CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date:	September 21, 2010
To:	Honorable Mayor & City Council
From:	Susan Healy Keene, AICP
Subject:	Santa Monica Street Renaming Survey
Attachments:	1. Survey Letter 2. November 5, 2009 Staff Report

INTRODUCTION

Earlier this year the City Council considered a suggestion by Council Member Mirisch for 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."

On November 5, 2009 City Council discussed the name of "Little Santa Monica" and in general did not support the proposal. However, as a result of that discussion, City Council directed staff to develop a survey to be solicited to the merchants on "Little Santa Monica" to determine their interests in pursuing a street name change.

DISCUSSION

As directed by City Council, staff developed a survey for "Little Santa Monica" merchants to consider a street name change. The survey period consisted of 30 days beginning on July 15, 2010, ending on August 15, 2010; which resulted in a 30% response rate from "Little Santa Monica" merchants surveyed.

Survey Results

Survey results of the Beverly Hills' merchants surveyed are as follows:

- Nays: 87% of responses do not support changing the name of "Little Santa Monica".
- Ayes: 13% of responses do support changing the street name.

Nay Response Top Reasons

Based on the nay survey responses received not in favor of the street name change are as follows:

- 32% of nay responses do not agree with the street name change because it is believed that "Everybody already knows the name and it would be confusing to change it".

- 28% of nay responses do not agree with the street name change because "It would be too expensive to change stationary and marketing materials".
- 40% of nay responses stated other various reasons.

Aye Response Top Reasons

Based on the ayes survey responses received in favor of the street name change are as follows:

- 38% of aye responses agree with the street name change because it is believed that "customers are often confused between the two streets".
- 31% of aye responses believe that "we should have a street name that people associated with Beverly Hills".
- 31% of aye responses stated other various reasons.

FISCAL IMPACT

No fiscal impact would occur if "Little Santa Monica" name is not changed. Should the City Council continue to pursue the street name change, the following fiscal impacts should be considered:

- 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.

RECOMMENDATION

This item is provided to City Council as an informational report containing the survey results. Staff has completed their work on this item pending additional direction from City Council.

Susan Healy Keene

Approved By
Susan Healy Keene, AICP

ATTACHMENT 1

South (Little) Santa Monica Blvd. Renaming Survey

Dear business owner,

The City of Beverly Hills is considering renaming South Santa Monica Boulevard, also known as Little Santa Monica Boulevard. Many in the community feel that the street, a commercial zone with its own character, should have a name that is more distinctive or more reflective of Beverly Hills. In addition, visitors not familiar with the City are sometimes confused about the two Santa Monica Boulevards.

However, the City is aware that there are costs associated with a street name change that would affect businesses and property owners. Before moving forward with a name change, the City would like to know what you think of this idea and why.

Please visit www.beverlyhills.org/smblvd to complete the short online questionnaire by Sunday, August 15, 2010.

Online Survey Questions
Do you support changing the name of South Santa Monica Boulevard?

Yes ___ No ___

If yes, why? Select all that apply.

__My customers are often confused between the two streets.
__We should have a street name that people associate with Beverly Hills
__One Santa Monica Boulevard is enough
__Other, please state:

_____

If no, why not? Select all that apply.

__It would be too expensive for me to change my stationary and marketing materials
__I like the current name
__Everybody already knows the name and it would be confusing to change it
__Other, please state:

_____

This survey is conducted by the Community Development Department, City of Beverly Hills, 455 N. Rexford Dr., Beverly Hills, CA 90210. (310)285-1141

ATTACHMENT 2

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.*

Meeting Date: November 5, 2009

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

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

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:

(SEAL)

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.

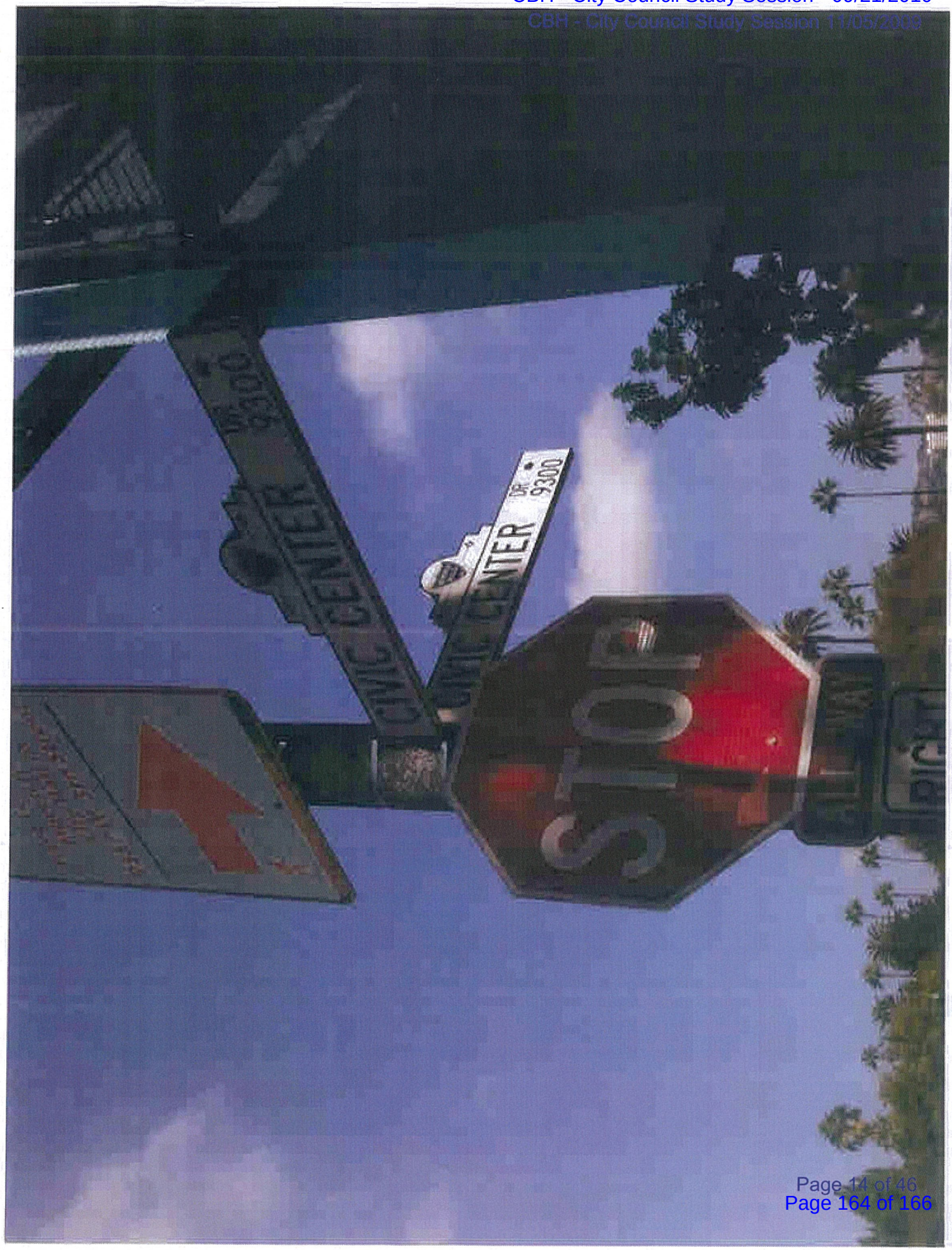
    - The City Council may request that an individual or business recommending a naming opportunity (e.g. a "sponsor") cover the cost (in full or in part) for the work and maintenance associated with the recognition.

- **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.

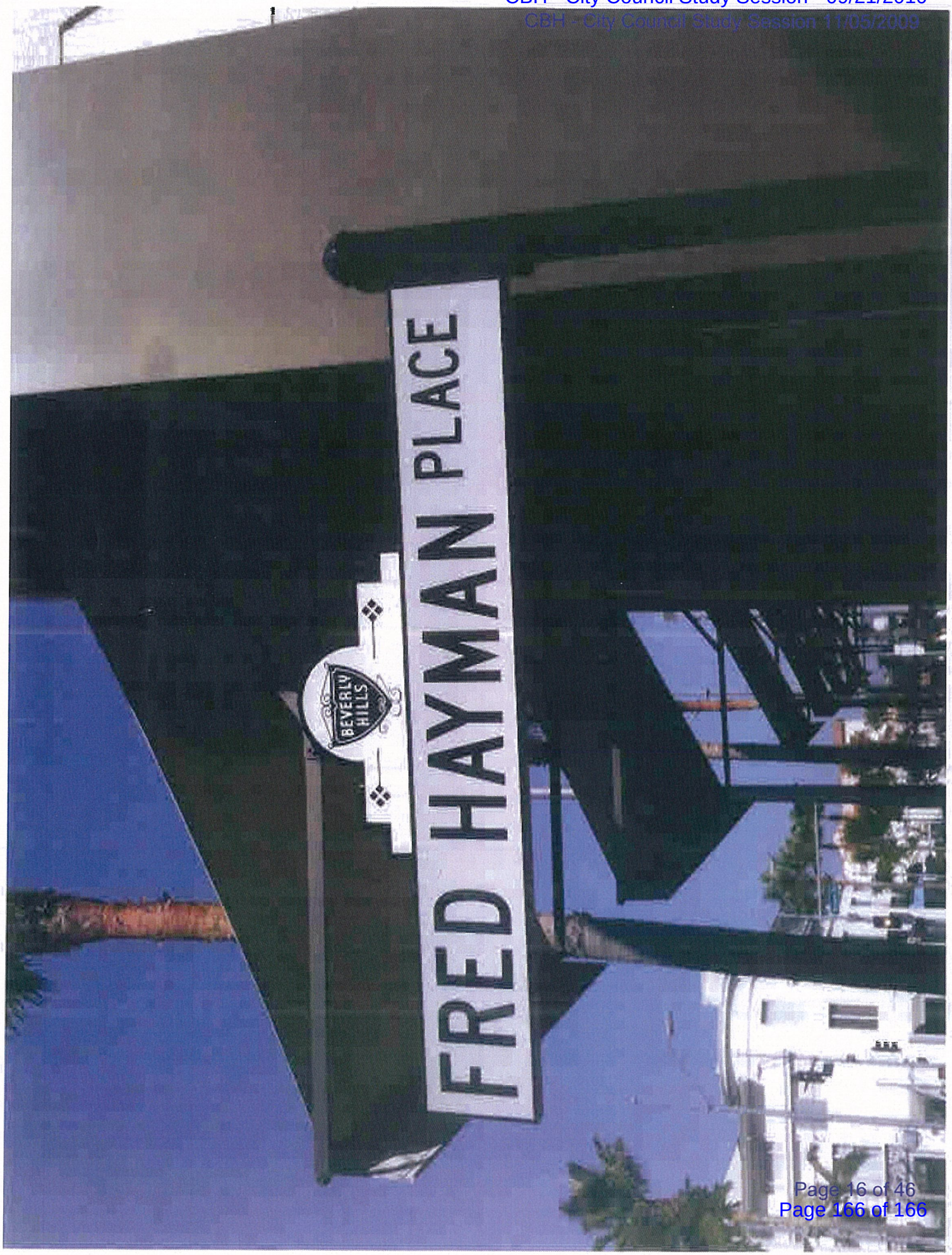
    - The City Council may proclaim a day in the honor of the individual or business.

    - 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.


CENTER
9300
STOP

EL CAMINO 100 S
WILLIAM MORRIS PLACE
WILSHIRE BLVD 9500


FRED HAYMAN PLACE
BEVERLY HILLS