



CITY OF BEVERLY HILLS  
TRAFFIC & PARKING COMMISSION

February 5, 2015

**TO:** Traffic & Parking Commission

**FROM:** Martha Eros, Transportation Planner  
Roger Vinalon Jr., Traffic Technician

**SUBJECT:** 500 Block of North Sierra Drive between North Santa Monica Boulevard and Carmelita Avenue – Resident Initiated Request to Modify a Preferential Parking Permit Zone

**ATTACHMENTS:** A) Area Map  
B) January 15, 2015 Parking Occupancy Survey  
C) Meeting Notice  
D) Resident Petition  
E) Correspondence

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This report outlines a resident-initiated petition to modify the Preferential Parking Permit Zone on the 500 block of North Sierra Drive between North Santa Monica Boulevard (NSMB) and Carmelita Avenue from “No Parking, 8 p.m. to 2 a.m., Daily, Except by Permit” to include a 2-hour daytime restriction. Staff recommends modifying the current regulation with a consistent Zone O regulation 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 500 block of North Sierra Drive is comprised of 13 single-family homes between NSMB and Carmelita Avenue with approximately 34 on-street parking spaces. The current parking regulation on the block is “No Parking, 8 p.m. to 2 a.m., Daily, Except by Permit.” The 500 and 600 blocks of Sierra Drive (and Alta Drive) do not have daytime parking regulations, thus open/free parking is available between 8 a.m. and 8 p.m. All residential streets in West Hollywood immediately east of Beverly Hills have a combination of No Parking Anytime and/or 2-Hour daytime permit parking restrictions.

Permit Zone O was originally established in 1982 on the 500 block and a portion of the 600 block of North Sierra Drive to address evening parking impacts generated by commercial and entertainment activity in West Hollywood. Carmelita Avenue and the 600 blocks of Oakhurst and North Doheny Drives were also included in the Zone O permit regulation. As noted in Resolution 82-R-6485, commuter vehicles interfered with the use of available parking spaces by residents, and the parking impacts caused or were the source of unreasonable noise, traffic hazards, environmental pollution, and/or devaluation of real property [Beverly Hills Municipal Code 7-3-206 (D)].

Starting in 2010, Zone O was expanded to include the 700 blocks between Oakhurst Drive and Arden Drive and the 500 and 600 blocks of Alta Drive (Attachment A).

## DISCUSSION

Staff received a qualifying petition in November 2014 signed by 10 of 13 (77%) single-family dwellings requesting a 2-hour daytime regulation to provide guests and service providers on-street parking immediately adjacent to homes. The letter accompanying the petition noted employee parking from the businesses located in the West Hollywood jurisdiction.

Staff conducted hourly parking occupancy counts on Thursday, January 15, 2015 from 8 a.m. to 6 p.m. The majority of the occupied spaces were on the southern half of the block near the NSMB entrance, in closest proximity to the West Hollywood boundary.

### Occupancy

Period	Occupied / Total Spaces	Non-residents
Study: 8 a.m. – 6 p.m.	12 / 34 (36%)	11 / 12 (91%)
Peak: 1 p.m. and 2 p.m.	17 / 34 (50%)	14 / 17 (82%)

### Duration

Total Vehicles	Commuters	5 – 9 Hour Duration
33	27 / 33 (82%)	13 / 27 (48%)

Although parking occupancy is low, 91% of the recorded vehicles are non-resident; moreover, 48% of these non-resident vehicles were parked for periods of 5-9 hours. Two service vehicles were observed during the survey period (each parked for two hours or less) and no construction was in progress on the block.

Staff supports the resident-initiated petition based on the 77% resident support of the petition, high non-resident parking occupancy, long-term parking by nearly half of the commuter vehicles, and residents' compromised lifestyle as a result of commuter parking in front of their properties.

## Noticing

Public Notices advising of Traffic & Parking Commission's review of this request at its February 5, 2015 meeting were mailed on January 23, 2015 to Beverly Hills residents on the 500 and 600 blocks of North Sierra, Alta and Oakhurst Drives.

One correspondence was received by close of business Wednesday, January 28, by a resident of 600 North Sierra Drive opposing the petition request due to concerns of potential spillover parking if a daytime regulation is approved on the 500 block of Sierra Drive.

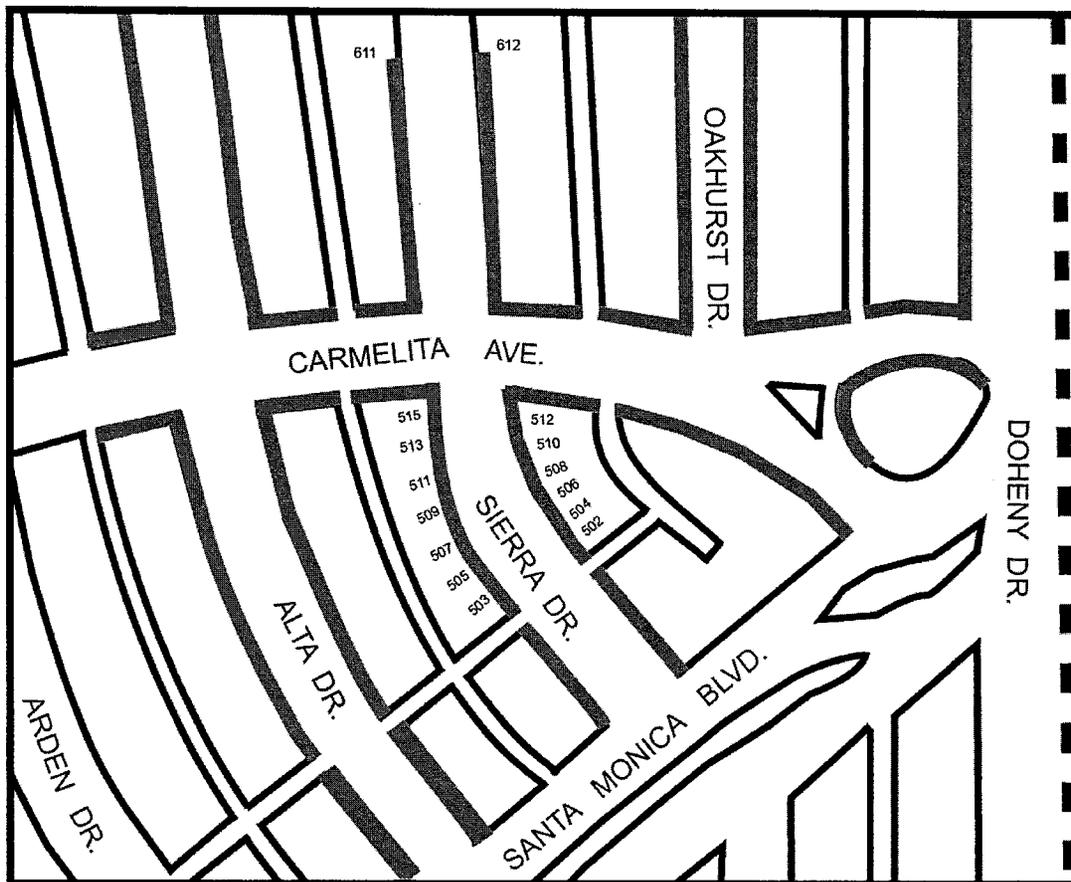
## Recommendation

Pending public comment, staff recommends that the Traffic & Parking Commission modify the Preferential Parking Permit zone on the 500 block of Sierra Drive between North Santa Monica Boulevard and Carmelita Avenue to 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"**

# **ATTACHMENT A**

## 500 Block of N. Sierra Drive



- 500 Sierra Drive: No Parking 8 p.m. to 2 a.m. Daily, Except by Permit
- 500 and 600 Alta Drive: No Parking 8 p.m. to 2:30 a.m. Daily, Permit O Exempt
- 600 N. Oakhurst Drive: Non-permit 2-hour Parking 8 a.m. to 6 p.m. Except Sunday; and No Parking 8 p.m. to 2 a.m. Daily, Except by Permit
- Carmelita Ave. west of Sierra Drive: No Parking 8 p.m. to 2 a.m. Daily, Permit O Exempt
- Carmelita Ave. east of Sierra Drive: Non-permit 2-hour Parking 8 a.m. to 6 p.m. Except Sundays; and No Parking 8 p.m. to 2 a.m. Daily, Permit O Exempt

# **ATTACHMENT B**

# 500 N. Sierra Drive Parking Occupancy Survey

Date: Thursday, January 15, 2015

## TOTAL PARKING OCCUPANCY 500 BLOCK OF N. SIERRA DRIVE

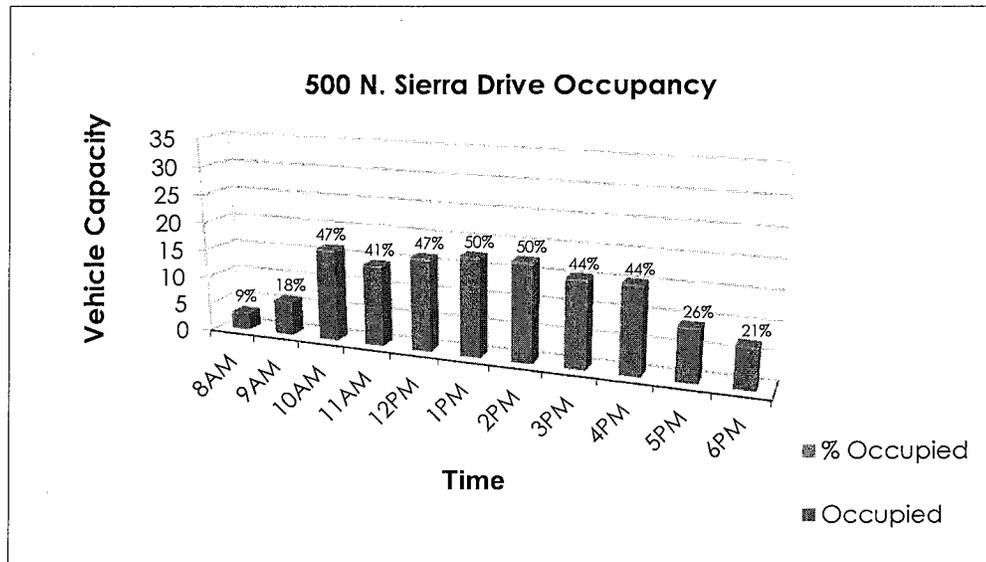
Time of Day	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Occupied	3	6	16	14	16	17	17	15	15	9	7	12
Capacity*	34	34	34	34	34	34	34	34	34	34	34	-
% Occupied	9%	18%	47%	41%	47%	50%	50%	44%	44%	26%	21%	36%

## PARKING DURATION

# Hours Parked	1	2	3	4	5	6	7	8	9	10	11	TOTAL
# Vehicles	5	3	2	0	3	2	2	0	1	0	0	18
% Veh. Parked	28%	17%	11%	0%	17%	11%	11%	0%	6%	0%	0%	100%

## NON-RESIDENT PARKING OCCUPANCY

Time of Day	8AM	9AM	10AM	11AM	12PM	1PM	2PM	3PM	4PM	5PM	6PM	AVG
Non-Residents (NR)	3	6	13	12	14	15	14	14	13	7	5	10
Residents (R)	0	0	3	2	2	2	3	1	2	2	2	2
Capacity*	34	34	34	34	34	34	34	34	34	34	34	-
NR Occupancy	9%	18%	38%	35%	41%	44%	41%	41%	38%	21%	15%	31%
R Occupancy	0%	0%	9%	6%	6%	6%	9%	3%	6%	6%	6%	5%



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

# **ATTACHMENT C**



## NOTICE OF PUBLIC MEETING

### 500 Block of North Sierra Drive Request to Modify 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 modify Preferential Parking Permit Zone "O" on the 500 block of North Sierra Drive between Carmelita Avenue and North Santa Monica Boulevard.

**MEETING:** Traffic & Parking Commission

**DATE:** Thursday, February 5, 2014

**TIME:** 9:00 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:** Modify existing "No Parking, 8 p.m. to 2 a.m., Daily, Except by Permit" regulation to include daytime hours.

**STAFF RECOMMENDATION:** Pending public comment, staff recommends modifying Preferential Parking Permit Zone "O" on the 500 block of North Sierra 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"

**PUBLIC COMMENT:** Persons wishing to comment on this item are invited to attend the February 5, 2014 Traffic & Parking Commission meeting and/or submit written comments. Please submit correspondence by Wednesday, February 4, 2015, 5 p.m., to allow for routing.

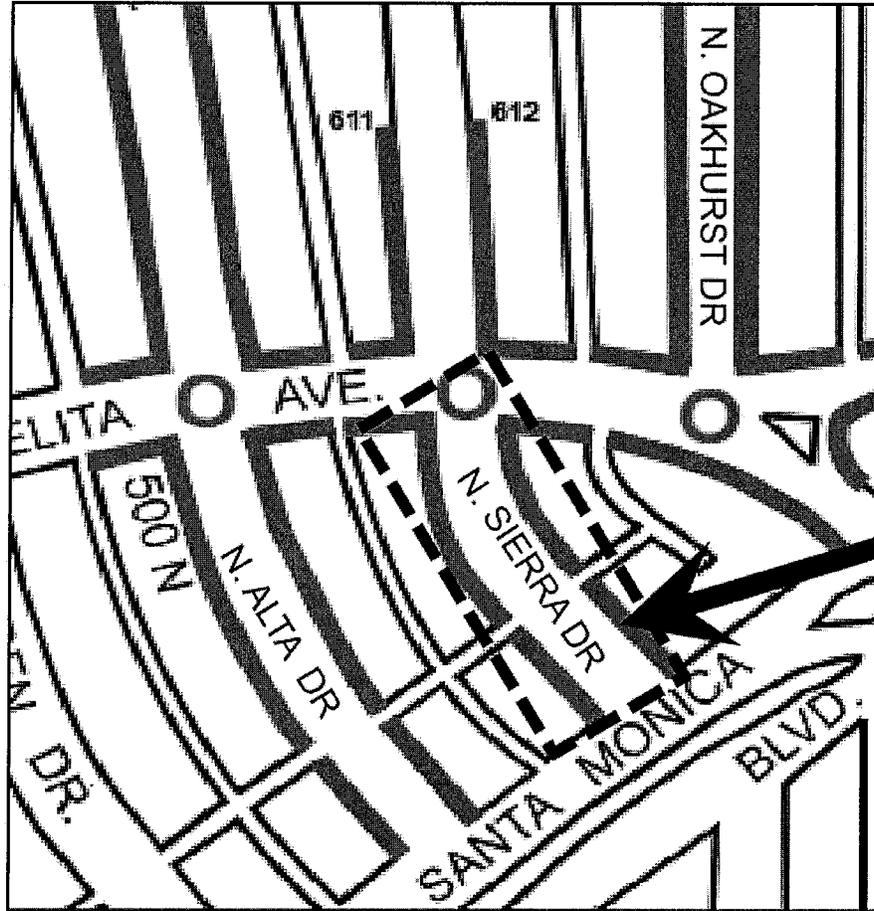
By Email: [transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)

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.

## 500 Block of North Sierra Drive



# **ATTACHMENT D**

RECEIVED  
City of Beverly Hills

DEC 04 2014

Planning Division  
Community Development

LARRY WOLF  
505 North Sierra Drive  
Beverly Hills, CA 90210

TO: COMMUNITY DEVELOPMENT DEPARTMENT

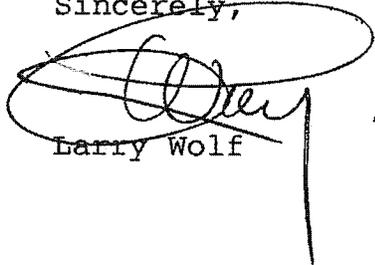
Because employees of West Hollywood businesses have little or no workplace parking, increasing numbers of them are parking on the 500 block of Sierra Dr. and walking as far as Robertson Boulevard to go to work.

Unfortunately, this leaves virtually no street parking for the visitors and guests of our own residents.

Therefore, my fellow petitioners and I respectfully request that you limit parking on our block to two hours, Monday through Saturday,

Thank you for your consideration.

Sincerely,

  
Larry Wolf

12/3/14



**PREFERENTIAL PARKING PERMIT ZONE  
PETITION REQUEST  
2014**



A *Preferential Parking Permit Zone* allows Beverly Hills residents to park a vehicle(s) on their block beyond the restricted parking hours. Residents of a designated permit zone may purchase up to three (3) annual permits per household at an approximate cost of \$35.00 each (*fees subject to change each fiscal year*). Permits are valid October 1<sup>st</sup> 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]

LEAD PETITIONER: LARRY WOLF 505 N. SIERRA DR.  
Name Address Phone/Email

STREET BLOCK 500 N. SIERRA DR.

<b>EXISTING REGULATION:</b>	Time Regulation	Enforcement Hours	Effective Days	Day/Evening
<b>PETITION REQUEST:</b>	Time Regulation	Enforcement Hours	Effective Days	Day/Evening

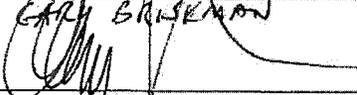
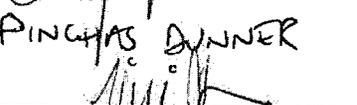
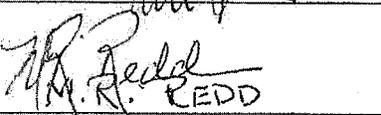
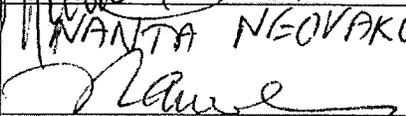
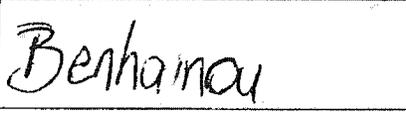
The residents of the above stated street block collectively support the petition request for a permit parking regulation and acknowledge that a qualifying petition is final once submitted.

PRINT NAME & SIGNATURE (REQUIRED)	ADDRESS (DWELLING UNIT REQUIRED)	PHONE # (OPTIONAL)
<i>David Wolf</i> DAVID WOLF	508 N. Sierra	
<i>Marcy Hammerstein</i> MARCY HAMMERSTEIN	510 N. Sierra Dr.	
ROBERT LEEVAN <i>Robert Leevan</i>	504 N. SIERRA	
JERRI COOPER <i>Jeri Cooper</i>	512 N. Sierra Dr.	

10/13 = 77%

STREET: 500 BLOCK OF SIERRA DR

The residents of the above stated street block collectively support the petition request for a permit parking regulation and acknowledge that a qualifying petition is final once submitted.

PRINT NAME & SIGNATURE (REQUIRED)	ADDRESS (DWELLING UNIT REQUIRED)	PHONE # (OPTIONAL)
 GARY BERMAN	511 N. SIERRA DR	
 PINCHAS DANNER	806 N SIERRA DR.	
 M.R. REDD	515 N. Sierra Dr.	
 MITRA BERMAN	503 N. Sierra Dr.	
 NANTA NEOVAKUL	509 N. SIERRA DR	
 Benhamou	513 N SIERRA DR	

# **ATTACHMENT E**

**500 North Sierra Drive  
Modify Preferential Parking Permit Zone**

Existing Regulation: No Parking, 8pm to 2am, Daily, Except by Permit

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

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

As of Wednesday, January 28, 2105, 5pm

<b>DATE</b>	<b>ADDRESS</b>	<b>SUPPORT</b>	<b>OPPOSE</b>
01/27/15	609 N. Sierra Drive		X

## WebCBH TRANSPORTATION

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**From:** tracyleff  
**Sent:** Tuesday, January 27, 2015 1:46 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Sierra Dr

My name is Tracy Leff and I live at 609 N. Sierra Dr. I am writing to state my objection to changing the parking restrictions on the 500 block of Sierra Dr. If you make it a no parking area during the day then all those cars will simply move up to park on the 600 block. We already get cars belonging to people heading into West Hollywood. We don't need the additional cars from the 500 block crowding our street , taking space from those of us that use street parking during the day. Sincerely, Tracy Leff

Sent from Samsung tablet