



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: November 5, 2009
To: Honorable Mayor & City Council
From: Susan Healy Keene, AICP, Director of Community Development
Subject: Request of Council Member Mirisch to Discuss Proposed Name Change for South Santa Monica Blvd.
Attachments:
1. Resolution 86-R-7339
2. Municipal Code *Section 10-2-307*
3. Photos of street signage (3)

INTRODUCTION

Earlier this year, Council Member Mirisch proposed a name change for "Little Santa Monica" (South Santa Monica Boulevard) to "Will Rogers Blvd.," or to some other name to honor a deceased Hollywood icon with strong ties to Beverly Hills. In response to Mr. Mirisch's proposal, staff researched this subject and provides the following information.

DISCUSSION

There are a number of reasons the City may want to change a street name. One reason may be to provide clarity and improve identity for a street; for instance, there is at times confusion between Santa Monica Blvd. and South Santa Monica Blvd. Also, the City may wish to honor our Hollywood heritage. Many notable Hollywood figures, including Will Rogers, Jimmy Stewart, Mary Pickford, and Douglas Fairbanks, to name just a few, have played a part in the development of Beverly Hills and/or have resided in the City. Using recognizable street names reinforces the City's connection to the film and entertainment industry, which enhances our brand and can serve as a boost to tourism.

There is little precedent regarding street name changes in the City of Beverly Hills; per the *City Council Policy and Operations Manual*, updated March 2009,

It is the City's policy not to formally rename streets in recognition of an individual or business. On a case-by-case basis, the City Council may consider informal recognition of outstanding individuals and businesses with street and sidewalk plaques and signage.

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The City's Municipal Code addresses street name changes in only one section, under the Subdivision section of the zoning ordinance, *Beverly Hills Municipal Code Section 10-2-307: Street Names*. The section reads as follows:

Any street which is a prolongation or approximately a prolongation of an existing street shall be given the same name; otherwise no street shall be designated by the same name as that borne by any other street in the city, irrespective of the use of any suffix, such as "street", "avenue", "boulevard", "drive", "way", "place", "court", or other similar term. The planning official may recommend to the planning commission a change of the name of any street shown on a subdivision map or to designate a name when no name is shown. If the planning commission approves such recommendation or makes a different recommendation, any such recommendation shall be transmitted to the council for approval or disapproval. (1962 Code § 10-903; amd. Ord. 75-O-1561, eff. 3-4-1975)

Although not specific to a subdivision, in 1986, City Council approved a street name change citing this code section. Effective August 1, 1986, Alpine Drive and Santa Monica Boulevard South Roadway from the intersection of Alpine Drive with Burton Way to the east City limit was renamed "Civic Center Drive" (*City Council Resolution 86-R-7339*).

In two other instances, longstanding Beverly Hills businesses were granted alternative street signage -- but no official name change -- in recognition of their contributions to the community. In 1998, the street area adjacent to the William Morris Agency headquarters (151 El Camino Drive) was adorned with secondary "William Morris Place" street signage, in recognition of William Morris Agency's 100th anniversary; El Camino Drive remains the legal street addressing. In 2007, the alley way between Dayton Way and Rodeo Drive -- adjacent to Fred Hayman's Giorgio Boutique -- was dedicated with "Fred Hayman Place" signage in recognition of the legendary retailer's efforts to establish Rodeo Drive as a worldwide retail fashion mecca.

FISCAL IMPACT

The direct fiscal impact of a street name change on the City consists of replacing street identification signage, staff time for a possible ordinance change, and updating reference materials (website, maps, pamphlets, etc.) where applicable.

The offices, businesses, etc. occupying the seventeen land parcels located on South Santa Monica Boulevard would be directly impacted; said businesses stand to incur potentially substantial costs, as related to building identification signage, advertising, stationary, etc. Additional costs would likely be incurred to the Conference and Visitor's Bureau and Chamber of Commerce, as related to revisions of promotional materials identifying local businesses.

There may also be a positive fiscal impact of a street name change, as noted earlier, in terms of branding, tourism opportunities, and identification with the entertainment industry; however those benefits would be more difficult to quantify.

CONCLUSION

The process to rename any existing street in the City would be the same. If City Council supports a street name change, staff recommends that Council direct staff to prepare a

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text amendment to address street name changes that are not part of a subdivision; a modification to the *City Council Policy and Operations Manual* would also be necessary. Council may also wish consider whether or not a procedure should be developed to require support of a certain percentage of property owners to proceed with an official name change.

Another alternative would be the addition of commemorative street and sidewalk plaques and/or signage, as described in the current *City Council Policy and Operations Manual* and as pursued in the cases of William Morris Agency and Fred Hayman.

RECOMMENDATION

Staff's recommendation is that City Council provide further direction to staff, as to whether the Council would like to pursue any of the following options:

- 1) a zoning text amendment and *Policy and Operations Manual* change;
- 2) honorary secondary signage and/or sidewalk plaques; or
- 3) no changes, maintaining the existing street name

Susan Healy Keene, AICP
Director of Community Development
Approved By 

RESOLUTION NO. 86-R-7339

RESOLUTION OF THE COUNCIL OF THE CITY OF
BEVERLY HILLS RENAMING ALPINE DRIVE AND
SANTA MONICA BOULEVARD SOUTH ROADWAY
FROM BURTON WAY TO THE EAST CITY LIMITS

WHEREAS, a request has been made of the Council to rename Alpine Drive and Santa Monica Boulevard South Roadway from Burton Way to the east City limits; and

WHEREAS, pursuant to the provisions of Section 10-2.307 of the Municipal Code, the Planning Commission considered such request and transmitted its recommendations to the Council; and

WHEREAS, the easterly and westerly portions of Santa Monica Boulevard South Roadway are separated by a portion of Burton Way and Alpine Drive; and

WHEREAS, such separation causes substantial confusion among the public in locating addresses; and

WHEREAS, the character of the easterly portion of Santa Monica Boulevard South Roadway is changing from industrial to garden office resulting in a greater number of vehicle trips per day.

NOW, THEREFORE, the City Council of the City of Beverly Hills does resolve as follows:

Section 1. Alpine Drive and Santa Monica Boulevard South Roadway from the intersection of Alpine Drive with Burton Way to the east City limit is hereby renamed "Civic Center Drive" effective August 1, 1986.

Section 2. The City Clerk shall furnish a copy of this Resolution together with a notice prepared by the Director of Building and Safety of assignment of new street numbers to the

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Beverly Hills Postmaster and to each tenant, resident and property owner effected hereby.

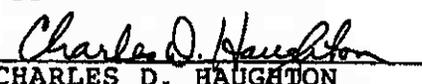
Section 3. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and her certification to be entered in the Book of Resolutions of the Council of this City.

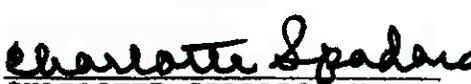
Adopted May 20, 1986

ATTEST:

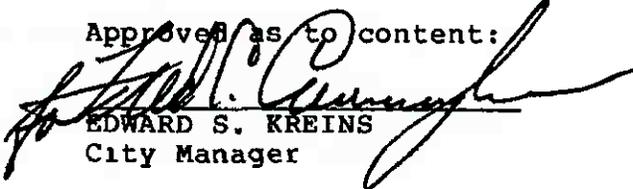

JEAN M. USHIJIMA
City Clerk

Approved as to form:


CHARLES D. HAUGHTON
City Attorney


CHARLOTTE SPADARO, Mayor
City of Beverly Hills

Approved as to content:


EDWARD S. KREINS
City Manager

- **Key to the City** – The policy of the City Council is to consider the awarding of keys to high-ranking elected officials and appointed officials such as the President of the United States, Cabinet level officers, Ambassadors representing foreign governments, Visiting Foreign Officials and Dignitaries who have provided outstanding leadership and have contributed to the benefit of our society. The Mayor may determine if a Key to the City is given to a visitor. If unable to personally bestow the honor, the Mayor may determine who, on his or her behalf, may provide the Key to the visitor. When a key to the City is bestowed to an individual, the full City Council will be advised.
- **Special recognition plaques, proclamations, certificates, medallions and other City gifts** – These items are available for presentation to visiting dignitaries and are also used to commend individuals and businesses for outstanding community achievement. Requests for recognition can be made by City councilmembers, community members, civic organizations or staff. Proclamations and certificates are drafted by staff and submitted to the Mayor for signature. The Mayor determines whether or not to approve requests or, in his/her absence, the Vice Mayor may approve requests. If unable to personally bestow the honor, the Mayor or Vice Mayor may determine who, on his or her behalf, may provide the commendation.
- **Street and sidewalk recognition** – It is the City's policy not to formally rename streets in recognition of an individual or business. On a case-by-case basis, the City Council may consider informal recognition of outstanding individuals and businesses with street and sidewalk plaques and signage.
- **Naming opportunities** – The City may consider recognizing outstanding individuals and businesses by naming programs or facilities in their honor.
 - Naming may also be considered in recognition of substantial monetary donation(s) to the City per other policies and guidelines not addressed herein.
 - The City Council may request that an individual or business recommending a naming opportunity (e.g. a "sponsor") cover the cost (in full or in part) for the work and maintenance associated with the recognition.
- **Other types of recognition** – The City may recognize outstanding individuals and businesses through other means or actions. Such actions will be considered by the City Council on a case-by-case basis.
 - The City Council may proclaim a day in the honor of the individual or business.
 - The City may consider dedicating an object (facility, tree, etc.) in honor or memory of an outstanding individual or business. Such dedications will be considered on a case-by-case basis and in conjunction with specific guidelines and policies not stated herein that pertain to the specific object for dedication.
- **Gifts** – It is the policy of the City that gifts awarded by the City to individuals and businesses symbolize, represent and/or recognize the City of Beverly Hills by, for example, being purchased from a Beverly Hills merchant, being of high quality, including the City shield, etc.





