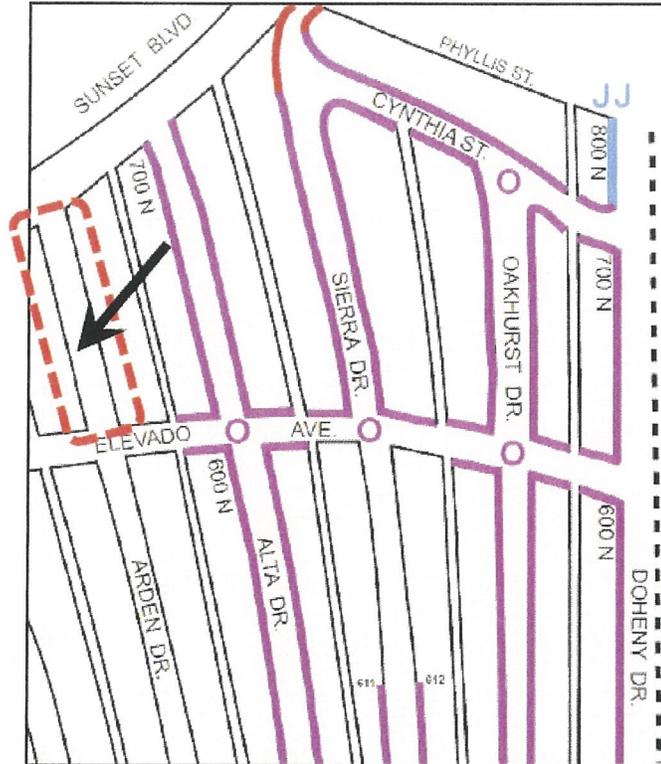
By Mail: City of Beverly Hills  
Community Development - Transportation Planning  
455 North Rexford Drive, Beverly Hills, CA 90210

The Traffic & Parking Commission is an advisory board to the City Council. The Commission's recommendation 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 Transportation Planning division at (310) 285-1128.

## 700 Block of North Arden Drive

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



**Existing Zone "O" Permit Regulation:**

700 BLOCKS OF NORTH ALTA, SIERRA, OAKHURST AND DOHENY DRIVES	2-HOUR, 8AM-8PM, MON-SAT; and NO PARKING, 8PM-2:30AM, DAILY
800 BLOCK OF CINTHIA STREET	2-HOUR, 8AM-8PM, MON-SAT; and NO PARKING, 8PM-2:30AM, DAILY
600 BLOCK OF NORTH OAKHURST DRIVE	NO PARKING, 8PM-2AM, DAILY
WEST SIDE OF THE 600 BLOCK OF NORTH DOHENY DRIVE BETWEEN SANTA MONICA BLVD TO 625 PROPERTY LINE AT APPROX MIDBLOCK @ KEITH DRIVE IN WEST HOLLYWOOD	1-HOUR, 8AM-7PM, DAILY; and NO PARKING, 7PM-2:30AM, DAILY
WEST SIDE OF 600 NORTH DOHENY DRIVE BETWEEN ELEVADO AVE TO 625 PROPERTY LINE AT APPROX MIDBLOCK @ KEITH DRIVE IN WEST HOLLYWOOD	2-HOUR, 8AM-7PM, DAILY; and NO PARKING, 7PM-2:30AM, DAILY

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**Subject:** FW: Petition Request - Parking Permit Zone - 700 Block N. Arden Drive  
**Attachments:** Petition Request - Parking Permit - 700 Block N Arden Dr.pdf

**From:** Assistant [[mailto:](#)]  
**Sent:** Wednesday, April 16, 2014 9:22 AM  
**To:** Martha Eros  
**Cc:** Lisa Bonbright;  
**Subject:** Petition Request - Parking Permit Zone - 700 Block N. Arden Drive

Hi Martha,

Please find attached the scanned copy of the final paperwork for:

**Petition Request for a Preferential Parking Permit Zone for the 700 block of North Arden Drive in Beverly Hills.**

The original copy will be sent in the mail today.

Please feel free to contact me should you have any questions or concerns.

Thank you again for all of your help with this matter. I really appreciate it!

Sincerely,

**Molly Ridders**  
Executive Assistant to Lisa Bonbright

The Bonbright Corporation  
8733 Sunset Blvd, Suite 205  
West Hollywood, CA 90069  
Office: **310**

Lisa C Bonbright  
712 N. Arden Drive  
Beverly Hills, CA 90210

Traffic and Parking Commission  
Attn: Martha Eros  
455 North Rexford Drive  
Beverly Hills, CA 90210

April 14, 2014

Dear Traffic and Parking Commission,

Please find enclosed our **Petition Request for a Preferential Parking Permit Zone**, for the **700 Block of North Arden Drive in Beverly Hills**.

Here are the details of the regulations we are requesting:

Type of Regulation: 2-Hour Parking (Permit O Exempt)  
Enforcement Period: 8:00 AM – 8:00 PM  
Effective Days: Monday through Saturday

and

Type of Regulation: NO Parking (Permit O Exempt)  
Enforcement Period: 8:00 PM – 2:30 AM  
Effective Days: Monday through Saturday

We are requesting the same parking regulations as the adjacent streets, from Doheny to Alta.

To clarify, this is what we want:

- 1) Residents will be able to park ALL DAY (8:00 AM – 2:30 AM) with a permit.
- 2) After 8:00 pm it will be Permit Parking ONLY, for residents.
- 3) Non-Residents can park for 2 hours without a permit, 8:00 am to 8:00 pm, Monday through Saturday.

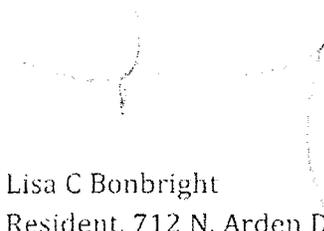
Here are reasons we are filing this petition:

- Employees of businesses on Sunset Blvd. are parking on our street, making it impossible to find parking in front of our homes.
- Employees of the Luckman building are also parking on our street, having figured out that it is free.
- Visitors to our homes are often forced to park one or two blocks away.
- Trash is being left on the street.
- All of this activity has impacted our quality of life.

Please feel free to contact me should you have any further questions or need additional information.

Thank you so much for your assistance with this matter.

Sincerely,



Lisa C Bonbright  
Resident, 712 N. Arden Drive

Enclosed: Petition Request for Preferential Parking Permit Zone (3 Pages)



**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: ARDEN DR. BLOCK OF 700  
LEAD PETITIONER: LISA Bonbright 310 853-1890  
Name Address Phone/Email

EXISTING REGULATION:	N/A			
	Hour/Time Limit	Day(s)	Enforcement Hours	Day/Evening
PETITION REQUEST:	8am 8pm	m-Sat	m-Sat	
	Hour/Time Limit	Day(s)	Enforcement Hours	Day/Evening

(2 hour) Permit only 8pm - 2:30am m-Sat.

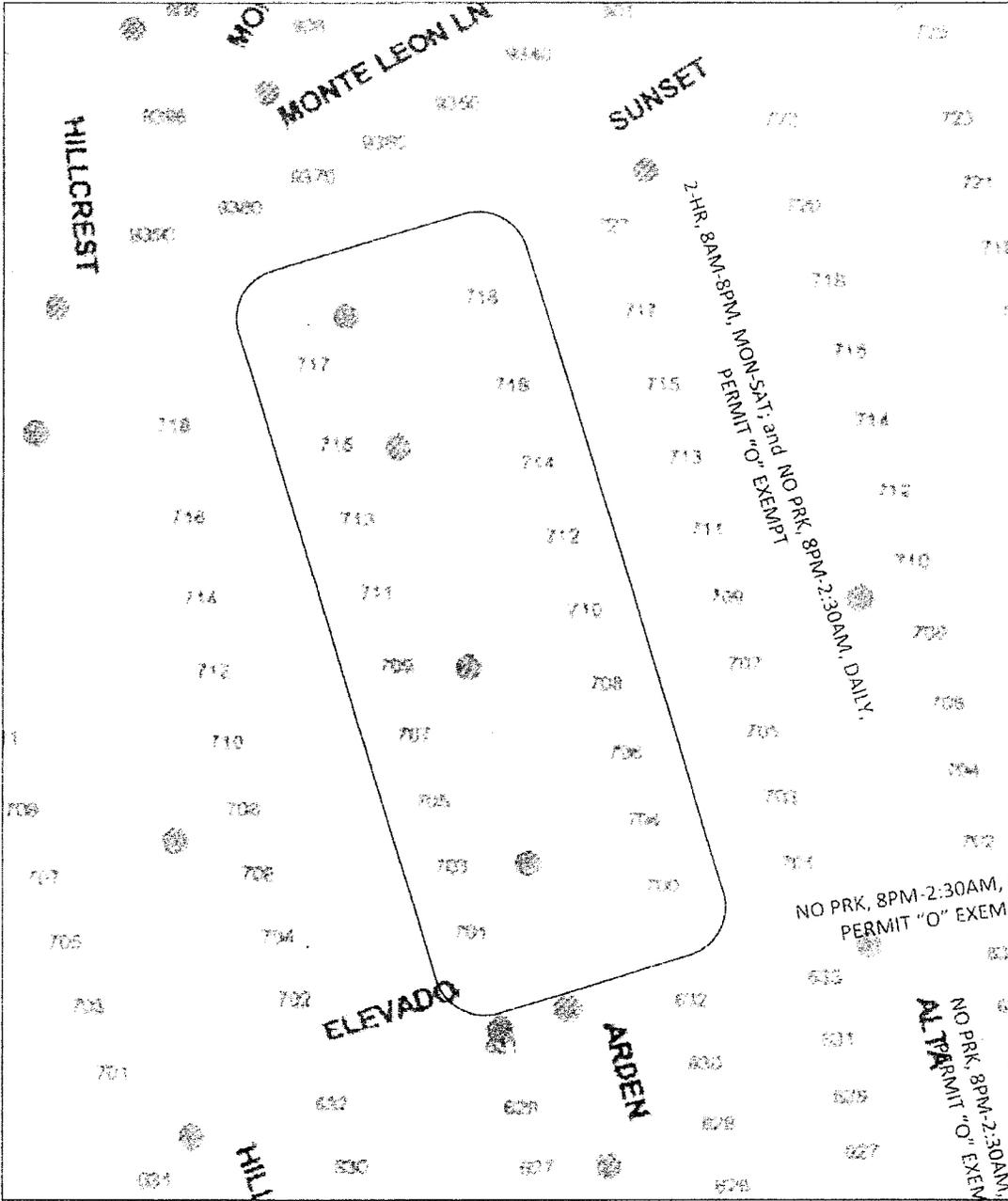
We collectively support the petition request for a permit parking regulation and acknowledge that a qualifying petition is final once submitted for review.

PRINT NAME & SIGNATURE	ADDRESS	PHONE # (OPTIONAL)
 MARK RUBIN	711 ARDEN DR. BH.	310
 MARK RUBIN	714 NO. ARDEN DRIVE	910
 SALLY SHARONE	717 N. ARDEN DRIVE	310
 LISA BONBRIGHT	712 N. Arden Dr.	310

STREET: 700 BLOCK OF N. Arden Drive

PRINT NAME & SIGNATURE	ADDRESS	PHONE # (OPTIONAL)
PATRICIA Silver + Stanley	701 Arden	370
Law Alford	700 N Arden Dr. Ben Heck Cat 90210	
GEORGIA TRIVISH	709 W. ARDEN F. H. CA 90210	
D. M. D. H. T.	715 Arden	(310)
Bany Hacker	718 ARDEN	310
M. Gillis	710 N Arden	310

700 BLOCK OF NORTH ARDEN DRIVE  
18 HOUSEHOLDS, MINIMUM 10 (51%) SIGNATURES



**700 North Arden Drive  
Establish Preferential Parking Permit Zone**

Existing Regulation: No Parking Regulation  
 Petition Request: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Monday through Saturday

Recommendation: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Daily, Permit "O" Exempt

As of May 28, 2014 - 4pm

DATE	ADDRESS	SUPPORT	OPPOSE
05/27/14	705 North Arden Drive		X
05/27/14	623 North Arden Drive		X
05/27/14	623 North Arden Drive		X
05/27/14	703 North Arden Drive		X
05/28/14	702 North Hillcrest Drive		X

As of June 4, 2014 - 5pm

DATE	ADDRESS	SUPPORT	OPPOSE
06/02/14	705 North Arden Drive		X
06/02/14	705 North Arden Drive		X
06/02/14	703 North Arden Drive		X
06/02/14	718 North Arden Drive	X	
06/02/14	706 North Arden Drive		X
06/04/14	716 North Arden Drive		X

# OPPOSE

---

**From:** Lisa Henson  
**Sent:** Tuesday, May 27, 2014 2:13 PM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Sue Smalley; Cindra Ladd; Dave Pressler; jam  
**Subject:** Hearing on June 5/Arden Drive

Dear Sirs,

I am very much against permit parking being instituted on our street, Arden Drive in Beverly Hills. We received written notice of a hearing on June 5th, which is 10am on a Thursday in the middle of the workday. I will be traveling on that day and unable to change my plans, but if I were in town it would not be easy or convenient to attend a 10am hearing. Nevertheless it is extremely important to me to have my concerns heard in a public forum. I would like to petition the city government to reschedule the hearing to a time and date where all concerned neighbors may be heard. Many of us are seriously opposed to the permit parking and it is not right for a hearing to be scheduled on such short notice at an inconvenient time for working people. It seems like we are already on the path to being railroaded with this completely unnecessary, unwanted, and inconvenient decision.

Please respond as soon as possible,

Lisa Henson

**From:** Joshua L. Gutfreund  
**Sent:** Tuesday, May 27, 2014 2:47 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Street Parking Permit Requirement - Policy Change?

Dear Beverly Hills Transportation Officials:

Deputy Director Aaron Kurz, Senior Engineer Bijan Vaziri, and Planner Martha Eros –

I own a home at 623 North Arden Drive in Beverly Hills. I have heard from neighbors that there is a contemplated change in street parking that would require permits. I have received no direct notice of 1) a hearing regarding this or 2) the City's potential rationale for this unnecessary, unwanted, and inconvenient new regulation that "solves" no problem or danger present on our street. If this is indeed the City's plan, I am 100% opposed and request time to be heard publicly and also to be informed of who favors this intrusion and why.

I would appreciate a response and confirmation of your receipt of this notice of objection.

Sincerely,

Josh Gutfreund

623 North Arden Drive  
Beverly Hills, CA 90210

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**From:** Gutfreund, Jamie <  
**Sent:** Tuesday, May 27, 2014 4:21 PM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Sue Smalley; Cindra Ladd; Dave Pressler; Lisa Henson; jlc  
**Subject:** RE: Hearing on June 5/Arden Drive

To Whom it May Concern,

We are in full agreement with Lisa Henson's note below.

My husband and I both work and will not be able to make this hearing on such short notice. We do not support permit parking and respectfully request that the hearing be rescheduled to allow all residents the appropriate opportunity to register our vote in this important matter.

Jamie and Josh Gutfreund

Jamie Gutfreund



The Intelligence Group - a division of CAA  
2000 Avenue of the Stars, Los Angeles, CA 90067  
p 424

Please consider the environment before printing this email

**From:** Lisa Henson [[mailto:](mailto:transportation@beverlyhills.org)]  
**Sent:** Tuesday, May 27, 2014 2:13 PM  
**To:** [transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)  
**Cc:** Sue Smalley; Cindra Ladd; Dave Pressler; Gutfreund, Jamie  
**Subject:** Hearing on June 5/Arden Drive

Dear Sirs,

I am very much against permit parking being instituted on our street, Arden Drive in Beverly Hills. We received written notice of a hearing on June 5th, which is 10am on a Thursday in the middle of the workday. I will be traveling on that day and unable to change my plans, but if I were in town it would not be easy or convenient to attend a 10am hearing. Nevertheless it is extremely important to me to have my concerns heard in a public forum. I would like to petition the city government to reschedule the hearing to a time and date where all concerned neighbors may be heard. Many of us are seriously opposed to the permit parking and it is not right for a hearing to be scheduled on such short notice at an inconvenient time for working people. It seems like we are already on the path to being railroaded with this completely unnecessary, unwanted, and inconvenient decision.

Please respond as soon as possible,

Lisa Henson

**From:** Susan Smalley  
**Sent:** Tuesday, May 27, 2014 6:14 PM  
**To:** Gutfreund, Jamie; WebCBH TRANSPORTATION  
**Cc:** Cindra Ladd; Dave Pressler; Lisa Henson; jlg Smalley; Diane Conn; Susan Smalley  
**Subject:** Re: Hearing on June 5/Arden Drive

To whom it may concern

My husband and I are very much against permit parking being instituted on our street, Arden Drive in Beverly Hills. We were told of this development by a neighbor and never received a notification of the upcoming hearing (which we learned is June 5th) or were contacted by anyone about this topic.

We live at 703 N. Arden Dr. and are completely opposed to permit parking on our street. We enjoy the flexibility of our family and friends visiting our residence and do not wish to have permits required on our lovely residential street. We are on a flight to NYC on June 5 at 10am but will happily have my assistant or son come to represent us if needed.

We would like to request our city government to reschedule any hearings re: permit parking on our street so that we, and neighbors opposed to this plan, can attend to represent our view. We have already identified many families on our block who do not agree with permit parking and do not want to see it voted upon at this time. It is extremely important to us to have our concerns heard in a public forum; we are long time residents of Beverly Hills and believe our voices need to be heard.

Please note we are in opposition to this proposal and do not believe it has been fairly deliberated.

Please respond as soon as possible,

Susan L. Smalley, Ph.D.

Professor Emeritus, UCLA

And

Kevin Wall  
CEO, Controlroom

**From:** Kenin M. Spivak  
**Sent:** Wednesday, May 28, 2014 11:11 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Monique Letran  
**Subject:** 2 Hour Parking Proposal

**Importance:** High

Gentlepersons:

I could not more strongly impose the creeping imposition of two hour parking restrictions into the residential area of Beverly Hills. A very major reason I purchased my home in Beverly Hills is the completely unrestricted parking in my neighborhood, aside from late at night. It would destroy the tranquility and convenience of my neighborhood for any restrictions of any nature to be imposed on or near my block.

It is an impossibility for visitors to park in my driveway, and an impossibility for many of my neighbors, absent incredible inconvenience.

That some individuals may park on my block or adjacent blocks for more than 2 hours – including all day – can't possibly be a real inconvenience for anyone given the high ratio of street to home. Anyone who complains is most likely akin to the person who won't pull out of a parking spot in a parking lot when he or she sees someone waiting – an overblown sense of property that claims anyone nearby is intruding on his rights.

Sure, I would prefer that no one ever park in front or on the side of my house without my permission (I have a corner house at Elevado and Hillcrest). But, my preference to own my sidewalk is not the same as truly being inconvenienced when people park there.

Any expansion of two hour parking must either be intended to generate revenues at the expense of homeowners, or to placate unreasonable concerns of those who abhor people in front of their houses. By contrast, it would destroy efficient use of property and inconvenience a large number of people – like me – who paid many millions of dollars to move to a neighborhood that had no restrictions.

Kenin M. Spivak

Kenin M. Spivak  
Chairman & CEO  
702 North Hillcrest Road.  
Beverly Hills, California 90210 U.S.A.

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**From:** WebCBH TRANSPORTATION  
**Subject:** FW: Permit Parking Objection

**From:** Lisa Henson [mailto:\_\_\_\_\_]\_\_\_\_\_  
**Sent:** Monday, June 02, 2014 12:28 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Lisa Henson; Dave Pressler  
**Subject:** Permit Parking Objection

To Beverly Hills Transportation Department:

My name is Lisa Henson and I live at 705 N. Arden Drive, on a block which is being considered for permit parking. My family and I are vehemently opposed to the proposed permit parking. I am not able to attend the hearing on June 5th nor the council meeting on the evening of June 24th, but this matter is very important to me and I would like to have my opinion considered.

We do not see any necessity for limiting parking on our block which always has ample parking. The purpose of permit parking should be to provide essential parking to residents who are crowded out by commercial parking. The stated requirement for implementing permit parking is a "serious" lack of resident parking. This is not the case in our neighborhood. There is always parking available on our block, both at night and throughout the day.

Our neighborhood is a virtual ghost town at night due to the "no overnight parking" policy. The nature of that policy is that every resident already possesses enough off-street parking to clear the streets at night. Therefore, by definition, residents do not have a "serious" need for on-street parking and generally the street is used for visitors and workers. By limiting our visitors and workers to 2 permits per household, we are being faced with a great inconvenience where we currently have no inconvenience at all.

I spoke to someone at the city who told me that a study was done on our block which showed that some people are parking here for the whole day. However, the study did not investigate whether the owners of the cars were working in the homes on our block. My belief is that a handful of cars that park at the top of the block near Sunset MAY belong to commuters who work elsewhere, but that most of the cars which park all day on the block belong to workers who are employed here. We know that the neighboring streets have begun to initiate permit parking, and that some kind of fear is driving neighbors on our block to consider doing the same thing. However, we were against the Alta parking change as well. We would like to see the permit parking "wave" stop at our block as we feel that the whole shift is misguided and we do not want to see the entire Beverly Hills flats converted to permit parking. Furthermore, we do not subscribe to the fear-based theory that "strange cars" on the block represent a danger to us. We are the privileged few who live in this wonderful neighborhood with enough parking

space to pull our cars off the road at night. Who are we to criticize working people who have to park their cars during the day? And how does a parked car represent a threat? In what other neighborhood could residents try to require that there be no cars parked outside their homes? The idea is quite ridiculous and deeply classist.

Perhaps to the most upsetting degree, we are very concerned about our ability to entertain at home if the permit parking is instituted. First of all, we consider it an invasion of privacy that we have to contact the city when we want to entertain more than two cars at our home. That this would be the case both during the day and at night is completely unacceptable. Second, I was told by someone at the city that we need to both obtain a special permit to entertain AND contact the police if we are to have a large party. By contrast, we have always entertained easily and happily in the neighborhood, and with the ample parking available here we have never needed to hire a valet. Now, we would to be faced with much more inconvenience and cost if we wish to entertain. The parties that we have had recently range from Harvard alumni gathering, Andover parent orientation, Eric Garcetti fundraiser, Jim Henson Company function, to my husband's 50th birthday BBQ. These are respectable, positive, community building events. Why must new rules be installed to make responsible entertaining both difficult and expensive?

As we see it, this proposed limitation is going to greatly inconvenience us, hamper our activities, and offer us no benefit in return. In fact, we feel very greatly imposed on by the proposal itself, as it does not represent our interests whatsoever.

Lisa Henson  
CEO The Jim Henson Company

# OPPOSE

---

**From:** Dave Pressler ·  
**Sent:** Monday, June 02, 2014 10:08 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** I wish to comment on Arden Drive Permit parking June 5th

My Name is Dave Pressler,

I am a resident at 705 N Arden Dr and I strongly disagree with the request for permit parking on North Arden Dr. Not only is it a massive inconvenience to the residents, it is unnecessary.

My office is at my home and I nor my clients or people that work at our home have found any problems with finding convenient parking during the week on North Arden Dr, permit parking will create a problem that currently does not exist. I would like to comment in person at the meeting on June 5th.

Thank you

Dave Pressler

# OPPOSE

---

**From:** Susan Smalley  
**Sent:** Monday, June 02, 2014 11:08 AM  
**To:** Lisa Henson; WebCBH TRANSPORTATION  
**Cc:** Dave Pressler; Kevin Wall; Brittany Harrer  
**Subject:** Re: Permit Parking Objection

703

Please know I agree 100% with the views of Lisa Henson and Dave Pressler – our neighbors and concerned BH citizens...

I plan to be at the June 24th meeting but cannot attend on the 5th.

sue

---

**From:** Lisa Henson  
**Date:** Monday, June 2, 2014 at 12:28 AM  
**To:** "[Transportation@beverlyhills.org](mailto:Transportation@beverlyhills.org)" <[Transportation@beverlyhills.org](mailto:Transportation@beverlyhills.org)>  
**Cc:** Lisa Henson Dave Pressler  
**Subject:** Permit Parking Objection

To Beverly Hills Transportation Department:

My name is Lisa Henson and I live at 705 N. Arden Drive, on a block which is being considered for permit parking. My family and I are vehemently opposed to the proposed permit parking. I am not able to attend the hearing on June 5th nor the council meeting on the evening of June 24th, but this matter is very important to me and I would like to have my opinion considered.

We do not see any necessity for limiting parking on our block which always has ample parking. The purpose of permit parking should be to provide essential parking to residents who are crowded out by commercial parking. The stated requirement for implementing permit parking is a "serious" lack of resident parking. This is not the case in our neighborhood. There is always parking available on our block, both at night and throughout the day.

Our neighborhood is a virtual ghost town at night due to the "no overnight parking" policy. The nature of that policy is that every resident already possesses enough off-street parking to clear the streets at night. Therefore, by definition, residents do not have a "serious" need for on-street parking and generally the street is used for visitors and workers. By limiting our visitors and workers to 2 permits per household, we are being faced with a great inconvenience where we currently have no inconvenience at all.

I spoke to someone at the city who told me that a study was done on our block which showed that some people are parking here for the whole day. However, the study did not investigate whether the owners of the cars were working in the homes on our block. My belief is that a handful of cars that park at the top of the block near Sunset MAY belong to commuters who work elsewhere, but that most of the cars which park all day on the block belong to workers who are employed here. We know that the neighboring streets have begun to initiate permit parking, and that some kind of fear is driving neighbors on our block to consider

doing the same thing. However, we were against the Alta parking change as well. We would like to see the permit parking "wave" stop at our block as we feel that the whole shift is misguided and we do not want to see the entire Beverly Hills flats converted to permit parking. Furthermore, we do not subscribe to the fear-based theory that "strange cars" on the block represent a danger to us. We are the privileged few who live in this wonderful neighborhood with enough parking space to pull our cars off the road at night. Who are we to criticize working people who have to park their cars during the day? And how does a parked car represent a threat? In what other neighborhood could residents try to require that there be no cars parked outside their homes? The idea is quite ridiculous and deeply classist.

Perhaps to the most upsetting degree, we are very concerned about our ability to entertain at home if the permit parking is instituted. First of all, we consider it an invasion of privacy that we have to contact the city when we want to entertain more than two cars at our home. That this would be the case both during the day and at night is completely unacceptable. Second, I was told by someone at the city that we need to both obtain a special permit to entertain AND contact the police if we are to have a large party. By contrast, we have always entertained easily and happily in the neighborhood, and with the ample parking available here we have never needed to hire a valet. Now, we would be faced with much more inconvenience and cost if we wish to entertain. The parties that we have had recently range from Harvard alumni gathering, Andover parent orientation, Eric Garcetti fundraiser, Jim Henson Company function, to my husband's 50th birthday BBQ. These are respectable, positive, community building events. Why must new rules be installed to make responsible entertaining both difficult and expensive?

As we see it, this proposed limitation is going to greatly inconvenience us, hamper our activities, and offer us no benefit in return. In fact, we feel very greatly imposed on by the proposal itself, as it does not represent our interests whatsoever.

Lisa Henson  
CEO The Jim Henson Company

1/3

# SUPPORT

**Martha Eros**

---

**From:** Barry Hacker  
**Sent:** Monday, June 02, 2014 11:09 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:** assistant@  
**Subject:** Parking Permit Petition for the 700 block of North Arden Drive - Statement of Paivi and Barry Hacker, 718 N. Arden Drive  
**Attachments:** Parking Letter 6 2 14.docx

Please enter the attached letter into the exhibits for the meeting on June 5 at 10 a.m. This is our statement as we cannot attend in person.

Thank you,

Barry C. Hacker  
Senior Managing Director  
Marshall & Stevens, Inc.  
355 S. Grand Avenue, Suite  
Los Angeles, CA 90071  
Phone:  
Fax:  
Mobile:  
Email:  
Website:

**MARSHALL**

**STEVENS**

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2/3

To: City of Beverly Hills  
Traffic & Parking Commission

Re: Petition for Parking Restriction  
700 Block of Arden Drive

Date: June 2, 2014

To Whom It May Concern:

We live at 718 N. Arden Drive and, unfortunately, will not be in attendance at the hearing on June 5, 2014; however, we submit this statement in lieu of our attendance. Over the years, we have had a significant increase in street parking which primarily involves employees and patrons of restaurants, clubs and other businesses within walking distance. This has caused a disruption to the residents of our block since these non-residents often take every parking spot on the street near sunset during the day and the evening (prior to the 2:30 a.m. overnight parking restriction). We have had to notify the Beverly Hills Police Department on several occasions when, for example, cars have blocked the driveway. This is a safety issue for emergency vehicles as well as a distraction for the police department.

Some of the employees sleep, eat, litter and otherwise occupy the street for extended periods of time which undermines the quality of life of residents and provides a severe impediment for visitors in instances where the number of cars exceeds the limited parking on each property (e.g., not many residents have the luxury of circular or extensive driveways). Some employees are such regular occupants of street parking that they are able to track the comings and goings of residents. In one instance, an individual to climb over the walls and sleep on the property overnight (he was aware that we were away and discovered by the gardeners). Perhaps he did so to avoid a DUI charge.

The issue at hand is the same as those that live on the blocks adjacent to Santa Monica Blvd. and has, over the years, grown due to growth of businesses on Sunset Strip within walking distance. We implore you to pass the parking restrictions for the same reasons as you did for our neighbors to the south.

Thank you for your consideration,

Paivi and Barry Hacker

(3/3)

**Martha Eros**

---

**From:** Assistant <Assistant@lovesr.com>  
**Sent:** Monday, June 02, 2014 11:40 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** FW: Parking Permit Petition for the 700 block of North Arden Drive - Statement of Paivi and Barry Hacker, 718 N. Arden Drive  
**Attachments:** Parking Letter 6 2 14.docx

Dear Transportation and Parking Commission,

This email is in reference to the **Parking Permit Petition for the 700 block of North Arden Drive.**

The Petition Review meeting is scheduled for **Thursday, June 5<sup>th</sup> at 10:00 AM.**

Please find attached a letter of support from Paivi and Barry Hacker, residents of 718 N. Arden Drive. They cannot attend the meeting, but would like to submit the statement for your consideration.

Please let me know if the attached document will suffice. If you require a hard copy, I am more than happy to send one over via regular mail.

Thank you in advance for your assistance!

**Molly Ridders**

Executive Assistant to Lisa Bonbright

The Bonbright Corporation  
8733 Sunset Blvd, Suite 205  
West Hollywood, CA 90069  
Office: **310-853-1890**  
Fax: 323-297-8444  
Email: [assistant@lovesr.com](mailto:assistant@lovesr.com)

---

**From:** Barry Hacker [<mailto:barry.hacker@yahoo.com>]  
**Sent:** Monday, June 02, 2014 11:09 AM  
**To:** [transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)  
**Cc:** Assistant  
**Subject:** Parking Permit Petition for the 700 block of North Arden Drive - Statement of Paivi and Barry Hacker, 718 N. Arden Drive

Please enter the attached letter into the exhibits for the meeting on June 5 at 10 a.m. This is our statement as we cannot attend in person.

Thank you,

Barry C. Hacker  
Senior Managing Director  
Marshall & Stevens, Inc.  
355 S. Grand Avenue, Suite 1750  
Los Angeles, CA 90071

# OPPOSE

---

**From:** Cindra Ladd  
**Sent:** Monday, June 02, 2014 1:51 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** PROPOSED PARKING PERMITS ON 700 BLOCK OF N. ARDEN DRIVE

My name is Cindra Ladd and my husband, Alan Ladd and I live at 706 N. Arden Drive, on a block which is being considered for permit parking. My family and I are vehemently opposed to the proposed permit parking. I am not able to attend the hearing on June 5th but this matter is very important to us and I would like to have my opinion considered.

We do not see any necessity for limiting parking on our block which always has ample parking. The purpose of permit parking should be to provide essential parking to residents who are crowded out by commercial parking. The stated requirement for implementing permit parking is a "serious" lack of resident parking. This is not the case in our neighborhood. There is always parking available on our block, both at night and throughout the day.

Our neighborhood is a virtual ghost town at night due to the "no overnight parking" policy. The nature of that policy is that every resident already possesses enough off-street parking to clear the streets at night. Therefore, by definition, residents do not have a "serious" need for on-street parking and generally the street is used for visitors and workers. By limiting our visitors and workers to 2 permits per household, we are being faced with a great inconvenience where we currently have no inconvenience at all.

A neighbor of mine spoke to someone at the city who told her that a study was done on our block which showed that some people are parking here for the whole day. However, the study did not investigate whether the owners of the cars were working in the homes on our block. My belief is that a handful of cars that park at the top of the block near Sunset MAY belong to commuters who work elsewhere, but that most of the cars which park all day on the block belong to workers who are employed here. We know that the neighboring streets have begun to initiate permit parking, and that some kind of fear is driving neighbors on our block to consider doing the same thing. However, we were against the Alta parking change as well. We would like to see the permit parking "wave" stop at our block as we feel that the whole shift is misguided and we do not want to see the entire Beverly Hills flats converted to permit parking. Furthermore, we do not subscribe to the fear-based theory that "strange cars" on the block represent a danger to us. We are the privileged few who live in this wonderful neighborhood with enough parking space to pull our cars off the road at night. Who are we to criticize working people who have to park their cars during the day? And how does a parked car represent a threat? In what other neighborhood could residents try to require that there be no cars parked outside their homes? The idea is quite ridiculous and deeply classist.

Perhaps to the most upsetting degree, we are very concerned about our ability to entertain at home if the permit parking is instituted. First of all, we consider it an invasion of privacy that we have to contact the city when we want to entertain more than two cars at our home. That this would be the case both during the day and at night is completely unacceptable. Second, my neighbor was told by someone at the city that we need to both obtain a special permit to entertain AND contact the police if we are to have a large party. By contrast, we have always entertained easily and happily in the neighborhood, and with the ample parking available here we have never needed to hire a valet. Now, we would to be faced with much more inconvenience and cost if we wish to entertain.

We have 4 adult children and 6 grandchildren, 4 of which drive, who gather at our house on a regular basis. I host a weekly luncheon for 12 women. No one has ever had a problem with parking on our block. As we see it, this proposed limitation is going to greatly inconvenience us, hamper our activities, and offer us no benefit in return. In fact, we feel very greatly imposed on by the proposal itself, as it does not represent our interests whatsoever.

Cindra Ladd

# OPPOSE

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**From:** Robert Ellis  
**Sent:** Wednesday, June 04, 2014 4:16 PM  
**To:** WebCBH TRANSPORTATION; Martha Eros  
**Subject:** permit parking on 700 n arden block, beverly hills

We are not in favor of permit parking on this street. Robert & Elliette Ellis, 716 n Arden Dr., Beverly Hills, 90210, ca

# **ATTACHMENT 6**

**700 North Arden Drive  
Establish Preferential Parking Permit Zone**

Existing Regulation: No Parking Regulation  
 Petition Request: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Monday through Saturday

Recommendation: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Daily, Permit "O" Exempt

As of June 17, 2014 - 5 pm (CITY COUNCIL)

<b>DATE</b>	<b>ADDRESS</b>	<b>SUPPORT</b>	<b>OPPOSE</b>
06/04/14	710 North Arden Drive		X
06/05/14	716 North Arden Drive		X
06/05/14	711 North Arden Drive		X
06/05/14	708 North Arden Drive		X
06/05/14	704 North Arden Drive		X
06/05/14	708 North Arden Drive		X
06/06/14	713 North Arden Drive	X	
06/10/14	701 North Arden Drive		X
06/17/14	708 North Arden Drive		X

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**From:** Marilyn Gillis ·  
**Sent:** Wednesday, June 04, 2014 7:22 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Permit Parking on Arden Drive

Dear City Transportation Department,

We have just been made aware that the above matter is having it's hearing tomorrow morning. With such short notice, we will not be able to attend.

We did sign the petition but thought that it was for two hour parking on our street not permit parking. ]

While we have noticed several cars that continually park in front of our house all day long, we do not want to prevent our guests, and or workers, from street parking.

Therefore, we would like to remove our names from the permit petition but allow for restricted parking during work hours Monday thru Friday. ]

Thank you,

Marilyn and Bruce Gillis  
710 North Arden Drive

**From:** Robert Ellis <  
**Sent:** Thursday, June 05, 2014 9:25 AM  
**To:** WebCBH TRANSPORTATION; Martha Eros  
**Subject:** Re: permit parking on 700 n arden block, beverly hills

Please allow me to explain my opposition to permit parking on the 700 block (north) on Arden Drive. Living here most of our adult lives, we find the street peaceful and that the folks who park on it are orderly and quiet. I notice there is only permit parking permitted on the several streets east of us in the 700 block. Why erect more barriers to workmen and others who have to find parking to work on Sunset Blvd business places. Barriers only create enmity. Live and let live. Most of us as residents use our driveways. Let kindness rule behavior and here will be peace amongst us in our small world. Thank you. Mr. and Mrs. Ellis, homeowners over many, many years.

On Jun 4, 2014, at 4:15 PM, Robert Ellis < wrote:

> We are not in favor of permit parking on this street. Robert & Elliette Ellis, 716 n Arden Dr., Beverly Hills, 90210, ca

711

# OPPOSE

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**From:**  
**Sent:** Thursday, June 05, 2014 10:26 AM  
**To:** WebCBH TRANSPORTATION; Martha Eros  
**Subject:** Arden Drive Parking Permit

Hello:

I am Daniel Elihu and reside at 711 Arden Drive.

I do not want permit parking for my street. I had previously signed a statement ] agreeing to proceed with the parking requirement, but I would like to revoke my name from the petition. I have now had a change of heart and would like to keep our streets free of parking requirements. Please reply confirming receipt of this request. Thank you.

709

OPPOSE

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**From:**  
**Sent:** Thursday, June 05, 2014 10:58 AM  
**To:** WebCBH TRANSPORTATION; Martha Eros  
**Cc:** a.  
**Subject:** STOP PERMIT PARKING ON 700 BLOCK OF ARDEN DRIVE

After giving the subject much thought, I am reversing my opinion of PERMIT PARKING on No. Arden Drive and DO NOT WISH PERMIT PARKING on our street !!!

My address is 708 No. Arden Drive.

Thank you,

Michele Andelson

3

704

# OPPOSE

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**From:** Kelly Perkins  
**Sent:** Thursday, June 05, 2014 1:05 PM  
**To:** WebCBH TRANSPORTATION; Martha Eros; Eric Petersen  
**Subject:** preferential parking for the 700 block of north arden drive

To Whom It May Concern,

This letter is in response to the proposed permit parking on the 700 block of North Arden Dr.

We are vehemently opposed to this measure passing! It would be a detriment to the integrity of the 700 block as proposed.

We join our neighbors (Kevin Wall, Sue Smalley of 703, Lisa Henson and Dave Pressler of 705, Cindra and Alan Ladd Jr. at 706 and Elahe Elihu at 711) and share their concerns as noted in their petition: most importantly, we feel that the obligation related to asking for permits from the transportation department any time we have more people visiting us is outrageous and we are strongly against any measures which would invade our privacy in such a way.

Furthermore, having to purchase permits for our *own* use to be able to park by our very home is as ridiculous of an idea as it is revolting. Its also a inconvenience for our guests as well. This is not acceptable under any circumstances.

Having lived here in 704 N. Arden Drive for a few years now we have grown to love this beautiful street and everything that comes with it; therefore we are strongly against any and all actions which would deteriorate this lovely neighborhood into a parking lot - and especially one that requires the occupants of the block to ask for permission to use!

Respectfully,

Kelly Petersen and Eric Petersen (704 N. Arden Drive)

708

# OPPOSE

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**From:** Arlen  
**Sent:** Thursday, June 05, 2014 1:11 PM  
**To:** WebCBH TRANSPORTATION; Martha Eros  
**Cc:** DCS MicheleAndelson  
**Subject:** Re: STOP PERMIT PARKING ON 700 BLOCK OF ARDEN DRIVE

I am Michele's Andelson's husband and also live at 708 No. Arden. I also OPPOSE and DO NOT WISH PERMIT PARKING on the 700 block of Arden.

Thank you,

Arlen H. Andelson

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

From: she \_\_\_\_\_n>  
To: TRANSPORTATION <[TRANSPORTATION@beverlyhills.org](mailto:TRANSPORTATION@beverlyhills.org)>; MEros <[MEros@beverlyhills.org](mailto:MEros@beverlyhills.org)>  
Cc: aandelson  
Sent: Thu, Jun 5, 2014 10:57 am  
Subject: STOP PERMIT PARKING ON 700 BLOCK OF ARDEN DRIVE

After giving the subject much thought, I am reversing my opinion of PERMIT PARKING on No. Arden Drive and DO NOT WISH PERMIT PARKING on our street !!!

My address is 708 No. Arden Drive.

Thank you,

Michele Andelson

3.

713

# SUPPORT

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**From:** Charles Nelson  
**Sent:** Friday, June 06, 2014 11:15 AM  
**To:** Martha Eros; WebCBH TRANSPORTATION  
**Subject:** Support for 700 Block of North Arden Drive Permit Parking

I am writing to give my support to the Permit Parking Zone for the 700 block of North Arden Drive. My wife and I own the home under construction at 713 North Arden Drive. We were not included on the original petition and will increase the number of homes in support to 11 of 18. Our neighbor across the street the Rubins are also in support and will send a letter stating such. They weren't included on the original petition either and will then give us 12 of 18 homes in support.

The Sunset employees treat our neighborhood as a dressing room and trash can and loiter all hours of the day and night. We should not have to endure their impact because they want free parking. Thank you for your consideration.

Best regards,

Charles Nelson

701

(1/2)

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**From:** Brittany Harrer <  
**Sent:** Tuesday, June 10, 2014 9:31 AM  
**To:** Martha Eros  
**Cc:** WebCBH TRANSPORTATION  
**Subject:** Letter from Stanley and Patricia Silver re: PERMIT PARKING ON ARDEN  
**Attachments:** Scan 3.jpeg

Hi Martha

I have attached a letter from Stanley and Patricia Silver (701 N Arden). They originally signed a petition for permit parking but are now against it. They tried to email you but it did not go through so I am attaching the letter here. Thank you.

Brittany Harrer  
*Executive Assistant to Susan Smalley*

OPPOSE

(2/2)

June 4, 2014

SUBJECT: PERMIT PARKING; ARDEN DRIVE

PATRICIA & STANLEY SILVER, OWNERS  
OF 701 NORTH ARDEN DRIVE, SIGNED  
A PETITION TO APPROVE PERMIT  
PARKING.

WE WANT TO CHANGE TO:

NO PERMIT PARKING

THANK YOU.

Stanley Silver

310 271-5200

\* COULD NOT SUBMIT BY COMPUTER  
TO: TRANSPORTATION & BEVERLYHILLS.ORG

OR

MENOS & BEVERLYHILLS.ORG

(1/2)

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**From:** WebCBH TRANSPORTATION  
**Subject:** FW: STOP PERMIT PARKING ON 700 BLOCK OF ARDEN DRIVE  
**Attachments:** 700\_Block\_No.\_Arden.pdf

**From:** Arlen [[mailto:\\_\\_\\_\\_\\_](#)]  
**Sent:** Tuesday, June 17, 2014 10:16 AM  
**To:** Martha Eros; WebCBH TRANSPORTATION  
**Cc:** DCS MicheleAndelson; Aaron Kunz;  
**Subject:** Re: STOP PERMIT PARKING ON 700 BLOCK OF ARDEN DRIVE

Hello Martha,

Thank you for so quickly returning my call yesterday. Your responses to my questions were very thorough and greatly appreciated.

Attached is a letter from my wife and I explaining in more detail our reasons for objecting to the request for permit parking. Please include it with the package being sent to the City Council.

Would you kindly acknowledge receipt of this email and its attachment.

Thanks so much.

Arlen & Michele Andelson

**OPPOSE**

CITY OF BEVERLY HILLS  
PERMIT STATION DIVISION

2/2

14 JUN 17 AM 11:11

TO: BEVERLY HILLS CITY COUNCIL  
Hearing Date: June 24, 2014

Re: STOP PERMIT PARKING ON THE 700 BLOCK OF NORTH ARDEN DRIVE

Dear Beverly Hills City Council,

Having lived in our home at 708 North Arden Drive for 30 years (since 1984) and having a deep concern for our quality of life, we are strongly opposed to permit parking on the 700 block of North Arden Drive. Our reasons include those set forth in the opposition letters submitted by other homeowners on our block.

In addition, we would like to point out:

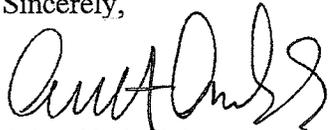
A MAJORITY of the 18 family home residents on the 700 block of North Arden Drive now oppose permit parking. Although the initial petition was signed by 10 of the 18 residents, two of those initial signers have rescinded their support and now strongly oppose permit parking of any sort. As of today 10 of the 18 family home residents are OPPOSED. That is a majority.

We have had very little problem with parking on our street EXCEPT when the construction crews are working. Even then, at worst, our guests park 2 or 3 houses away from us instead of directly in front of our home. This occurs rarely. The parking occupancy counts submitted to you mainly identify clearly marked construction vehicles. Many, if not most, of the passenger vehicles belong to construction workers and are construction related.

WE URGE THE FOLLOWING AS A SOLUTION:

We strongly urge that the request for permit parking be denied. Alternatively, that the request should be postponed until all construction on the street is completed and then re-assesses the matter. Additionally, for the good of all citizens (on Arden Drive and other residential streets) we urge that when granting building permits, they are conditioned with a requirement for on-site parking of construction workers or that some form of shuttle of workers is required.

Sincerely,



Arlen H. Andelson  
708 No. Arden Drive  
[aandelson@aol.com](mailto:aandelson@aol.com)



Michele W. Andelson  
708 No. Arden Drive  
[shel331@aol.com](mailto:shel331@aol.com)

# **ATTACHMENT 7**

**700 North Arden Drive  
Establish Preferential Parking Permit Zone**

Existing Regulation: No Parking Regulation  
 Petition Request: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Monday through Saturday

Recommendation: 2 Hour Parking, 8am-8pm, Monday through Saturday; and  
 No Parking, 8pm-2:30am, Daily, Permit "O" Exempt

Total Households - 700 Block of N. Arden Dr. (Duplicates Removed)

<b>DATE</b>	<b>ADDRESS</b>	<b>SUPPORT</b>	<b>OPPOSE</b>
06/10/14	701 North Arden Drive*		X
06/02/14	703 North Arden Drive		X
06/05/14	704 North Arden Drive		X
06/02/14	705 North Arden Drive		X
06/02/14	706 North Arden Drive		X
06/17/14	708 North Arden Drive		X
06/04/14	710 North Arden Drive*		X
06/05/14	711 North Arden Drive*		X
06/06/14	713 North Arden Drive	X	
06/05/14	716 North Arden Drive		X
06/02/14	718 North Arden Drive*	X	

\*signed original petition

Total Households - Adjacent Blocks (Duplicates Removed)

<b>DATE</b>	<b>ADDRESS</b>	<b>SUPPORT</b>	<b>OPPOSE</b>
05/27/14	623 North Arden Drive		X
05/28/14	702 North Hillcrest Drive		X