



## AGENDA REPORT

**Meeting Date:** December 1, 2009  
**Item Number:** G-13  
**To:** Honorable Mayor & City Council  
**From:** Alan Schneider, Director of Project Administration  
**Subject:** APPROVAL OF AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND GRUEN ASSOCIATES FOR CONSULTING DESIGN SERVICES RELATED TO IMPROVEMENTS TO CITY GATEWAYS; AND  
APPROVAL OF A CHANGE PURCHASE ORDER IN THE AMOUNT OF \$12,650 TO GRUEN ASSOCIATES FOR THESE SERVICES  
**Attachments:** 1. Agreement

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### **RECOMMENDATION**

Staff recommends that the City Council move to approve Amendment No. 1 to the agreement with Gruen Associates for consulting design services related to the improvements to the City gateways, and approve a Change Purchase Order in the amount of \$12,650 for these services.

### **INTRODUCTION**

The City engaged the architectural firm of Gruen Associates to develop conceptual design studies to enhance four "gateway" locations entering the City of Beverly Hills. On November 5, 2009, a presentation to the City Council was made by the architects for the locations at the following sites:

1. Olympic Blvd. at Beverly Hills High School
2. Wilshire Blvd. and Whittier Avenue
3. Wilshire and San Vicente Boulevards
4. Santa Monica Blvd. and Doheny Drive

### **DISCUSSION**

The City Council provided direction to prepare study models of the proposed gateway design concepts at 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.

The scope of Amendment No. 1 will provide for study models for the three City-owned sites. The models will be fabricated at 1/4" scale with enlargements of the pylon/signage elements at 1/2" scale. The models will include the medians, parkways and islands surrounding the gateways including proposed lighting, hardscape and landscape improvements.

The fee proposal for the above services under Amendment No. 1 is \$12,650. The total of the original agreement and this amendment is \$62,550.

**FISCAL IMPACT**

Funding for this amendment is allocated in the fiscal year 09-10 Capital Improvement Program (CIP) budget from project #0701.

  
\_\_\_\_\_  
Scott G. Miller  
Finance Approval

 David D. Gustavson   
\_\_\_\_\_  
Approved By

# **Attachment 1**

## Agreement

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE  
CITY OF BEVERLY HILLS AND GRUEN ASSOCIATES FOR  
CONSULTING DESIGN SERVICES RELATED TO  
IMPROVEMENTS TO CITY GATEWAYS

NAME OF CONSULTANT: Gruen Associates

RESPONSIBLE PRINCIPAL OF CONSULTANT: Ashok Vanmali, AIA  
Partner

CONSULTANT'S ADDRESS: 6330 San Vicente Blvd., Suite 200  
Los Angeles, CA 90048

CITY'S ADDRESS: City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210  
Attention: Alan Schneider  
Director of Project Administration

COMMENCEMENT DATE: Upon receipt of Notice to Proceed

TERMINATION DATE: June 30, 2010

CONSIDERATION: Original Agreement: Total not to exceed:  
\$49,900, including all reimbursable  
expenses (except for printing of drawings by  
CITY) and based on the fees more fully  
described in Exhibit B-1;

Amendment No. 1: Not to exceed \$9,650  
(including expenses); Contingency of  
\$3,000;

Total of original Agreement & Amendment  
No. 1 not to exceed \$62,550

AMENDMENT NO. 1 TO THE AGREEMENT BETWEEN THE  
CITY OF BEVERLY HILLS AND GRUEN ASSOCIATES FOR  
CONSULTING DESIGN SERVICES RELATED TO  
IMPROVEMENTS TO CITY GATEWAYS

This Amendment No. 1 is to that certain Agreement between the City of Beverly Hills (hereinafter called "CITY"), and Gruen Associates (hereinafter called "CONSULTANT") dated March 6, 2009 and identified as Contract No. 83-09, as extended by letter dated June 11, 2009 ("Agreement") for design services related to City gateways.

RECITALS

A. CITY entered into a written agreement with CONSULTANT for design services related to City gateways.

B. CITY desires to extend the term of the Agreement, amend the Scope of Services, and increase the Consideration for the additional services.

NOW, THEREFORE, the parties agree as follows:

Section 1. The Termination Date shall be amended as set forth above.

Section 2. The Consideration shall be amended as set forth above.

Section 3. Exhibit A, "Scope of Services", shall be amended as attached hereto and incorporated herein.

Section 4. Exhibit B-1, "Compensation/Payment Terms" shall be amended as attached hereto and incorporated herein.

Section 5. Except as modified by this Amendment No. 1, all provisions of the Agreement dated March 6, 2009 shall remain in full force and effect.

EXECUTED the \_\_\_\_\_ day of \_\_\_\_\_, 200\_\_, at Beverly Hills, California.

CITY OF BEVERLY HILLS  
A Municipal Corporation

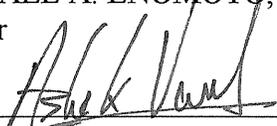
\_\_\_\_\_  
NANCY KRASNE  
Mayor of the City of  
Beverly Hills, California

ATTEST:

\_\_\_\_\_  
(SEAL)  
BYRON POPE  
City Clerk

CONSULTANT: GRUEN ASSOCIATES

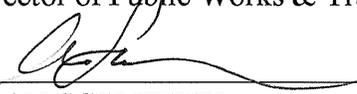
\_\_\_\_\_  
MICHAEL A. ENOMOTO, INC.  
MICHAEL A. ENOMOTO, FAIA  
Partner

  
\_\_\_\_\_  
ASHOK VANMALI, INC.  
ASHOK VANMALI, AIA  
Partner

APPROVED AS TO FORM  
  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:  
\_\_\_\_\_  
RODERICK J. WOOD, ICMA-- CM  
City Manager

  
\_\_\_\_\_  
DAVID D. GUSTAVSON  
Director of Public Works & Transportation

  
\_\_\_\_\_  
ALAN SCHNEIDER  
Director of Project Administration

  
\_\_\_\_\_  
KARL KIRKMAN  
Risk Manager

Section 5. Except as modified by this Amendment No. 1, all provisions of the Agreement dated March 6, 2009 shall remain in full force and effect.

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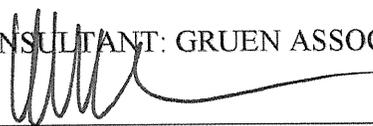
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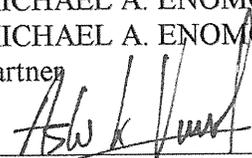
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NANCY KRASNE  
Mayor of the City of  
Beverly Hills, California

ATTEST:

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(SEAL)  
BYRON POPE  
City Clerk

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ALAN SCHNEIDER  
Director of Project Administration

\_\_\_\_\_  
KARL KIRKMAN  
Risk Manager

## EXHIBIT A

### SCOPE OF SERVICES

CITY desires that a Gateways Master Plan including design alternatives be prepared for eight entry points into the CITY. These sites include:

- 1) Sunset Boulevard at Ladera Drive
- 2) Sunset Boulevard at Sierra Drive
- 3) Wilshire Boulevard at Whittier Drive
- 4) Wilshire Boulevard at San Vicente Boulevard
- 5) South Santa Monica Boulevard at Moreno
- 6) Santa Monica Boulevard at Doheny Drive
- 7) Olympic Boulevard at La Cienega Boulevard
- 8) Olympic Boulevard at west CITY limits (Beverly Hills High School)

In order to provide a full level the scope of services within the preferred fee amount, CONSULTANT proposes to select four (4) sites for full master plan and design study. The remaining four (4) sites will be reviewed and designed in schematic form. These would be studied and designed in fuller extent at a later date.

The Master Plan process will include an orderly sequence of efforts including data gathering, public and private sector meetings, input and application of findings and preparation of preliminary and final design concepts. Each gateway site will be studied individually and plans and alternative hardscape and landscape elements will be applied as appropriate. Each site is unique and will require careful analysis to achieve the maximum visual and functional impact, certain opportunities and constraints will be studied.

CONSULTANT, having visited all the sites, submits the following comments and observations concerning the potential gateway development and enhancements:

- 1) In most cases, it appears that gateway elements (plinths, signs, low walls, etc.) can be added to the existing parkways without disturbing or relocating major healthy existing trees, streetlights or other street infrastructure. Most parkways and medians have adequate width to allow for improvements. (7' to 8' widths)
- 2) As the character of each major boulevard or street varies as influenced by its adjacent architecture, open space, etc. the design vocabulary of the proposed gateway elements may vary.
- 3) A unifying element will be established to give continuity to the gateways. This may be in materials (limestone, pre cast concrete, stainless steel, etc.) and/ or in design with reoccurring type face, decorative elements and consistent quality.

- 4) In most cases, it appears that some of the newer “Beverly Hills” shield sign panels will not be displaced or relocated. The new gateways can be installed adjacent or in close proximity to the iconic signs.
- 5) New landscape enhancements may be proposed around the gateways. This may involve removal of unhealthy or deformed trees or addition of new trees, shrub masses, perennial color and accent plants.
- 6) Lighting will be a very important element of the gateways that will add dramatic effect and expand their visual impact. At the construction document phases, the lighting will be fully studied and incorporated into the gateway structures and provided around the perimeters.
- 7) The gateway sites on Sunset Boulevard are major points of entry and because of their residential character and require consideration of the architectural and landscape character of the neighborhoods. Both sites have substantial parkways (assumed within the Beverly Hills right of way) and can become attractive locations for gateway structures and signage. The side parkways and the center median at Ladera Drive could be considered for providing a full street wide gateway statement.
- 8) The gateway sites on Wilshire Boulevard are in prime urban areas that need to compete with and compliment the substantial architecture of adjacent office, hotel and commercial structures. Beverly Hill’s highly eclectic architecture ranges from 1920 Beaux Arts, Mediterranean, French Normandy, 1940’s Stream Line Moderne, Art Deco to Mid Century and more contemporary statements.
- 9) The gateways need to be bold, dramatic and enduring. They should not copy but compliment the best of all the historic and architectural current styles. It is desirable for the gateways to not be so trendy and up to date in our current vernacular that they become dated and irrelevant at a later date.
- 10) The gateways should have an enduring “civic” quality and dignity that outlast the more transient urban design elements in the city.
- 11) Santa Monica and Olympic Boulevards also provide gateway design challenges for Beverly Hills. By creating unique and classic entryways and not looking too commercial and exaggerated these gateways will be adjacent to a West Hollywood (and its artful median sculptures) and Century City.

CONSULTANT understands that at the start of the project CITY will provide site surveys of the study areas. The base sheets and conceptual designs should be prepared based on accurate survey information available including rights-of-way, pavement location, sidewalk widths, street lights, existing manholes, street trees, poles, utilities, gas and water meters, traffic control panels, mailboxes, traffic signs, and other information. CONSULTANT shall visit the site and review locations of major infrastructure features.

The following proposed scope of services is for the conceptual gateways design alternatives and final master plan for the City of Beverly Hills. Two phases are proposed:

## **Scope of Services**

### **Phase 1 - Gateways Master Plan**

#### **Task A**

##### Data Gathering and Base Preparation

- Using digital survey maps provided by the CITY and with technical information gathered from the City engineer and planners, base sheets will be prepared in CAD showing locations of existing curbs, gutters, sidewalks, utilities, manholes, poles, existing trees, meters and valve boxes and other important site features.
- CONSULTANT shall meet with the CITY staff to review project objectives and define Master Plan parameters.
- CONSULTANT shall meet with staff, Recreation and Parks Commission and the City Council Liaison and other stake holders to gather information, identify goals and to review the direction of the Gateways Master Plan. CONSULTANT shall provide a power point presentation and image boards to stimulate ideas, to identify opportunities and constraints and to obtain community views and opinions about the projects.
- At this meeting, discussion will involve selection of the four (4) preferred gateway sites to be studied in depth. Opportunities, constraints and advantages to the CITY will be considered while reviewing all eight sites.
- A report will be prepared for the City Council recommending the selected sites for the Gateway study, and for the City Council to give approval of these sites.
- CONSULTANT shall prepare minutes of the findings from the (two start up and data gathering meetings

Deliverables: One (1) Start Up meeting with CITY staff  
One (1) Meeting with CITY staff, Recreation and Parks Commission and City Council Liaison with Power Point Presentation and Image Boards.  
Streetscape base sheets at 1" = 10' scale.  
Report of meeting minutes and Findings of opportunities and constraints.

#### **Task B**

##### Conceptual Alternative Plans

- Following comments and input from the CITY staff, Recreation and Parks Commission and others, CONSULTANT shall prepare two alternative concept plans for each site (4 sites) with a total of 8 plans.

- These concept plans will be prepared showing design variations for the installation of gateway elements including plinths, lanterns, towers, walls, signs, columns, water features and related landscape and hardscape enhancements..
- Image/photo boards of similar gateways and reflecting the envisioned character and design of the individual gateway projects will be prepared.
- Illustrative colored plans, material samples, elevations, details, photo montages, hand sketches and material samples will be provided to explain various design intents.
- A Draft Gateways Master Plan report will be prepared with the preferred plans, image boards, elevations, etc. will be presented to the staff, Commission and City Council Liaison and selected stake holders for review and comment.
- Comments will be recorded and preferred plans and design approaches selected. A preferred plan and gateway design will be selected for each site (4 total), adjustments and refinements will be recorded.

Deliverables: Image Boards and Power Point presentation showing eight (8) alternative gateway designs for the 4 sites colored, at 1"= 10' scale with notations.  
 One (1) meeting with Staff  
 One (1) meeting with staff, Recreation and Parks Commission and City Council Liaison  
 3 copies of the Draft Gateways Master Plan/ Electronic digital files  
 Minutes and findings from two (2) meetings

### **Task C**

#### Final Gateways Master Plan / Site Designs

- Following comments and revisions from the Recreation and Parks Commission, the four (4) preferred plans will be refined and placed into final graphic format. The finalized plans and associated graphics will be drawn at 1"= 10'-0" scale, colored and mounted on boards suitable for public presentation. Sketches, vignettes and Illustrative elevations will be prepared as needed to show design intent as determined by CONSULTANT.
- A draft Master Plan report will be prepared integrating the images and graphics of the preferred gateway designs in full color in 11" x 17" format. The report will include text and diagrams explaining the findings from the public process and the rationale for the resulting designs.
- One (1) meeting with the staff, Recreation and Parks Commission and City Council Liaison will be held to review the image boards, the draft Master Plan report and Power Point showing final plans, sketches and supporting graphics for the four sites.

- Comments will be summarized with meeting minutes.
- Following approval and acceptance by the Recreation and Parks Commission, the Master Plan report and accompanying graphics, a Power Point presentation will be presented to individual City Council members (up to 3 meetings) for their input and comments.
- One (1) meeting will be set up for the formal public presentation to the City Council for their collective review and input. The public and other stake holders will be invited to comment. At this time the City Council may choose to approve and accept the Final Master Plan and the individual designs concepts or they may request revisions to some of the concepts and schedule a return to the City Council for further public comment and City Council approval.
- Upon approval of the Beverly Hills Gateways Master Plan, 3 hard copies of the report, CD of the electronic file, Power Point Presentation and the image boards will be delivered to the CITY.

Deliverables: Minutes of the Meetings with the Recreation and Parks Commission  
 3 hard copies of the final Gateways Master Plan  
 Digital Electronic files on CD and hard copies of the graphics  
 Five (5) meetings with CITY staff, Commission and City Council

**Optional Graphic Presentations (Not included in current fee proposal, but can be provided as an add service.)**

- Where useful, optional scale models can be built to show the design intent and three dimensional qualities of the structures. Simulated color, materials, lighting, signage and graphics will be expressed in the models. Additionally, optional 3D animated video “drive through” simulations can be provided of the gateway designs

**Phase 2 - Selection of Priority Project Sites**

In order to assist the City Council and the Recreation and Parks Commission in selecting the first preferred sites for gateway enhancements, CONSULTANT shall:

- 1) Attend one (1) with Beverly Hills staff, Recreation and Parks Commission and the City Council Liaison to discuss the opportunities and constraints of individual sites. From this meeting a selection of the preferred sites will be recommended for further design development and construction documents. The following issues will be considered:
  - Local merchant and/or resident support for specific gateways, concerns, costs for infrastructure improvements, obstructions (sewers, water lines, traffic controls, lighting and electrical availability) will be considered.
  - Sites with the greatest potential for visual impact and effective branding for the CITY.

- 2) A preliminary cost estimate will be prepared for the sites based on the master plan study (by Cost Estimator).
- 3) Attend one (1) meeting with the City Council to present a draft report containing the findings, cost estimates and recommendations to the City Council for review, consideration and approval.
- 4) Obtain input and comments from the City Council and modify the final selected site plans and report as directed.
- 5) Attend one (1) meeting with City Council to gain approval of the final selected gateway sites.

Deliverables: One (1) Meeting with staff, Recreation and Parks Commission and City Council Liaison  
 Minutes of site selection meeting with expanded package of selected sites including a summary of preliminary cost estimates and findings concerning infrastructure, civil engineering issues and neighborhood concerns  
 One (1) meeting with City Council to present Draft Report/ Plans for Selected Gateway sites  
 One (1) Meeting with City Council to accept and approve selected site and authorize Design Development and Construction Document Phases.

**Project Schedule**

<b>Task A</b> - Data Gathering and Base Preparation	4 weeks
<b>Task B</b> - Conceptual Alternative Plans	8 weeks
<b>Task C</b> - Final Gateways Master Plan / Site Designs	4 weeks

**Amendment No. 1**

**SCOPE OF SERVICES**

CONSULTANT shall construct three (3) study models of the proposed Beverly Hills Gateways requested by the Beverly Hills City Council. The sites to be built are:

- 1) Wilshire Boulevard at Whittier Drive
- 2) Wilshire Boulevard at San Vicente Boulevard
- 3) Olympic Boulevard at West City limits

The study models will be built at 1/4” scale with enlargements of the pylon/signage elements at 1/2” scale. the models will include the medians, parkways and island surrounding the gateways including proposed lighting, hardscape and landscape improvements.

**Project Schedule**

CONSULTANT proposes the study models to be built within a two week timeframe for follow up with the City Council to present these at a regularly scheduled meeting. Time for attending

three (3) meetings with the City Council, Recreation and Parks Commission and the Public Works & Transportation City Engineer (at 2 hours each) are included in the fees indicated in Exhibit B-1.

## EXHIBIT B-1

### COMPENSATION/PAYMENT TERMS

- A. CITY shall compensate CONSULTANT for the satisfactory performance of services described in the Agreement an amount not to exceed Forty Nine Thousand Nine Hundred Dollars (\$49,900.00) for professional fees based on the following fee schedule. All reimbursable expenses incurred in the performance of this Agreement are included in the total fee noted above.
- B. Fee Schedule

The following is the fee schedule for Phase 1 of this project. The fee schedule for Phase 2 shall be provided in writing and subject to CITY's written approval after the preferred plans are determined.

#### **Phase 1**

##### **Task A**

##### **Data Gathering and Base Preparation**

1. For data gathering, reviews of existing plans, site conditions, pre-design meetings with CITY staff, Parks and Recreation Commission and the City council liaison
2. For preparation of the base plans from street plans or surveys available from the City of Beverly Hills.
3. Photos of existing conditions
4. Preparation of three (3) Image Boards and Power Point
5. Two (2) meetings and/or site visits

Fee Amount for Data Gathering and Base preparation \$6,500.00

##### **Task B**

##### **Conceptual Alternative Plans**

1. Opportunities and constraints analysis overlay
2. Two (2) preliminary alternative plans at 1" = 10'-0" scale for four (4) gateway sites (8 total) including layouts for monument signs, plinths, towers, lantern, walls, fountain element and landscape planting improvements.
3. Schematic review, narratives and sketch designs for four (4) sites
4. Image boards with photos and samples of design concepts and materials (one per site/ 4 total)
5. Two (2) CITY review meetings to be provided

Fee Amount for Preliminary Alternative Plans \$20,500.00

##### **Task C**

##### **Final Gateways Master plan/Site Designs**

1. Preparation of the final Gateways Master Plan.

2. Three (3) client meetings to review and finalize plan.

Fee Amount for Final Gateways Master Plan /Site Designs \$18,500.00

**Phase 2**

Selection of Project Sites

1. Three (3) meetings with staff, Parks and Recreation Commission and the City Council to select the preferred sites for implementing the first design development and construction phases of the projects.

Fee Amount for Selection of Project Sites \$4,400.00

**D. Optional Services**

Artist's Colored Renderings (water color) \$4,000-8,000 each

Scaled Study Models (4 typical structures) @ 1" = 1'-0" scale \$3,800.00 each

3D Video/site drive through simulation (4 sites) (2 minutes per site) (to be determined)

E. Base Services do not include civil, electrical, mechanical engineering or cost estimating. Site surveys shall be provided by CITY in electronic format and hardcopy. Printing and plots will be provided through the CITY's reprographic services. Phone and travel reimbursable expenses are included in the fee.

F. If CITY exercises its right to terminate the Agreement other than for cause pursuant to Section 11 of the Agreement, compensation to CONSULTANT shall be based on the actual work completed at the time of termination, but in no case exceed the percentage shown above for the phase which was in progress when the services were terminated.

G. Total compensation under this Agreement shall not exceed Forty-Nine Thousand Nine Hundred Dollars (\$49,900), including reimbursables. CITY shall pay for printing of drawings.

**Amendment No. 1**

CITY shall compensate Architect for the satisfactory performance of services described in Amendment No. 1, an amount not to exceed Nine Thousand Six Hundred Fifty Dollars (\$9,650.00) for the study models. All reimbursable expenses incurred in the performance of this Amendment are included in the total fee noted above.

- Wilshire Boulevard at Whittier Drive \$3,200.00
- Wilshire Boulevard at San Vicente Boulevard \$3,700.00
- Olympic Boulevard at West City limits \$2,750.00

Total: \$9,650.00

In the event CITY requests Additional Services for services outside the scope set forth in Exhibit A, the fee shall be negotiated in advance and set forth in writing, but shall not exceed Three Thousand Dollars (\$3,000.00).

Total compensation under this Agreement shall not exceed Sixty-Two Thousand Five Hundred Fifty Dollars (\$62,550.00)