



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

April 3, 2014

TO: Traffic & Parking Commission

FROM: Martha Eros, Transportation Planner

SUBJECT: Request for a Customer Loading Zone on the west side of the 100 Block of South Beverly Drive

Attachments:

1. Walter's Cafe Correspondence
2. Area Map
3. Survey Matrix
4. Public Notice
5. Correspondence

This report outlines a recommendation to convert two 1-hour metered parking spaces adjacent to 175 South Beverly Drive to a 10-minute customer loading and unloading zones to provide convenient short-term parking for the restaurants and small businesses located on the 100 block of South Beverly Drive with a regulation of:

"Customer Loading Zone, 8 a.m. to 9 p.m., Daily"

BACKGROUND

Historically, the Traffic & Parking Commission has reviewed requests for customer loading zones from businesses on a case by case basis based on the overall needs of the area. On South Beverly Drive, staff is continually working towards finding a balance between the need for 20-minute meters and customer loading zones.

The advantage of customer loading zones is that persons with disabled placards or any type of permit may not stage in the zone for longer than the posted time limit, promoting turnover. The disadvantages are the inability for efficient enforcement and the loss of meter revenue. The most effective customer loading zones are areas with a need for high vehicle turnover and with a neighboring merchant that can actively monitor use (for example, next to a newsstand).

DISCUSSION

Staff received a request from Mr. Fred Djie, owner of Walter's Café located at 153 South Beverly Drive, to convert two 20-minute metered parking spaces fronting the restaurant to accommodate passenger loading and unloading. Walter's Café has been serving the City for over 25-years and has a loyal clientele. Mr. Djie expressed that the metered parking spaces within walking distance of Walter's Café are typically occupied and elderly customers are physically challenged to walk the 1½-blocks from the City parking structure with 2-hours free parking (located at 216 South Beverly Drive). A 10-minute loading zone would facilitate customer drop-off and pick-up for all the businesses on the block.

Staff conducted a morning and afternoon parking occupancy study on Thursday, March 13, 2014 for the three 20-minute meters (meters 133, 135 and 137) located on the west side of the block (Attachment-3). Staff recorded four vehicles with disabled placards parked at the 20-minute meters for 1 to 6 hour durations; both 20-minute and 1-hour parking spaces were constantly occupied; vehicles staged in the travel lane waiting for a space to become available; large vehicles (SUVs and a large van) interfered with driver's field of vision; and exiting the diagonal parking spaces was challenging for drivers when oncoming traffic from the Wilshire/Beverly intersection blocked travel lanes. Additional field checks and spot counts were consistent with the occupancy study.

Transportation Planning and Traffic Engineering staff recommend converting the two parallel parking spaces (meters 157 and 159) south of the driveway adjacent to 175 South Beverly Drive (the former First Bank building that is currently vacant) to a customer loading zone, similar to the spaces at California Pizza Kitchen¹. The parallel spaces would provide easier access into and out the parking spaces and a wider field of vision when exiting the space. The midblock location would provide access to the businesses on the street, including Walter's Café, Chaumont Bakery, Kreation Juicery, and the retail shops.

FISCAL IMPACT

The 20-minute and 1-hour parking meters on the 100 block of South Beverly Drive are operational Monday through Saturday from 8 a.m. until 9 p.m. and Sunday from 12 p.m. until 6 p.m., with an hourly rate of \$2.00. The annual financial impact of replacing metered parking (either 20-minute or 1-hour) with a customer loading zone is approximately \$8,736 per meter. The cost of modifying parking signs would be nominal and installed by City staff.

PUBLIC NOTICE

Notices advising of the Traffic & Parking Commission's review this request at its April 3, 2014 meeting were mailed to the businesses on both sides of the 100 block of South Beverly Drive. Additionally, the notice was emailed to the property management agency for the 175 South Beverly Drive (former First Bank) building. One correspondence letter was received by the Commission packet publication date.

RECOMMENDATION

Pending public comment, staff recommends maintaining the three existing 20-minute metered parking spaces in front of Walter's Café and converting Meters 157 and 159 adjacent to 175 South Beverly Drive to a customer loading zone with a regulation of:

“10-Minute Customer Loading Zone, 8 a.m. to 9 p.m., Daily”

¹ The customer loading zones at California Pizza Kitchen (207 South Beverly Drive) were installed September 2004 on the first two parallel spaces immediately south of Charleville Boulevard.

ATTACHMENT-1

Walter's 
since 1949

153 S. Beverly Drive
Beverly Hills, CA 90212
310.275.5505
walterscafe@hotmail.com

February 14, 2014

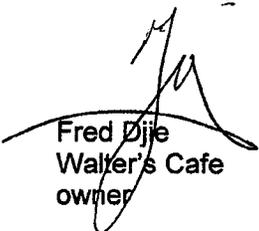
To: Aaron Kutz
Traffic Department

Re: Customer Loading and Unloading

Hi Mr. Kutz,

We recently moved to our present location, 153 S. Beverly Drive. I would like to request that the two 20 minute parking spaces in front of our restaurant be converted for two loading and unloading spaces for customer convenience. There is a great need, since a lot of our older customers drop off their party that has a difficult time walking far distances. You can reach me at 310.498.3018.

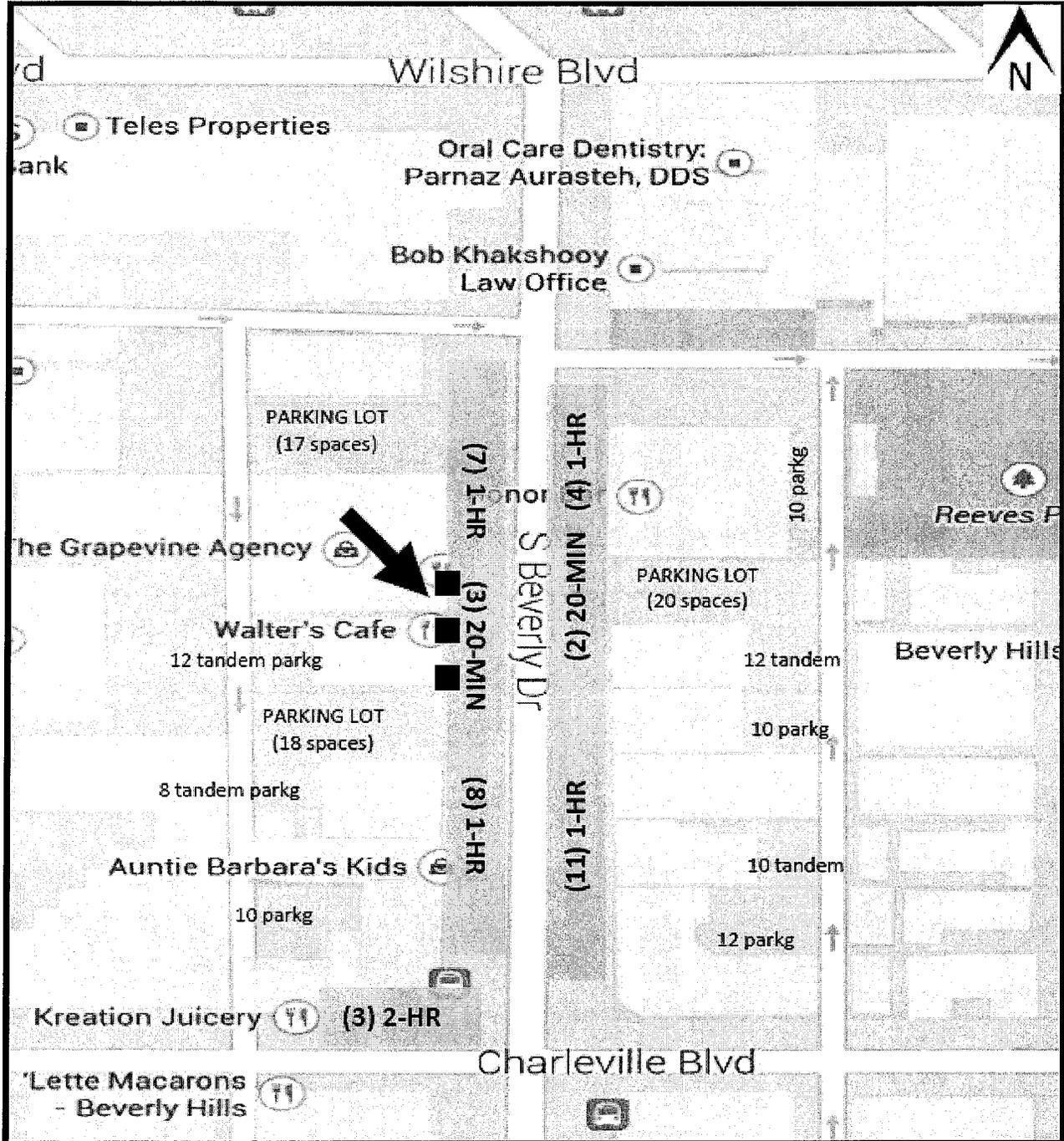
Thank you very much,


Fred Dije
Walter's Cafe
owner

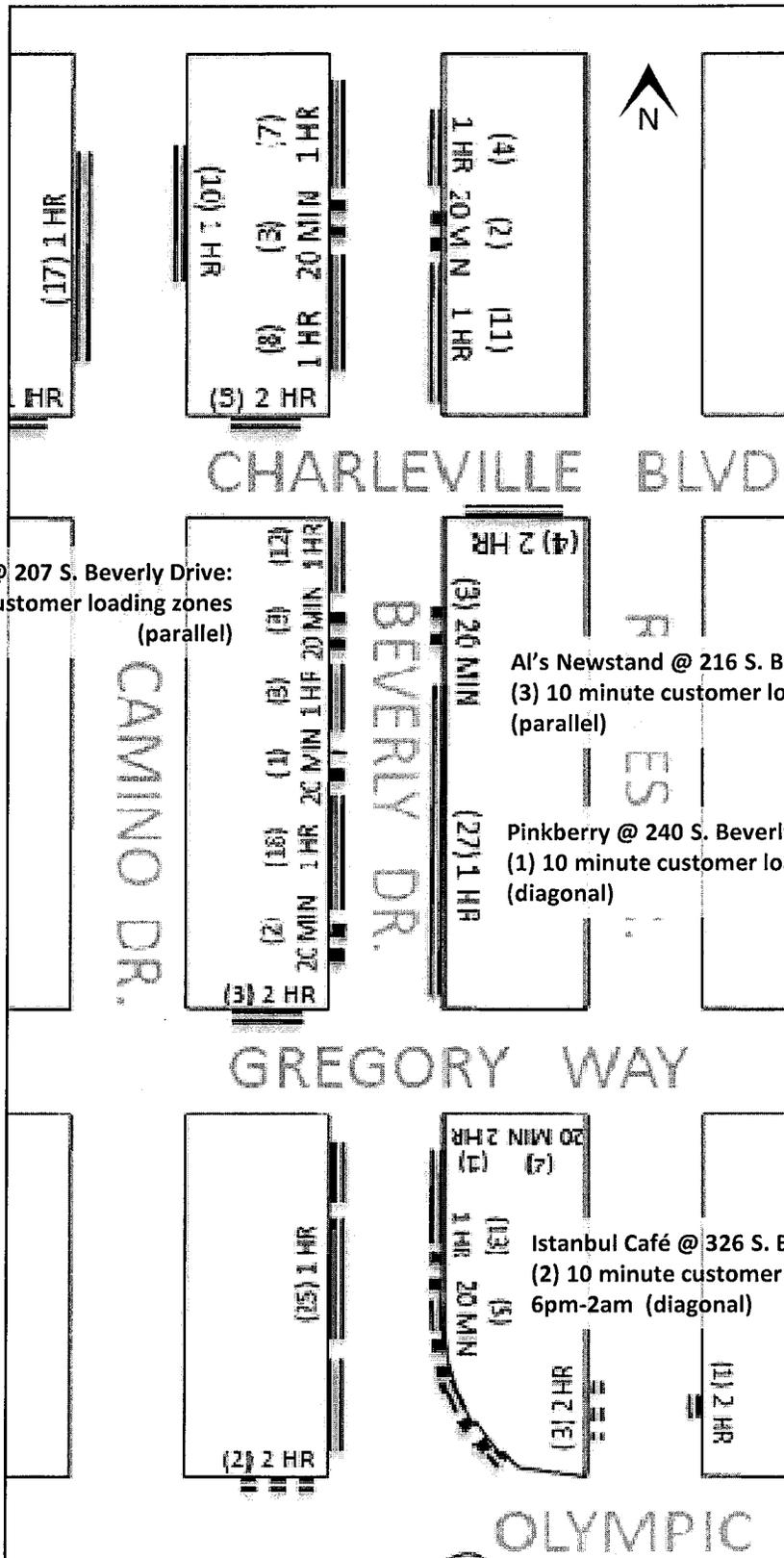
ATTACHMENT-2

100 SOUTH BEVERLY DRIVE

REQUEST FOR PASSENGER LOADING & UNLOADING ZONE



100-300 BLOCKS OF SOUTH BEVERLY DRIVE
 METERED PARKING SPACES
 INVENTORY MAP



CPK @ 207 S. Beverly Drive:
 (2) 10 minute customer loading zones
 (parallel)

Al's Newstand @ 216 S. Beverly Drive:
 (3) 10 minute customer loading zone
 (parallel)

Pinkberry @ 240 S. Beverly Drive:
 (1) 10 minute customer loading zone
 (diagonal)

Istanbul Café @ 326 S. Beverly:
 (2) 10 minute customer loading zones
 6pm-2am (diagonal)

ATTACHMENT-3

Customer Loading Zone Request Survey

Occupancy of three 20-minute meters at 153 S. Beverly Drive

Date: Thursday, March 13, 2014

OCCUPANCY TIMELINE

METER	9:15	9:30	9:45	10AM	10:15	10:30	10:45	11:00	11:15	BREAK	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45		
133	1	-	-	1	1	1	DISABLED PLACARD														
135	1	-	-	1	DISABLED PLACARD (1)					DISABLED PLACARD (2)								1	1		
137		1	DISABLED PLACARD																		

ATTACHMENT-4



NOTICE OF PUBLIC MEETING
Customer Convenience Zone
West Side of the 100 Block of South Beverly Drive

The Traffic & Parking Commission will consider a proposal to convert two 1-hour metered parking spaces on the west side of the 100 block of South Beverly Drive to provide two 10-minute customer convenience parking spaces.

MEETING: Traffic & Parking Commission

DATE: Thursday, April 3, 2014

TIME: 9:30 a.m., or as soon thereafter as the matter may be heard

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

REQUEST: City staff received a request from *Walter's Cafe* to convert two of three existing 20-minute metered parking spaces adjacent to 153 South Beverly Drive for short-term passenger loading and unloading.

RECOMMENDATION:

Pending public comment, staff recommends converting two 1-hour metered parking spaces located adjacent to 175 South Beverly Drive to two 10-minute customer convenience spaces to allow short-term passenger loading and unloading.

PUBLIC COMMENT:

Persons wishing to comment on this item are invited to attend the April 3rd Traffic & Parking Commission meeting and/or submit written comments. Please submit written correspondence a minimum of 24-hours in advance of the meeting date to allow for routing.

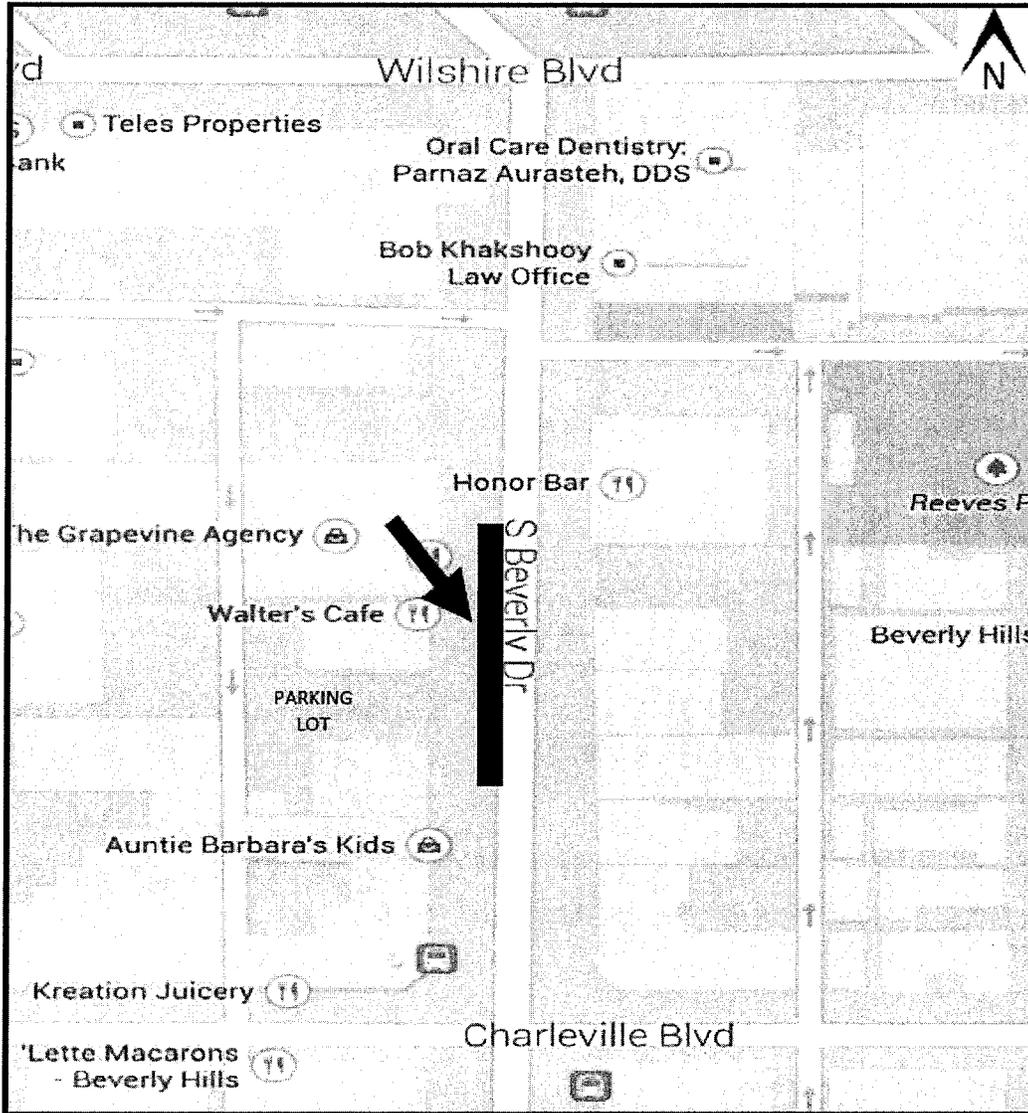
By Email: transportation@beverlyhills.org

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

If you would like additional information regarding this proposal, please contact the Public Works & Transportation Department at (310) 285-1128.

PROJECT AREA:

**100 BLOCK OF SOUTH BEVERLY DRIVE
West Side Between 147-175 South Beverly Drive**



ATTACHMENT-5

100 BLOCK OF SOUTH BEVERLY DRIVE

Business request for two Customer Loading &Unloading Spaces

As of March 27, 2014, 10AM

DATE	ADDRESS	SUPPORT	OPPOSE
03/25/14	140 South Beverly Drive, #200	X	

From: WebCBH TRANSPORTATION
Subject: FW: Request from Walter's Cafe Parking

SUPPORT

SM MANAGEMENT
(310) 888-
140 SOUTH BEVERLY DRIVE, STE. 200
BEVERLY HILLS, CA 90212

From: SM Properties [[mailto:](#)]
Sent: Tuesday, March 25, 2014 1:38 PM
To: WebCBH TRANSPORTATION
Subject: RE: Request from Walter's Cafe Parking

To Whom It May Concern:

This in regard to the request from *Walter's Café* located on the west side of the 100 block of South Beverly Drive to provide two 10-minute customer convenience parking spaces.

We are in agreement with these changes; however, we would like for a cross-walk to be added at the location adjacent to 175 South Beverly Drive prior to the conversion of the two-metered spots into short-term passenger loading. As it stands, the block is inconsistently divided, and it would make more sense from a city-planning point-of-view to have a cross-walk placed here in addition to the short-term passenger loading and unloading.

Regards,

Legal Coordinator

SM Properties, LLC

TEL: 310-888-

FAX: 310-888-