



CITY OF BEVERLY HILLS
TRAFFIC & PARKING COMMISSION

August 4, 2016

TO: Traffic & Parking Commission

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

SUBJECT: Valet Services Inventory

ATTACHMENTS: A. July 7, 2016 Traffic & Parking Commission valet report
B. Notice

This report provides a status update on the modification of three Beverly Hills valet zones and details the results of staff observations for two other valet zones, as proposed at the July 7, 2016 Traffic and Parking Commission meeting.

Discussion

Due to the shortage of on-street parking in the City's business triangle and on South Beverly Drive, staff identified three valet meters to return to service for public use from the operations at:

- Ruth's Chris Steak House's (224 S. Beverly)
- Xian (362 N. Canon) and Caffé Roma (350 N. Canon)
- Il Pastaio (400 N. Canon) and Shiki's (410 N. Canon)

Public Works staff has advised the valet operators at the above locations of the impending modifications scheduled for the end of July 2016. Per the Traffic and Parking Commission's consensus during the July 7, 2016 meeting, the three valet meters will be returned to 1-hour meters for public use. Public Works staff is currently in the process of removing the signage and modifying of the valet permits.

Staff also proposed conducting observations at two other locations for further review:

- Ocean Prime (9595 Wilshire)
- Via Alloro and Grand Havana (301 N. Canon)

Ocean Prime Observations

With the assistance of Public Works and Parking Enforcement, staff observed the daytime and evening valet operations at Ocean Prime on Wednesday, July 20, Thursday, July 21, and Tuesday, July 26, 2016. The valet operators, Elite Parking Valet Service, have four permitted meter spaces on the east side of the 300 north block of Camden Drive, just north of Wilshire. The four meters are restricted for valet use from 11:30 a.m. to 2 a.m. Monday to Friday, and from 4 p.m. to 2 a.m. Saturday and Sunday. The driveway to their subterranean garage lot separates the three southernmost valet meters from the fourth. This configuration allows the operators to return vehicles from the garage by turning right onto Camden Drive, directly into the fourth meter space.

Observation Date	Observation Time	Valet Spaces	Attendants/Runners	Vehicles Received	Vehicles Returned
Wed. July 20	12:10 pm – 12:45 pm	4	3 / 3	5	0
	7:15 pm – 8 pm		4 / 3	12	1
Thurs. July 21	12:40 pm – 1:50 pm		4 / 3	4	1
	5:35 pm – 6:25 pm		5 / 3	15	2
Tues. July 26	1:20 pm – 2:10 pm		4 / 3	1	7

During the daytime observation on Wednesday, July 20, 2016, the minimum three attendants required by the permit were present and each attendant was running vehicles to and from the garage. Five vehicles arrived during the observation period from 12:10 p.m. to 12:45 p.m., and each was moved within 1-2 minutes. During the evening observation between 7:15 p.m. and 8 p.m., four total attendants were observed returning one vehicle and receiving 12, also moving them within 1-2 minutes.

On Thursday, July 21, 2016, Parking Enforcement observed daytime operations from 12:40 p.m. to 1:50 p.m., with valet receiving 15 vehicles and returning two. During the evening observation, five attendants received 15 vehicles and returned two. The vehicles were moved within 1-3 minutes during both day and evening observations.

Via Alloro / Grand Havana Observations

Via Alloro (301 N. Canon) currently has two daytime valet spaces on the north side of Dayton Way, just west of Canon Drive, from 10 a.m. to 6 p.m. daily. They also have a shared valet zone with Grand Havana on the west side of Canon Drive, just north of Dayton Way, from 6 p.m. to 2 a.m. daily. Via Alloro has the zone's three southernmost stalls, operated by Express Valet Parking, while Grand Havana has the next two meters to the north, operated by United Valet Parking.

Observation Date	Observation Time	Valet Spaces	Attendants/Runners	Vehicles Received	Vehicles Returned
Wed. July 20	5:50 pm – 7 pm	5	4 / -	0	0
Tues. July 26	7:30 pm – 8:30 pm		5 / 3	3	3
Thurs. July 21	11:35 am – 1:30 pm	2	2 / 2	7	0

Parking Enforcement conducted an evening observation on Wednesday, July 20, 2016 from 5:50 p.m. to 7 p.m. During this period, Via Alloro and Grand Havana each had two attendants, and no vehicles were received or returned by valet.

On Tuesday, July 26th, Parking Enforcement conducted a second observation from 7:30 p.m. to 8:30 p.m. Havana Club received one vehicle during the observation, while Via Alloro received two vehicles and returned three in a timely manner.

Public Works staff observed the daytime valet on Dayton Way on Thursday, July 21, 2016. With two attendants present, they received 12 vehicles between 11:35 a.m. and 1:30 p.m.

Results

The results of the above observations support the removal of one valet space each from the operations at Ocean Prime and Via Alloro. At Ocean Prime, the valet spaces were frequently available, and the three adjacent customer loading zone spaces to the south, when available, can facilitate vehicle queueing. An Ocean Prime attendant indicated they occasionally have large parties of 30 or more vehicles that create vehicle queueing; however, they have the option

of contacting Public Works staff in advance for short-term permits. These permits allow valet operations to temporarily expand their operational hours, add an additional meter, or both.

The valet spaces at Via Alloro/Grand Havana also remain largely available based on staff observations. Public Works staff is currently in the process of separating the shared valet permit between United Valet Parking (Grand Havana) and Express Valet Parking (Via Alloro). As part of this process, the three spaces assigned to Via Alloro will be reduced to two, and the southernmost valet meter will be returned to service as a 1-hour meter for public parking.

Public Works staff will modify the Via Alloro and Ocean Prime permits to reflect the new number of spaces and return the parking meters to public use. 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.

Wolfgang Steakhouse / Wally's Beverly Hills Assessment

Per the valet operations discussion during the July 2016 Traffic and Parking Commission meeting, staff also evaluated the valet operation for Wolfgang Steakhouse (455 N. Canon) and Wally's Beverly Hills (447 N. Canon). This zone has two valet stalls on the west side of Canon Drive, south of South Santa Monica Boulevard. Based on information from Parking Enforcement and the valet company, ZG Valet, a significant cause for vehicle queueing during peak hours stems from the overflow traffic from the adjacent parking garage (Beverly Canon Public Parking). When the garage occupancy reaches capacity, the entrance is coned off and vehicles pull into the red zone between the valet zone and the garage driveway. As ZG Valet also serves as a public valet, drivers will wait in the red zone for a valet space to clear, causing additional congestion near the garage exit.

Staff explored a reduction of the 24' red curb and adding an additional parking space; however, the red curb clears the path for returning valet vehicles and facilitates a safer transition for vehicles exiting the garage onto southbound Canon Drive. As staff has observed attendants valeting cars while parked in the red zone, staff has requested ZG Valet to increase their staffing to increase the availability of their two valet spaces and help alleviate the traffic congestion. Staff will continue to monitor the zone and increase the required number of attendants if the red zone violations continue.

Updates

- Citizen has opened in place of the former Spaghetini (184 N. Canon) and was permitted for two evening valet spaces from 6 p.m. to 12 a.m., Monday through Saturday.
- Hilton & Hyland (250 N. Canon) requested an on-street daytime valet due to construction in their service lot and was denied based on the availability of adjacent city parking structures. Also, no construction was observed in their service lot. They are currently operating on their second short-term (1-week) permit.

Noticing

On July 27, 2016, staff sent notices to the valet operators and restaurants listed in this report with operations subject to the anticipated space reductions.

ATTACHMENT A



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.
- Spaghettini (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 Spaghettini (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 B

COMMUNITY DEVELOPMENT - TRANSPORTATION
PHONE: (310) 285-1128
FAX: (310) 858-5966
E-MAIL: transportation@beverlyhills.org

455 N. Rexford Drive
Beverly Hills, CA 90210-4817



July 27, 2016

Attn: Owner/Management
(Restaurant/Valet Operator)
(Address)
Beverly Hills, CA 90210

Dear Owner/Management,

On August 4, 2016, the Beverly Hills Traffic and Parking Commission will review the operations of valet zones within the City to optimize on-street public parking spaces and explore options that best serve the community. One of the solutions to be implemented involves the reduction of valet spaces at the (valet operator) operation for (restaurant). If you have any concerns, please contact us at (310) 285-1128. You may also attend the Traffic and Parking Commission meeting on Thursday, August 4, 2016 at 455 N. Rexford Drive, Beverly Hills, CA 90210 to address your concerns.

Sincerely,

Roger Vinalon Jr.
Traffic Technician