

Honorable Mayor and members of the
Hermosa Beach City Council

Regular meeting of
Tuesday Sept 11, 2007

Creation of Temporary Taxi Stands During Peak Demand Periods

Recommendation

Staff recommends that Council:

Approve the installation of "TAXI ONLY, 9PM-3AM - Thur-Sun" signs on metered parking spaces located on the West side of Hermosa Ave. extending from the existing Taxi Stand on the South to the alley on the North Side of the Parking Structure. Additional signs to be installed the East Side of Hermosa Ave from 14th St. South five parking spaces. It is also requested the signs be installed on West side of Manhattan Ave from Pier Ave on the South five spaces North. This would increase the number of Taxi spaces to twenty-seven during the peak time periods. This practice is in use in many other Los Angeles Cities for both Taxi and Valet use of metered spaces.

Background

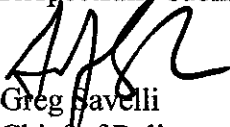
The City of Hermosa Beach has franchise agreements with four Taxi Cab Companies who each have 35 Taxi's licensed to operate in the City. This represents a total of 140 Taxis and the City currently provides six spaces as a Taxi Stand on Hermosa Ave., South of Pier Plaza. During daytime and early evening this Taxi Stand does meet the needs of the community. However, in the late evenings, when there is an influx of many visitors to the local clubs and restaurants, the Taxi volume increases dramatically. Taxis unable to use the small Taxi Stand are forced to continue circulating in and around the downtown and its' neighboring residential areas. Residents have complained that this extra traffic is annoying and that Taxis drive through the neighborhoods too often.

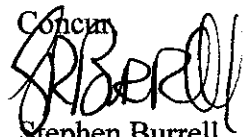
In an attempt to minimize Taxi traffic in these areas, a meeting was held with the Taxi Cab Companies to discuss alternatives. The above recommendation represents a first attempt to resolve this problem. It is believed that many more taxis would be able to use these spaces and await fares rather than continually circulate. In addition, with Taxis positioned facing North and South on Hermosa Ave. (rather than only South near the Bank of America) this will help the driver avoid the need to turn around or leave the downtown through the residential districts. It also allows for a more efficient use of the waiting Taxis consistent with their arrival. Currently the next Taxi in line is waiting at the South end of the current Taxi Stand which is out of position for patrons leaving Pier Plaza. The patrons then attempt to hail, (and often they stop) a Taxi waiting to get in the Taxi Stand. This creates traffic hazards as the Taxis maneuver around each other. It is also believed that this adjustment may alleviate the need for patrons to wander the streets in search of Taxis where they often attempt to hail a taxi by yelling loudly.

Fiscal Impact

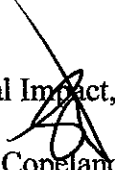
The Police Department estimates the cost of these signs and installation will be approximately \$40.00 per sign. Compliance enforcement initially will be conducted by Community Service Officers and some overtime may be expended on short term basis.

Respectfully submitted,


Greg Savelli
Chief of Police

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Stephen Burrell
City Manager

Fiscal Impact,


Viki Copeland
Finance Director



City of Hermosa Beach

Proposed Taxi Zones

