



**CITY OF MANHATTAN BEACH
DEPARTMENT OF COMMUNITY DEVELOPMENT**

TO: Parking and Public Improvements Commission

FROM: Richard Thompson, Director of Community Development
Esteban Danna, Assistant Planner  

DATE: February 26, 2009

SUBJECT: Agreement with the North End Business District and Upper Manhattan Restaurant and Lounge for Use of Selected Public Parking Spaces in Conjunction with a Valet Parking Program and Issuance of Appropriate Coastal Development Permit

RECOMMENDATION:

Staff recommends that the Parking and Public Improvements Commission (PPIC) conduct a public hearing and recommend the City enter into an agreement with the North End Business District and Upper Manhattan Restaurant and Lounge for use of the identified public parking spaces and the Public Works Yard parking lot for the North Manhattan Beach valet parking program.

BACKGROUND:

In December of 2008, the North End Business District and Upper Manhattan Restaurant and Lounge conducted a successful pilot valet parking program in collaboration with the City for a valet parking service in North Manhattan Beach (similar to the successful downtown valet parking program started in 1999). The program used two metered parking spaces in front of Upper Manhattan Restaurant and Lounge located at 3600 Highland Avenue as a drop-off and pick-up site. The valet parking company stored the cars in the parking lot of the City of Manhattan Beach Public Works Yard.

DISCUSSION:

Similar to the pilot program, the proposed vehicle drop-off and pick-up site will be in front of 3600 Highland Avenue. The North End Business District and Upper Manhattan Restaurant and Lounge would be responsible for reimbursing the City of Manhattan Beach the meter revenues lost during the time that the meters are operable. Cars using the valet service will be parked at the Public Works Yard. The loss of two street parking spaces is compensated by the gain in number of available parking spaces in the Public Works Yard, provided that the parking lot remain available until dusk on Thursdays and Fridays, and until 8:00 P.M. on Saturdays to all vehicles.

The proposed cost to patrons is \$10.00 per car. The hours of operations would be Thursday through Friday 6:00 pm to 2:00 am and Saturday 12:00 pm to 2:00 am (including special event days such as Holiday Walkabout). The route used by the valet company between the drop-off/pick-up site and the storage site shall be Highland Avenue, Rosecrans Avenue, and Bell Avenue only. Driving through residential streets shall be kept to a minimum. This service will be available to patrons of all businesses in the area and not exclusive to Upper Manhattan Restaurant and Lounge patrons.

The agreement between The North End Business District and Upper Manhattan Restaurant and Lounge and the City is for limited-time use of two on-street parking spaces (vehicle drop-off/pick-up location) and the use of the Public Works Yard (vehicle storage). This agreement requires The North End Business District and Upper Manhattan Restaurant and Lounge to pay the City \$120 per month for the use of these spaces. This is a nominal charge only to ensure that the City does not lose revenue as a result of this program. At this time, the City is more interested in ensuring a successful program and not generating additional City revenue. The City Attorney has reviewed the request and must approve the final agreement between the City and The North End Business District and Upper Manhattan Restaurant and Lounge. The City Council will review the PPIC's recommendation as well as the appropriate Coastal Development permit.

The Manhattan Beach Police Department reviewed the proposal and is in favor of the program providing there is no interruption to the operation of City Public Works or the National Guard Armory. The Public Works Department reviewed the proposal and is in favor of the program.

Public Notice

Notification of tonight's public hearing was mailed to residents and property owners within 300 feet of the drop-off/pick-up location as well as residents and property owners surrounding the route to be used to shuttle cars to the storage facility. In addition, the attached public notice was placed in the February 12, 2009 and February 19, 2009 editions of *The Beach Reporter*.

CONCLUSION:

Staff recommends that the Parking and Public Improvements Commission (PPIC) conduct a public hearing and recommend the City enter into an agreement with the North End Business District and Upper Manhattan Restaurant and Lounge for use of the identified public parking spaces and the use of the Public Works yard parking lot for the North Manhattan Beach valet parking program.

Attachments:

- A – Proposal Letter
- B – Public Notice
- C – Notice Area Map



February 5, 2009

Francey Seckinger, On behalf of Mike Quagletti
Upper Manhattan Restaurant and Lounge and
The North End Business District Board Member
3600 Highland Ave.
Manhattan Beach, CA 90266

Dear Manhattan Beach Members of the Parking and Public Improvement Commission,
City Staff and Mayor and City Council,

The North End Business District would like to develop ways to mitigate traffic in the vicinity of Highland and Rosecrans, promote a safer pedestrian climate and generate city/business revenue by keeping business in Manhattan Beach by requesting a "Valet" program drop off located at 3600 Highland Ave. to service North End Business District patrons.

Program overview:

- Operates Thursday through Saturday 6:00 PM to 2:00 AM – With expansion Saturday from 12:00 to 5:00 PM extending to 2:00 AM and special events in the North End area like 'Holiday Walk About' in December
- Cost to patrons \$10.00/car
- Drop off – 3600 Highland Ave – Two meters reserved from 6:00 to 8:00 PM
- Cars driven and parked at Public Works lot on Bell a few blocks away
- Experience Valet Service will provide attendant's at drop point, runners in small, economical runner vehicle for their parking attendants and one attendant for safety at the Public Works lot
- Experience Valet provides signage, walkie-talkies for communication between staff and small transport vehicle
- 30 to 50 cars per evening is the goal
- Upper Manhattan would consider paying City lost revenue for parking meters, if necessary but does not believe the Downtown Business Association pays for out of commission meters. It is my understanding these fees will be waived.
- Two trials have been completed: Holiday Open House in early December and another New Year's Eve. No resident, police or business complaints were received and the program was executed smoothly. No back up was experienced on Highland or surrounding residential streets

EXHIBIT
A

Providing valet service to a 'hard to park' area of the North End Business District will mitigate patrons searching and driving around the neighborhood to find parking, pedestrians crossing busy streets to frequent the North End businesses and make it easier for clients/customers to spend money in the North End and increase revenue for the city.

Please submit proposal to the Parking and Public Improvement Commission Meeting February 26, 2009 and set for council discussion, formal vote and approval March 17, 2009.

If you have further questions, to help facilitate a unanimous vote, please contact me. Thank you for your time and thought in the approval of this request.

Francey Seckinger

Director of Marketing
Upper Manhattan Restaurant and Lounge
3600 Highland Ave.
Manhattan Beach, CA 90266



NORTH MANHATTAN BEACH VALET PARKING PROGRAM

The Parking and Public Improvements Commission (PPIC) will conduct a public hearing to discuss the proposal to implement a valet parking program in North Manhattan Beach

PARKING AND PUBLIC IMPROVEMENTS COMMISSION

NORTH MANHATTAN BEACH VALET PARKING PROGRAM - PUBLIC HEARING -

WHEN: February 26, 2009 at 6:30 pm
WHERE: Council Chambers, City Hall
1400 Highland Avenue, Manhattan Beach

Residents and businesses are encouraged to attend and participate or provide comments. The Staff Report will be available at www.citymb.info on February 20 after 5 pm.

For additional information, please call Esteban Danna at (310) 802-5514 or email at edanna@citymb.info

EXHIBIT

B

Manhattan Beach GIS



Legend

- Parcels
- Insured Assets
- Basemap
- BEACH
- BLOCK
- DEADEND
- PARK
- PIER
- PRIVATE STREET
- SCHOOL STREET
- WALK STREET

EXHIBIT

Scale: 1:5,615



This map is a user-generated static output from the "MB GIS Info" Intranet mapping site and is for general reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.