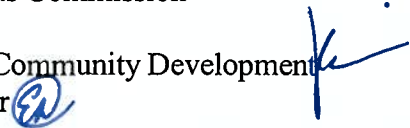


**CITY OF MANHATTAN BEACH  
DEPARTMENT OF COMMUNITY DEVELOPMENT**

**TO:** Parking and Public Improvements Commission

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

**DATE:** March 26, 2009

**SUBJECT:** Agreement with the North Manhattan Beach Business Improvement District 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 provide direction to the City Council regarding implementation of a North Manhattan Beach valet parking program.

**BACKGROUND:**

In December of 2008, the North Manhattan Beach Business Improvement District (NMB BID) 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. On February 26, 2009, the PPIC reviewed a proposal to create a permanent valet parking program. The Commission requested that additional information be presented before moving forward with a decision.

**DISCUSSION:**

At the February 26, 2009 PPIC meeting the NMB BID proposed vehicle drop-off and pick-up site in front of 3600 Highland Avenue. Upon discussion, Commissioners determined that the vehicle drop-off and pick-up sites would have to be separate in order to avoid u-turns on Highland Avenue or the valet company driving through residential streets. Thus, the NMB BID proposes the vehicle drop-off site to be located in front of 3516 Highland Avenue (northbound) and the vehicle pick-up site to be in front of 3515 Highland Avenue (southbound).

The NMB BID will 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 five 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 to be determined (between \$5.00 and \$10.00 per car) for two hours. Vehicles left for more than two hours will be charged an hourly fee of \$10.00. This hourly rate will discourage beachgoers from using the proposed valet service. The NMB BID is proposing to operate the valet parking service on Thursdays and Fridays 6:00 pm to 2:00 am,

Saturdays 10:00 am to 2:00 am, and Sundays 10:00 am to 12:00 am (including special event days such as Holiday Walkabout). If during the course of the Valet hours of operation, the parking lot becomes full, the valet company will put up a "lot full" sign until more parking spaces become available. The valet company will not "stack" cars in the lot to make space for more cars.

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 is not allowed. The valet company proposes to use a Smart Car or similar street legal vehicle to shuttle valet employees between the drop-off/pick-up locations and the Public Works Yard.

The agreement between NMB BID and the City is for limited-time use of five on-street parking spaces (three for vehicle drop-off and two for vehicle pick-up locations) and the use of the Public Works Yard (vehicle storage). This agreement requires the NMB BID to pay the City \$300 per month for the use of these spaces. This is a nominal charge 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 NMB BID. The City Council will review the PPIC's recommendation as well as the appropriate Agreement and Coastal Development permit.

### **Program Details**

The following is a list of program details as requested by the PPIC during the February 26, 2009 regular meeting. These details are included in the agreement between the City and the NMB BID.

- Drop-off location: 3516 Highland Avenue. Three metered spaces will be used.
- Pick-up location: 3515 Highland Avenue. Two metered spaces will be used. This location is across the street from the drop-off location, and is easily accessible by crosswalks on 35<sup>th</sup> Street or 36<sup>th</sup> Street.
- Hours of operation for six month trial period (with a City review after three months):  
Thursdays and Fridays 6:00 pm to 2:00 am, Saturdays 10:00 am to 2:00 am, and Sundays 10:00 am to 12:00 am
- Path from drop-off location to the Public Works Yard: 3516 Highland Avenue (northbound) to Rosecrans Avenue (eastbound), to Bell Avenue (southbound), to Public Works Yard parking lot.
- Path from the Public Works Yard to the pick-up location: exit the parking lot onto Bell Avenue (northbound), to Rosecrans Avenue (westbound), to Highland Avenue (southbound), to 3515 Highland Avenue. There will be no need for u-turns to deliver the car to the customer since the pick-up location will be located on the west side of Highland Avenue.
- Cost to use valet service: Between \$5.00 and \$10.00 for two hours and \$10.00 for every hour thereafter.
- Valet company shall provide signage, umbrellas, walkie-talkies, and transportation for valets to and from the parking lot. A Smart Car or similar vehicle that is street legal shall

available at all times and used to shuttle valet employees between drop-off/pick-off sites and the Public Works Yard. The Valet transportation car shall utilize the same path listed above. The valets will not use residential streets to get back to the drop-off or pick-up locations.

- If during the course of the valet hours of operation, the parking lot becomes full, the valet company shall be prepared to put up a “lot full” sign until more parking spaces become available. They shall not “stack” cars in the lot to make space for more cars.
- The NMB BID shall reimburse the City \$300 per month for the use of five meter spaces only during the hours of meter operations.
- The Community Development Department shall review and approve all signs to be used for the valet parking program.
- City of Manhattan Beach Police Department shall be involved through all stages of the process.
- A path that conforms to Americans with Disabilities Act (ADA) shall be maintained along valet operation at both drop-off and pick-up sites.

#### **Public Notice**

Notification of tonight's public hearing was mailed to residents and property owners within 300 feet of the drop-off/pick-up locations 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 March 19, 2009 editions of *The Beach Reporter*.

#### **Public Comments**

A resident wrote and circulated a letter (Exhibit E) expressing concerns with the valet company not adhering to the proposed path of travel, possible back-up on Highland Avenue as a result of queuing, and with valet company employees running through neighborhoods on their way to and from the storage facility at the Public Works yard. This letter was signed and mailed by 18 residents. One resident had additional comments to the circulated letter. She was concerned with possible increased congestion, noise, and traffic as a result of the proposed valet program

#### **CONCLUSION:**

Staff recommends that the Parking and Public Improvements Commission (PPIC) conduct a public hearing and provide direction to the City Council regarding implementation of a North Manhattan Beach valet parking program.

#### **Attachments:**

- A – Proposal Letter
- B – Staff Report and Attachments dated February 26, 2009
- C – Public Notice
- D – Notice Area Map
- E – Public Comments

## North Manhattan Beach Business Improvement District

### Valet Parking Proposal Representing the NMB BID & Advisory Board

March 09, 2009

#### Proposal:

To offer a professional Valet Parking service to the North Manhattan Beach Business District to help resolve the original issue of lack of parking to patrons of the businesses on Highland Avenue.

This Valet Parking program will help aid in bringing patrons to the area, decrease traffic on the residential streets from people circling the area for spots, and make the streets safer for pedestrians crossing Highland due to less traffic and congestion.

The success of this project has the potential to generate additional revenue to the businesses in North Manhattan, and in turn, to the City of Manhattan Beach.

#### Logistics:

- Drop off location: 3516 Highland Avenue- Three metered spaces in front of Elegance Boutique Spa. There are currently five metered spots on that block, and it is situated in the middle of the block where it would limit the potential to directly affect residents. The location is central to where most of the businesses and restaurants are located, but safely distanced from the light on Rosecrans as to not contribute to any traffic backup. This satisfies the City's request that the drop off point be on the East Side of Highland Avenue and across the street from the pick up location.
- Pick up location: 3515 Highland Avenue- The City requested that it be on the West Side of Highland because of the route back from the parking lot. Two metered spaces would be used for the car pick up location. This location is across the street from the drop off location, and is easily accessible by crosswalks on 35<sup>th</sup> Street or 36<sup>th</sup> Street.
- Hours of operation for 6 month trial period (with a City review after three months): 6pm-2am Thursday & Friday, 10am-2am Saturday, 10am-12am Sunday, and for special events such as the Holiday Open House (with an option to pick up additional days after trial period is completed if a parking location can be arranged for daytime business hours).
- Path from drop off location: 3516 Highland Avenue to Rosecrans- make right, to Bell Avenue- make right, to Public Works Yard parking lot (which has approx 30 spaces to use). No residential streets would be utilized by the valets delivering the car to the parking lot.

**EXHIBIT**

**A**


- Path to pick up location: Make left out of Public Works parking lot onto Bell Avenue to Rosecrans- make left, to Highland- make left, to 3515 Highland Avenue. There would be no need for u-turns to deliver the car to the customer since the pick up location would be located on the West side of Highland. The valet company would be utilizing only these given streets listed as the path. No residential streets would be used.
- The Valet transportation car would utilize the same path listed above. The valets would never use residential streets to get back to the drop off or pick up locations.
- \$5.00-\$10.00 per car with a two hour time limit until 6pm. If the two hour time limit is passed, there will be an additional \$10 per hour charge.
- Valet parking company to provide signage, umbrellas, walkie-talkies, and transportation for valets to and from lot. i.e. A Smart Car, or similar vehicle that is street legal.
- The goal is 30-60 cars per day.

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- If during the course of the Valet hours of operation, the parking lot becomes full, the Valet company will be prepared to put a "lot full" sign up until more spots become available. Their services will be temporarily shut down. They will not "stack" cars in the lot to make space for more cars. The NMB BID will be contacting the Armory to see if there is an opportunity to use their facilities. Veranda's is another option the BID will be exploring.
- Three parking meters at the drop off location and two parking meters at the pick up location would need to be utilized with City approval.
- City Of Manhattan Beach Police Department will help to train and inform the valet company of issues and concerns at all stages of the process.

**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.

**EXHIBIT**  
B

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

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### **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](http://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](mailto:edanna@citymb.info)

**EXHIBIT**

**B**

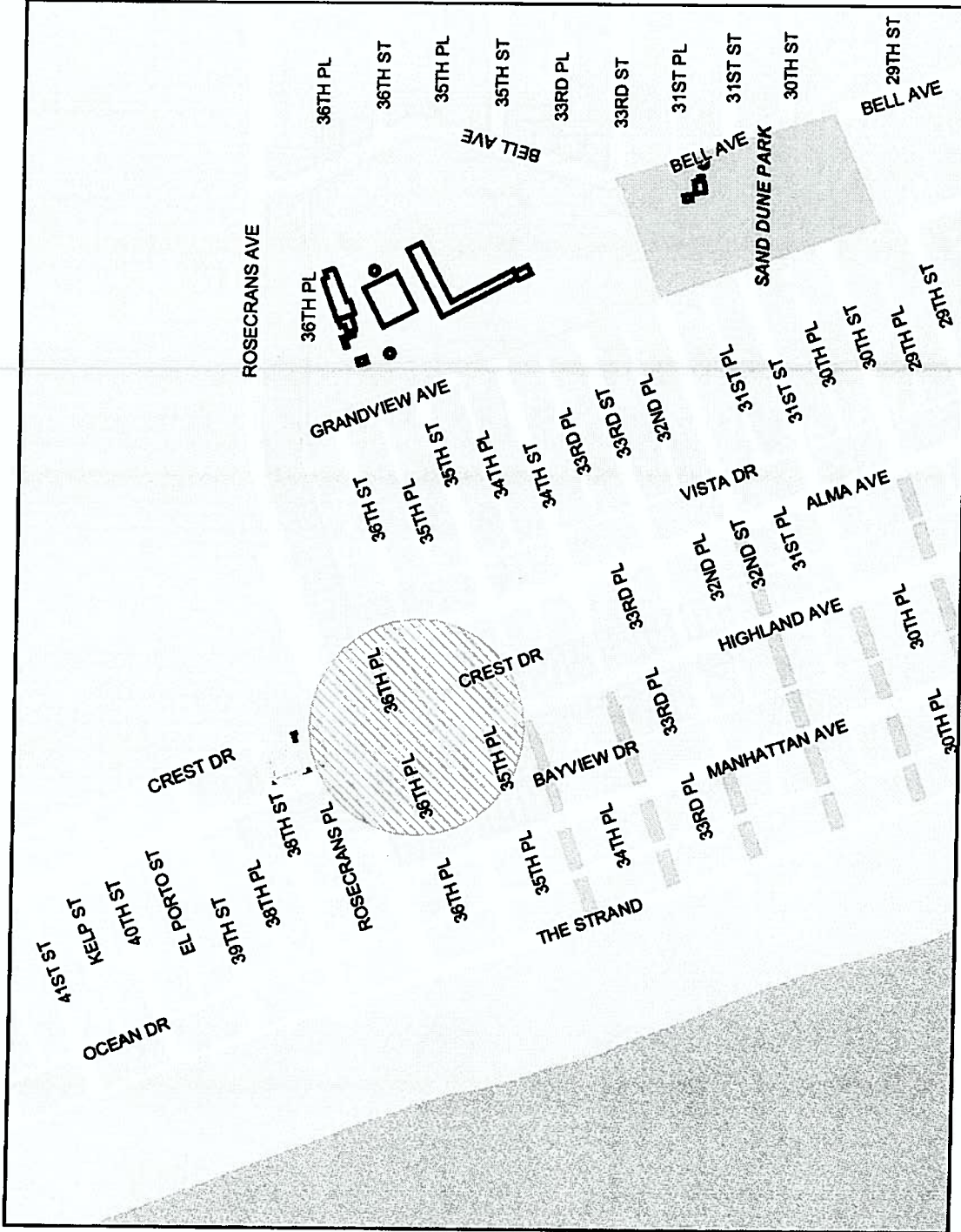
# Manhattan Beach GIS

## Legend

- Parcels
- Insured Assets
- Baseemap
- BEACH
- BLOCK
- DEADEND
- 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.



## **NORTH MANHATTAN BEACH VALET PARKING PROGRAM**

The Parking and Public Improvements Commission (PPIC) will continue 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:** March 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](http://www.citymb.info) on March 20 after 5 pm.

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

**EXHIBIT**

*C*

# Manhattan Beach GIS

## Legend

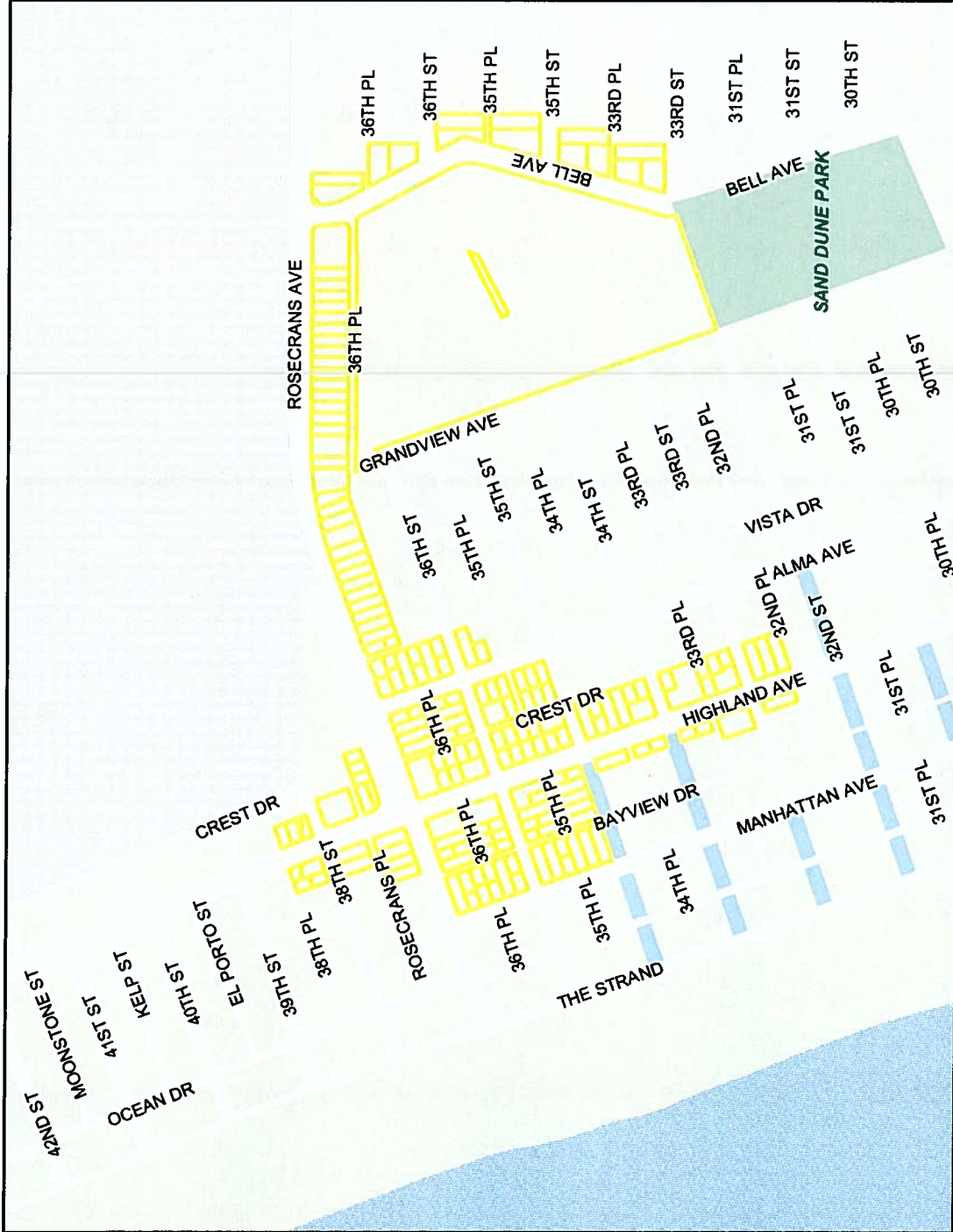
- Parcels
- Basemap
- BEACH
- BLOCK
- DEADEND
- PARK
- PIER
- PRIVATE STREET
- SCHOOL
- STREET
- WALK STREET

# EXHIBIT

## D



Scale: 1:5,465



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.

Esteban Dannan  
Assistant City Planner  
City of Manhattan Beach  
1400 Highland Ave.  
Manhattan Beach, Ca. 90266

Re: Opposition to Proposed North Manhattan Beach Valet Parking /  
Parking and Public Improvements Commission ("PPIC")

Dear Mr. Dannan,

This letter is being sent to you in connection with the proposed North Manhattan Beach valet parking program. As a resident of the Alma / 36<sup>th</sup> Street residential neighborhood area located east of the Upper Manhattan Lounge, I am concerned with the following aspects of the proposal:

- The proposed path of travel for returning valet parked cars (i.e. north on Bell, west on Rosecrans and south on Highland) is not realistic and will not be enforced. In reality, the valet drivers will turn left on Alma and right on 36<sup>th</sup> Street in order to return the vehicles in front of the North Manhattan Lounge. This is unacceptable.
- There is insufficient room on Highland in front of Upper Manhattan Lounge to accommodate vehicles waiting to valet park. This will likely result in a back-up of cars onto 36<sup>th</sup> Street.
- The valet drivers returning to the Upper Manhattan Lounge from the valet drop off point in the public works lot will be running through our neighborhood on foot throughout the evening.

As a resident of North Manhattan Beach, I support the City's efforts to improve and beautify our area of the City. However, I cannot support the proposed north valet parking program unless and until there is a valet parking route that can be guaranteed not to increase traffic on our neighborhood residential streets. The current proposal does not provide this guaranty.

I encourage the PPIC to adopt strict mechanisms to restrict valet drivers from using our neighborhood (i.e. substantial fines) and to also explore better drop-off points in North Manhattan that would not interfere with our streets and our homes (for example, in front of Verandas on Rosecrans).

Sincerely,

Name: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

**EXHIBIT**  
E

March 7, 2009

Esteban Dannan  
City of Manhattan Beach  
1400 Highland Ave.  
Manhattan Beach, CA 90266

Dear Mr. Dannan,

I live in the 400 block of 36<sup>th</sup> Street, in Manhattan Beach. Although I am happy to have upscale improvements being made to the North end of Manhattan Beach, this should not be at the expense of causing a more congested and noisy neighborhood. I realize that the biggest concern is having the valet drivers returning cars to the Upper Manhattan Lounge via Alma and 36<sup>th</sup> Street, however, many of us are also concerned about the increased traffic on the part of 36<sup>th</sup> Street that is east of Alma. Already, 36<sup>th</sup> Street is used as part of a short cut to go over to and down the alley (36<sup>th</sup> place) to reach Rosecrans off of Bell. This is particularly noticeable during rush hour. Also, there are a lot of trucks going to and from the Public Works Yard traveling on our street as well.

There has to be an alternative solution. The included letter suggests that perhaps Verandas could be used as a drop off for the valet service. Perhaps Verandas would agree to lease part of one of their large parking lots to the Valet service so that the entire process could be greatly simplified.

Another possibility to reduce traffic on 36<sup>th</sup> Street, east of Alma, would be to make the 36<sup>th</sup> Place alley adjacent to the Public Works Yard one way down hill. This would prevent returning valet cars from making a sharp left turn and coming directly up the alley and on to 36<sup>th</sup> Street to return to the Upper Manhattan Lounge. I realize that there is a day care center at the bottom of the hill that has the entrance to their parking lot, one way off the alley. The alley flares out enough right at the bottom to put a right turn only lane there at the entrance to their small lot. The "do not enter/ one way sign" could be then placed just above this area.

Thank you so much for addressing this situation. If you have any questions or would like to contact me regarding this situation, I can be reached at 310 546-3596.

Sincerely,



Marsha J. Carry