

**STUDY SESSION
OF THE WEST HOLLYWOOD CITY COUNCIL AND THE
PARKING SERVICES DIVISION/DOT
MINUTES
MONDAY, OCTOBER 30, 2000
WEST HOLLYWOOD PARK**

- I. **CALL TO ORDER:** Mayor Prang called the Meeting to order at 6:08 PM.
- II. **PLEDGE OF ALLEGIANCE:** Carol Rodriguez led the pledge.
- III. **ROLL CALL:**
PRESENT: Councilmembers Guarriello, Heilman, Martin, Mayor Pro Tempore Koretz and Mayor Prang.
ABSENT: None.
ALSO PRESENT: City Manager Arevalo and Administrative Staff Assistants Bell and Bursztin.
- IV. **APPROVAL OF THE AGENDA:**
ACTION: Approve the October 30, 2000 Agenda as presented. **Motion Councilmember Heilman, seconded by Councilmember Guarriello and unanimously carried.**

- V. **PUBLIC COMMENT:**
JOHN PAUL DRAYER, WEST HOLLYWOOD, spoke about the recent Clean and Green Project, Department Directors receiving gifts and street repairs.

HILLARY SELVIN, LOS ANGELES, Executive Director, Chamber of Commerce, spoke in support of the parking needs assessment and the proposed parking tax.

- VI. **COMMENTS FROM DIRECTOR/DOT, PRESENTATION OF PARKING NEEDS ASSESSMENT AND STRATEGIES AND REVIEW OF RECOMMENDATIONS:**
Joan English, Director of Transportation and Public Works, provided background information as outlined in the staff report dated October 30, 2000. She discussed what parking the City currently has and what the City needs. She spoke about the Planning Commission's involvement in the process.

Vit Vittatoe, Parking Manager, provided additional information on the City's parking needs and provided a slide presentation. He indicated that the goal is to add 1,000 public parking spaces over the next six-(6) years. He provided an overview of the history of parking when the City was part of the County of Los Angeles. Parking Manager Vittatoe indicated that specific parking needs and deficiencies as per General Plan Code 15.33 have been identified. He spoke about the parking supply demand model that deals with deficiencies in commercial areas, parcel by parcel, and by using "G.I.S." The areas of greatest deficiencies were identified as Sunset Boulevard East,

Santa Monica Boulevard West, and Santa Monica Boulevard Central. He described how the Model could provide information to a developer who may wish to do a joint venture. He also detailed solutions such as facilitating shared use of existing public and private facilities, developing new parking facilities, increasing parking meter enforcement hours, and initiating valet operation for patrons and visitors. He also detailed additional solutions as providing shuttle service, encouraging the use of the Hancock Model, reducing wasted curb space and implementing the Spencer Study.

Parking Manager Vittatoe talked about beginning on-site selection while considering the General Plan goals, identifying project areas such as Western Santa Monica Boulevard, Eastern Sunset Boulevard, Robertson Boulevard, Central Santa Monica Boulevard and Santa Monica Boulevard East. He also identified other potential solutions such as increasing available on-street parking, initiating a valet operation, and initiating a free shuttle to satellite parking.

He outlined new project costs and financing options such as initiating a parking tax, increasing meter revenue, and increasing citation revenue.

VII. COUNCIL DISCUSSION, DIRECTION AND NEXT STEPS:

City Manager Arevalo provided a financing overview of the parking structures. He indicated that \$1.3 to 1.4 million dollars is generated through in-lieu fees, citations and meters and the current Parking Trust Fund should be able to support these projects until 2003 when a parking tax could be voted on and incorporated.

Councilmember Guarriello indicated that he felt Sunset Boulevard needed immediate attention and that is why we have the Cruising Ordinance. He spoke about doing something major with the Hancock Lot since the City purchased the property and he is in support of the parking tax and increasing the dollar amount on parking meters.

Councilmember Martin talked about the parking problems specifically those on Sunset Boulevard. He spoke about parking in the parks. He stated that parking opens up on Kings Road when Gelson's closes and suggested that this be handled through the Zoning rewrite. He spoke in support of Mayor Pro Tempore Koretz's comments. He described a number of Hancock proposals that ended up being counter productive. He expressed concerns over increasing parking meter hours but agreed it could be beneficial in some areas. He supports a parking tax and creating surface parking particularly on the East Side. He spoke about land acquisition costs along Sunset Boulevard.

Transportation and Public Works Director English indicated that parking needs could be incorporated into the Park Master Plan. She spoke about businesses being resistant to opening up their parking at night due to fears of buildings being trashed but this is slowly changing. She cited a recent example of this as Kootz Hardware.

Councilmember Heilman spoke about implementation on the Spencer Study and how this would be difficult to do since it was conducted a number of years ago. The City

needs to be more aggressive with utilizing the studies. He indicated that there were conflicts with the Zoning Ordinance. He stated that the El Tovar lot is a high priority. He suggested exploring the possibility of expanding parking the Pavillons lot since the bank left. He also suggested that we re-examine the La Jolla/Havenhurst Parking Lot. Councilmember Heilman spoke about increasing the meter rates to a dollar but was in opposition of increasing the hours. He also supported valet operations but wasn't sure about shuttle service. He recommended having the shuttle take employees to the business. He was in support of surface parking lots on a temporary basis and this would be beneficial during the transition. He asked for a schedule of updates to maintain the priority status on this issue and provide ongoing information to the public. He spoke in support of the parking tax and expanding the meters to a dollar an hour. He also addressed John Paul Drayer's comments at the Public Comment section of the meeting. He also reminded people about the Human Rights Speakers Series.

Mayor Prang spoke in support on all the direction identified in the presentation and always believed shared use with public and private use has been under utilized. He spoke about a city-sponsored program for providing valet operations as a possible solution. He was concerned about increasing meter parking hours of operation, he identified it as a low priority. He spoke about more neighborhood related parking issues such as angular parking. Mayor Prang expressed concern about employee parking in residential neighborhoods and suggested discussing parking with the Iranian Temple. He spoke in support of the increased dollar amount on parking meters and the parking tax.

Mayor Pro Tempore Koretz spoke about new parking technology that maximizes the number of spaces on an existing location and suggested opening each site on Doheny Drive for additional parking. He indicated that the 9000 Sunset Building has a great number of spaces and the Standard Hotel has a lot next to Carney's. He also suggested that there be some coordination of the property behind the Log Cabin with the City of Beverly Hills for additional parking spaces. He spoke about adding street parking with different striping and designing back-in spaces that were previously designed out. He suggested using loading zones during hours of non-operation could be parking. Mayor Pro Tempore Koretz supports valet parking but indicated that may not be places to put these cars. He also supported the free shuttle but indicated that it has to be planned much like the valet parking. He suggested that property owners be assured that shared parking would not negatively impact them. He also spoke about the Iranian Temple lot as a possible source of parking. He indicated that some of the tax proposals were reasonable. He also suggested better signage for loading zones. Mayor Pro Tempore Koretz noted the parking problems on Beverly Boulevard and indicated that he is not totally supportive of the parking tax.

Director of Transportation and Public Works English asked the Council for input on surface parking lots and their use as a long-term temporary use.

City Manager Arevalo spoke about the purchase price of the El Tovar Lot and it's tied into a number of projects and is a top priority for the City to acquire it. He also spoke

about the schedule of upcoming meetings listed below. He recommended keeping the November 20th Meeting light as it will be Koretz' last meeting.

The City Council directed staff to place the Recreation Needs Assessment on the December 18, 2000 Regular Meeting Agenda and to ensure that the agenda is kept light due to the addition of this Study Session. The City Council asked to move the Regular Meeting of January 2, 2001 to January 8, 2001.

VIII. CLOSED SESSION: The City Council recessed into a Closed Session at 7:54 PM to discuss one Item of Personnel – City Manager's Evaluation. The City Council Closed Session ended at 8:02 PM.

IX. REPORT OF CLOSED SESSION: The City Council will meet at City Hall on December 16, 2000 at 10 AM to 12 Noon to discuss the City Manager's Evaluation.

X. ADJOURNMENT: The City Council adjourned at 8:04 PM wishing good health to Dolores Huerta, co-founder of the United Farm Workers, who recently had surgery.


REVISED UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
November 6	Monday	7:00 p.m.	Regular Meeting	W.H. Park Aud.
November 20	Monday	7:00 p.m.	Regular Meeting	W.H. Park Aud.
December 4	Monday	6:00 p.m.	Sp. Mtg - Study Session on Housing Element followed by Regular Meeting	W.H. Park Aud.
December 11	Monday	6:00 p.m.	Sp. Mtg. – Zoning Ordinance	W.H. Park Aud.
December 16	Sat.	10 a.m.	Special Closed Session	City Hall
December 18	Monday	6:00 p.m.	Special Study Session on Rec. Needs Assess. Followed by Regular Meeting.	W.H. Park Aud.
January 8	Tuesday	7:00 p.m.	Regular Meeting	W.H. Park Aud.
January 16	Tuesday	7:00 p.m.	Regular Meeting	W.H. Park Aud.

APPROVED BY A MOTION OF THE WEST HOLLYWOOD CITY COUNCIL
 THIS 20TH DAY OF NOVEMBER, 2000.



 MAYOR

ATTEST:



 VIVIAN LOVE, INTERIM CITY CLERK