



## AGENDA REPORT

**Meeting Date:** December 5, 2007  
**Item Number:** E-3  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation  
**Subject:** RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS  
EXTENDING THE MORNING PEAK HOUR STOPPING RESTRICTION ON  
THE NORTH SIDE (WESTBOUND) OF OLYMPIC BOULEVARD IN THE CITY  
OF BEVERLY HILLS

**Attachments:**

1. Resolution
2. Commission Recommendation
3. Categorical Exemption
4. Traffic & Parking Commission Meeting Minutes
5. Correspondence

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### **RECOMMENDATION**

Staff and the Traffic and Parking Commission recommend extending the morning peak hour "No Stopping" regulation on the north side (westbound direction) of Olympic Boulevard by one hour within the City limits of Beverly Hills (Robertson Boulevard to Spalding Drive). Currently, the morning peak "No Stopping" regulation on Olympic Boulevard is from 7 am to 9 am. It is recommended that a regulation of 7 am to 10 am be established on the north side only. No changes are recommended for the south side of the street or for the evening parking regulation.

### **INTRODUCTION**

In an effort to reduce traffic congestion on Olympic Boulevard, the Traffic & Parking Commission identified extending the "No Stopping" peak hour parking regulation from an end time of 9:00 a.m. to an end time of 10:00 a.m. as a priority for 2007. Per direction at the May 15, 2007 City Council Study Session, the Traffic & Parking Commission hosted two community meetings, the first during the evening of June 11, 2007 and the second during the day on July 12, 2007.

Since the Traffic & Parking Commission review, City of Los Angeles Mayor Antonio Villaraigosa has proposed a traffic improvement plan that would provide preferential

directional flow on Olympic Boulevard in the Westbound direction and preferential directional flow in the eastbound direction on Pico Boulevard (in the City of Los Angeles). The first phase of this effort is to expand peak-hour parking restrictions on Olympic and Pico Boulevards. The recommended extension of the morning peak hour parking regulation on the north side (westbound direction) of Olympic Boulevard is consistent with Mayor Villaraigosa's proposal.

## **DISCUSSION**

Olympic Boulevard is a heavily used major arterial commuter street with a peak hour "No Stopping" regulation from 7:00 a.m. to 9:00 a.m., and 3:00 p.m. to 7:00 p.m., Monday through Friday. These peak hour regulations create a third traffic lane to increase traffic flow during heavy commute periods. As several arterials in the region have morning peak-hour regulations until 10:00 a.m., the Traffic & Parking Commission only evaluated extending the morning peak-hour regulations. To staff's knowledge there are no arterials in the region with peak-hour regulations that start prior to 3:00 p.m.

Within Beverly Hills, the boulevard is comprised of a mix of multiple-family complexes and commercial buildings. Most commercial buildings are located at the east section between Beverly Drive and Robertson Boulevard to the west of Beverly Drive; Olympic Boulevard is comprised of multiple-family residential complexes except for one commercial building located between Bedford and Peck Drives with a pharmacy that opens at 9:00 a.m.

### ***Traffic Volumes (Exhibit 1)***

According to engineering standards, the two-lane capacity of Olympic Boulevard is estimated at 1,300 vehicles per hour per approach. This means when the volume of traffic during a certain hour (in this case, between 9:00 a.m. to 10:00 a.m.) exceeds 1,300 vehicles, a third traffic lane would be needed to avoid congestion and provide safer and manageable circulations. The most recent traffic data from May 2006 showed that the time period between 9:00 a.m. to 10:00 a.m. had approximately 1,430 vehicles traveling on Olympic Boulevard westbound and 1,100 vehicles traveling eastbound. The traffic volumes at the following hour between 10:00 a.m. to 11:00 a.m. fell to 1,050 vehicles westbound and approximately 1,000 vehicles eastbound.

### ***Traffic Collision Data (Exhibit 2)***

A review of reported traffic collisions along Olympic Boulevard over a 4 year period shows that 35 reported traffic collisions occurred between the hours of 9:00 am and 10 a.m. In comparison, only 7 reported traffic collisions occurred between 7:00 pm and 8:00 pm., the hour after the evening peak period regulation ends. This indicates that there is a potential that traffic collisions could be reduced by extending the morning peak-hour regulation to 10:00 a.m.

### ***Residential & Business Parking Conditions (Exhibit 3)***

Staff surveyed the parking on Olympic Boulevard five times during the period between 9:00 a.m. and 10:00 a.m. On average, a total of 42 vehicles parked on the north side (westbound direction) of Olympic Boulevard, with an average of 24 on the residential side (between Beverly and Spalding Drives) and 18 on the business side (between Robertson Blvd. and Beverly Drive).

At the suggestion of the Traffic & Parking Commission, staff surveyed all the parallel blocks north of Olympic Boulevard to identify areas where more parking could be added. With the removal of red curb markings, staff found that up to 11 spaces may be safely added on the parallel streets.

### ***Community Input***

During the course of the two community Traffic & Parking Commission meetings, 24 attendees provided input. Overall, most who spoke in opposition were representatives of businesses on Olympic Boulevard that are open before 10:00 a.m. Those in support expressed that loss of parking is outweighed by the improvements in traffic flow. In sum, one business representative and nine residents spoke in support of the proposal. Five business representatives and seven residents spoke in opposition to the proposal. Two persons spoke but did not take a position.

In addition, staff received eight letters or e-mails supporting the proposal and 13 letters or e-mails in opposition. This includes a letter from the Southwest Homeowners' Association which represents the neighborhood bordering Olympic Boulevard from Linden and El Camino Drives supporting the proposal and a petition letter from the same neighborhood signed by 35 residents in opposition.

### ***City of Los Angeles Regulations***

In the City of Los Angeles, Olympic Boulevard to the west has three travel lanes in each direction at all times. To the east of the City, the westbound direction peak hour regulation ends at 9:00 a.m. and the eastbound direction ends at 10:00 a.m. The City of Los Angeles peak hour regulation was established when the traffic volumes were higher in the eastbound direction towards downtown Los Angeles. Since that time, the commute patterns have shifted with higher a.m. traffic in the westbound direction. The City of Los Angeles has shown interest in extending the peak hour regulation to 10:00 a.m.

### **NOTICING**

Notices advising of the City Council's consideration of this issue were mailed to all residential and commercial properties adjacent to Olympic Blvd. within the City limits and the local homeowner associations. Additionally, a courtesy notice was published in the Beverly Hills Weekly and Courier newspapers.

### **FISCAL IMPACT**

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

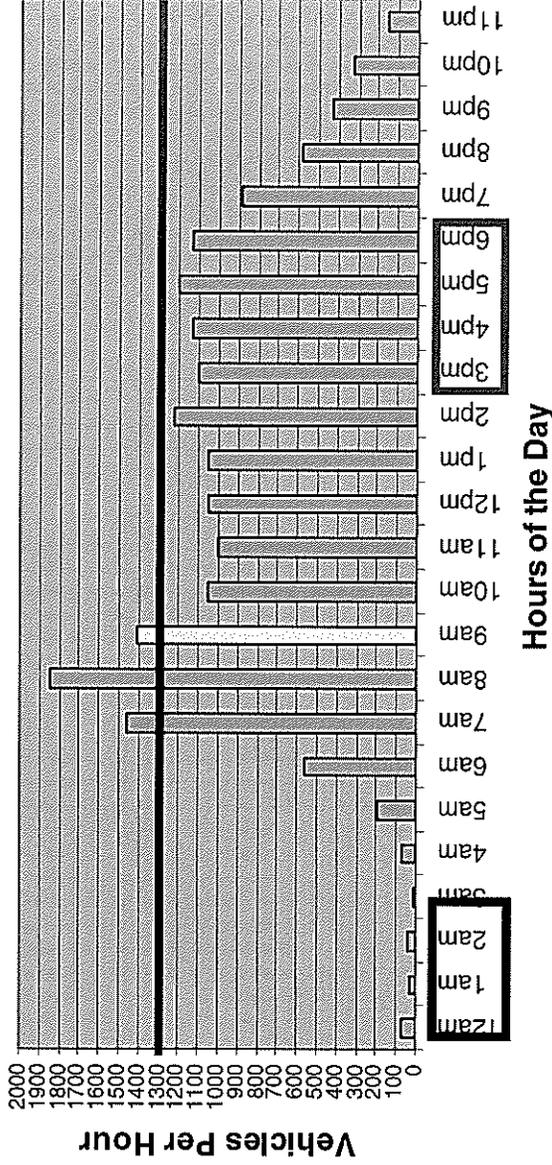
 David Gustavson  
Approved By

# Olympic Blvd. 24-Hour East/West Traffic Direction May 2006

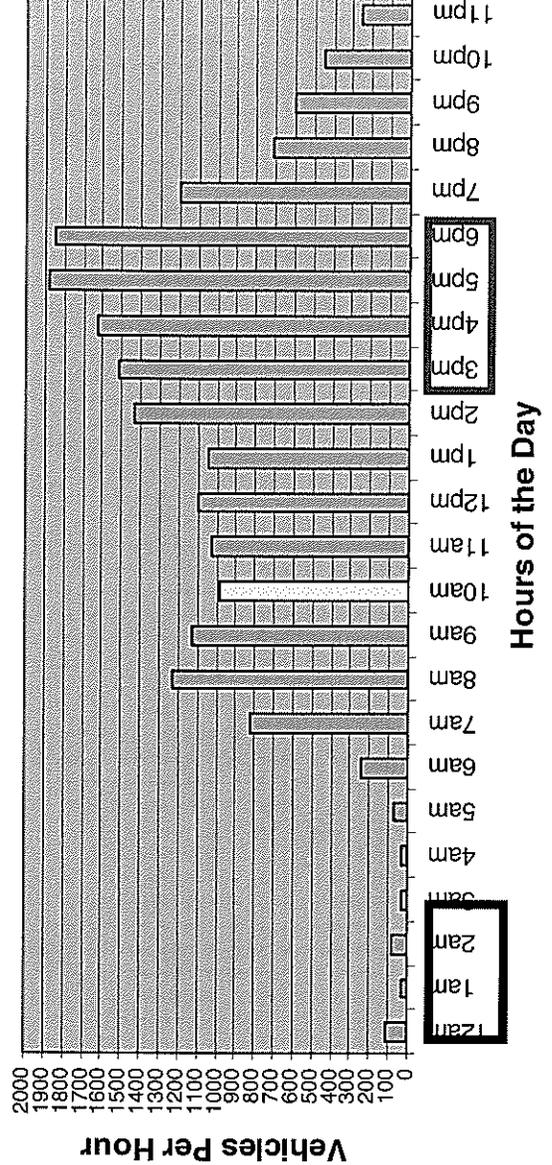
## EXHIBIT 1

Vehicles 9am to 10am	
Max Capacity for 2 Lanes	
Peak Hours	

Olympic Blvd. 24-Hour Traffic Westbound Direction



Olympic Blvd. 24-Hour Traffic Eastbound Direction



# EXHIBIT 2

## Number of Traffic Collisions along Olympic Boulevard Hourly Variations

HR/YR	2003	2004	2005	2006	Total
1:00 AM		1			1
2:00 AM		1	1	1	3
3:00 AM					0
4:00 AM					0
5:00 AM					0
6:00 AM	1		1		2
7:00 AM		3	1	1	5
8:00 AM	4	2	1	2	9
<b>9:00 AM*</b>	<b>10</b>	<b>11</b>	<b>7</b>	<b>7</b>	<b>35</b>
10:00 AM	2	1	1	2	6
11:00 AM	3	2	3	3	11
12:00 PM	5	3	3	1	12
1:00 PM	2	2	2	3	9
2:00 PM	7	7	3	4	21
3:00 PM	3	5	2	6	16
4:00 PM	6	5	8	6	25
5:00 PM	4	5	3	3	15
6:00 PM		2	7	4	13
7:00 PM	1	1	4	1	7
8:00 PM	2		1	2	5
9:00 PM	1	1	1	1	4
10:00 PM	1	1	3	1	6
11:00 PM			1	2	3
12:00 AM					0
<b>Total</b>	<b>52</b>	<b>53</b>	<b>53</b>	<b>50</b>	<b>208</b>

\*Between 9am to 10am

# EXHIBIT 3

## ***Olympic Blvd. Parking Occupancy***

Olympic Parking Counts (between Spalding and Beverly Drives)

Day	Time	Non-Resident Vehicle*		Resident Vehicle		Total
		North	South	North	South	
Friday, April 6, 2007	9am-10am	15	6	2	1	24
Thursday, April 12, 2007	9am-10am	24	5	1	1	31
Monday, April 16, 2007	9am-10am	23	4	3	0	30
Tuesday, April 24, 2007	9am-10am	31	4	4	0	39
Monday, April 30, 2007	9am-10am	16	3	0	1	20

Day	Time	Non-Resident Vehicle*		Resident Vehicle		Total
		North	South	North	South	
Tuesday, April 10, 2007	9am-10am	21	6	0	0	27
Friday, April 13, 2007	9am-10am	21	6	4	4	35
Thursday, April 19, 2007	9am-10am	14	13	2	2	31
Friday, April 27, 2007	9am-10am	11	11	7	3	32
Tuesday, May 1, 2007	9am-10am	9	12	0	2	23

Olympic Parking Counts (between Beverly and Robertson Drives)

\*For purposes of this survey, a non-resident vehicle is defined as one not registered to a nearby Beverly Hills address.

# **ATTACHMENT 1**

RESOLUTION NO. 07-R-

RESOLUTION OF THE COUNCIL OF THE CITY OF BEVERLY HILLS EXTENDING THE MORNING PEAK HOUR STOPPING RESTRICTION ON THE NORTH SIDE (WESTBOUND) OF OLYMPIC BOULEVARD IN THE CITY OF BEVERLY HILLS

WHEREAS, the California Vehicle Code section 22507 authorizes a city to restrict the stopping, parking or standing of vehicles on certain streets, or portions thereof;

WHEREAS, the City has previously authorized "No Stopping" on Olympic Boulevard during the morning peak hours of 7:00 a.m. to 9:00 a.m., Monday through Friday;

WHEREAS, the City desires to extend the restriction to 10:00 a.m. on the north side of Olympic Boulevard;

WHEREAS, the Community Development Department has reviewed the proposed project and has issued a Categorical Exemption;

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

Section 1. Pursuant to California Vehicle Code Section 22507, the City Council hereby amends the "No Stopping" restriction on north side (westbound) of Olympic Boulevard, identified on map attached as Exhibit A, to 7:00 a.m. to 10:00 a.m, Monday through Friday. The restriction on the south side (eastbound) will remain as "No Stopping" from 7:00 a.m. to 9:00 a.m., Monday through Friday. During such times, the City Council authorizes the removal of any vehicles parked or left standing pursuant to Vehicle Code Section 22651(n).

Section 2. The Director of Transportation & Engineering shall post the appropriate signs giving notice of the restrictions set forth in Section 1 above and indicating that vehicles in violation of said restrictions may be removed pursuant to Vehicle Code Section 22651(n).

Section 3. The City Clerk shall certify to the adoption of this Resolution and shall cause this Resolution and her certification to be entered in the Book of Resolutions of the Council of this City.

Adopted:

CITY OF BEVERLY HILLS  
A Municipal Corporation

\_\_\_\_\_  
JIMMY DELSHAD  
Mayor of the City of  
Beverly Hills, California

ATTEST:

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

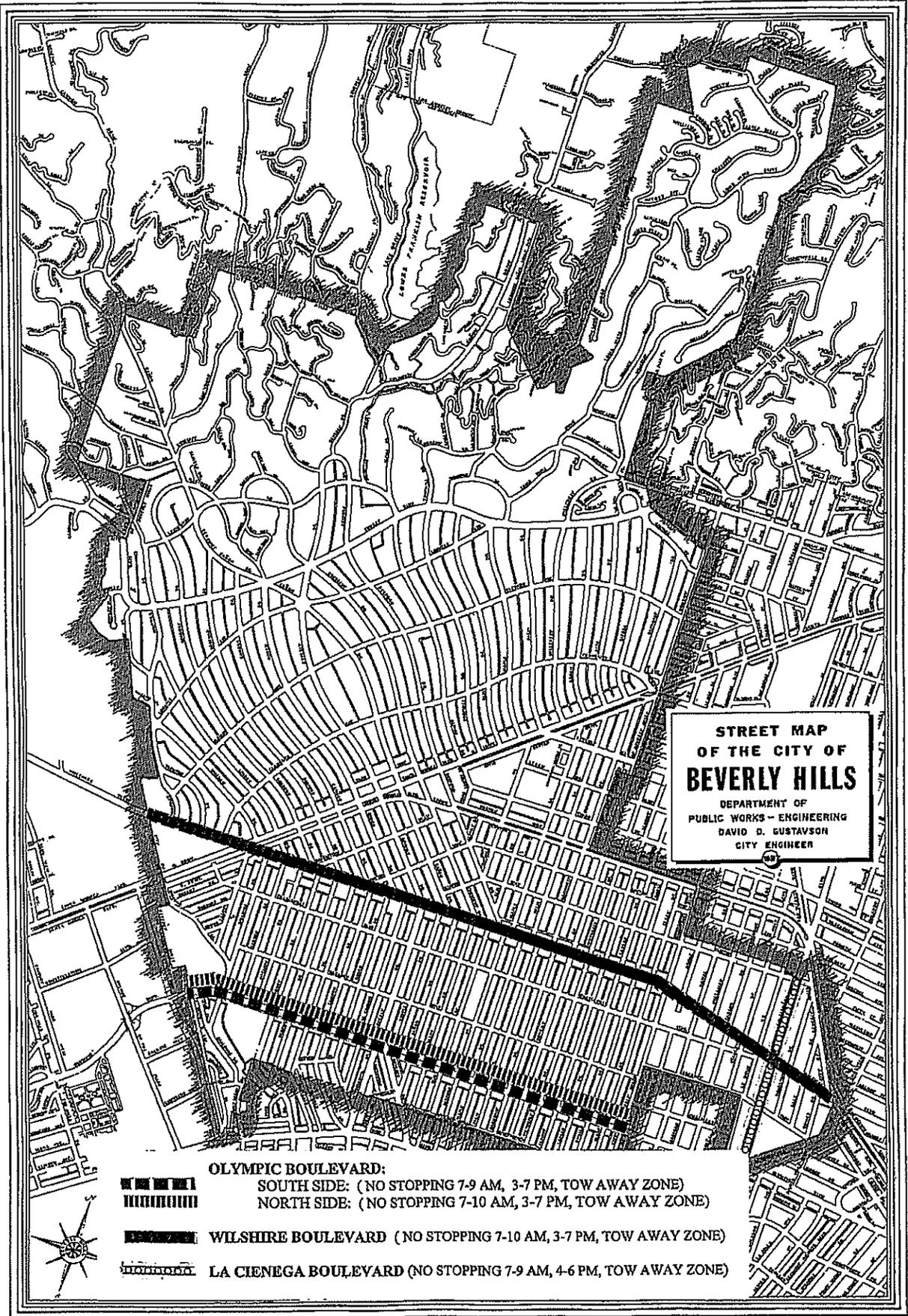
APPROVED AS TO FORM:

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

APPROVED AS TO CONTENT:

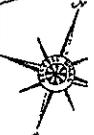
  
\_\_\_\_\_  
DAVID D. GUSTAVSON  
Director of Transportation & Engineering

EXHIBIT A



**STREET MAP  
OF THE CITY OF  
BEVERLY HILLS**  
DEPARTMENT OF  
PUBLIC WORKS - ENGINEERING  
DAVID D. GUSTAVSON  
CITY ENGINEER

- OLYMPIC BOULEVARD:**  
 [Symbol: Dashed line] SOUTH SIDE: (NO STOPPING 7-9 AM, 3-7 PM, TOW AWAY ZONE)  
 [Symbol: Solid line] NORTH SIDE: (NO STOPPING 7-10 AM, 3-7 PM, TOW AWAY ZONE)
- [Symbol: Dashed line] **WILSHIRE BOULEVARD** (NO STOPPING 7-10 AM, 3-7 PM, TOW AWAY ZONE)
- [Symbol: Dashed line] **LA CIENEGA BOULEVARD** (NO STOPPING 7-9 AM, 4-6 PM, TOW AWAY ZONE)



## **ATTACHMENT 2**

**July 12, 2007 Traffic & Parking Commission Meeting**

Commission Recommendations

4/3 To extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

AYES: FRIEDMAN, BRAUN, GOLD, SEFF

NOES: GOLDMAN, MILKOWSKI, SILVER

ABSENT:

ABSTAIN:

CARRIED:

2/5 To extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. between Rexford Drive and Spalding Drive from 9:00 a.m. to 10:00 a.m.

AYES: GOLDMAN, SILVER

NOES: MILKOWSKI, FRIEDMAN, BRAUN, GOLD, SEFF

ABSENT:

ABSTAIN:

FAILED:

# **ATTACHMENT 3**

CITY OF BEVERLY HILLS  
DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

Categorical Exemption

NAME OF PROJECT Modification of A.M. Tow Away Hours

LOCATION West bound (north side) of Olympic Boulevard

TYPE OF BUSINESS (IF COMMERCIAL) \_\_\_\_\_

PROJECT DESCRIPTION Proposal would modify the a.m. tow away hours "No Stopping Any Time" and "No Stopping" between the hours of 7 a.m. to 10 a.m. Evening hours remain the same.

APPLICANT'S NAME City of Beverly Hills PHONE 31-285-1000

APPLICANT'S ADDRESS 455 North Rexford Drive

CITY Beverly Hills ZIP 90210

IF DIFFERENT, PROVIDE:

AGENT'S NAME Dept. of Transportation PHONE 310-285-2400

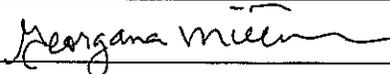
AGENT'S ADDRESS 455 North Rexford Drive

CITY Beverly Hills 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 Class 1(c)

COMMENTS Operation of an existing public right of way.

Reviewed by  Date 28 Nov. 2007

# **ATTACHMENT 4**

A detailed Commission packet is available for review in the Library and the City Clerk's Office.



In accordance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the Transportation Department at (310) 285-2500 at least seventy-two hours prior to the meeting so that reasonable arrangements can be made to ensure accessibility. Council Chambers is equipped with audio equipment for the hearing impaired, and is wheelchair accessible.

**CITY OF BEVERLY HILLS**

**CITY HALL ROOM 180-A**

**AGENDA**

**SPECIAL TRAFFIC & PARKING COMMISSION MEETING**

June 11, 2007

7:00 p.m.

**ROLL CALL – 7:02 p.m.**

**PRESENT:** FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF  
**ABSENT:**

**STUDY SESSION – 7:02 p.m.**

Chair SEFF explained the process of the two part hearing indicating that all Commissioners will save any discussion or dialogue until hearing public comments from both the June 11, 2007 Traffic & Parking Commission meeting and the July 12, 2007 meeting. After hearing all public comments the Commission will make a recommendation and forward it to the City Council for consideration.

**ORAL COMMUNICATION FROM THE AUDIENCE**

(Speakers wishing to address the Commission will be limited to three minutes.)

**ACTION ITEMS – 8:10 P.M.**

**1. CONSIDERATION OF THE MAY 3, 2007 REGULAR MEETING MINUTES**

Motion by FRIEDMAN, seconded by SILVER

5/0 To approve the consideration of the May 3, 2007 regular meeting minutes.

**AYES:** FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF

ANOES:  
ABSENT:  
ABSTAIN:  
CARRIED:

## **2. OLYMPIC BOULEVARD – PROPOSAL TO EXTEND THE MORNING PEAK HOUR “NO STOPPING” REGULATION FROM 9AM TO 10AM**

Deputy Director of Transportation, Aaron Kunz, provided an overview of the proposal to extend the morning peak hour “no stopping” regulation from 9am to 10am and clarified a discrepancy of traffic counts presented in the staff report.

Mr. Kunz explained to the Commission the data of the traffic study conducted by staff regarding the engineering standard on lane capacity on Olympic Blvd. The standard is 650 vehicles per lane, 1,300 in two lanes, and 1,950 vehicles in three lanes. More than 650 vehicles per lane have the potential to cause gridlock conditions. Between 9am and 10am, 1430 vehicles occupy Olympic Blvd. westbound indicating over capacity by the engineering standard. The eastbound direction traffic volume is currently under the engineering standard.

Mr. Kunz reported a technical analysis based on traffic counts, the number of cars parked along Olympic Blvd. over the survey period, and the number of businesses open before 10:00 a.m. with no off-street parking that may be impacted by extending the morning peak hour “no stopping” regulation from 9:00 a.m. to 10:00 a.m.

Commissioner GOLDMAN inquired whether any data of traffic counts along Gregory Way was collected. Bijan Vaziri, Traffic Engineer, provided the recent counts to the Commission. Traffic count ranges from 3,500 to 4,000 per day between 7:45 a.m. to 9:45 a.m.

PUBLIC COMMENT - 7:19 p.m.

Marisa Lederman, resident of the 9700 block of Olympic Blvd., expressed her support to extend the morning peak hour “no stopping” regulation from 9:00 a.m. to 10:00 a.m. She witnessed cars parked during the regulation period and expressed the potential dangers it may have to speeders.

Sanford Katz, business owner on the 8000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour “no stopping” regulation from 9:00 a.m. to 10:00 a.m. Mr. Katz mention that his business has no off-street parking.

Paul Burnstein, resident of the 300 block of South Canon Drive, expressed his support to extend the morning peak hour “no stopping” regulation from 9:00 a.m. to 10:00 a.m. Mr. Burnstein has been campaigning on this matter for about 3 years. Mr. Burnstein recommended right turn only regulations on streets intersecting Olympic Blvd. that do not have traffic signals.

Ali Khosravi, business owner on the 9000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. He noted that he receives most of his business between 9:00 a.m. and 10:00 a.m. and mentioned he has seen cars speeding resulting in accidents in front of his store.

Ken Goldman, resident of the 200 block of McCarthy, expressed his support to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. Mr. Goldman travels along Olympic Blvd. everyday to go to work and believes traffic volume has increased. Merging traffic and residential cut through is impacting the area.

Earl Goldstein, owner of a building of Olympic Blvd., expressed his support to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. Mr. Goldstein believes in a common good and feels this proposal falls in that category.

Stefan Dahlerbruch, resident of the 9000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. and expressed that service vehicles such as gardeners need parking on Olympic Blvd.

Richard Synn, business owner on the 9000 block of Olympic Blvd., expressed his request to establish a designated parking space for his business. Chair SEFF directed Mr. Synn to speak with Transportation Planning Analyst, Gabriel Szasz, regarding his request.

Kelly Hartog, reporter for the Beverly Hills Courier, addressed the Commission stating that as a reporter, she is not taking a position but wanted to clarify that the Beverly Hills Courier has sufficient off-street parking.

Sam Sheldon, business owner on the 9000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. He noted that there is little parking available for employees and extending the peak hour restriction will impact the parking availability for employees and customers.

Florence Rhodes, resident of the 200 block of South Carson Rd., expressed her support to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. and requested left turning signs along Olympic Blvd.

Dean Panero, business owner on 9000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. Mr. Panero informed staff that business opens at 9:00 a.m. and addressed his concerns to the Commission regarding the accuracy of the study.

Harriet Borson, resident of the 300 block of South Palm Drive, expressed her support to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. She suggested that the residential permit parking restriction can start at 10:00 a.m. so employees can have a place to park.

Ely Erdan, business owner on the 9000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m. Mr.

Erdan expressed that employees arrive to work at 8:30 a.m. and would like to be included on the list of businesses along Olympic Blvd, which do not have off-street parking.

Deputy Director of Transportation, Aaron Kunz, informed the Commission that staff will conduct a follow up survey to include those businesses not included in the study provided. Traffic counts along Gregory Way between the hours of 9:00 a.m. and 10:00 a.m. will be provided to the Commission on the July 12, 2007 meeting. Additionally, staff will list the businesses that open before 10:00 a.m. along with surrounding parking restrictions and identify the parking availability for those businesses. Mr. Kunz explained that the City's municipal code allows permits for residents only.

Chair SEFF acknowledged the correspondence and the petitions submitted by residents relating to the proposal to extend the morning peak hour "no stopping" regulation from 9:00 a.m. to 10:00 a.m.

Commissioner GOLDMAN recommended to the Commission to hold all comments until the July 12, 2007 meeting.

Commissioner MILKOWSKI requested an update on the position of establishing Pico Blvd. as a one-way street. Mr. Kunz replied that it is in the preliminary stages and Los Angeles has not taken any position and it has not been reviewed by the City of Beverly Hills.

Vice Chair GOLD inquired on a method to reduce speed by utilizing existing stop lights. Mr. Kunz replied that modifying the stop light system would negate the damages of traffic flow. Traffic Engineer, Bijan Vaziri, stated that staff conducted a study on the speed of traffic at 6 locations on Olympic Blvd. Mr. Vaziri reported that at the 85 percentile, speed averaged at 38 mph on a 35 mph speed limit.

Commissioner BRAUN inquired on the percentage of parking from businesses that operate between the hours of 9:00 a.m. and 10:00 a.m. Mr. Kunz replied that an assessment will be made by providing the average number of cars parked during those hours.

Commissioner FRIEDMAN inquired on right turn only lanes. Mr. Vaziri reported that currently there are 3 right-turn only lanes located on Oakhurst, Wetherly, and El Camino Drives with restriction hours of 8:00 a.m. to 9:00 a.m.

Chair SEFF provided a closing statement.

#### **ADJOURNMENT – 8:13 p.m.**

Motion by SEFF

5/0 To adjourn meeting.

AYES: FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF

ANOES:  
ABSENT:  
ABSTAIN:  
CARRIED:

  
Richard Seff, Chair

A detailed Commission packet is available for review in the Library and the City Clerk's Office.



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## CITY OF BEVERLY HILLS

### CITY HALL ROOM 180-A

#### MINUTES

#### TRAFFIC & PARKING COMMISSION SPECIAL MEETING

July 12, 2007

9:00 a.m.

#### **ROLL CALL – 9:02 a.m.**

PRESENT: FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF  
ABSENT:

#### **STUDY SESSION**

Chair SEFF explained the process of the two part hearing indicating that all after hearing all public comment the Commission will make a recommendation and forward it to the City Council for consideration.

#### **POLICE DEPARTMENT REPORT – 9:03 a.m.**

Lt. Michael Gilmore introduced to the Commission the new Traffic Bureau Supervisor, Sgt. David Perez who will fill in for Lt. Gilmore when he is unavailable to attend a Traffic & Parking Commission meeting.

Vice Chair GOLD inquired as to what consists of a hit and run accident. Lt. Gilmore provided examples including hitting City property and leaving the scene of the collision without reporting it.

Commissioner BRAUN inquired as to why the *signed traffic citation* increased from the previous month. Lt Gilmore explained that it was due to the Click It or Ticket seatbelt enforcement campaign that took place in the month of May. Commissioner BRAUN also inquired as to why there was a significant increase in the *other hazards* category. Lt

AYES: FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF

ANOEES:

ABSENT:

ABSTAIN:

CARRIED:

## **2. OLYMPIC BOULEVARD – PROPOSAL TO EXTEND THE MORNING PEAK HOUR “NO STOPPING” REGULATION FROM 9AM TO 10AM**

Chair SEFF made an announcement regarding the procedure to the two part hearing regarding Olympic Blvd. Two meetings were scheduled to obtain full public comment. Comments made by speakers at the June 11, 2007 meeting have been recorded and fully considered by the Commission. A recommendation will be made after discussion, which will be forwarded to the City Council for review.

Deputy Director of Transportation, Aaron Kunz, provided background information regarding parking on Olympic Blvd. It is a priority of the Traffic & Parking Commission to evaluate extending the peak hour parking restriction on Olympic Blvd from 9:00 a.m. to 10:00 a.m. The issue is balance of traffic circulation and available parking 9:00 a.m. and 10:00 a.m. The discussion to extend the peak hour restriction on Olympic Blvd will be ultimately determined by City Council.

Mr. Kunz presented to the Commission statistical data regarding vehicle lane capacity. The engineering standard of one lane is 650 vehicles per lane. Anything over that number, gridlock conditions may occur. The vehicle capacity per two lanes is 1,300 and 1,950 per three lanes. Currently, between the hours of 9:00 a.m. and 10:00 a.m. going westbound on Olympic Blvd., the vehicle capacity per two lanes is 1,430. The eastbound direction is less than 1,300 per two lanes.

Mr. Kunz followed up on Commissioner's inquiries including Pico Blvd. traffic volumes, the accident rates per hour on Olympic Blvd. between 9:00 a.m. and 10:00 a.m., and the number of businesses located on the North side of Olympic Blvd. that open before 10:00 a.m.

The Commercial Subcommittee participated in a tour of Olympic Blvd. and determined the following additional parking spaces. Six residential parking spaces on the 300 block of Spalding Drive, 2 meter parking spaces on the 300 block of S. Swall Dr., one meter parking space on S. Alma Dr., and two meter parking spaces on S. Palm Dr.

Staff anticipates the Traffic & Parking Commission develop a recommendation on the proposal to extend the parking restriction on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. on the westbound direction. It will be presented to the City Council for review.

*Public Comment – 9:55 a.m.*

Sam Sheldon, business owner of 9000 Olympic Blvd., addressed the Commission at the June 11, 2007 meeting. Mr. Sheldon opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. He expressed that it will affect parking for his employees. He also suggested changing the hours of Pico Blvd. to help the traffic on Olympic Blvd.

Ben Simon, resident of the 200 block of Wetherly Drive, opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. He believes that cutting off parking will hurt the local businesses and community.

Lee Bernstein, resident of the 300 block of Canon Drive, expressed support to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. and expressed that it will assist with the flow of traffic and will reduce car accidents.

Gloria Seiff, resident of the 300 block of S. Camden Drive, opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. She expressed that more cars will create noxious fumes, noise, rear end accidents, and that it is detrimental to the local community.

Carmiah Whitfield, representative of Sparky's, a local business of the 9000 block of W. Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. She expressed that it will affect the business, the employees, and the customers. Customers who come in before work will not have a place to park. Employees will have difficulty securing a parking spot, and the elderly would have to walk several blocks.

Steve Dahlerbruch, resident of the 9000 block of Olympic Blvd., addressed the Commission at the June 11, 2007 meeting. He opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m.

Tristram Buckley, resident of the 400 block of Rexford Drive, expressed his support to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. He expressed that backed up traffic causes toxic fumes so would like to see the traffic flow and air pollution minimized.

Ely Erdan, resident of the 400 block of S. La Peer Drive and business owner on the 9000 block of Olympic Blvd., addressed the Commission at the June 11, 2007 meeting. Mr. Erdan opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. One hour will not make a difference. Allowing cars to park will force traffic into two lanes and will eliminate gridlock.

Charles Aronberg, resident of the 400 block of N. Bedford Drive, opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd.

from 9:00 a.m. to 10:00 a.m. He expressed that more traffic will produce noise, accidents, danger to pedestrians, and decrease property value.

Emanuel Gottlieb, business owner on the 8000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. He expressed that Century City is affecting Beverly Hills traffic.

Jennie Lewkowicz, resident of the 8000 block of Olympic Blvd., opposed the proposal to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. Mrs. Lewkowics expressed that the community has limited parking, and taking away that parking will jeopardize local business.

Ken Goldman, representative of the Southwest Beverly Hills Homeowner's Association, expressed his, and the association's support, to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. It will eliminate gridlock to prevent cut-through traffic and maintain a livable community. This proposal will help residents.

William Goldstein, Beverly Hills resident near Roxbury Drive and Olympic Blvd., expressed his support to extend the morning peak hour "no stopping" regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. If there is no traffic flow the City of Beverly Hills has a problem.

Commissioner SILVER expressed that based on the data provided by staff regarding the traffic volumes on Gregory Way, traffic on the residential streets is not significant and therefore is not in favor of the proposal to extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

Commissioner GOLDMAN expressed that the City of Beverly Hills should focus on two areas along Olympic Blvd.; the business area between La Cienega Blvd. and Rexford Drive, and the residential area from Rexford Drive to the City limit to the west. He noted that in the residential area, the numbers of cars parked on Olympic Blvd. are mostly non-residents. Commissioner GOLDMAN expressed that he is in favor of extending the peak hour regulation in the residential area and not in the business area along Olympic Blvd. Commissioner GOLDMAN proposed to support a change in the parking restriction on Olympic Blvd. between Rexford Dr. and Spalding Dr. from 7:00 a.m. to 10:00 a.m. He also suggested adding a two hour parking restriction, and to discuss moving the evening peak hour restriction from 3:00 p.m. to 4:00 p.m. Deputy Director of Transportation, Aaron Kunz, noted that adding a "2-Hour" restriction or changing the afternoon parking regulation is not on the agenda and therefore the Commission may not make a recommendation at this meeting.

Commissioner MILKOWSKI expressed creating a balance between residents and business owners. It will significantly impact businesses that open before 10:00 a.m. if the City of Beverly Hills proposed to extend the peak hour restriction to 10:00 a.m. Commissioner MILKOWSKI does not support the proposal to extend the "No Stopping"

peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

Vice Chair GOLD expressed that the impact of cut through traffic on residential streets will worsen and public safety must be preserved. Vice Chair GOLD is in favor of the proposal to extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

Commissioner BRAUN expressed that cut through traffic is a big issue especially in the alley ways parallel to Olympic Blvd. Residents do not want any more congestion in their neighborhood. Commissioner BRAUN is in favor of the proposal to extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

Commissioner FRIEDMAN recommended providing alternative parking during the proposed peak hour extension time of 9:00 a.m. to 10:00a.m. to accommodate the needs of the residents and business owners. He suggested modifying staff's recommendation, in addition to extending the peak hour, to include a provision for parking on side streets.

Chair SEFF expressed that the highest number of accidents occur between 9:00 a.m. and 10:00 a.m., the traffic volumes significantly affect the flow of traffic and extending the peak hour will help move traffic and not necessarily give drivers the opportunity to speed. He asked staff to work with businesses to find ways to provide solutions for business parking availability. Chair SEFF expressed his concern regarding cut through traffic in the residential streets. The Commission needs to focus on the interest of the majority but not sacrifice the businesses. Chair SEFF is in favor of the proposal to extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits and requested staff to work with the Commission and the businesses to find alternative parking.

Deputy Director of Transportation, Aaron Kunz, replied that City staff will work with the businesses to find available parking but there are places where space is not available to meet business needs. He further noted that residential parking regulations could not be changed without resident consent.

Commissioner GOLDMAN pointed out that based on the data provided at the June 11, 2007 Traffic & Parking Commission meeting, more accidents occur between 9:00 a.m. and 10:00 a.m. and suspects that most of the problems occur near Olympic Blvd and Spalding Drive where cars park after 9:00 a.m. From the City limit along Century City businesses, cars park by or before 9:00 a.m. without causing gridlock.

Commissioner GOLD expressed that cars parked at any location along Olympic Blvd will cause cars to dive into other lanes increasing potential accidents. Commissioner GOLD reinforced his position in favor of the proposal to extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits.

Commissioner SILVER is in favor of Commissioner GOLDMAN'S modification of proposal to support a change in the parking restriction on the north side of Olympic Blvd. between Rexford Dr. and Spalding Dr. from 7:00 a.m. to 10:00 a.m.

Chair SEFF expressed his opposition of Commissioner GOLDMAN'S modification of the proposal to support a change in the parking restriction on the north side of Olympic Blvd. only between Rexford Dr. and Spalding Dr.

Commissioner BRAUN made a motion in favor of extending the peak hour regulation on the north side of Olympic Blvd. with a request that staff work with businesses to find alternative parking.

Motion by BRAUN, seconded by GOLD

4/3 To extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. from 9:00 a.m. to 10:00 a.m. within City limits with a request that staff work with businesses to find alternative parking.

AYES: FRIEDMAN, BRAUN, GOLD, SEFF  
ANOES: GOLDMAN, MILKOWSKI, SILVER  
ABSENT:  
ABSTAIN:  
CARRIED:

Commissioner GOLDMAN made a motion to extend the peak hour regulation on the north side of Olympic Blvd. between Rexford Drive and Spalding Drive from 9:00 a.m. to 10:00 a.m. with a request to discuss a "2-Hour" parking zone on the north side of Olympic Blvd.

Motion by GOLDMAN, seconded by SILVER

2/5 To extend the "No Stopping" peak hour regulation on the north side of Olympic Blvd. between Rexford Drive and Spalding Drive from 9:00 a.m. to 10:00 a.m. with a request to discuss a "2-Hour" parking zone on the north side of Olympic Blvd.

AYES: GOLDMAN, SILVER  
ANOES: MILKOWSKI, FRIEDMAN, BRAUN, GOLD, SEFF  
ABSENT:  
ABSTAIN:  
FAILED:

**ADJOURNMENT – 12:01 p.m.**

Motion by SEFF

7/0 To adjourn meeting.

AYES: FRIEDMAN, GOLDMAN, BRAUN, MILKOWSKI, SILVER, GOLD, SEFF

ANOES:

ABSENT:

ABSTAIN:

CARRIED:



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Richard Seff, Chair

# **ATTACHMENT 5**

Support

*Southwest Beverly Hills Homeowners Association  
208 McCarty Drive  
Beverly Hills, CA 90212*

July 5, 2007

Beverly Hills Traffic and Parking Commission  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

**Re: Olympic Boulevard – Proposed “No Parking” Extension**

Dear Members of the Commission:

The Southwest Beverly Hills Homeowners Association has strongly endorsed the proposal to extend the “No Parking” hour from 9:00 a.m. to 10:00 a.m. along Olympic Boulevard. The Board of Directors of our Homeowners Association voted with no negative votes (but a few abstentions) to endorse this proposal. We feel:

- This will increase the available number of lanes for traffic during the 9-10 a.m. rush hour, thereby helping to move traffic and reducing the amount of “cut – through traffic” into the nearby residential area (which our Homeowners Association covers). All of us see it—as traffic ties up in the morning and evening, cars turn off of Olympic and on to Gregory and Charleville through our residential area.

- It will eliminate a real safety hazzard, as, currently, cars traveling on the curb lane are forced by parked cars to merge into the middle lane at 9 a.m. This is always a treacherous and dangerous move into the middle lane during rush hour. This is very definitely a safety measure within our City.

- It will reduce frustration and noxious fumes since vehicles will no longer have to stop, wait and then merge when they encounter a parked car at 9:00 a.m.

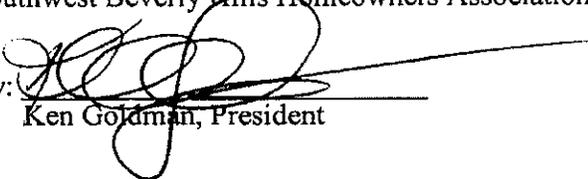
As more development occurs in Century City and west along Olympic, we need more traffic lanes, rather than fewer, to stop the cut-through traffic through the residential areas.

We feel this is a very worthwhile proposal and urge the City to adopt it promptly.

Thank you for your work on this.

Sincerely,

Southwest Beverly Hills Homeowners Association

By:   
Ken Goldman, President

# SUPPORT

Gabriel Szasz

---

**From:** Christine Skirmuntt [kochana19@yahoo.com]  
**Sent:** Friday, June 08, 2007 3:59 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Comments for June 11, 2007 Meeting

As I will not be able to attend the scheduled meeting on Monday June 11 at 7PM, I am submitting the following comments:

1) I am in favor of the proposal to extend the morning "No Stopping" regulation from 9 a.m. to 10 a.m. on Olympic Blvd. from Robertson Blvd. to Spaulding Dr.

2) The 200 South Reeves Drive block has parking allowed only on the east side of the street. The west side of the street is posted as "No Parking".

Allowing the entire west side of 200 S. Reeves Drive as "No Parking" is having a detrimental impact on adjacent Canon Drive.

Even though the 300 South Canon Drive block has a one hour parking except by permit restriction, the street is very heavily parked during the weekdays. To allow parking on the west side of the 200 S. Reeves Dr. block would open up additional parking which would

1) take some traffic (drivers looking for street parking close to Beverly Dr.) off of Canon Drive. Please note that additional traffic would NOT be put on to the 200 S. Reeves Dr. block because drivers are already circling from Beverly Dr. to Reeves looking for parking. The only difference is that with the additional parking on Reeves, drivers would not be moving on to Canon Drive looking for a place to park.

2) reduce the large number of parkers on the 300 S. Canon Drive block. This would be a dream because unfortunately we do not have enough parking personnel to provide consistent parking enforcement. This almost defeats the reason for having permit parking in the first place.

3) allow additional parking for visitors to South Beverly Drive.

To allow an entire side of a street unavailable for parking for no apparent reason makes absolutely no sense particularly given the traffic climate in the area. And particularly when this luxury of no parking is negatively impacting the adjoining street.

Sincerely,

Christine Skirmuntt  
304 South Canon Drive  
BH

Attachment E

## SUPPORT

**Gabriel Szasz**

---

**From:** David Guç [guc@mindspring.com]  
**Sent:** Saturday, June 02, 2007 12:19 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Olympic Morning "No Stopping Extension"

This is meant for Gabriel Szasz

Dear Mr. Szasz,

I received your notice. I am sorry I am in NY during your meeting. I am a resident on Olympic and Rodeo. The congestion on Olympic lasts quite a bit longer than 9am. Extending is required, not optional.

I hope to be here July 12th for your next meeting. Please keep me posted.

David Guç

Carol D. Gallant  
330 S. Spalding Drive #207  
Beverly Hills, CA 90212  
310-201-0072  
carolgallant@hotmail.com

July 9, 2007

Mr. Gabriel S. Szasz, Transportation Planning Analyst  
City Of Beverly Hills  
Beverly Hills City Hall  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Via Fax: 310-858-5965

Dear Mr. Szasz,

I am writing to you in SUPPORT of the proposal to extend the Morning "No Stopping" Regulation until 10:00 AM.

I commute daily along Olympic Blvd. from my home to my office at 1055 Wilshire Blvd in downtown Los Angeles. In order to avoid the traffic on Spalding related to the High School starting times, I frequently leave home at 9:00 AM. This means that I must travel the entire portion of Olympic AFTER the parking restrictions have ended at 9 AM. Because there is still a great deal of traffic on Olympic at that time, the journey through Beverly Hills is very slow. Further delays are also caused by traffic in the right lane being stopped as right turns are made. This is especially difficult at the Doheny intersection—where people bringing children to school frequently park even before 9 AM and where there are also many people crossing Doheny to walk children to school. This frequently results in even the "through" lane coming to a complete stop.

It would greatly speed traffic along Olympic to extend the Morning "No Stopping" Regulation until 10:00 AM.

Thank you for your consideration.

Sincerely,

Carol D. Gallant

2007 JUL -9 PM 1:40

MAIL ROOM  
CITY OF BEVERLY HILLS

*FAX (310) 858-5965*

July 7, 2007

Beverly Hills Traffic and Parking Commission:

Succinctly, we do not support your traffic and parking plan for Olympic Boulevard! We do not support your proposal to adopt your plan.

Very truly yours,

*Rae and Norman Hoffman*

Rae and Norman Hoffman

*The Corty Drive.*

2007 JUL -6 AM 9:00

310

**RUSSELL HUNTER, PhD**  
**9774 West Olympic Blvd.**  
**Beverly Hills, CA**  
**90212**

June 27, 2007

Mr. Szasz:

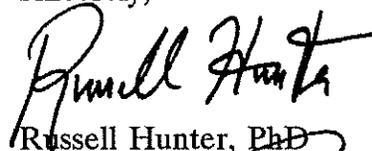
I am heartily in support of the proposed change in the parking regulations on Olympic Blvd., though I cannot be at the 9:30 a.m. meeting.

As you can see, I live at the corner of Spalding and Olympic, and this morning I watched the traffic carefully. After 9 a.m., the traffic was backed up seriously as late at 9:55 -- because there were a few cars parked close to the Spalding intersection, forcing cars going through to leave the parking lane.

If no parking is allowed until 10 a.m., the westward traffic will move more smoothly during the 9-10 period, and this should reduce congestion to no small extent.

About the late afternoon traffic, I do not know because I am seldom at home during that period. There is, however, considerable congestion during the time period after 5 p.m.

Sincerely,

  
Russell Hunter, PhD

Support

**Gabriel Szasz**

---

**From:** Len Treister [let@alliedcompany.com]  
**Sent:** Monday, July 09, 2007 11:40 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** No Stopping Regulation - Olympic Boulevard / Beverly Hills

As a resident at Olympic Boulevard & South Linden Drive,  
I support the change in the No Stopping Regulation from  
7 AM – 9 AM to 7 AM – 10 AM.

Also suggested is "No Left Turn" regulations on South  
Linden Drive at Olympic Boulevard.

leonard Treister  
349 South Linden Drive  
Beverly Hills, CA. 90212  
(310) 843-9966

Gabriel Szasz

---

From: galenmd@aol.com  
Sent: Friday, June 29, 2007 8:38 PM  
To: WebCBH TRANSPORTATION  
Subject: Query From - galenmd@aol.com

Support

Attn: Gabriel Szasz, Transportation Planning Analyst  
(The "Courtesy Notice" in the Courier advises us to fax or email our comments, but has not given us the number or email address, so I am sending my comment through the City's website. Please confirm with me that this was received).

I would like to add a comment to be considered for the upcoming hearing regarding the Proposal to Extend the Morning "No Stopping" Regulation on Olympic Blvd from 7am-9am to 7am to 10am.

I am a resident of Beverly Hills and have been travelling through this intersection daily for the last 10 years. What I have found, is that congestion on Olympic Blvd becomes severe right before 9am. There are a number of vehicles owners that are aware of the 9am availability of space and line up several minutes before 9am to grab those spots. Unfortunately, traffic at that time is still at full force and there is hence incredible frustration amongst drivers to merge left around these few parked vehicles.

What is most upsetting is that many, if not all, of the people claiming these spots are employed by, or visiting offices in Century City (I am personally aware of at least two individuals who brag about taking advantage of this situation on a daily basis).

Traffic at this intersection has already been severely compromised by a major increase in traffic down Moreno Drive that was created in order to avoid the significant delay the new Santa Monica Blvd project created (those heading westbound on little SM Blvd trying to get to Century Park East are severely delayed. Turning left on Moreno or Charlevillee going to Spalding has now become a great shortcut).

Therefore, it is my firm belief that the city and residents would benefit from extending the no parking restriction by another hour.

Thank you for your time.

Steven Galen, M.D.

First name: Steve  
Last name: Galen  
Business in the City : No  
Resident of Beverly Hills : Yes  
Visitor to City : No  
Address : 516 N. Alta Drive  
City/State : Beverly Hills  
Zip : 90210

(PAGE 1)

# OPPOSED

JUNE 5, 2007

WE THE UNDERSIGNED WISE TO GO ON RECORD AS OPPOSING THE STAFF RECOMMENDATION TO CHANGE THE MORNING TRAFFIC FLOW ON OLYMPIC BLVD FROM "7:00 a.m. to 9:00 a.m." TO "7:00 a.m. to 10:00 a.m."

WE FEEL THAT THIS ACTION WILL SEVERELY IMPACT MANY IN THE SMALL BUSINESS COMMUNITY ON OLYMPIC BLVD, EAST FROM REXFORD DRIVE TO ROBERTSON BLVD. BECAUSE OF THE UNAVAILABILITY OF ADEQUATE PARKING IN THE VICINITY OF THESE BUSINESSES.

THIS ACTION CAN ALSO HAVE A POTENTIAL IMPACT ON THE MULTI FAMILY RESIDENCES ALONG OLYMPIC BLVD, FROM SPALDING DRIVE TO REXFORD DRIVE BECAUSE OF INADEQUATE PARKING FOR RESEDENTS IN MANY OF THESE BUILDINGS. MOST OF THE SURROUNDING NORTH/SOUTH STREETS FROM SPALDING DRIVE TO ROBERTSON DRIVE HAVE PERMIT PARKING THAT BEGINS AT 8:00 A.M.

IT IS OUR FEELING, THAT THIS DRASTIC MOVE WILL ONLY SERVE TO BRING OLYMPIC BLVD ANOTHER STEP CLOSER TO BECOMING NOT ONLY A FASTER MOVING STREET BUT A MORE HEAVILY TRAVELED THOROUGHFARE, FOR THE SOLE PURPOSE OF ACCOMMODATING WESTBOUND TRAFFIC TO CENTURY CITY AND OTHER WESTBOUND TRAFFIC DESTINATIONS.

SINCERELY,

*Gloria Seiff*  
GLORIA SEIFF  
*Stephen Seiff, MD*  
STEPHEN SEIFF, MD  
*Charles Adnberg, MD*  
CHARLES ADNBERG, MD

*Donna Jean Wood*      *Shirley Levine*  
DONNA JEAN WOOD      SHIRLEY LEVINE  
*Edna Carter*      *Florence Glaser*  
GEORGE WOOD      FLORENCE GLASER  
GEORGE WOOD  
*Esther Greene*  
*Mary Jane Gabino - Mary Jane Gabino*  
*Lorna James*  
*Child T.K.U.*  
*Leela Timms*  
*Emily Pearlman*  
EVELYN PEARLMAN

(CONTINUE)  
OVER)  
PAGE 2

2007 JUN 11 11:38 AM

Haruko Toshimitsu  
HARUKO TOSHIMITSU

CONTINUE FROM PAGE 1 (PAGE 2)

Shirlee Dresser  
SHIRLEE DRESSER

OPPOSED

Dolores Koffman  
DOLORES KOFFMAN

Sylvia Grush  
SYLVIA GRUSH

Nancy Perry  
NANCY PERRY

Michie Takahashi  
MICHIE TAKAHASHI

Joyce Yushikata  
JOYCE YUSHIKATA

Dora Brobman

Adrienne Schaller

Lenore Furman  
LENORE FURMAN

Rose Schwimmer  
ROSE SCHWIMMER

Gertrude Kipper  
GERTRUDE KIPPER

Rosemary L. Rondinella - Rosemary L. Rondinella

Esther Sherman  
ESTHER SHERMAN

PAGE 3

# OPPOSED

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SINCERELY,

*Gloria Seiff*  
GLORIA SEIFF  
*Stephen Seiff MD*  
STEPHEN SEIFF, MD  
*Charles Monberg MD*  
CHARLES MONBERG, MD

*Grace Sherman*  
GRACE SHERMAN  
*Rosanna H. Bogart*  
ROSANNA H. BOGART  
*Verna Suarez*  
VERNA SUAREZ  
*Zanella Bastien*  
ZANELLA BASTIEN  
*Henrietta Flatter*  
HENRIETTA FLATTER  
*Jacqueline Ohara*  
JACQUELINE OHARA  
MARY PALMER  
*Mary Palmer*  
MARY PALMER  
*Adrienne Keenan*  
ADRIENNE KEENAN  
*Linda Eller*  
LINDA ELLER

*Roberta Slavitt*  
ROBERTA SLAVITT  
*Inez Wilson*  
INEZ WILSON  
*Betty Roach*  
BETTY ROACH  
*Betty Roach*  
BETTY ROACH  
*Linda Eller*  
LINDA ELLER

24:11:00 11 MAY 2007 3102774014

Page 4

# OPPOSED

WE THE UNDERSIGNED WISH TO GO ON RECORD AS OPPOSING THE STAFFS RECOMMENDATION TO CHANGE THE MORNING TRAFFIC FLOW ON OLYMPIC BLVD FROM "7:00 a.m. to 9:00 a.m." TO "7:00 a.m. to 10:00 a.m.".

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SINCERELY,

*duplicate*  
*Stacy Seiff*  
CLORIA SEIFF  
*Stephen Seiff*  
STEPHEN SEIFF, MD  
*Charles Monberg*  
CHARLES MONBERG, MD

*Beatrice Shaffer*  
Beatrice Shaffer  
*Jay A. Martinez*  
JAY A. MARTINEZ

Opposed

**Connie Chein, M.D.**

9242 W. Olympic Boulevard  
Beverly Hills, CA 90212  
(310) 274-8310  
(310) 274-7025 Fax

June 27, 2007

To Traffic & Parking Commission

Dear Sirs,

I am unable to attend the meeting schedule for July 12, 2007. However, I would like to bring my thoughts to your attention. I do not feel that it is necessary to extend the no stopping time to 10AM for the following reasons:

1. By 9AM most people are already at work. Those people still driving to work are probably running late and could be speeding down Olympic.
2. The loss of parking to the businesses on Olympic is huge.

If you have any questions please feel free to contact me at the number listed above.

Sincerely,

Connie Chein, M.D.

*Opposed*

**Gabriel Szasz**

---

**From:** Allan [Allan@wsvcpa.com]  
**Sent:** Wednesday, July 11, 2007 2:56 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Olympic Blvd. parking

Dear Sir or Madam:

We have been conducting business and paying taxes on Olympic Blvd. for over 25 years and we have had our parking restricted to some degree on all the blocks surrounding our business which makes it difficult for our clients to come to our offices.

If you now take another hour all the businesses in the area could suffer a severe decline in business.

I respectfully request that you leave the parking hours alone.

Allan S. Vizvary  
Wien, Sales & Vizvary  
310-838-4104: Fax 310-657-8715: Cell 310-963-4398



OPPOSED

9629 W. Olympic Blvd.  
Beverly Hills, CA 90212  
June 8, 2007

Beverly Hills Traffic and Parking Commission,  
Proposal to Extend the Morning "No Stopping" Regulation from 9 AM to 10 AM

In analyzing this proposal I don't think that the wish to alleviate traffic congestion on Olympic Blvd. would be significantly reduced for the following reasons:

1. The City of Los Angeles still maintains "No Stopping" until 9 AM on Pico Blvd. By extending Olympic Blvd. to 10 AM, this will only shift cars to Olympic Blvd., which will add more congestion and car emissions. This might make everything worse.
2. The more building that the City of Los Angeles approves at Century City and Fox Studios without the City of Beverly Hills approval, will only make traffic worse no matter what time of day.
3. As it is now, most congestion around my location is eased by 9:30 AM at the latest.
4. Our pharmacy opens at 9 AM and our staff needs unrestricted parking in order to be at work. Since there are no city lots near-by, and only permit parking for residents, I would not be able to open my business on time. Could you allow us to get permit parking if you approve this proposal?
5. I am all in favor of easing traffic and congestion, but I think the City of Los Angeles's building permits and "No Stopping" hours on Pico Blvd. have created this dilemma. Adding one more hour on Olympic Blvd. will not fix, but shift more traffic to Olympic Blvd..
6. If you could ease parking restrictions on the side streets that have business on Olympic Blvd., this might work. For example: permit parking from 10:30AM to 3PM.

Thank you for your consideration.

Sincerely,

  
Sam Sheldon  
Pharmacist-Owner  
The Compounding Pharmacy  
EF

Attachment E

OPPOSED



Mr. & Mrs. Andrew Rosenbaum  
2313 W Olympic Blvd  
Beverly Hills CA 90212-4509

MACCABI USA/SPORTS FOR ISRAEL

Dear Mr. Gabriel Szasz

I'm not able to attend your public meeting on June 11.

But I can tell you, that I'm against the proposal of "No Stopping" regulation to 10am. Leave it as it is. You have to have some consideration for those of us who live here.

The money ~~would~~ be better spent if you would put in a left turn traffic signal. Between Redford + Olympic. Before we have another fatal fatality in human life.

I'm also against a one way street on Olympic Blvd. We who live here do not need a freeway here.

Respectfully  
Mr. & Mrs. Andrew Rosenbaum

P.S. my phone N.  
310-5530941

OPPOSED

I AM VERY

AGAINST THE CITY  
OF BEVERLY HILLS MAKING  
NO PARKING BETWEEN 7 TO 10 AM.

THIS IS UNFAIR!

MY BUSINESS WILL SUFFER!

DO NOT PUT ME OUT OF  
BUSINESS!

DO NOT DO THIS!

Barry Amirie  
D.C. CONCEPT

2007 JUN 11 PM 2:12

# OPPOSED

**Gabriel Szasz**

**From:** Salon [salon@simplyporceline.com]  
**Sent:** Sunday, June 10, 2007 11:02 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** OLYMPIC BLVD.

To whom in may concern,

Regarding the meeting to take place June 11<sup>th</sup> about the proposal to extend 'no stopping' on Olympic Blvd. from 9 am to 10 am.

PLEASE don't consider passing this proposal. I am a business owner on the corner of Maple Drive and Olympic Blvd. (Simply Porceline Skin Care Salon) and have had so many problems with regards to parking for my clients, this is absurd to take away more parking allowances from my business.

I am the owner of the skin care salon, there are 3 other Aestheticians that work with me and therefore numerous clients every hour of the day. We start our work schedules between 8 and 9 am, and finish after 6 pm. We already have a huge problem as there is no parking on Olympic Blvd. after 3 PM. There are only 4 metered parking spots on Maple Drive which are very often taken by the other business owners on the block as we don't have parking behind our building.

If this proposal is passed, we would only have parking for our clients from 10 am until 3 pm... how can a business survive without having parking available for customers?

PLEASE, PLEASE, PLEASE give consideration to the business owners who suffer without parking!!!

I would like to request a consideration for permits to park on the 300 S block of Maple Drive, or to open up the permit parking and allow parking on the 300 S. Maple Drive block until 6 pm (I believe the 300 S. block of Bedford allows parking until 6 pm when permit parking only takes effect).

Thank you,  
Merle Celine-Muller

Merle Celine-Muller  
Simply Porceline Skin Care Salon  
372 S. Maple Drive  
Beverly Hills, CA. 90212  
(310) 777 8847

# OPPOSED

**Gabriel Szasz**

**From:** Phil Brown [pmb@eblaw.com]  
**Sent:** Monday, June 11, 2007 10:47 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Proposed "No Stopping" Regulation on Olympic Boulevard

Dear Traffic & Parking Commission:

I would like to enter a short comment on the proposed extension of the "no stopping" regulation on Olympic Boulevard from 9:00 a.m. to 10:00 a.m.

I understand and appreciate the idea of moving traffic along Olympic Boulevard at a smooth pace, eliminating traffic lane reductions where Los Angeles abuts Beverly Hills, and accommodating ever increasing traffic volume. The problem is that this proposed reduction will have a serious negative impact on the businesses from Robertson to just west of Doheny because there is no public parking structure to serve those businesses. With the advent of permit parking on the adjacent residential streets, previously used by the patrons, there is very scarce available parking for patrons of these businesses and we run a very serious risk of putting some of these businesses out of business.

I urge you not to extend the "no stopping" regulation from 9:00 a.m. to 10:00 a.m.

Thank you for your kind attention,

Phil Brown  
462 Beverwil Drive  
Beverly Hills, CA 90212

P.S.

My wife, Terry Brown, just reviewed the e-mail I sent you and she wished to have her name added to my submission.

# OPPOSED

**Gabriel Szasz**

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**From:** Mark Slotkin [antiques@AntiquarianTraders.com]  
**Sent:** Monday, June 11, 2007 1:07 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Parking on Olympic Blvd.

We are merchants on Olympic and Wetherly. We oppose the new parking proposal on Olympic Blvd. as unnecessarily restrictive and oppressive to the needs of the business people in the area.

Further, traffic after 9AM has diminished to the point that the new proposal does not accomplish any gain in traffic movement. If anything, parking restrictions should be relaxed on the sidestreets during the whole day. It is about time that the City realizes that parking issues in neighborhoods should not be considered on a NIMBY basis. The use of side streets for parking would not hurt any neighborhood when considered on an overall basis.

MARK SLOTKIN  
ANTIQUARIAN TRADERS  
310-247-3900

Web: [www.antiquariantraders.com](http://www.antiquariantraders.com)  
Email: [antiques@antiquariantraders.com](mailto:antiques@antiquariantraders.com)

Gabriel Szasz

**OPPOSED**

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**From:** Patclancy9@aol.com  
**Sent:** Wednesday, June 13, 2007 3:31 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Parking on Olympic

Please do not let the city change the parking hours on Olympic Blvd. It is already difficult to run a business on this street and with the proposed changes my customers will have no where to park. Thanks for your consideration  
Patrick Clancy President Sparky's on Olympic

---

See what's free at AOL.com.

**Palm Pacific Properties, LLC**

9201 W. OLYMPIC BOULEVARD, SUITE 200  
BEVERLY HILLS, CALIFORNIA 90212

TELEPHONE (310) 248-3200  
TELECOPIER (310) 248-3201

**OPPOSE**

SENDER'S E-MAIL: dlapin@lapinlaw.com

June 16, 2007

Chairman Richard Seff  
City of Beverly Hills  
Department of Transportation  
Attn: Traffic and Parking Commission  
455 North Rexford Drive, Room 130  
Beverly Hills, CA 90210

**Re: Olympic Boulevard**

Dear Chairman Seff:

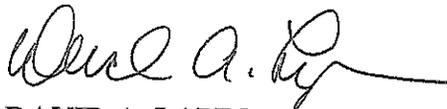
We own the building at 9201 West Olympic Boulevard in Beverly Hills.

In addition, I am a resident of Beverly Hills.

We strongly oppose the extension of the hours of the "No Stopping" zones on Olympic Boulevard from 9:00 am to 10:00 am for the reasons stated in the attached letter from me.

If you have any questions in connection with the foregoing, please do not hesitate to contact me.

Very truly yours,



DAVID A. LAPIN

encl.

LT Traffic and Parking Commission 061607b.wpd

OPPOSE

LAW OFFICES  
**LAPIN & DAVIS, LLP**  
9201 W. OLYMPIC BOULEVARD, SUITE 200  
BEVERLY HILLS, CALIFORNIA 90212  
TELEPHONE (310) 248-3200  
TELECOPIER (310) 248-3201

SENDER'S E-MAIL: dlapin@lapinlaw.com

June 16, 2007

Chairman Richard Seff  
City of Beverly Hills  
Department of Transportation  
Attn: Traffic and Parking Commission  
455 North Rexford Drive, Room 130  
Beverly Hills, CA 90210

Re: Olympic Boulevard

Dear Chairman Seff:

We strongly oppose the extension of the hours of the "No Stopping" zones on Olympic Boulevard from 9:00 am to 10:00 am.

We operate a business on Olympic Boulevard. Patrons visiting the other businesses on Olympic illegally park in our lot because there is not adequate street parking. We spend an enormous amount of time chasing away the poachers. This is a big nuisance to us and to our tenants. If there were less parking on Olympic, we would need intensify our efforts and would need to call the Beverly Hills Police to enforce that there is no public parking in our lot.

The problem is particularly acute in the morning. For example, patrons of the dog grooming establishment on our block dropping their dogs off in the morning frequently park in our lot illegally. However, our parking spaces are already dedicated to, and paid for by, our tenants. We respectfully ask the parkers to leave but they frequently ignore these polite requests because they feel that by the time we can call the police and the police can respond, they will have departed.

There have been many unpleasant confrontations over illegal parking in our parking lot. These confrontations will increase if parking is reduced along Olympic Boulevard in the morning.

We echo the sentiments expressed at the recent public hearing, "Why have a business in Beverly Hills?" if such issues as parking and traffic are the same as LA.

Attachment E

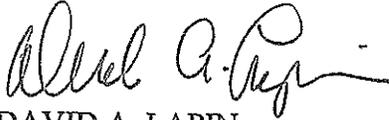
Chairman Richard Seff

June 16, 2007

Page 2

If you have any questions in connection with the foregoing, please do not hesitate to contact me.

Very truly yours,

A handwritten signature in black ink, appearing to read "David A. Lapin". The signature is fluid and cursive, with a long horizontal stroke at the end.

DAVID A. LAPIN