

STAFF REPORT



COMMUNITY DEVELOPMENT

DATE: June 6, 2023

TO: Justin Hess, City Manager

FROM: Patrick Prescott, Community Development Director
VIA: David Kriske, Assistant Community Development Director –
Transportation
BY: Christopher Buonomo, Senior Transportation Planner

SUBJECT: Adoption of a Resolution Amending Permit Parking Hours on South Reese Place

RECOMMENDATION

Adopt A RESOLUTION OF THE COUNCIL OF THE CITY OF BURBANK AMENDING PERMIT PARKING HOURS ON SOUTH REESE PLACE.

BACKGROUND

On August 23, 2022, the City Council directed staff to implement three measures as Phase 1 of the Rancho Providencia Neighborhood Protection Plan update, in response to increased cut-through traffic in the residential neighborhood adjacent to Raising Cane's drive-through restaurant. The measures identified included, (1) a temporary closure on South Orchard Drive, (2) speed humps on South Reese Place, and (3) permit parking restrictions on South Reese Place and South Orchard Drive. These measures were installed as Phase 1 of the Rancho Providencia Neighborhood Protection Plan. Phase 1 was completed on September 26, 2022.

The current parking restrictions implemented as part of Phase 1 on South Reese Place state, "No Parking 8AM to 10PM, Except by Permit." Before implementation of the existing restrictions, residents on affected streets were provided advance notice, including directions on how to apply for a parking permit. On September 26, 2022, staff began distributing parking permits to residents on Orchard Drive and Reese Place. To provide ample time for residents to apply for and receive their permits, enforcement of the parking restrictions did not begin until October 17, 2022.

As part of the permit parking program on South Reese Place, Council allocated parking permits for businesses along West Olive Avenue for employee parking. For the businesses that requested parking permits, staff set the total number of parking permits consistent with the Burbank Municipal Code and allocated proportionate to each businesses' number of employees. Raising Cane's, located at West Olive Avenue and South Orchard Drive, was not allocated any parking permits.

DISCUSSION

Current Conditions

Since implementing the permit parking restrictions, neighborhood residents have communicated to staff that, while the number of Raising Cane's patrons parking on South Reese Place and South Orchard Drive has decreased, a noticeable number continues to do so. Residents have reported that many of these patrons loiter in the "No Parking" zone with their food, often resulting in noise and/or litter. Parking count data reflects current parking utilization levels on the residential portions of the streets during weekdays is lower than in August 2022 (after Raising Cane's opened, but before permit parking) and similar to parking utilization levels in March 2022 (before Raising Cane's opened) (Attachment 2). However, South Reese may be further impacted during peak restaurant hours in the evening on the weekend.

Tallyrand restaurant, located at West Olive and South Reese, has communicated that its operations have been affected due to Raising Cane's patrons parking in the Tallyrand parking lot and due to permit parking restrictions that limit on-street parking availability for Tallyrand employees and patrons. Staff worked with Tallyrand management to permit a fence to discourage Raising Cane's patrons from utilizing the Tallyrand parking lot. Given Tallyrand's significant number of employees, staff distributed the largest number of business parking permits to the restaurant so that employees could continue to utilize parking in the residential zone of South Reese Place. Tallyrand management communicated to staff that the number of parking permits provided does not sufficiently serve its employees.

Restaurant Demand

Tallyrand management proposed a change in permit parking hours to better accommodate staff and customer parking. The proposed hourly change would modify the parking restrictions to "No Parking 2PM to 10PM, Except by Permit." The restaurant is open from 8:00AM to 2:00PM and from 4:00PM to 10:00PM. By shifting the parking enforcement hours, Tallyrand's morning shift employees and patrons will be able to utilize street parking during peak breakfast and lunch hours, when on-site parking has high utilization.

Raising Cane's shared a breakdown of their hourly average transactions, which aligns with observed business peaks in the early afternoon and evening (Attachment 3). If enforcement were to begin at 2:00PM, 71% of transactions will occur during hours of enforcement. While almost 30% of transactions will happen outside of those hours; residents and Tallyrand management have communicated that most instances of loitering

and littering from Raising Cane's patrons occur in the evening hours. The evening rush period will be within the permit enforcement hours.

Enhanced Parking Enforcement

On April 11, 2023, Council approved a Professional Services Agreement with LAZ Parking to provide parking enforcement services. While previous parking enforcement efforts do not effectively target this area, the contract that began June 1, 2023, supplements the existing program with well-trained, experienced, and professional parking enforcement personnel utilizing contemporary equipment and technology. Under the agreement, parking enforcement will be deployed Monday through Saturday from 8:00AM to 10:00PM, and Sunday from 2:00PM to 10:00PM. The enhanced parking enforcement will align with the proposed change in enforcement hours on South Reese Place.

Neighborhood Input

Tallyrand management initially proposed the change in parking enforcement hours to staff. Staff coordinated a meeting with neighbors on South Reese Place and Tallyrand management on April 15, 2023. The meeting focused on concerns and desired outcomes for any proposals. The neighbors agreed to a possible change in parking enforcement timing if the City was able to ensure more frequent and efficient parking enforcement. In addition to the parking discussion, neighbors proposed a possible closure on South Reese Place. Following that meeting, staff continued communication with each group, and each has continued its support for the change in enforcement hours.

Legal Authority

Both Burbank Municipal Code (BMC) section 6-1-1003 and California Vehicle Code (CVC) section 22507 allow the City to establish preferential permit parking on certain streets or highways by following the processes outlined therein. The existing preferential permit parking restrictions on South Reese Place were established directly by City Council resolution under CVC 22507. Therefore, if Council chooses to update the existing preferential parking enforcement hours, it must do so by adopting the proposed resolution which amends permit-only parking hours on South Reese Place. (Attachment 1).

ENVIRONMENTAL REVIEW

Changing the permit-only parking hours on South Reese Place is exempt from review under the California Environmental Quality Act (CEQA) pursuant to 14 CCR Section 15301(c), as the action involves operation and minor alteration of existing streets that does not result in any expansion of existing or former use. While the amended hours will allow parking of vehicles without permits during the morning hours, the action does not expand overall capacity or use of the street and does not add additional automobile lanes.

FISCAL IMPACT

This change will require that the City update the "No Parking" signage on South Reese Place, which can be accommodated under the current fiscal year 2022-2023 budget. There will be no fiscal impacts for enhanced enforcement, as it will be performed as part of the new third-party parking enforcement contract recently approved by Council. With

the enhanced parking enforcement measures, it is expected the City will see an increase in revenue as a result of additional parking citations.

CONCLUSION

Following installation of a permit parking district on South Reese Place on September 26, 2022, and enforcement on October 17, 2022, neighbors observed fewer Raising Cane's patrons parking in the residential zone of the street. However, loitering and littering persisted with the patrons who continued to park on South Reese Place. With the City's new parking enforcement contractor operating at full capacity, enforcement and citation of illegally parked vehicles will increase. The proposed new parking enforcement timing coincides with most of Raising Cane's highest demand time periods and will be in effect during the most problematic hours in the evening. This solution will provide Tallyrand employees and patrons with more parking options during the breakfast and lunch hours while maintaining enforcement during the afterschool and dinner rush around Raising Cane's. Therefore, staff recommends Council adopt the Resolution amending the permit parking on South Reese Place from "No Parking 8AM to 10PM, Except By Permit" to "No Parking 2PM to 10PM, Except By Permit".

ATTACHMENTS

Attachment 1 – Resolution

Attachment 2 – Parking Utilization Data

Attachment 3 – Raising Cane's Average Hourly Transactions