



*City of Pasadena*  
DEPARTMENT OF TRANSPORTATION  
**VALET PARKING PERMIT APPLICATION**

The primary purpose of public streets and rights-of-way is the free and unobstructed right of travel. The city recognizes that the use of public streets and rights-of-way for valet parking operations while providing a public benefit, may also impede travel, interfere with the rights of others using the streets and rights-of-way, and may affect public safety and create a public nuisance. Therefore, the city may permit and restrict valet parking operations as a special privilege, not as a matter of right. PMC 12.14.020

**APPLICATION PROCEDURE:**

1. An applicant wishing to operate or solicit services for valet parking must submit an application to the Department of Transportation's Parking Office - Attn: Hilda Okereke located at 100 N. Garfield Avenue, Rm N106, Pasadena, CA 91109.
2. Valet parking operations require a sponsor's permit (usually the business or property owner of the establishment providing the service) and an operator's permit (the company responsible for the driving of vehicles to and from the valet location(s)).
3. Sponsor's Valet Parking Permit

A Sponsor is typically a business or property owner and is ultimately responsible for ensuring that the valet parking operator is compliant with all rules and regulations pertaining to the valet parking operation. The Sponsor is responsible for all street usage and parking meter fees for use of on-street parking or loading spaces used for drop-off and pick-up of vehicles.

Documents that shall be accompanied with a valet parking permit application for the Sponsor include the following:

- a. A signed statement by the Sponsor that there is a need for valet services.
- b. Certificate of Insurance for the selected valet operator.
- c. A copy of the selected valet operator's current operator permit issued by the city.
- d. A circulation map indicating the routes to be used between any passenger loading zone (or other vehicle drop-off point), the parking or storage location, and back to the pickup point. (The diagram shall indicate the location of any proposed signs or attendant's stands, including the dimensions of the signs or attendant's stands with respect to the sidewalk area.) If the business establishment provides sidewalk dining, the diagram should also show the sidewalk dining area.
- e. A copy of a written contract, license or lease between the Sponsor (or the Sponsor's establishment) and the operator of any parking facility or storage area designated as the parking or storage location. (The contract or covenant shall contain a provision that it cannot be cancelled without at least thirty (30) days written notice to the other party and to the City of Pasadena.)

- f. Disclosure of all prior valet parking permits issued to the Sponsor's current or prior businesses located in Pasadena.
- g. Non-profit organizations must submit a copy of the organization's 501 (C) 3 form.

The Sponsor will also be notified of any violations to the permit and failure of the Sponsor or the Operator to comply with any regulations may result in revocation of the permits.

4. Operator's Valet Parking Permit

The valet company that will provide services to the Sponsor must obtain an Operator's permit. An application for the Operator shall be accompanied by the following documents:

- a. Certificate of Insurance – The City of Pasadena must be listed as additional insured on general liability policies. See Valet Operator's Permit Application for complete details on insurance requirements.
- b. Proof of a valid California driver's licenses (DMV printouts) for all valet attendants (that will work in the City of Pasadena) employed by the Operator's company.
- c. Disclosure of all prior valet parking permits issued by the City of Pasadena to Operator's business.
- d. A current business license issued by the City of Pasadena.

***All fees are reviewed annually and are subject to change. Please consult the General Fee Schedule for the most current fees.)***

**ANY NEW SPONSOR OR OPERATOR'S PERMIT APPLICATIONS WILL REQUIRE A PUBLIC HEARING HELD BY THE DIRECTOR OF TRANSPORTATION OR HIS DESIGNEE. THIS PROCESS NORMALLY TAKES 4-6 WEEKS.**

5. Valet sponsor permits may be issued as an annual permit or as a special event permit.

Annual Permits - are issued to locations which are likely to be operated for more than 30 calendar days in a calendar year on a daily or regular basis. An example of an annual permit would be valet services provided year-round for a restaurant.

Estimated processing time: 20 working days

Special Event Permits - may be issued for non-recurring events or when valet parking services are needed for 30 calendar days or less. Special event permits may be renewed for one additional 30-calendar day period. An example of a special event sponsor permit would be valet services provided for a holiday party.

Processing time: 10 working days

6. Once information is submitted to the Department of Transportation all documentation will be reviewed and the applicant will receive a response. Applications may be approved, partially approved, or denied.

## RULES & REGULATIONS – PLEASE READ CAREFULLY

Pursuant to PMC 12.14.090, all permits issued shall conform to the following requirements and such regulations as may from time to time be issued by the Director of Transportation:

### OPERATORS:

1. No vehicle queuing is allowed on the public right-of-way at any time. No vehicle may stop or stand at a drop-off or loading area for longer than 15 minutes.
2. Valet operators shall park valet vehicles in the approved garage as submitted with their valet permit application. Valet operators shall not park, stop, or store vehicles in the public right of way, at metered spaces, or other on street parking locations for longer than 15 minutes.
3. All operators shall be responsible for providing adequate automobile storage to accommodate all valet parked vehicles, without using streets or other public property.
4. All operators, during the course of their valet operations, shall only occupy parking spaces approved by the Department of Transportation for their valet permit for loading and unloading of patrons using valet services.
5. All operators shall post valet parking signs. All valet parking signs shall reflect the hours of operation as approved by the Department of Transportation and listed on the valet permit.
6. The operator shall, upon the receipt of each motor vehicle accepted for valet parking, give a claim check to the owner. The claim check shall explicitly state the terms and conditions under which the vehicle is being accepted.
7. A copy of the valet operator's and valet sponsor's permits and route diagram must be posted and maintained at every valet parking operation site. Permits and licenses shall be made available to the Department of Transportation and other City or parking enforcement staff upon request.
8. Valet parking stands located in the public right-of-way shall be placed within the approved locations and in a manner that minimizes interference with the flow of pedestrian traffic on the sidewalk.
9. Valet umbrellas located within the public right-of-way shall maintain a minimum height clearance of seven feet.
10. No signs, cones, delineators, or other items may be placed in the public right-of-way without receiving prior approval from the Department of Transportation.

By signing below, I acknowledge that I have read and understand the above rules regarding valet operation.

\_\_\_\_\_  
*Signature of Valet Operator*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Name of Business*

\_\_\_\_\_  
*Address*

<b>For Office Use Only</b>
_____ Permit No

## RULES & REGULATIONS – PLEASE READ CAREFULLY

### SPONSORS:

1. Sponsors must post a sign during their business hours at each location where they take possession of vehicles. The sign must identify the name, address and telephone number of the operator, the rates charged and the hours of operation. The sign must be approved in advance by the Department of Transportation.
2. A sponsor's permit continues to be valid at the approved site, even though the sponsor changes operators. The new operator at the site must have a valid operator's permit. The sponsor shall notify the Department of Transportation when there is a change in valet operators.
3. Use, occupation and obstruction of the public right-of-way which is permitted under this chapter may be temporarily suspended, without prior notice or hearing, when, in the discretion of the director, the police chief, or the fire chief, any such use, occupation or obstruction may interfere with public safety efforts or programs, street improvement activities, special events, construction activities, cleaning efforts or other similar activities, or with the health, welfare or safety of the public.
4. The director may, in his or her sole discretion, place additional conditions upon the issuance of the permit in order to insure the protection of the public rights-of-way and the rights of all adjoining property owners and the health, safety and welfare of the public.
5. Permits for the use of the public right-of-way shall be considered temporary and nonpermanent in nature, and permittee shall have neither property interest in nor any entitlement to the granting or continuation of any such permit.
6. Permits for the use of the public right-of-way may be terminated by the city, with or without cause, regardless of the nature and scope of financial or other interest in, or on account of, the permit or the permitted use.
7. Permits and activity pursuant to permits shall conform with all other applicable city and other governmental requirements.
8. The sponsor is ultimately responsible for ensuring that the valet parking operator is compliant with all rules and regulations pertaining to the valet parking operation.

By signing below, I acknowledge that I have read and understand the above rules regarding valet operation.

\_\_\_\_\_  
*Signature of Sponsor*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Name of Business*

\_\_\_\_\_  
*Address*

<b>For Office Use Only</b>
_____ Permit No

## **ADDITIONAL REQUIREMENTS FOR VALET PARKING OPERATIONS OCCURING IN RESIDENTIAL AREAS**

The Department of Transportation highly encourages the use of off-site parking lots, facilities, and shuttles to accommodate guest parking for special events held in residential areas. On occasion, as a special privilege, residents may be approved to use the street or public right-of-way for parking valet vehicle overflow. As a condition of approval, the following additional conditions shall apply:

1. Use of private property to park valet vehicles (if available) is required prior to use of the public right-of-way.
2. If overflow parking for valet vehicles is approved by the Department of Transportation, distribution of a notification letter to neighbors who may be impacted by the use of the public right-of-way is required at least 3 days prior to the event.

### Distribution of notification letter:

- The sponsor shall be responsible for notification of residents within a 300 ft. radius and any residents who live along the area where parking of overflow vehicles is approved. The sponsor shall submit a written certification that all notices have been distributed in person or by mail. The City will assist with identification of residents that shall be notified.

### The notification letter shall include the following:

- Date(s), hours, and description of the event
- The name of the street(s) and boundaries which have been approved by the Department of Transportation for parking overflow vehicles
- The name and telephone number of the sponsor
- The name and telephone number of the valet parking operator
- The name and telephone number of the City of Pasadena Department of Transportation

A copy of the notification letter must be approved by the Department of Transportation prior to distribution. Certification that residents have been notified shall be submitted to the Department of Transportation prior to approval of a special event valet permit.

# VALET PARKING PERMIT CHECKLIST

The items listed below must be submitted with your completed application. Only complete applications will be accepted.

\_\_\_\_\_ **STATEMENT OF NEED:** A signed statement by the sponsor that there is a need for valet services.

\_\_\_\_\_ **INSURANCE:** Certificate of Insurance from your valet operator (must be made out to the City of Pasadena).

\_\_\_\_\_ **VALET OPERATORS PERMIT:** A copy of your valet operator's current City of Pasadena operator permit issued by the city (valet operators without a valid operator's permit are subject to a minimum 20-day delay for processing of new permit).

\_\_\_\_\_ **CIRCULATION MAP:** A circulation map indicating the routes to be used between any passenger loading zone or other vehicle pickup point and the parking or storage location, and back to the initial pickup point. The diagram shall indicate the proposed location of any signs or attendant's stands, including the dimensions attendant's stands with respect to the sidewalk area. If your establishment provides sidewalk dining, the diagram should also show the sidewalk dining area. (Diagram should be obtained from your valet operator).

\_\_\_\_\_ Approved by Traffic

\_\_\_\_\_ **PARKING AGREEMENT:** A copy of a written contract, license or lease between you (or your establishment) and the operator of any parking facility or storage area designated as the parking or storage location. The contract or covenant must contain a provision that the contract shall not be cancelled without a minimum thirty (30) day written notice to the contractor and the City.

## \_\_\_\_\_ **DISTRIBUTION OF NOTIFICATION LETTER**

The sponsor shall be responsible for notification of residents within a 300 ft. radius and any residents who live along the area where parking of overflow vehicles is approved. The sponsor shall submit a written certification that all notices have been distributed in person or by mail.

\_\_\_\_\_ Disclosure of all prior valet parking permits issued to your current or prior Pasadena businesses (copy of last valet sponsor permit).

\_\_\_\_\_ Signed Rules & Regulations Form

\_\_\_\_\_ **PAYMENT:** Payment of all fees

## VALET PERMIT FEES

(Valid July 1, 2024 through June 30, 2025)

Application Processing Fee (required of all permits)	\$ 80.00
Special Event Sponsor Permit Fee	\$172.00
Permit Revision (Sponsor or Operator)	\$ 109.00
New Sponsor/New Operator Application Fee (required for Public Hearing) (Must be included with application packet – – non-refundable fee for public hearing) <u>SEPARATE CHECK</u> )	\$1196.00
Annual Sponsor Permit Fee	\$ 99.00
Annual Operator Permit Fee	\$ 109.00
Expedited permit fee (applied if the permit is not submitted in the specified time frame)	\$224.00
Valet Sign Installation	\$161.00
Temporary No Parking Signs	\$ 1 each

### Valet Passenger Loading and Unloading

Parking Meter Cover Fee (for metered spaces) or a Street Usage Fee (for non-metered spaces) will be billed monthly for annual permits or shall be collected at the time of permit issuance for Special Event permits:

Parking Meter Cover Fee per Space:	Full Meter Rate
Street Usage Fee per Space:	\$1.00/Hour





## EVENT LOCATION INFORMATION

15. Type of Event & Proposed Location of Valet Operation: (Be Specific)

Type of Event: \_\_\_\_\_  
(Birthday, Fundraiser, etc.)

Address & Location Description: \_\_\_\_\_

Is it located in:  Business/Commercial District  Residential Area (requires notification to neighbors)

16. Number of Parking Spaces Requested (Include Parking Meter Numbers if applicable):

*Note: MAXIMUM OF 2 SPACES UNLESS OTHERWISE APPROVED*

# of Parking Spaces Requested: \_\_\_\_\_ Are they metered spaces:  Yes  No

If so, List Meter #'s & Space #'s: \_\_\_\_\_

17. Proposed Date(s) and Hours of Valet Parking Operation:

18. Date(s): \_\_\_\_\_ or  Annual Permit

19. Hours: \_\_\_\_\_

20. Number of Valet Attendants for this operation: \_\_\_\_\_ Number of Vehicles Expected: \_\_\_\_\_

21. If this is a Restaurants/Business what is the seating or other capacity of the establishment:

Seating \_\_\_\_\_ Other \_\_\_\_\_

22. Does the establishment currently have sidewalk dining? \_\_\_\_\_

*If yes, please provide a sketch with dimensions of the sidewalk dining area and the sidewalk*

23. **FOR ANNUAL PERMITS ONLY** PARKING METER COVER FEE OR STREET USAGE FEES WILL BE BILLED MONTHLY. PLEASE LIST RESPONSIBLE PARTY TO WHOM MONTHLY BILLINGS FOR METER AND STREET USAGE FEES ASSOCIATED WITH VALET OPERATIONS SHOULD BE BILLED. (IF NO ONE IS LISTED, FEES WILL BE BILLED TO THE SPONSOR):

Name: \_\_\_\_\_ Primary Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone:( ) \_\_\_\_\_ Cell:( ) \_\_\_\_\_ Fax:( ) \_\_\_\_\_

Email Address: \_\_\_\_\_

All valet operations will be subject to any and all rules and regulations mandated by the City of Pasadena's Valet Parking Ordinance (P.M.C 12.14) and those listed with this application. By signing below, you acknowledge the above indicated fees and agree to the monthly billing process (as applicable) for the use of on-street parking spaces to operate a valet parking service for your establishment. You also agree that you have received a copy of Pasadena's Valet Parking Ordinance and to abide by all the rules and regulations of the Ordinance.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

Please return this form with all requested attachments including separate checks or money orders as required for any and all fees due. No cash or credit card payments will be accepted. Fees must be made payable to City of Pasadena and delivered to:

Department of Transportation - Parking Division, Attn: Hilda Okereke-hokereke@cityofpasadena.net  
100 N. GARFIELD AVENUE, Rm N106 • Pasadena, California 91101  
Office (626) 744-4778 • FAX (626) 578-0746