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## **CITY OF BEVERLY HILLS**

### **CITY HALL ROOM 280-A**

#### **MINUTES**

#### **TRAFFIC & PARKING COMMISSION REGULAR MEETING**

July 1, 2010

9:00 a.m.

#### **ROLL CALL – 9:02 a.m.**

PRESENT: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, FRIEDMAN  
ABSENT: LEVINE

#### **STUDY SESSION – 9:02 a.m.**

#### **POLICE DEPARTMENT REPORT**

Lt. Rosen reported Police Departmental (PD) activities.

PD reported one death due to a traffic accident. In June, a motorcycle enforcement detail was initiated for moving and mechanical violations; a similar operation will take place in July. Additionally, a DUI warrant service was conducted on June 26, 2010, which resulted in eight DUI arrests and two vehicle impounds. PD anticipates a DUI checkpoint toward the end of July.

The Commission discussed Red Light Photo Enforcement.

#### **COMMISSION CHAIR REPORT**

Chair FRIEDMAN attended the Mayor's Cabinet Meeting on June 9, 2010. He provided an oral report to the full Commission and responded to inquiries.

#### **CORRESPONDENCE**

The Commission acknowledged correspondence submitted the following:

Mark Elliot. The letter referenced a bicycle advisory committee to explore multi-modal transportation solutions for Beverly Hills.

Maynard M. Brittan. The letter referenced enforcement concerns regarding speeding vehicles, non-enforcement of cell phone ordinance, and tourist vans.

### **PARKING SERVICES QUARTERLY REPORT (Ops & Enforcement)**

Parking Services Manager Shawn McCormick provided a parking services update.

All taxi companies have been inspected for the renewal period. In regards to Disabled Placard (DP) enforcement, 17 DPs were confiscated and 12 citations were issued for misuse violation. Staff reported an increase in DP misuse.

Staff provided the taxi and valet reports in a new format (streamlined version) per the request of the Commission.

Commissioner GRUSHCOW noticed improvements in the report and requested a summary section noting locations of operations.

Commissioner ROSENSTEIN requested staff obtain a report of short-term valet requests.

### **STAFF STATUS REPORT**

Deputy Director of Transportation Aaron Kunz provided an update.

### **Westside Subway Extension Update**

Staff attended the June 29, 2010 community meeting. It was a large turnout and public comment generally supported the subway, but raised strong concerns about tunneling underground beneath residential properties and the High School property.

### **Taxi Update**

Staff will meet with the Traffic & Parking/City Council liaisons on July 20, 2010 at 5:30 pm in City Hall for direction on the next steps.

### **Tour Bus Update**

Tour Bus ad hoc committee, staff and tour bus operators are scheduled to meet July 15, 2010 at 3:30 in City Hall to address staging locations and general tour bus issues.

Letters were sent to tour bus companies about amplified noise.

### **Olympic Boulevard Multiple Family Update**

The Olympic Boulevard Multifamily ad hoc committee met with staff on May 25, 2010 to draft the initial concept and development.

Staff is currently collecting data on Zone C permits issued to multiple-family residents. The next meeting is scheduled for July 12, 2010 at 9:00 am in the Public Works & Transportation Department.

### **Wilshire Bus Rapid Transit**

The draft Environmental Impact Review (EIR) has been released. Historically, the City has been concerned about dedicating a lane to buses due to concerns of producing significant cut-through traffic near residential areas. The Mayor's Transit and Subway Committee proposes to hold any recommendation until the City of Los Angeles completes the project. The Commission agreed.

### **Upcoming Traffic & Parking Commission**

No report.

### **Traffic & Parking Commission Project Matrix**

The Traffic & Parking Commission (TPC) matrix was submitted via email and provided a hardcopy to the full Commission. Matrix attached.

Chair FRIEDMAN noted light synchronization on Santa Monica Boulevard.

Commissioner ROSENSTEIN commended staff for installing banners promoting parking availability at the Crescent/Burton facility.

Commissioner BRAUN inquired about taxi issues and requested revisiting the matter as soon as possible.

Commissioner GRUSHCOW raised concerns about parking at Coldwater/Beverly Drive directly across the park and requested to list the standing ad hoc committees on the TPC Project Matrix.

### **NEW BUSINESS AND COMMENTS FROM COMMISSIONERS (ORAL)**

Commissioner ROSENSTEIN raised concern about left turns from Wilshire onto Bedford Drive and traffic congestion and safety at schools during pick-up/drop-off times.

Commissioner BRAUN inquired about construction of the street light project on South Beverly Drive and noted inconsistency with permit zones.

Staff will provide an update on the street light project and recommended the resident-initiated process to establish permit zones as opposed to a City-initiated process.

Chair FRIEDMAN inquired about installation of red light photo cameras and enforcement.

The Police Department (PD) makes the decision to choose the enforcement options and will ask PD for an update at next meeting.

**ORAL COMMUNICATION FROM THE AUDIENCE – 9:30 a.m.**

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

*Non-Agenda Items*

Mark Elliot addressed the Commission regarding bicycle planning. He noted that the City of Glendale has a substantial plan; West Hollywood has a 160 page plan and the City of Burbank won an American Planning award on their City's bicycle plan. He requested that the six page plan drafted by the City of Beverly Hills be expanded as it is an important issue within the community.

Chair FRIEDMAN emphasized that it is an important issue and noted that Mayor Delshad is a bicyclist and also takes the matter seriously.

Mr. Elliot's letter is attached for the record.

Staff will forward the City's Bicycle Plan to the Commission for review.

Leslie Shlecter requested installation of red light photo camera on Sunset Boulevard and Whittier. She observed many drivers traveling through red lights causing traffic accidents.

**ACTION ITEMS – 9:35 a.m.**

**CONSIDERATION OF REVISED PARKING RATES FOR 461 N. BEDFORD PARKING FACILITY**

Director of Parking Operations Chad Lynn provided an overview and referenced a PowerPoint presentation.

Steve Webb, former Mayor and Traffic & Parking Commissioner addressed the Commission. He noted that the two-hour free parking is intended to support retail, not office and medical. Mr. Webb supports staff's recommendation and emphasized the critical importance for the economic needs of the City. He expressed that merchants do not want validation and staff submitted well reasoned recommendations.

Susan Bjerke, Western Triangle Merchants Association and paid consultant representing over 120 merchants opposed the proposal. She submitted a petition signed by 125 merchants supporting current rates. She feels the lot is not just for medical uses. Ms. Bjerke respects staff's support but pointed out discrepancies. Saturday usage shows high use of retail. Validation does not work. She expressed that there are other ways to generate revenue such as privatization and outsourcing.

Chair FRIEDMAN suggested providing detailed comments in writing.

Brenda Koch, representative of the Beverly Hills Chamber of Commerce, referenced a letter of opposition submitted by Daniel C. Walsh, President & CEO of the Beverly Hills Chamber of Commerce. Letter attached.

Commissioner LICHT inquired about a study of alternative meter locations to alleviate the situation and suggested providing free parking on Saturday.

Commissioner ROSENSTEIN inquired about total revenue impact. He expressed the City has cut expenses to the extent possible and has limited options to raise revenue. The Staff Reports clearly shows high medical use with a peak at 10:30 a.m. Unlike Century City, the City of Beverly Hills does not receive CAM charges. Best example is Robertson Boulevard in Los Angeles where there is a \$2 hour charge. He feels patrons see free parking as a right and not a commodity. It is not a right or the City's job to subsidize parking fees. He supports staff's recommendation.

Commissioner STEINBERG queried about the Camden lot and noted it is very difficult to find. She suggested signage directing patrons to Camden. She concurred with observations that Bedford is primarily used by medical patrons and requested notifying the merchants of parking availability at the Bedford lot. She supports staff's recommendation.

Commissioner BRAUN noted that the parking lot is not consumer and business friendly and does not believe merchants benefit from lot. Traffic becomes congested on South Santa Monica Boulevard. She supports staff's recommendation.

Commissioner GRUSHCOW noted that the Commission reflected his thoughts about the proposal. He raised operational concerns, supports additional automation and discussed revenue assumptions. With regard to the ability to find lots within the City, he recommended placing the location of the lots on Google Maps. He supports staff's recommendation.

Chair FRIEDMAN agrees with Commissioner STEINBERG's comment regarding the Camden lot. He also suggested a split rate to achieve some level of compromise with a senior discount for a reduced rate.

Motion by ROSENSTEIN, seconded by BRAUN

6/0 To support staff's recommendation of Option 1 rates which consists of \$2 for the first hour, \$3 each ½ hour thereafter; without validation.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, FRIEDMAN  
NOES:  
ABSENT: LEVINE  
ABSTAIN:  
CARRIED:

## **DECEMBER MEETING DATE CHANGE FROM DECEMBER 16 TO DECEMBER 2**

Motion by BRAUN, seconded by LIGHT

6/0 To change the December meeting date from December 16, 2010 to December 2, 2010.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, FRIEDMAN  
NOES:

ABSENT: LEVINE  
ABSTAIN:  
CARRIED:

**CONSIDERATION OF THE JUNE 3, 2010 REGULAR MEETING MINUTES**

Motion by STEINBERG, seconded by BRAUN

6/0 To approve minutes as amended.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, FRIEDMAN  
NOES:  
ABSENT: LEVINE  
ABSTAIN:  
CARRIED:

**ADJOURNMENT – 11:47 A.M.**

Motion by LICHT, seconded by GRUSHCOW

6/0 To adjourn meeting.

AYES: LICHT, GRUSHCOW, ROSENSTEIN, STEINBERG, BRAUN, FRIEDMAN  
NOES:  
ABSENT: LEVINE  
ABSTAIN:  
CARRIED:

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Ira M. Friedman, Chair