SUBJECT: AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING ESTABLISHMENT OF PREFERENTIAL PARKING DISTRICTS AND VALET PARKING LOADING ZONES

INITIATED BY: DEPARTMENT OF PUBLIC WORKS
(Jackie Rocco, Director of Public Works)
(Danny Rivas, Code Compliance Manager)
(Vince Guarino, Parking Services Manager)
(Bill Bortfeld, Parking Services & Projects Officer)

STATEMENT ON THE SUBJECT:
The City Council will consider approving an ordinance amending section 10.08.157 of the West Hollywood Municipal Code regarding establishment of preferential parking districts and an ordinance amending section 10.07.140 regarding valet parking loading zones.

RECOMMENDATIONS:
Staff recommends the City Council hold a public hearing, listen to all pertinent testimony, and introduce on first reading the following Ordinances:

1. Ordinance No.20-___, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING ESTABLISHMENT OF PREFERENTIAL PARKING DISTRICTS
2. Ordinance No.20-___, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING VALET PARKING LOADING ZONES

BACKGROUND / ANALYSIS:
In 1988, the City of West Hollywood adopted the Vehicles and Traffic Regulations of the Los Angeles County Code as the West Hollywood Traffic Code. As the City of West Hollywood is densely populated, limited in size, and bordered by the City of Los Angeles on three sides, businesses located in the City of Los Angeles and parking regulations implemented by the City of Los Angeles often affect parking conditions in West Hollywood neighborhoods. While the West Hollywood Traffic Code was intended to manage the City’s limited on-street parking supply to serve residents, businesses, and visitors, the existing statutes do not always address the challenges that West Hollywood residents experience when their neighborhoods border the City of Los Angeles.
Amendment of Preferential Parking Regulations
The West Hollywood Traffic Code included the designation and operation of Preferential Parking Districts which were established to reduce traffic congestion and protect the integrity of residential neighborhoods. While preferential parking regulations reduce the impacts of spillover parking from nonresidents, a systematic review process ensures that any changes to existing parking regulations are carefully evaluated to ensure that the City’s streets remain accessible to the public.

Section 10.08.157 establishes the requirements and process for amending existing preferential parking regulations:

To amend existing preferential parking regulations, three criteria must be satisfied:

1. Vehicle occupancy must equal or exceed eighty-five percent;

2. Non-resident vehicles account for forty percent of the occupied spaces on streets zoned R3 or R4; fifty-one percent of the spaces on streets zoned R1 or R2; or forty percent of spaces on streets zoned R1 or R2 with housing on both sides of the street but with parking allowed on only one side of the street;

3. Off-street-city-owned or operated public parking is available within one thousand feet of the street(s) and/or neighboring streets can accommodate potentially displaced nonresident parkers without exceeding eighty-five percent occupancy.

While this third criterion was intended to ensure that displaced vehicles have a viable parking alternative once new regulations are implemented, it has proven problematic in neighborhoods that border other cities and are adversely impacted by parking regulations of those cities or the activity of businesses located in other cities.

Over the past few years, staff has received resident requests for permit parking regulations in highly impacted neighborhoods in Districts 5, 8, and 11. For each request, staff conducted a parking occupancy study to determine whether the street segment met the City’s requirements for amending preferential parking regulations. In almost all cases reviewed, the parking occupancy on the street segment was at or above 85% and at least 40% of the vehicles belonged to nonresidents. However, condition number three was not satisfied because there was not a city-owned or operated off-street parking facility within one thousand feet, and the neighboring streets could not absorb the displaced vehicles that would result from new permit parking regulations. Furthermore, when businesses impacting the parking supply are located in another city, the City of West Hollywood cannot regulate their activity, land use, or transportation policies.

To remedy these types of situations, the proposed ordinance will amend condition three to:

1. Consider commercially operated off-street parking facilities as part of the parking supply and;
2. Allow exceptions when a portion of the subject street is in another city or when the subject street is adversely impacted by the parking demands of a business or businesses located in another city.

Written support from at least 51% of the dwelling units and a public hearing would still be required as part of the review process. The proposed changes would help to address negatively impacted neighborhoods while still providing public access to on-street parking.

**Illegal Parking in Loading Zones**
The operation of loading zones is another part of the Traffic Code that could benefit from updated language in order to address current parking conditions. In 2007, the City established Chapter 10.07.140 regarding loading and unloading of passengers. Section (c) regarding valet loading zones states that valet parking may be operated between the hours of 6:00 p.m. and 3:00 a.m. and specifies the minimum and maximum length of a valet zone. As the operating hours and length of the valet zone varies greatly depending on business activity, geographic area, and traffic conditions, this language has become too restrictive to regulate valet operations effectively.

The Code Compliance Division currently reviews all applications for Valet Parking Business Licenses before authorizing an on-street valet zone. The valet route, parking facility, operating hours, and location and size of the valet zone are all evaluated and determined during this application process. Therefore, staff recommends eliminating the current ordinance language and replacing it with language that states that a licensed valet parking service may only operate according to the terms and conditions indicated on the license. This proposed change will allow staff to consider the unique needs and circumstances of each valet zone while still maintaining consistent operating standards for all valet operations, throughout the City.

The proposed amendments were presented to the Transportation Commission on August 19, 2020. The Commission’s recommendation to City Council was the adoption of staff’s proposed amendments to Title 10 of the West Hollywood Municipal Code and to consider updating residential parking regulations to streamline the process. The City’s current process for amending preferential parking regulations was developed with the input of commissioned parking studies and public feedback. Significant changes to the existing process should not be made without first commissioning a comprehensive parking study to determine whether any further changes are needed and to identify the potential impacts of any changes.

**CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:**
This item is consistent with the Primary Strategic Goal(s) (PSG) and/or Ongoing Strategic Program(s) (OSP) of:
- PSG-4: Develop Parking Opportunities.

In addition, this item is compliant with the following goal(s) of the West Hollywood
General Plan:
- M-7: Protect and preserve residential neighborhoods from intrusion of non-residential traffic
- M-8: Manage parking supply to serve residents, businesses, and visitors.

**EVALUATION PROCESSES:**
N/A

**ENVIRONMENTAL SUSTAINABILITY AND HEALTH:**
Preferential parking regulations reduce the intrusion of non-resident traffic in residential neighborhoods thereby reducing vehicle emissions and noise. Successful valet operations reduce traffic congestion on commercial streets by taking patrons’ cars off the streets and into public parking facilities efficiently.

**COMMUNITY ENGAGEMENT:**
The proposed amendments were presented to the Transportation Commission at its August meeting.

**OFFICE OF PRIMARY RESPONSIBILITY:**
DEPARTMENT OF PUBLIC WORKS / PARKING DIVISION

**FISCAL IMPACT:**
An increase in preferential parking regulations may result in an increase in parking permit revenue.

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<th>AMOUNT</th>
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<td>$5,000</td>
<td>This item will generate new City revenues.</td>
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**ATTACHMENTS:**
Attachment A – Proposed Changes to WHMC Section 10.08.157 Amendment of Preferential Parking Regulations

Attachment B – Ordinance No.20-___, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING ESTABLISHMENT OF PREFERENTIAL PARKING DISTRICTS

Attachment C – Proposed Changes to WHMC Section 10.07.140 Illegal Parking in Loading Zone

Attachment D – Ordinance No.20-___, AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF WEST HOLLYWOOD, APPROVING AMENDMENTS TO THE MUNICIPAL CODE REGARDING VALET PARKING LOADING ZONES