



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** April 11, 2013

**To:** Honorable Mayor & City Council

**From:** Susan Healy Keene, AICP, Director of Community Development

**Subject:** Request by Mayor Mirisch for a Bus Tour of the Southeast Area and Consideration of the Recommendations of the Southeast Area Task Force at 3:15 p.m.

**Attachments:** Recommendations of Southeast Area Task Force

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### **INTRODUCTION**

Pursuant to a request by Mayor Mirisch, a bus tour of the Southeast area of the City has been arranged as part of the City Council Study Session agenda on April 11, 2013. Members of the public are welcome to participate. The City has arranged for a shuttle bus leaving City Hall at Crescent Drive at 3:15 p.m. and returning to City Hall at approximately 4:15 p.m.

### **DISCUSSION**

The bus tour follows on recommendations of the Mayor's Southeast Area Task Force that was chaired by Mayor Jon Mirisch in 2011 and 2012. The Southeast Task Force final report with recommendations was presented to the City Council on August 7, 2012 (Attached). The bus tour will provide the City Council with an opportunity to discuss the Task Force's recommendations while viewing the area.

### **RECOMMENDATION**

This item was placed on the agenda at the request of Mayor Mirisch. Staff will proceed based on City Council direction.

Susan Healy Keene, AICP

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Approved By  
*Susan Healy Keene*

# **Attachment 1**



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** August 7, 2012  
**To:** Honorable Mayor & City Council  
**From:** David Lightner, Deputy City Manager  
**Subject:** Southeast Task Force: Final Report  
**Attachments:** Southeast Area Map

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### **INTRODUCTION**

In August of 2011, the Southeast Task Force was established as the third of four Mayor's Task Forces convened that year to address specific City Council priorities. Vice Mayor Mirisch chaired the Southeast Task Force with the purpose of coordinating a citizen committee of residents and area stakeholders to discuss, evaluate and form recommendations on the revitalization of the southeast area of Beverly Hills.

### **DISCUSSION**

In addition to Vice Mayor Mirisch, participants on the Task Force included: Chris Biehl, Don Creamer, Brian Goldberg, Howard Goldstein, Andrea Grossman, Isabel Hacker, Noah Margo, Susan Mishler, Dick Seff, and AJ Wilmer.

The first task of the group was to define the Southeast neighborhood geographically. The clear consensus was: southeast of Wilshire Boulevard and Reeves Drive (including both sides of those boundary streets) and all of the area east of Robertson Boulevard within the City boundaries. A Southeast Area Map is attached. The existing strengths of the area were identified as: the neighborhood's young family demographic, high quality public and private schools, walkability, classic theaters, LaCienega restaurants and LaCienega Park.

The area's primary challenges were identified as: lack of destination businesses other than LaCienega restaurants; too many vacancies; a lack of parking in older buildings; shallow lots on Robertson and Olympic and a high water table which make parking garages expensive to build; a lack of grocery stores; too many nail salons and a need to be more bicycle and pedestrian friendly. Related challenges include a sense of missed opportunity to provide a Larchmont Boulevard flavor; attracting the types of boutiques that move onto the Los Angeles stretch of North Robertson; attracting a Trader Joe's type grocery; and attracting teen-oriented businesses.

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### Previous Studies

The Task Force reviewed prior studies related to the southeast including:

- Technical Assistance Panel (TAP) Report: "Energizing Wilshire Boulevard – Rexford to LaCienega" prepared by the Urban Land Institute
- Beverly Hills General Plan Topic Committee Reports
- Small Business Task Force Report of Findings

### Task Force Recommendations

The Task Force, after meeting over a 9-month period, reviewing prior related studies and extensive discussion, proposed the following recommendations. The primary themes that developed include *parking* constraints, the need for *business attraction and retention* efforts, the need for *programming* of events and activities to enliven the area and the need to enhance *mobility*.

#### Parking

1. Designate investment funds for the revitalization of the Southeast, including the development of parking facilities.
2. Develop a Southeast In-Lieu Parking District.

#### Business Attraction and Retention

3. Target the remaining vacancies, including the former BMW, International House of Pancakes (IHOP), Blockbuster, Collateral Lender and other sites.
4. Coordinate with the Chamber of Commerce and the Conference & Visitors Bureau (CVB) to brand and market the area as an Arts and Entertainment District including theaters, galleries, museums and related businesses.
5. Convene property owners and brokers to share recommendations on types of businesses recommended by the Task Force.
6. Reinvigorate Restaurant Row with art galleries and a marketing program.
7. Attract a neighborhood "Trader Joe's type" market
8. Attract a destination indoor farmers market to one of the available sites on Olympic. This concept has been successful on a larger scale at the Ferry Building in San Francisco and Oxbow in Napa.
9. Attract local-serving, family-friendly, neighborhood restaurants.
10. Conduct business retention efforts both for strong existing businesses such as O'Gara Coach on Olympic and Restaurant Row and for unique neighborhood destinations such as Toppings and Cocina Primavera.

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prioritization and confirmation of funding sources. There is sufficient funding in the current LaCienega Park capital improvement budget to address the median refurbishment.

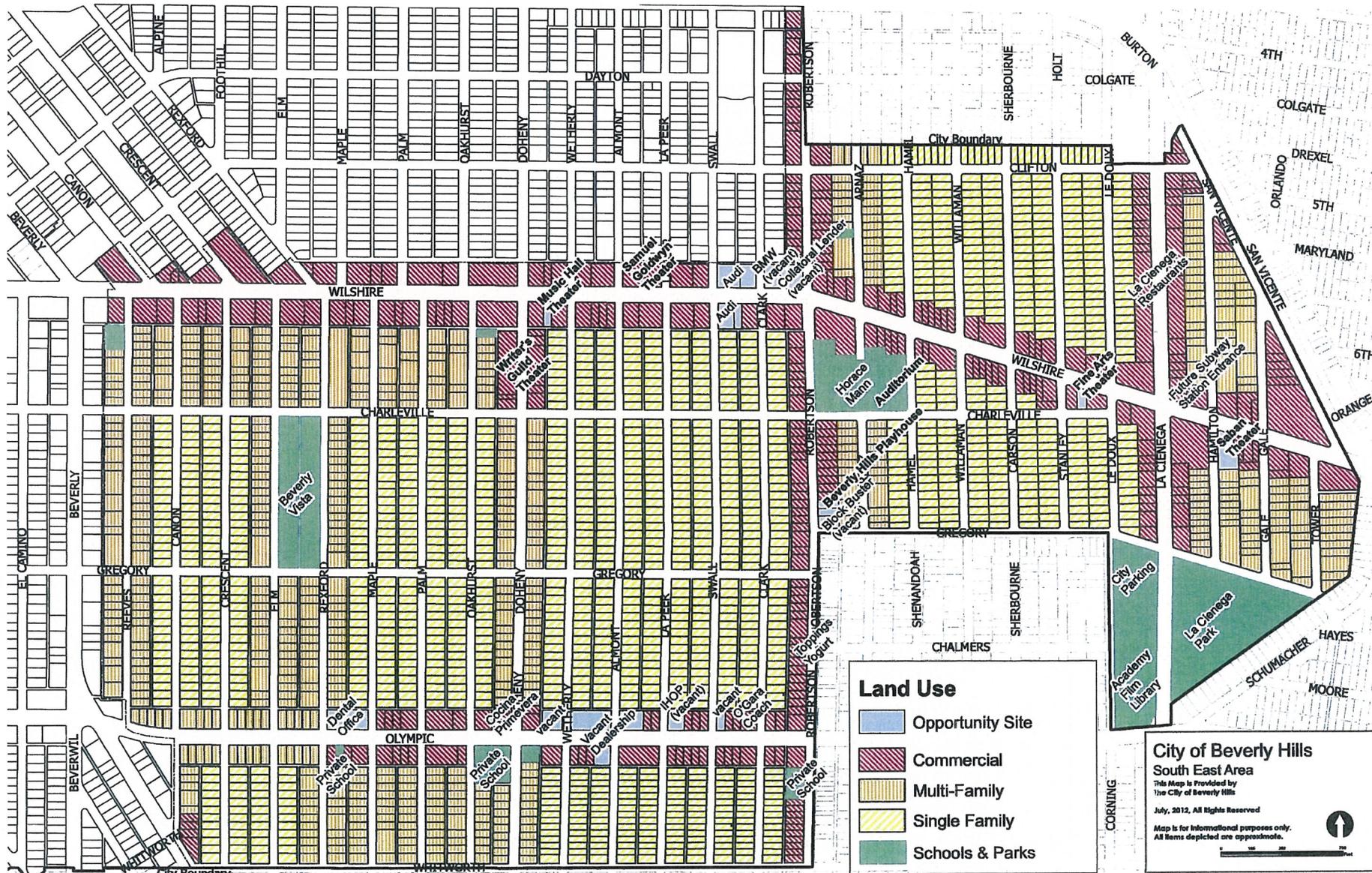
While the recommendation to study diagonal parking on Robertson could lead to a net increase in parking, the removal of one of the two existing northbound travel lanes could have mobility impacts for the region. If the City Council directs further study of diagonal parking on Robertson, the first step would be to initiate a traffic feasibility study at an estimated cost of \$30,000. This study would be funded from the Southeast Revitalization capital improvement budget created this year. Further environmental assessment costs would be likely if the concept proves feasible along with costs to reconfigure the street which are not yet known.

Further study would be required in order to know the proper scope of a feasibility study for a minor league baseball stadium at La Cienega Park and City Council direction to study this further would be needed in order to estimate the costs to pursue this idea.

#### **RECOMMENDATION**

It is recommended that the City Council direct staff to incorporate these proposed programs into the Work Plan effort designated as Implementation of Southeast Task Force Recommendations in this year's budget for Policy & Management, and to coordinate with Community Development, Community Services, Public Works, the CVB and Chamber of Commerce on the creation of related work plans. Specific City Council guidance is requested with respect to further study of diagonal parking on Robertson and exploration of developing a minor league baseball facility.

David Lightner *DLL*  
Approved by



**Land Use**

- Opportunity Site
- Commercial
- Multi-Family
- Single Family
- Schools & Parks

**City of Beverly Hills**  
**South East Area**  
This Map is Provided by  
 the City of Beverly Hills  
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 All items depicted are approximate.

