

**City of Culver City, California
Agenda Item Report**

Meeting Date: <u>01/23/11</u>		Item Number: <u>A-3</u>
AGENDA ITEM: Adoption of a Resolution Establishing a Citywide Valet Parking Program and Related Procedures, Regulations and Fees and Rescinding Resolution No. 2009-R052.		
Contact Person/Dept.: Gabe Garcia/PW		Phone Number: (310) 253-5633
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☒
Public Hearing: ☐		Action Item: ☒ Attachments: ☒
Commission Action Required: Yes ☐ No ☒		Date: _____
Public Notification: (E-Mail) Meetings and Agendas – City Council (01/19/12); (E-Mail) Chamber of Commerce (X/X/12); (E-Mail) Downtown Business Association (X/X/12); (E-Mail) Todd Jerry		
Department Approval: Charles D. Herbertson (01/11/12)	City Attorney Approval: Carol Schwab (by H. Baker) (01/17/12)	
Chief Financial Officer Approval: Jeff Muir (01/18/12)	City Manager Approval: John M. Nachbar (01/19/12)	
<u>RECOMMENDATION:</u> Staff recommends the City Council adopt a Resolution establishing a Citywide Valet Parking Program and related procedures, regulations and fees and rescinding Resolution No. 2009-R052. <u>BACKGROUND:</u> On April 21, 2008, the City Council authorized the implementation of a pilot Valet Parking Program in Downtown. On June 22, 2009, the City Council adopted Resolution No. 2009-R052 establishing the permanent Downtown Valet Parking Program (Program). The Program has been a great success. It has encouraged the use of shared parking (the collaboration of privately-owned parking lots with the Sponsors and Operators of the valet parking locations). Additionally, it has contributed to a decrease in demand on the public parking resources, such as the public parking structures and the on-street parking spaces, by using shared parking. Currently, the Downtown Valet Parking District has two participating Sponsors, the Downtown Business Association (DBA) and the Culver Hotel. The DBA sponsors three stations, and the Culver Hotel sponsors one station. It is estimated that collectively the four stations located in the Downtown area, park over 20,000 cars per year, while utilizing the equivalent of approximately 17 parking spaces in the public right-of-way as their vehicle drop-off/pick-up valet stations. The success of the Program has attracted the attention of other Culver City businesses that are not in the Downtown area. Staff has received inquiries from		

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businesses on Sepulveda Boulevard and from west- and east Washington Boulevard.

DISCUSSION:

The current Program was adopted by the City Council only for the Downtown area. At the time of adoption, staff committed to monitor the Program and, if the Program proved to be successful, to return to the City Council to propose the implementation of a Citywide Program. Staff believes the Program has been successful and recommends making the Program available to the business community anywhere in Culver City. To this end, staff has modified the text of the program to expand its applicability beyond Downtown.

New Program Text

There are no substantive changes to the Program text, with the exception of the addition indicated below, under *“Small Business Participants.”* However, the text has been modified and adapted to its proposed broader application by deleting instances of the word “Downtown” where its use limited the Program’s availability only to the Downtown area. Additionally, the word “Citywide” has been added where relevant to make clear its intended citywide availability. A copy of the proposed edited text is attached to this report.

Universal Valet Parking

The parking supply adjacent to the City’s commercial corridors is a scarce resource and would be insufficient to provide adequate curb-space for each individual business that desires valet parking and still leave adequate street parking for short-term turn-over parking for other businesses’ patrons. Because of this, the concept of a “Universal Valet Parking” serving a business community district is the most favorable scenario for all, where all businesses in a prescribed area share in the benefits. For example, it offers the flexibility to a customer patron to drop-off a vehicle at any valet station within a district and retrieve the vehicle at any other valet station within that area.

However, the new text considers small businesses in areas of less demand than Downtown, and recognizes that a district scenario may not be present. In such case-by-case situations, the Program will accommodate stand-alone valet parking service, with the goal of growing into a Universal valet service in the future, if and when conditions in the area change to make a district possible.

Program Modification

Staff proposed language to be added to the Program that accomplishes the following objectives: 1) accommodates small, independent, businesses; and 2) proposes fees that are sustainable by such small businesses and that encourage their viability, and

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therefore, the longevity and value-added benefits of the valet parking service. With these objectives in mind, the proposed new text sets forth criteria that defines what constitutes a small business, and this staff report recommends relevant fees for the use of the public right-of-way.

Sentinel Restaurant

The opportunity to expand the Program to a Citywide benefit was presented by the future opening of a new, small restaurant named Sentinel, to be located at 12477 West Washington Boulevard (at the northeast corner with Wasatch Avenue). It is scheduled to open in early 2012. The restaurant was conditioned to operate a valet parking station in the public right-of-way due to the lack of on-site parking. The City Council's approval of the subject expanded Program will make it possible for the Sentinel restaurant to comply with the condition of approval to operate a valet parking station and, therefore, open for business. If the City Council does not approve a Citywide Program, staff would recommend a stand-alone administrative approval just for this business.

Small Business Participants

In order to qualify as a Small Business Participant, a small business must be equal to or less than 1,500 square feet in size. If the small business is a restaurant, it must have 49 or fewer seats. Additionally, the business site must be unable to provide adequate on-site parking for its projected demand and must be conditioned to operate utilizing valet parking in the public right-of-way. Because of its small size, the business must apply to use no more than two parking spaces in the public right-of-way.

Based on the presence or absence of other valet operations in the adjacency to a Small Business Participant, the valet operation could operate as a stand-alone, or as universal parking. Such determinations will be made by the Director of Public Works/City Engineer on a case-by-case basis.

Housekeeping of the Program Text

The currently-adopted Program text contains the Program fees within it. In order to be consistent with other program documents and for the sake of efficiency, the fees are proposed to be removed from the Program document. They will be contained as part of the annually adopted Fee Schedule.

FISCAL ANALYSIS:

New Fees for Small Business Participants

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All fees currently contained in the Program will remain the same. However, new fees that are applicable to Small Business Participants are being proposed in this report. The new proposed fees are the following:

1.	Application Fee For the initial Sponsor application	\$165.00
2.	Weekly fee Payable in advance on a monthly basis, for each valet station of up to 40 feet long	\$20.00
3.	Weekly fee for an additional 20 feet, beyond 40 feet	\$20.00
4.	Weekly fee for an additional 20 feet, beyond 60 feet	\$25.00
5.	Biannual Permit Fee	*\$299.52 (\$120 x 2=\$240)+(\$48 issuance)+(4%=\$11.52)
6.	Modification Fee To study any requested modification and its cost/benefit	\$165.00 per hour, minimum of 3 hours
7.	Late fee For failing to pay the Weekly fee, which is charged on a monthly basis, by or before the 5 th of the month.	10% of monthly fee, per day late after the 5 th of the month, but not more than 50% of monthly fee.
8.	Wayfinding Sign fee	\$55 per sign (or then-current cost)
9.	Operating without a permit	Double the Non-Small Business Participant Application Fee (\$495 x2=\$990) and the first Biannual Permit Fee (\$299.52x2=\$599.04)

Fees 1 through 4 above, are reduced as compared to the regular fees for non-Small Business Participants. Fees 5 through 9 are the same as non-Small Business Participants because they involve staff time or are intended to be punitive for lack of payment or possession of a permit to operate.

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The Small Business Participant fees will no longer be applicable to a small business when the Small Business Participant criteria are no longer met due to expansion, for example. At that point, when the Director of Public Works/City Engineer makes such determination, the regular fees would apply.

For the sake of comparison, the regular fees are as follows:

Application Fee For the initial Sponsor application	*\$165.00 per hour, minimum of 3 hours
Weekly fee Payable in advance on a monthly basis, for each valet station of up to 100 feet long	\$100.00
Weekly fee for an additional 20 feet, beyond 100 feet	\$25.00
Weekly fee for an additional 40 feet, beyond 100 feet	\$60.00
Biannual Permit Fee	*\$299.52 (\$120 x 2=\$240)+(\$48 issuance)+(4%=\$11.52)
Modification Fee To study any requested modification and its cost/benefit	*\$165.00 per hour, minimum of 3 hours
Late fee For failing to pay the Weekly fee, which is charged on a monthly basis, by or before the 5 th of the month.	10% of monthly fee, per day late after the 5 th of the month, but not more than 50%of monthly fee.
Wayfinding Sign fee	*\$55 per sign (or then-current cost)
Operating without a permit	*Double the Application Fee (\$495 x2=\$990) and the first Biannual Permit Fee (\$299.52x2= \$599.04)

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ATTACHMENTS:

- 1) Revised Program Text showing additions and deletions
- 2) Proposed Resolution, including Citywide Valet Parking Program Procedures, Regulations and Fees
- 3) Staff Report of Monday, June 22, 2009 and Monday, April 21, 2008

MOTIONS:

That the City Council:

Adopt a Resolution establishing a Citywide Valet Parking Program Procedures and Regulations and Program Fees.