



# VALET PARKING BUSINESS LICENSE APPLICATION

Community Safety Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
(323) 848-6437 | [Code@weho.org](mailto:Code@weho.org)

## 5.08.010 BUSINESSES REQUIRED TO BE LICENSED.

No person shall commence, conduct or purport to commence or conduct the following business activities without a valid business license:

34. Valet parking

**VALET PARKING SERVICE IS DEFINED AS FOLLOWS:** *shall mean and include a business establishment engaged in, conducting or managing the parking of other persons' motor vehicles, whether such persons are employed by, or under contract to, the business, residence or other organization for which the vehicles are being parked or whether such persons are operating independently thereof.*

Prior to submitting this application, please ensure all items listed below are included with your application. *Failure to submit the required information listed below will deem your application as an incomplete and WILL NOT be accepted/processed.*

## CHECKLIST

- | N/A | INCLUDED   |
|-----|--|
|     | 1. COMPLETED BUSINESS LICENSE APPLICATION  |
|     | 2. SUPPLEMENTAL QUESTIONNAIRE  |
|     | 3. STANDARD CONDITIONS   |
|     | 4. PROOF OF OWNERSHIP ( <i>i.e. DBA, Partnership Agreement, Articles of Inc., etc.</i> ) |
|     | 5. CONTRACT BETWEEN BUSINESS AND VALET COMPANY   |
|     | 6. OWNER'S AFFIDAVIT (NOTARIZED)   |
|     | 7. INDEMNITY AGREEMENT (NOTARIZED)   |
|     | 8. PROOF OF LIABILITY INSURANCE  |
|     | 9. AGENCY SIGN-OFFS  |
|     | 10. VALET ROUTE PLAN   |
|     | 11. VALET SIGN ENCROACHMENT PERMIT (IF APPLICABLE)                                       |
|     | 12. PARKING METER ENCROACHMENT PERMIT (IF APPLICABLE)                                    |
|     | 13. VALID CALIFORNIA ID OR DRIVER LICENSE (ONLY)   |
|     | 14. APPLICATION FEE - \$300  |

**NOTE:** Please email this application and all supporting documents requested on the above-mentioned checklist, to [code@weho.org](mailto:code@weho.org). Your application will be reviewed, and once deemed complete, an invoice will be sent via email.

-----  
**FOR INTERNAL USE ONLY**

**RECEIVED BY:** \_\_\_\_\_

**DATE:** \_\_\_\_\_



# BUSINESS LICENSE APPLICATION

Community Safety Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
(323) 848-6437 | [code@weho.org](mailto:code@weho.org)

## 1. Applicant Information

Applicant Name

Address

Relationship to Business

e-mail

Phone #

## 2. Business Information

Please list the business name and true address and mailing address (if different). The business address may not be a P.O. Box, mailbox, message service or similar device.

Business Name &  
DBA

Business Address  
(WeHo location  
of operations)

Operating Hours

email

Phone #

Mailing Address (if different):

Business Activity

## 3. Ownership Information

LLC | SOLE | PARTNERSHIP | CORPORATION | OTHER

Federal Tax I.D.#:

State Tax I.D.#:

Please complete the following information for all partners, directors of a corporation and stockholders holding ten (10%) or more of the shares of the corporation. Also list information regarding an officer who is duly authorized to accept service of legal process.

Name

Title or Relationship  
to Business

Address

Email

Phone #

Name

Title or Relationship  
to Business

Address

Email

Phone #

---

#### 4. Emergency Contact Information

Please provide the following information of two individuals who may be contacted by the City in the case of an emergency.

Name:

Title or Relationship to Business

Phone:

E-mail:

---

Name:

Title or Relationship to Business

Phone:

E-mail:

---

**\*\* ALL APPLICANTS MUST PROVIDE A COPY OF A CURRENT CALIFORNIA DRIVERS LICENSE OR COMPARABLE PHOTOGRAPH IDENTIFICATION.\*\***

If the license is granted, I/We agree to comply with all the laws, state and federal, pertaining to the conduct of said business and to all the ordinances, rules and regulations of the City of West Hollywood. I declare under penalty of perjury that the above statements are true and correct.

In addition, I agree to advise the City of West Hollywood of any and all changes in the operations of the business in that such changes of the application form are necessitated.

The failure to truthfully complete this application may result in the denial of the application or a revocation of any licenses issued.

Applicant Signature:  Date:

Applicant Name:



**CITY OF WEST HOLLYWOOD**  
**SUPPLEMENTARY BUSINESS LICENSE**  
**QUESTIONNAIRE**  
**VALET PARKING**

APPLICANTS FOR VALET PARKING BUSINESS LICENSE IN THE CITY OF WEST HOLLYWOOD MUST PROVIDE THE DOCUMENTS AND INFORMATION LISTED BELOW FOR EACH LOCATION SERVED IN THE CITY OF WEST HOLLYWOOD.

1. List the name and location of the business to be served and an estimated number of vehicles to be parked on the highest volume business day. *(Example: Saturday night from 6 p.m. to 2 a.m. = 250 vehicles)*

Name of the business to be served by valet

Business Address

Number of vehicles to be parked

2. Indicate the hours of operation and the total number of valet employees who will be assigned at the site.

Hours of Operation

Number of valet attendants on-site during valet operation

3. Provide complete information regarding the seating capacity or occupancy capacity of the business operation to be served.

4. If Applicable, indicate the location of any additional or off-site parking facility or facilities that you will be using to serve the business

Business Name/Location

Address

Business Name/Location

Address

**CITY OF WEST HOLLYWOOD**

**SUPPLEMENTARY BUSINESS LICENSE QUESTIONNAIRE CONTINUED...**

- 5. If any facilities were listed in question #4 please list the total number of off-site parking spaces being allocated for the purposes of this application and the parking capacity of such parking facility.

Number of spaces allocated at this location                      Total lot capacity

Number of spaces allocated at this location                      Total lot capacity

Number of spaces allocated at this location                      Total lot capacity

- 6. Enclose a copy of the written contract or covenant between the applicant and the operator of the parking facility designated as the parking or storage location. This contract shall contain in provision that it cannot be cancelled without at least thirty (30) days' notice to the other party and to the City. (Attach the contract to this application.)

- 7. Provide a description of how valet employees will travel to and from the job site (i.e. bicycle, bus, walk, carpool, etc.) Describe where employees will park their vehicles, if they do drive to work.

- 8. Provide a written description of how the valets will park and/or direct limousines and other large vehicles.

- 9. Provide the ration of the valet employees to cars parked. (Example: 2 valets for "x" number of vehicles.)

- 10. Describe communication devices to be used. (Example: walkie-talkies)

# STANDARD CONDITIONS FOR VALET BUSINESS LICENSE

Valet Company Name:

Operation Address

General Public Parking      Parking for Specific Business      Name of Business to be Served:

## W.H.M.C - 5.120.030 Operating Requirements

1. **Operating in the Public Rights-of-Way.** The licensee shall follow its approved valet route plans. The licensee shall at no time, unless expressly stated on the license, commit or do any of the following acts:
  - (a) Receive, take possession of (for the purpose of parking or temporary storage until the return of the same to the patron or guest), or move a patron's or guest's vehicle upon any portion of the public right-of-way or other public property; or
  - (b) Park and leave standing any patron's or guest's vehicle upon any portion of a public right-of-way or other public property (including any publicly owned off-street parking space).
2. **Parking on Private Property.** It shall be unlawful for any operator to park any patron's or guest's vehicle upon private property without express authorization by the owner or other person in charge of such private property.
3. **Parking Lot Attendants.** The licensee shall employ parking lot attendants sufficient in number to park vehicles so that traffic on highways or sidewalks or both will not be impeded by the activities of the licensee.
4. **Locking of Vehicles.** Except where a patron or guest parks his or her own vehicle, the attendant parking a vehicle shall lock the ignition and the vehicle, remove the key and place the key in a safe place. The attendant shall not place the key in or upon the vehicle parked.
5. **Sign Requirements.**
  - (a) Each licensee shall install and maintain, at each location at which a patron or guest surrenders his or her vehicle for parking, a sign plainly visible from the street with letters and numerals in contrasting colors, showing the licensee's name, the address and telephone number of the business, the time when the licensee is no longer on duty, and the parking fees, if any. If fees are charged, such fees also shall be stated as follows:
    - (1) Rates per hour;
    - (2) Rates per fraction of an hour, if any;
    - (3) Rates for subsequent hours or fractions thereof; and
    - (4) The maximum charge;
    - (5) The numbers and lettering used in subsections (5)(a)(1) through (4) shall be no less than six inches in height and shall be of uniform size and font.
  - (b) All fractions of time must be spelled out in letters.
  - (c) Valet Signs on the Public Right-of-Way.
    - (1) Each licensee is permitted to place one freestanding portable sign on the sidewalk at each parking lot entrance under the following conditions:
      - (i) The sign shall be limited to ten square feet in area and the top of the sign shall be no higher than five feet above the grade of the public right-of-way.
      - (ii) All numbers and lettering that refer to the parking rates charged shall be of uniform size and font.
      - (iii) Signs shall not cause hazard to pedestrian movement or be placed in a manner that obscures the view of vehicles entering or exiting the parking lot.
      - (iv) Prior to placing a temporary valet sign on the public right-of-way, the licensee shall first obtain an encroachment permit from the office of the City Engineer which:
        - (A) Specifies the precise location where the sign shall be placed;
        - (B) Indemnifies the city from any claims resulting from the placement of the sign.
    - (2) It is unlawful for any valet sign to be placed on the PROW that has any flashing, blinking, revolving, scrolling, or similar lighting effect affixed to it.
    - (3) The sign shall be used solely for directing the public to parking facilities which are located within the City of West Hollywood.
  - (e) No signs shall be posted, pursuant to this section, which would be in violation of Chapter 19.34 of the West Hollywood Municipal Code.

**STANDARD CONDITIONS FOR VALET BUSINESS LICENSE CONTINUED...**

6. **Rate Restrictions.** The operator of a valet parking service shall not charge any higher rates for parking than those rates posted.
7. **Closing Time.** At each closing time, the licensee shall lock or cause to be locked each vehicle, except those locked by the person bringing the vehicle to the valet parking service, if a key is available, and shall deposit or cause to be deposited such key with a responsible person at a safe and convenient place, to be delivered to the person who parked the vehicle upon surrender of the parking ticket if one was given to such person, or otherwise upon proof that such person has the right to possess the vehicle.
8. **Parking Longer Than Forty-Eight Hours – Notice to Sheriff.** The licensee, or agents and employees, shall notify the Sheriff whenever a vehicle has been left in his or her custody for a period in excess of forty-eight hours without a prior contractual arrangement for such period of time in order to determine whether the vehicle is stolen or abandoned.
9. **Employee Identification.** The licensee and all employees of the licensee who drive patrons' or guests' vehicles or who handle keys belonging to patrons or guests shall each have an appropriate current and valid California driver's license. Every person required to have a driver's license pursuant to the provisions of this chapter shall produce and exhibit the license when requested by any city official authorized to issue, inspect or collect permit and license fees, or authorized to enforce the provisions of this chapter or of the City of West Hollywood Municipal Code
10. **Business License Renewal.** At the time of renewal of the license, the licensee shall submit to the Business License Officer a current copy of its liability insurance policy and a route plan which has been approved by the Transportation Division within the previous six months.

**APPLICANT PRINTED NAME:**

**APPLICANT SIGNATURE:**

**DATE:**



City of West Hollywood  
Community Safety Department  
8300 Santa Monica Boulevard  
West Hollywood, CA 90069  
(323) 848-6437

**OWNER'S AFFIDAVIT/ACKNOWLEDEMENT FORM**

**A notary public or other office completing this certificate verifies only the identity of the individual who signed the document, to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.**

The acknowledgement form must be filled out completely and notarized for the following business activities:

- Model Studio
- Escort Bureaus/Introductory Services
- Fortunetelling
- Picture Arcade
- Adult Bookstore
- Parking and Valet Services
- Medical Marijuana Collective

I (We), \_\_\_\_\_, (Owner Name) hereby declare under the penalty of perjury that I (we) am (are) the owner(s) of the property located at

(Property Address), Assessor's Parcel Number \_\_\_\_\_, in the City of West Hollywood, California ("Property"). I (we) acknowledge that the application being filed concurrently herewith contemplates \_\_\_\_\_'s (Applicant's Name) intention to operate a \_\_\_\_\_ (Type of Business) under the business name of \_\_\_\_\_ (Business Name) on the Property. I (we) hereby consent to the filing of the application and to the operation of a \_\_\_\_\_ (Type of Business) on the Property.

Property Owner's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Property Owner Address: \_\_\_\_\_

Property Owner Phone: \_\_\_\_\_

Capacity Claimed by Signer (Individual, Partner(s), Trustee(s), Corporate Officer(s), Attorney-In-Fact, Other): \_\_\_\_\_

**For Notary Use Only**

State of California )  
 )  
County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, a Notary Public in and for said State, personally appeared, \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_

(Place seal here)



City of West Hollywood  
 Community Safety Department  
 8300 Santa Monica Boulevard  
 West Hollywood, CA 90069  
 (323) 848-6437

**INDEMNITY AGREEMENT FORM**

A notary public or other office completing this certificate verifies only the identity of the individual who signed the document, to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document. The indemnification form must be filled out completely and NOTARIZED for the following business types.

- Valet Parking Services
- Medical Marijuana Collective
- Tow Truck Service

The licensee agrees to Indemnify, hold harmless, and defend the City and its City Council and each member thereof, and every officer and employee of the City, from and against any and all liability, damages, judgments or financial loss resulting from any suits, claims, losses, or actions brought by any person and from all costs and expenses of litigation, including attorney fees and expert fees, by reason of injury to any property or any person, including, but not limited to, officers and employees of the licensee, perform under and pursuant to such license or any and all activities, operations, and conditions in any manner connected therewith or pertaining thereto. Such Indemnity shall include, but not be limited to any and all liabilities, demands, claims, damages, losses, costs and expenses caused or alleged to have been caused by any negligent or other act of any such licensee. The licensee shall promptly pay any final Judgment rendered against the City (and its officers, officials and employees) covered by this Indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination or expiration of this license. This indemnification obligation excludes liability resulting from the sole-active negligence or wrongful conduct of the City of West Hollywood.

<b>Applicant Signature:</b>		<b>Date</b>	
<b>Applicant Name:</b>			
<b>Applicant Address:</b>			<b>Personal Phone #</b>
<b>Business Address:</b>			<b>Business Phone #</b>

**For Notary Use Only**

State of California )  
 )  
 County of \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, a Notary Public in and for said State, personally appeared, \_\_\_\_\_, who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature \_\_\_\_\_ (Place seal here)



**REQUEST FOR EVIDENCE OF INSURANCE - VALET PARKING BUSINESS LICENSE PLEASE PROVIDE THIS TO YOUR INSURANCE AGENT FOR PROPER PROCESSING.**

\*\*\*\*\*

As part of your process to secure a Valet Parking Business License with the City of West Hollywood you are required to provide evidence of Insurance coverage as outlined below. Kindly return your completed Insurance documents to your City representative.

Certificate Holder: The City of West Hollywood  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069

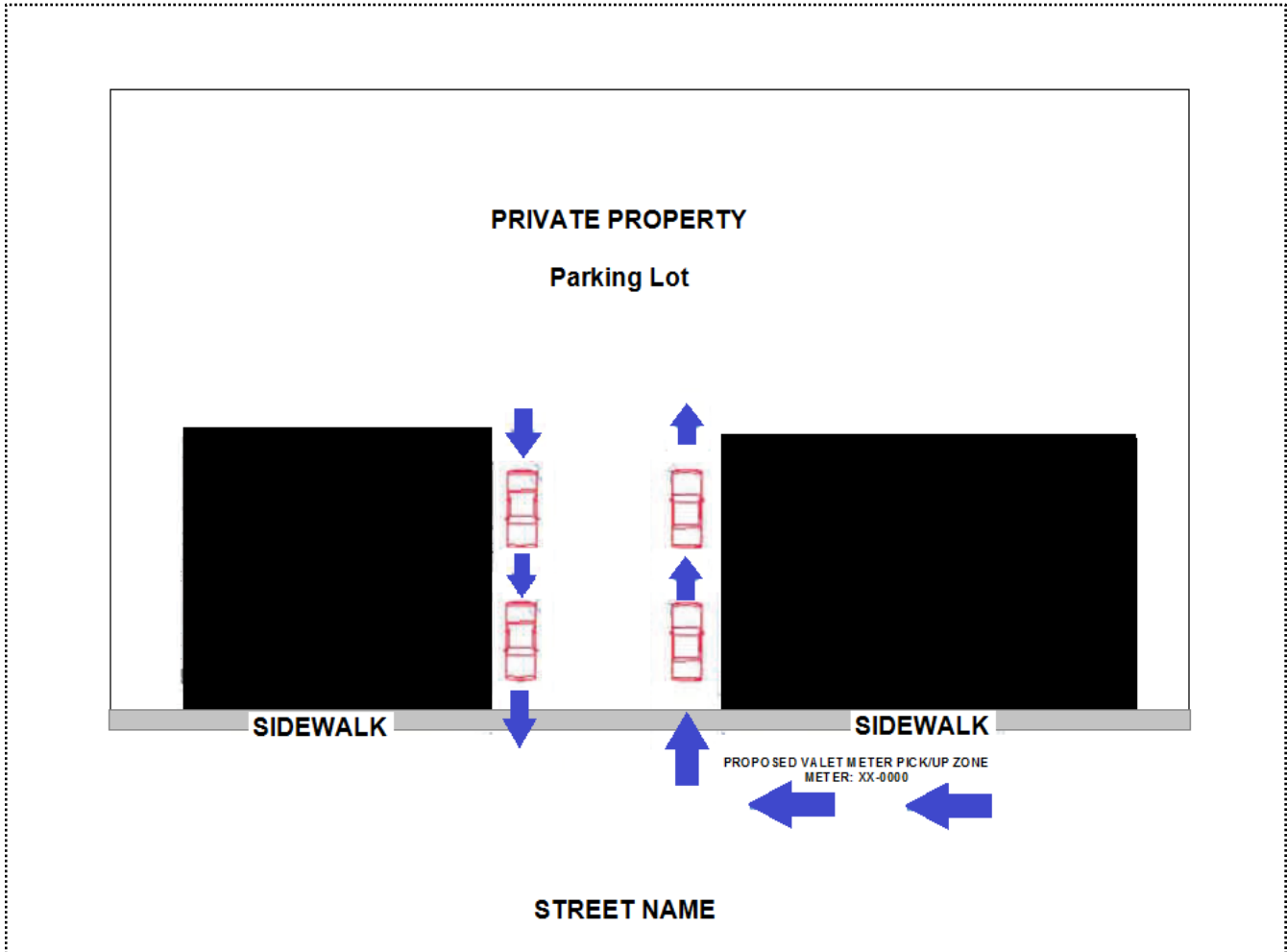
***Required Coverages & Endorsements:***

- ▶ Commercial General Liability (CGL) insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence.
- ▶ Automobile Liability insurance in an amount of not less than twenty five thousand (\$25,000) per occurrence to include Garage liability/Garagekeepers' Legal Liability insurance in an amount of not less than twenty five thousand (\$25,000) per occurrence.
- ▶ The CITY OF WEST HOLLYWOOD, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds on the Commercial General Liability (CGL) insurance.  
***\*Requires a policy endorsement***
- ▶ Named insured must state their insurance is primary and non-contributory by policy endorsement or proof of appropriate "Other Insurance" clause in the CGL policy form.  
***\*Requires a policy endorsement***
- ▶ Workers' Compensation Insurance as required by law.
- ▶ Certificate should indicate a 30 day notice of cancellation or reduction in limits applies.

**Please note: not providing the proper Insurance documentation may delay the processing of your business license. Refer to WHMC Title 5.120.050 Insurance Requirements and WHC 5.08.120 for Insurance and Bond Requirements for details.**



# VALET ROUTE PLAN SAMPLE



## Please ensure to include:

1. The placement of valet signs.
2. The placement of attendant stands.
3. The proposed meter numbers (if applicable).
  - Should a valet meter be requested, please submit the Valet Meter Encroachment Permit Application.
4. Proposed Route Plan
  - Route plan is required for both on-site and off-site valet usage.
  - For off-site route plans please include an aerial view of the proposed route plan.
  - Please be mindful that off-site parking requires a Parking Use Permit (obtained through the Planning Division).



# CITY OF WEST HOLLYWOOD

## VALET METER ENCROACHMENT PERMIT APPLICATION

Date Issued: \_\_\_\_\_

### Billing Information

Permit # \_\_\_\_\_

Please provide the requested information regarding the business applying for the valet meter encroachment.

Business Name \_\_\_\_\_ Phone # \_\_\_\_\_ Email \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State Zip \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_ Email \_\_\_\_\_

### Location Information

Please note that requested hours must be able to fit onto the City's parking meter signs in a manner that is easily readable by the public. If this permit is approved, the City will work with applicants to find a solution that meets the needs of all parties.

Business Name \_\_\_\_\_

Physical Address \_\_\_\_\_

Requested Meter #s \_\_\_\_\_

Requested Hours \_\_\_\_\_

Initial

### Conditions

\_\_\_\_\_ The applicant shall be responsible for the actions of its contracted valet company and for any violation of this permit or the Municipal Code.

\_\_\_\_\_ If approved, this Valet Meter Encroachment Permit allows only for the pick up and drop off of patrons' vehicles. Said vehicles shall be immediately removed and taken to the approved parking location and shall not be allowed to remain parked at any on-street parking spot.

\_\_\_\_\_ It is the responsibility of the applicant to have any unauthorized vehicle removed from their assigned meter space.

\_\_\_\_\_ Valet Meter Encroachment Permits are issued on a prorated yearly basis, requiring the applicant to renew this permit every January by submitting the requisite fees when invoiced. Applicant shall be responsible for all fees related to this permit unless the applicant contacts the City of West Hollywood and requests a cancellation. If requested to do so in writing by the applicant, a prorated refund for unused fees shall be returned to the applicant by the City.

\_\_\_\_\_ Failure to pay all fees associated with this permit by the due date on the invoice may result in the cancellation of this permit and removal of signage.

### Applicant's Declaration

I hereby apply for a valet meter encroachment permit to operate a valet business in the public right-of-way at the described location(s) subject to the provisions required by the Municipal Code. I understand that noncompliance with these or other valet operating conditions may be cause for permit revocation. Applicant hereby agrees to hold harmless and indemnify City, its officers, agents, and employees, and its successors and assigns, from and against all claims, loss, damage, actions, causes of actions, expense and/or liability arising or growing out of loss or damage to personal and real property, including City's property, or injury to or death of persons, resulting in any manner whatsoever directly or indirectly, by reason of Applicant's activities under this Permit or the use of the public right-of-way by Applicant unless such loss, damage, injury, or death is due to the sole negligence of the City. Applicant shall also hold the City harmless from all costs and expenses, including costs of investigation arising out of or incurred in the defense of any claim, proceeding, or action brought for injury to persons or damage to property, resulting from or associated with the use of the public right-of-way under this Permit and shall further save and hold harmless the City from any and all orders, judgments, and decrees which may be entered in any and all such suit or actions. Applicant hereby waives any and all claims against the City of damage to persons or property on said Premises. The person signing this Application hereby declares and warrants that he or she has the authority to bind Applicant to the foregoing.

Printed Name \_\_\_\_\_ Signature \_\_\_\_\_ Date \_\_\_\_\_

Relation to Business \_\_\_\_\_ Phone # \_\_\_\_\_ Email \_\_\_\_\_

### Office Use Only

APPROVED BY: \_\_\_\_\_

APPROVED FOR:

APPROVED DATE: \_\_\_\_\_

## VALET OPERATIONS AGENCY APPROVALS

Failure to obtain the required agency approvals listed below will result in your application being deemed incomplete and will not be accepted/processed. Please contact each agency for appointment.

### BUSINESS NAME

### ADDRESS

#### **PLANNING**

CITY OF WEST HOLLYWOOD  
8300 SANTA MONICA BLVD., 2<sup>nd</sup> FL  
WEST HOLLYWOOD, CA 90069  
**CONTACT: PLANNER-ON-DUTY**  
**(323) 848-6475 | [PLANNING@WEHO.ORG](mailto:PLANNING@WEHO.ORG)**  
**HOURS: M – TH 8 AM - 6 PM**  
**FRI, 8 AM - 5 PM**

APPROVED BY (PLEASE PRINT)

DATE

SIGNATURE

#### **COMMENTS/CONDITIONS:**

#### **RISK MANAGEMENT**

CITY OF WEST HOLLYWOOD  
8300 SANTA MONICA BLVD. 3<sup>rd</sup> FL  
WEST HOLLYWOOD, CA 90069  
**CONTACT: AILEEN WARD**  
**(323) 848-6509 | [AWARD@WEHO.ORG](mailto:AWARD@WEHO.ORG)**

APPROVED BY (PLEASE PRINT)

DATE

SIGNATURE

#### **COMMENTS/CONDITIONS:**

#### **REVENUE MANAGEMENT (TAX CERTIFICATE)**

CITY OF WEST HOLLYWOOD  
8300 SANTA MONICA BLVD., 1<sup>st</sup> FL  
WEST HOLLYWOOD, CA 90069  
**CONTACT: [BusinessTax@weho.org](mailto:BusinessTax@weho.org)**  
**(323) 848-6319**  
**HOURS: M – TH, 8 AM - 6 PM**  
**FRI, 8 AM - 5 PM**

APPROVED BY (PLEASE PRINT)

DATE

SIGNATURE

#### **COMMENTS/CONDITIONS:**

\*\*\*\*\*INTERNAL USE ONLY\*\*\*\*\*

#### **CODE ENFORCEMENT**

CITY OF WEST HOLLYWOOD  
8300 SANTA MONICA BLVD., 2<sup>nd</sup> FL  
WEST HOLLYWOOD, CA 90069  
**(323) 848-6437 | [CODE@WEHO.ORG](mailto:CODE@WEHO.ORG)**

APPROVED BY (PLEASE PRINT)

DATE

SIGNATURE

#### **COMMENTS/CONDITIONS:**