

RECORD PACKET COPY

STATE OF CALIFORNIA - THE RESOURCES AGENCY

GRAY DAVIS, Governor

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
1000 Ocean Gate, Suite 1000
Manhattan Beach, CA 90802-4302
(62) 590-5071

Filed: 12/10/1999
49th Day: 1/28/2000
Staff: CP-LB
Staff Report: 3/24/2000
Hearing Date: April 13, 2000
Commission Action:



A handwritten signature or mark, possibly initials, written in black ink.

TH6h

STAFF REPORT: APPEAL DE NOVO COASTAL DEVELOPMENT PERMIT

LOCAL GOVERNMENT: City of Manhattan Beach

LOCAL DECISION: Approval with Conditions

APPEAL NUMBER: A-5-MNB-99-453

APPLICANTS: City of Manhattan Beach &
Downtown Business and Professional Association

AGENT: David Doyle, City Manager's Office

PROJECT LOCATION: Downtown, City of Manhattan Beach, Los Angeles County.

PROJECT DESCRIPTION: Implementation of a downtown valet parking program with the vehicle drop-off/pick-up station located on the west side of Manhattan Avenue between 10th Street and 11th Street.

APPELLANT: William Victor

SUBSTANTIVE FILE DOCUMENTS: City of Manhattan Beach Certified Local Coastal Program (LCP).
Local Coastal Development Permit Nos. CA 99-41 & 99-41A.
Local Coastal Development Permit No. CA 99-17.

SUMMARY OF STAFF RECOMMENDATION

Staff recommends that the Commission approve the coastal development permit for the proposed valet parking program with special conditions that ensure the protection of public parking necessary to support public access to the coast. The recommended special conditions would: a) limit the number of curbside public parking spaces occupied by the proposed vehicle drop-off/pick-up station; b) limit the hours of the proposed valet service; c) prohibit the storage of vehicles on public rights-of-way and in public parking areas that support coastal access; d) prohibit the storage of vehicles in parking areas of commercial uses during normal business hours; and, e) prohibit preferential parking rates and validated parking discounts. As conditioned, the proposed valet parking program will increase the availability of public parking opportunities in downtown Manhattan Beach. The applicants do not agree with the recommended Special Condition No. 2a that would prohibit the use of City Lot No. 3 for vehicle storage.

STAFF RECOMMENDATION ON THE DE NOVO HEARING:

The staff recommends that the Commission adopt the following resolution to **APPROVE** the coastal development permit application with special conditions:

MOTION

"I move that the Commission approve with special conditions Coastal Development Permit A-5-MNB-99-453 per the staff recommendation as set forth below."

Staff recommends a **YES** vote which would result in the adoption of the following resolution and findings. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

I. **Resolution: Approval with Conditions**

The Commission hereby approves, subject to the conditions below, a coastal development permit on the grounds that the development will be in conformity with the certified Manhattan Beach Local Coastal Program and will not have any significant adverse effects on the environment within the meaning of the California Environmental Quality Act. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

II. **Standard Conditions**

1. **Notice of Receipt and Acknowledgment.** The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. **Expiration.** If development has not commenced, the permit will expire two years from the date this permit is reported to the Commission. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. **Compliance.** All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.

4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
5. Inspections. The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
7. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

III. Special Conditions

1. Vehicle Drop-off/Pick-up Station

One vehicle drop-off/pick-up station, utilizing a maximum of five (5) public on-street parking spaces, is permitted on the west side of Manhattan Avenue between 10th Street and 11th Street in Manhattan Beach during the following times: from 6pm until 12am (midnight) on Tuesdays, Wednesdays, Thursdays and Fridays; and from 11am until 12am (midnight) on Saturdays and Sundays. At all other times, and at all times when the vehicle drop-off/pick-up station is not in operation, all public on-street parking spaces located on the west side of Manhattan Avenue between 10th Street and 11th Street shall be available for use by the general public on a first-come, first-serve basis consistent with all applicable City parking regulations. Any proposed change in the location of the vehicle drop-off/pick-up station, or change in the times of operation, shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

2. Vehicle Storage/Parking

The storage of vehicles by valets is prohibited in the following locations:

- a) the public parking areas identified on Exhibit #2 of the staff report dated March 24, 2000, including but not limited to, the public parking lots located at the terminus of Manhattan Beach Boulevard near the pier and all levels of public parking structures;
- b) on public rights-of-way and in on-street parking spaces (except for loading and

unloading at the vehicle drop-off/pick-up station described by Special Condition One above);

- c) any private parking area associated with a commercial use during normal business hours; and,
- d) any location where the storage of a vehicle would cause a hazard or threat to public safety.

3. Valet Parking Terms

The approved valet parking program shall be available to the general public with no preference granted to any group or type of use (i.e., restaurant customers vs. beach goers). The hourly cost for utilizing the valet parking service shall be equal for all patrons of the valet parking program. Discounted parking rates for valet parking service shall not be provided or obtained pursuant to any type of parking validation system or preferential system.

IV. Findings and Declarations

The Commission hereby finds and declares:

A. Project Description

The applicants propose to implement a valet parking program for downtown Manhattan Beach with a vehicle drop-off/pick-up station with signage proposed on the west side of Manhattan Avenue between 10th Street and 11th Street (Exhibits #1-3). The proposed vehicle drop-off/pick-up station would occupy five on-street metered public parking spaces during the following proposed hours of operation:

Tuesday, Wednesday, Thursday and Friday between 6pm and midnight
Saturday and Sunday between 11am and midnight

The applicants have deleted from the proposed project an alternate vehicle drop-off/pick-up station that was previously proposed to be located on the west side of Manhattan Avenue between 8th Place and 9th Street (Exhibit #3).

The proposed valet parking program would be open to the general public with the following City-approved valet parking fees posted on signs:

\$2.50 for first two hours
\$1.00 for each additional twenty minutes
\$12.50 maximum per day

A-5-MNB-99-453
Valet Parking Program
Page 5

The proposed valet parking program does not include any type of discounted parking rates or parking validation system. Therefore, the same parking rates would apply to all patrons of the valet parking program.

Vehicles dropped-off at the proposed vehicle drop-off/pick-up station are proposed to be stored (parked) at the following vehicle storage locations (Exhibits #1&2):

Third level of City Lot No. 3 located on the corner of Morningside Dr. & 12th St.
Private parking lot owned by Union Bank (Manhattan Beach Blvd. & Morningside Dr.)
Private parking lot owned by Washington Mutual (201 Manhattan Beach Blvd.)
Three-level private parking lot owned by Skechers (228 Manhattan Beach Blvd.)

The currently proposed project (A-5-MNB-99-453) is not the first coastal development permit action proposing to implement a valet parking program in downtown Manhattan Beach. A valet parking program is currently being operated by the applicants in the non-appealable area of the downtown Manhattan Beach coastal zone pursuant to the City's approval of Local Coastal Development Permit Nos. CA 99-17 and CA 99-41A.

Local Coastal Development Permit No. CA 99-17, approved by the Manhattan Beach City Council on May 18, 1999, permits a valet parking program that uses eleven on-street parking spaces for two vehicle drop-off/pick-up stations with signage at: 1) the northeast corner of Manhattan Beach Boulevard and Morningside Drive; and 2) the southeast corner of Manhattan Avenue and 12th Street (Exhibit #1). Valet vehicle storage areas are permitted on the third level of City Lot No. 3 located on the southwest corner of Morningside Drive and 12th Street, and on the private parking lots owned by Union Bank and Washington Mutual (Exhibit #1).

More recently, the Manhattan Beach City Council approved Local Coastal Development Permit Nos. CA 99-41 and CA 99-41A that would expand the previously approved valet parking program to the downtown area located south of Manhattan Beach Boulevard (Exhibit #1). Both Local Coastal Development Permit Nos. CA 99-41 and CA 99-41A were approved on November 16, 1999. The City's approval of Local Coastal Development Permit No. CA 99-41 is the subject of this appeal. Local Coastal Development Permit No. CA 99-41A approved two vehicle drop-off/pick-up stations in metered public parking areas situated on the inland side of Manhattan Avenue (outside of the mapped appealable area of the City's coastal zone) at 1006 and 902 Manhattan Avenue (Exhibit #1).

The same vehicle storage areas are used for all of the City-approved vehicle drop-off/pick-up stations. The City-approved valet parking program does not permit the valets to use any on-street public parking other than the parking spaces that are occupied by the approved vehicle drop-off/pick-up stations. The only public parking areas that the City permits to be used for vehicle storage by the valets is located on the top level of City Lot No. 3 on the southwest corner of Morningside Drive and 12th Street (Exhibit #1). The City asserts that the top level of City Lot No. 3 is underutilized and rarely filled to capacity.

B. Conformity with the Local Coastal Program

The action currently before the Commission is the de novo portion of an appeal of a local coastal development permit for development that is proposed inland of the public road nearest the sea and within the jurisdiction of the certified Manhattan Beach Local Coastal Program (LCP). Pursuant to Section 30604(b) of the Coastal Act, the Commission's standard of review for the proposed development is the certified Manhattan Beach LCP. Therefore, the Commission shall approve the de novo coastal development permit only if it finds that the proposed development, as conditioned, is in conformity with the certified Manhattan Beach LCP.

Maximize Downtown Parking Opportunities

The following parking policies of the certified Manhattan Beach LCP encourage the City to concentrate and expand commercial parking opportunities, maximize the use of existing parking facilities for beach use, and to facilitate joint use of parking facilities while protecting beach parking.

- Policy I.C.1: The City shall maintain and encourage the expansion of commercial district parking facilities necessary to meet demand requirements.
- Policy I.C.2: The City shall maximize the opportunities for using available parking for weekend beach use.
- Policy I.C.3: The City shall encourage additional off-street parking to be concentrated for efficiency relative to the parking and traffic system.
- Policy I.C.8: Use of the existing public parking, including, but not limited to, on-street parking, the El Porto beach parking lot, and those parking lots indicated on Exhibit #9 [Exhibit #2 of 3/24/2000 staff report], shall be protected to provide beach parking...
- Policy I.C.10: Concentrate new parking in the Downtown Commercial District to facilitate joint use opportunities (office and weekend beach parking uses).
- Policy I.C.15: Continue management of existing parking facilities through enforcement to improve efficiency by keeping on-street spaces available for short-term users and encouraging the long-term parkers to use off-street parking lots.
- Policy II.A.6: Encourage the development of adequate parking facilities...
...Maximize use of existing parking facilities to meet the needs of commercial uses and coastal access.

The applicants have proposed to implement a valet parking program as a way to increase public parking opportunities in downtown Manhattan Beach by efficiently moving vehicles off of the streets and into parking reservoirs that are not usually accessible to the general public. The applicants assert that every vehicle that the valets store in a private parking lot or the top level of City Lot No. 3 is one less vehicle occupying a parking stall in another public parking lot or on a public street (Exhibit #4). The proposed project would implement the above-stated policies of the certified Manhattan Beach LCP by maximizing the use of existing parking facilities through a special type of joint use program that allows private parking lots to be used for public parking.

The Commission finds that the proposed valet parking program, if operated in a manner that ensures the protection of public parking for coastal access, can be found in conformance with the above-stated policies of the certified Manhattan Beach LCP. The proposed valet parking program can expand parking opportunities for all uses by maximizing the use of existing commercial parking facilities during the hours when the commercial uses do not use their private parking areas. For example, most banks and office uses are not open for business on weekends and after 6pm on weekdays. During the non-operating hours, the private parking reservoirs for these uses are not necessary to meet the parking demands for which they have been dedicated. As a result, many of the private parking reservoirs in downtown Manhattan Beach are closed on weekends and after 6pm on weekdays.

Policy I.C.2 of the certified Manhattan Beach LCP requires the City to maximize opportunities for using these parking areas for weekend beach use. Policy I.C.1 requires the City to encourage the expansion of commercial district parking facilities. Therefore, the City is called upon by its LCP to facilitate the opening of private parking reservoirs for use by the public during the times when these private parking reservoirs are not being used to meet the parking demands for which they have been dedicated.

The owners of some private properties, however, are unwilling to make their parking areas accessible to the general public because of liability concerns. The proposed valet parking program is a method used by the City to open private parking facilities for public use without actually allowing the general public on the private property (Exhibit #4). The valet parking service is an intermediary that enables the general public to store their vehicles on private property without actually having access to the private property. In addition, a valet parking system, in comparison to a self-parking system, allows for tandem parking (stacking) which can substantially increase the number of vehicles that can be stored in any parking area (Exhibit #4, p.5).

The applicants propose to use the following private parking reservoirs for vehicle storage by the proposed valet parking service (Exhibits #2&4):

- Private parking lot owned by Union Bank (Manhattan Beach Blvd. & Morningside Dr.)
- Private parking lot owned by Washington Mutual (201 Manhattan Beach Blvd.)

Three-level private parking lot owned by Skechers (228 Manhattan Beach Blvd.)

The use of private parking reservoirs for storage of vehicles by the proposed valet parking program, during the times when these private parking reservoirs are not necessary to meet the parking demands for which they have been dedicated, would expand the commercial district parking facilities (during these times) and maximize parking opportunities for weekend beach use as called for by the parking policies of the certified Manhattan Beach LCP.

Displacement of Off-street Parking

The use of any private or public parking area for storage of vehicles by the proposed valet parking program, during the times when the parking areas are already being used or reserved for other uses, could result in the displacement of vehicles from their designated off-street parking areas into other parking facilities that support other uses including beach access.

For example, the applicants propose to use the top level of City Lot No. 3, located on the corner of Morningside Drive and 12th Street (Exhibit #2), for storage of vehicles by the proposed valet parking program. The City asserts that the top level of City Lot No. 3, which is currently reserved for merchants with special parking permits, is underutilized and rarely filled to capacity. The use of this publicly-owned parking reservoir by the proposed valet parking program could displace some of the merchant permit holders from their designated off-street parking area and cause them to store their vehicles in other parking areas that are reserved or available for use by the general public, including beach goers.

The proposed use of public parking areas for vehicle storage by valets on Saturdays or Sundays would violate Policy I.C.2 of the certified LCP which requires the City to maximize the opportunities for using available parking for weekend beach use. Public parking that supports beach access shall also be protected on weekdays. Policy I.C.8 requires the City to protect all existing public parking to provide beach parking.

Therefore, in order to prevent the displacement of vehicles from existing public parking facilities, Special Condition Two of this permit prohibits the storage of vehicles by valets in the public parking areas identified on Exhibit #2, including but not limited to, the public parking lots located at the terminus of Manhattan Beach Boulevard near the pier and all levels of public parking structures. Storage of vehicles by valets on public rights-of-way and in on-street parking spaces is also prohibited, although loading and unloading would be permitted at the approved vehicle drop-off/pick-up station. Only as conditioned does the proposed valet parking program conform to the certified LCP.

Likewise, the use of private parking reservoirs for storage of vehicles by valets at times when these private parking reservoirs are necessary to meet the parking demands for which they have been dedicated would displace the vehicles of customers and employees

and create an increased demand for the use of adjacent public parking spaces that support coastal access. This would violate Policy I.C.1 of the certified LCP which requires the City to maintain commercial district parking facilities that are necessary to meet demand requirements.

Therefore, Special Condition Two also prohibits the storage of vehicles by valets in any private parking area associated with a commercial use during normal business hours. This restriction would protect the customers' and employees' parking spaces from being occupied by the valet parking program when the parking spaces are needed to meet the parking demands of a commercial use. It would also allow the proposed valet parking program to use private parking reservoirs during the hours when such a commercial use is not open for business. Only as conditioned does the proposed valet parking program conform to the certified LCP.

Displacement of On-street Parking

As part of the currently proposed valet parking program, the applicants propose to occupy five metered public on-street parking spaces for a vehicle drop-off/pick-up station on the west side of Manhattan Avenue between 10th Street and 11th Street (Exhibit #2).

The currently proposed vehicle drop-off/pick-up station is in addition to four City-approved vehicle drop-off/pick-up stations located inland of the coastal zone appeal area boundary at: 1) the northeast corner of Manhattan Beach Boulevard and Morningside Drive; 2) the southeast corner of Manhattan Avenue and 12th Street; 3) 1006 Manhattan Avenue; and 4) 902 Manhattan Avenue (Exhibit #1). Three of the four City-approved vehicle drop-off/pick-up stations occupy five metered on-street public parking spaces, and one of the four City-approved vehicle drop-off/pick-up stations occupies six metered on-street public parking spaces. The applicants state that no more than three vehicle drop-off/pick-up stations would be operated by the valet parking service at any one time. Therefore, the entire valet parking program, as previously approved and currently proposed, would displace up to sixteen metered on-street public parking spaces at any one time. The valets are prohibited from using any metered on-street public parking spaces outside of the approved vehicle drop-off/pick-up stations.

Even though public use of the metered on-street public parking spaces is restricted in most cases to a maximum of two hours, these on-street parking spaces comprise a large part of the public parking supply that supports public access to the beach. Policy I.C.2 of the certified LCP requires the City to maximize the opportunities for using available parking for weekend beach use. Policy I.C.8 of the certified LCP requires the City to protect all existing public parking to provide beach parking.

The Commission finds that the elimination of on-street public parking spaces would violate the parking policies of the certified LCP. The proposed valet parking program, however, does not eliminate any on-street public parking spaces. The proposed valet parking

program utilizes a limited number (up to sixteen at any one time) of on-street public parking spaces as part of a program that is intended to increase public parking opportunities in downtown Manhattan Beach by efficiently moving vehicles off of the streets and into parking reservoirs that are not usually accessible to the general public. Each vehicle that the valet service stores in a private parking space is one less vehicle that could have occupied a parking stall in a public parking lot or on a public street.

The currently proposed vehicle drop-off/pick-up station located on the west side of Manhattan Avenue between 10th Street and 11th Street would occupy five metered public on-street parking spaces (Exhibit #2). The five on-street public parking spaces that would be displaced by the proposed vehicle drop-off/pick-up station is minor in comparison to the number of vehicles that the proposed valet parking program would be able to move into parking reservoirs that are not usually accessible to the general public. Additionally, the valet service is able to stack vehicles (tandem parking) in order to further expand the parking supply as called for by the certified LCP.

The Commission finds that the proposed valet parking program, including the limited use of public on-street parking for a vehicle drop-off/pick-up station, can be operated in a manner that ensures the protection of public parking for coastal access as required by Policies I.C.2 and I.C.8 of the certified LCP. Therefore, Special Condition One states that:

One vehicle drop-off/pick-up station, utilizing a maximum of five (5) public on-street parking spaces, is permitted on the west side of Manhattan Avenue between 10th Street and 11th Street in Manhattan Beach during the following times: from 6pm until 12am (midnight) on Tuesdays, Wednesdays, Thursdays and Fridays; and from 11am until 12am (midnight) on Saturdays and Sundays. At all other times, and at all times when the vehicle drop-off/pick-up station is not in operation, all public on-street parking spaces located on the west side of Manhattan Avenue between 10th Street and 11th Street shall be available for use by the general public on a first-come, first-serve basis consistent with all applicable City parking regulations. Any proposed change in the location of the vehicle drop-off/pick-up station, or change in the times of operation, shall be submitted to the Executive Director to determine whether an amendment to this permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

Only as conditioned does the proposed valet parking program conform to the certified LCP.

Public Access to Valet Parking

There is an issue of whether the proposed valet parking program is exclusionary and cost prohibitive for beach goers. As proposed, the valet parking program would be open to the general public with the following City-approved valet parking fees posted on signs:

\$2.50 for first two hours
\$1.00 for each additional twenty minutes
\$12.50 maximum per day

The proposed valet parking program does not include any type of discounted parking rates or parking validation system. Therefore, the same parking rates would apply to all patrons of the valet parking program.

The following rates are charged for self-parking in the following public parking facilities:

Pier State-owned public parking lots:	\$1.00 per hour
On-street metered spaces:	\$0.50 per hour
Off-street metered spaces:	\$0.25 per hour

Whether the people using the proposed valet service are beach goers or customers of the downtown businesses is not a significant issue because it is the people who do not use the valet parking service that are occupying the public parking spaces that support public access to the coast. As conditioned, the proposed valet parking program would use only private parking facilities for the storage of vehicles, and the general public would have equal access to public parking spaces.

The general public will also have equal access to the proposed valet parking service. Special Condition Three requires that access to the proposed valet parking program be available to the general public with no preference granted to any group or type of use (i.e., restaurant customers vs. beach goers). The hourly cost for utilizing the valet parking service shall be equal for all patrons of the valet parking program. Discounted parking rates for valet parking service shall not be provided or obtained pursuant to any type of parking validation system or preferential system. As conditioned, the proposed valet parking program will be in conformity with the certified Manhattan Beach LCP.

Public Safety

There is a question of whether the operation of the proposed valet parking program is unsafe due to double-parking and blocking of alleys by the valets, and whether the vehicle drop-off/pick-up stations are safe and efficient for traffic flows (Exhibit #6).

The applicants have responded by submitting a City Police Department analysis of the proposed vehicle drop-off/pick-up station located on the west side of Manhattan Avenue between 10th Street and 11th Street (Exhibit #3, p.5). The City Police Department analysis concludes that the currently proposed vehicle drop-off/pick-up station is an acceptable location taking into account the traffic flow, street width and sightlines on the west side of Manhattan Avenue between 10th and 11th Streets. The City Police Department supports the proposed valet parking program.

In regards to safety, Policy I.A.2 of the certified LCP states:

The City shall encourage, maintain, and implement safe and efficient traffic flow patterns to permit sufficient beach and parking access.

Special Condition Two prohibits the storage of vehicles in any location where the storage of a vehicle would cause a hazard or threat to public safety. The City Police Department is responsible for the enforcement of the vehicular code. As conditioned, the proposed valet parking program will be in conformity with the certified Manhattan Beach LCP.

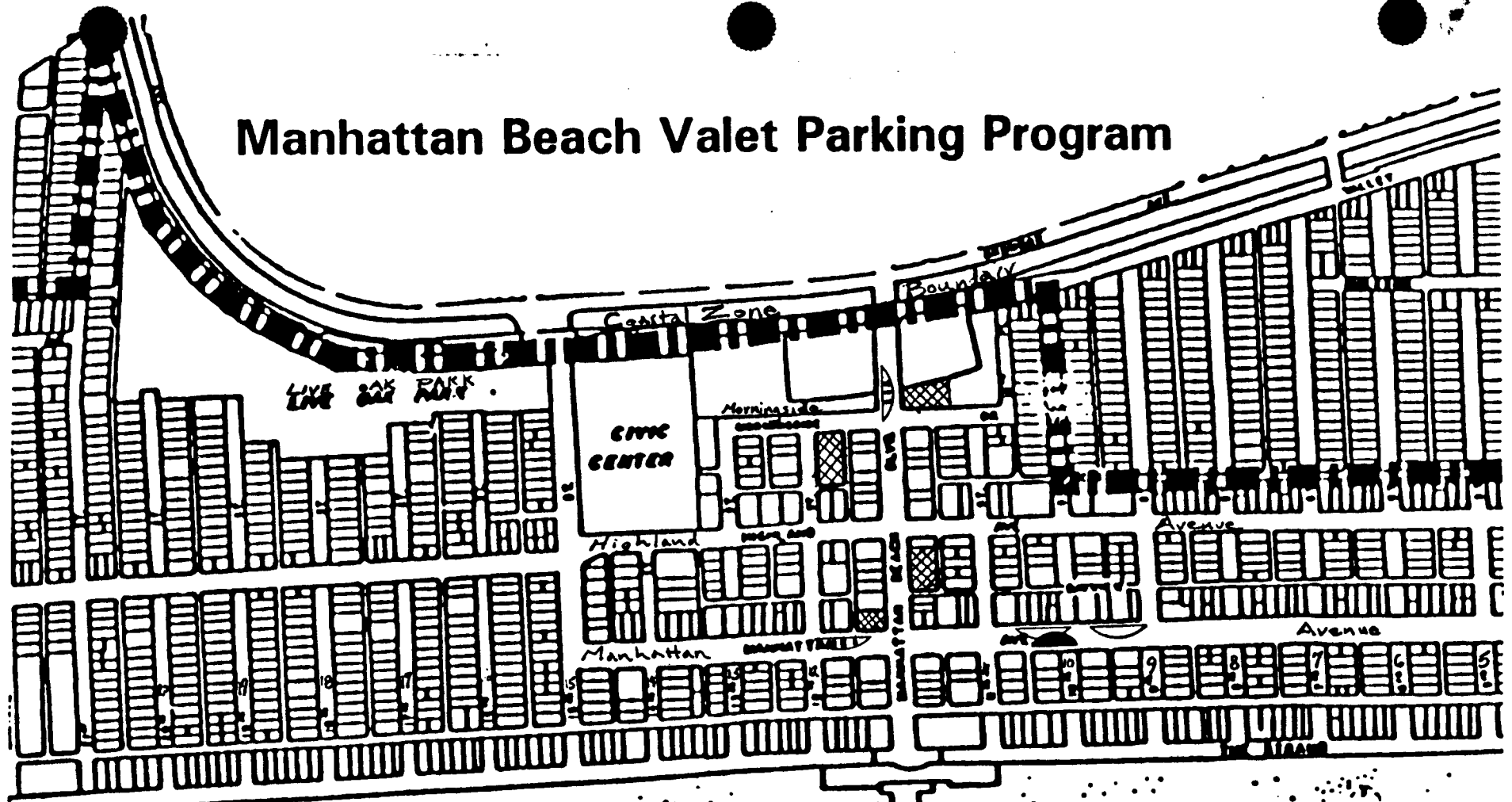
C. California Environmental Quality Act

Section 13096 Title 14 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

The proposed project, as conditioned, has been found consistent with the Manhattan Beach certified LCP. All adverse impacts have been minimized by the recommended conditions of approval and there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. Therefore, the Commission finds that the proposed project can be found consistent with the requirements of the Coastal Act to conform to CEQA.


End/cp


Manhattan Beach Valet Parking Program




Drop-off locations:

West Side of Manhattan Avenue (appealable area)
 1017 Manhattan Avenue CA 99-41
 A-5-MNB-99-453

East Side of Manhattan Avenue (non-appealable area)
 1006 Manhattan Avenue, or
 902 Manhattan Avenue CA 99-41A


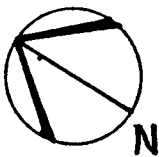
Original Locations (non-appealable area) CA 99-17
 1190 Manhattan Avenue (@ 12th Street), and
 401 Manhattan Beach Boulevard (@ Morningside Drive)

Vehicle Storage Locations:

-  Washington Mutual, Manhattan Beach Boulevard @ Manhattan Avenue
- Union Bank, Manhattan Beach Boulevard @ Morningside Drive
- Sketchers, Manhattan Beach Boulevard
- City Parking Structure/Lot #3, 12th Street @ Morningside Drive

COASTAL COMMISSION
 A5-MNB-99-453

EXHIBIT # 1
 PAGE 1 OF 1



Public Parking Lots Manhattan Beach LCP

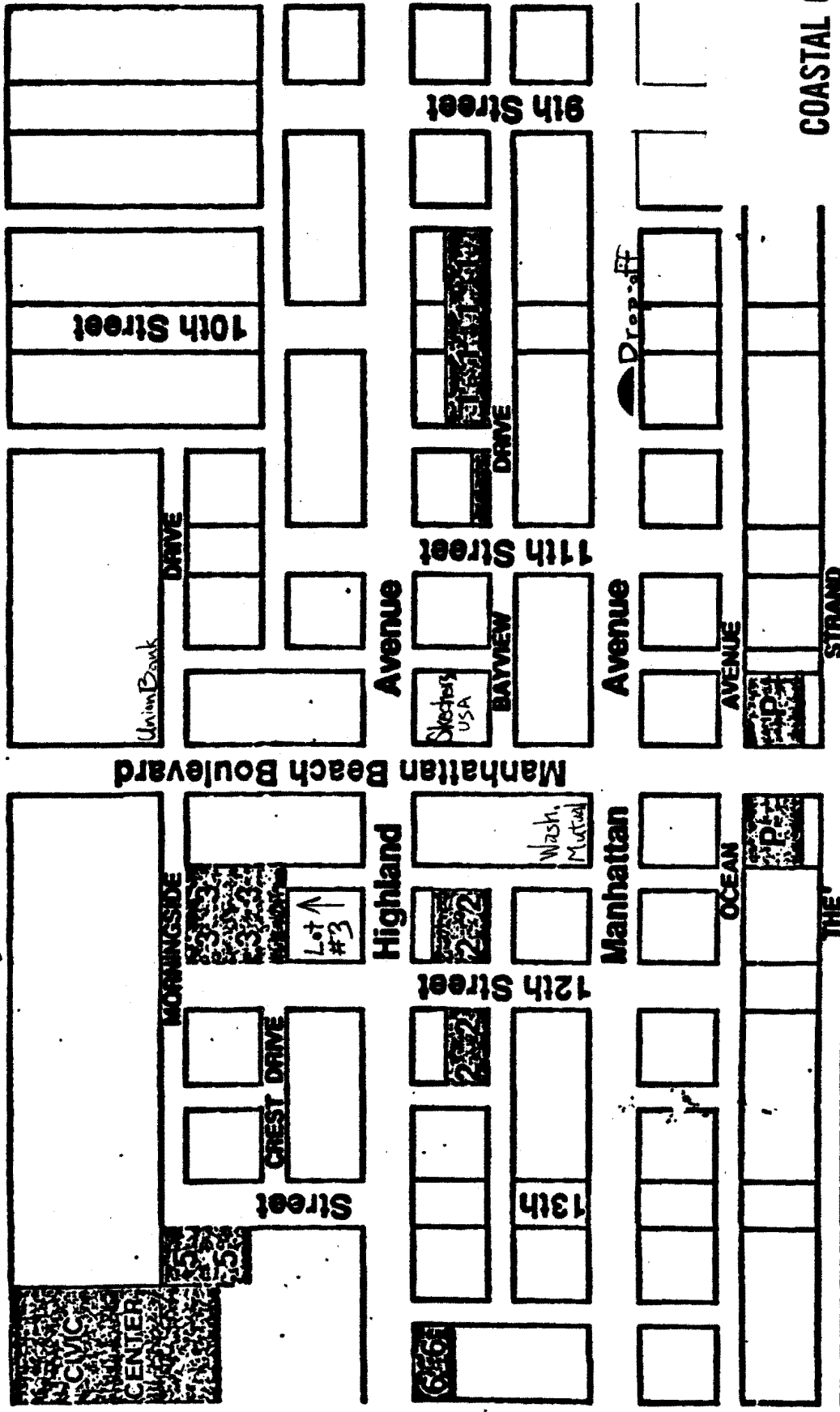
Shaded areas are public Parking areas

← Ardmore

→ Valley

Avenue ←

Drive →



COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 2

PAGE 1

PIER

Pacific

Ocean



City Hall 1400 Highland Avenue Manhattan Beach, CA 90266-4795
Telephone (310) 802-5000 FAX (310) 802-5001 TDD (310) 546-3501

February 29, 2000

California Coastal Commission
Attention: Teresa Henry, District Manager
200 Oceangate, Suite 1000
Long Beach, CA 90802-4302

RECEIVED
MAR 6 2000

CALIFORNIA
COASTAL COMMISSION

REFERENCE: A-5-MNB-99-453 - Valet Parking Program - Revised Project Description

Dear Ms. Henry:

Attached for consideration by the Coastal Commission is a revised project description for the Downtown Manhattan Beach Valet Parking Program. This revised project description eliminates the alternate pick-up/drop-off location between 8th and 9th Streets.

In addition to eliminating the alternate location, this project description has been revised to incorporate the restrictions and prohibitions outlined in the contractual agreements between the City and United Valet Parking, Inc. and/or the Downtown Business & Professional Association and United Valet Parking, Inc. While these prohibitions and restriction have been in place since the inception of the valet parking program, these restrictions are now identified in the actual Coastal Development Permit.

Also attached for your review is a memo from Sgt. John Dye, Manhattan Beach Police Department outlining the traffic and safety issues that were analyzed during the process to select the preferred valet pick-up/drop-off locations. I hope this information is helpful and addresses the traffic flow and safety concerns raised by the appellant and the Coastal Commission staff.

If you have any questions regarding the information above or if there are any outstanding issues associated with the valet parking program, please contact me at 310-802-5054.

Sincerely,

David A. Doyle
Deputy City Manager

CC: Downtown Manhattan Beach Business & Professional Association
Community Development Department

Fire Department Address: 400 15th Street, Manhattan Beach, CA 90266 FAX (310) 802-5201
Police Department Address: 420 15th Street, Manhattan Beach, CA 90266 FAX (310) 802-5301
Public Works Department Address: 3621 Bell Avenue, Manhattan Beach, CA 90266 FAX (310) 802-5301
City of Manhattan Beach Web Site: <http://www.ci.manhattan-beach.ca.us>

COASTAL COMMISSION

A5-MNB-99-453

EXHIBIT # 3

PAGE 1 OF 5

COASTAL DEVELOPMENT PERMIT

DOWNTOWN MANHATTAN BEACH VALET PARKING PROGRAM

PROJECT DESCRIPTION - AMMENDED FEBRUARY 28, 2000

PROJECT DESCRIPTION:

Approval of this Coastal Development Permit will implement a Downtown Valet Parking Program utilizing five (5) on-street metered parking spaces on the west side of Manhattan Avenue, north of 10th Street and south of 11th Street (See Attached Map). The vehicles dropped off at this location shall be stored on private property at various locations in the Downtown area - at no time shall the valet operator store vehicles associated with the valet parking program in the upper and lower pier parking lots, any metered on-street parking spaces other than those specified in this permit, or any municipal parking lot in the coastal zone with the exception of the upper level of parking lot 3 which is designated as merchant parking only.

The valet parking program is open to the general public with the following City-approved valet parking fees:

\$2.50 for the 1st two hours
\$1.00 each additional 20 minutes
\$12.50 maximum per day

At no time shall the valet parking operator engage in preferential treatment of its customers. The valet parking operation shall be open and available to all individuals. There will no preference given to visitors of the commercial uses over the beach goers. The purpose of the program is to enhance the public's access to Downtown Manhattan Beach and the coastal area.

The valet parking program shall be eligible to operate Tuesday, Wednesday, Thursday and Friday between the hours of 6:00 p.m. and Midnight; and Saturday and Sunday between 11 a.m. and Midnight. At all other times the on-street metered parking spaces shall be available for public parking.

At all times the valet parking contractor shall operate the valet parking program in a manner to ensure a safe and continuous flow of traffic and to permit all vehicles and/or pedestrians access to the City's streets and alleys. For safety purposes the valet operator shall modify or cease its operation at the direction of the Manhattan Beach Police Department.


COASTAL COMMISSION
A-5-MNB-99-453
EXHIBIT # 3
PAGE 2 OF 5

City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266
310-802-5000
310-802-5001 (FAX)

PROJECT NO. 99-41

At all time the valet parking operator shall operate the program in manner consistent with the provisions of this Coastal Development Permit, all contractual agreements associated with the valet program, and all applicable federal, state and local laws. Failure to adhere to the provisions of this Coastal Development Permit, the valet parking contractual agreements and/or applicable laws will result in revocation of the City's approval for the program.

Submitted by:



Business & Professional Association
Applicant



City of Manhattan Beach
Co-Applicant

3/3/00

Date

2/28/00

Date

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 3

PAGE 3 OF 5

**CITY OF MANHATTAN BEACH
MEMORANDUM**

TO: Dave Doyle, Deputy City Manager

THROUGH: Ernest M. Klevesahl, Jr., Chief of Police *EK*

FROM: John Dye, Sergeant *Dye*

DATE: February 28, 2000

SUBJECT: Downtown Manhattan Beach Valet Parking Program
1000 Block Manhattan Ave. - West side of Street

This memo is to provide the California Coastal Commission with our review and evaluation of a proposed additional drop-off/pick-up location for the current valet parking program. This memo outlines the considerations and reasons the Manhattan Beach Police Department recommends as a location the West side of Manhattan Avenue, between 11th and 10th Streets.

The following elements were examined, evaluated, and found to be acceptable to permit a valet parking program at this location:

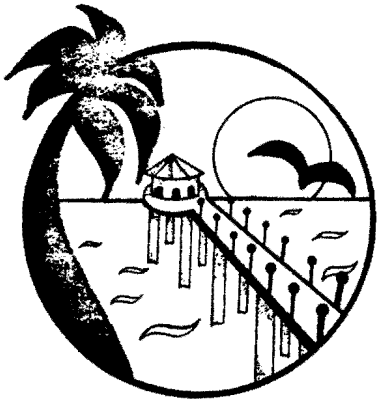
- **Traffic Flow on Manhattan Avenue south of Manhattan Beach Blvd.** - A significant amount of vehicles travel west on Manhattan Beach Boulevard, turn left onto Manhattan Avenue, and continue south looking for available parking spaces. An East side location would entice southbound drivers to make U-turns to utilize the valet service. The East side location is less desirable since U-turns would tend to increase traffic congestion and increase the potential for traffic accidents. A valet station on the West side would reduce the number of U-turns drivers would be required to make to utilize the valet program. The existence of the valet parking program should reduce the need for individuals to circle the downtown area in search of available street parking spaces.
- **Street Width** - The width of the street, including on-street parking spaces at the proposed location, is adequate to allow the valet program to operate and to allow a safe and continuous flow of vehicle and pedestrian traffic.
- **Sightlines** - There are adequate sightlines to allow vehicles to safely enter and exit the area immediately surrounding the proposed valet parking location. There is an alley at 10th Place that intersects Manhattan Ave. at the proposed valet location. I recommend that this intersecting area be kept clear by the valet service to allow free access to 10th Place.

The Manhattan Beach Police Department supports the implementation of the valet parking program. If at any time our uniformed Police Officers or Parking & Animal Control Officers witness the program operating in an unsafe manner, the officers will direct the valet operator to modify its program or cease operations until the problem is corrected. We have had no reports of any accidents associated with the valet parking program during the 8 months of its existence. This program appears to be a successful addition to the community.

C: Captain Marshall
Captain Maggard

WDF

COASTAL COMMISSION
A-5-MNB-99-453
EXHIBIT # 3
PAGE 5 OF 5



*Committed to the Success
of Downtown Businesses*

DOWNTOWN Manhattan Beach

Business & Professional Association

RECEIVED

MAR 20 2000

CALIFORNIA
COASTAL COMMISSION

March 15, 2000

California Coastal Commission
Attention: Teresa Henry, District Manager
200 Oceangate, Suite 1000
Long Beach, CA 90802-4302

Reference: **A-5-MNB-99-453 Valet Parking Program** – Add'l Information

Dear Ms. Henry:

In preparation for the April 2000 hearing regarding the Downtown Manhattan Beach Valet Parking Program, please find the attached documentation.

Three of the attached letters are from the private parking lot owners, verifying the increase in public parking supply from the standpoint of private lots being used for public use. The fourth letter is from the valet company itself, outlining the further increase in parking supply by implementing parking management techniques.

We submit these letters as the evidence the Coastal Commission is looking for to substantiate our claims. Thank you for your consideration. Should you have any questions about this submission, please do not hesitate to contact me directly at the number printed below.

Signed with pleasure,

DOWNTOWN MANHATTAN BEACH
BUSINESS & PROFESSIONAL ASSOCIATION


Shelby L. Phillips
Executive Director

cc: David A. Doyle, Deputy City Manager

COASTAL COMMISSION
A5-MNB-99-453

EXHIBIT # 4

PAGE 1 OF 5

March 2, 2000

Washington Mutual

Shelby Phillips
Downtown Manhattan Beach Business Association
Phone: (310)546-5350
Fax: (310)546-7020

RECEIVED
MAR 20 2000

Re: Valet Parking

CALIFORNIA
COASTAL COMMISSION

To Whom it May Concern:

This letter is being sent as a response to the concern regarding the valet parking service offered in Downtown Manhattan Beach.

Washington Mutual Bank's parking lot has always been private property and intended to be used by our customers and employees only. With a problem developing of the public using the parking lot, we were very welcoming to the idea of our lot being used for the valet service.

Since offering our lot for use by the valet company, we are now allowing public parking on our private property. We believe this is a beneficially service offered to our residents and visitors because the lack of parking is the number one concern of Downtown patrons. If there is anything else we can do to voice our support of the Downtown valet service please do not hesitate to call me.

Thank you for taking the time to read this letter.

Sincerely,



Michael Hinrich
Financial Center Manager

COASTAL COMMISSION
A-5MNB-99-453

EXHIBIT # 4

PAGE 2 OF 5

Manhattan Beach
Financial Center
201 Manhattan Beach Blvd.
Manhattan Beach, CA 90266
phone 310.545.5642
fax 310.546.9530

116
57



RECEIVED
MAR 20 2000

March 13, 2000

CALIFORNIA
COASTAL COMMISSION

To Whom It May Concern:

The SKECHERS USA, INC. private subterranean parking lot has a security gate with key card entry. Our lot has only been for use by the tenants and employees of our building, no public access has been allowed. However, we will be leasing out a portion of our parking spaces for Friday nights through Sundays and providing parking to the general public via the valet program. We have already entered into a contract to this effect and the valet service is awaiting approval from the city. We see this as a benefit to our customers, since parking space is limited Downtown.

Thank you,



Philip G. Paccione
General Counsel & Secretary

SKECHERS USA, INC.

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 4
PAGE 3 OF 5

RECEIVED

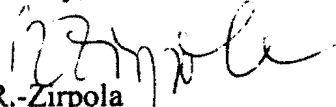
MAR 20 2000

CALIFORNIA
COASTAL COMMISSION

To Whom It May Concern:

Union Bank of California's parking lot has always been private property and intended to be used by our customers and employees only. Since offering our lot for use by the valet company, we are now allowing public parking on our private property. We think this a good idea because the lack of parking is the number one concern of Downtown patrons.

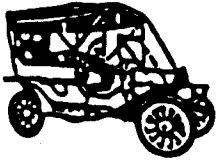
Sincerely,


G.R.-Zirpola
Vice President/Manager

h
r

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 4
PAGE 4 OF 5



United Valet Parking, Inc.

5839 Green Valley Circle, Suite #202
Culver City, CA 90230

Telephone (310) 642-7740
Fax (310) 642-7753

March 09, 2000

RECEIVED
MAR 20 2000

DOWNTOWN
Manhattan Beach
P.O. Box 3298
Manhattan Beach, Ca 90266

CALIFORNIA
COASTAL COMMISSION

To Whom It May Concern:

As the valet parking service provider in Downtown Manhattan Beach, we have been successful in turning 171 privately leased parking spaces into parking for 230 by stacking* the vehicles. This procedure provides additional parking the Downtown would otherwise not have by maximizing its supply.

Sincerely,

Kenny M. Sabet
KMS / vm

Area	Numbers of Spaces	Number of Stacked Vehicles	Totals
Union Bank	20	30	50
Washington Mutual	15	14	29
Skechers	56	None	56
Lot 3	80	15	95
Totals	171	59	230

COASTAL COMMISSION
A-5-MNB-99-453

*Tandem
Parking

EXHIBIT # 4
PAGE 5 OF 5



RESIDENTS FOR A QUALITY CITY

P.O. Box 1882
Manhattan Beach, CA 90267
Phone 310-546-2085
Fax 310-546-4965

(corrected)

March 16, 2000

RECEIVED
MAR 20 2000

CALIFORNIA
COASTAL COMMISSION

Honorable Members of the Coastal Commission
and Coastal Commission Staff
200 Oceangate, Suite 1000
Long Beach, CA 90802
(Via Fax)

Re: Appeal No. A-5-MNB-99-453
Appeal of M.B. Valet Parking Program
April 2000 Agenda

Dear Commissioners and Staff:

At first blush valet parking sounds like a good idea. But upon closer examination our group of Manhattan Beach residents has come to the exact opposite conclusion with respect to the Manhattan Beach Valet Parking Program which is the subject of Mr. Victor's appeal. Essentially, we have two main concerns which are as follows:

First, the program is unsafe. Cars are double parked at the drop-off points with people getting in and out of their cars in the street. Some drivers are careless and do not watch for pedestrians (including children) in the street mid block. Its just a matter of time, if the valet program continues, until someone gets hurt.

Secondly, the program substantially decreases parking for beachgoers in favor of parking for merchants' customers. This is an inconvenience to Manhattan Beach residents, as well as visitors, in that many beachgoing residents live too far away from the beach to walk.

By permitting the valets to use the 56 space parking area on the third level of City Lot No. 3, located on the corner of 12th Street and Morningside Drive and which is generally reserved for the use of merchants and their employees, the merchants must then find other parking in the downtown area which, thus, reduces available beach parking accordingly.

Although Manhattan Beach's valet parking program may have initially sounded like a good idea the program has, in our view,

proven beneficial only to those who can afford, and don't mind paying, the valet parking fees. This is not in keeping with the State's policy of encouraging free and unencumbered beach access.

Sincerely yours,

Bill Eisen
Bill Eisen

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 5

PAGE 1 OF 1

LAW OFFICES

WILLIAM A. VICTOR

POST OFFICE BOX 24A72
LOS ANGELES, CALIFORNIA 90024 USA
TELEPHONE: 310-318-5000

RECEIVED
MAR 22 2000

California Coastal Commission
Att: Mr. Chuck Posner, Coastal Program Analyst
South Coast District
200 OceanGate, 10th Floor
Long Beach, Ca. 90802-4302

Monday, March 22, 2000 BY HAND
CORRECTED

CALIFORNIA
COASTAL COMMISSION

Mr. Peter M. Douglas, Executive Director
California Coastal Commission
45 Fremont Street, Suite 2000
San Francisco, Ca. 94105-2219

Re: Valet Parking in Manhattan Beach four positions request Projects No 99-41 and 99-41A
Dear Mssrs Posner and Douglas:

There are at least three concerns with respect to the City of Manhattan Beach's application for two more Locations for valet parking in addition to the four which have already been approved by the City-

They include (1) interference with access in violation of the LCP and Coastal Act (2) Safety in violation of the LCP and Coastal Act and (3) Notice by the City of this hearing and the locations of what they plan;

First, with regards to the access violations of the LCP:

I have been unable to obtain a map of the proposed locations from the City. Please note that the permits granted permit the City to have these locations from Tuesday through Sunday—two in the appealable area of Manhattan Avenue IN ADDITION TO THE FOUR ALREADY GRANTED BY THE CITY two of which were granted by the City to itself last year when I and others objected last August and in split vote of the Commission were not reversed.

The additional parking, the alleged quantity of which is difficult to verify, is all in a building on the south side of Manhattan Beach Boulevard EAST OF Manhattan Avenue at 228 Manhattan Beach Blvd and the corner of Highland Avenue and that would be the best place for the valet location if any additional location is approved by the Commission. The safety issue is not one to be disregarded—I enclose another email which I received from Harry Ford who has complained contrary to the false representations in the past by the office of the City Manager. (Please see the 11-16-99 minutes in the Commission file) and a more recent letter dated arch 16, 2000 with some pictures.

Incidentally, as mentioned the City is really the applicant who is "rubber stamping" its own application. The Downtown Business and Professional Association (who is named as the co-applicant with the City) is an organization formed by the City as I understand at the request or suggestion of the City Manager whereby each of the merchants in the downtown area are mandated and required to pay for membership under rules created by the Office of the City Manager. So it is not difficult to pierce the veil of the fiction that there is anyone other than the City making its own application and then approving it.

Attached is a copy of an article which appeared in the LOS ANGELES TIMES on August 9, 1999 when the first two locations were rubber stamped by the City and it is very telling in the highlighted portion where it states "... by the fee structure, it makes it cost prohibitive to do beach parking" when it quoted the past president of the City organized and/or subsidized association. I have also heard that person quoted say that this valet parking system was designed to be "cost prohibitive to do beach parking" more than once. Therefore it is even more clear that this program is designed to and does in fact, take parking away from those who wish to enjoy the public beach recreational resources.

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 6
PAGE 1 OF 7

Page Two of Three Mssrs. Douglas and Posner Monday, March 20, 2000

Because the City too frequently proposes, , applies for and then grants its own permit in Manhattan Beach apparently very often with the intention of short circuiting CEQA, its own Local Coastal Plan and the Coastal Act, and has a documented history of doing so for many years, this scenario happens a great deal with coastal development permits in the City of Manhattan Beach and makes it very predictable that the local coastal plan might be compromised as it is here, by reason of revenue, or whatever so that access is seriously and intentionally jeopardized-Please again refer to the comments in the newspaper article attached to my appeal and in enlarged for here) wherein the then President, a David Levin, of the City sponsored association stated (and I have also personally heard him state this):

“ There is no restriction, but by the fee structure, it makes it cost prohibitive to do beach parking...”

It should come as no surprise to this Commission that the City ,most of its top officials and many of the citizens of Manhattan Beach could care less about beach access. The City and some of its officials and council persons appear to believe that the City has the exclusive right to the beach. This is one more example, especially since the current City Manager Assistant City Manager and City attorney have come aboard. I know many people who live in and out of the City who have already found it more difficult to use the beach while the current valet service is in place. I know some of them would attend the hearing if it is near by .Further, there have been a number times and maybe more , that the Office of the City Manager is aware of, where the valet service was not present (for the last few weeks for example on Manhattan Beach Boulevard) yet cars were prohibited from parking and/or even towed at costs always in excess of \$115 for parking (of which the City gets a fifty dollar (\$50)fee when each vehicle is reclaimed even though the City disclaims revenue in this scheme) in those very same parking spaces that before this time were available to beachgoers and are not available to anyone other than the valet service which really appears to use it a great deal of the time for its own employee's parking. This scheme unfairly deprives low income, inland Californians access to the beach. Again it is noted that it should come as no surprise to this Commission that the City of Manhattan Beach could care less about beach access. Since the City profits from each ticket issued and nets at least \$50 for each tow, in fact the City is delighted with each of the nineteen or more parking meter spaces taken from the low income, inland Californians because furthermore, they do not have the money which would fill the more glitzy of the stores with rich patrons to add to the sales and business tax base on which the City Management chooses to thrive.

A number of residents have written letters and appeared before the City Council and Planning Commission to complain about this valet parking plan because it is so very expensive, is elitist, people really do not know where their car is parked and if it will be locked or protected, but they too now realize that the present council and City Manager only listen to money for the City as the solution to everything despite what the laws or equities may be .Those residents have, for the most part, become frustrated and given up. Only the Coastal Commission remains to enforce the Coastal Act on behalf of those low income, inland Californians and residents/ property owners/ citizens who care about compliance with the letter and spirit of the Coastal Act.

Second and Third: What the City of Manhattan Beach is doing is a heinous violation of Local Coastal Plan policies including but not limited to : Policies I.A.2 (it very much interferes with the safe and efficient traffic flow patterns-and no study was made to examine the existing traffic flow on Manhattan Beach Boulevard probably because the City is aware of this dangerous situation) Policy I.C.3- it not only takes away now at least 19 meter parking spots from families desirous of using the beach recreational area, but admits , by Mr. Levin's statement, that it is designed to deter those families from using this permitted plan (see article attached). You can see from from the minutes of November 16, 1999 City Council minutes, the comments of Council member s really only dealt with the concerns of certain residents not access or safety to people using these California Recreational facilities. At the hearing of November 16, the Assistant City Manager stated that” the program never caused any traffic congestion “ when he was told a number of times by citizens and must have been told by the police who told Mr. Ford that they would forward this information to his office. These kinds of apparent fabrications at high City levels indicate the desire of the City to brush aside compliance with the LCP . Accordingly, the comments by the City must be given the appropriate weight.

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 6

PAGE 2 OF 7

Also it should be noted that the valet parking business responsible for the parking under this arrangement, United Valet Parking, is rated as "having an unsatisfactory business record" based upon its informatio over the past three years. I attach a copy of the two page report from the BBB. While in some situations, it might merely warn a potential customer not to do business with such an outfit, here those who utilize or wish to utilize California's recreational resources are involuntarily and unwittingly exposed to the danger of over worked, tired employees of this poorly rated company while the employees are driving through the coastal area to a parking facility or parking facilities more distant than they need to and where visitors are walking or driving to access the beach. In other words, the danger could be reduced by having the number of parking stands reduced and located where the particular parking facility is. i.e. In this instance in front of the Sketcher's building, on Manhattan Beach Boulevard, east of Manhattan Avenue, between Manhattan Avenue and Highland where most of the private parking for this development is located.

The City is hardly a non-party arbiter of the facts, and the finding by the City that there is no negative impact on traffic, public access or recreation, or safety or LCP policies cannot be given any weight.

The Commission should be made aware that the safety is a definite problem for fire and police access, and causing near auto vs. auto and auto vs. pedestrian accidents especially with respect to the two locations in the Coastal Area (on the west side of Manhattan Beach Boulevard).

Because the City has now permitted two locations on the east side of Manhattan Avenue, it may be that the Commission will not take jurisdiction with respect to those locations. However, the two locations on the West side of Manhattan Avenue should be denied since without those, the City would already have Permits in place for four locations. This might be the solution. The City has also not been candid with many of the shopkeepers, and told them that they will not have the locations on the west side of Manhattan Avenue so they have not participated in this proceeding thus far believing what the City and /or its City formed Association tell them.

Furthermore, since the alleged additional 100 spaces are all on the east side of Manhattan Avenue, at the corner of Highland, it would be less exposure to accidents by the understaffed, over pressured valets if the locations also were on the east side of Highland closer to where the cars are being parked. This obvious solution, (other than a denial of the application would be more obvious if the City had supplied maps of the plan so that this Honorable Commission could make a more informed decision.

Store operators concerned for the access, traffic, safety of their customers believe what the City told them, i.e. that the City has dropped its plan to have any valet parking location on the west side of Manhattan Avenue. I have been informed that among those merchants who have been told that are We love Pets, and Door to Door Cleaners-both of whom are located adjacent to one of the locations on the west side of Manhattan Avenue in the appealable area. Further the structure at Lot 3 which is also being used for this program states on the first and second levels that it is open to the public from 8AM to 9PM and the third level which is also in this structure restricts that level to permit parking until 7 PM every day and is fully lighted. There are at least fifty five spaces at this level which will be taken from merchants, permit parkers and other users of the recreational area from 11AM during the weekend and 6PM on Tuesday through Fridays.

Lot 3

Fourth: The Notice which the City undertook to prepare and place on some locations at the City were located for example between Eight Place and Eight Street and are on less than 8 by 11 sheets of paper on a few parking meters but fail to indicate where the valet parking is being applied for-so that many of the merchants concerned and certainly the inland beachgoers who try to come to Manhattan's beach, are not aware of the hearing and will only learn about this ill-conceived danger filled plan when they arrive with their families this spring and try to park for less than \$12.50 or obtain access to the beach.

I will supplement these comments before and at the hearing. Thank you for your consideration.

Respectfully yours,

W. Victor
William A. Victor

Enclosures: as stated All delivered by Hand 3-22-00
WAV/

COASTAL COMMISSION
A-S-MNB-99-453

EXHIBIT # 6
PAGE 3 OF 7

HARRY A. FORD, JR.

March 16, 2000

Shelby L. Phillips, Executive Director, MBB&P Assoc.
P. O. Box 3298
Manhattan Beach, California 90266

Dear Shelby Phillips:

I am writing this letter to follow-up on the safety issues with the valet parking program that I had already reported to the City of Manhattan Beach (Dave Doyle & Police).

Last summer I would often notice that the valet service on Manhattan Avenue appeared to be double parking cars in the loading and unloading area, and appeared to be storing cars there, and also appeared to be parking cars in the alley next to Soleil which is posted as no parking this side, and cars with valet tags were also parked in the Talia's parking lot. At the Manhattan Beach location cars also appeared to be stored in the loading and unloading area. On one occasion I was stopped by a Manhattan Beach police officer in back of Talia's who I reported most of these violations to, and he indicated that the police department had forwarded their concerns about the valet parking program to Geoff Dolan, the City Manager.

I subsequently did a request for public records to Geoff Dolan, and received a response from Dave Doyle that said in part...there are no records detailing safety problems with the valet parking program or complaints about the program, other than the information provided by you and Mr. Victor. Refer to Ms. Cathy Smiths comments in the minutes of the 11/16/99 Council meeting about the safety (liability) of the program. Geoff Dolan also indicated later via E-mail that he was not aware of any communication from the police dept. on this matter. I hope the Assoc. will be more concerned about the vendors compliance with their contract and the safety of the public. I recently reported to Dave Doyle again that the valet folks were still double parking cars on Manhattan Avenue several weeks ago. I have also attached some pictures I took last summer that show some of the double parking, parking in the loading zone, etc. I also took ten minutes to check the Southland Better Business Bureau web site and found that United Valet Parking has an "unsatisfactory business record." Thank you and your members for doing whatever you can to make the program safer, and having the valet company follow the rules. I hope this program does not increase traffic on Manhattan Ave.

Sincerely, Harry A. Ford, Jr. 

cc: Geoff Dolan, City Manager and Dave Doyle via E-mail (w/o pictures.)

54 VILLAGE CIRCLE · MANHATTAN BEACH,
E-MAIL - HARRYFORDMANBCH@A
PHONE: 310-546-5117 · FAX: 310

COASTAL COMMISSION
A-S-MNB-99-453

EXHIBIT # C
PAGE 4 OF 7

METRO

SECTION

B

MONDAY

AUGUST 9, 1999

CC

Manhattan Beach Helping Curb Parking Crunch

■ Business: Valet service is meant to aid merchants. It seems to be working despite some complaints from residents and use by beach-goers.

By **JOE MOZINGO**
TIMES STAFF WRITER

Maybe you're jetting down Manhattan Beach Boulevard on a summer day, hoping to shop or get a bite to eat.

Then you groan, remembering the last time you tried this: You circled for a half-hour, didn't have change for the parking meter, were rebuffed by a liquor store clerk who wouldn't make change, and finally had to buy some candy to get a couple quarters.

To help keep that from happen-



PAUL MORSE / Los Angeles Times

Valet Edy Umans assists a driver Saturday on Manhattan Avenue.

ing, the city of Manhattan Beach is offering valet parking for its chic waterside downtown. Joining a few other cities across the country, merchants are hoping that, as part of a general resurgence in down-

town popularity, the service will boost revenues and help street-side businesses compete with malls.

In Manhattan, just fork out \$2.50 and let someone else find a parking spot for you.

The Manhattan Beach Downtown and Professional Assn., which represents 300 local businesses, led the effort to set up two valet posts for visitors. One booth is on Manhattan Beach Boulevard, just west of Valley Drive; the other is on Manhattan Avenue, just north of the pier. They operate on Thursday and Friday, 6 p.m. to midnight, and Saturday and Sunday, 11 a.m. to midnight.

"Probably the most often heard complaint in commercial districts is not enough parking," said Manuel Ochoa, a manager with the International Assn. of Downtowns. Ochoa said numerous cities have considered valet parking.

Since the Manhattan Beach service began in June, the city has been able to accommodate 120 cars, mostly in business parking lots empty on weekends. Now, on hot days, those spots fill up fast, and

Please see VALET, B3

VALET

Continued from B1
the downtown association is trying to acquire another 100 spots.

"I think it's one of the most successful parking programs we've put in place," said David Doyle, assistant to the city manager in charge of the project.

The effort is a joint venture of the city, the downtown association and United Parking. The city of Manhattan Beach gave up 12 public parking spaces for the two valet posts. United won a bid for the parking contract and is responsible for finding available parking spots. And because they offer a money-making service, it does not cost taxpayers or the merchants association a dime, officials said.

One problem for the business owners, is to keep beach-goers from using the service. Currently, they are counting on the notion that people spend much more time at the beach than they do shopping or sipping coffee in town. Thus, the cost is \$2.50 for the first two hours, and \$1 for every 20 minutes after that, up to a maximum \$12.50 charge.

"There is no restriction, but by the fee structure, it makes it cost prohibitive to do beach parking," said David Levin, board member and past president of the association, who pushed the idea for valet parking. "This is not intended for that."

But around noon on a recent Saturday, several carloads of people unloaded at the valet with beach towels, ice boxes and bodyboards. One man drove up in a Ford pickup, unloaded his bike and rode down to the pier. "We get a lot of beach people," said valet Edy Umans.

Customers like Greg Wick was more what the association had in mind. Late to meet someone for brunch, the Washington state resident had been searching for a spot for 15 minutes when he spotted the valet's umbrella. "We have this up in Seattle," he said. "It's great when you can't find a spot."

Though its been operating for less than two months, some local business owners and managers said the service has attracted customers. "It's helped us tremendously," said Marty Carrizo, general manager of Wahoo's Fish Tacos on Manhattan Avenue. "Last week when we had the volleyball tournament, the valet was packed."

Carrizo initially didn't believe that it would affect his business, whose highest priced dish is the Maui Bowl for \$6.95. Now, he said it has really made it easier for customers.

But some residents don't like the valet booths. When the valets arrive on weekend mornings, they routinely find cars illegally parked where they set up their booths. Those cars are promptly ticketed and towed away, infuriating Sol Kessler, a 20-year resident of Manhattan Beach.

"This is overkill," he said, of the towing. "The punishment doesn't fit the crime."

Though he concedes that finding parking can be difficult during the summer, Kessler thinks the valet is unnecessary. "I've come here every day for 20 years and I've always found a place to park."

Indeed, some cities have implemented valet parking programs and found that not many people are interested in using them. In La Jolla, the business association discovered that shoppers just didn't use the valet like diners in restaurants did. They stopped their public valet last year, after a year of use. In Decatur, Ga., officials found that having a valet wasn't cost effective.

COASTAL COMMIS
A5-MNB-99-1

EXHIBIT # 6

PAGE 5 of 7



United Valet Parking

This Report was developed from various sources, including the business, governmental agencies, and the experience of the company's customers.

For further information contact the Better Business Bureau of the Southland
315 N. La Cadena, Colton, CA, 92324
(909) 825-7280

United Valet Parking
2554 Lincoln Blvd., Suite 443
Marina Del Rey CA 90292

Business Started: Unknown
File Open Date: 02/08/93
Last Report Date: 12/08/99
Principal Contact: Customer Service

Phone: (310) 838-9236
Fax: Not Available
EMail: Not Available
Web Address: Not Available

Bureau ID: 98000130
Member Status:
Join Date:

Nature of Business

This company's business is the operation of parking lots, garages and valet services.

Bureau File Experience

Based on our standards, we rate this company as having an unsatisfactory business record. An unsatisfactory rating is given when a pattern in the company's customer complaints causes us concern, when the company does not respond to complaints, or when it will not substantiate its advertising claims. In this case, our complaint history for this company shows that the business has not responded to customer complaints brought to its attention by the Bureau. A Better Business Bureau report is based on our file information and experience with an individual company over the past three years. The Bureau does not endorse, recommend, or disapprove of any company, product or service.

Additional Phone Numbers

There are no additional phone numbers for this company on file.

Additional Trade names

<http://www.labbb.org/scri.../RReport.html?hCompID=98000130> Addr.

COASTAL COMMISSION
A-5-MNB-99-453

EXHIBIT # 6
PAGE 6 OF 7



Double Parking on Manhattan Avenue Location with cars parked in alley with valet tags in space marked no parking this side



Lot 3 Full (sign); cars parked in loading & unloading zone



Lot 3 full below and boggie boarders talking to valet in merchant lot. Pictures taken around July last summer.



Picture of nearly full TEMPORARY Metlox (lot M) when other lots full.

A-5-MNB-99-453 EX# 6 P. 7