



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

**TO:** Parking and Public Improvements Commission

**FROM:** Laurie B. Jester, Acting Director of Community Development 

**BY:** Nhung Madrid, Management Analyst   
Erik Zandvliet, Traffic Engineer

**DATE:** June 24, 2010

**SUBJECT:** North Manhattan Beach Valet Parking Program

**RECOMMENDATION:**

Staff recommends that the Commission conduct a public meeting and recommend that the City Council approve a six-month maximum pilot program for the 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 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 vehicles at the City's Public Works Yard parking lot on Bell Avenue near Rosecrans Avenue.

On February 26, 2009, the PPIC reviewed a proposal to create a permanent valet parking program. The Commission had several concerns regarding the travel path to park and retrieve the vehicles, u-turns on Highland Avenue, potential impacts on residential streets, hours of operation, and drop-off and pick-up locations. The Commissioners requested that more detailed information be presented before moving forward with a decision.

On March 26, 2009, the PPIC continued their discussion regarding the valet program, addressed the concerns that were presented at the previous meeting, and directed staff to work with the NMB BID to refine the proposed valet program based on the Traffic Engineer's conclusions and return the proposal to the Commission for further consideration. The staff report and minutes for both of these meetings are attached as Exhibit B. The original applicants then decided to table their valet proposal while street improvements were being made on Highland Avenue.

**DISCUSSION:**

In April 2010, staff was contacted by Mike Quagletti, owner of Upper Manhattan Restaurant and Lounge to re-visit the valet program for the North Manhattan Beach Business District. The new valet program proposal is on a smaller scale and will service patrons of Upper Manhattan Restaurant and Lounge, OB's Pub & Grill, and Katsu Restaurant, and will also be available to the general public. Although the proposal is independent of the NMB BID, the BID supports the valet program. The valet service will use the Verandas parking lot located at 401 Rosecrans Avenue as the vehicle storage location for the program. Mr. Quagletti's proposal and associated

correspondence from partnering businesses are attached as Exhibit A. Mr. Quagletti presented his proposal to the NMB BID at their June 2, 2010 board meeting, and the board has taken formal action to support his proposal, and will not be moving forward with their previous proposal.

### **Valet Program Proposal**

The vehicle drop-off and pick-up site will be located adjacent to Upper Manhattan Restaurant and Lounge located at 3600 Highland Avenue and will use two (2) on-street metered parking spaces. The valet podium will be placed on the sidewalk, as close to the curb as possible, so that sidewalk access will conform to American with Disabilities Act (ADA) requirements. The proposed cost to patrons is a flat fee of \$8.00 per vehicle. The valet program will operate from Wednesday through Saturday from 7:00 PM to 1:30 AM. If during the course of the valet hours of operation, the Verandas parking lot become full, the valet company will be prepared to put up a "lot full" sign at the podium (vehicle drop-off site) until more parking spaces become available. The valet company shall be allowed to "stack" cars in the vehicle storage location to make space for more cars within the exclusive valet parking area only.

Verandas parking lot currently has 115 parking spaces available for their facility. Verandas staff and the valet company shall coordinate, in advance, scheduling of events to determine parking availability to accommodate both Verandas patrons and for the valet service. Verandas patrons will have complimentary priority valet parking, and any remaining parking will be made available for the North Manhattan Beach valet service. When Verandas has a large event that utilizes all of their available parking, no valet service will be offered, and the valet company will post a sign stating that the valet service is closed for the evening.

The route to be used by the valet company between the drop-off/pick-up site and the vehicle storage site shall be Highland Avenue, Rosecrans Avenue, Manhattan Avenue, and 36th Street only. No other streets will be used for the path of travel for the valet service. Once a vehicle has been dropped off the by the patron, the valet attendant will deliver the vehicle to the storage location by using the following route: northbound on Highland Avenue, right turn to Rosecrans Avenue heading eastbound, and a left turn into Verandas parking lot located at 401 Rosecrans Avenue. When a vehicle is ready to be picked up, the valet attendant will deliver the vehicle from the storage location to the pick-up site using the following route: right turn out of Verandas parking lot heading westbound on Rosecrans Avenue, left turn onto Manhattan Avenue heading southbound, left turn onto 36<sup>th</sup> Street heading eastbound, and left turn onto Highland Avenue heading northbound to 3600 Highland Avenue. The path of travel will not require any u-turn movements by the valet attendant. A map of the route is attached as Exhibit C.

The valet attendants will travel on foot from 3600 Highland Avenue to 401 Rosecrans Avenue crossing at the traffic signal to retrieve the vehicles from the storage location. As part of the traffic plan, the valet attendants shall be required to cross at the signalized intersection on Rosecrans Avenue. All valet attendants shall also be required to wear reflectorized vests during valet operating hours. Due to the close proximity of the vehicle storage location, which is less than two blocks, vehicle transportation from the drop-off site to the vehicle storage location is not necessary, and will reduce additional traffic in the area.

The agreement between Upper Manhattan Restaurant and Lounge and the City is for limited-time use of two (2) on-street metered parking spaces adjacent to Upper Manhattan located at 3600 Highland Avenue. The agreement requires Upper Manhattan to pay the City \$86.67 per month for

the use of these two metered spaces. This charge will ensure that the City does not lose parking meter revenue as a result of this program. The City will be fully protected from liability with required insurance coverage maintained by the valet service.

The City Attorney must approve the final agreement between the City and Upper Manhattan Restaurant and Lounge. The City Council will review the PPIC's recommendation as well as the appropriate Agreement and a Coastal Development Permit for a permanent valet parking program.

The Police Department has reviewed the proposal and all comments have been incorporated into the staff report.

### **Program Elements**

- Valet Parking Program between Upper Manhattan Restaurant and Lounge, OB's Pub & Grill, and Katsu Restaurant. Valet parking will also be available to the general public.
- Vehicle Storage location: Verandas Parking Lot located at 401 Rosecrans Avenue.
- Drop-off and pick-up location: 3600 Highland Avenue. Two metered parking spaces adjacent to Upper Manhattan Restaurant and Lounge will be used.
- Path from drop-off location (3600 Highland Avenue) to Vehicle storage location (401 Rosecrans Avenue): 3600 Highland Avenue (northbound), right turn to Rosecrans Avenue (eastbound), and left turn into Verandas Parking Lot.
- Path from vehicle storage location (401 Rosecrans Avenue) to pick-up location (3600 Highland Avenue): Exit the parking lot and make a right turn onto Rosecrans Avenue (westbound), left turn to Manhattan Avenue (southbound), left turn to 36<sup>th</sup> Street (eastbound), and left turn to Highland Avenue (northbound). 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 east side of Highland Avenue.
- Usage of Verandas Parking Lot: Verandas and the valet company shall coordinate, in advance, scheduling of events to determine parking availability to accommodate both Verandas patrons and for the valet service. Verandas patrons will have priority valet parking, and any remaining parking will be made available for the valet service. When Verandas has a large event that utilizes all of their available parking, no valet service will be offered.
- Hours of operation: Wednesday through Saturday 7:00 PM to 1:30 AM.
- Proposed Valet Service Cost: \$8.00 flat fee per vehicle. The general public will be able to use this service.
- Valet Service will be run by Coast to Coast Valet Company hired through Verandas. Coast to Coast Valet shall be required to obtain and provide the City with the required liability insurance and City business license.

- City will be reimbursed by Upper Manhattan Restaurant and Lounge in the amount of \$86.67 per month for the two metered parking spaces during operable hours.
- Valet Company shall provide attendants, reflectorized vests for all valet attendants, signage, umbrellas, and two-way radios.
- 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 be allowed to “stack” cars in the lot to make space for more cars if an exclusive area is reserved for the valet service.
- The Community Development Department shall review and approve the layout and location of the valet podium, all signs, and other improvements to be used for the valet parking program.
- A path that conforms to Americans with Disabilities Act (ADA) requirements shall be maintained on the sidewalk or walkway along valet operation at both drop-off and pick-up sites.
- The Police Department and the Traffic Engineer shall be involved through all stages of the process and may require modifications to program operations or eliminate the pilot program based on safety issues, significant traffic impacts or complaints, if necessary.
- The Community Development Department will have complete control to shut down the valet service at any time during the pilot program if the traffic plan and all rules and conditions set forth by the City are not adhered to.

### **Traffic Engineer’s Findings**

The following presents the Traffic Engineer’s findings and recommendations.

The valet service would occupy two public parking spaces on the east side of Highland Avenue just north of 36<sup>th</sup> Street. While those two spaces would not be available for public parking between 7pm and 1:30am Wednesdays through Saturdays, the overall parking utilization in the North Manhattan Beach area would increase significantly. Approximately 50 additional vehicles would be parked in a remote private parking lot while the public would have the convenience of leaving and picking up their vehicle at a prime business location. It would also help guarantee a high turnover for the two curb spaces, which are often occupied longer than two hours after the metered time ends at 9pm.

Since the proposed valet parking area is relatively close to the drop-off zone, long waiting times and vehicle stacking would not be expected. An existing red curb can handle at least one additional vehicle if the two valet spaces are temporarily occupied. In addition, a third metered parking space to the north, in front of OB’s Pub & Grill may be considered in the future if the valet program proves popular. Valets would be able to cross at a signalized intersection safely when retrieving cars or returning to the valet station. Two-way radios should be required to minimize the number of valets needed to retrieve vehicles. The number of valets is generally self-regulating based on peak times and vehicle volumes versus valet operating costs.

The proposed valet service would help reduce traffic volumes by eliminating the "hunting" for parking spaces on surrounding streets. It would also reduce neighborhood traffic intrusion for the same reason. Evening traffic volumes would be expected to decrease and more curb spaces would become available on nearby residential streets. It is also expected that more spaces would be open in the public parking structure north of Rosecrans Avenue (Lot 4) by redirecting restaurant parking to a private lot. While the proposed valet return path goes through a residential area, the total nightly volume would not be expected to exceed 150 vehicles on valet nights or 30 vehicles per hour, and would be compensated by an equivalent or greater reduction in patron traffic looking for parking. In addition, the return path is on wider public streets and does not require U-turns or a circuitous route. The City would also have the authority to stop the valet service if uncorrectable residential impacts become evident. The valet operator would be required to follow all vehicle codes and local laws.

The \$8.00 charge would be significantly higher than an equivalent \$2.50 charge for two hours of metered parking, however, there are other public parking options nearby. The higher charge would discourage casual public use, and possibly reduce demand for the valet service to an easily manageable level.

Based on the overall public benefits expected by the redirection of mainly restaurant parking to a private parking lot, reduction in overall traffic congestion, and convenience to customers, the Traffic Engineer supports the proposal for a valet service adjacent to 3600 Highland Avenue.

#### **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 (3600 Highland Avenue), residents and property owners within 300 feet of the Verandas parking lot vehicle storage location (401 Rosecrans Avenue), as well as residents and property owners surrounding the route to be used to drop-off and pick-up vehicles to and from the storage facility. In addition, the attached public notice was placed in the June 10<sup>th</sup> and 17<sup>th</sup> editions of *The Beach Reporter*. (Exhibit D)

#### **CONCLUSION:**

Staff recommends that the Commission conduct a public meeting and recommend that the City Council approve a six-month maximum pilot program for the implementation of a North Manhattan Beach valet parking program.

A six month pilot period would allow the program to run through the peak summer months, and is an adequate amount of time to determine whether or not the valet program would be successful. It would also allow staff sufficient time to address any issues or concerns that may arise and revise the program if necessary before approving a permanent valet program.

#### **Exhibits**

- A: Valet Parking Program Proposal Letter dated June 3, 2010 and Associated Correspondence
- B: 02/26/09 & 03/26/09 PPIC Minutes and Staff Reports with Attachments
- C: Route Map
- D: Noticing Area Map and Public Notice

**UPPER MANHATTAN LOUNGE  
3600 HIGHLAND AVE.  
MANHATTAN BEACH, CA 90266**



**JUNE 3, 2010**

**MIKE QUAGLETTI  
UPPER MANHATTAN LOUNGE  
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" parking program located at 3600 Highland Ave. to service North End Business District patrons for Upper Manhattan Lounge, OB's and Katsu.**

**Program overview:**

- **Operates Wednesday through Saturday 7:00 PM to 1:30 AM**
- **Cost to patrons \$8.00 per vehicle**
- **Coast to Coast Valet Company hired by Veranda's**
- **Meter expense - Two meters reserved from 7:00 PM to 9:00 PM in front of Upper Manhattan Lounge and OB's. City to be reimbursed by Coast to Coast Valet Company for the metered spaces**
- **Cars driven by Coast to Coast Valet Company to and from Veranda's parking lot**
- **Drop-off and pick-up location – 3600 Highland Ave. Upper Manhattan Lounge**
- **Drop-off location at 3600 Highland Ave. and route to Veranda's parking lot – north on Highland Ave., right turn on Rosecrans, and left turn into Veranda's parking lot.**
- **Route from Veranda's parking lot to pick-up location at 3600 Highland Ave – Right turn on Rosecrans, left turn on Manhattan Ave., left turn on 36<sup>th</sup> Street, and left turn onto Highland Ave. to Valet stand.**

- **Valet Podium to will be located between the sidewalk and Curb in front of Upper Manhattan Lounge.**
- **Valet company will provide attendants, podium, umbrellas, walkie talkies.**
- **Valet runners will retrieve vehicles by foot using the same vehicle drop off path.**
- **Signage on Podium – Valet for Upper Manhattan Lounge – OB’s – Katsu \$8.00**
- **Vernada’s Parking - Veranda’s has a total of 150 parking spaces. Veranda’s will coordinate, in advance with the valet company when an event is scheduled at their facility. All Veranda’s patrons will have priority parking, and the remaining parking spaces will be made available for Valet use. In the event that Veranda’s uses all of their parking for their own event, the Valet program will not be in operation for that day.**
- **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 and Valet services will be temporarily shut down. They will not “stack” cars in the lot to make space for more cars.**
- **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.**

**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. 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.**

**Mike Quagletti**

**Owner**

**Upper Manhattan Lounge**

**3600 Highland Ave.**

**Manhattan Beach, Ca 90266**



OB's Pub & Grill  
3610 Highland Ave.  
Manhattan Beach, CA 90266

To Whom it May Concern:

Steve Delk, owner of OB's Pub & Grill, is in full cooperation in joining the valet parking program with Upper Manhattan and Katzu Restaurant.

If there are any questions, please contact me directly at (310) 245-6084.

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Sincerely,

Steve Delk, owner  
OB's Pub & Grill



# Katsu!

JAPANESE RESTAURANT. MANHATTAN BEACH. CALIFORNIA

Katsu Restaurant  
302 Roscrans Ave.,  
Manhattan Beach, CA 90266

To Whom it May Concern:

Katsu Hashiguchi, owner of Katsu Restaurant, is in full cooperation in joining the valet parking program with Upper Manhattan and OBs Pub & Grill Restaurant.

If there are any questions, please contact me directly at 310-755-8681.

Sincerely,

  
Date \_\_\_\_\_ Katsu Hashiguchi, Owner  
Katsu Restaurant

6/8/10.



To whom it may concern:

New York Food Company has given permission to Harry Diaz of "Coast to Coast" Valet Company to utilize our parking lot. The lot is located at 401 W. Rosecrans Ave. in Manhattan Beach, CA 90266.

A handwritten signature in cursive script that reads "Joseph Lohman".

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Joseph Lohman  
President/ Owner  
New York Food Company

**HARRY DIAZ**

**Verandas Parking lot  
401 Roscrans Ave.  
Manhattan Beach, CA 90266  
Phone (323) 828-2277  
Fax (818) 564-4184  
bzvtud@yahoo.com**

**June 7, 2010**

**City of Manhattan Beach  
City Hall  
1400 Highland Ave.  
Manhattan Beach, CA 90266**

**Dear Noon,**

**I, Harry Diaz, will take responsibility, for the weekly charge on the two parking meters located directly in front of Upper Manhattan restaurant-lounge, located at 3600 Highland Ave in Manhattan Beach. The meter spots will be used for valet drop off and return of guest's vehicle on Wednesdays, Thursdays, Fridays and Saturdays, from 7:00 pm to 9:00 pm.**

**Sincerely,**

**Harry Diaz**

**CITY OF MANHATTAN BEACH  
PARKING AND PUBLIC IMPROVEMENTS COMMISSION  
MINUTES OF REGULAR MEETING  
February 26, 2009**

**A. CALL TO ORDER**

The regular meeting of the Parking and Public Improvements Commission of the City of Manhattan Beach, California, was held on the 26<sup>th</sup> day of February 2009, at the hour of 6:38 p.m., in the City Council Chambers of City Hall, 1400 Highland Avenue, in said City.

**B. ROLL CALL**

Present: Adami, Vigon, Stabile, Silverman and Chairman Gross.  
Absent: None.  
Staff Present: Danna, Zandvliet.  
Clerk: Weeks.

**C. APPROVAL OF MINUTES**

02/26/09-1 January 22, 2009

A motion was MADE and SECONDED (Adami/Stabile) to approve the minutes of January 22, 2009 as written.

**D. CEREMONIAL**

The Commission and staff welcomed newly-appointed Parking and Public Improvements Commissioner Carlos Vigon.

**E. AUDIENCE PARTICIPATION**

None.

**F. GENERAL BUSINESS**

02/26/09-2 North Manhattan Beach Valet Parking Program

Assistant Planner Danna presented the staff report. He related the staff recommendation that the Commission conduct a public hearing and recommend that the City enter into an agreement with the North End Business Improvement District (District) and Upper Manhattan Restaurant and Lounge for use of public parking spaces as identified, and the Public Works yard parking lot, for the North Manhattan Beach Valet Parking Program. He advised that the District would be required to reimburse the City for meter revenues lost when metered spaces are used and the meters are operable; that the proposed route to and from the drop-

off/pick-up site and the vehicle storage site would be Highland Avenue, Rosecrans Avenue and Bell Avenue; that driving through residential areas would be minimal; and that notification of this public hearing was placed in two editions of the Beach Reporter and mailed to residents and property owners within 300 feet of the drop-off/pick-up location, as well as residents and property owners in the vicinity of the proposed route for transporting cars to the storage facility. Mr. Danna reported that, due to concerns expressed by the Parks and Recreation Department over the potential impact on parking at Sand Dune Park received after the completion of the staff report, staff recommends approval of a trial period during the low season until May 31, 2009, during which time, staff would study additional parking demands in the neighborhood, make adjustments to the program and expand the notification area to appropriate neighborhoods.

Prior to receiving input from the public, the Commission discussed the dates of public events in the North End; the program's lack of financial impact on the City; the legality of volunteering the use of public property for private/commercial purposes; the importance of ensuring against the valet company's use of residential streets, U-turns on Highland Avenue and maintaining traffic flow; the lack of definitive routes to the proposed drop-off/pick-up site; the very limited parking in the area; and the idea of employees who work in the North End parking at the National Guard Armory.

Assistant Planner Danna clarified the following: that the Valet Parking Program would be modeled after the successful valet program in the Downtown area; that the City Attorney would be involved in the agreement between the valet company and the District/Upper Manhattan Restaurant and Lounge, which could be terminated at any time; that the fenced Public Works parking lot has approximately 50 to 60 spaces and the unfenced lot has approximately 30 spaces, for which the Armory gives the City access until approximately 4:30 p.m.; and that the Armory's approval would be necessary for valet service employees to park there. Mr. Danna described the route proposed from the Public Works yard to 3600 Highland Avenue, noting that the use of residential streets would be kept to a minimum, and he reiterated staff's recommendation that the Valet Program be implemented for a trial period until May 31, 2009, during which time resident feedback could be addressed.

### **Audience Participation**

Chairman Gross opened the public hearing at 6:49 p.m.

**Francey Seckinger, 1467 Manhattan Beach Boulevard, #2**, resident and member of the North End Business Improvement District, shared information about two trial runs of the Valet Program, including that off-duty Manhattan Beach Police Officers paid by the District to monitor the trials did not find any problems. She discussed that overflow parking could be double stacked and/or parked in the parking facility at Bell Avenue; that the valet company has insurance; and that the District would prefer a beginning time of 6:00 p.m. on Thursday and Friday so employees would have time to vacate the Public Works yard parking lot. She described the proposed routes to and from the proposed pick-up/drop-off site and affirmed that a prohibition against driving on residential streets could be part of the contract between the valet company and the District/Upper Manhattan Restaurant and Lounge.

Assistant Planner Danna verified that the Valet Parking Program would include an indemnity agreement; that staff is unaware of any problems during the past year with the Downtown valet program; and that the Fire Department did not object to the use of the red curb near the fire hydrant for parking, as cars parked there could be moved if need be.

Chairman Gross disclosed that he recently discussed the Program with Ms. Seckinger and other interested individuals at a meeting. He called attention to the City Council's positive discussion of the Downtown valet program.

**Melissa Enriquez Roy, 3504 Highland Avenue, Chairman of the District and Owing Sur La Mer**, explained that valet parking is the District's top priority, as it is in the best interest of businesses and would generate increased patronage, and that some North End business owners have entertained the idea of validating valet parking with purchase.

**Jim Dillorou, 36<sup>th</sup> Street and Alma Avenue**, related his substantial concerns over increased traffic, especially with the many children in the area. He discussed that, during the test periods, the valet cars made many U-turns on Highland Avenue; that valet parking is available nearby at Pancho's; and that he could agree with the proposed Program if traffic would be prohibited on Alma Avenue.

**Sean Stuyweness (No Address Provided)** emphasized that parking in the North End is a big issue and that the proposed valet hours should be increased to help businesses. He felt that \$10.00 for parking is very expensive and would be beneficial to the Upper Manhattan Restaurant and Lounge, but not to other businesses, and indicated that he could support anything that will ease traffic and the use of parking meters.

**A speaker whose name was inaudible, 34<sup>th</sup> Street**, pointed out that, while this idea is interesting, the path of travel is very important, but it was not given.

Assistant Planner Danna and Traffic Engineer Zandvliet offered information about the anticipated timeline for the valet program.

**Jennifer Orona, El Porto Street**, stated her concerns over the potential for increased back-up traffic on northbound Highland Avenue with only two parking spaces for the valet cars; the potential for increased traffic on residential streets; the trial period only during the low season; and the possibility that beachgoers would utilize the valet parking. She said she could support a Valet Program without impacts.

**Mike Quagletti, Owner of Upper Manhattan Restaurant and Lounge**, explained the origination of the proposed Valet Parking Program because North End patrons must drive around, even through residential areas, to find parking. He affirmed that the idea of utilizing after-hours' parking was not well received by North End businesses.

**Wendy Triggs, Lomita**, suggested using shuttle buses instead of valet cars.

Chairman Gross closed the public hearing at 7:20 p.m.

Traffic Engineer Zandvliet explained that the idea of utilizing shuttle buses on a City-wide basis was examined, but involves a huge capital investment; that, because the Program would be very limited, the capital investment required for shuttle buses would not be cost effective and the valet service would allow for fluctuations in demand; that other parking would be required for shuttle buses; and that the proposed Valet Program would utilize approximately eight parking spaces.

## Commission Discussion

Commissioner Silverman commented on the travel path and the Police Department's presence during the test periods; the issue of U-turns on Highland Avenue; and concerns over potential impact on residential streets, particularly with children playing. It was his opinion that the benefits of the Valet Parking Program would outweigh the problems and he related his support, with the caveat that the City must be vigilant in ensuring that traffic in the residential areas, and on Highland Avenue, is not impacted.

Commissioner Stabile discussed that, while he supports valet parking in principle, the proposed Program does not include enough details, especially the return path, and the valets would either cut through the residential areas or make U-turns on Highland Avenue; that consideration should be given to a trial period during the high season, in that different traffic problems are presented during that time; and that U-turns on Highland Avenue could be prevented with a drop off site on the west side of the street.

Traffic Engineer Zandvliet advised that the contract between the valet company and the District/Upper Manhattan Restaurant and Lounge could include a requirement for a specific path of travel; that U-turns on Highland Avenue could be prevented by dropping off patrons on one side of the street and picking them up on the other; that the area in front of Pancho's could be a drop off site; and that consideration must be given to a parking area for the transport vehicle.

It was Commissioner Adami's viewpoint that, while valet parking is a great idea, more details are necessary before making a determination; that drop off options on Rosecrans Avenue should be explored; that the trial period should be during the high season; that a decision should not be rushed; that the safety of children would be of great concern if the program was to begin before 6:00 p.m. on Saturdays; that beginning after 6:00 p.m. would also eliminate the problem of beachgoers using the Program; and that the contract requirements could be examined by the Commission prior to beginning the trial period.

Commissioner Vigon expressed his agreement with valet parking to parlay existing limited space into more parking, but the proposed Program does not include enough details. He contended that there should be three valet parking spaces instead of two and that the trial period should be expanded to six months during the high season. Commissioner Vigon pointed out that traffic flow on Highland Avenue is already impaired by the valet parking across the street at Pancho's; that patrons would have to wait for their cars because the valet parking is far away from the pick up site, which could lead to lack of use; that a large valet parking fee would discourage beachgoers; that the metered lot in the area could be used; and that the travel path could be further studied.

Chairman Gross stated his desire to give firm direction to staff this evening in order to keep the Program moving along. He viewed a two-month trial period during the low season as an opportunity to discover problems and better plan out the details during a time of minimal impact on residential areas and agreed with a car drop off site on the east side of Highland Avenue at 36<sup>th</sup> Street and a car pick up site on the west side of Highland Avenue in front of Pancho's.

Traffic Engineer Zandvliet cautioned that various areas on Rosecrans Avenue have an incline and the drop off site should be flat. He reiterated that the contract with the valet company could be terminated for any reason and affirmed that the trial period could be during

the high season, but there would be more of an opportunity to refine the Program during the off season. Mr. Zandvliet verified that the distance between the pick up site and where cars would be parked would be as far as it can be for the Valet Program to be successful and he advised that the Commission could provide staff with direction on the requirements for a memorandum of understanding (MOU) between the valet company and the District/Upper Manhattan Restaurant and Lounge, which could be reviewed at the next Parking and Public Improvements Commission meeting.

Lt. Harrod related the Police Department's objection to double stacking vehicles, concern over U-turns and traffic backing up on Highland Avenue and the potential impact on residential streets. He emphasized the importance of a clear traffic plan and holding the valet company accountable to the plan and stated the Department's plans to provide enforcement, support of an extended trial period and desire to work closely with the valet company to better understand related challenges.

The Commission agreed that the valet parking hours on Saturdays should be from 12:00 p.m. to 2:00 a.m. in that residential areas would be impacted with drivers looking for parking, and discussed the idea of providing disincentives for beachgoers to use valet parking.

Traffic Engineer Zandvliet explained the difficulty of providing disincentives for beachgoers to use valet parking due to the Coastal Zone requirement that parking must be available to everyone on an equal basis.

**Francey Seckinger** asked the Commission to forward the proposed valet parking program to the City Council this evening.

**MOTION:** Commissioner Stabile moved to authorize staff to move forward with a memorandum of understanding for valet parking in the North End Business Improvement District with the following requirements:

1. That the valet program shall not utilize residential streets;
2. That back-up traffic on Highland Avenue shall be avoided;
3. That there shall be no stacked parking;
4. That, if the Public Works yard lot becomes full, the valet parking must either be shut down or other parking lots (such as the National Guard Armory) must be utilized;
5. That the valet shuttle vehicle, its return path and where it is parked shall be defined;
6. That the route to and from the drop off and pick up sites shall be defined;
7. That the drop off site shall be on the east side of the street at 3600 Highland Avenue;
8. That the pick up site shall be on the west side of the street in front of Pancho's;
9. That disincentives for beachgoers to use the valet parking shall be explored; and
10. That the contract between the valet company and the North End Business Improvement District and the Upper Manhattan Lounge and Restaurant shall be for a six-month trial period, with a review after three months and the understanding that the contract can be extended beyond six months with the mutual agreement of the parties.



The motion was seconded by Commissioner Adami and passed by unanimous roll call vote as shown below:

Ayes: Adami, Vigon, Stabile, Silverman and Chairman Gross.  
Noes: None.  
Abstain: None.  
Absent: None.

Chairman Gross announced that the MOU will be considered at the Parking and Public Improvements Commission meeting on March 26, 2009 and that the meeting agenda will be available at City Hall, the Library and the City's website on March 20<sup>th</sup>.

### **RECESS AND RECONVENE**

At 8:15 p.m., there was a recess until 8:25 p.m., when the meeting reconvened in regular agenda order with all Commissioners present.

### **02/26/09-3 Sepulveda Boulevard Corridor Parking Restriction Study**

Chairman Gross explained that this item is presented for discussion this evening and that it will be discussed at approximately three Parking and Public Improvements Commission meetings.

Traffic Engineer Zandvliet presented background information on the Sepulveda Boulevard Corridor Parking Restriction Study. He advised that this is a fact-finding meeting; that approximately 1,200 notices of this meeting were mailed to property owners along Sepulveda Boulevard and one street off of Sepulveda Boulevard; that residents expressed concerns over cut-through traffic and speeding; that a separate priority item is to examine neighborhoods adjacent to and west of Sepulveda Boulevard; that parking on Sepulveda Boulevard is affected by drivers' fear of accidents, but there are no accident patterns in one particular area on Sepulveda; and that, based on the Commission's direction, recommendations would be presented at the next Parking and Public Improvements Commission meeting. Mr. Zandvliet related staff's recommendation that the Commission review the initial findings of the Study, receive public input and provide direction to staff for further analysis and preparation of parking and traffic measures.

At the Commission's request, Traffic Engineer Zandvliet used overhead photographs to review existing parking conditions on Sepulveda Boulevard. He advised that there are approximately 200 parking spaces on the west side of Sepulveda Boulevard and 100 on the east side; that approximately 50% of the east side and approximately 25% on the west side of Sepulveda Boulevard is designated as "no parking;" that the majority of businesses on Sepulveda Boulevard have private parking; that localized areas with parking issues involve large office buildings, daycare centers, auto repair businesses and businesses with small parking lots, or those with lots that are difficult to access; that cars parked in the residential areas are primarily associated with office buildings; and that traffic problems are created by drivers picking up children at a daycare center on Oak Avenue at Manhattan Beach Boulevard;

**CITY OF MANHATTAN BEACH PARKING AND PUBLIC IMPROVEMENTS COMMISSION  
MINUTES OF A REGULAR MEETING  
MARCH 26, 2009**

**A. CALL TO ORDER**

The regular meeting of the Parking and Public Improvements Commission of the City of Manhattan Beach, California, was held on the 26<sup>th</sup> day of March 2009, at the hour of 6:30 p.m., in the City Council Chambers of City Hall, 1400 Highland Avenue, in said City.

**B. ROLL CALL**

Present: Adami, Vigon, Stabile, Silverman and Chairman Gross.  
Absent: None.  
Staff Present: Danna, Zandvliet.  
Clerk: Weeks.

**C. APPROVAL OF MINUTES**

**03/26/09-1 February 26, 2009**

A motion was MADE and SECONDED (Stabile/Silverman) to approve the minutes of February 26, 2009 as written.

**D. AUDIENCE PARTICIPATION**

None.

**E. GENERAL BUSINESS**

Agenda Item No. 2 was considered out of order:

**03/26/09-2 North Manhattan Beach Valet Parking Program**

Assistant Planner Danna restated the staff recommendation that the Commission conduct a public hearing and make a recommendation to the City Council regarding the North Manhattan Beach Valet Parking Program. He advised that this item was continued from the last meeting and that staff is seeking direction from the Commission as a result of changes to the proposal as follows:

- Revised vehicle drop off and pick up sites to 3516 Highland Avenue (northbound) with use of three metered parking spaces and 3515 Highland Avenue (southbound) with the use of two metered spaces;
- North End Business Improvement District (NEBID) to reimburse the City for the metered spaces;

- Cost to patrons would be between \$5.00 and \$10.00 per car for two hours, with hourly parking of \$10.00 per hour thereafter;
- Hours of operation for a six-month trial period and review after three months: 6:00 p.m. to 2:00 a.m. Thursdays and Fridays; 10:00 a.m. to 2:00 a.m. Saturdays; and 10:00 a.m. to 12:00 a.m. Sundays;
- Route used by valet company for drop off and pick up and storage sites shall be Highland Avenue, Rosecrans Avenue and Bell Avenue only, with no driving through residential streets, and a smart car or similar to shuttle employees between the drop off and pick up locations and the Public Works yard; and
- Agreement between the NEBID and the City shall include a limited time use of five on-street parking spaces and the Public Works yard, at a cost of \$300 per month.

Mr. Danna verified that property owners and residents within 300 feet of the drop off and pick up sites, as well as those along the route, were notified of this public hearing, and that a notice of the hearing was placed in the Beach Reporter. He noted a letter signed by approximately 18 residents concerned over the potential for increased congestion, noise and traffic, the substantial changes to the proposal since the last meeting (particularly the drop off and pick up sites), and the hours of operation. Mr. Danna explained that the revised proposal is broader than the original and staff is uncomfortable supporting it without analysis by the City's Traffic Engineer. He said the Commission could either recommend approval as proposed with the caveat that the Program be analyzed by the City's Traffic Engineer, recommend approval with modifications or return the item back to the NEBID.

The Commission discussed the following: that further approval delays could result in the trial period missing the summer months; that Traffic Engineer Zandvliet participated in the Commission's consideration of the Program at the last meeting, but he has not yet analyzed it; whether it would be necessary for the smart car used to transport customers and the need to make a U turn at some point; that the previous proposal was modified quite a bit and the revised path would be much longer; that they may be possible route deviations; that requirements for a route could be included in the contract with the NEBID; that the cost of the valet parking could be validated by NE businesses; that parking spaces in front of Veranda on Rosecrans Avenue could be used instead of spaces at the Public Works yard; that the amount charged for parking could be limited; that an increase in the cost of parking after two hours was proposed to help discourage beach goers' use of the valet parking; and that the safety of small children in the neighborhood is of concern; and that it is not the Commission's job to develop the Valet Parking Program.

Commissioner Vigon voiced his impression that the proposal generally coincides with the recommendations made by the Commission at the last meeting and he supported forwarding it to the Council.

Traffic Engineer Zandvliet advised that, should an approval not be severely delayed, the trial period could occur during summer months; that, according to the proposed path of travel for the smart car, a U turn would be necessary at some point; and that, due to Coastal Commission requirements, there cannot be a differential in cost for valet parking, but a flat rate can be charged for businesses after 6:00 p.m., which are the type of issues that are unanswered at this point.

## Audience Participation

Chairman Gross opened the public hearing at 6:53 p.m.

**Francey Seckinger, 1467 Manhattan Beach Boulevard, #2**, resident and member of the NEBID, related her understanding of the proposed travel path for the smart car, which was to be worked out with the City, and she voiced her hope that this would not delay the Commission's forwarding of this item to the Council.

**John Griggs, 324 – 36<sup>th</sup> Street**, said that he did not receive a notice from the City about this meeting. He related his opposition to the proposal and suggested that a traffic study be performed; that signalized intersections should be utilized; that drop off and pick up locations should not be in the middle of a block; and that the proposed travel path for the smart car would be unrealistic.

**Bill Schmor, 3509 Crest Drive**, expressed concern over safety in the neighborhood if the valet drivers are reckless, particularly since many residents are outside on the weekends, and he asked that safety aspects be considered.

**John Wilcox, 462 Rosecrans Avenue**, presented a petition signed by approximately 27 residents opposed to the proposal due to concerns over additional traffic, noise, pollution and loss in property values and on-street parking. He voiced concern over the potential for the valet drivers to make U turns and entertained the idea of parking cars in the Veranda lot, which is empty a majority of the time.

**Chris Davis, 3601 Crest Drive**, voiced his appreciation that the Upper Manhattan Restaurant and Lounge is an improvement over the previous establishment; but, with regard to the Valet Parking Program, he is concerned over the proposed hours of operation, patrons congregating at 35<sup>th</sup> Street and Highland Avenue and utilizing parking spaces on Highland Avenue. He agreed with the general concept of valet parking if these problems could be avoided.

**Bob Perkins, 4420 The Strand**, related his understanding that at least two of the signatories on the petition are NE business owners who feel they will be negatively impacted by this proposal.

**Mike Quagletti, Owner of Upper Manhattan Restaurant and Lounge, 3600 Highland Avenue**, contended that valet parking is needed due to the excessive amount of traffic in the area, particularly after 12:00 a.m. He shared information on his unsuccessful efforts to discuss various parking ideas with other businesses in the area; the inevitability of the smart car making U turns; the hours during which his business has the greatest number of customers; and the negative impact insufficient parking has on his business.

**Alison Volk, 220 3<sup>rd</sup>, Owner of a Business Adjacent to Upper Manhattan Restaurant and Lounge**, emphasized the importance of improving the parking situation and increasing foot traffic in the NE to help improve patronage. She voiced her agreement with valet parking, especially on the weekends.

**Todd Mannix, Owner of Krise's of Manhattan Hair Salon, 3515 Highland Avenue,** felt that valet parking would help create business. He highlighted the importance of a community atmosphere and, noting the importance of compromise, recommended that valet parking begin after 9:00 p.m.

Chairman Gross closed the public hearing at 7:45 p.m.

### **Commission Discussion**

Commissioner Stabile discussed the importance of a vibrant business community, the Commission's commitment to helping businesses and the continued problems associated with parking in the NE. Commissioner Stabile noted the significant elements of monitoring, compliance and enforcement and he voiced concern about the smart car route and the probability of U turns. He supported the idea of valet parking in principle; however, some details of the proposal need to be worked out, the smart car and the use of the Armory parking spaces should be further examined and a traffic survey to quantify the impact on residential areas/traffic should be prepared.

Commissioner Adami commented on the need to create a Valet Parking Program that works for both residents and businesses. He questioned if a \$10.00 parking fee would be affordable; noted that the City does not greatly benefit financially from the five parking meters which would be used; voiced concern over the proposed hours of operation; related his desire for more detailed information, including the smart car route, a traffic survey and analysis by the City's Traffic Engineer; and recommended that the trial period include peak summer months.

Commissioner Silverman pointed out that property and business owners who moved into the neighborhood were aware of the parking and traffic problems when they purchased their properties. It was his opinion that the potential increase in noise is speculative; that safety, particularly for children playing outside, is a number one concern, but an unsafe condition is also created by drivers going through the neighborhood looking for parking, and a valet parking program might not create a less safe condition; that the smart car route should be further examined; and that there is a need for compromise. He suggested that staff, business owners and residents meet to further discuss the Program; disagreed with a traffic survey because the trial program would provide this type of information; and entertained the idea of using cones to block off one lane of westbound Rosecrans for parking.

Commissioner Vigon noted that an approval this evening would be for a trial period, and not a permanent decision, during which the program could be further reviewed/refined, a traffic survey could be performed, the route of smart car be assessed, the hours fine be tuned and the net impact of the smart car trips be compared to the many drivers wandering through the neighborhood looking for parking examined. He urged the Council to forward the Valet Parking Program to the City Council tonight.

Chairman Gross related his surprise with how many residents opposed to this proposal provided input this evening and he voiced his concern that, with the number opposed to the Program at this time, it would not be possible to forward a fair and complete recommendation to the Council tonight. It was Chairman Gross' opinion that further study of the Program is necessary, and should include problems with the use of parking spaces at Sand Dune Park. He pointed out that discussions about parking at the Armory will take a significant amount of time and that a solution will be found, but not this evening.

Commissioner Silverman expressed his agreement with Chairman Gross that a recommendation should not be forwarded to the Council at this time.

Traffic Engineer Zandvliet explained the options available to the Commission. He affirmed that the portion of Rosecrans Avenue referred to above by Commissioner Silverman is owned by the City of El Segundo; that a traffic survey could be performed and the results provided to the Commission at the next meeting; that a smaller Program with fewer hours, fewer days and fewer parking spaces would be easier to implement, especially at the beginning; that routes with violation penalties could be implemented; that staff is concerned with this proposal, but has not had time to meet with anyone about it; that the new proposal would include the use of five parking spaces; that Pancho's has the right to exclusively use the loading zone in front of their building; that the trial period would be for a maximum of six months with interim reviews; and that an agreement with the Armory could not be completed prior to beginning the trial period. Mr. Zandvliet voiced staff's concern that the business in front of which the valet service would be located has not been present at meetings about the valet parking program.

Assistant Planner Danna advised that Coastal Commission issues related to a Valet Parking Program are yet to be worked out and that, since it is in a non-appealable area, the Coastal Permit is to be administered by the City Council (and not the State).

Chairman Gross called attention to the City's desire to avoid any conflict with the Coastal Commission, if at all possible.

**MOTION:** Chairman Gross moved to direct staff to work with the North End Business Improvement District and residents to refine the proposed Valet Parking Program based on the City's Traffic Engineer's conclusions regarding the least amount of impact and return the revised proposal to the Commission for further consideration at the next meeting. The motion was seconded by Commissioner Stabile and passed by a majority roll call vote as reflected below:

Ayes:	Adami, Stabile, Silverman and Chairman Gross.
Noes:	Vigon.
Abstain:	None.
Absent:	None.


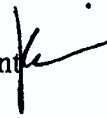
Commissioner Vigon explained his dissenting vote due to his feeling that the Valet Parking Program could be fine tuned enough to make a recommendation and begin the trial period, during which it could be further refined. He observed that his fellow Commissioners appear to feel there is great dissent to the Program, when few residents have actually voiced their opposition/signed a petition.

### **RECESS AND RECONVENE**

At 8:23 p.m., there was a recess until 8:35 p.m., when the meeting reconvened in regular agenda order with all Commissioners present.

**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.
- 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.

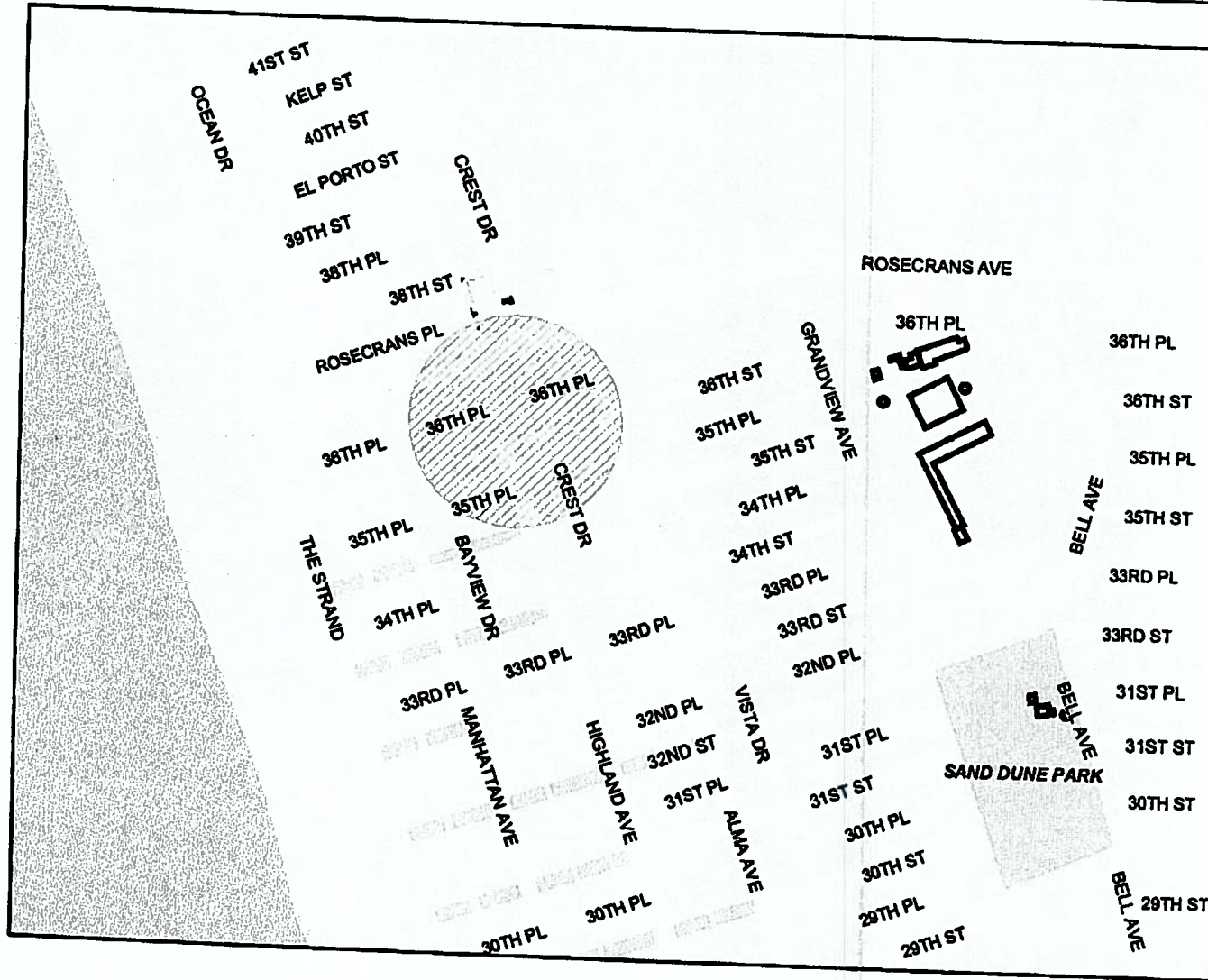
For additional information, please call Esteban Danna at (310) 802-5514 or email at [edanna@citymb.info](mailto:edanna@citymb.info)

**EXHIBIT**

**B**



# Manhattan Beach GIS



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.

## Legend

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

# EXHIBIT

C



Scale: 1:5,615



## **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

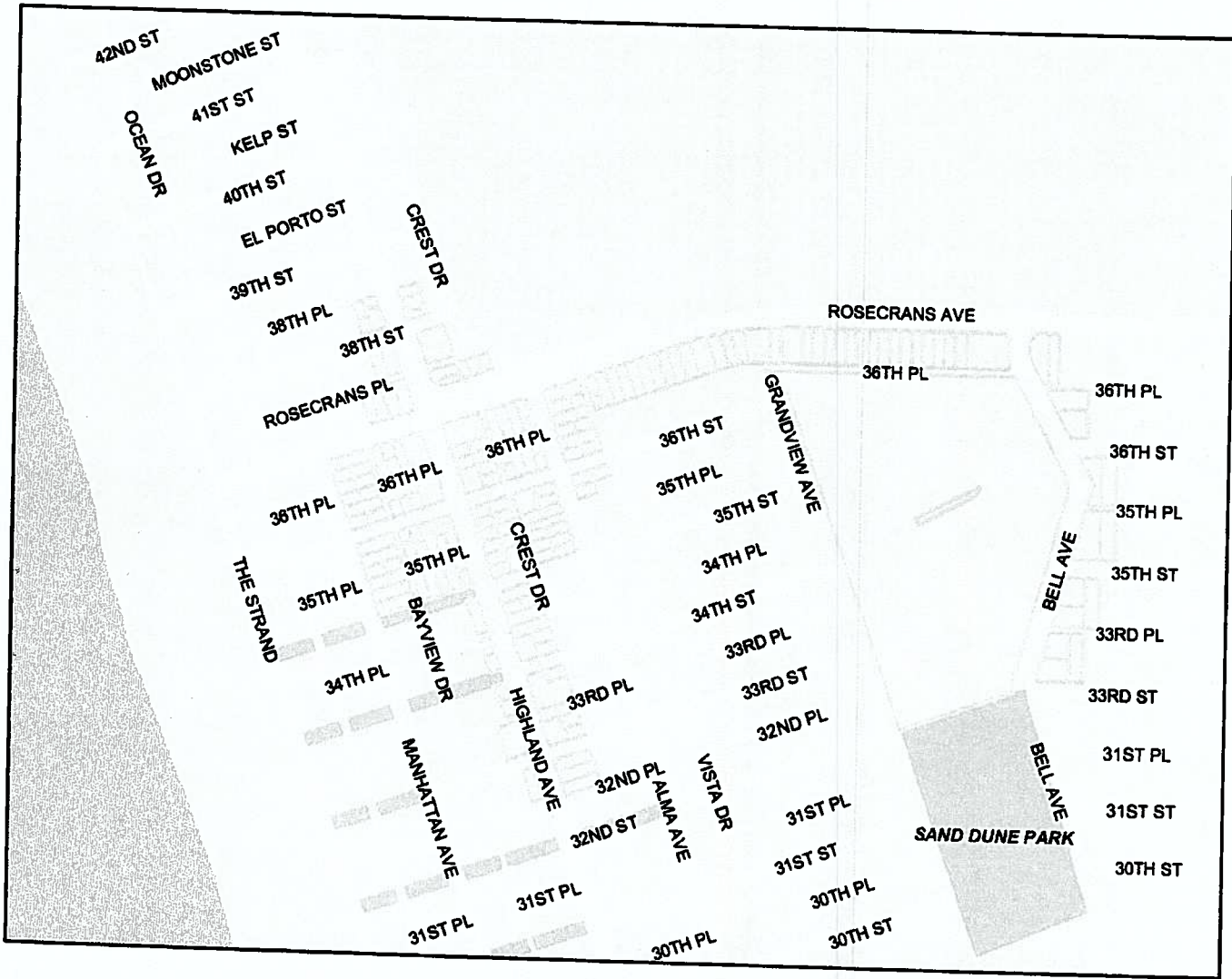
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For additional information, please call Esteban Danna at (310) 802-5514 or email at [edanna@citymb.info](mailto:edanna@citymb.info)

**EXHIBIT**

*C*

# Manhattan Beach GIS



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## Legend

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

# EXHIBIT

## D



Scale: 1:5,465

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.

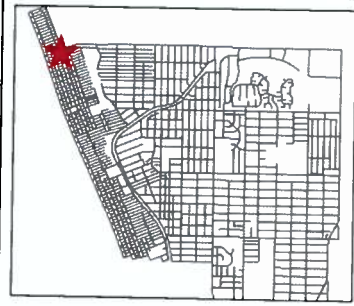
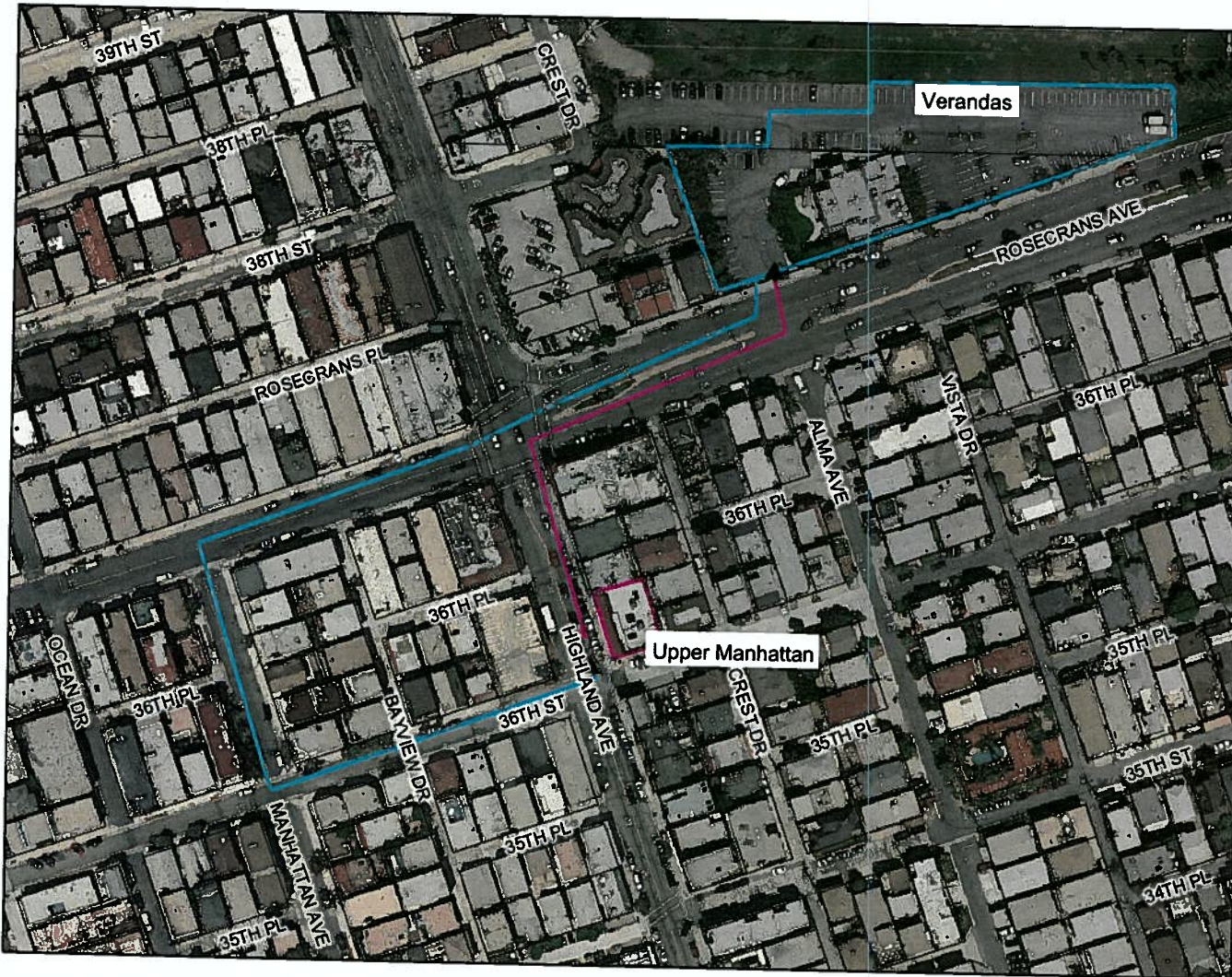
Another possibility to reduce traffic on 36<sup>th</sup> Street, east of Alma, would be to make the 36<sup>th</sup> Place alley adjacent to the Public Works Yard one way down hill. This would prevent returning valet cars from making a sharp left turn and coming directly up the alley and on to 36<sup>th</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

# Route Map for Valet Parking Program



## Legend

- Parcels
- 2008 4In color Basemap
- BEACH
- BLOCK
- DEADEND
- PARK
- PIER
- PRIVATE STREET
- SCHOOL
- STREET
- WALK STREET

0 190 380 570 ft.

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Scale: 1:1,979

**EXHIBIT**



**PUBLIC HEARING  
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 MEETING**

**WHEN: June 24, 2010 at 6:30 pm**

**WHERE: City Hall Council Chambers  
1400 Highland Avenue, Manhattan Beach, CA 90266**

Residents and businesses are encouraged to attend and participate. The staff report will be available at [www.citymb.info](http://www.citymb.info) on June 18, 2010 after 5 pm.

For additional information, please contact Nhung Madrid at (310) 802-5540 or email at [nmadrid@citymb.info](mailto:nmadrid@citymb.info).

MAILED JUNE 8, 2010





## **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:** June 24, 2010 at 6:30 pm  
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PUBLISHED JUNE 10TH & JUNE 17TH