



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** February 21, 2012  
**To:** Honorable Mayor & City Council  
**From:** Steven Zoet, Director of Community Services  
**Subject:** Proposed Gateway Signage and Landscaping Options for the Santa Monica Blvd. and Doheny Drive Intersection  
**Attachments:** None

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### INTRODUCTION

Staff has been directed to work with local architectural firm Gruen Associates to develop concepts for enhancing various gateway locations in an effort to improve the appearance of these points of entry into the City. On January 17<sup>th</sup>, staff and Recreation and Parks ad hoc Commission members Block and Rosoff met with Council liaisons Brien and Gold to view multiple concept designs for the Santa Monica Blvd./Doheny Drive intersection. These concepts were presented by Steve Smith and Dean Howell from Gruen Associates. Mr. Smith and Mr. Howell will be in attendance and present to Council the various options that they are proposing for this location.

### DISCUSSION

City Council has previously identified the installation of gateway signage and landscape improvements at various locations throughout the City as a priority and a way to enhance highly trafficked entrances into the City. Staff of the Public Works Engineering Division is finalizing preparations to bid and construct Council's previously approved design for the Wilshire/Whittier gateway. Subsequent to that project, City Council gave direction to proceed with design concepts for Santa Monica Blvd. and Doheny Drive.

Staff met with the appropriate City Council liaisons and Recreation and Parks Commission ad hoc committee members to provide preliminary feedback and direction to the design team who, through the process, presented conceptual designs that they thought would serve the site well. Once feedback was provided, the design team presented their refined concepts to the Recreation and Parks Commission at their January 24<sup>th</sup> meeting. The Commission unanimously supported signage option A and landscape option B. These and alternative options will be pictorially presented to Council via a Power Point presentation by Mr. Smith. City Council is asked to review the six signage and three landscape options that will be presented to you and discuss if you

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concur with the recommendations of the Commission, wish to approve an alternative concept or provide direction that further options be developed for consideration. Additionally, modifications to any of the proposed options can also occur if desired. Staff and the design team have taken into account concepts and landscaping they feel will complement the pending near term improvements to Santa Monica Boulevard as well as eventual improvements that are desired for Beverly Gardens Park and Parcels 12 and 13.

Vice mayor Brien expressed concerns about possible public safety issues associated with one or more of the proposed designs, citing the possibility of individuals hiding behind those elements that had the size and massing that could contribute to that occurrence. To address that concern, staff forwarded the proposed designs to individuals within the police department that have experience and specialized training in crime prevention as it pertains to environmental design. The response was that options E and F, which are lower profile structures that you will see at the time of presentation, are the least problematic. Additionally, Option C consists of more transparent materials and design. That said, the three individuals that provided input felt that all of the designs, with proper integrated lighting, the police department's visible patrol presence and response times along with the possible integration of CCTV monitoring minimizes their concerns that any of the designs pose a crime problem. Further recommendations were that surface finishes should discourage scalability and be graffiti resistant.

#### **FISCAL IMPACT**

Gateway enhancements are a funded project in the CIP budget. At present, approximately \$2.8 million remain in the account. These funds are anticipated to cover costs associated with minor design revision requirements associated with the previously approved Wilshire/Whittier gateway feature and its anticipated construction costs, and also are intended to cover all design and construction costs associated with any option proposed for the Santa Monica/Doheny location. Any unspent funds would be anticipated for use in future gateway projects at the direction of City Council.

#### **RECOMMENDATION**

If City Council is prepared to do so, staff asks for direction on the desired monument signage and proposed landscape options. If preferred options are selected, staff further asks for Council's approval to enter into a new agreement with Gruen Associates to develop the design and construction documents necessary to bid the selected options. Staff will bring that agreement back for City Council approval at a later date along with the costs associated for the service. Staff will address at that time the anticipated timelines for plan development, construction and a more accurate cost estimate for the project which occurs as part of the design development process.

Steve Zoet  
Approved By

