CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: August 6, 2013

To: Honorable Mayor & City Council

From: Jonathan Lait, AICP, City Planner/ Assistant Director of Community Development
Peter Noonan, AICP CEP, Senior Planner

Subject: Request of Council Member Krasne to Discuss Proposed Name Change for South Santa Monica Blvd.

Attachments:
1. Letters from Fred Barman
2. City Council Study Session Report, November 5, 2010
3. Burton E. Green, Biography

INTRODUCTION

At the request of Council Member Krasne this report transmits letters from Fred Barman, a resident, requesting that the City Council consider changing the name of "Little Santa Monica" (South Santa Monica Boulevard) to "Burton Way" (Attachment 1). The current proposal would be to phase in the name change over the next three years. In 2009, a name change had been proposed for Little Santa Monica by then Council Member Mirisch (Included as supporting documents in Attachment 2). At that time, staff compiled information on prior street name changes in the City, and surveyed merchants along the street to gauge their support of changing the street name. This information was presented to the City Council on September 21, 2010 and has been summarized and provided with this report (Attachment 2).

DISCUSSION

Burton Way is a section of street beginning at San Vicente Boulevard on the eastern side of the City and changing name to Little Santa Monica Boulevard at the intersection with North Rexford Drive. Burton Way was named in recognition of Burton E. Green, the president of the Amalgamated Oil Company, and the largest stockholder in the Rodeo Land and Water Company, which was the company responsible for creating Beverly Hills. A biography for Mr. Green originally written in 1913 and referencing his connection to the creation of Beverly Hills is provided as Attachment 3.

Although the *City Council Policy and Operations Manual*, updated March 2009, states that it is the City's policy not to formally rename streets in recognition of individuals or businesses, the City's Municipal Code, in a section addressing the subdivision of land, (*Beverly Hills Municipal Code Section 10-2-307: Street Names*) states:

> *"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)"*

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* – Provided in Attachment 2).

As mentioned in the study session report of November 5, 2009, the City may want to change a street name for any of the following reasons:

1. Provide clarity and improve identity for a street. For instance, there is at times confusion between Santa Monica Blvd. and South Santa Monica Blvd.
2. Honor the City's 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.
3. Reinforce the City's connection to the film and entertainment industry. Greater connections to the film industry could enhance the City's brand and serve as a boost to tourism.

In 2010, staff conducted a survey of merchants along Little Santa Monica to gauge their support for changing the name of the street. The results of that survey are summarized below. Additional information and discussion on the survey is provided in Attachment 2.

<u>2010 Survey Results for Changing Little Santa Monica Boulevard's Name</u>

- Nays: 87% of responses did not support changing the street's name.
- Ayes: 13% of responses did favor a name change.

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.

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 all documents necessary. Council may also wish to 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.

RECOMMENDATION

This report is provided at the request of a council member. Staff will proceed with this item based on direction from the City Council.

Susan Healy Keene, AICP
Director of Community Development
Approved By

Attachment 1

Letters from Fred Barman

July 23, 2013

July 8, 2013

FRED BARMAN
9962 Durant Drive
Beverly Hills, California 90212

Telephone: (310) 277-0869
www.bieltd.com

Facsimile: (310) 277- 0451
barmanintltvcm@aol.com

RECEIVED
JUL 25 2013
CITY OF BEVERLY HILLS
OFFICE OF THE CITY MANAGER

July 23, 2013

MR. JEFFREY KOLIN
City Manager, City of Beverly Hills
455 North Rexford Drive
Beverly Hills, California 90210

Re: South ("Little") Santa Monica Blvd. "Dual Name" - Burton Way

Dear Mr. Kolin:

This is further to our correspondence regarding "Little" Santa Monica Blvd. and the Burton Way name change.

Council member, Nancy Krasne, called me in response to my July 8th letter and I share with you - and other members of the Council - the essence of our conversation.

It was discussed that my previous proposal to change South Santa Monica Blvd. by restoring the Burton Way name would be met with merchant resistance. The altering of stationery, business cards and advertising literature would create additional expense. The Peninsula Hotel - who advertise worldwide, would be a paradigm of this added expense.

Therefore, I would like to withdraw my previous proposal and submit the following. **From Rexford Drive to Moreno Drive we temporarily "Dual Name" South Santa Monica Blvd. by adding "Burton Way" to the signage – and at a designated time – say two to three years, we phase-out Santa Monica Blvd.** This would eliminate the additional expense to merchants who would have the option during this period to use either name.

My tenant, La Dolce Vita restaurant in the Barman Building - 9785 Santa Monica, would be a merchant affected by the added expense. On behalf of La Dolce Vita, I support the "Dual Name" concept and phase-out. I believe it will gradually increase business.

As mentioned before, it does not make sense, and is demeaning, that the term "Little" is used to describe one of our primary streets through the Golden Triangle. It was also an affront to Burton Green, the Founder of our City, that his name was removed.

The required additional "Burton Way" signs would be attached above or below the South Santa Monica Blvd. signage during this temporary designated period. In my view, a novel look would be created - causing discussions by onlookers, nurture publicity and I believe, augment patronage to Burton Way stores.

It seems to me, Mr. Kolin, that the foregoing issue is not one of just changing a street name to honor a celebrity; it is a historic topic. It will restore the honor and recognition to Mr. Green, our first citizen and Founder of our fabled Beverly Hills.

I thank you for your time and consideration and would appreciate this letter discussed at your next study session.

Sincerely,

Fred Barman

Copy: JOHN A. MIRISCH WILLIAM W. BRIEN, M.D. LILI BOSSE,
JULIAN A. GOLD, M.D. NANCY H. KRASNE

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RECEIVED
JUL 9 2013
CITY OF BEVERLY HILLS
OFFICE OF THE CITY MANAGER

MR. JEFFREY KOLIN
City Manager
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, California 90210

July 8, 2013

Re: Change "Little" Santa Monica Blvd. and Return the BURTON WAY Name

Dear Mr. Kolin:

This is further to my letters of April 20, May 18 and your May 2, 2013 reply. Copies enclosed for reference. I fear the above subject matter is finding its way to the archives and the last paragraph of your letter becoming a lost reality.

You and the Council may find interesting the enclosed excerpt from Fred E. Basten's book, "Beverly Hills, Portrait of a Fabled City." The author makes reference to Burton Way as part of a Golden Triangle intersection at Beverly Drive and "Little" Santa Monica. Not many of our residents know that the thoroughfare paralleling North Santa Monica Blvd. was originally called Burton Way.

Further, enclosed is a copy of the legal description of the Barman Building property, 9785 Santa Monica at the Wilshire intersection - location of La Dolce Vita restaurant. The legal description additionally supports that "Little" Santa Monica further west was, indeed, originally Burton Way.

It appears that Beverly Hills is presently reminiscing and restoring famous landmarks i.e. the Beverly Hills sign in the Park Way garden and soon the restoration of the lily pond. What a great time to restore BURTON WAY – a tremendous tie-in publicity posture.

To me, Mr. Kolin, as a lifelong resident, and to all business associates I speak with, it does not make sense and is demeaning that the term "little" is used to describe one of our primary streets. I beg that our Council take appropriate action to return the Burton Way signage through the Golden Business Triangle from Rexford to Moreno Drives and restore the honor to Burton Green, Founder of our City.

Yours very truly,

Fred Barman

Copy: JOHN A. MIRISCH
WILLIAM W. BRIEN, M.D.
LILI BOSSE
JULIAN A. GOLD, M.D
NANCY H. KRASNE

A CITY BEGINS

Guided by its president, Burton E. Green, the new corporation was dedicated to found a residential community second to none—one with broad tree-lined streets, spacious lots and generous parks. Expert engineers and landscaping specialists were hired; Wilbur Cook, a prominent landscape architect from New York was appointed to create the master plan.

The community was given a new name. "Beverly" was chosen after "Beverly Farms" in Massachusetts, a spot Mr. Green fondly remembered. "Hills" was selected in recognition of the landscape.

On January 23, 1907, the subdivision was officially recorded. Gently curving streets, lavishly bordered with palm trees, acacias and peppers, were christened Rodeo, Cañon, Crescent and Beverly Drives. Between them, running east and west, were planned Park Way, Carmelita, Elevado and Lomitas. Necessary improvements were provided and, at great expense, telephone connections with Los Angeles were secured. Visitors were invited to see this planned model community, accessible by streetcar, then running hourly, or by private means via Santa Monica, West Adams or Wilshire Boulevards.

One such visitor who, in 1907 responded to an ad in the Los Angeles papers recalled, "We got off the Pacific Electric car at the station and looked around. Very young trees, uniform in variety and spacing, had a sort of merry, hopeful look. Four or five so-called 'company' houses were under construction . . . and a large English-type, two-story frame and stucco building was being erected on the southwest corner of Beverly Drive and Burton Way (now Little Santa Monica Boulevard). Its purpose was to house a general store, a post office and, upstairs, a recreation hall. South of the tracks there were three north-south streets: Cañon, Beverly and Rodeo, ending at Wilshire. The streets were well-

That portion of Block "K" of Beverly, in the city of Beverly Hills, County of Los Angeles, State of California, as per map recorded in Book 11, Page 94 of Maps, in the office of the County Recorder of said County, described as follows:

Beginning at a point in the North Westerly line of said Block distant thereon two hundred twenty-five and eighty-seven hundredths (225.87) feet from the most Westerly corner of said Block "K"; thence South thirty-nine degrees (39°) thirty-one minutes (31') thirty seconds (30") East fifty (50) feet to a point in the North Westerly line of Burton Way; thence along said North Westerly line South fifty degrees (50°) twenty-eight mintues (28') thirty seconds (30") West fifty (50) feet; thence North thirty-nine degrees (39°) thirty-one minutes (31') thirty seconds (30") West fifty (50) feet to a point in the North Westerly line of said block; thence along said last mentioned line North fifty degrees (50°) twenty-eight minutes (28') thirty seconds (30") East fifty (50) feet to the point of beginning; except the North Westerly ten (10) feet and the South Easterly five (5) feet thereof, (said South Easterly five (5) feet was conveyed to the City of Beverly Hills for public road and highway purposes by deed recorded in Book 2641, Page 300, Official Records of said County.)

Subject to the second half of taxes for 1925-26, all special taxes and special assessments of record, and all conditions, restrictions, reservations and rights-of-way of record, if any, said real property now being vacant and unoccupied.

Jeffrey Kolin, City Manager

May 2, 2013

Mr. Fred Barman
9962 Durant Drive
Beverly Hills, CA 90212

Dear Mr. Barman,

Thank you for your letter of April 20, 2013, addressed to the City Council requesting consideration of renaming South Santa Monica Blvd. from Rexford Drive to Moreno Drive. The process for renaming a street is subject to provisions outlined in the Municipal Code and City Council Policy.

By way of background, a proposal to change the street name was considered by the City Council on November 5, 2009 and I have attached a copy of the staff report that was presented to the Council for discussion. It references the relevant Municipal Code section and City Council Policy and Operations Manual. To paraphrase the applicable Policy, "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 individuals and businesses with street and sidewalk plaques and signage."

After consideration, the City Council decided not to move forward with the proposed name change. I also included with this letter examples of the informal recognition signs that have been approved in the City on a very limited basis. However, I should note that the City Council recently denied a new request for an informal street sign associated with the relocation of the corporate headquarters of United Talent Agency to Civic Center Drive and gave direction to limit the use of informal signage in the future.

The City Council has received a copy of your letter and my response and may request that this matter be placed on a future agenda for review and consideration. If they so choose, we will schedule your request on an upcoming City Council Study Session and notify you of the date and time to address them during their consideration.

Respectfully,

Jeffrey Kolin
City Manager

Cc: Beverly Hills City Council

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MR. JEFFREY KOLIN
City Manager
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, California 90210

May 18, 2013

Re: Restoring "South (Little) Santa Monica Boulevard" to BURTON WAY

Dear Mr. Kolin:

Thank you for your May 2, 2013 ten-page letter replying to my April 20th to our City Council. I appreciate your taking the time to compile your letter with its interesting exhibits.

Although you refer to "***renaming***" BURTON WAY - my object is "***restoring***" the original "Burton Way" name - as it was called years ago. Your last paragraph summarizes this being possible.

When Mayor Mirisch first joined the Council, he advocated changing certain streets to celebrity names. I did not know he had "Will Rogers Boulevard" in mind for "Little" Santa Monica running through the Golden Triangle to Moreno Drive. I would have supported that name change.

The Operations Manuel provides "not to formally name streets in recognition of an individual." This provision, obviously, does not hold true as witness streets named after Whittier, Pamela Mason, McCarty, Fred Hayman, Moreno, former Mayor Charleville and even Durant Drive, named after William C. Durant, founder of General Motors.

Yes, there will be initial confusion when Santa Monica is eliminated from the signage; however, only temporarily. Changing of business letterhead is insignificant. Benefits down the line offset whatever inconveniences.

We should really do-away with "Little," and have a name going through the Golden Triangle we can refer to proudly.

Thank you again, Mr. Kolin, for your time and consideration.

Yours very truly,

Fred Barman

Copy: JOHN A. MIRISCH
WILLIAM W. BRIEN M.D.
LILI BOSSE
JULIAN A. GOLD M.D
NANCY H. KRASNE
JOHN L. SEITZ, Senior Editor, The Beverly Hills Courier (with exhibits)

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April 20, 2013

The Beverly Hills City Council
City of Beverly Hills
455 North Rexford Drive
Beverly Hills, California 90210

I would like for the Council to accept this letter as a request to vote to restore the street name of "BURTON WAY" westerly from Rexford Drive to Moreno Drive, which is now "South" Santa Monica Boulevard, commonly known as "Little" Santa Monica Boulevard.

What you may or may not know is that the street BURTON WAY at one time continued from Rexford Drive to Moreno Drive through the heart of the Beverly Hills Golden Triangle, honoring Burton E. Green, the Founder of our city. I did not know this until sometime ago when I noted the legal description of my property, the Barman Building at 9785 Santa Monica Boulevard which houses our tenant, La Dolce Vita restaurant.

The name "South" or "Little" Santa Monica Boulevard is confusing to customers when merchants try to explain their location. Further, the name of another city running through our Beverly Hills Golden Triangle is a wrong image - as a "Little" Venice Boulevard or another city name would be.

The south portion of Santa Monica Boulevard is improperly named and an affront to Burton E. Green. I would like for the Council to vote to reinstate the name of BURTON WAY from Rexford Drive to Moreno Drive effective August 1, 2013 and approve the necessary expenses for street signage and other related costs.

Respectfully.

Fred Barman
Property Owner and Landlord
Lifelong Resident of Beverly Hills

Copy: JOHN A. MIRISCH
WILLIAM W. BRIEN M.D.
LILI BOSSE
JULIAN A. GOLD M.D
NANCY H. KRASNE
The Beverly Hills Courier
The Beverly Hills Weekly

Attachment 2

City Council Study Session Report, November 5, 2010

CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: September 21, 2010

To: Honorable Mayor & City Council

From: Susan Healy Keene, AICP SHK

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.*

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

Meeting Date: November 5, 2009

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

Charlotte Spadaro
CHARLOTTE SPADARO, Mayor
City of Beverly Hills

Approved as to form:

CHARLES D. HAUGHTON
City Attorney

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.

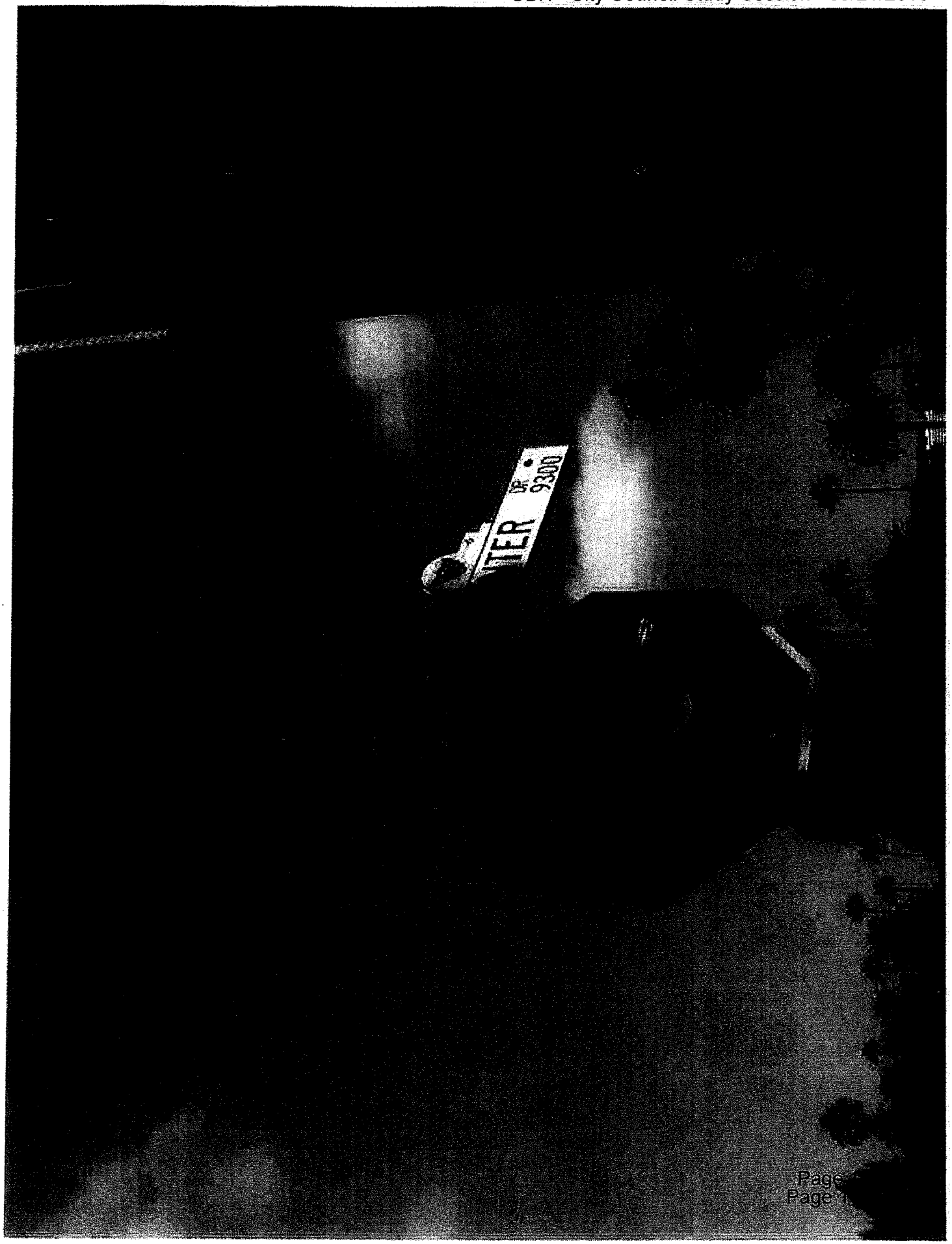
    - The City Council may request that an individual or business recommending a naming opportunity (e.g. a "sponsor") cover the cost (in full or in part) for the work and maintenance associated with the recognition.

- **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.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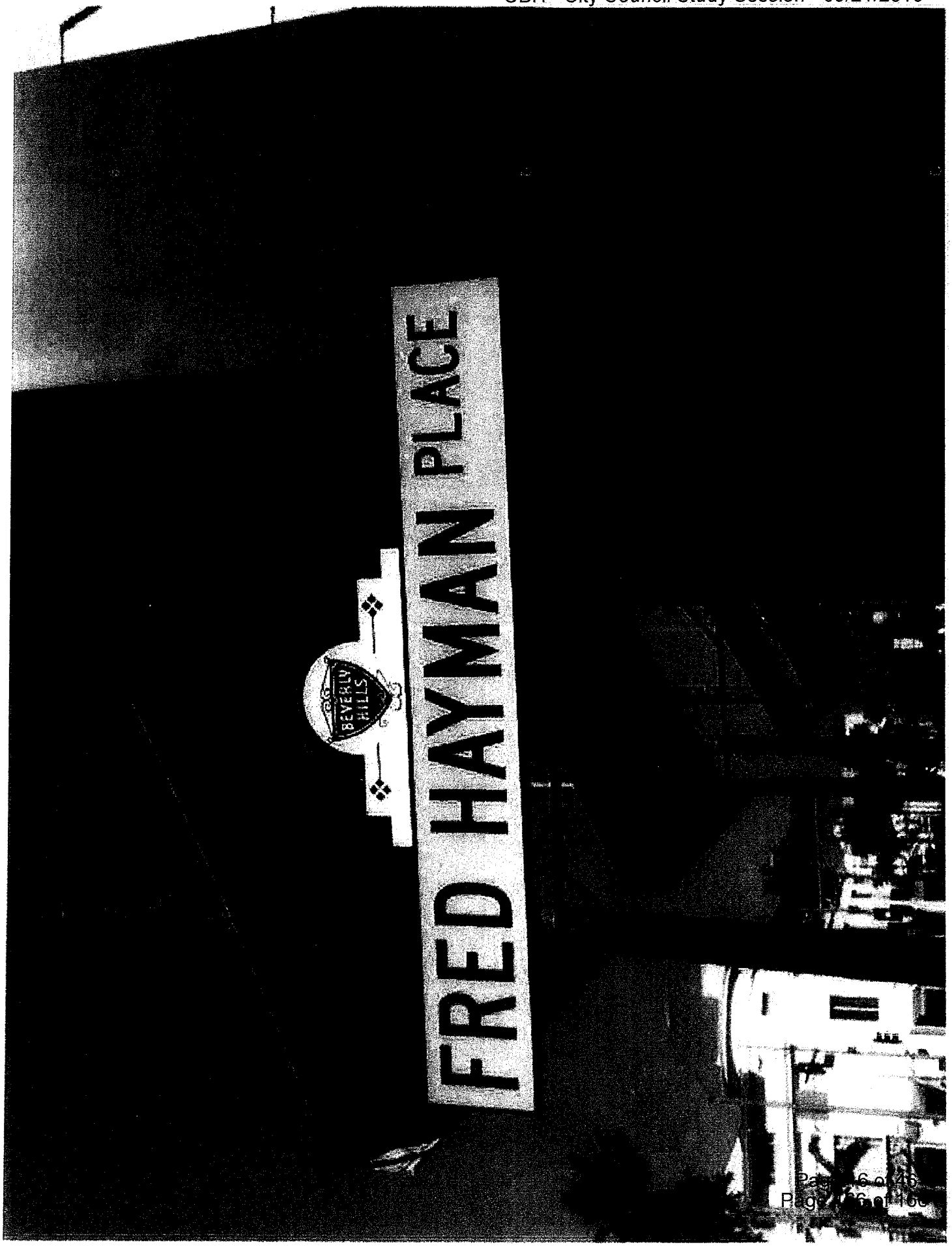
FRED HAYMAN PLACE
BEVERLY HILLS

Attachment 3

Burton E. Green, Biography

Search billions of records on Ancestry.com
First Name Last Name Search

Los Angeles County Biographies

BURTON E. GREEN

GREEN, BURTON E., President, Amalgamated Oil Co. of Los Angeles, Cal., was born in Wisconsin, Sept. 6, 1868, his parents being Richard Green and Amanda Hill (Bush) Green. On January 14, 1905, Mr. Green married Miss Lilian Wellborn, a daughter of Judge Olin Wellborn, U. S. Dist. Judge. They have two little daughters, Dorothy and Liliore.

As a boy he attended the public schools of Wisconsin and the Beaver Dam Academy of the same State. In 1886 his parents moved to California, and in 1889 he graduated from the High School of Los Angeles.

Soon after his graduation he went to Redlands and became interested in orange culture, which he pursued successfully for five years. This occupation did not afford sufficient activity and he returned to Los Angeles to seek a larger field of business possibilities.

At this time the oil industry seemed to offer the greatest opportunities, and associating himself with M. H. Whittier they entered the oil business under the firm name of Green & Whittier. Mr. Whittier, as a practical oil operator, looked after the drilling operations, while Mr. Green attended to the administrative and financial portion of the business. The first operations confined to the Los Angeles field were undertaken with excellent judgment and satisfactory results.

After drilling one of the first wells in the Coalinga district, because of greater activity in the Kern River district they transferred their operations to the vicinity of Bakersfield, and soon had a splendid production. The Green & Whittier Oil Co. was one of the three original companies which were combined to form the Associated Oil Co. Mr. Green was elected director and member of the executive committee, and is still one of its board of directors. The Associated oil Co. probably does the largest volume of business of any oil company on the Pacific Coast.

In 1905 the Amalgamated Oil Co. was formed, with activities confined principally to Southern California, where it does the bulk of the oil business. Soon after its formation Mr. Green was elected president, and still fills this position. He is also largely interested in and president of the Belridge Oil Co., one of the newer oil companies, which, on account of its tremendous holdings of 32,000 acres in the rich Lost Hills district, promises to be an important factor in the oil business of the State.

Aside from his oil interests he is largely interested in the Booth-Kelly Lumber Co., a corporation owning approximately 200,000 acres of excellent timber land in Oregon and a number of large mills, near several of which it has been instrumental in building up towns. Mr. Green is also the largest stockholder in the Rodeo Land & Water Co., a corporation owning a valuable tract of about 3000 acres of land near Los Angeles. A portion of it has been subdivided and, as Beverly Hills, is known as one of the most exclusive subdivisions in Southern California.

Outdoor life appeals strongly to Mr. Green, and whenever his business affairs permit he indulges in hunting, fishing, golf and motoring. As a member of the Bolsa Chica Gun Club, the Flatrock Club (whose grounds are in Idaho) and the San Ysidro Rancho Co. of Mexico, he has ample opportunity to gratify his shooting and fishing proclivities, which his membership in the Los Angeles and San Francisco Country cubs give him access to the best links to test out his prowess as a golfer.

His enjoyment of club life is further evidenced by his membership in the California Club, the Jonathan Club and Crags Country Club of Los Angeles, and the Pacific Union Club and the Bohemian Club of San Francisco.

In all of his clubs he has a large circle of friends and acquaintances among whom he is most pleasantly and

favorably known.

Transcribed 7-18-08 Marilyn R. Pankey.
Source: Press Reference Library, Western Edition Notables of the West, Vol. I, Page 112, International News Service, New York, Chicago, San Francisco, Los Angeles, Boston, Atlanta. 1913.

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GOLDEN NUGGET INDEX