



Planning & Community Development Department
Traffic Management Division

1685 Main Street, Room 115 Post Office Box 2200 Santa Monica, California 90407-2200
(310) 458-8291

**Instructions for Submittal of a
2016-2017 Annual On-Street Valet Parking Permit**

The entire form must be filled out, including original (wet) signatures. Copied signatures are not acceptable. The following instructions apply to each section, as noted:

Business Common Name is the name by which the public knows the business. (e.g., Acme Hotel or Sunshine Cafe.)

Application Date is the date the application is submitted to the City.

Address is the actual address where the valet parking activity will take place. **Zip Code** is required.

Corporate Name is the name of the business entity that owns or controls the business. (e.g., Ajax Holding Co.)

Phone Number should be that of the contact person for the business.

Contact Name and **Title** should be the individual responsible for operation of the business.

Business License No. is the number of the current Santa Monica Business License for the client business.

Seating Capacity is the number of seats available in the restaurant. Hotels may mark this section Not Applicable.

Vehicles per day is the anticipated number of vehicles to be valet parked on an average day.

Valet Operator Name is the name of the organization that will provide the valet parking service.

Address is the mailing address of the valet operator. **Zip Code** is required.

Contact Name and **Title** should be that of the individual responsible for operation of the valet parking firm.

Business License No. is the number of the current Santa Monica Business License for the valet operator. Expired licenses are not acceptable. The Business License must be renewed for the 2016-2017 period before the Valet Parking Permit can be approved.

Phone Number should be that of the contact person for the valet operator.

E-mail should be that of the contact person for the valet operator.

Fee per car is the amount charged a driver to valet park a vehicle.

Parking Facility Address is the street address of the parking facility used to store valeted vehicles. **Zip Code** is required.

Parking Facility Operator Name is the name of the organization that actually operates the parking facility.

Address is the mailing address of the parking facility operator. **Zip Code** is required.

Business License No. is the number of the current Santa Monica Business License for the parking facility operator.

Phone Number should be that of the contact person for the parking facility operator.

Spaces Available is the number of spaces available for use by the Valet operator. It shall not be the total space count for the facility unless a statement is provided stating that the entire facility is available for use by the valet operator.

Instructions for Submittal of a 2016-2017 Annual On-Street Valet Parking Permit (cont'd)

Business Contact Signature, Valet Operator Signature and Parking Facility Operator Signature shall be those of the persons noted above on this form. **Date** shall be the date of the signature. Signatures must be originals.

Permit Duration shall be the beginning and ending dates for the permit (Normally 07/01/16 thru 06/30/17).

Meter Numbers are the identification numbers of the parking meters to be included in the valet zone.

Rate \$__ per hour is the hourly rate for use of the parking meters.

Days and Hours of Operation shall be the days and hours the valet zone will be in use (e.g., Monday thru Saturday 11 a.m. to 11 p.m.) Only whole hours may be used. Minutes cannot be shown.

In addition to a properly completed Permit Form, copies of the following items are required as part of the submittal:

- Agreement between client business and valet operator
- Agreement between parking facility operator and valet operator
- Approved route map showing routes between valet zone and parking facility (both directions)
- Copy of valet regulations signed by both the client business and the valet operator
- 2016-2017 Business License for valet operator
- Policy of liability insurance satisfactory to the City's Risk Manager

Complete submittal is due on or before July 18, 2016.



Planning & Community Development Department
Traffic Management Division
 1685 Main Street, Room 115
 Post Office Box 2200
 Santa Monica, California 90407-2200
 (310) 458-829
 traffic.engineering@smgov.net

Permit **NOT VALID** without **purple** APPROVED stamp showing in this box

2016-2017 Annual On-Street Valet Parking Permit

Application Date: ___/___/___

Business Common Name: _____

Address: _____ Zip Code: _____

Corporate Name: _____ Phone Number: _____

Contact Name: _____ Title: _____

Business License No: _____ Seating Capacity: _____ Vehicles per day: _____

Business Contact Signature: _____ Date: ___/___/___

Valet Operator Name: _____

Address: _____ Zip Code: _____

Contact Name: _____ E-Mail: _____

Business License No: _____ Phone Number: _____ Fee per car: _____

Valet Operator Contact Signature: _____ Date: ___/___/___

Parking Facility Address: _____ Zip Code: _____

Parking Facility Operator Name: _____

Address: _____ Zip Code: _____

Business License No: _____ Phone Number: _____ Spaces Available: _____

Parking Facility Operator Signature: _____ Date: ___/___/___

Permit Duration: ___/___/___ thru 06/30/17 Meter Numbers: _____ Rate: \$_____ per hour

Days and Hours of Operation: _____ day thru _____ day from: _____ m. to _____ m.

Approved permit must be kept at the valet parking location, and must be shown to any person upon request.

CSM Use Only
16AVP- _____
Issued By _____



Planning & Community Development Department

Traffic Management Division

1685 Main Street, Room 115 Post Office Box 2200 Santa Monica, California 90407-2200
(310) 458-8291

Regulations

for

On-Street Valet Parking Operations

Vehicles are permitted to occupy the valet zone for no more than fifteen **(15) minutes**. The operator shall provide sufficient staff and facilities to ensure that vehicles are moved from the valet zone promptly in order to prevent queuing in the public street. If the operator is unable to meet the valet parking demand and queuing occurs, the operation shall be temporarily shut down, until the demand can be properly handled.

Vehicles shall be accepted from **any driver** without regard for the destination of the driver or passengers.

Vehicles shall be parked **ONLY** in the assigned facility. Vehicles shall **NOT** be parked in any street, alley or other public right-of-way.

Vehicles shall be moved to and from the parking facility **ONLY** via the route noted on the approved permit. Shortcuts and U-turns are prohibited.

Valet personnel, including those who move patron's vehicles as well as those who handle the keys to patron's vehicles, shall, at all times, have a current valid **California Driver's License** on their person.

Valet personnel traveling on foot between the valet zone and the parking facility shall **comply** with all applicable traffic laws, ordinances and regulations and shall **obey** all traffic controls. Jaywalking and crossing against traffic signals is prohibited.

The valet operator shall provide one **pedestal sign**, with size 24 inches wide and 36 inches high, per valet zone. Said sign shall include the message "Public Valet Parking" along with the following information: name, address and telephone number of the Valet Operator, and the fees, if any, for valet parking service. Fees, if charged, shall be those shown on the Permit. The fees shall be stated as follows: Rates per hour; Rates per fraction of an hour, if any; Rates for subsequent hours and fractions thereof; and, the maximum charge. The message "Public Valet Parking" and the maximum rate portion of the sign shall be in letters not less than **three (3) inches** high. No part of the sign message shall be in letters less than **one (1) inch** high. Sans-serif lettering is preferred.

Pedestal signs shall be placed **ONLY** on the sidewalk or in the parkway. Signs, cones, delineators or other items shall **NOT** be placed in the roadway or on parking meters.

Regulations for On-Street Valet Parking Operations (Cont'd)

Kiosks, umbrellas, desks, key lockers, signs and similar items, if placed in the public right-of-way, shall be located so as to maintain a **four-foot, or wider, clear path** along the sidewalk. It is recommended that such items be placed on private property. No part of any umbrella or other canopy, except for the central column or support, shall be less than **seven (7) feet** above the sidewalk.

The Valet Operator shall provide a proper **claim check** to the driver of each vehicle accepted for valet parking. The claim check shall explicitly state the terms and conditions under which the vehicle is being accepted.

Upon parking a patron's vehicle, the valet operator shall **lock the ignition and the vehicle** and shall **remove the key** and place it in a secure key locker. The key shall not be placed in or upon the vehicle.

The valet operator shall promptly **pay** all parking fee taxes to the City Treasurer each quarter as required.

The valet operator shall maintain a copy of the Permit and these regulations at the valet location. The permit shall be shown to **any person** upon request.

The parties agree to promptly file for an amended Permit if any of the conditions **change**, including, but not limited to, date and hours of operation, rates, change in ownership of the Client or the Valet Operator. Amended permits must be requested not less than **two (2)** City Hall work days prior to the date of the permit. Applications for amended permits shall be accompanied by the appropriate fee.

We understand that any violation of these regulations or any other applicable statutes, ordinances or laws may result in the immediate **termination** of the On-Street Valet Parking Permit, including **forfeiture** of any fees paid to the City.

We have **read** these regulations and agree to **comply** with them and with all other applicable statutes, laws and ordinances, including Santa Monica Municipal Code Section 6.120.060, as well as with the conditions of the Permit.

Client Contact Signature: _____ Date: ___/___/___

Valet Operator Contact Signature: _____ Date: ___/___/___