



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
2019-2020 Annual On-Street Valet Parking Permit**

On-Street Valet Parking Permits are issued at the **sole discretion** of the Planning & Community Development Department. Any permit issued may be terminated for violation of the Valet Parking Regulations or for violation of the terms of the permit or for violation of statutes or ordinances, including the Vehicle Code.

Only current original forms with original (wet) signatures can be accepted. Facsimiles or copies of signatures are **not** acceptable. The entire form must be filled out.

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

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

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

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

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

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

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.

Business License No. is the number of the current Santa Monica Business License for the client business, for the valet operator and for the parking facility operator. Expired licenses are not acceptable. The Business License must be renewed for the 2019-2020 period before the Valet Parking Permit can be approved.

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 07/01/19 thru 06/30/20).

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.

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
- 2019-2020 Business License for valet operator
- Policy of liability insurance satisfactory to the City's Risk Manager

**TRAFFIC MANAGEMENT DIVISION
 2019-2020 ANNUAL
 ON-STREET VALET PARKING PERMIT**

W: www.smgov.net/departments/PCD/Permits/Valet-Parking-Permits/

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

NEW APPLICATION FEE - \$2,550.31
 ANNUAL RENEWAL FEE- \$1,378.53

PERMIT NOT VALID WITHOUT PURPLE **APPROVED** STAMP SHOWING IN THIS BOX

TRAFFIC MANAGEMENT DIVISION ON-STREET VALET PARKING PERMIT—ANNUAL—2019-2020

BUSINESS ENTITY INFORMATION (ALL FIELDS REQUIRED)

Business Common Name:		
Legal Business Name:		
Business Physical Address: _____ <small>Number Street Unit/Suite # City State Zip</small>		
Business Mailing Address: _____ <input type="checkbox"/> <i>Same as Physical Address</i> <small>Number Street Unit/Suite # City State Zip</small>		
Vehicles per Day:	Business License Number:	Contact Email:
Contact Name:	Title:	Contact Phone:
Contact Signature:	Signature Date:	

VALET OPERATOR INFORMATION (ALL FIELDS REQUIRED)

Valet Operator Legal Business Name:		
Valet Operator Physical Address: _____ <small>Number Street Unit/Suite # City State Zip</small>		
Operator Mailing Address: _____ <input type="checkbox"/> <i>Same as Physical Address</i> <small>Number Street Unit/Suite # City State Zip</small>		
Fee Per Car:	Business License Number:	
Contact Phone:	Contact Email:	
Contact Name:	Title:	
Contact Signature:	Signature Date:	

PARKING FACILITY OPERATOR INFORMATION (ALL FIELDS REQUIRED)

Parking Facility Operator Legal Business Name:		
Parking Facility Physical Address: _____ <small>Number Street Unit/Suite # City State Zip</small>		
Operator Mailing Address: _____ <input type="checkbox"/> <i>Same as Physical Address</i> <small>Number Street Unit/Suite # City State Zip</small>		
Spaces Available:	Business License Number:	
Contact Phone:	Contact Email:	
Contact Name:	Title:	
Contact Signature:	Signature Date:	

OPERATIONAL INFORMATION (ALL FIELDS REQUIRED)

Permit Duration: / / Thru 06/30/2020	Meter Numbers:	Rate: \$ _____ per hour
Days of Operation: _____ day Thru _____ day	From: _____ m	_____ m

CITY OF SANTA MONICA USE ONLY

19AVP-	Issued By: _____	Date: _____
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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 "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 "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 One-Day Temporary 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 as well as with the conditions of the Permit.

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

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