



CITY OF BEVERLY HILLS

TRAFFIC & PARKING COMMISSION

July 7, 2016

TO: Traffic & Parking Commission

FROM: Aaron Kunz, Deputy Director of Transportation
Roger Vinalon Jr., Traffic Technician

SUBJECT: Valet Services Inventory

Attachments: A. Valet locations map
B. Valet locations list

This report details the current commercial valet operations within the Beverly Hills business triangle and along South Beverly Drive. Per request by the Traffic & Parking Commission, staff has reviewed the City’s existing valet operations and explored opportunities to increase the number of parking meters available for on-street public parking.

Background

The City of Beverly Hills regulates, through the issuance of permits, the operation of valet parking services which operate within the public right-of-way. Due to the shortage of on-street parking in the City’s business triangle and South Beverly Drive, various businesses apply for these permits to hire valet companies as a parking convenience service for their patrons. Public Works staff may consult with Traffic Control Officers, the Police Department, Traffic Engineer, or Parking Services regarding factors such as parking demand, traffic impact, safety, and facility space before approving valet permit requests. As of May 2016, 48 long-term commercial valets operated throughout the City with a total of 85 on-street parking spaces assigned to valet for varying hours, depending on the location (Attachment B). The City also issues short-term valet permits, usually for one-day durations, with a citywide average of 10 total short-term operations at any time.

Long-Term Valet Operations - Business Triangle and South Beverly Drive

Restriction	Assigned on-street parking spaces
Daytime only	4
Evening only	29
Daytime + evening	52
Total	85

Eight of the current 48 valet operations are conducted in private lots or alleys with no assigned on-street parking spaces. Ten of the 48 locations are shared valet operations, funded and used by more than one business. An example is the shared valet between Il Pastaio (400 N. Canon) and Shiki (410 N. Canon), who share a daytime valet on Brighton Way and evening valet on Canon Drive. The valet operation was combined to minimize the impact on parking meter availability. The evening relocation from Brighton Way to Canon Drive is due to a combination of increased demand and traffic safety.

Discussion

The following modifications have been made to existing valet services in the past year:

- The Kiyono-Urth Café valet zone signs on South Beverly Drive were changed from '6pm-12am Daily' to '6pm-12am Monday through Saturday'. These three meters are now available for public parking on Sundays.
- The valet operational hours for the two meters directly in front of Mastro's Steakhouse were adjusted to 4:30pm (from 5pm) to accommodate early reservations and alleviate vehicle queuing.
- Il Pastiao (400 N. Canon) and Shiki (410 N. Canon) now share a valet operation.
- Spaghetini (184 N. Canon) closed and three parking meters were returned to service.

Sugarfish (212 N. Canon) recently requested a third valet space and an additional operational hour to begin service at 5pm. The additional meter was denied based on observations of slow vehicle turnaround, while notices were sent to the neighboring businesses on the 200 block of North Canon Drive to address their request to extend the operational hours. If Public Works staff receives no responses in opposition by the end of June 2016, the valet zone start time will be modified to 5:30pm to mitigate traffic congestion caused by the high volume of guests arriving for 6pm reservations.

Reducing the number of meters serving valet operations with high volumes is not recommended due to potential impacts to traffic circulation and safety. Maintaining Palm Restaurant's (267 N. Canon) four valet spaces helps prevent vehicle back-up on Canon Drive and potential back-up to eastbound Dayton Way traffic.

The five daytime spaces shared by Il Pastiao (400 N. Canon) and Shiki (410 N. Canon) may be reduced to four on a trial basis. Vehicle queuing on Canon Drive occasionally creates back-ups onto Brighton Way, leaving two streets impacted by their valet operations. Staff observations are needed at this location to verify the current need for valet spaces.

Via Alloro/Grand Havana Room (301 N. Canon) currently has five evening valet spaces on Canon Drive and two daytime valet spaces on Dayton Way. The recent request for an additional space for their daytime operation on Dayton Way was denied after observations revealed vehicles were not being moved from the valet zone in a timely manner.

Public Works staff anticipates three upcoming requests for new valet zones:

- Nic's Beverly Hills (453 N. Canon) recently inquired about re-establishing their evening valet zone.
- Citizen will open late this year in place of the former Spaghetini (184 N. Canon), and will likely request three meter spaces for a valet operation.
- Hilton & Hyland (250 N. Canon) may request a daytime valet for five months due to the construction in their service lot (private lot in the rear of the building).

Staff proposes the following options for reducing the number meters reserved for on-street valet parking:

- Conduct observations to evaluate the impact of reducing Ocean Prime's (9595 Wilshire Blvd.) four spaces on the 300 block of North Camden to three.
- Conduct observations to evaluate the impact of reducing Via Alloro/Grand Havana's (301 N. Canon) five evening spaces on Canon Drive to four.

- Reduce Ruth's Chris Steak House's (224 S. Beverly) four evening spaces to three, based on the average daily car counts provided on their annual permit application, and suggest increasing their number of valet attendants.
- Reduce Xian and Café Roma's four evening spaces to three on a trial basis, removing the northernmost valet space, and increase their number of valet attendants.
- Reduce Il Pastiao (400 N. Canon)/Shiki's (410 N. Canon) five evening spaces to four on a trial basis, removing the northernmost space.

If observations support the removal of valet spaces from the valet operations above, Public Works staff would modify the permit to reflect the new number of spaces and return the parking meters to public use, either as metered parking or customer loading zones. If a valet operator objects the removal their valet space, the operator may appeal to the Traffic and Parking Commission and request the space be returned by addressing their concerns and providing supporting data.

Noticing

Staff sent notices to the valet operators and restaurants listed in this report with operations subject to further observation or proposed space reduction.

Recommendation

Staff seeks Commission input regarding staff's proposed activities related to valet operations.

ATTACHMENT A

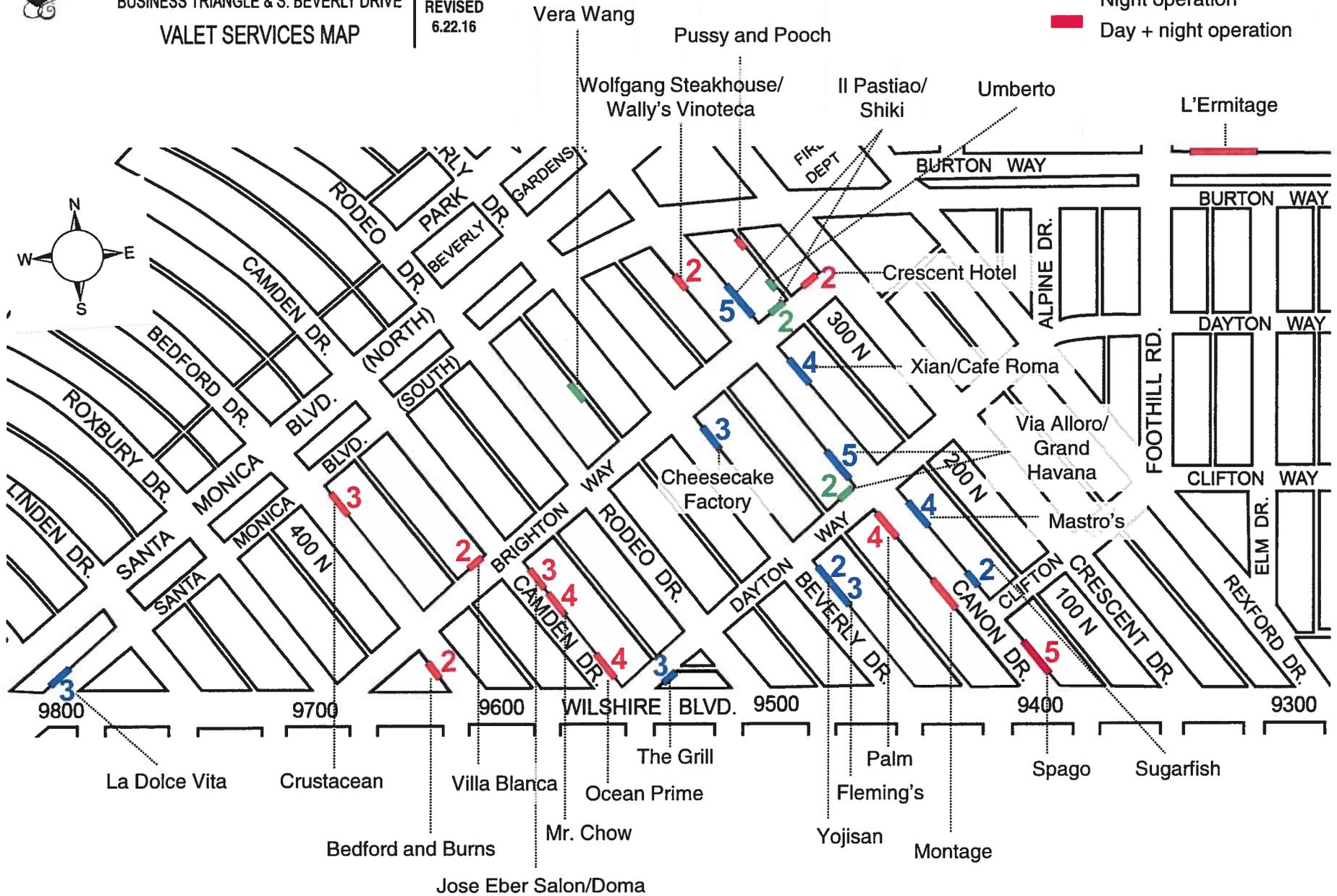


CITY OF BEVERLY HILLS TRANSPORTATION PLANNING

BUSINESS TRIANGLE & S. BEVERLY DRIVE VALET SERVICES MAP

REVISED
6.22.16

- # Permitted on-street spaces
- Day operation
- Night operation
- Day + night operation

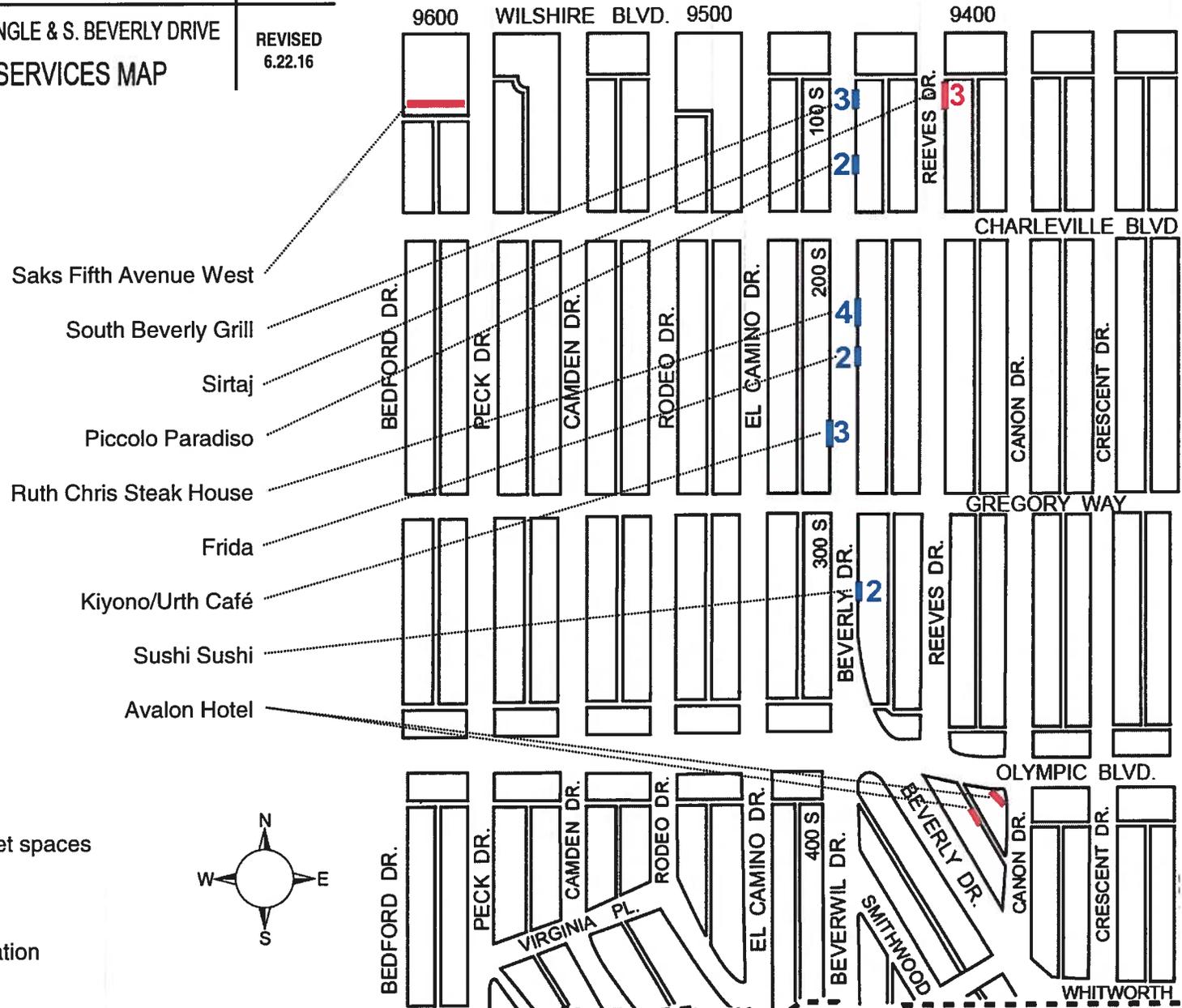




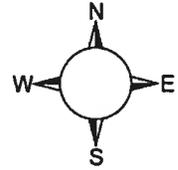
CITY OF BEVERLY HILLS TRANSPORTATION PLANNING

BUSINESS TRIANGLE & S. BEVERLY DRIVE
VALET SERVICES MAP

REVISED
6.22.16



- # Permitted on-street spaces
- Day operation
- Night operation
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ATTACHMENT B

Valet Services
Citywide Inventory List
June 22, 2016

Location	Address	On-street spaces	Day/ Night	Hours of valet operation/ Street restriction	Operator
Avalon Hotel	9400 Olympic Blvd.	0 (alley + driveway)	Both	24 hours daily	Towne Park
Bedford and Burns	369 N Bedford Dr.	2	Both	11am-1am M-F & 5pm-1am Sat.	Elite Parking Valet
Cheesecake Factory	364 N. Beverly Dr.	3	Night	No stopping 6pm-2am daily	Kwik Valet
Crescent Hotel	403 N. Crescent Dr.	2	Both	24 hours daily	Express Valet Parking
Crustacean	464 N. Bedford Dr.	3	Both	<u>Meters 438 & 440:</u> 11am-11:30pm M-F & 4:30pm-11:30pm Sat-Sun <u>Meter 442:</u> 12pm-3:30pm + 6pm-2am Mon-Sat & 3:30pm-12am Sun	Bestway Valet
Fleming's Prime Steakhouse	252 N. Beverly Dr.	3	Night	<u>Meters 222, 224:</u> 5pm-1am M-F & 4pm-2am Sat-Sun <u>Meter 226:</u> 6pm-1am daily	United Valet Parking, Inc.
Frida Restaurant	236 S. Beverly Dr.	2	Night	6pm-2am daily	Party Parking Valet Service
Gyu Kaku/Fogo De Chao	133/163 N. La Cienega	0 (lot)	Both	11am-1am daily	United Valet Parking, Inc.
Il Buco	107 N. Robertson Blvd.	2	Night	6pm-12am Mon-Sat	United Valet Parking, Inc.
Il Cielo	9018 Burton Way	2	Both	11am-11pm daily	Bestway Valet
Il Pastiao/Shiki	Brighton Way	2	Day	11am-5pm daily	Express Valet Parking
Il Pastiao/Shiki	400 N. Canon Dr.	5	Night	6pm-2am daily	Express Valet Parking
Infiniti of Beverly Hills	8825 Wilshire Blvd.	1	Both	9am-8pm daily	Infiniti of Beverly Hills
Jose Eber Salon/Doma	360 N. Camden Dr.	3	Both	9am-2am Mon-Sat & 6pm-2am Sun	Elite Parking Valet
Kiyono/Urth Café	255 S. Beverly Dr.	3	Night	6pm-12am Mon-Sat	Party Parking Valet Service
La Dolce Vita	9785 Santa Monica Bl.	3	Night	7pm-2am M-F & 5pm-2am Sat-Sun	Elite Parking Valet
L'Ermitage	9291 Burton Way	white curb	Both	24 hours daily	L'Ermitage Hotel Staff
Mastro's Steakhouse	246 N. Canon Dr.	4	Night	4:30pm-2am nightly	LAZ Parking
Meche	8822 Burton Way	0 (alley)	Day	7:30am-6pm Mon-Sat	MPS Parking Service

Valet Services

Location	Address	On-street spaces	Day/ Night	Restriction	Operator
Montage Hotel Combined	225/235 N. Canon Dr.	On-street cut-out	Both	24 hours daily	LAZ Parking
Mr. Chow	344 N. Camden Dr.	4	Both	11:30am-3:30pm + 6pm-2am M-F & 5:30pm-2am Sat-Sun	Elite Parking Valet
Newport Seafood	50 N. La Cienega Blvd.	2	Night	6pm-11pm daily	Cronos Seafood Parking
Ocean Prime Restaurant	9595 Wilshire Blvd.	4	Both	11:30am-2am M-F & 4pm-2am Sat-Sun	Elite Parking Valet
Palm Beverly Hills	267 N. Canon Dr.	4	Both	11am-3pm & 5pm-1am daily	United Valet Parking, Inc.
Piccolo Paradiso	150 S. Beverly Dr.	2	Night	6pm-12am daily	Party Parking Valet Service
Pussy and Pooch	9388 S. Santa Monica Bl.	0 (alley)	Both	10am-8pm	Express Valet Parking
Ruth Chris Steak House	224 S. Beverly Dr.	4	Night	6pm-2am Mon-Sat & 5pm-2am Sun	Party Parking Valet Service
Saks Fifth Avenue West	9654 Wilshire Blvd.	0 (alley)	Both	10am-8pm daily	Athena Parking, Inc.
Sirtaj	120 S. Reeves Dr.	white curb	Both	24 hours daily	Express Valet Parking
South Beverly Grill	122 S. Beverly Dr.	3	Night	6pm-12am daily	Valet Parking Service
Spago	176 N. Canon Dr.	5	Both	<u>Meters 104/106:</u> 11:30am-2pm & 6pm-2am Tue-Sat & 6pm-2am Sun-Mon <u>Meter 108:</u> 11am-4pm & 6pm-2am Tue-Sat & 6pm-2am Sun-Mon <u>Meter 110:</u> 11am-2am Tue-Sat & 5pm-2am Sun-Mon <u>Meter 112:</u> 11am-2am Tue-Sat & 5pm-2am Sun-Mon	Valet Parking Service
Spice Affair	50 N La Cienega Blvd.	3	Both	11:30am-2:30pm & 6pm-11pm daily	United Valet Parking
Stinking Rose	55 N. La Cienega Blvd.	0 (lot)	Night	6pm-1am daily	United Valet Parking, Inc
Sugarfish	212 N. Canon Dr.	2	Night	6pm-1am daily	United Valet Parking, Inc.
Sushi Sushi	326 1/2 S. Beverly Dr.	2	Night	6pm-10pm M-F	Crystal Valet Parking
The Grill	9560 Dayton Way	3	Night	6pm-2am daily	Allied Parking Services
Umberto Beauty Salon	416 N. Canon Dr.	0 (alley)	Day	8am-6pm Tue-Sat	Express Valet Parking
United Talent Agency	9336-9346 Civic Center	4	Both	7am-11pm daily	Ampco System Parking
Vera Wang	428 N. Rodeo Dr.	0 (alley)	Day	10am-6pm Mon-Sat	Hodes Parking

Valet Services

Location	Address	On-street spaces	Day/Night	Restriction	Operator
Villa Alloro	9400 Dayton Way	2	Day	10am-6pm daily	United Valet Parking, Inc.
Via Alloro/Grand Havana	301 N. Canon Dr.	5	Night	6pm-2am daily	United Valet Parking, Inc.
Villa Blanca	9601 Brighton Way	2	Both	11:30am-1am Mon-Sat & 6pm-1am Sun	Elite Parking Valet
Wolfgang Steakhouse/ Wally's Vinoteca	443/449 N. Canon Dr.	2	Both	8am-2am daily	California Parking Service
Xian/Café Roma	362/350 N. Canon Dr.	4	Night	6pm-2am daily	Express Valet Parking
Yojisan Sushi	260 N. Beverly Dr.	2	Night	6pm-1am daily	United Valet Parking, Inc.

45 total commercial operations (not including short-term valet locations)