

MEETING DATE: 04/21/08

AGENDA ITEM: Consideration and Adoption of a Valet Parking Pilot Program in the Downtown Area.

ATTACHMENTS

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DRAFT
VALET PARKING PILOT PROGRAM
DOWNTOWN CULVER CITY

INTRODUCTION

This Draft Valet Parking Pilot Program is the result of City and Agency staff working in collaboration with the Downtown Business Association.

As Downtown continues to develop and prosper, businesses are opening that attract a clientele that values valet parking. Several Downtown restaurants have expressed interest in providing valet parking at their location or to have that service generally available to their clientele. Up until the present time, valet parking has been permitted only on a limited, "special event" basis for such functions as art gallery openings, Mercedes Benz Fashion Week, and private parties.

City and Agency staff has responded to the expressed need of the DBA and their membership, and have collaboratively formulated with the DBA, the Draft Valet Parking Pilot Program.

EXISTING CURB-SIDE PARKING CONDITIONS IN DOWNTOWN

Parking spaces in the public right-of-way are limited because most of the roadway width is needed for traffic flow. There are contiguous block faces where parking is not available for this reason. Generally, there is less curbside parking in downtown than in most other areas of similar size, in Culver City. In recognition of this, three public parking structures have been built.

Considering the scarce parking availability, a group of staff representing Redevelopment, Planning, and Engineering, walked and surveyed the downtown area, identifying all possible areas where valet parking could be instituted. Several potential locations were identified. Once the sites were analyzed, and the criteria mentioned below were applied, only two viable locations made the final list. Among the locations that did not meet the criteria, were several curbside spaces on the perpendicular streets to Culver Boulevard and to Washington Boulevard.

COMMUNITY VALET SERVICE PHILOSOPHY

The above scenario makes it unfeasible to provide valet parking for single entities (i.e., individual restaurants). Therefore, staff concludes that the best interest of all entities desirous of valet parking is best served by a curbside valet

program that services the community of restaurants, or at a minimum a group of restaurants on the same block(s).

CRITERIA UTILIZED IN SELECTING THE POTENTIAL LOCATIONS

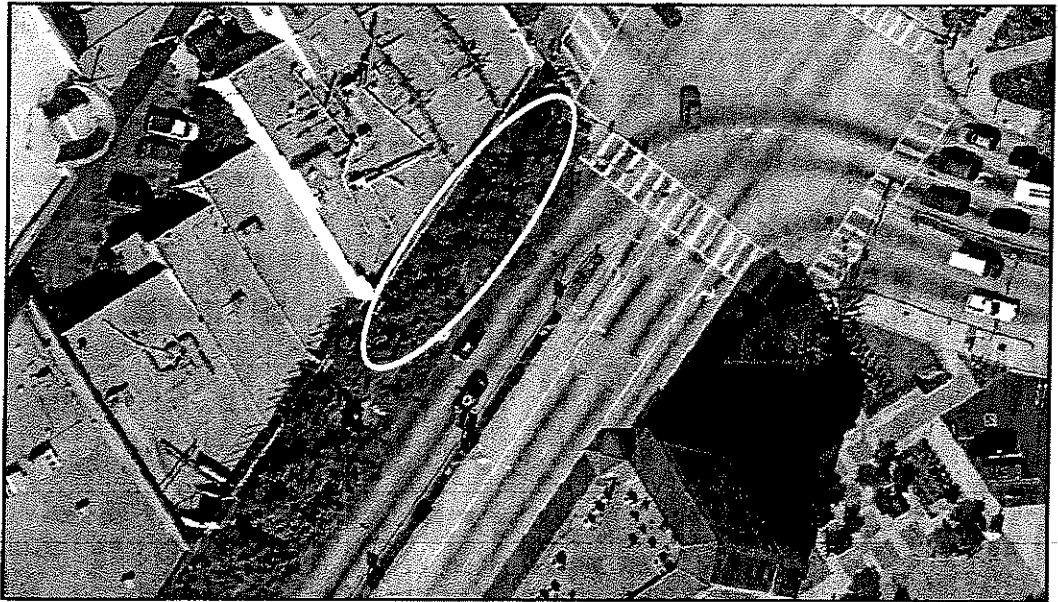
The criteria utilized by staff in assessing the appropriateness of a location to serve as a potential site for valet parking were the following:

1. **VEHICULAR SAFETY:** A potential valet service area would need the adjacent adequate space to permit merging in and out of the travel lane and into the valet service area safely;
2. **PEDESTRIAN SAFETY:** A potential valet service area would need the adjacent sidewalk with to accommodate a valet station and several valet attendants and concurrently provide for ADA compliance and unimpeded pedestrian flow;
3. **MINIMUM VALET SERVICE AREA OF 60 FEET:** A potential valet service area would need a minimum curbside length of 60 feet for entering and exiting maneuvers, and to serve two valet patron concurrently;
4. **NO QUEUING INTO CROSSWALKS:** A potential valet service area would need to not interfere with pedestrian crossing and would, at the busiest valet period, not queue valet service patrons' vehicles into crosswalk areas;
5. **EFFICIENCY:** A potential valet service area would need to not interfere with the afternoon peak hour of traffic flow, generally, 4 p.m. to 7 p.m.; and
6. **RESIDENTIAL NEIGHBORHOOD PROTECTION:** A potential valet service area would need to not use residential neighborhoods in its activities and routes to and from the valet service area.

LOCATIONS THAT MET THE CRITERIA

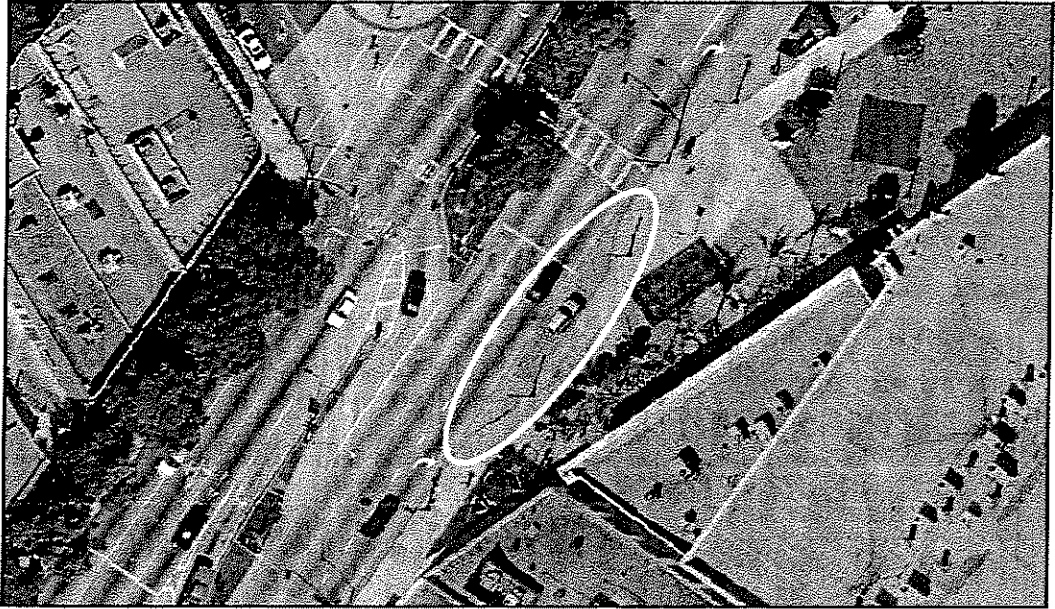
The locations that met staff's criteria are the following:

1. On westbound Washington Boulevard, the area immediately west of Main Street (Area 1);



Area 1, on the north side of the Washington Boulevard, west of Main Street, and has seven metered parking spaces. There is a parking prohibition between the hours of 4 p.m. to 7 p.m. in order to accommodate a "virtual" third westbound lane. Valet parking service in this area could start as early as 7 p.m. Of the seven available parking spaces, a valet station would operate from only three parking spaces initially, (those closest to Main Street), and if market demands require, expansion to additional parking spaces shall be accommodated.

2. On eastbound Washington Boulevard, the first “cutout” immediately east of Irving Place (Area 2).



Area 2, on the south side of Washington Boulevard, is a “cutout” style commercial loading zone with three unmetered parking spaces, and is 60 feet long. It is adjacent to a 500-foot long dedicated right turn lane that extends from Irving Place to the Washington-Main intersection. Valet parking service in this area could start as early as 6 p.m.

3. On northbound Watseka Avenue, the two commercial loading parking spaces immediately north of the alley that is located north of Washington Boulevard. (Area 3).



Area 3, on the east side of Watseka Avenue, is a 40-foot long commercial loading zone immediately north of the alley, which provides more than 20 feet for maneuvers to merge out of traffic. Valet parking service in this area could start as early as 6 p.m.

These three locations proposed for valet service sites are centrally located and could benefit many Downtown restaurants.

VALET ATTENDANT STAFFING

The City would require that adequate staffing be maintained at all times during all hours of operation. What constitutes adequate staffing would be determined through time and experience. Nevertheless, one criterion to determine adequate staffing at the beginning of the pilot program is that the number of attendants needs to be sufficient to turnover parking spaces and not allow any queuing into the adjacent traffic flow lane.

FEE SCHEDULE

1. A one-time fee will be charged for the initial pilot program permit. If the program is permanently adopted by City Council/Redevelopment Agency, annual renewal will be required and a no-fee permit will be issued thereafter

2. Additionally, the fee per location will be a weekly flat fee of \$100 for each of the three locations. During the pilot program, this fee will not change as long as the number of parking spaces utilized by the valet service operation uses five or less parking spaces.

PAYMENT OF FEE

The fee would be payable on a monthly basis, in anticipation of the upcoming month, using factor of 4.3 weeks each month. Payment would be due on the first of each month during the pilot program period and would be considered late if not received by the end of the business day on the 5th day of the month. In the absence of payment by the time indicated above, the permittee would be considered in violation and the valet company would not be allowed to use the public right-of-way until this condition has been corrected.

HOURS OF OPERATION

The proposed hours of operations in Area 1 may start at 7 p.m. and shall conclude prior to 3:00 a.m., any day of the week. The proposed hours of operation in Area 2 and Area 3 may start at 6 p.m. and shall conclude prior to 3 a.m. any day of the week. Staff will evaluate the proposed hours of operation during the pilot program and will obtain input from the DBA and others, to determine if days and hours are adequate to meet the need for valet service. Daytime hours of operation are not included during the pilot project. Staff will consider modifying the pilot program after the pilot period, if necessary.

DOCUMENTATION

The required documentation to be delivered with an application from all valet company operators, among others, will be the following:

1. A valid Culver City Business License;
2. A current Workers' Compensation Certificate;
3. Automobile Liability Insurance with \$1M coverage per occurrence and \$2M aggregate;
4. The City and Agency added as additional insureds on their liability insurance certificate;
5. A signed statement, approved as to form by the City Attorney, indemnifying the City and the Agency for any incident on the roadway, and on the sidewalk;
6. A copy of the company status as a bonded entity;

7. A copy of the parking lot lease(s) where valet patrons' vehicles will be parked;
8. A scale map showing the routes to and from the valet station and the parking lot(s), with sign-off from the Planning Division and Engineering;
9. A scale map showing the area where the valet station will be placed, indicating dimensions of related equipment, and available sidewalk width;
10. A statement indicating the number of valet attendants at Area 1 Area 2, and Area 3, as well as at the parking lot(s), and including a statement recognizing and accepting that the City may require additional staffing to meet "Valet Attendant Staffing" requirements;
11. A statement attesting that all employees who will drive patrons' vehicles have valid California Driver's Licenses;
12. A statement with names and cell phone numbers of the responsible staff at Area 1, Area 2, and Area 3; the contact names and numbers during regular business hours; and the contact names and numbers in case of emergency;
13. A statement indicating that Area 1, Area 2, and Area 3 staff will maintain a log, in 15-minute increments, of all vehicles served during the hours of operation, on each day it operates. This log is to be turned in to staff seven days after the end of the previous calendar month.
14. The applicant shall obtain written approval for all signage from the Planning Division, and shall provide a copy of such approval.
15. Valet parking attendants shall be required to wear easily identifiable uniforms. Photos of the exact uniform shall be submitted for approval.

PROPOSED VALET PARKING PROGRAM PARTICIPANTS

Engineering Division staff will accept complete applications from: 1) the Downtown Business Association; 2) the Culver City Chamber of Commerce; or 3) 75% of the business owners of one or more block faces. These bodies are referred to as "Association" in the rest of this document. The Association will be granted a permit with approval that is conditional upon: 1) the complete submittal of all requirements listed in this document and any others that may be unforeseen but considered pertinent by the City; 2) the payment of all pertinent fees, 3) the securing of all approvals necessary; and 4) the securing of private parking and the written approval for all routes.

For purposes of efficiency and effectiveness during the pilot program, it is staff's preference that one Association contract a single valet company to provide valet service at Area 1, Area 2, and Area 3.

When an Association has been given the pilot program permit for six months, for Area 1, Area 2, and Area 3, no additional applications will be accepted.

SUCCESS CRITERIA

In addition to compliance with the criteria contained in this document, and any additional criteria that is determined during the pilot program life, consideration of success will also include the number of valet patrons' vehicles serviced. Staff has arrived at the following proposed minimum formula:

number of parking spaces x (hrs of service per day/3) x days per week.

where the constant "3" is an educated guess of how long a visitor to the downtown area would occupy a parking space.

For example, for Area 1, if three parking spaces were utilized and the hours of service were from 7 p.m. to 2 a.m., on Thursday, Friday, Saturday, and Sunday, the minimum number of vehicles serviced would be 7 per day or 28 per week, calculated as follows:

$$3 \times (7/3) \times 4 = 3 \times (2.33) \times 4 = 28$$

STAFF-RECOMMENDED PROCESS

Staff recommends that the process for an Association to participate in the six-month pilot program shall start with the association: 1) providing a written letter of intent on their letterhead advising of their desire to receive the six-month pilot permit—this letter of intent will be honored, on a first-come first-served basis for 45 days—a pilot permit will be issued to a second Association only when the 45 days expire without a complete application being submitted; 2) releasing a Request For Proposals utilizing the regulations contained in this document as one of the basis for responsive proposals; 3) contacting a valet company and entering into a private contract; and 4) securing adequate parking facilities at a location that the City can approve, as articulated elsewhere in this document. The City and the Agency shall not be part of that contract.

The Association shall apply to the Engineering Division, as stipulated in this pilot program document. After successful application and issuance of the six-month permit, the Association's contracted valet company may place a valet booth at the approved location and staff it to the levels required, in compliance with all requirement of the pilot program, and commence valet service.

EXCLUSION FROM MANAGING THE VALET COMPANY

Neither the Agency nor the City shall be a contracting party with the valet company or with the Association. Neither the City nor the Agency has the staff resources or the expertise necessary to manage the valet company.

However, staff would manage the subject permit as any other permit, with necessary inspections, notices for correction, and if appropriate, "stop-work" notices.

VALET COMPANY'S PARKING LOT

Although the City Engineer will issue a six-month permit to a valet company to operate at the proposed Downtown Area 1, Area 2, and Area 3, it is the responsibility of the Association to secure adequate parking prior to permit issuance. A permit shall not be issued without full compliance with all requirements. The Association shall provide written proof of the agreement to use private parking lot(s) for parking of patrons' vehicles. The agreement shall cover the entire period for which the permit is issued.

APPROVAL OF ROUTE

The route taken to the parking site(s) will be considered under the criteria stated earlier and traffic engineering judgment. Based on these, the City Engineer, or his designee, may approve or deny the route to the site. It is possible that a parking lot site may not work given the route necessitated by the location. Because of this, staff encourages applicants to check with the City Engineer, or his representatives, prior to entering into an agreement for parking. If the Association cannot provide proof of adequate parking, located along a route approved by the City Engineer, the pilot program permit application shall be denied.

AGENCY-/CITY-OWNED/OPERATED PARKING STRUCTURES

Agency-/City-owned/operated parking structures in the Downtown area shall not be made available for valet parking.

OTHER OPPORTUNITIES FOR PARKING SITES

The following parking lots may present opportunities to meet the needs of valet parking:

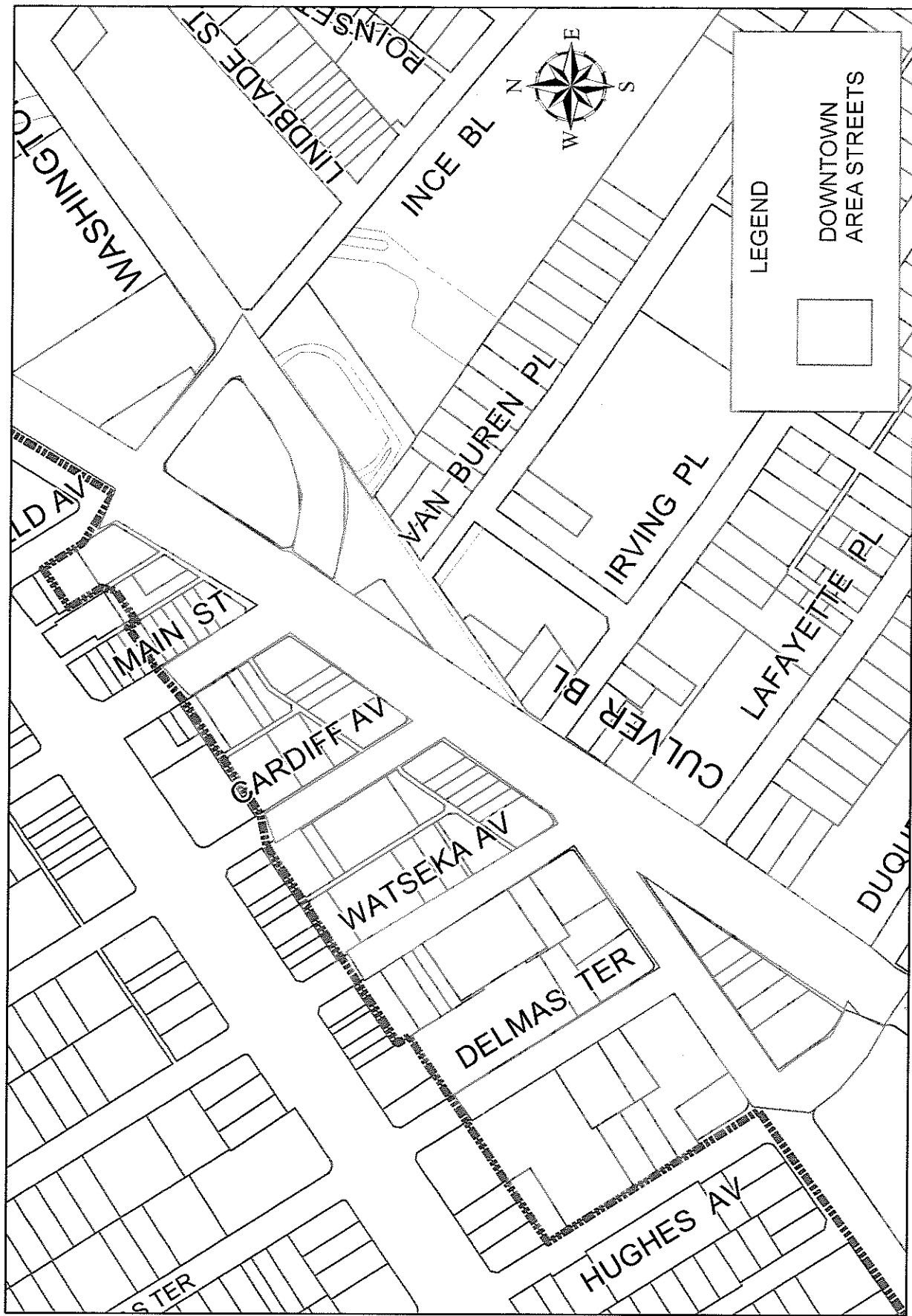
1. Agency-owned Canfield parking lot – This lot is leased until 6 p.m. on weekdays. It is free and open to the public at all other times. These spaces could be leased to a valet company.
2. Agency-owned Venice parking lot – This lot is currently vacant and available to be leased by a valet company.

3. Former Pac Bell parking lot –This parking lot has a significant number of spaces. The current owner may be interested in leasing this lot for valet parking.
4. Meralta Building parking lot – This lot located on Lafayette, has a significant number of parking spaces. This lot is uncontrolled on evenings and weekends. Staff has spoken with John Byers the owner of this parking lot and he is interested in discussing the potential lease of his lot for valet parking.
5. Cavanaugh Realtors parking lot – This lot is located directly adjacent to the Canfield parking lot. The owner may be interested in leasing this lot for valet parking.
6. Former Balian Market parking lot – This lot is located at Venice and Watseka.
7. Bank of the West
8. Washington Mutual

It shall be solely the responsibility of the applicant to obtain the parking supply necessary to meet their parking requirements.

Any questions regarding this pilot program may be addressed to the Traffic Engineering Manager.

04-10-08



LOCATION MAP
DOWNTOWN AREA