# CITY OF BEVERLY HILLS
# STAFF REPORT

**Meeting Date:** November 5, 2009

**To:** Honorable Mayor & City Council

**From:** Steve Zoet, Assistant Director of Community Services/Recreation and Parks

**Subject:** Proposed City Gateway Enhancements at Specified Locations

---

## INTRODUCTION

This report is to request City Council's consideration and direction regarding proposed enhancements at four "gateway" locations entering the City of Beverly Hills. A presentation will be made by architects of the design firm Gruen Associates. Various concepts that have been considered throughout the process will be presented to City Council along with those being recommended by the Recreation and Parks Commission and staff.

## DISCUSSION

Based on the expressed interest of past City Councils and location possibilities provided by them, staff of the Community Services Department have been assessing various points of entry into the City and identifying those that are deemed appropriate to site proposed signage and landscaping enhancements. The proposed signage would be large and unique and clearly identify to the viewer that they are entering the City of Beverly Hills. All proposals incorporate use of the City shield.

The Recreation and Parks Commission and staff are recommending four entry sites for City Council's consideration. All of these sites are amongst those that have been previously identified for consideration. In selecting these sites, staff held public meetings with the Recreation and Parks Commission, presented the proposed designs to the Traffic and Parking Commission and have also met with representatives from Planning, Traffic Engineering and other City departments. Additionally, staff has met with Council liaisons on two occasions. All parties have been supportive of the concepts that will be presented to you. Staff seeks your direction with respects to proceeding.

Sites that are being recommended for your consideration are at the following intersections or general points of entry into the City:

1. Olympic Blvd. at Beverly Hills High School
2. Wilshire Blvd. and Whittier Avenue
3. Wilshire and San Vicente Boulevards

Meeting Date: October 27, 2009

4. Santa Monica Blvd. and Doheny Drive

**FISCAL IMPACT**

Gateway enhancements are a funded project in this year's CIP Budget. In addition to having allowed for the design work that has been developed thus far, sufficient monies remain to, pending City Council approval, cover the anticipated costs to develop the conceptual designs into construction documents suitable for public bid for three of the four proposed sites. Design costs estimated to provide these services would equate to approximately $170,000 and would come from the following source.

CIP Project #701 - Improvement of City Gateways

This project is funded at $450,000 and has a current and available balance of $400,100.

**RECOMMENDATION**

Staff seeks City Council approval to proceed with the design and construction documents associated with three of the four identified sites. At present, the City does not possess full ownership of all areas desired for incorporation into the Santa Monica Boulevard and Doheny Drive site and thus do not deem it appropriate to proceed with the design work for that location at this time.

Upon completion of the construction documents for the three aforementioned sites and further analysis of construction estimates, staff will bring a recommendation forward for City Council's consideration for the construction of one of the sites pending fund availability at that time. The recommended first site of consideration that came from the liaison meeting involving Council members Mayor Krasne and Council member Dr. Willie Brien was the Wilshire Boulevard and Whittier Avenue site. This recommendation was rendered due to the perceived affordability of the site based on the proposed design and the ability to address possible modifications to an incorporated median that may enhance traffic related issues. Staff will be making recommendation for the construction of the remaining sites out of future Fiscal Year CIP funding. Staff welcomes direction from City Council regarding desired priority so that they can be budgeted for accordingly in subsequent years.

for Steve Miller
Approved By