STAFF REPORT

CITY OF BEVERLY HILLS

For the Planning Commission
Meeting of January 28, 2010

TO: The Planning Commission

FROM: Peter Noonan, AICP, Associate Planner PN

THROUGH: David Reyes, Acting City Planner

SUBJECT: **General Plan** – Bifurcation of the General Plan Update Process and Previous Traffic Analysis Discussions Related to Adjusting Existing General Plan Land Use Development Densities.

This memo provides information, for background purposes, to the Planning Commission on the bifurcation of the General Plan update process and previous traffic analysis discussions related to adjusting the existing development densities given on the City's General Plan Land Use Map. This information should be received and filed.

General Plan documents are revised in two ways, either by: 1) amending the existing plan, which keeps the original document in-tact except for the proposed changes; or 2) replacing the document entirely with a comprehensively updated document which may, or may not, keep some pieces of the original plan but typically results in an entirely new general plan document. Historically, the City has chosen the later of these two options and comprehensively updated the General Plan.

On August 8, 2008, a draft comprehensive update to the City's existing 1976 General Plan was released for public comment along with the associated environmental impact report (EIR). During the public comment period, a need to better understand potential residential impacts that could result from traffic generated by increased development densities was identified by the community. The Planning Commission seconded the desire for additional traffic analysis during the public hearing on the EIR, which began on September 11, 2008 and was continued to September 18, 2008 and November 13, 2008.

On November 13, 2008, a series of six papers on traffic were provided as background information and further traffic analysis was discussed. This discussion included: 1) conducting a high-level of traffic impact analysis on residential streets, such as was done in the Entertainment Business District's EIR, 2) analyzing traffic impacts on a district-by-district basis, and 3) addressing neighborhood traffic impacts. The staff report and presentation to the Planning Commission have been attached for reference; please refer to Attachment A and Attachment B.

On May 27, 2009, the need for additional traffic analysis was presented to the City Council during the formal session; please refer to Attachment C and Attachment D. The City Council directed staff, per staff's request, to proceed forward with amendments to the City's existing General Plan that did not include any changes to the scale or density of buildings (the "Step-One" amendments), and to return with a comprehensive presentation on what a Travel Demand Model might look like for the City.

On January 10, 2010, the City Council adopted a broad set of amendments to the City's General Plan that did not include any changes to the scale or density of buildings; this concluded the first step (the "Step-One" Amendments) of the bifurcated general plan update process.

Now that the first step in the general plan amendment process has been completed, the next steps are to: 1) update the City's Housing Element, and 2) continue the community discussion on potential adjustments to the scale and density of buildings. Based on direction received on May 27, 2009, a study session on traffic analysis is being planned. This study session will occur before the discussion on changes in development density continues (scale and density of buildings).

On January 27, 2010, an Ad Hoc meeting has been scheduled in preparation for this future City Council study session on Travel Demand Models. The outcome of this Ad Hoc meeting will guide the presentation to be given at that future study session. One of the topics of discussion also explored at this Ad Hoc meeting will be if there is a need for additional traffic analysis prior to considering any and all changes to development density, or if changes in select areas can be explored without the additional traffic analysis. The outcome of the City Council's study session will influence whether the City's General Plan Land Use Map would return to the Planning Commission for further discussion prior to the completion of the additional traffic analysis.

PETER NOONAN, AICP

Attachment: A. Planning Commission Staff Report, November 13, 2008

B. Planning Commission Presentation, November 13, 2008

C. City Council Agenda Report for May 27, 2009

D. City Council Presentation for May 27, 2009

ATTACHMENT A

STAFF REPORT

CITY OF BEVERLY HILLS

For the Planning
Commission Meeting of
November 13, 2008

TO: The Planning Commission

FROM: Larry Sakurai, Principal Planner

THROUGH: Jonathan Lait, AICP, City Planner

SUBJECT: **Beverly Hills Draft General Plan**
Discussion regarding the Planning Commission's request for additional traffic analysis, studies and methodologies in the General Plan update, including possible discussion of previously prepared Circulation Element White Papers.

EXECUTIVE SUMMARY

This report transmits a series of white papers that were prepared to address transportation and circulation-related issues for the General Plan update. This is provided as background information for a discussion on November 13 related to future traffic analysis studies.

DISCUSSION

Staff and consultant will make a presentation on November 13 to explain how it intends to address the Planning Commission's request to refine community district level analysis for the draft General Plan and project alternatives, as well as the integration of Entertainment Business District level traffic analysis into the General Plan Draft Environmental Impact Report.

The purpose of this discussion is to present a strategy that addresses the Planning Commission's comments and to develop a shared understanding as to what this analysis will and will not provide. No additional traffic analysis has been completed at this time and, therefore, no substantive discussion can occur regarding traffic-related impacts associated with the General Plan. This discussion will be more about approach and establishing clear expectations regarding what will be studied. Requests for additional traffic analysis will require City Council approval.

During 2005 and 2006, six white papers were prepared to address traffic-realted issues in the mobility element. These documents specifically address:

- Regional transportation setting
- Wilshire Corridor congestion
- Santa Monica Boulevard Corridor
- Impact of north-south traffic
- Impact of through traffic on residential streets
- Relationship of parking supply and traffic circulation and the potential for alternatives in auto use in the Business Triangle

The white papers are provided for informational purposes only and may be helpful for the broader discussion on November 13.

LARRY SAKURAI

Attachments: *Circulation Element White Papers*

CIRCULATION ELEMENT OF THE GENERAL PLAN UPDATE

WHITE PAPER SERIES

March 2006

Prepared for:

CITY OF BEVERLY HILLS

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CIRCULATION ELEMENT WHITE PAPER SERIES

The Circulation Element is one of the key components of the General Plan update currently underway for the City of Beverly Hills. The recently completed Technical Background Report (TBR) serves as a comprehensive database that describes existing conditions for the City's physical, social, and economic resources. This information includes a discussion of the existing characteristics, trends and forecasts, and the issues associated with each of these resource areas. Relative to the Circulation Element, Chapter 3 – Infrastructure and Utilities includes an entire section that provides an assessment of existing operating conditions and constraints of the City's transportation system. It also includes the identification of a series of key transportation and circulation issues that face the City of Beverly Hills and must be addressed in the development of the updated Circulation Element of the General Plan.

As part of the update process, the City requested that a series of "white papers" be prepared that summarize and discuss each of these issues in the context of the proposed circulation plan. In addition to identifying the problems associated with each of the issues identified, the white papers will also discuss the implications and trade-offs of alternatives to address each issue. To the degree possible, these issues will be quantified and evaluated in terms of potential options available to address them. The white papers serve as the starting point for discussion of these options that will eventually result in the identification of the recommended strategies and programs to be included in the Circulation Element. Ultimately, the purpose of the white papers is to provide a tool for decision-makers to strategically respond to the circulation issues confronting the City so that the Circulation Element can reflect the issues and the City's response.

These papers explore the circulation issues identified in greater depth than the TBR and provide feedback that allows the City's decision-makers to develop policies to be included in the General Plan Update. In terms of the regional setting, however, it cannot be stressed too much that Beverly Hills must seek regional and subregional (Westside Cities) solutions for its circulation problems. Since it is regional rather than local growth that is the driving force resulting in further traffic and congestion, the City must continue its efforts to engage its neighbors and arrive at regional solutions.

A key corollary issue to mobility is the need to address air quality related to mobile sources. Through the Circulation Element of the General Plan Update, the City will make improvements to overall mobility of motorists and public transit users. Such mobility gains will lead to improved air quality.

The white papers included in this series address the following:

- White Paper No. 1: Regional Transportation Setting
- White Paper No. 2: Wilshire Corridor Congestion
- White Paper No. 3: Santa Monica Boulevard Corridor
- White Paper No. 4: Impact of North-South Traffic
- White Paper No. 5: Impact of Through Traffic on Residential Streets
- White Paper No. 6: Relationship of Parking Supply and Traffic Circulation and the Potential for Alternatives to Auto Use in Business Triangle

CIRCULATION ELEMENT WHITE PAPER NO. 1

REGIONAL TRANSPORTATION SETTING

INTRODUCTION

According to the Southern California Association of Governments (SCAG), by 2030 the six-County region will be home to 22.9 million residents and 10.2 million jobs, representing a 38 percent and 36 percent increase over year 2000, respectively. From 1960 to 2000, while the population more than doubled, the vehicle miles traveled (VMT) increased by about 350 percent and State highway miles increased less than 30 percent. These growth forecasts point to total daily delay from congestion increasing from 2.2 million person-hours in 2000 to 5.4 million person-hours by 2030.

In the context of this robust regional growth forecast, Los Angeles County, the Westside Cities, and Beverly Hills will experience more modest growth. Currently, Beverly Hills is projected to experience annual population and employment growth rates of about 0.6 percent and 1.1 percent, respectively, over the next 10 years. Given the City's geographic location and that the Westside is job-rich and home to the region's largest concentration of activity centers; the City of Beverly Hills is disproportionately affected by regional growth influences, especially trips attracted to and through Beverly Hills. The City's daytime population is a reflection of these influences, and these factors. Based on 2000 Census data, the City's daytime commuter population is slightly greater than the resident population. When estimates of tourists, shoppers, employees, users of professional and other services in Beverly Hills, and transit riders are included, the City's daytime population approaches 300,000, compared to the 2005 35,930 resident population who, along with hotel occupants, constitute the nighttime population. Some of the key regional growth influences include UCLA/Westwood, Miracle Mile/Museum Row, Century City, Cedars Sinai Medical Center, LAX Expansion, Playa Vista, Hollywood and West Hollywood. This reality presents a major challenge to mobility in the City and is a major driver of the significant regional through trips affecting the City.

For example, the most recent license plate survey data indicates about 25-40 percent through regional trips on Wilshire Boulevard within the City limits. A more extensive cordon study would more accurately determine the levels of regional through traffic, as well as total traffic, in both the east-west and north-south travel directions.

CURRENT REGIONAL TRAVEL PATTERNS AND MODES

Regional travel to and from Beverly Hills is via the Sepulveda Pass, the Cahuenga Pass, the Santa Monica Boulevard Corridor (including Burton Way/Beverly Boulevard connections), Wilshire, Sunset, Olympic and San Vicente Boulevards (east-west routes), Robertson and La Cienega Boulevards (north-south routes from the Santa Monica Freeway), and Benedict, Beverly Glen, and Coldwater Canyons (north-south connections to San Fernando Valley). Figure 1 shows the regional context, including current traffic volumes.

With the exception of the current and proposed Metro Rapid buses on Wilshire, Santa Monica and Beverly Boulevards, no major regional public transit service expansion is likely to be implemented in the near future for Beverly Hills. The proposed Exposition Light Rail Transit (LRT) line from downtown Los Angeles to Culver City (and ultimately Santa Monica) will have little direct effect on the Beverly Hills area. Recent pronouncements by Los Angeles Mayor Antonio Villaraigosa and Los Angeles County Supervisor Zev Yaraslovsky regarding extending the Metro Red Line subway from Wilshire Boulevard at Western Avenue to the coast in Santa Monica are positive, but that is likely to be more than a decade away at the earliest. Notwithstanding this relatively long time frame for implementing light and heavy rail transit, it is in the City's best interest to continue to support implementation of a viable, integrated regional public transit system building upon the support expressed through adoption of the *Westside Mobility Study*. Now is the time for the City to formulate policy and strategies geared toward immediate and long-range support for the timing and alignment of heavy rail projects that best serve the City's interests.

In the past, light rail and monorail have been suggested to serve the Beverly Hills region, however the noise, visual and other impacts associated with these transit modes, combined with the significantly greater capacity of a heavy rail infrastructure may make these modes a less viable alternative.

Anyone who has followed development and travel patterns over the past several years knows that the Los Angeles Basin and the Westside Cities (SCAG subregion) are experiencing significant infill, adaptive reuse and densification. Traffic and congestion are consistently one of the top concerns of citizens, based on quality-of-life polling. So, the reality is that congestion is increasing and people are increasingly modifying their travel patterns accordingly and will continue to do so until local and regional traffic improves. It is anticipated that intelligent transportation system (ITS) improvements to the arterial street network will be accomplished throughout the Westside in the next five to 10 years. Congestion pricing for rationing scarce peak hour freeway capacity is still just a gleam in the transportation economist's eye. Ultimately, a well-conceived public transit system integrating light and heavy rail, bus rapid transit, and local and shuttle bus operations offers the best long-term hope for improving mobility on the Westside.

PLANNED AND PROPOSED FUTURE TRANSPORTATION IMPROVEMENTS

The following are planned and/or proposed significant transportation projects that would have an effect on travel conditions to, from, through and within Beverly Hills:

Regional Freeway/Highway System

- I-405 Carpool Lanes
  -southbound from Waterford Street to Century Boulevard
  -northbound from Century Boulevard to the Santa Monica Freeway
  -northbound from the Santa Monica Freeway to U.S. 101 (project proposed with estimated cost of $500 million)
- Santa Monica Freeway Carpool Lanes (proposed in *Westside Mobility Study*[1])

[1] The *Westside Mobility Study*, completed in October 2003, was initiated by the Westside Cities (Beverly Hills, West Hollywood, Culver City and Santa Monica) to take a multijurisdictional approach to addressing regional transportation needs.

- Santa Monica Transit Parkway (I-405 to western City limit)
- Wilshire Boulevard and Santa Monica Boulevard intersection improvements (including possible grade-separation of Santa Monica under Wilshire) proposed in *Westside Mobility Study*

Regional Public Transit System

- Metro Rapid Line 714
  -serving Santa Monica Boulevard upon completion of Transit Parkway
- Adding articulated buses to the existing line on Wilshire Boulevard including possible dedicated bus lanes
- Exposition LRT from downtown Los Angeles to Culver City (and ultimately Santa Monica) proposed in the *Westside Mobility Study*
- Metro Red Line subway western. (An extension from current Western Avenue/Wilshire Boulevard terminus has been proposed by Mayor Villaraigosa and others)

Signal Synchronization

- In concert Los Angeles County Metropolitan Transportation Authority (MTA), transit signal priority will be installed throughout Beverly Hills. This will speed bus service along Wilshire, Olympic, La Cienega, Beverly and Santa Monica Boulevards and enhance overall vehicular flow through the City. It is anticipated that the installation will be complete in May 2006.

Trip Reduction Alternatives (Transportation Demand Management)

- E-commerce (work-telecommuting, information, contacts, shopping, entertainment and education)
- Alter land use patterns to promote alternatives to trip making, i.e. Mixed Use, Transit-Oriented Development (TOD)
- Transportation Demand Management (TDM)
- Bicycle routes (a regional route currently discontinuous through City)

Of the trip reduction alternatives listed above, none are likely to produce trip reductions that result in significant congestion relief due to their lack of applicability to the unique circumstances of Beverly Hills. For example, although the City is a major employment center there are no large employers with significant numbers of employees located within viable carpooling distance of each other, so employer-based TDM programs are limited in scope. There may be limited opportunities for mixed use or TOD on along commercially-zoned streets if a concern for the fiscal impacts of significant displacement of commercial uses by housing on the major corridors, especially Wilshire Boulevard, results in limiting these land uses. Finally, the City has not provided opportunities for in-street bicycle lanes due to concern for the safety of cyclists on the heavily congested corridors that are the most likely routes for regional bicycle travel (Wilshire, Santa Monica and La Cienega Boulevards). The City will need to revisit its policy on bicycle paths as it considers future improvements to Santa Monica Boulevard that provide the opportunity to establish a regional bike path linkage.

IMPLICATIONS FOR GENERAL PLAN UPDATE

In the long term, regional public transit solutions can be expected to provide the greatest solution to local mobility, but they require active City participation in the regional process in order to assure that regional solutions best serve the City's interest. The Westside Council of Governments and the *Westside Mobility Study* represent good examples of engaging circulation issues at a regional and sub-regional scale and where the City is on record to support an extension of the Metro Red Line subway. It will be necessary to develop a strategic approach to address the regional growth in traffic over the long term. The current political environment appears to provide an ideal situation for Beverly Hills to take advantage of the potentially positive support they are likely to get from local, regional and state agencies for expansion of the public transportation project that would have the greatest impact on the City of Beverly Hills in the years to come: the westerly extension of the Metro Red Line subway line.

With regard to the possible subway extension, the City needs to be actively engaged in the route alternatives, station location and environmental clearance process. With a western subway extension along a Wilshire Boulevard alignment, as the line approaches the City's eastern limit, there are two logical route alignment options: either continue straight under Wilshire Boulevard or turn northerly along San Vicente Boulevard to either Burton Way or Third Street to join Santa Monica Boulevard and then westerly toward the Wilshire Boulevard intersection and onward toward Century City. The Wilshire alignment would likely have two stations within the City; while the San Vicente alignment would likely have a Beverly Center/Cedars Sinai station and one within Beverly Hills. In either scenario, a station location would likely be accessible to the Business Triangle, however, a San Vicente alignment would preclude location of a station on the eastern part of Wilshire Boulevard in Beverly Hills.

It behooves the City to build on the efforts of the Westside Cities Council of Governments to develop a strategy to use the potential influence of the City of Los Angeles, MTA, and the State of California to complete these projects, in particular the subway extension. Avoiding continued deterioration in mobility or slowing the rate of deterioration within the City of Beverly Hills is heavily dependent on the ability of the regional transportation system to accommodate much of the increases in travel demand that would be consistent with these forecasts.

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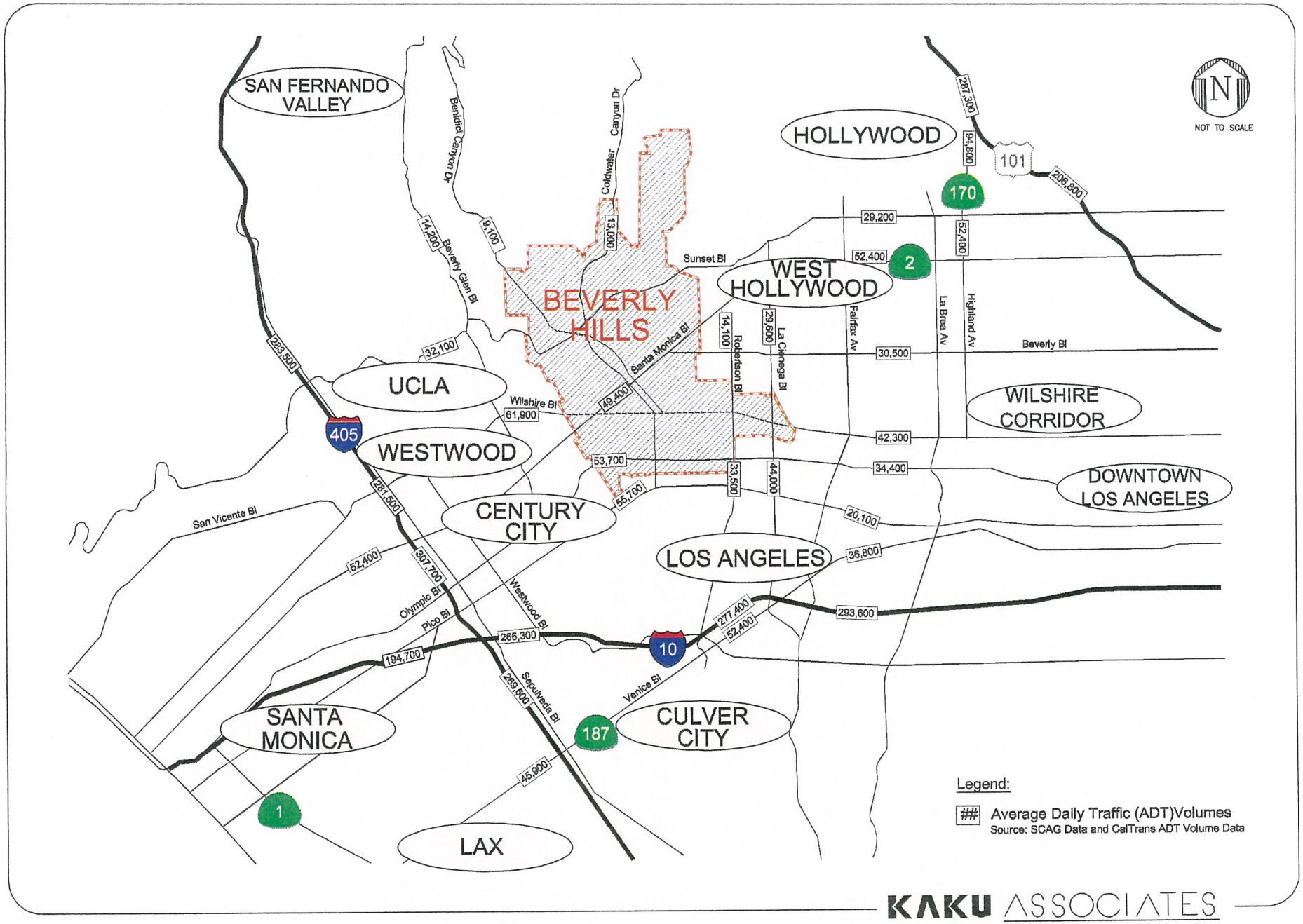

FIGURE 1
REGIONAL TRANSPORTATION SETTING (WITH TRAFFIC VOLUMES)

CIRCULATION ELEMENT WHITE PAPER NO. 2

WILSHIRE CORRIDOR CONGESTION

INTRODUCTION

From an historic perspective, Wilshire Boulevard has been the western Los Angeles region's primary thoroughfare, combining entertainment and shopping districts surrounded by superior residential areas as it traverses from Grand Avenue in downtown Los Angeles through Beverly Hills and its Business Triangle to Ocean Avenue in Santa Monica. As the region's freeway network was implemented, especially the Santa Monica Freeway, the traffic load on Wilshire Boulevard and other parallel arterials was relieved for a period of 20 years or so until regional growth inevitably overwhelmed the freeway system and traffic diverted back to the arterial street system.

As the Westside has evolved into a job-rich subregion, traditional commute patterns have changed, with the morning rush hour on the Santa Monica Freeway heavier westbound than eastbound (toward downtown Los Angeles). A similar traffic pattern is experienced on Wilshire Boulevard. Notwithstanding this flow reversal, Wilshire Boulevard continues to function as a regional arterial connecting downtown Los Angeles to the ocean in Santa Monica. As such, its traffic is influenced not only by development located on the corridor in the City, but profoundly by development throughout the region. Wilshire Boulevard is the most densely built corridor in Los Angeles County, as well as in the western United States.

BACKGROUND

Currently, the average daily traffic on Wilshire Boulevard is more than 46,000 just east of Santa Monica Boulevard. These volumes reflect about a 15 percent increase over conditions in 1974 when traffic levels were at about 42,000 vehicles per day. In 1967 the average daily traffic was about 36,000 vehicles per day, reflecting a 35 percent increase in the 38 years from 1967 to current conditions. It should be noted that traffic levels were actually the highest in the 1980s.

As documented in the Technical Background Report (TBR), current levels of service (LOS) along Wilshire Boulevard within the City are generally most congested near the eastern and western City limits. For example, the intersection of La Cienega and Wilshire Boulevards is currently LOS F in the morning, LOS D at midday and LOS E in the evening. The intersection of Wilshire and Santa Monica Boulevards is LOS D/E throughout the day. Whittier Drive/Wilshire Boulevard is LOS F in the morning and evening and LOS E at midday.

During the time period from the 1900s to the 1980s, the Wilshire Corridor became the densest population and employment corridor west of the Mississippi River and was thus touted as the most logical route for a rail rapid transit subway. In 1984, the Southern California Rapid Transit District (SCRTD) released an environmental document for a subway system from downtown Los Angeles west under Wilshire Boulevard, turning north along Fairfax Avenue and then heading to the San Fernando Valley. The methane gas explosion at Ross Dress for Less near Fairfax

Avenue and Third Street in 1985 put an end to this plan, ultimately leading to the truncated Metro Red Line with a western terminus at Western. As a result of construction-related problems associated with the truncated Metro Red Line project, Los Angeles County Supervisor Zev Yaroslavsky sponsored Proposition A on the November 1998 ballot. This measure was passed and prohibits use of Propositions A and C transit sales tax receipts (totaling 1%) from being used to construct subways in Los Angeles County.

Currently, Wilshire Boulevard serves as a major regional transit bus corridor, as indicated by the following on-board passenger loads from the TBR:

- Wilshire/Santa Monica: Approximately 5,170 passengers in both directions during the morning peak hour and 4,900 during the evening peak hour.

- Wilshire/Beverly: Approximately 4,520 passengers in both directions during the morning peak hour and 3,820 during the evening peak hour.

- Wilshire/La Cienega: Approximately 5,240 passengers in both directions during the morning peak hour and 4,360 during the evening peak hour.

Thus, there is no doubt that Wilshire Boulevard is a regionally significant transit corridor.

As the regional rail system comprised of heavy, light and commuter rail continued to expand, the Westside Cities continued to be unserved, except for the future prospect of the Exposition Light Rail Transit (LRT) line from downtown Los Angeles to Culver City, and ultimately to Santa Monica (see Figure 1). It should be noted that while the Expo LRT line is parallel to the Wilshire Corridor, its location is such that its completion would do little to relieve traffic congestion on Wilshire Boulevard.

In the past five years, Los Angeles County Metropolitan Transportation Authority (MTA) adopted an initiative to implement bus rapid transit (BRT) in the county, rolling out the Wilshire-Whittier and Ventura Boulevard Metro Rapid lines in June 2000, concurrent with the opening of the Metro Red Line to the San Fernando Valley. Metro Rapid should be considered "BRT-Lite" in that it operates in mixed-flow lanes, albeit assisted by traffic signal priority and roughly one-mile station spacing. The MTA's goal is to advance the Wilshire Metro Rapid Route 720 incrementally to full BRT status, including peak-hour dedicated lanes, such as the one-mile stretch in West Los Angeles from Federal Avenue to Centinela Avenue. A proposal for an interim test of this concept is currently under consideration by the City of Beverly Hills and decision makers must determine if the potential benefits in reduced traffic outweigh the potential impacts of additional congestion on the Wilshire corridor and adjacent alternate routes through the City.

While transit signal priority may be permanently implemented along Wilshire Boulevard through Beverly Hills, if the proposed BRT test is deemed successful by the City, it remains to be seen if further stretches of the 26-mile long route can be converted to peak-hour dedicated lane operation. Ironically, the 1984 subway environmental document forecast that if the subway were not built, it would lead to a train of buses along Wilshire Boulevard. The current Line 720 Metro Rapid service alone has extremely short a.m. peak headways eastbound leaving the Vermont Metro Red Line Station. As congestion increases, MTA will be forced to add even

more buses to maintain service and to meet the Consent Decree with the Bus Riders Union[1]. It must be emphasized that increased bus service on Wilshire Boulevard is only an interim solution for increasing transit ridership until a subway is constructed that serves this area.

SIGNIFICANCE TO BEVERLY HILLS

While regionally significant, Wilshire Boulevard is of crucial importance to Beverly Hills, as it represents front door access to the Business Triangle, as well as serving development east of the Triangle. The most recent results from license plate surveys indicate that about 25-40 percent of the traffic on Wilshire is regional through trips with no origin or destination in Beverly Hills. Therefore, approximately 60-75 percent (or roughly 28,000-35,000 vehicles of the approximate total of 44,000 per day) have origins or destinations within Beverly Hills.

Thus, the conflicting objectives for Beverly Hills are the need to maintain access to the City, while at the same time facilitating regional through trips so as to minimize the shifting of such traffic to residential areas. To maintain a high level of access to the City, strategies would logically include increasing capacity on Wilshire Boulevard, increasing capacity on parallel routes, or improving the traffic flow on each of these routes with the limited roadway capacity currently available. The other strategy is the essence of the currently ongoing Intelligent Transportation System (ITS) program by the City's Transportation Department. While recognizing the obvious benefits of increased traffic flow through improvements to the traffic signal system and driver information systems, there is a limit to the magnitude of the expected improvements. It cannot be considered a long-term strategy that will allow for the type of growth and development expected in the City and its neighboring communities, but it is a cost-effective measure that is especially attractive because of the availability of federal and state transportation funds for its implementation.

Capacity increases on routes parallel to Wilshire Boulevard but in the same travel corridor is a viable and attractive measure that would include Olympic Boulevard and possibly Santa Monica Boulevard. While Santa Monica Boulevard is the topic of another White Paper in this series that will further address this issue, consideration of Olympic Boulevard must recognize the limitations of this option relative to the overall objective of increasing mobility. While increases to the capacity of this corridor would help in moving overall traffic associated with Wilshire Boulevard and would therefore serve the needs of the regional through traffic, it would not provide much assistance to serving the needs of the Business Triangle, where a high percentage of Wilshire Boulevard traffic is destined. In order to preserve or expand the traffic-carrying capacity of Olympic Boulevard, consideration of the impact on traffic flow should be included in any land use discussions about development along the street.

Increasing the capacity of Wilshire Boulevard would certainly achieve the objectives of maintaining good access to the City, providing for the movement of regional traffic through the city, and ensuring that growth in traffic volumes does not lead to diversion of this traffic onto adjacent local streets in the residential neighborhoods. Increasing the highway capacity of Wilshire Boulevard, however, is not only contrary to the overall long-term objective for the City, it is in many ways counterproductive since it will likely result only in moving the traffic bottlenecks to other locations in or adjacent to the City, and serve to attract more though traffic. Increasing the people-moving capacity of Wilshire Boulevard with transit strategies achieves the City's

[1] MTA and the Bus Riders Union agreed to an out-of-court settlement requiring that MTA meet specified overcrowding standards on its buses.

objective without resulting in the various negative impacts. For long-term congestion relief on Wilshire Boulevard that achieves the City's objectives, active planning and engagement for future transit systems will be necessary by City leaders.

TRAVEL FORECASTS FOR THE WESTSIDE

As documented in the *Mid-Cities Westside Transit Corridor Study: Re-Evaluation/Major Investment Study (MIS) Report* (MTA, February 2000), between 1998 and 2000, the roughly 107 square mile study area (downtown Los Angeles to the ocean, Manchester to Sunset) experienced an increase of approximately 400,000 people and 200,000 jobs, resulting in a home-work trip growth of 40 percent. In addition to this robust growth, the Westside area, which includes Beverly Hills and already has a population density of 14,000 persons per square mile and an employment density of 9,000 jobs per square mile, has the highest concentration of the region's designated activity centers and an existing concentration of transit-supportive land uses (almost 30 percent of the total). There are no committed east-west transportation improvements to serve this future growth other than the possibility of the Expo LRT Line, which would not materially affect traffic congestion on Wilshire Boulevard.

IMPLICATIONS FOR GENERAL PLAN UPDATE

It is clear that improvements in public transit offer the best, and perhaps only, means to tame the congestion along Wilshire Boulevard, which is a regionally significant transit-oriented corridor. In 1997, the transit usage as a percentage of all trips on the Westside was almost 14 percent, which is double the county average. This percentage has most likely increased with the success of the Wilshire-Whittier Metro Rapid Line 720 and other Metro Rapid lines added since 2000.

As the region in general and the Westside in particular continue to grow, congestion will increase on Wilshire Boulevard and the current roughly one-third of regional through trips is likely to increase as the freeway system becomes more congested. This increasing congestion will adversely affect public transit systems along Wilshire Boulevard, resulting in slower average speeds and the need to add buses to maintain service levels. The following are the key implications relative to the General Plan Update:

1. The Metro Rapid Line 720 and other bus services will continue as the only viable public transit service for the foreseeable future but should only be viewed as interim solutions. The City should explore the potential of peak hour dedicated bus lanes from Doheny Drive to San Vicente Boulevard, seeking to minimize localized impacts and weighing any potential impacts against improvement to mobility.

2. The future possibility of a western Metro Red Line subway extension should be acknowledged and actively supported by the City.[2] Los Angeles Mayor Antonio Villaraigosa has publicly noted the need to extend the subway to the sea. Recent estimates by MTA suggest a cost of $4.8 billion (in 2015 dollars) to extend the subway from Western Avenue to Ocean Avenue. In addition, a panel of experts has found that the subway can be safely built through the methane gas zone and Congressman Henry Waxman now supports the project. In order achieve the best

[2] The City previously endorsed the subway extension through adoption of the *Westside Mobility Study*.

possible outcome for Beverly Hills, the City needs to play an active role in studying route alignment and station locations and advocating for that outcome.

3. Transit-Oriented Development (TOD) should be considered along the Wilshire Corridor in the Land Use Element at appropriate locations. Properly located, such development can capture up to 25 percent of the home-work trips. Further, shoppers are drawn to retail stores well served by transit. The current Metro Rapid Line 720 on Wilshire Boulevard has stops in Beverly Hills at La Cienega, Robertson, Beverly Drive, and Santa Monica Boulevards. Each of these Metro Rapid locations represents possible candidates for subway station locations. Therefore, TOD nodes should be evaluated in the area surrounding these locations.

4. In conjunction with analysis of the Santa Monica Boulevard corridor, the City needs to study further a Wilshire Boulevard/Santa Monica Boulevard grade-separation project in the context of the level of congestion relief offered compared to other alternatives and within the context of a potential subway extension. For example, a grade separation involving a sunken roadway would require any subway alignment through the intersection to be built much deeper and affect possible station locations.

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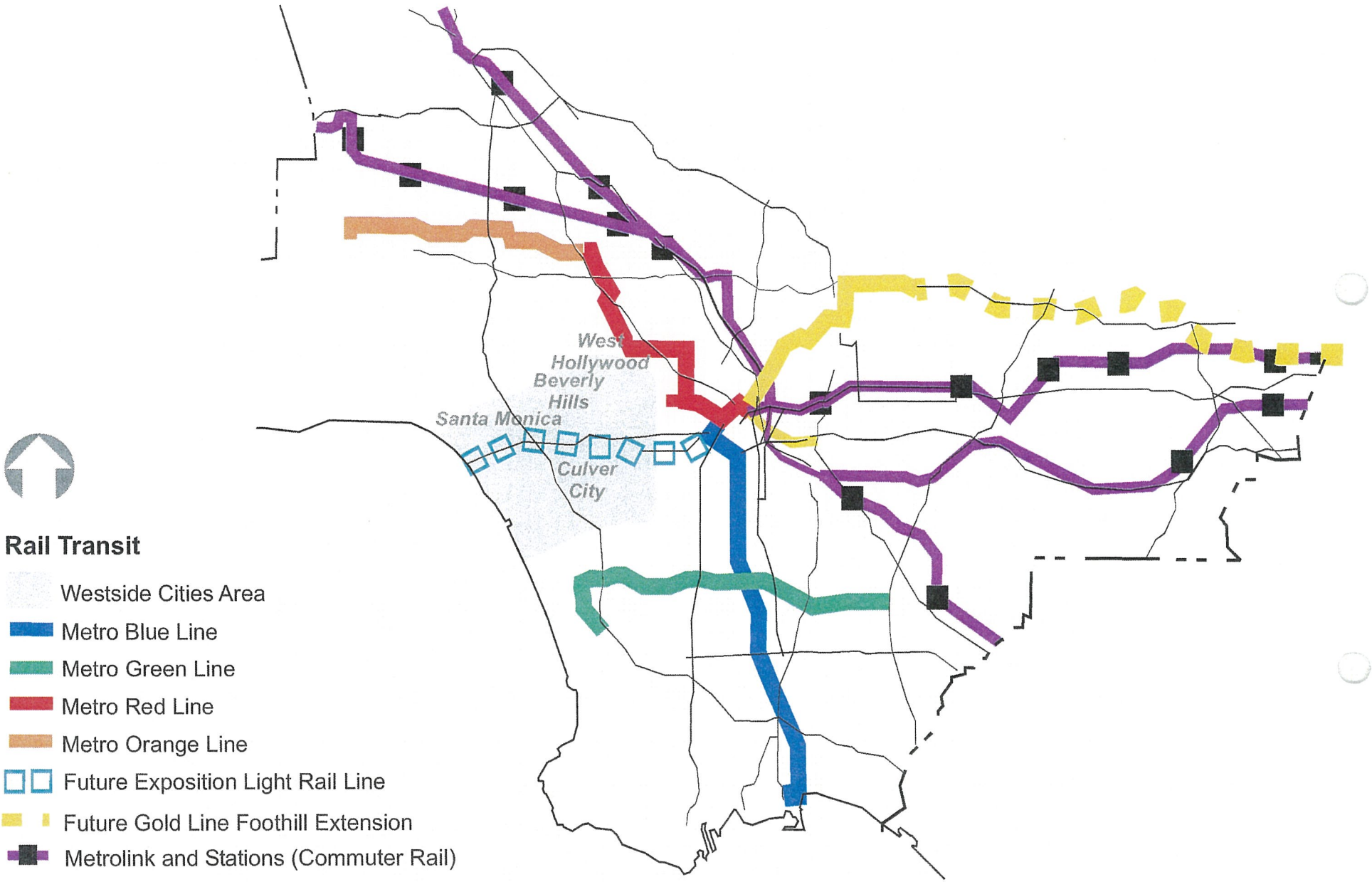

FIGURE 1 - REGIONAL RAIL SYSTEM

CIRCULATION ELEMENT WHITE PAPER NO. 3

SANTA MONICA BOULEVARD CORRIDOR

INTRODUCTION

From the 1930s to the beginning of Los Angeles' freeway era, Santa Monica Boulevard, (previously Route 66, the Beverly Hills Freeway and State Route 2) was of national significance since it represented the primary gateway for travelers from the east destined for Southern California and the Pacific Ocean. As the Westside has continued to develop and intensify, the importance of the Santa Monica Boulevard corridor, while no longer of national significance, has become even more significant for cities in the western part of Los Angeles County.

Santa Monica Boulevard serves as a major regional conduit, by virtue of its connection to West Hollywood, Hollywood, the San Fernando Valley (via the Cahuenga Pass), and West Los Angeles and Santa Monica, with major connections at Beverly Boulevard, Burton Way and Wilshire Boulevard. The north roadway (known locally as "Big" Santa Monica Boulevard) was only recently abandoned by the State to the City's control. Santa Monica Boulevard is complicated by the presence of a parallel south roadway between the western city limit and Rexford Drive (known as "Little Santa Monica Boulevard"). Both Santa Monica Boulevards form a double roadway with travel in both directions on each street. A former railroad right-of-way with some commercial development is located between the north and south roadways. Some of the former railroad right-of-way is in City ownership and some is in private ownership. Running along the length of the north side of the north roadway between Doheny Drive and Wilshire Boulevard is a historically significant park (Beverly Gardens). The north roadway right-of-way extends 20 feet into this park. In addition to connections with other major roadways, Santa Monica Boulevard has a series of tightly spaced signalized intersections located at the ends of blocks of streets that form the north-south streets of the downtown business district to the south, and residential areas to the north. Commuter traffic from the north flows onto Santa Monica Boulevard and across it through these intersections.

BACKGROUND

Currently, the average daily traffic volume on North Santa Monica Boulevard ranges from 39,000 at Doheny Drive at the eastern city limit to 54,000 east of Wilshire Boulevard, and dropping to 49,000 west of Wilshire Boulevard. South Santa Monica Boulevard's volume at Wilshire Boulevard is almost 27,000, so the combined volume is greater than 80,000 vehicles per day. Santa Monica Boulevard also functions as a key travel corridor today, with about 1,400 morning and 1,700 evening peak hour bus passengers at Canon Drive and 5,200 morning and 4,900 evening peak hour bus passengers at Wilshire Boulevard. As part of the City's transit system priority installation, nine signals along Santa Monica Boulevard will be a part of an upgraded signal system to improve traffic flow.

To the east and west of Beverly Hills, in the Cities of West Hollywood and Los Angeles, Santa Monica Boulevard is undergoing a transformation by virtue of the streetscape/urban design enhancements completed in West Hollywood and the Santa Monica Boulevard Transit Parkway now under construction in West Los Angeles from Moreno Drive to the I-405 freeway[1]. A study[2] commissioned by the City concluded that the Santa Monica Boulevard Transit Parkway would not negatively impact the City from a traffic flow perspective. The proposed interface or "join" at Moreno Drive was reviewed and when completed, the number and direction of lanes on Big and Little Santa Monica Boulevards will be the same at the border as currently exist in Beverly Hills although there is room to accommodate an additional westbound lane from Beverly Hills on Big Santa Monica.

Upon completion of the Santa Monica Boulevard Transit Parkway (slated for February 2007), Los Angeles County Metropolitan Transportation Authority (MTA) will institute a new Metro Rapid service route (Line 704) connecting the Vermont/Santa Monica Boulevard Metro Red Line Station to Santa Monica. This will supplement the current Metro Rapid Line 714 serving Beverly and Santa Monica Boulevards through Beverly Hills.

As part of the expanding Metro Rapid program, MTA and Beverly Hills are jointly installing transit signal priority throughout the City to be completed by May 2006. Transit signal priority will speed bus service along Wilshire, Olympic, La Cienega and Santa Monica Boulevards. The only major Metro Rapid intersection without transit signal priority will be at Santa Monica and Wilshire Boulevard, since there will be Metro Rapid bus service on both Wilshire and Santa Monica Boulevards.

In April 2004, as part of a land use study of the former railroad rights of way parcels immediately east and west of the Santa Monica/Wilshire to explore their potential for development, a City-sponsored report entitled *Santa Monica Boulevard/Wilshire Boulevard Land Use Study – Phase I* was completed. The study included alternative concepts to improve the intersection of Santa Monica and Wilshire Boulevards in the City of Beverly Hills and analyzed each in terms of traffic operations and the potential right of way footprints. The alternative intersection concepts included the following:

- Concept 1 – At-grade Widening
- Concept 2 – Pedestrian Grade Separation
- Concept 3 – Santa Monica Boulevard Grade Separation
- Concept 4 – Grade Separate Eastbound Left Turns and Southbound Right Turns
- Concept 5 – Minimal Widening

In August 2004, the City Council selected Concepts 1, 3 and 5 to represent a range of minimum and maximum improvements to the intersection and to be evaluated as part of the potential development scenarios. The City Council is scheduled to review the final recommendations of the land use study in 2006.

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[1] The Santa Monica Boulevard Transit Parkway combines Big and Little Santa Monica Boulevards into a "grand boulevard" with frontage roads on the north and south (west of Beverly Glen Boulevard).
[2] Parsons Transportation Group analysis.

SIGNIFICANCE TO BEVERLY HILLS

Santa Monica Boulevard is as significant as Wilshire Boulevard to the City, serving as the gateway to Beverly Hills from the I-405 on the west through the Wilshire/Santa Monica Boulevard intersection. It is also the gateway from West Hollywood on the east, as well as a leg in forming the Business Triangle along with Wilshire Boulevard and North Canon Drive. Currently, Big Santa Monica Boulevard serves regional through traffic, while Little Santa Monica Boulevard serves local traffic.

As discussed above, Santa Monica Boulevard is a complicated double roadway and in Beverly Hills these roadways have a different character and function. In the Business Triangle, Little Santa Monica is a local street developed with direct access to retail shopping and offices. At the same time, some traffic seeking to bypass congestion on Big Santa Monica adjacent to the Business Triangle also uses Little Santa Monica Boulevard. Any improvements to Little Santa Monica Boulevard intended to reinforce its local-serving purpose that shift traffic to Big Santa Monica Boulevard would need to be considered simultaneously with improvements for Big Santa Monica Boulevard.

Big Santa Monica is designed and functions as a through traffic corridor with no businesses having direct access from the street east of Wilshire Boulevard. Informally, Santa Monica Boulevard has been considered as the primary route for vehicular traffic relative to Wilshire Boulevard, which has generally been considered as the optimal route for vehicular and mass transit alternatives. The broader long-term role and function of this roadway must be decided so that appropriate improvements to facilitate its ultimate function can be made as part of the updated Circulation Element.

TRAVEL FORECASTS

As part of the MTA's Mid-City/Westside Transit Corridor Major Investment Study (MIS) effort, 'sketch plan' modeling was performed to show the travel demand between key destinations on the Westside. This analysis indicated that travel demand along the Santa Monica Boulevard Corridor is even greater than along the Wilshire Corridor. Additional modeling by MTA has indicated that 40 percent of residents of the San Fernando Valley commuting through the canyons are destined to the Westside.

IMPLICATIONS FOR GENERAL PLAN UPDATE

It is clear that Santa Monica Boulevard is a regionally significant travel corridor. Upon completion of the Santa Monica Boulevard Transit Parkway and improvements to the I-405, and with ongoing growth and development throughout the Westside, Beverly Hills will experience a growth in traffic on Santa Monica Boulevard from the western gateway at Moreno Drive to the other areas of the City. Developments in Hollywood and West Hollywood will add further pressure on traffic impacts from the east. To address this emerging situation, the following are the major issues relative to the General Plan Update:

- Determine the long-term role and function of Santa Monica Boulevard. This determination could lead to the best options for roadway improvements (e.g., an additional westbound lane, bike paths, bus transit improvements, etc.) to interface with the Santa Monica Boulevard Transit Parkway on the west and West Hollywood

improvements on the east. To achieve optimal functioning of the Santa Monica Boulevard corridor, consideration of any improvements along the corridor must be done in the context of the impact for the entire corridor.

- Evaluate improvements to the Wilshire/Santa Monica Boulevard intersection within the context of the local and regional transportation system. For example, a grade separation involving a sunken roadway may affect future subway construction and station location.

  Determine the City's potential need for the former railroad right-of-way along Santa Monica Boulevard for transportation purposes and compare with alternate uses of the property. Further, if the Santa Monica 5 parking structures, originally intended to provide temporary replacement parking during construction of the "D Lot" structure between North Canon and North Beverly Drives and currently located on this former right-of-way are removed, replacement parking should be provided in the area to service the businesses that have come to rely on these public parking structures.

- The series of tightly spaced signalized intersections east of the Wilshire intersection overlap with north-south traffic discussion and impact of trying to improve Santa Monica Boulevard flow by reducing or reconfiguring these intersections or their signal timing.

- The Metro Rapid Lines 704 and 714 and other bus services will continue as the only viable public transit service for the foreseeable future. Consider the possibility of dedicated Metro Rapid lanes during morning and evening peak hours, like Metro Rapid Line 720 on Wilshire Boulevard in West Los Angeles from Federal Avenue to Centinela Avenue. Should potential transit improvements be limited to existing bus and planned Metro Rapid service?

- Determine what improvements are necessary to improve the transition/flow of through traffic carried on Burton Way to Big Santa Monica Boulevard.

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CIRCULATION ELEMENT WHITE PAPER NO. 4

IMPACT OF NORTH-SOUTH TRAFFIC

INTRODUCTION

Beverly Hills is not well served from a regional transportation accessibility standpoint. This is especially true in regard to north-south access to the City. Figure 1 shows in "broad-brush" terms the key paths for north-south access to the City, as follows:

- Cahuenga Pass (via 101 Freeway and Sunset Boulevard)
- Sepulveda Pass (via 405 Freeway and Sunset Boulevard)
- Interstate 405 Corridor (via Santa Monica Boulevard)
- Canyon routes connecting to the Valley (Coldwater Canyon/Beverly Drive, Benedict Canyon/Canon Drive and Beverly Glen Boulevard to Sunset Boulevard)
- South Bay connections from Santa Monica Freeway (via Robertson, La Cienega and San Vicente Boulevards)

As documented in the Technical Background Report, La Cienega Boulevard is the only designated principal north-south arterial traversing the City. Other north-south corridors, Robertson Boulevard and Beverly Drive, function as minor arterials and Doheny Drive functions as a collector street. Due to the heavy travel demand to and from the City in a north-south direction, major direct travel routes have become overloaded, thus forcing traffic to other, minor routes, many through established residential areas on streets not designated or developed as arterials (White Paper No. 5). As shown in Figure 2, these routes include:

- North Beverly Drive
- North Canon Drive
- Routes through areas to the south and southwest of Beverly Hills (Castle Heights Avenue/Beverwil Drive/Beverly Drive, Motor Avenue through Cheviot Hills to Pico Boulevard)

Though not shown in Figure 2, Overland Avenue also serves as a regional north-south connection to Beverly Hills by virtue of its interchange with the Santa Monica Freeway and the congested nature of alternate routes.

BACKGROUND

As the Westside and the surrounding sub-regions grow and traffic congestion increases in the post-freeway building era, persons seeking access to and through Beverly Hills have been forced to seek alternate routes, particularly in the north-south travel direction. First, it was via the surrounding freeway system and major arterials (Robertson/La Cienega) and cross-canyon routes (through Coldwater and Benedict Canyons). Later, such persons would increasingly use Sunset and Santa Monica Boulevards from the 405 Freeway and from the 101 Freeway. As congestion built even further, motorists increasingly utilized Motor Avenue and even Overland

Avenue to "filter through" Cheviot Hills and West Los Angeles en route to either Century City or Beverly Hills.

The brunt of north-south traffic into residential areas in Beverly Hills occurs north of Santa Monica Boulevard, as motorists seek both alternate north-south routes into the Beverly Hills area from the San Fernando Valley, and seek routes between Santa Monica Boulevard and Sunset Boulevard. The City is proposing three new traffic signals along Sunset Boulevard at Roxbury, Bedford and Canon Drives to address safety concerns related to such travel patterns.

TRAVEL FORECASTS

Based on available traffic modeling data we can expect even further growth in north-south traffic volumes in the City in the future. To get a glimpse of future traffic conditions, Figures 3 and 4 present the 1997 and 2025 p.m. peak hour volumes on Benedict Canyon, Coldwater Canyon, La Cienega Boulevard and Robertson Boulevard. While the growth in traffic volumes is not large, it is significant in light of today's already congested environment. As anecdotal evidence of current congestion levels, try reaching West Hollywood via Robertson Boulevard through Beverly Hills from the Santa Monica Freeway just about anytime during the day (weekday or weekend). The point is that the growth in regional north-south traffic is increasingly affecting Beverly Hills. At the same time, there are limited street capacity improvements available and apparent resident concerns in Beverly Hills and Los Angeles about both traffic calming and projects to increase street capacity

IMPLICATIONS FOR THE GENERAL PLAN UPDATE

If these traffic trends continue, they could have an adverse economic impact on Beverly Hills in terms of its attractiveness as a location for jobs, shopping and entertainment. Traditionally, cities and regions have sought to increase roadway capacity as a means to increase access and development potential. In this regard, a limited amount of help is on the way. As shown in Figure 5, completion of the Santa Monica Boulevard Transit Parkway in West Los Angeles, coupled with completion of the carpool lanes on the 405 Freeway will marginally improve north-south access to Beverly Hills. The Santa Monica Boulevard Transit Parkway will marginally add east-west travel capacity. It will reduce current congestion related to north-south traffic and will thus improve traffic flow in the east-west direction. If Beverly Hills improves Santa Monica Boulevard within its City limits, further benefits would be realized. As noted in White Paper Number 3, the City must determine the best alternative for improving multimodal traffic flow along the Santa Monica Boulevard Corridor through the City.

The *Westside Mobility Study Final Report* proposed regional multimodal corridor capacity enhancement for the Robertson/La Cienega/Fairfax corridors, as well as a major reconfiguration of the Robertson Boulevard/Venice Boulevard/Santa Monica Freeway interchange. Such enhancements, if feasible, would improve access to Beverly Hills, as well as reduce impacts to residential neighborhoods along these three corridors.

Possible selected changes to land use may assist in mitigating such north-south travel-related impacts, particularly if corridor improvements are multimodal, in which case transit oriented development may be appropriate. But it must be stressed that the north-south traffic is predominantly regional in nature, thus, local land use decisions may have limited positive effect.

The City could also consider reclassifying and upgrading existing streets from local and collectors to minor or principal arterials. Candidates for reclassification include Beverly Drive, N. Canon, Robertson and Doheny Drives.

In the final analysis, it is unlikely that significant congestion relief would be realized even if all these projects were implemented. For example, there would be no relief for the canyon routes from the San Fernando Valley. As long as cross-mountain routes remain available and no viable regional access options are provided, commuter traffic will continue to intrude on residential neighborhoods in the north part of the City.

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FIGURE 1
REGIONAL TRANSPORTATION SETTING: NORTH-SOUTH ACCESS TO BEVERLY HILLS

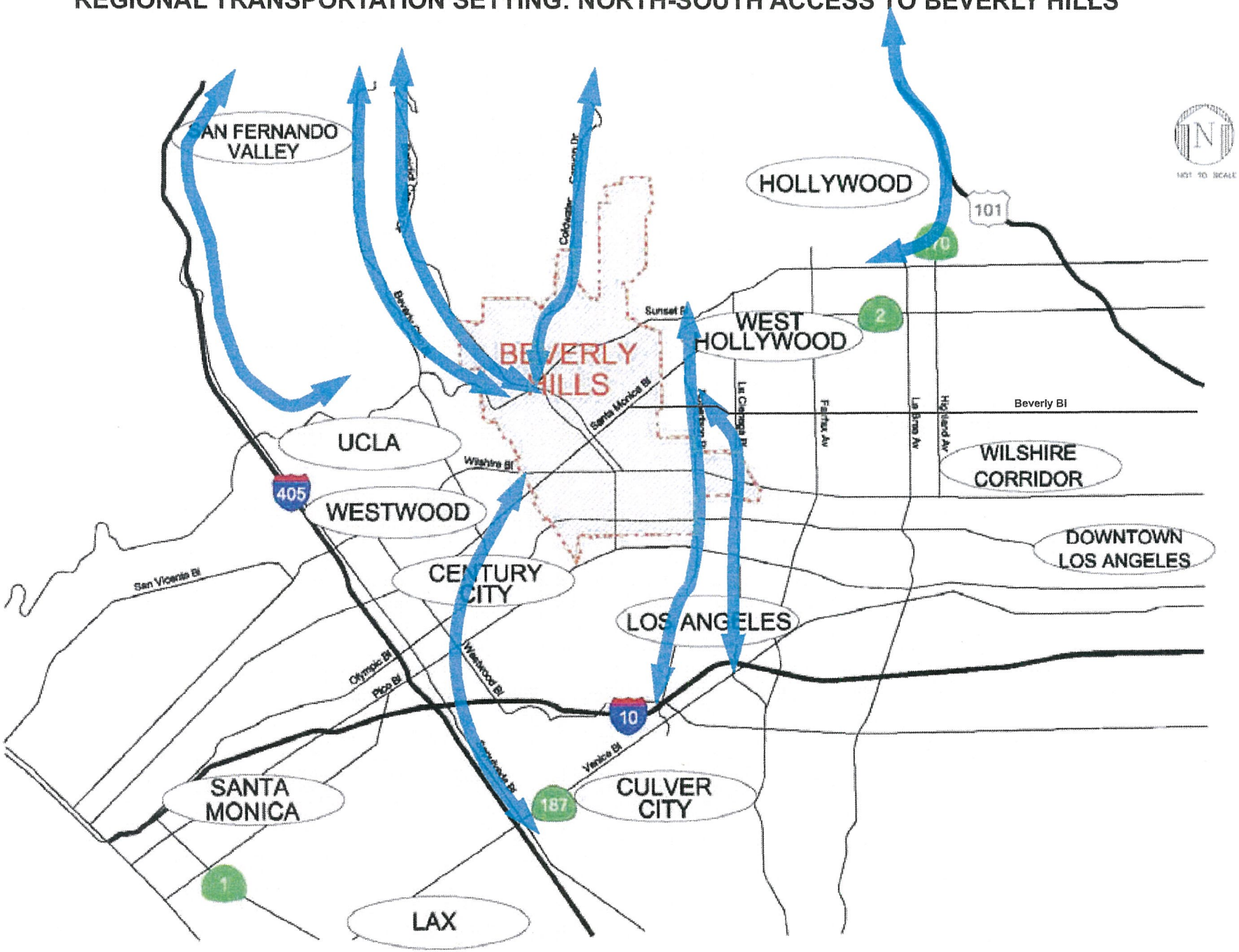


FIGURE 2
STREETS CARRYING NORTH-SOUTH REGIONAL TRAFFIC

WITHIN CITY LIMIT:

- Benedict Canon Drive
- Coldwater Canyon Drive
- Robertson Boulevard
- Santa Monica Boulevard/State Route 2
  (from 405 & 101 freeways)
- Sunset Boulevard
  (from 405 & 101 freeways)
- La Cienega/San Vicente Boulevards

OUTSIDE CITY LIMITS

- Beverly Glen Boulevard
- Beverwill Drive/Castle Heights Avenue
- Motor Avenue/Pico Boulevard

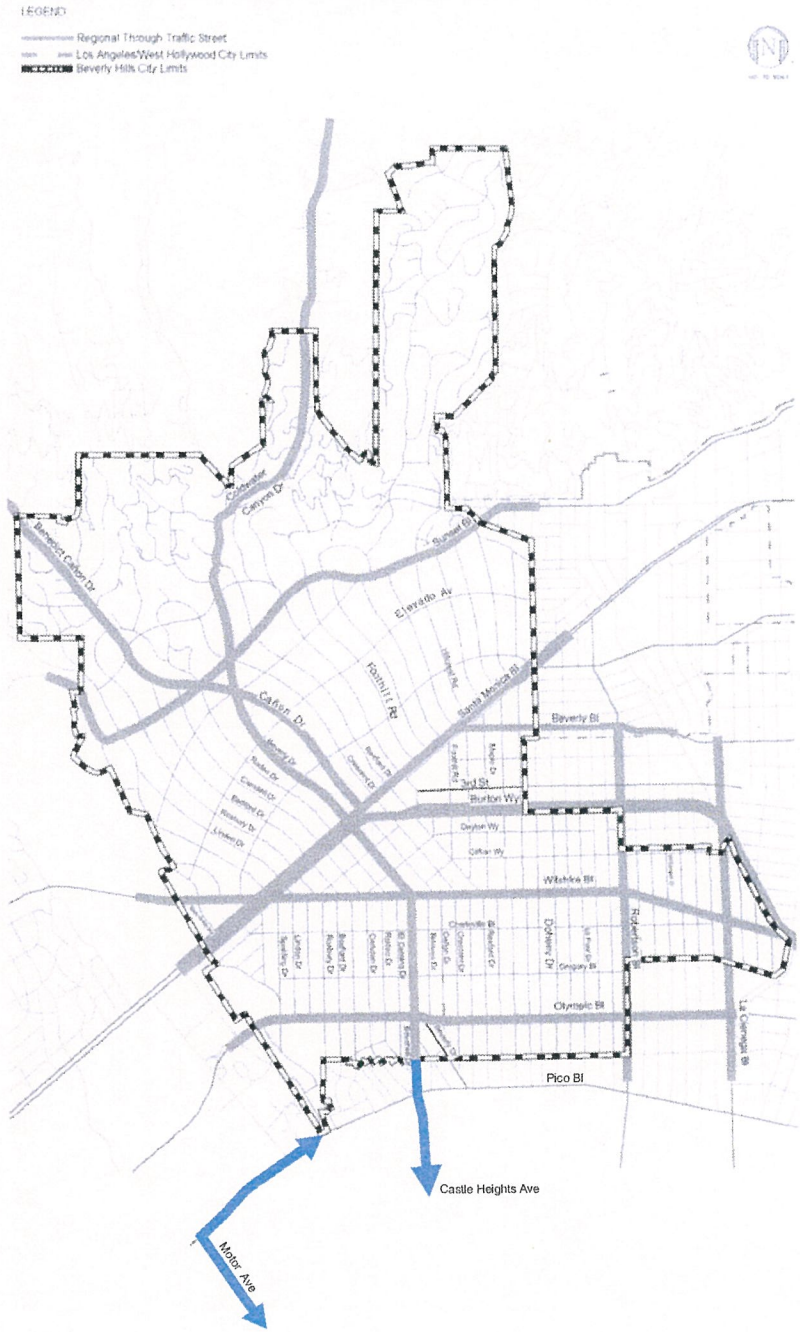


FIGURE 3
EXISTING (1997) NORTH-SOUTH PM PEAK HOUR VOLUMES ON SELECTED ROUTES

FIGURE 4
FUTURE (2025) NORTH-SOUTH PM PEAK HOUR VOLUMES ON SELECTED ROUTES

FIGURE 5
POTENTIAL INCREASES IN NORTH-SOUTH TRAFFIC CAPACITY

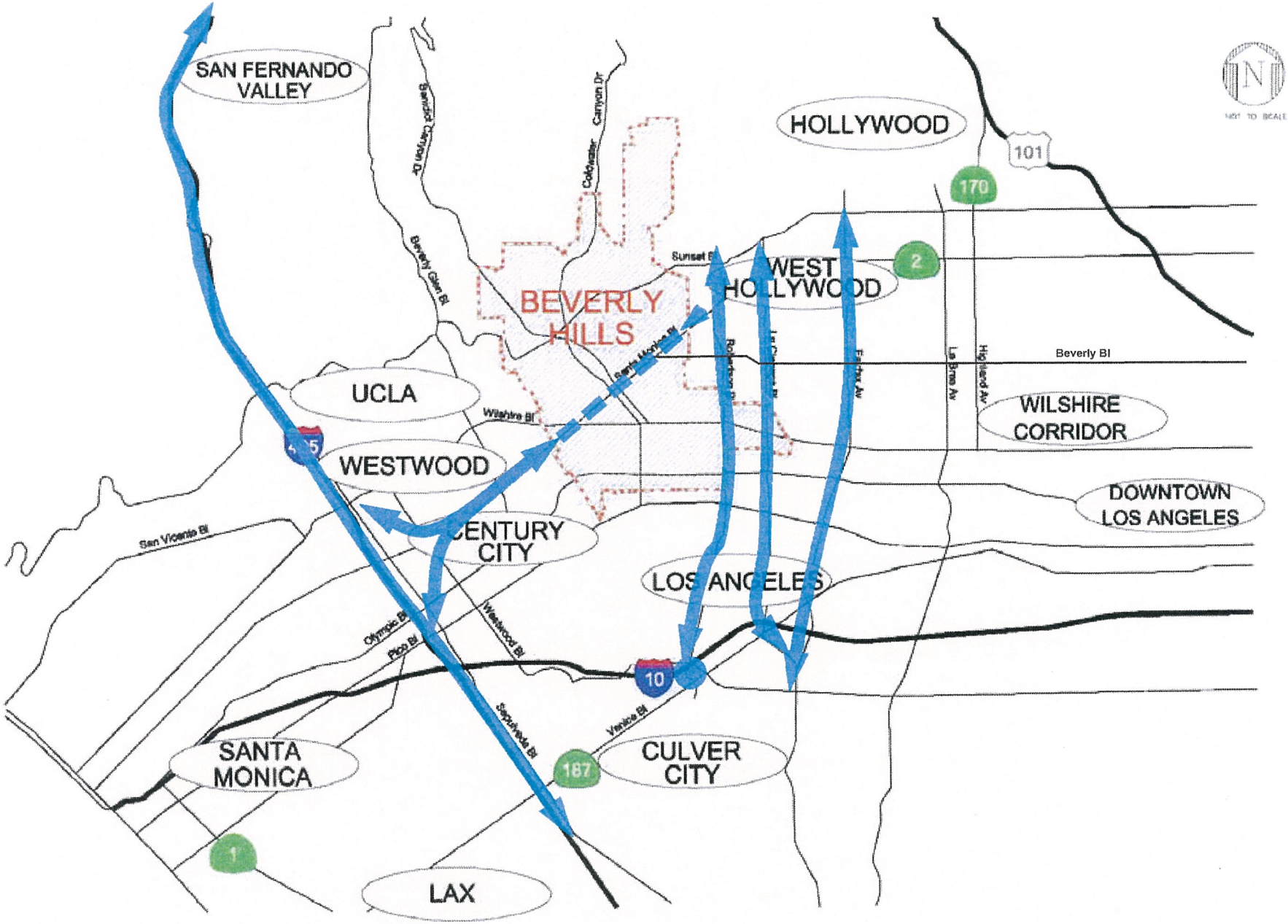


FIGURE 6
REGIONAL RAIL SYSTEM EXPANSION

CIRCULATION ELEMENT WHITE PAPER NO. 5

IMPACT OF THROUGH TRAFFIC ON RESIDENTIAL STREETS

INTRODUCTION

As documented in White Papers Nos. 1-4, the continued growth of local and regional traffic has led to conditions of near-gridlock within, through and around the City of Beverly Hills. In response, regional through trips have sought alternative routes to their destinations, resulting in significant cut-through traffic in residential neighborhoods. Cut-through traffic is detrimental in a number of ways, including impacts such as traffic volumes that exceed road design capacity resulting in safety issues as well as higher maintenance levels, a decrease in the quality of life, especially in residential neighborhoods where residents are subject to greater traffic volumes, noise levels, increased speeds and greater potential for vehicle conflicts. To control and alter this travel behavior, the City has installed speed humps in some affected neighborhoods, redesigned the Wilshire Boulevard median and conducted traffic calming studies in subareas of the City. The purpose of White Paper No. 5 is to document the City's management of cut-through traffic and to suggest issues for consideration as part of the update of the Circulation Element of the General Plan.

TRAFFIC CALMING INITIATIVES

Over the past 15 years, the City has explored traffic calming initiatives within three sub-areas, as shown in Figure 1. The following describes the specifics of each subarea:

Livable Streets: Subarea A

From 1988-1991 a City Council-appointed "Livable Streets" Committee developed a 20-point Livable Streets Plan after a rigorous schedule of research, numerous meetings, and public input gathering. Of highest priority was a proposal for a traffic diversion plan for the neighborhood bounded by Wilshire and Olympic Boulevards and Beverly and Moreno Drives.

In July 1991, Phase I of the test program was implemented; it included:

- Installation of permanent speed humps on all 10 of the 200 and 300 blocks of the north-south streets in the test area, one speed hump on the shorter blocks and two speed humps on the longer blocks.

In September 1991, Phase II was incorporated into the test; it included:

- Monday-Friday peak hour (7-9:30 a.m. and 4-6:30 p.m.) turn and through movement restrictions on nine out of 10 streets in the test area (no restrictions were placed on Moreno Drive).

The speed humps were maintained for full evaluation. Speed studies indicated average speed reductions averaging 14 percent or five miles per hour. Traffic counts also indicated an average decline in traffic volume of 7 percent, or 1,100 fewer north-south trips in the test area. Community feedback from a questionnaire mailed to residents of the test area showed a positive response to the speed humps with 74 percent in favor and 26 percent opposed. The speed humps were removed from the test area at the end of the evaluation. Consequently, the City Council approved an ordinance in 1993 establishing a procedure for considering residents' requests for the installation of speed humps on residential streets.

Phase II of the test program was suspended after three months due to negative community feedback (85 percent of calls/letters received were in opposition, 5 percent in favor and 10 percent were general questions and comments). A significant number of those opposed were commuters utilizing Olympic Boulevard who complained of the increase in traffic on Olympic Boulevard due to the turn restrictions. The community feedback from the mailed questionnaire to residents, however, showed an overall positive response with 53 percent in favor and 36 percent opposed. Eleven percent did not specify their position on the turn restrictions. While the streets with turn restrictions experienced a decrease in traffic volume during the peak hours, neighboring streets without turn restrictions experienced an increase in traffic volume. The overall redistribution of traffic movements in the test area did result in a net 8 percent decrease in northbound traffic on all nine north-south streets.

Neighborhood Traffic Management Plan: Subarea B

In 2001, the City supported a resident-initiated Neighborhood Traffic Management Plan (NTMP) pilot program for the neighborhood bound by Wilshire and Olympic Boulevards and Beverly and Doheny Drives. The Plan was developed over a two-year period by an NTMP Committee composed primarily of residents of the test area. The Committee recommended an incremental plan; Phase I focused on speed reduction measures and Phase II, if necessary, would focus on traffic diversion devices such as turn restrictions and half-street closures. The pilot program began with the temporary installation of the following Phase I traffic calming measures:

- Traffic circles at all-way stop sign-controlled intersections of Gregory Way with Canon, Maple and Oakhurst Drives and at the intersections of Charleville Boulevard with Reeves, Crescent and Palm Drives

- Mid-block islands on the north-south streets (Canon, Crescent, Maple, Palm and Oakhurst Drives)

The pilot program, originally planned for a six-month test, was abruptly concluded after one month due to negative resident response to the loss of parking associated with the traffic circles and mid-block islands. Preliminary City staff observations did indicate a slowing of traffic speeds; however, residents' perceptions were that the benefits did not outweigh the disadvantages and the test measures were removed.

Subarea C

This subarea initiative focused on the intersection of Beverly Boulevard, Civic Center Drive and Palm Drive. Prior to 1993, the complex intersection of Beverly Boulevard, North Santa Monica Boulevard, Palm Drive and Civic Center Drive was one of the most heavily congested locations

in town and had one of the highest accident rates. As a remedy to this situation, staff recommended simplification of the intersection as the most effective way to improve safety and operation. The following measures were implemented:

- A 60-foot wide cul-de-sac was constructed on Civic Center Drive (east of Beverly Boulevard) to separate this street from the above intersection and provide traffic calming for the triangle-shaped residential neighborhood bounded by Beverly Boulevard, North Santa Monica Boulevard and Doheny Drive.

- Eastbound Civic Center Drive (west of Beverly Boulevard) was limited to right-turn-only onto Beverly Boulevard. The traffic signal at Civic Center Drive and Beverly Boulevard was removed.

- To improve safety, a *No Turn on Red* restriction was placed on North Santa Monica Boulevard's right turn onto Beverly Boulevard.

About one year after the implementation of this measure, staff conducted follow-up studies and concluded that the desired improvement in safety, LOS reduction and congestion were achieved.

IMPLICATIONS FOR THE GENERAL PLAN UPDATE

To date, initiatives by the City to manage residential cut-through traffic have been relatively modest and reactive in nature. Based on experience to date within the City, especially in Subareas A and B, it is difficult to forge a consensus for traffic calming measures. As shown in the Attachment, the City does have a formal methodology for approving speed humps in residential areas. In 1976, the City Council passed an ordinance that led to the citywide installation of four-way stop signs that has had significant traffic calming effects.

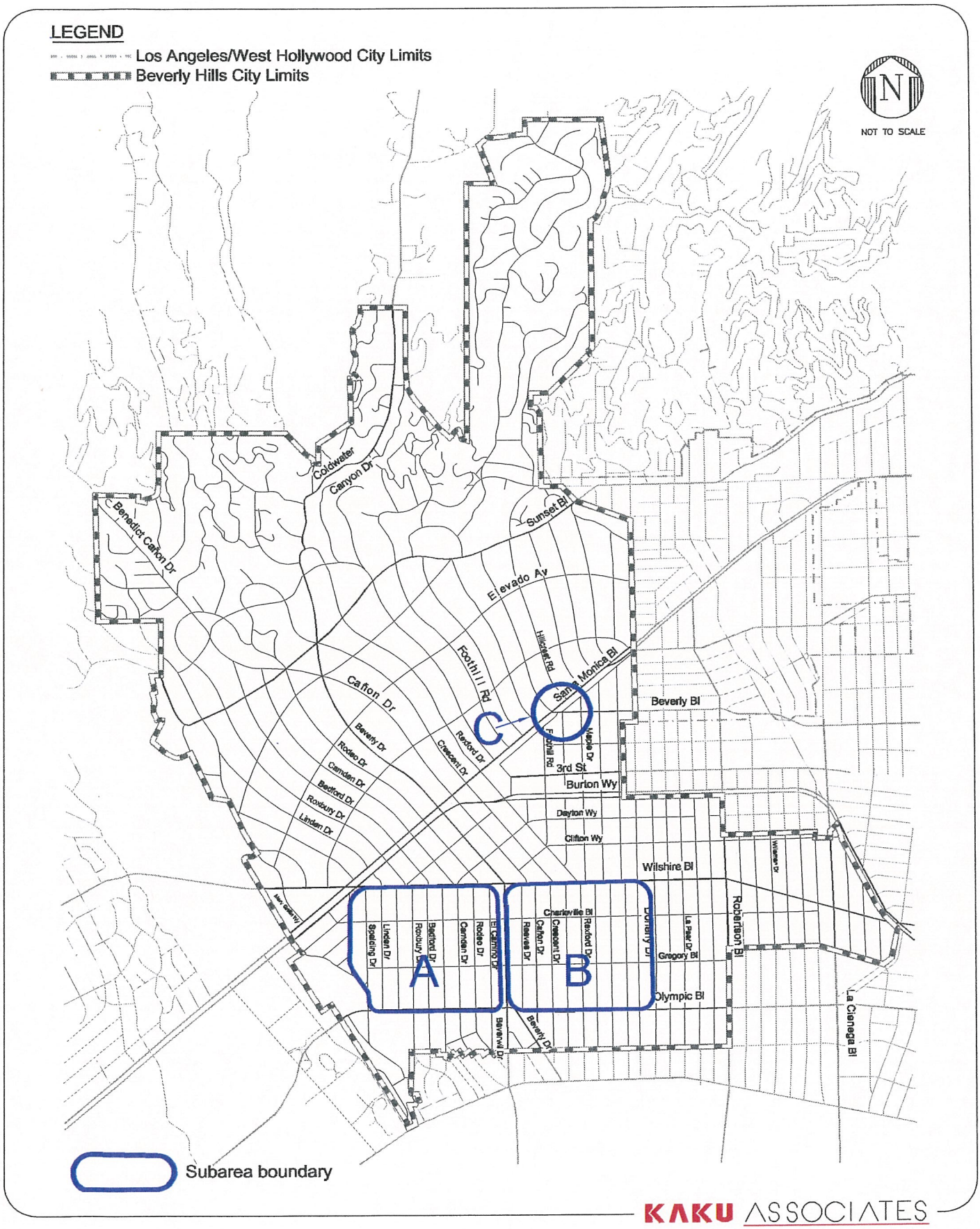
As discussed in Working Papers 1-4, improvements to major east-west and north-south arterials (including ITS), coupled with freeway improvements and major regional transit investments (especially the Wilshire Red Line subway), may remove some pressure on residential areas.

As a means to address this issue proactively, the City may want to consider developing a comprehensive toolkit for solving residential cut-through traffic and traffic calming issues. Dealing with complaints on an ad hoc basis is reactionary and ineffective as a long-term neighborhood protection strategy. A policy regarding residential through traffic must be developed and goals regarding the reduction of residential traffic must be set. It may be that more draconian measures are required to protect residential neighborhoods. Based on experience to date in the City, achieving consensus on such measures has proven very difficult. Whatever measures are implemented must consider impacts to adjacent streets and neighborhoods as well as citywide traffic circulation effects, including emergency response times.

As an example of what a toolkit for Beverly Hills might contain, Figures 2A to 2C present a menu of possible physical traffic control options that have been considered in previous attempts to develop neighborhood-wide traffic management plans. Table 1 assesses the applicability of these physical options along with operational traffic control options.

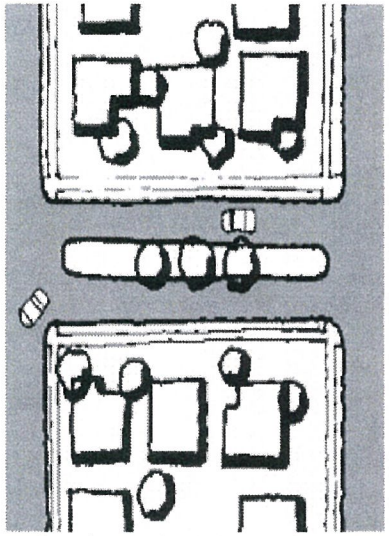
It should be noted that several of these options, including traffic circles (Option G) and speed humps (Option T), have been tried unsuccessfully in the City. Before selecting any of these options for permanent installation, the following general steps should be established, and adopted as a formal program, and consistently followed:

- Establish citywide policy framework
- Identify the specific problem
- Try the minimum possible solution first
- Identify possible solutions and present to the neighborhood
- Establish a criteria for implementation, i.e. "majority rules"
- Do a temporary test of proposed change(s)
- Vote again before making the change(s) permanent

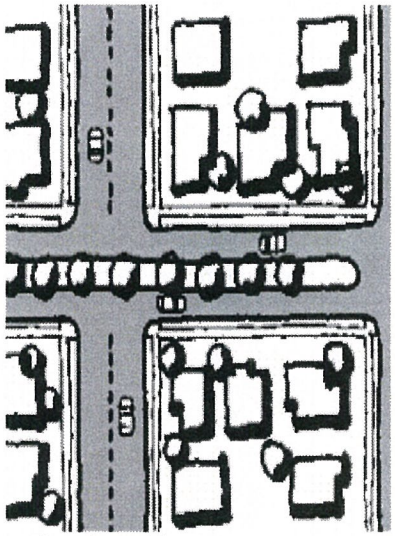


KAKU ASSOCIATES

FIGURE 1
LOCATION OF TRAFFIC CALMING INITIATIVES



A. Roadway Narrowing - Center Median



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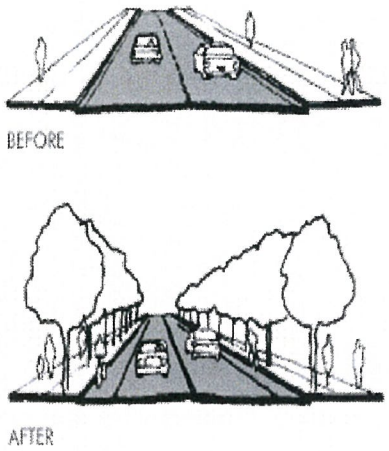
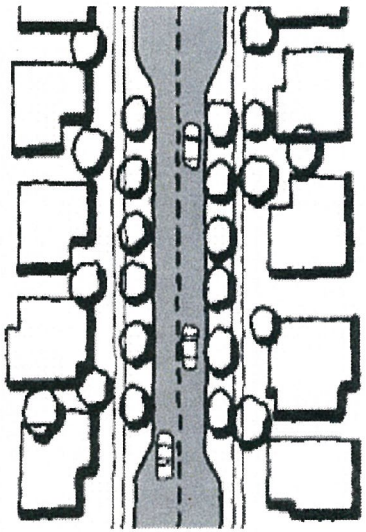
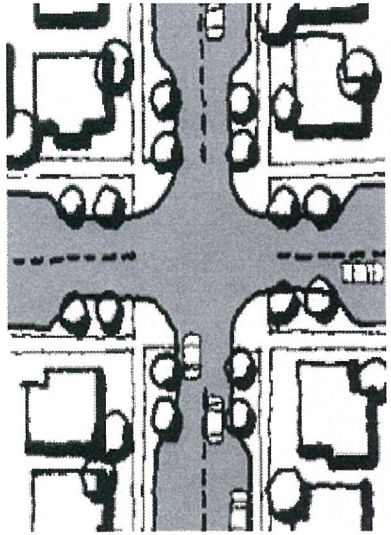


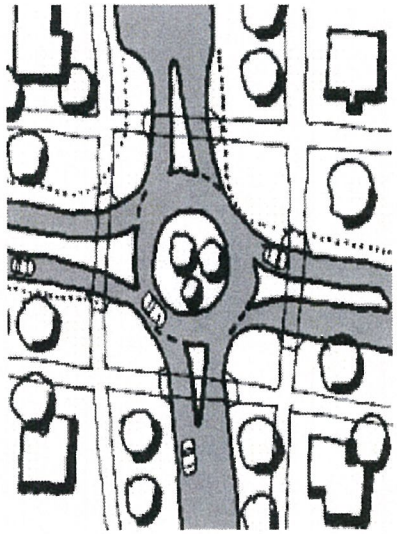
B. Roadway Narrowing - Reduced Lane Width



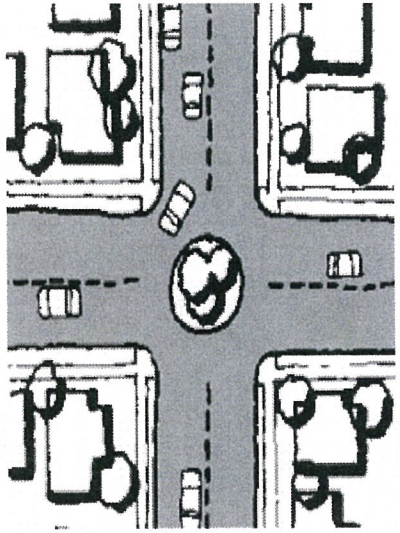
D. Roadway Narrowing - Midblock Neckdown



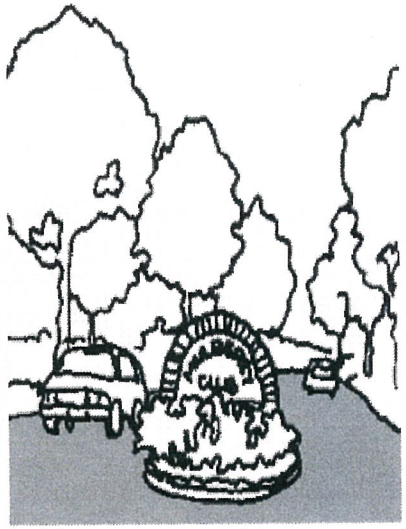
E. Roadway Narrowing - Corner Curb Extension



F. Roundabout



G. Traffic Circle



H. Gateway / Entry Island

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FIGURE 2A
TRAFFIC CONTROL TOOLBOX

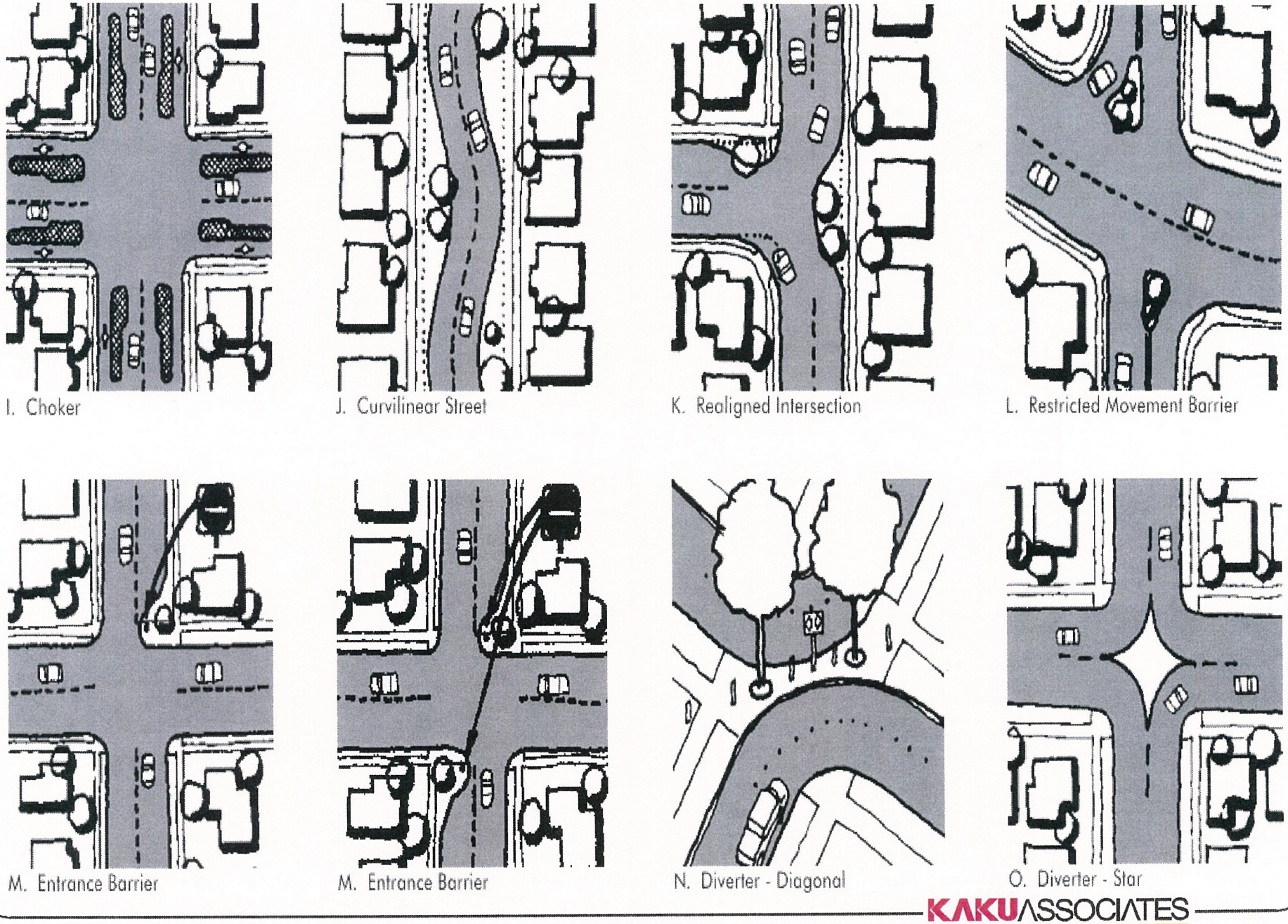

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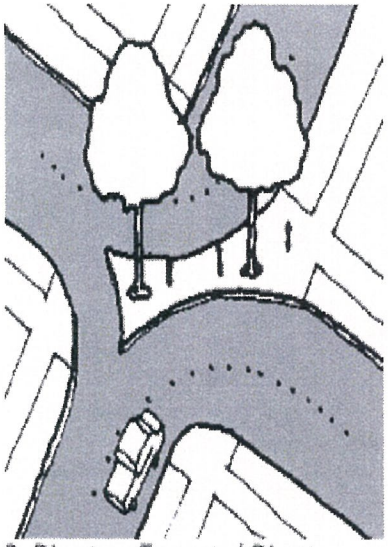
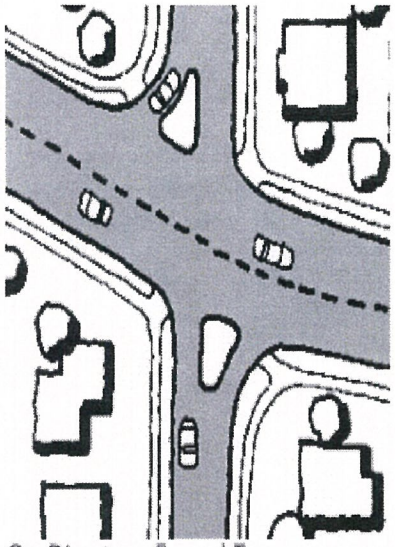
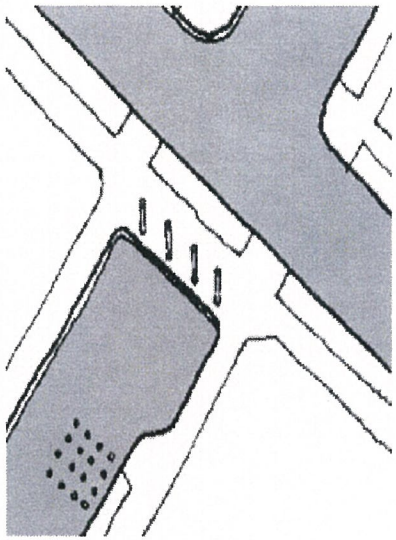
FIGURE 2B
TRAFFIC CONTROL TOOLBOX



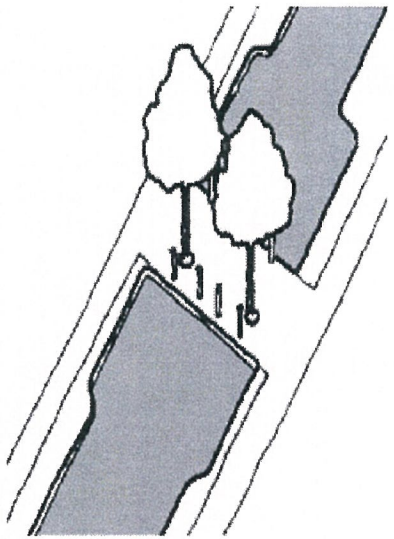
P. Diverter - Truncated Diverter



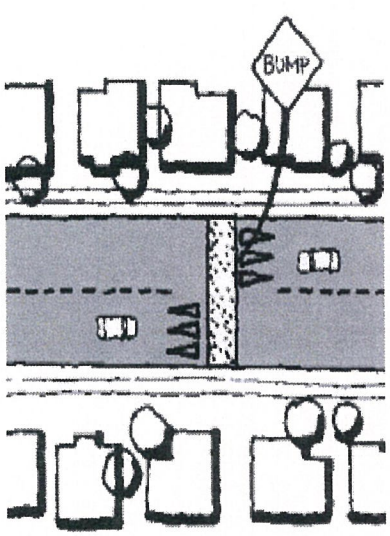
Q. Diverter - Forced Turn



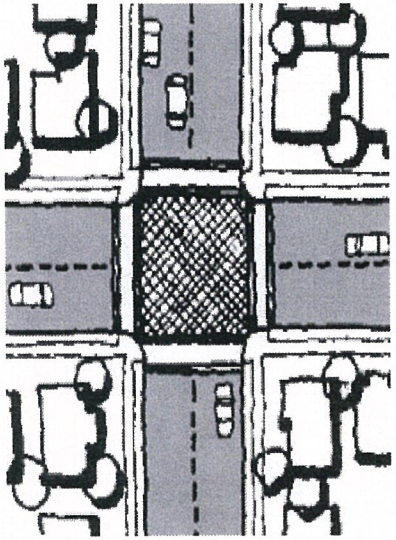
R. Intersection Cul-de-sac



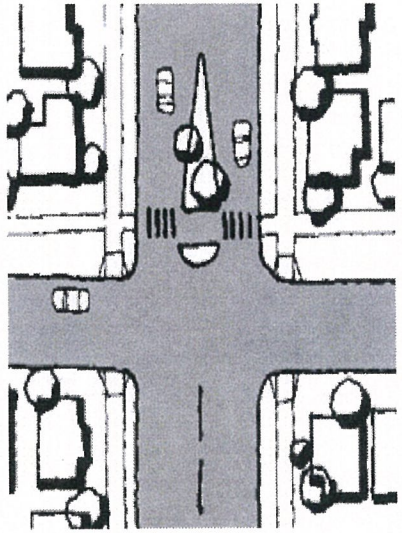
S. Midblock Cul-de-sac



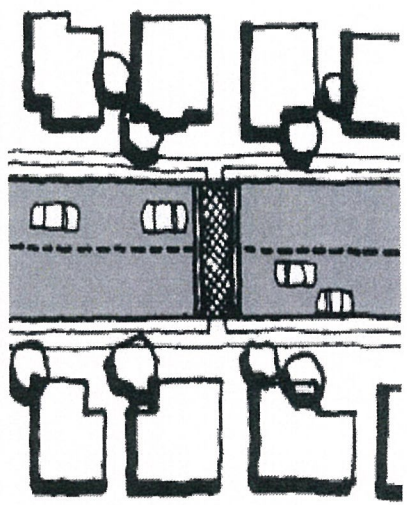
T. Speed Hump



V. Raised Intersection



W. Pedestrian Island



X. Raised Crosswalk

KAKU ASSOCIATES
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FIGURE 2C
TRAFFIC CONTROL TOOLBOX

DEVICE/ACTION			APPROPRIATE FOR USE ON A = Arterial C = Collector L = Local	EFFECTIVENESS						COST	
				Volume Reduction	Speed Reduction	Directional Control	Noise	Safety	Emergency Access Response Time	Implement	Ongoing
PHYSICAL	A	Roadway Narrowing--Center Median	All	Yes	Yes	Yes	Decrease	Increase	No Effect	High	Low
	B	Roadway Narrowing--Reduced lane Width	All	Possible	Possible	No	Decrease	Poss Incrs	No Effect	Low-Mod	Low
	C	Roadway Narrwowing--Reduced Number of Lanes	A	Possible	Possible	No	Decrease	Poss Decrs	Poss Incrse	Low-Mod	Low
	D	Roadway Narrowing-- Midblock Neckdown	All	No	Yes	Yes	Decrease	Increase	Poss Incrse	Mod-High	Mod
	E	Roadway Narrowing--Corner Curb Extension	All	No	Yes	No	Decrease	Increase	No Effect	Mod-High	Mod
	F	Roundabout	A C	No	Yes	No	Decrease	Poss Incrs	No Effect	High	High
	G	Traffic Circle	C L	No	Yes	No	Decrease	Poss Incrs	Increase	High	High
	H	Gateway/Entry Island	C L	Likely	Likely	No	Decrease	Increase	No Effect	Low-Mod	Mod
	I	Choker	All	No	Likely	No	No Effect	Poss Incrs	No Effect	Mod	Low-Mod
	J	Curvillinear Street	C L	Possible	Likely	No	Poss Reduce	Poss Decrs	Increase	High	High
	K	Realigned Intersection	C L	Yes	Yes	Yes	Decrease	Increase	Increase	High	Mod
	L	Restricted Movement Barrier	C L	Yes	Yes	Yes	Decrease	Increase	Poss Incrse	Mod	Low-Mod
	M	Entrance Barrier	C L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	N	Diverter--Diagonal	C L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	O	Diverter--Star	C L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	P	Diverter--Truncated Diverter	C L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	Q	Diverter--Forced Turn	C L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	R	Intersection Cul-de-sac	L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	S	Midblock Cul-de-sac	L	Yes	Yes	Yes	Decrease	Increase	Increase	Mod-High	Low-Mod
	T	Speed Hump	C L	Likely	Yes	No	Increase	Increase	Increase	Low-Mod	Low
	U	Speed Table	C L	Likely	Yes	No	Increase	Increase	Increase	Mod-High	Low-Mod
	V	Raised Intersection	C L	Unlikely	Yes	No	Increase	Increase	Increase	High	Mod
	W	Pedestrian Island	A C	Unlikely	Possible	No	Poss Reduce	Increase	Increase	Mod-High	Low-Mod
	X	Raised Crosswalk	C L	Unlikely	Yes	No	Increase	Increase	Increase	Mod-High	Low
	Y	Pedestrian Signal	All	Unlikely	Possible	No	Poss Incrs	Increase	No Effect	Mod	Mod
	Z	Traffic Signal	A C	Unlikely	Likely	No	Poss Incrs	Poss Incrs	No Effect	Mod-High	Mod
OPERATIONAL	AA	All Way STOP	C L	Mixed	Mixed	No	Increase	Poss Incrs	Increase	Low	Low
	BB	Turn Prohibition	All	Yes	Likely	Yes	Decrease	Increase	No Effect	Low	Mod-High
	CC	Speed Limit	All	No	Likely	No	No Effect	Mixed	No Effect	Low	Mod-High
	DD	Police Enforcement	All	No	Likely	No	No Effect	Temp Incr	No Effect	Mod-High	Mod-High
	EE	Speed Trailer	All	No	Yes	No	No Effect	Temp Incr	No Effect	Mod-High	Mod-High
	FF	One-way Street	All	No	No	Yes	No Effect	Increase	No Effect	Mod-High	Low

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TABLE 1

TRAFFIC CONTROL TOOLBOX APPLICABILITY ASSESSMENT: Physical and Operational Devices

ATTACHMENT
SUMMARY OF GUIDELINES FOR IMPLEMENTATION OF SPEED HUMPS IN THE CITY OF BEVERLY HILLS

1.	The street must not have more than one lane in each direction.
2.	The street must be a residential street (in a residential district) whose primary purpose is to provide access to abutting residential properties.
3.	The street shall be designated as a local street in the City of Beverly Hills Circulation Element.
4.	The speed limit shall be no greater than 25 mph as determined in accordance with State law.
5.	The traffic volume on the street shall be between 500 and 3,000 vehicles total in both directions, in a 24-hour period on an average weekday.
6.	If answer to above is no, does traffic volume exceed 3,000 vehicles per day, and is the excess traffic characterized as bypassing, non-residential traffic?
7.	The measured 85th percentile speed of traffic shall be equal to or greater than 30 mph or 60% of the measured vehicle speeds shall be greater than 25 mph.
8.	Street geometry shall provide 200 feet of clear visibility on approaches to speed humps, with humps located not less than 200 feet apart.
9.	The street shall not have a grade of more than 6%
10.	The street must have raised curbs to physically prevent motorists from driving off the street to avoid speed humps.

CIRCULATION ELEMENT WHITE PAPER NO. 6

RELATIONSHIP OF PARKING SUPPLY AND TRAFFIC CIRCULATION AND THE POTENTIAL FOR ALTERNATIVES TO AUTO USE IN THE BUSINESS TRIANGLE

INTRODUCTION

It is estimated that the City's daytime commuter population is slightly greater than the resident population of 34,000 and the daytime population total swells to roughly 300,000 when tourists, shoppers, employees, visitors to professional offices, and local service users are included. Much of this influx of commuters and tourists is focused in or near the Business Triangle area. The focus of this white paper is to explore the issues of parking and traffic circulation in the Business Triangle, including whether there is a possible need for alternative means of transportation.

BACKGROUND

Over the past few years, the City has conducted several circulation and parking studies for the Business Triangle area. These studies include the following:

- A study of the existing one-way street system, which resulted in a decision to maintain the status quo.
- A very recent study of the free parking program, which resulted in a decision to modify the previous two-hour free program.

ANALYSIS OF ISSUES

Parking

The City currently owns and operates 15 off-street parking facilities serving the Business Triangle, with a capacity of roughly 4,400 spaces. Five of these structures (approximately 400 spaces), located between Little and Big Santa Monica Boulevards, were originally intended to be temporary, however their parking will likely need to be replaced in the area before they can be displaced by improvements on this corridor. Recent parking utilization studies indicate that for both weekday and weekend conditions, the off-street parking peak period is roughly between noon and 3 p.m. At other times, there appears to be an adequate supply of off-street parking. It should be noted that upon completion of the Montage Hotel project, significant additional off-street public parking would be available in the Business Triangle.

In addition to off-street parking, there are currently, about 550 metered on-street parking spaces serving the Business Triangle, as well as spaces in private commercial and office buildings in the area. About 83 percent of the on-street parking spaces are limited to one-hour parking, while the remaining 17 percent are limited to 20 minutes. A relatively small amount of these spaces

are not available for use at certain times since they have also been designated for use as valet spaces. As a result of a recent study of its parking fee policy in the public structures serving the Business Triangle, the City modified the previous two-hour free program to a one-hour free and $1 per half-hour thereafter. A key issue in the decision to charge a minimal fee was the need to generate additional revenue to allow better maintenance and security in the City's public parking facilities.

It has been suggested that many of the parking spaces available in the private buildings in the area are not used by employees and/or customers during peak hours because their rates are considerably higher than the modestly priced parking available in City parking structures. A comprehensive parking management plan could assess the amount of parking available, its utilization, how pricing structure impacts utilization, and what strategies would maximize use of the existing inventory. Such an analysis could identify any localized or area deficiencies.

Some have suggested "shared parking" as an approach, however, the current mix of uses and the hours of operation do not make this a feasible approach to increase available parking at this time. The unresolved issue is whether or not there is adequate parking to serve the Business Triangle.

Traffic Circulation

The City instituted a one-way street system in the Business Triangle in 1974. This one-way street system, coupled with later Wilshire Boulevard median modifications, has reduced impacts of traffic in the Business Triangle on residential streets to the south and at the same time has reduced vehicular access to the Business Triangle, especially from south of Wilshire. In general, with the one-way street system, internal traffic circulation is good and traffic congestion within the Business Triangle is not a serious issue, although there is anecdotal evidence that there is significant recirculation traffic due to motorists looking for parking spaces during the peak midday period.

Pedestrian Circulation

The City of Beverly Hills actively promotes walking as a viable means of transportation. Recently, upgrades in urban design and pedestrian amenities have been completed in the Business Triangle, including mid-block signalized crosswalks and widened sidewalks with streetscape improvements. The Business District also features some diagonal pedestrian intersection crossings (with an exclusive pedestrian crossing phase) and an ordinance limiting ground floor street frontage of businesses not considered to be pedestrian-friendly. The City's pedestrian facilities include sidewalks, stairs, pedestrian promenades, and paths in the City's parks. These facilities are a critical component of the overall circulation system, as nearly every trip begins and ends on foot, regardless of any other travel modes that may be used. While not all trips utilize pedestrian facilities, they are essential in allowing the safe and orderly movement of pedestrians through the City's public spaces.

Regional Transit Service

The Business Triangle is currently served by Metro Rapid Bus Lines 714 (Beverly Boulevard/Santa Monica Boulevard) and 720 (Wilshire Boulevard), with Line 704 service to be instituted upon completion of the Santa Monica Boulevard Transit Parkway (slated for June 2006). These three lines will serve the Business Triangle via stations/stops at Wilshire Boulevard/Santa Monica Boulevard, Santa Monica Boulevard/Canon Drive and Wilshire

Boulevard/Beverly Drive. Headways for most Metro Rapid lines are generally three minutes during the peak hours. While this regional bus service is substantial, it is not likely that it will be adequate to best serve the City's long-term interests.

Applicability of Alternative Travel Modes

The possibility of alternative transportation modes such as a shuttle bus system to serve the Business Triangle has been suggested. Given the relatively small area of the Business Triangle and complex circulation patterns caused by the intersecting grid patterns and the one-way street system, it makes sense to look first at the viability of a pedestrian-oriented approach.

To do this, we need to look at pedestrian access to and within the Business Triangle via regional public transit and automobile (using public parking facilities). Figure 1 presents the results of this analysis, wherein 1/8-mile and 1/4-mile walk-mode radii were assumed from regional transit stops and public parking facilities, respectively. As can be seen, there is almost total coverage provided by the regional transit stops, as well as collectively from the 15 public parking facilities.

While this level of analysis is very preliminary, it does seem to suggest that regional transit access, coupled with dispersed public parking facilities, leads to a pedestrian-oriented focus rather than a shuttle system for travel within the Business Triangle.

IMPLICATIONS FOR GENERAL PLAN UPDATE

Based on the tentative analysis presented for the parking and circulation issues discussed herein, coupled with information provided in White Papers 1-5, the following actions are indicated for consideration by the City's decision makers:

- If a Santa Monica Boulevard Corridor improvement program involves a need for the land currently occupied by the Santa Monica 5 public parking structures, develop a plan to replace these approximately 400 public spaces as an integral component of the project. (Figure 1).

- Undertake a comprehensive parking management plan for the Business Triangle to assess the amount of parking available, its utilization, how pricing structure impacts utilization, and what strategies would maximize use of the existing inventory. Identify any localized or area deficiencies.

- Evaluate current "way finding" from a motorist and pedestrian viewpoint, and develop appropriate policies/solutions as warranted.

In conclusion, the nationwide trend favors the development of outdoor, pedestrian-oriented environments such as exists in the Business Triangle. The focus of the General Plan Update should seek to make the Business Triangle even more attractive to residents, commuters and tourists through supportive land uses, regional transit access and adequate parking.

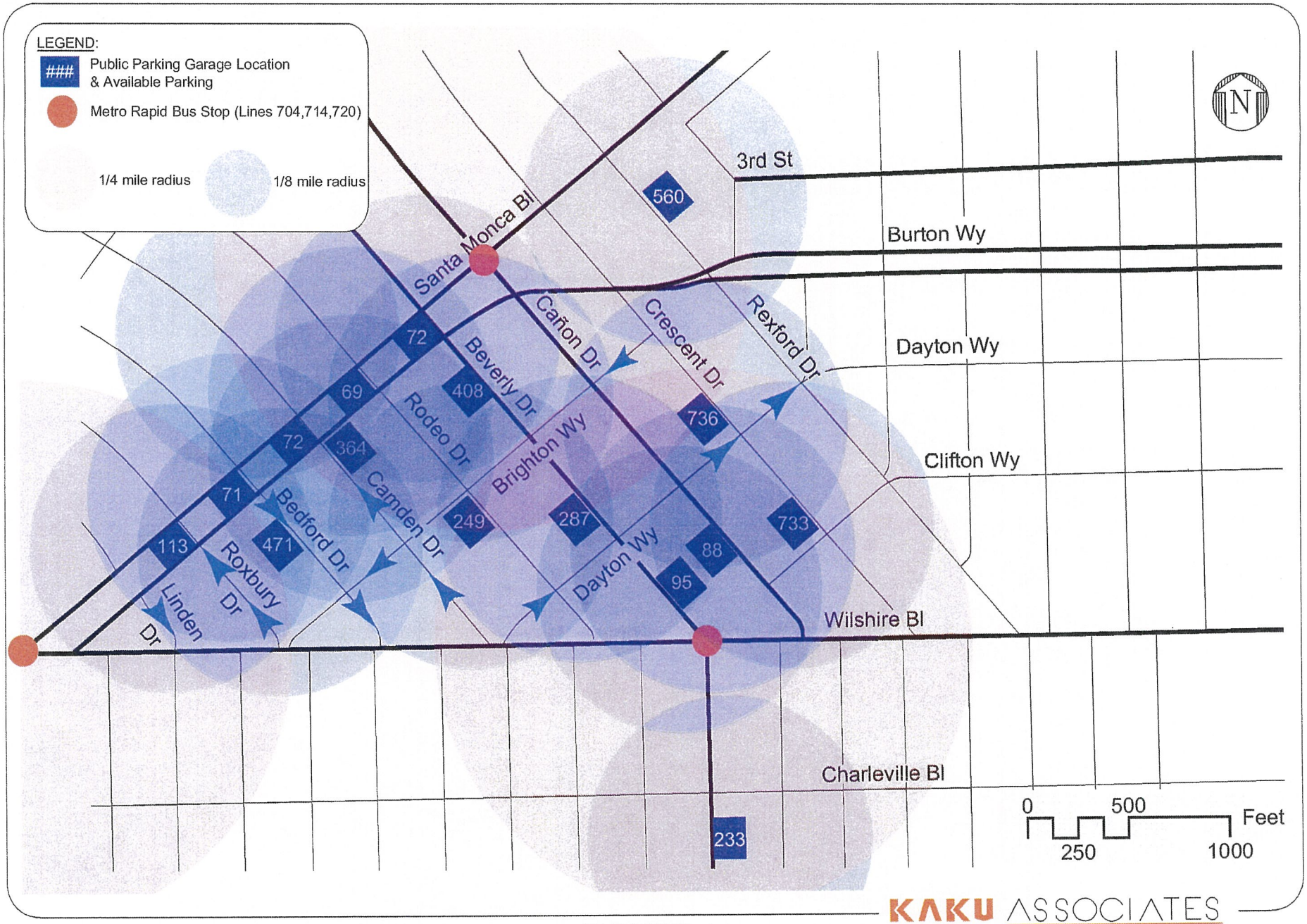
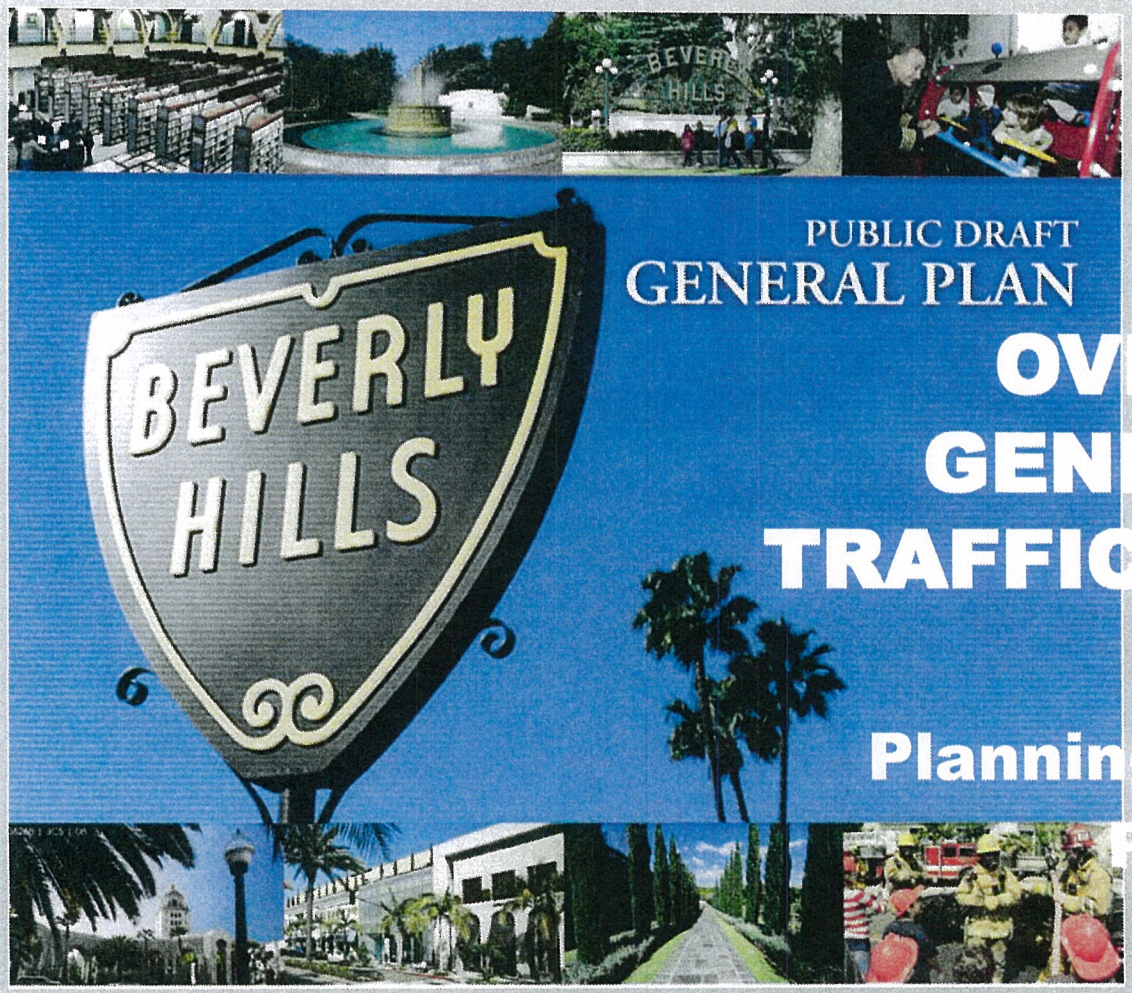


FIGURE 1
GOLDEN TRIANGLE AND VICINITY PEDESTRIAN ACCESS FROM PUBLIC PARKING & REGIONAL TRANSIT

ATTACHMENT B



OVERVIEW OF GENERAL PLAN TRAFFIC ANALYSIS

Planning Commission Public Hearing

November 13, 2008

Background

August 7, 2008:	Draft General Plan & EIR release
August 28, 2008:	Entertainment Business District EIR release
September 11, 2008:	1st General Plan hearing
September 18, 2008:	2nd General Plan hearing 1st EBD hearing

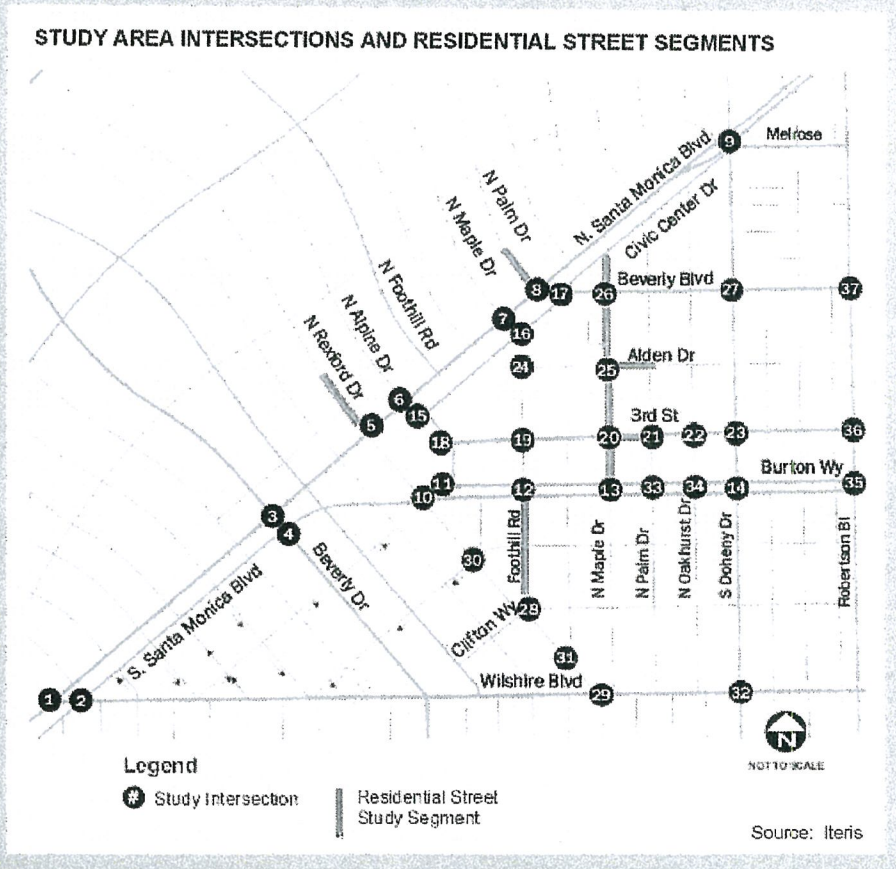
Hearing Results: Traffic Analysis in Residential Areas
EBD project(not Policy objectives)deferred until after GP

Planning Commission Direction

1. Incorporate EBD level traffic analysis into GP analysis
2. Analyze General Plan traffic district-by-district
3. Address neighborhood traffic impacts

1. Incorporate EBD level traffic analysis into GP

- EBD's land uses more specifically defined than GP
- Allows project-level traffic methodology (intersection)
  (EBD studied 36 intersections in addition to 8 neighborhood street segments)
- GP traffic methodology (street segments)

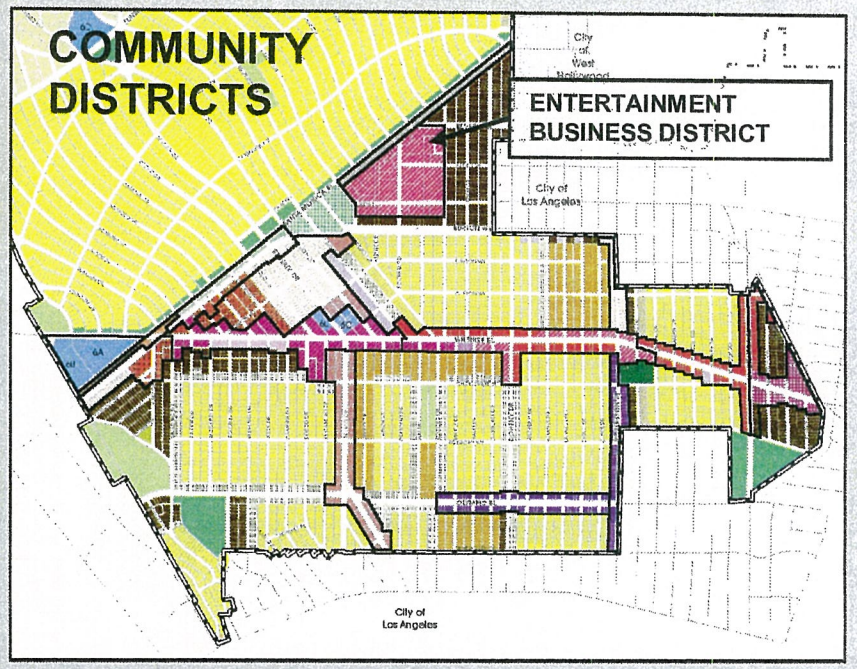


2. Analyze General Plan Traffic District-by-District

EBD is one of 15 community districts

Requirements for EBD level traffic analysis for 15 districts:

- Analysis of approximately 100 intersections and segments
- Specific assumptions required



Assumptions required for intersection analyses:

- Specific land uses
- Specific square-footages
- Parking & access locations
- Walk-in percentages
- Vehicle turning movements
- Future lane configurations
- Signal timing
- Lane widths
- Future parking restrictions
- Bus stop locations
- % bus traffic flow
- % truck traffic flow
- Grade of each street
- Saturation flow rate
- Peak hour factors

Neighborhood Impacts

- General Plan EIR – no significant impacts to residential streets
- Methodology used to analyze neighborhood impacts
  - Street Segment Analysis
    - Issue analyzed is traffic flow
  - Analysis Requires Specific Assumptions
    - Specific land uses
    - Specific square-footages
    - Parking & access locations

Proposed Approach

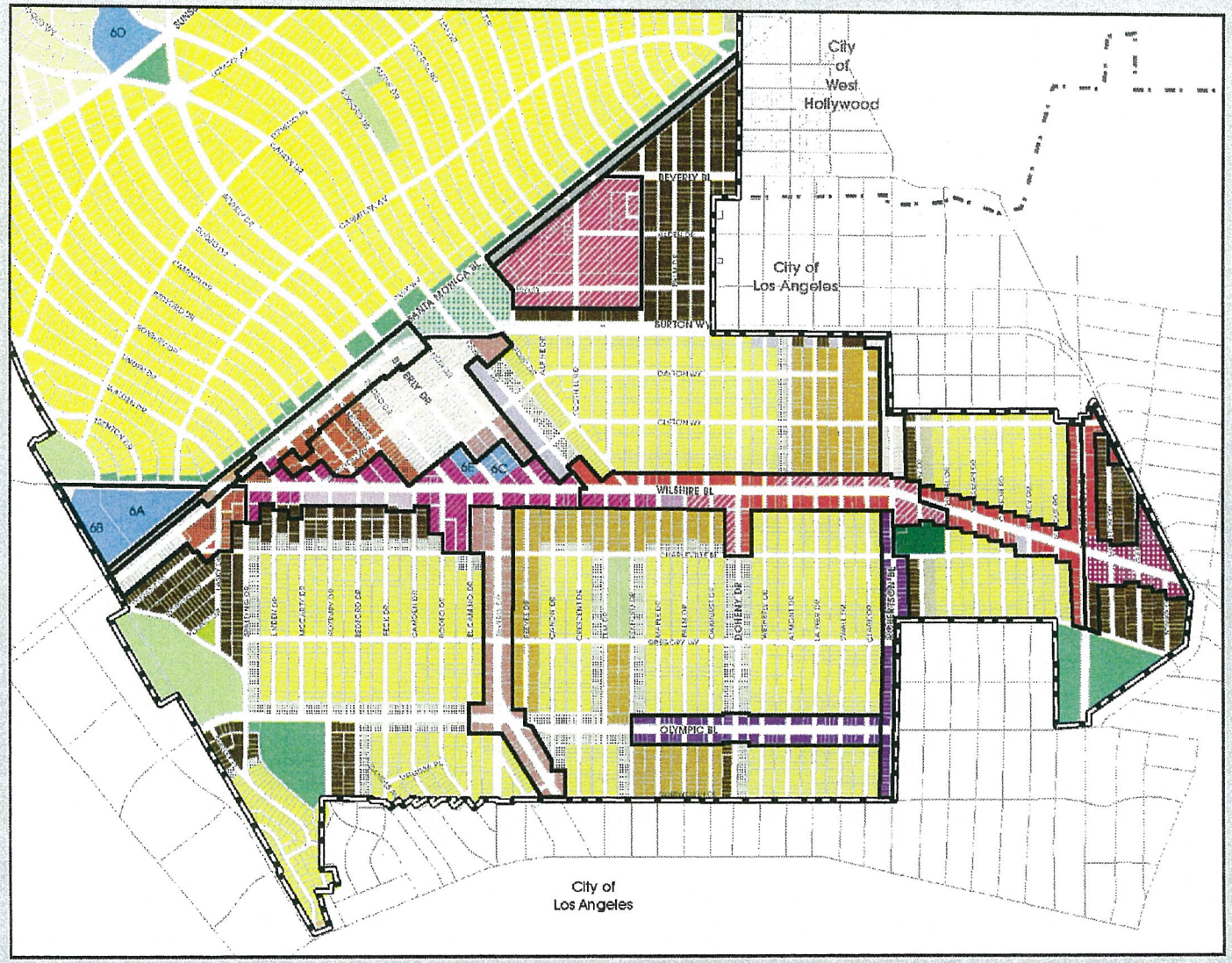
1. EBD Integration
2. District-by-District
3. Neighborhood Traffic

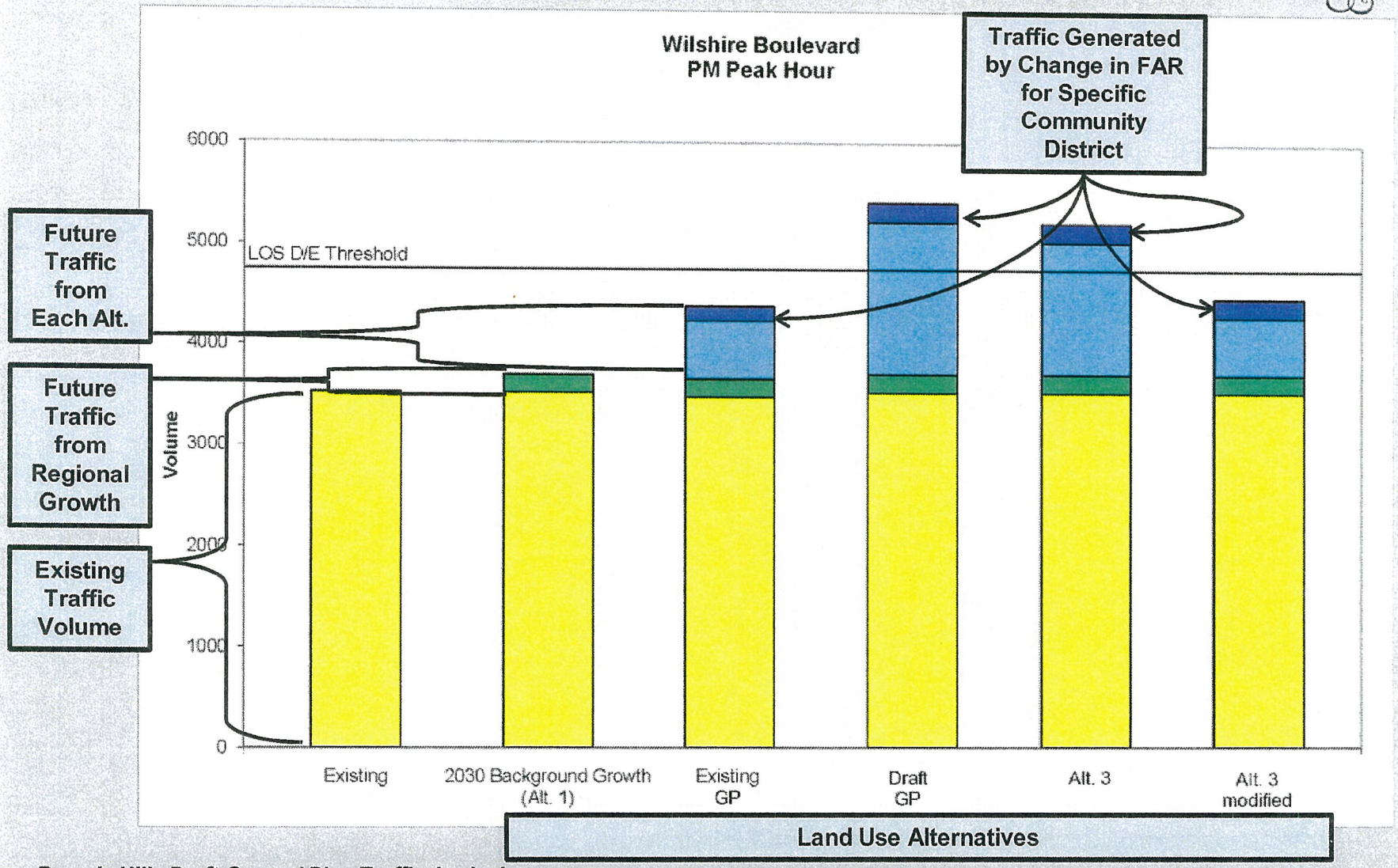
Proposed Approach: d. EBD Integration

- EBD's policy level analysis currently exists in GP EIR and will continue to be utilized
- EBD's specific project-level environmental analyses to be addressed when zoning plan proceeds through hearings

USES IN THE ENTERTAINMENT BUSINESS DISTRICT

Project Area: Business Improvement District

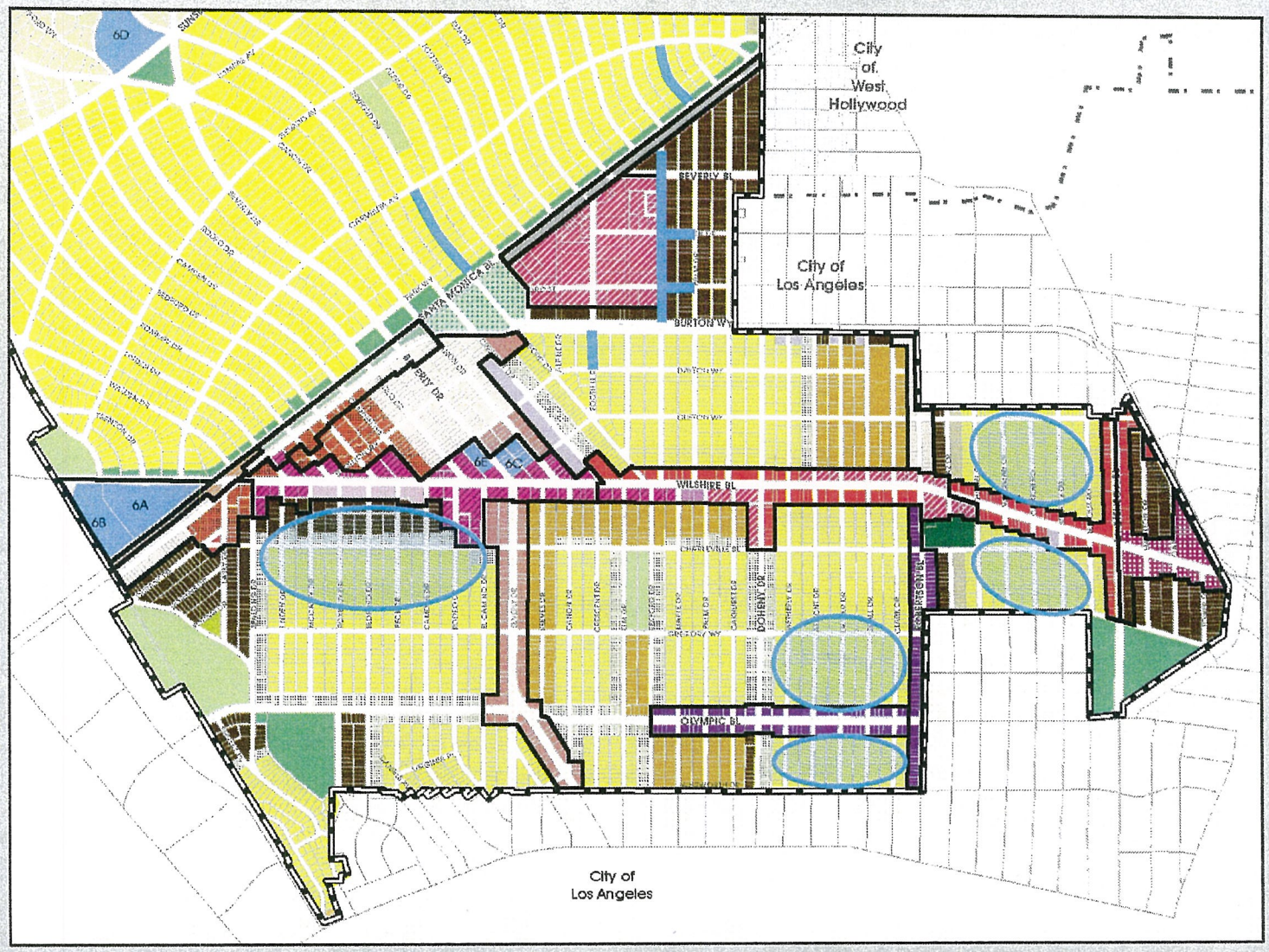



Wilshire Boulevard
PM Peak Hour
Traffic Generated by Change in FAR for Specific Community District
Future Traffic from Each Alt.
Future Traffic from Regional Growth
Existing Traffic Volume
6000
5000
4000
3000
2000
1000
0
Volume
LOS D/E Threshold
Existing
2030 Background Growth (Alt. 1)
Existing GP
Draft GP
Alt. 3
Alt. 3 modified
Land Use Alternatives

Residential Streets Analysis

- Incorporate EBD Residential Street Analysis
- Select 2 to 3 Community Districts to evaluate impacts of various levels of development density
- Criteria for selecting residential streets
  - Nearby east-west residential streets
  - Signalized north-south residential streets
  - Other streets that may be used as alternative routes
- Typical study areas will be representative of traffic impacts to other residential streets

Study Areas


City of West Hollywood
City of Los Angeles
City of Los Angeles
6A
6B
6C
6D
6E
WILSHIRE BL
SANTA MONICA BL
BEVERLY BL
OLYMPIC BL
BURTON WY
DOHENY DR
BEVERLY DR

City Council

Revised scope of work to City Council

New consultant contract

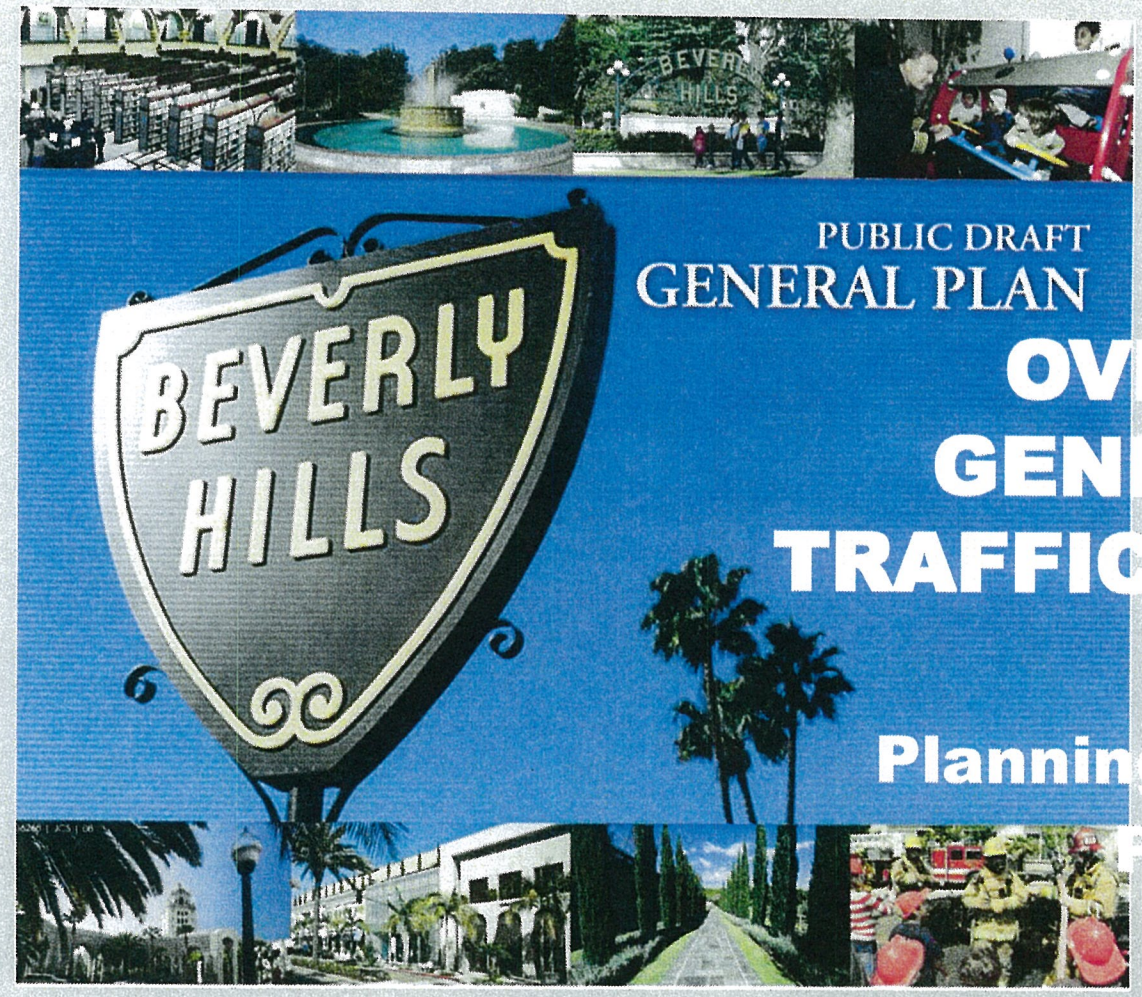
* * *

Planning Commission

December 11: Sustainability Master Plan

December 18: Community Service Policies

January 2009: Review of Commission input and proposed revisions



OVERVIEW OF GENERAL PLAN TRAFFIC ANALYSIS

Planning Commission Public Hearing

November 13, 2008

ATTACHMENT C

AGENDA REPORT

Meeting Date: May 27, 2009

Item Number:

To: Honorable Mayor & City Council

From: Jonathan Lait, AICP, City Planner

Aaron Kunz, AICP, Deputy Director of Transportation

Subject: PROCEEDING WITH THE GENERAL PLAN UPDATE

Attachments: Exhibit A – Background on the General Plan Update Process
Exhibit B – Example of Goals and Policy Matrix
Exhibit C – Two-step Process Flowchart

RECOMMENDATION

Direct staff to complete the General Plan in a two-step process, prepare the necessary environmental analysis, and consider the need for additional traffic studies.

EXECUTIVE SUMMARY

This report explores a two-step approach that advances the General Plan toward completion by focusing first on adopting those goals and policies that have broad community support and second, by continuing the community dialogue on land use density assisted by future traffic studies, as appropriate. Adoption of any plan goals and policies requires environmental analysis, which is also discussed in this report.

BACKGROUND

For the past eight years the City has been making progress in comprehensively updating its General Plan (Exhibit A). A new plan is sought to ensure compliance with state law and to better

reflect changes in public policy and community aspirations since the plan was last adopted over 20 years ago.

The release of the Draft General Plan and Draft Environmental Impact Report (DEIR) was both a success and a disappointment to some. It successfully captured community sentiment on issues that make Beverly Hills more environmentally sustainable, identified opportunities to protect cultural resources, and explored strategies that promote affordable housing in the city.

However, the draft plan also identified a future development potential that, in part, is out of sync with the expectations many had for the plan. While the draft plan and associated environmental analysis were intended to represent the ceiling of maximum development and maximum impact for environmental analysis purposes and not a final policy objective, the public and Planning Commission's reaction was not favorable. Additionally, many in the public, including the Planning Commission, consider the DEIR to be inadequate due to the traffic analysis that was prepared for the future growth scenarios.

There now appears to be public support to bifurcate the General Plan into two steps and additional opportunity to forestall consideration of the land use policies until further traffic analysis has been conducted. This report explains the two-step approach and identifies a path for future plan adoption, including additional traffic studies.

This approach was presented at two City Council / Planning Commission liaison meetings held on December 18 and May 7. There was general support for the recommendations identified in this report, however, the liaisons expressed desire that the full Council weigh in and provide the necessary direction on how best to move forward.

DISCUSSION

AMENDING THE GENERAL PLAN

The City has been proceeding down a path of comprehensively updating the entire General Plan. One of the local objectives in creating a new plan was to have a meaningful document that accurately reflected community values and was easy to read and reference. The proposed two-step approach will achieve this objective, although after the new goals and policies have first been adopted by the City Council.

State law requires each City's General Plan to have goals and policies pertaining to seven mandated elements. The proposed two step approach will achieve state requirements and ultimately result in a document that satisfies local objectives for an easily referenced and easy to use General Plan.

REQUIRED ELEMENTS OF GENERAL PLANS

- Land Use
- Circulation
- Housing
- Conservation
- Open Space
- Noise
- Safety

STEP ONE

This step advances through a public hearing process those goals and policies that are believed to have broad community support. This includes goals and policies related to public safety; historic and cultural resources; natural, biological, mineral, water, and visual resources; air quality; natural hazards; noise; and, public infrastructure.

DRAFT GENERAL PLAN GOALS AND POLICIES

STEP ONE Advance goals and policies that are generally supported by the community	Historic and Cultural Resources Housing Land Use (not related to development scale or density)	Natural, Biological, Mineral, Water and Visual Resources Air Quality	Community Safety Fire, Flood, Geologic and Seismic Hazards Hazardous Materials Disaster Preparedness Noise	Infrastructure and Public Services Libraries Public Services Parks and Recreation Facilities Education Mobility (circulation – not related to development, scale or density)
STEP TWO Study and advance goals and policies that require further community dialogue	Land Use goals and policies relating to scale and density of development, if any			Mobility (circulation) associated with scale and density of development, if any

The goals and policies to be included in Step One have already been vetted through study sessions at various city commissions. These goals and policies will be integrated into the existing general plan. Existing goals and policies will either remain intact, be modified to ensure compliance with State law, or be deleted to reflect current public policy. This amendment process, as opposed to a comprehensive update, will show what existing policies are being retained, and will clearly explain why those that require changes are being modified (Exhibit B).

All Step One goals and policies will be presented to the Planning Commission for public input and a recommendation forwarded to the City Council. City Council hearings would follow along with adoption as the Council deems appropriate. It is estimated that this step can be completed within 3-6 months and is not anticipated to require any additional funding (Exhibit C).

STEP TWO

This step begins after Step One is completed and after appropriate traffic studies, if any, are conducted to aid in this analysis (see traffic discussion below). Step Two explores the appropriate location, scale and density of future development activity in the city. This analysis may reveal that there are locations that can appropriately accommodate more growth or, may conclude that the city's current land use density and height are appropriate for the foreseeable future, thus requiring no change. Regardless, it is clear that there is limited community support for the 'maximum' development scenario set forth in the draft plan. Accordingly, Step Two will provide more reasoned and balanced growth alternatives that respect community culture, preserve residential neighborhoods and best manage ongoing and foreseeable traffic challenges. This discussion will take place in a public forum and include several meetings before the Planning Commission that will help direct this study. Step Two concludes with the City Council evaluating what and where land use changes, if any, are appropriate.

Following the completion of Step Two, staff will provide some background information, meaningful photographs and illustrations as well as an easy to use reference guide to make sure the General Plan is the useable and accessible document desired by the community. Staff will present this final version to the Planning Commission for approval. There would be no changes to already approved goals and policies.

ADDITIONAL TRAFFIC STUDIES

From a technical perspective, notwithstanding some of the conclusions made in the DEIR, the level of traffic analysis that was performed and included in the DEIR is customary and adequate for the purposes of adopting a program-level General Plan, and it is consistent with the requirements of the California Environmental Quality Act (CEQA). However, members of the community and Planning Commission have requested that additional traffic analysis be completed to help assist in the evaluation of future land use alternatives prior to revising the General Plan's land use goals and policies relating to development density. Previously, the Planning Commission considered expanded traffic analysis comparable to that used in project level environmental impact reports. This type of analysis provides a much more detailed examination of individual parcel characteristics evaluates proposed development options and examines mitigations, such as turn restrictions, at the local level. The challenge with this type of analysis at the General Plan policy level is that it requires a considerable number of assumptions in the absence of any real development proposal. The value of any data received from this analysis will become deluded with the greater number of assumptions that are required. Also, the usefulness of such a study depreciates rapidly and would not likely have any further application beyond its use for the General Plan. It is preliminarily estimated that these additional studies would cost approximately $300,000 – $800,000.

As an alternative, the Planning Commission has indicated a preference for the City developing a travel demand model to assist with the land use discussion. The difference between the project-level traffic analysis previously contemplated by the Planning Commission and a travel demand model is that 1.) the model allows for a greater level of analysis and 2.) the City would be able to re-use the model for traffic analysis related to future development proposals. The cost of a travel demand model would be approximately $450,000 - $500,000 for initial set up with maintenance costs of approximately $200,000 every four years, and costs for a consultant to operate the model of approximately $80,000 – $120,000 annually. A portion of the annual maintenance and operating costs could be recovered from applicants.

Due to general support from the Planning Commission and from the City Council and Planning Commission Liaison meetings, a broader discussion as well as background information regarding travel demand models is provided below.

Travel Demand Model

From the beginning of the General Plan process, the Planning Commission has expressed interest in the City obtaining a 'Traffic Model' as an analytical tool for development of the land-use and circulation elements of the General Plan and for use later as a tool for the City's development review process. Parson's Transportation Group, the City's on-call traffic consulting firm in 2002, provided the City with a study outlining high-level transportation modeling options. Members of the Planning Commission felt that for a model to be useful to the City, it would need to be detailed enough to measure impacts on local residential streets. In 2002 few cities had traffic models to that detail. At that time, the City did not pursue a traffic model primarily due to the high costs for development and continued maintenance.

Recently, some neighboring cities have developed or are in development of city-wide travel demand models with the level of detail originally desired by the Planning Commission. The cities of West Hollywood, Santa Monica, Pasadena and Santa Barbara have incorporated local-level traffic model review as part of their General Plan processes.

The use of the model is two-fold: 1.) refining the scale and density of development contemplated by the General Plan land use element and 2.) on-going use for development plan review and consideration of traffic improvements (e.g., intersection improvements). The advantages of a travel demand model for refining the scale and density of development contemplated by the General Plan land use element (Step Two) and forecasting changes to traffic patterns (e.g., one-way streets) include the capability of detailed analysis of traffic generation, trip distribution, mode split and route assignment of various land-use scenarios. The model may also include socio-economic variables. While the model is a valuable analytical tool, it is also a forecasting tool that is subject to personal interpretation, and could be subject to challenges similar to other

traffic studies. The margin of error in the model is relatively high, 15% or higher, particularly on local residential streets as traffic varies day-to-day and it is difficult to predict driver behavior.

DEVELOPING A TRAVEL DEMAND MODEL
(2009 Dollars - Estimated)

Model Development	$400K
Data Collection	$100K – $150K
Operation Cost	$80 – $120K / yr
Updating Cost	$200K / 4yrs
Time to Develop	9 – 12 mos

The initial cost of the model and General Plan land use alternatives analysis would be approximately $400,000 for model development and running three land use alternatives, plus an additional estimated $100,000 to $150,000 for data gathering and traffic counts. Costs could increase as more detailed analysis and other tools such as incorporating parking plans are requested. The development of the initial model would take approximately 9-12 months, including data gathering. The initial cost of the model would be borne by the City. In comparison, the City of West Hollywood's traffic model cost approximately $265,000, and the City of Santa Monica's model is currently being developed with an estimated cost of $455,000. Both cities had sufficient in-house staff to gather the needed data. Neither City has run models of General Plan land-use alternatives yet.

The City of Pasadena completed the scope of work for its Traffic Model in March 2009, and is preparing to begin the technical development phase before the end of FY2009. Pasadena is investing $150,000 in FY2009 and FY2010 for a basic level system (i.e., arterials and collectors) which does not include any special or customized 'runs' or scenario tests. Staff plans on phasing the development during subsequent years based on available budget to test alternative scenarios, security, and data validity. The City also recruited a professional public relations firm to coordinate and complete community outreach efforts specifically for the circulation element by the Fall of 2009. Planning and development of the model is projected to take two to three years before implementation and development planning use.

ADVANTAGES OF A TRAVEL DEMAND MODEL

- Provides uniform base traffic counts
- Allows tests of improvements on local roadway system
- Reduces subjectivity

After development of the General Plan, the travel demand model could be used to analyze proposed development. No cities contacted have yet used the model as part of the development plan review process. The advantages of a model in the development plan review process include: 1.) provides uniform base traffic counts used by all developer's traffic consultants and cumulative projects; 2.) allows tests of physical and operational improvements on the local roadway system and their impact on adjacent streets; and 3.) reduces subjectivity in manual traffic distribution and assignments. While the travel demand model has the ability to provide horizon-year turning movement forecasts at study intersections throughout the City and provides a more consistent traffic impact study procedure, it does

not substitute the need for detailed project-specific forecasts of turning movements at individual intersections. In addition, site circulation and access review would still need to be studied outside the model structure. The model could also be used to evaluate proposed intersection improvements, traffic calming techniques, and other traffic improvements/mitigation measures. Again, the model is an interpretative forecasting tool and does not provide definitive answers.

On an on-going basis, the model would need to be updated at a minimum of every four years in concurrence with the update of the SCAG regional model at a cost of approximately $200,000. Some community members argue that four years is not frequent enough to update the model. Additionally, senior level staffing is needed to keep the model operational, interpret and analyze the data. If the City developed a model, staff would initially recommend this work be performed by an on-call traffic engineering consultant firm so costs would vary depending on the amount of work performed. The annual cost for operating the model would vary between $80,000 to $120,000 annually depending on the number of model runs and analysis performed. For model use as part of development review process, a portion of the on-going operating costs could be recovered from applicants.

DISADVANTAGES OF A TRAVEL DEMAND MODEL

- High Cost
- Limited example of successful use in other communities
- Margin of error
- Project-level traffic studies still necessary

ENVIRONMENTAL ASSESSMENT

A Draft Environmental Impact Report was prepared for the draft General Plan; both documents were released late last year. The DEIR evaluated numerous environmental factors, including traffic, air and water quality, historic resources, shade and shadow, noise, and many others. The document concludes that there would be unmitigatable impacts to traffic circulation caused by the planned development potential identified in the draft General Plan. The City also received letters from the community expressing concern about the level of traffic analysis in residential neighbors due to increased development contemplated along commercial corridors (see prior traffic discussion).

Notwithstanding some of the criticism of the draft plan and associated environmental analysis, a tremendous amount of work effort and resources went into the preparation of the DEIR. With the passage of time, environmental data can become stale, thus necessitating new data collection and analysis. Waiting too long could add issues to relying on the existing analysis. Moreover, none of the criticism of the DEIR relates to the proposed goals and policies that would be processed as part of the Step One phase of the General Plan. The Step Two phase, which would consider land use, scale and density, may result in changes that need to be further studied

consistent with the traffic discussion above, or may remain unchanged, not requiring any further environmental study at all.

Accordingly, the City Council may find it beneficial to certify the DEIR along with the Step One goals and policies when this is presented later this year. An important caveat would be that the DEIR would include a revised project description specifically stating that the land use goals and policies related to future growth, scale and density are not included in this certification. Rather, if land use policies change in Step Two, the City would likely need to prepare additional environmental analysis that specifically evaluates those changes. With regard to further environmental analysis related to traffic, during the intervening time between Steps One and Two, at the direction of the City Council the City would prepare a travel demand model and/or other traffic analysis that addresses the further study requested by the Planning Commission and community members. This too will preserve the work and resources that went into the DEIR, allow Step One to move forward this year and ensure adequate environmental analysis and re-certification prior to any future changes in land use – should changes be desired after further community input.

HOUSING ELEMENT AND LAND USE

Notwithstanding the approach identified in this report, the City of Beverly Hills is required by state law to update its housing element. During Step One, staff, along with the Planning Commission in public meetings, will evaluate the need, if any, to modify land use densities to achieve minimum state-mandated requirements for the production of housing units in the city. Staff and the Planning Commission, with the public's review and input, will explore options that best balance local and state goals. The City Council will ultimately evaluate whether these changes are appropriate and have ample opportunity to comment on proposed strategies.

Additionally, there may be some land use goals and policies that have no impact to the land use designation map, density, mass or scale. For instance, the draft General Plan includes the following policy: Community Engagement - Strive to engage all segments of the community in planning decisions including, residents; special needs groups such as the elderly, youth and low-income families; businesses; and interest groups. Staff, through the public process before the Planning Commission, will identify similar goals that are generally supported and advance those through Step One.

FISCAL IMPACT

The recommended action in this report does not have any new direct budget or fiscal-related impacts. It is anticipated that remaining funds already dedicated to the General Plan effort can be used to complete Step One, including EIR certification. However, future action, if taken by the City Council, and consistent with this recommendation, will require general funds to initiate and

complete the travel demand model (approximately $500,000 - $550,000, onetime costs) and for ongoing maintenance (approximately $200,000 every four years). The cost to operate the travel demand model is expected to cost $80,000 to $120,000 annually, but this cost will be borne by users of the model (applicants, including the City for CIP-related projects). Additional general funds may also be required to complete Step Two, but actual costs are unknown and will vary greatly based on the expected range of land use policies and development scenarios that would be studied. Other actions that would affect Step Two costs include the City Council's direction on public outreach, land use modeling (massing models - not traffic), environmental re-certification for land use policies, public hearing notices, and publication. To the minimum extent feasible, professional consultants will be contracted to complete Step One and Two, and for the travel demand model.

RECOMMENDATION

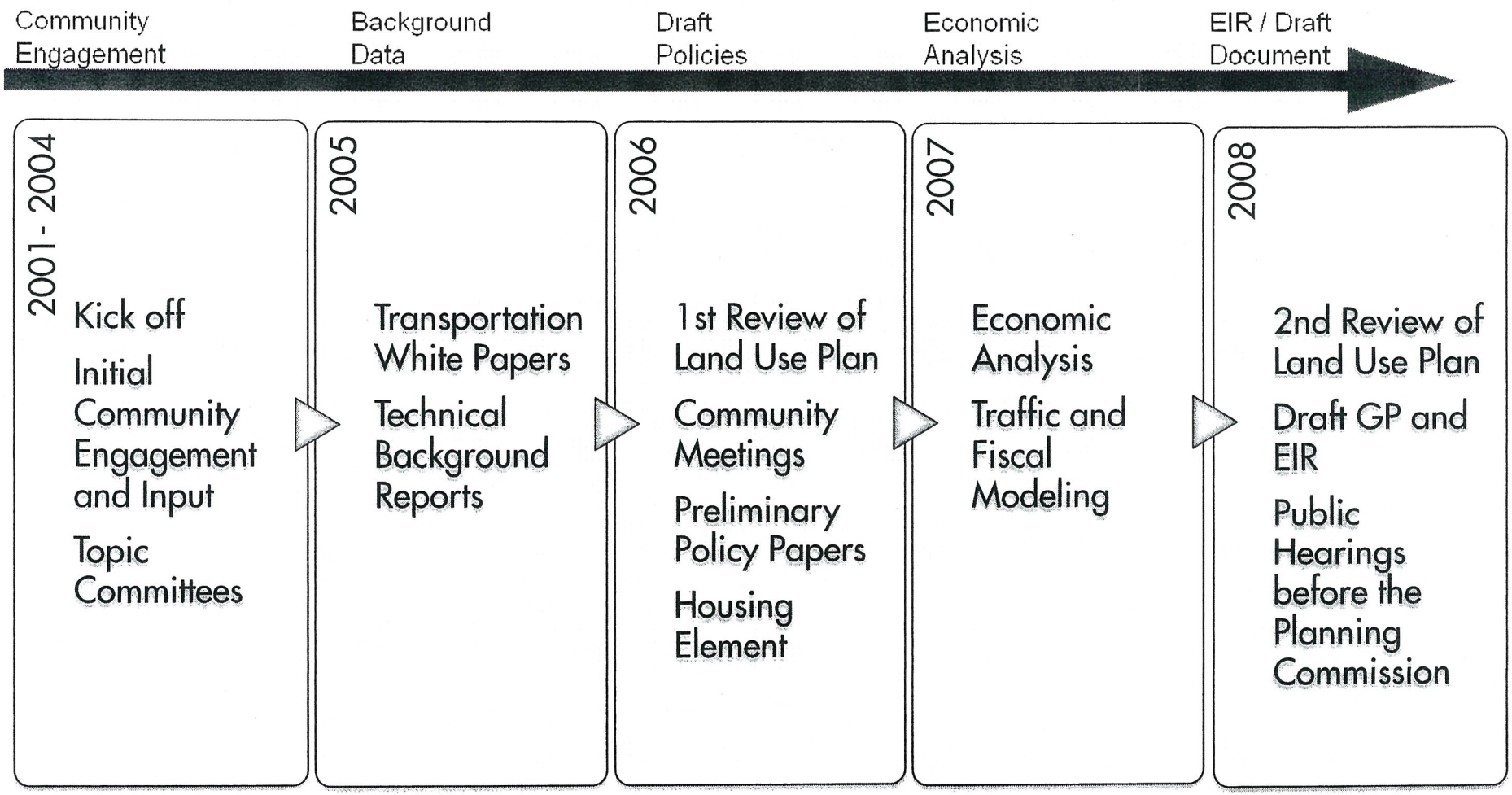
It is recommended that the City Council direct staff to prepare amendments to the City's General Plan, starting with goals and policies that are generally accepted by the community and to forward, for certification, a Final Environmental Impact Report (Step One).

Further, it is recommended that the City Council direct staff to bring forth a proposal to conduct the appropriate traffic studies, if any, as determined by the Council. Following development of the appropriate traffic studies and approval by the City Council, staff would be directed to advance a community-focused discussion regarding future changes to land use policy, including future development potential (Step Two). If changes are proposed that alter what is currently allowed under the existing General Plan, the appropriate environmental analysis would be prepared.

Jonathan Lait, AICP, City Planner
Community Development Department

Approved By

Updating the General Plan – Timeline



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GENERAL PLAN TOPIC COMMITTEES

As a result of the community interest, the City Council appointed 175 community members to serve on one of seven General Plan Topic Committees.

The resident-based Topic Committees were divided among the following subject areas:

1. Community Character
2. Circulation (Mobility)
3. Commercial Standards
4. Community Processes
5. Environmental Sustainability
6. Residential Issues
7. Residential / Commercial Interface

Between the years 2002 – 2004 the Topic Committees met several times to study and address issues affecting the City that had been identified by the community through workshop exercises, mailed surveys and outreach events.

GENERAL PLAN TOPIC COMMITTEES

- The General Plan update process began in the fall of 2001 with a public event called Plan Day.
- Plan Day resulted in the City Council appointing 175 community members to sit on one of seven Topic Committees.
- The Topic Committees were tasked by the City Council to study and make recommendations on the issues facing the City.
- The Topic Committees presented their findings in final reports to the City Council in 2004.
- These final reports form the basis for the goals and policies in the draft document release in August of 2008.

COMMUNITY INVOLVEMENT

- 2001 – Plan Day
- 2002 – 2004 – General Plan Topic Committees
- 2006 – Ten community forums, "Focus on Beverly Hills"
- 2007 – Blue ribbon panel on economic sustainability
- 2008 – Community meeting following release of the draft General Plan.

In 2004, the Topic Committees presented final reports on the issues and recommendations to the City Council. The Topic Committees had used various methods to gather information and therefore these final reports represented the ideals and values of many community members. Many of the recommendations from the committees have been incorporated into the goals and policies in the draft 2008 plan.

TECHNICAL REPORTS AND PRELIMINARY POLICY PAPERS

In 2005, the City released a series of white papers on transportation and circulation. These white papers outlined the current traffic situation and, through reference to the final report of the Circulation Topic Committee, proposed options that the City may explore to address traffic related issues. This background information along with the Topic Committee reports was used to develop draft goals and policies and the subsequent review for environmental impacts.

In 2006, a series of 10 public workshops named "Focus on Beverly Hills neighborhoods" were held in the community to obtain comments on different land use options. The outcomes from these community meetings along with the final reports from the Topic Committees formed the basis for the goals and policies in the Land Use Element. After these workshops ended the favored options were then shared with the Planning Commission and City Council. The City Council directed that generalized traffic, economic and environmental impacts be studied for these potential land-use changes; however, at that time there was no decision that any of the draft changes would be accepted into the final Plan.

In January of 2008 a joint session was held to present the economic analysis and findings associated with changes in land use. This analysis proposed that if specific businesses desired to construct a building greater than currently allowed in specific commercial areas, that the request could be considered up to a specified building density, provided that the development met certain quality of life preserving criteria. The intention behind allowing for this additional density in certain commercial areas with the requirement of protecting the quality of life was to encourage existing businesses to remain in the City while maintaining quality of life and ensuring that the City could continue to provide the desired levels of service to the community.

At the joint session of the City Council and the Planning Commission in January of 2008, the City Council directed that the recommended land-use alternatives be studied; however this direction was given with the understanding that these land-use alternatives were the maximum changes possible and that once the environmental impact analysis was conducted, there would be further refinement of the allowable densities to ensure the quality of life in residential neighborhoods was preserved and that the vision and goals of the community were still being met.

GENERAL PLANS

California State law requires each city and county to adopt a general plan. The general plan is a visionary document that sets forth goals and policies for the community to strive towards and achieve over a typical 15 – 20 year timeframe. General plans provide a broad vision of how communities would like to develop and indicates the means of achieving these goals.

Since general plans are long-range vision documents that attempt to address the needs of the City over a broad span of time, the goals and policies in the general plan tend to be broad and generalized. Also due to the timeframe involved, general plans do not include the precise means of achieving those goals and policies. General plan do, however, provide implementation programs that indicate what sorts of actions should be taken to address the goals and policies. Over the life of the general plan, City actions are evaluated for conformity with the document.

GENERAL PLAN UPDATE

2001 – General Plan Update Begins with "Plan Day".

2002 – Topic Committees Formed.

2004 – Final Topic Committee Reports to City Council.

2005 – Technical Background Reports and Transportation White Papers Released.

2006 – Preliminary Land Use Changes Presented at 10 community workshops titled "Focus on Beverly Hills Neighborhoods".

2007 – Economic and Traffic Impacts Analyzed.

2008 – Draft Comprehensive General Plan Update and EIR Released.

General plans serve the following purposes:

- Identify the community's land use, circulation, environmental, economic and social goals and policies as they relate to land use and development
- Guide local government decision-making, including decisions on development approvals and Capital Improvement Projects,
- Provide residents with opportunities to participate in the planning and decision-making process,
- Inform residents, developers, decision-makers, and other cities and counties of the ground rules that guide development within the community.

Example of Amendment Matrix

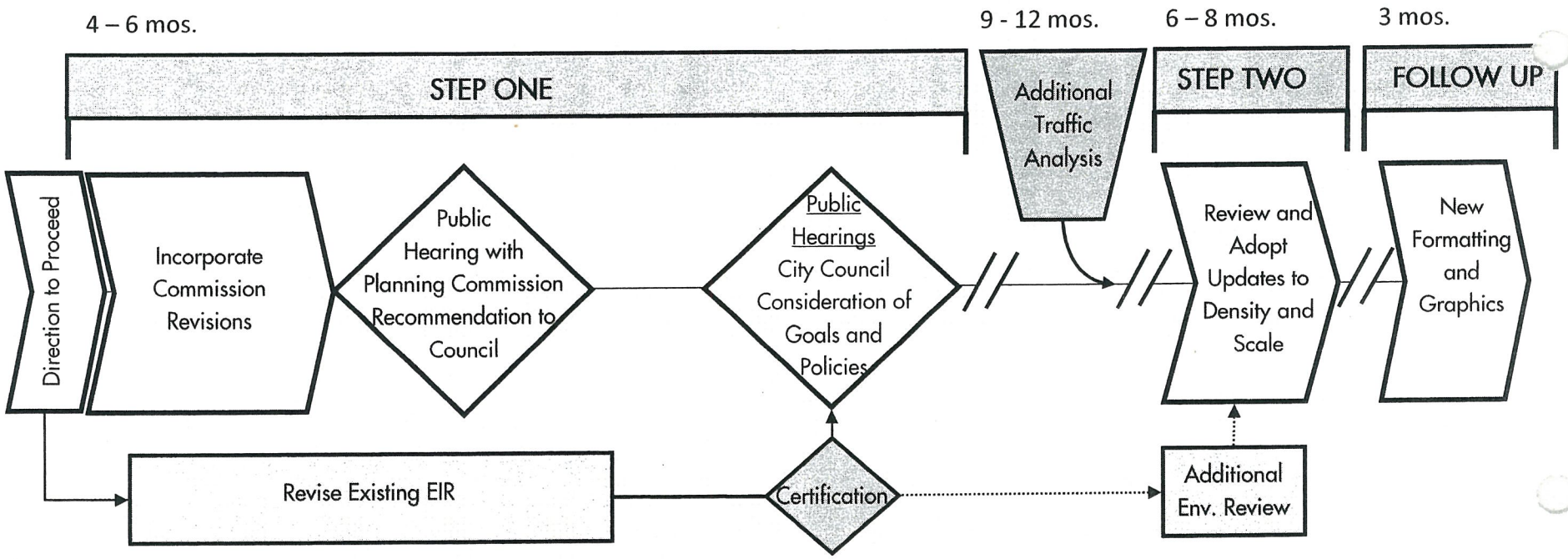
Amendments Proposed to the Conservation Element		
Current General Plan Provisions	Proposed Amendments	Remarks
Program Goals of Element **(Maintain adequate supply of high quality water economically. Preserve and enhance Beverly Hills' capability to rely upon local groundwater supplies)** 1. To provide an adequate supply of high quality potable water to meet existing and future needs. 2. To provide water at the lowest cost. 3. To preserve the City's rights to extract groundwater and to assure that such resources will be available if needed. 4. To assure the availability of properly located well sites. 5. To assure the availability of a properly located site for a water treatment facility. **Proposed Program and Policies of Element** **(Maintain existing water programs and policies in near future. Initiate a study to determine when it would be to economic advantage of City to produce and process its own water supplies to augment or replace MWD water, based upon changing circumstances which may dramatically affect MWD water prices. This study should consider operation costs and the additional capital costs to develop a modern and efficient treatment facility, preferably using existing water**	**Goal: Water Conservation** Provision of a system that minimizes water consumption through conservation methods and other techniques. **Policies** 4.1 Water Conservation Goals. Continue to establish, review, and update water conservation goals and benchmarks for the next 20-year period. 4.2 Public Outreach on Need to Conserve Water. Maintain and enhance its comprehensive program to educate and publicize the need to conserve water. 4.3 Water Conservation Measures for Public Facilities. Continue to require water conservation measures/devices that limit water usage for all new municipal projects and major alterations to existing municipal facilities. 4.4 Water Conservation Measures for Private Projects. Continue providing incentives, and where practical, require the installation of water conserving measures/devices and practices for new private construction projects and major alterations to existing private buildings including requirements for the use of reclaimed water for	Since 1979 when the current Conservation Element was adopted, the City has developed four new water wells, together with a new water treatment plant to meet contemporary Federal water quality requirements. In the broader context, demand for water in Southern California has continued to grow substantially while availability of imported water from the California and Colorado Aqueducts has diminished not only from growing upstream demands for water but also because of continuing drought conditions. These considerations together with growing concerns regarding climate change call for updated policies to address these changes.

Example of Amendment Matrix

Amendments Proposed to the Conservation Element		
Current General Plan Provisions	Proposed Amendments	Remarks
treatment site. Based upon the anticipated lead time such study shows necessary before local water supplies would be justified, activity should be initiated to ascertain and establish specific well sites and begin facilities design.) 1. No change recommended in current policy to retain local option to provide water in the near future. 2. The Metropolitan Water District has indicated that there may be substantial rate increases to Beverly Hills and other member jurisdictions within the next five to eight years. Accordingly, the City Water Department should coordinate a study, possibly with the assistance of a consultant, to determine the cost effective point at which the City should convert in whole or in part to its own water supply. This study would consider the costs of extracting and processing water (operation costs) as well as any capital costs associated with any facility. 3. If a new water treatment facility is developed, consideration should be given to retention of one of the sites now occupied by a water treatment facility for reasons cited above.	construction watering, and pumping subterranean water back into the ground rather than into the storm drain system. 4.5 Water Efficient Landscaping. Where feasible, encourage installation of drought tolerant landscaping or water-efficient irrigation systems for all private and city landscaping and parkways. Identify and implement minimum design/installation efficiency criteria for landscape irrigation systems. 4.6 New Conservation Technology. Strengthen local building codes for new construction and implement ordinances that require existing buildings to generate a higher level of water efficiency as a condition of issuing permits for renovations or additions, and of sale of residences and buildings. 4.7 Funding. Explore methods to provide financial support for water conservation efforts.	

AMENDING THE GENERAL PLAN

Proposed Two Step Amendment Process



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ATTACHMENT D

PROCEEDING WITH THE GENERAL PLAN UPDATE

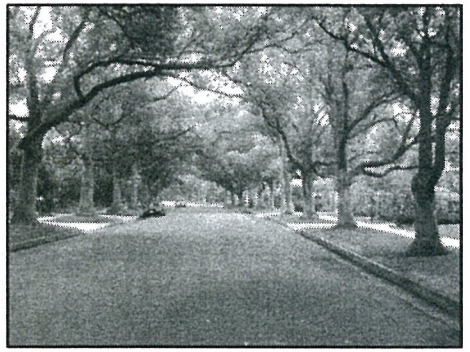
May 27, 2009

SUMMARY

- TWO-STEP AMENDMENT PROCESS
- ENVIRONMENTAL ANALYSIS
- REQUEST FOR, AND TYPE OF, ADDITIONAL TRAFFIC STUDIES

TWO-STEP PROCESS

- Step One
  - Goals and Policies with Broad Community Support
    - Neighborhood Preservation, Health and Safety, Conservation, Public Facilities
- Step Two
  - Goals and Policies Related to Scale and Density of Development



ENVIRONMENTAL

- EIR Released August 7, 2008
- Analysis Adequate for Step One
- Project Description to be Rewritten to Reflect Two-Steps
- Recommend to Certify EIR for Step One

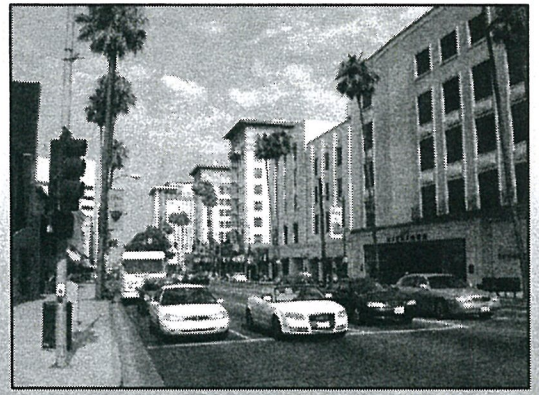
TRAFFIC

- Traffic Analysis in EIR Adequate (Step One)
- Desire for Additional Analysis Expressed
  - ➢ Traffic Studies
    - Costly
    - Detailed
    - Tailored to Specific Scenario
    - One-time Use
  - ➢ Travel Demand Model
    - Costly
    - Broad
    - Can Analyze Numerous Scenarios
    - Continued Use

TRAVEL DEMAND MODEL

ADVANTAGES

- Multiple Uses
- Uniform Base Traffic Count
- Reduces Subjectivity
- Can Test Improvements on System



DISADVANTAGES

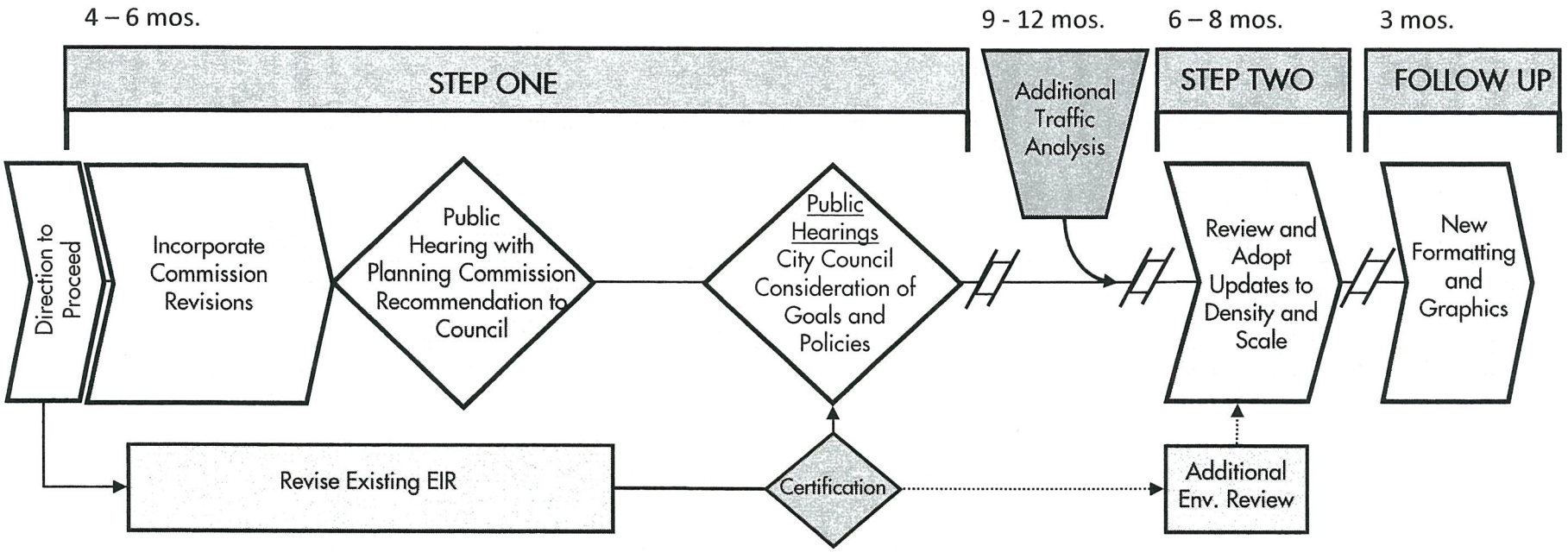
- High Cost
- Limited Use in Similar Communities
- Margin of Error
- Project-level Studies still Needed (paid for by applicant)

COST AND TIME

	COST (2009 Dollars)
Model Development	$400,000
Data Collection	$100,000 - $150,000
Operation	$80,000 - $120,000 / year
Keeping the Model Current	$200,000 / 4 years
TOTAL	
One Time	$500,000 - $550,000
Ongoing	$80,000 - $120,000 / year $200,000 / 4 years

	TIME
Model Development	9 – 12 months

USE IN GENERAL PLAN UPDATE



RECOMMENDATION

- Two-Step Amendment Process
- Certify EIR for Step One
- If Additional Traffic Analysis Desired, Travel Demand Model is Recommended

PROCEEDING WITH THE GENERAL PLAN UPDATE

May 27, 2009

STEP ONE EXAMPLES

- **Goal LU 3 Environmental Sustainability and Carbon Footprint.** Land uses and built urban form that are environmentally sustainable by minimizing consumption of scarce resources, pollution, greenhouse gas emissions, wastes, and exposure of residents and visitors to toxics and hazards. (Land Use)

- **Goal LU 9 Single-Family Residential Neighborhoods.** Maintenance of the identity, scale, and character of the distinct single-family residential neighborhoods. (Land Use)

- **Goal M 7 Pedestrians.** A safe and comfortable pedestrian environment that results in walking as a desirable travel choice, particularly for short trips, within the City. (Mobility)

- **Goal IU 2 Water Conservation.** Conservation programs that limit water consumption through site design, the use of water conservation systems and other techniques. (Public Services and Infrastructure)

STEP TWO EXAMPLES

- **Development Density and Scale.** Consider increases in development capacity for businesses representative or supportive of the City's key industries. (Land Use)

- **Development Capacities for Key Industries.** Consider the provision of additional density and height as needed to enable existing key businesses to remain economically viable and expand, as well as to accommodate the development of new key industry projects that enhance City revenues and exhibit a high level of architectural excellence, provided that increases in development scale are located and designed to assure compatibility with adjoining residential neighborhoods. Such increases shall not be "by right," considered only in limited circumstances with input from the public regarding their appropriateness, and subject to a Development Agreement defining developer obligations and benefits to the City. (Land Use)

- **Development Density and Scale.** Maintain the low-rise development scale in the historic core of the Business Triangle, while accommodating greater intensities on its periphery to accommodate the City's key industries including entertainment, office, and visitor-serving uses. (Land Use)

EIRs

Program-Level

- Examines impacts from a series of related actions
- Considers broad policy alternatives and program wide mitigation measures

Project-Level

- Examines impacts from a specific development project proposed at a specific site
- Considers changes resulting from that project
- Examines impacts from all phases of the project

COSTS TO DATE

General Plan Update		
2002 – 2005	Topic Committees	$173,000
2005	Technical Background Reports	$750,000
2006	Initial Draft Policy Papers Community Meetings on Land Use	$58,000
2007 – 2008	Economic and Fiscal Analysis	$220,000 $300,000
2008	Draft General Plan and Draft EIR Public Hearings, Sustainable City Plan	$100,000
	TOTAL	$1,600,000