



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: August 20, 2013
To: Honorable Mayor & City Council
From: Steven Zoet, Director of Community Services
Subject: Direction Regarding Location and Design for the Next Gateway Monument Sign
Attachments: 1. Proposed Design Concepts

INTRODUCTION

Several years ago, City staff was directed to look at multiple high traffic points of entry into the City, typically referred to as gateways, for purposes of installing signage and complementary landscaping that would improve the appearance of the community at these points of entry and notify motorists that they are entering the City of Beverly Hills. Two Gateway locations remain to be fully designed and staff seeks direction on the concepts proposed for the design and the priority for development and construction.

DISCUSSION

Subsequent to City Council's direction at that time, staff focused on four main gateways into the City. Those locations included the proximate intersections of Wilshire/Whittier, Santa Monica/Doheny, Wilshire/San Vicente and Olympic Boulevard adjacent to Beverly Hills High School.

Direction was given to proceed with the Wilshire/Whittier location which has since been completed, and to proceed with developing the construction documents associated with an approved design for the Santa Monica/Doheny location. Staff is now seeking direction from City Council regarding the next desired location from the remaining previously identified gateway entries.

Landscape Architect Steve Smith from Gruen Associates will present options to City Council regarding possible concepts associated with these locations. Gruen Associates, and Mr. Smith in particular, are the consultants that have designed the signage and landscaping elements associated with the aforementioned locations.

Pending funding availability, staff seeks direction whether it is the interest of City Council to consider moving forward with the Wilshire/San Vicente and Olympic Boulevard locations simultaneously. Doing so will presumably yield overall savings due to

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economies of scale and similar circumstances. Mr. Smith will be prepared to provide City Council with expected cost estimates associated with the various options.

FISCAL IMPACT

Fiscal impacts will vary based on which options City Council may favor. Gruen Associates estimates the design and construction costs to be approximately \$650,000 for the Olympic Boulevard location, and \$1.2 million for the Wilshire/San Vicente location for those options being recommended.

The available funding for Capital Improvement Project 701, Improvements of City Gateways, is \$2,003,291. A substantial amount of funds had been anticipated and set aside for the construction of designed improvements for the Santa Monica/Doheny gateway location. With that project location now on indefinite hold, staff seeks direction from City Council to proceed with the other locations at this time. Alternatively, Council may wish to direct staff to bring back additional design concepts for further consideration at a later date.

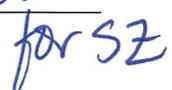
It is the recommendation of the Recreation and Parks Commission and staff to replicate the design and the landscaping that was developed for and built at the Wilshire/Whittier location and build this complementary structure on Olympic Boulevard adjacent to the high school. This recommendation is made due to the similarities that exist between the two sites and the assumption that the design would likewise serve this location well. Staff and the Commission are also under the assumption that the City would realize cost savings associated with the design fees as construction documents have already been produced and, conceivably, would require comparatively little time to modify.

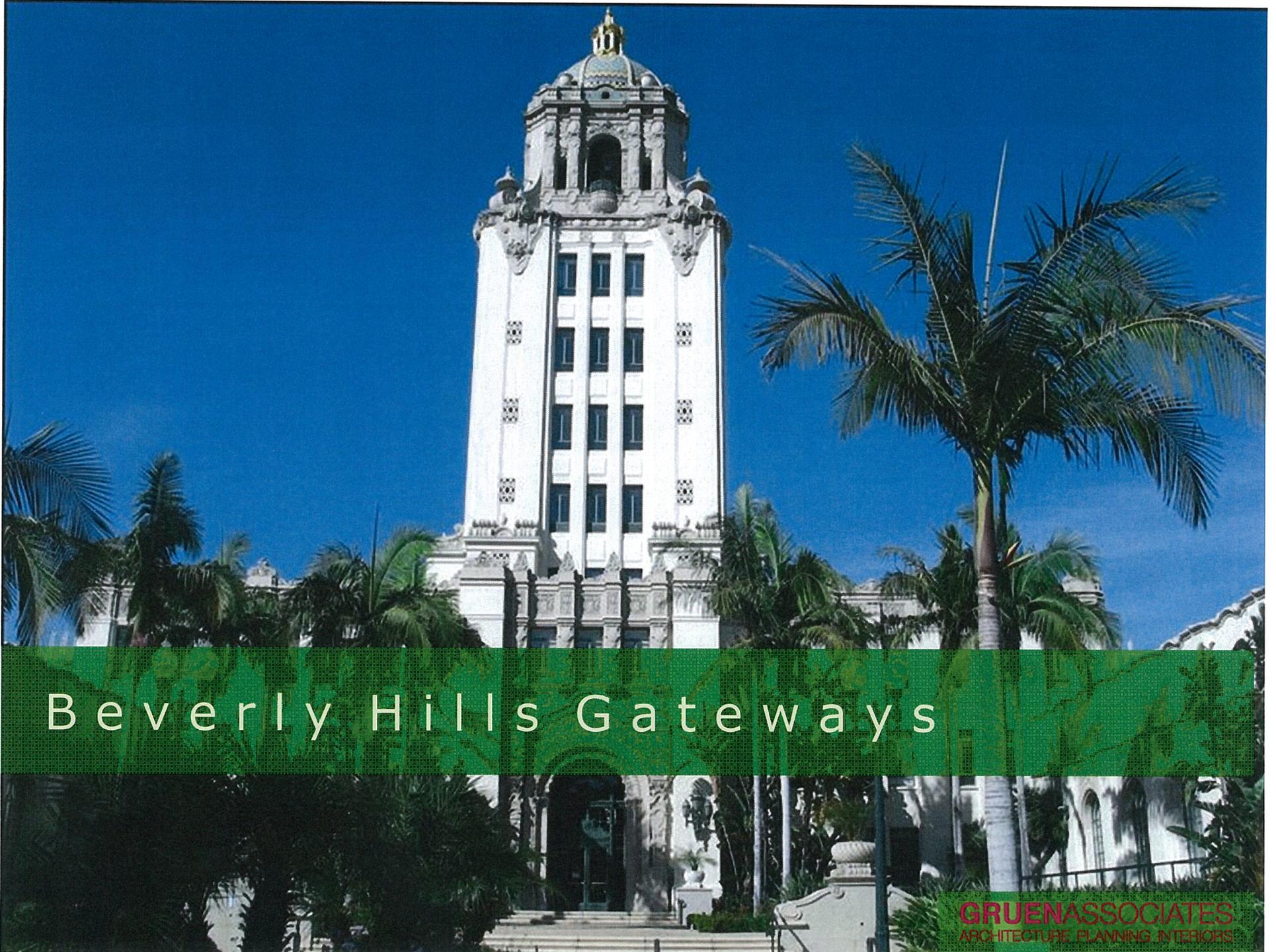
It should be noted that staff met with School Board President Jake Manaster on site at the high school on August 7th to discuss concerns about oncoming traffic and sight line related issues with vehicles departing the campus from Heath Avenue. Upon conclusion of that meeting, Mr. Manaster was satisfied that there will be no sight line or other safety related impacts based on the proposed placement location of the signage and other improvements which will take these factors into consideration

The Recreation and Parks Commission recommended the originally proposed concept for the San Vicente/Wilshire location (Plan A) as its second priority. If City Council wishes to do so, preliminary cost assessments suggest the ability to construct both sites based on funds current available and earmarked for gateway improvements.

RECOMMENDATION

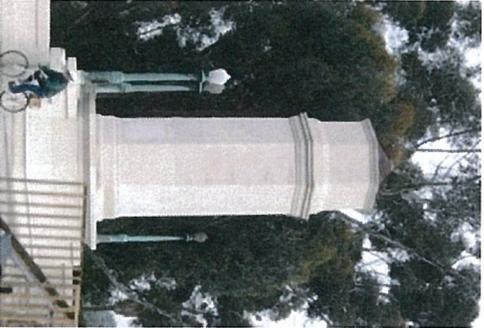
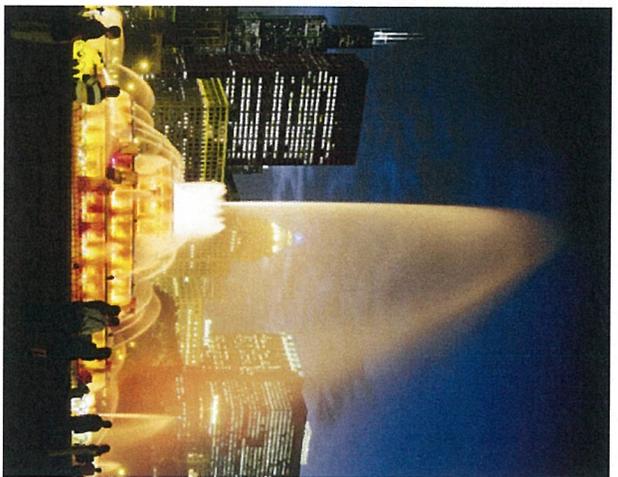
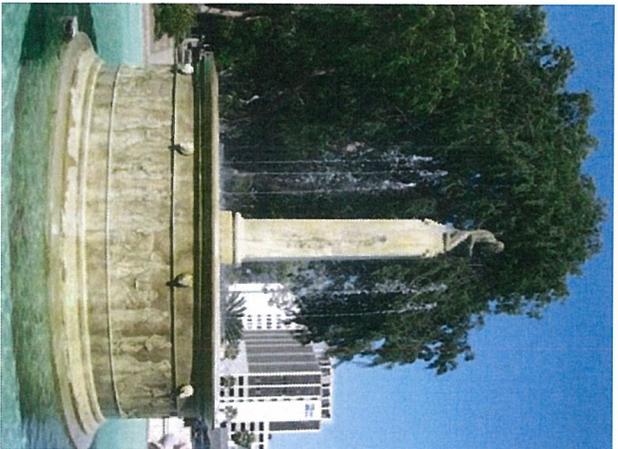
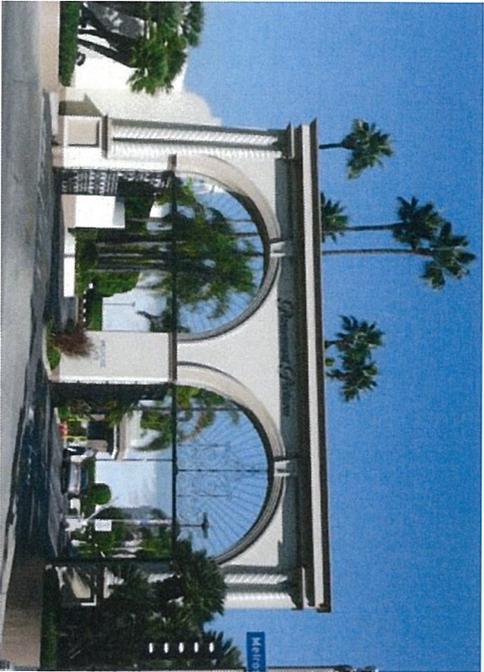
Staff presented and discussed the proposed concepts to the Recreation and Parks Commission liaisons, Councilmembers Gold and Krasne, at a Special Meeting of the Commission and liaisons on July 30, 2013. The liaisons were generally supportive of the recommended options as presented by staff. They, along with the rest of City Council, will have the opportunity to discuss the options and any related concerns with Mr. Smith directly as he presents all options on August 20.


Steve Zoet
Approved By 



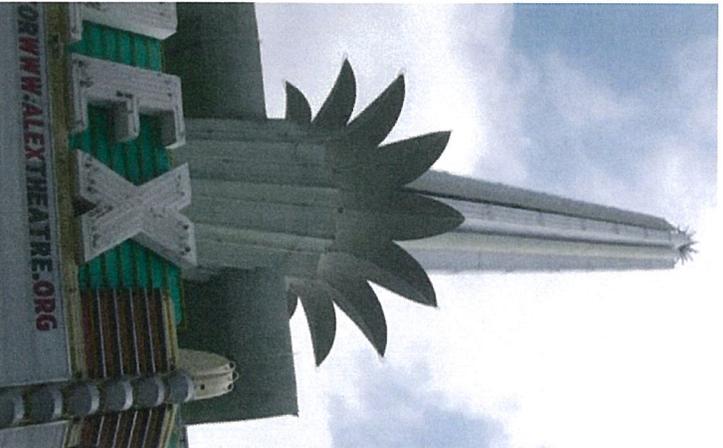
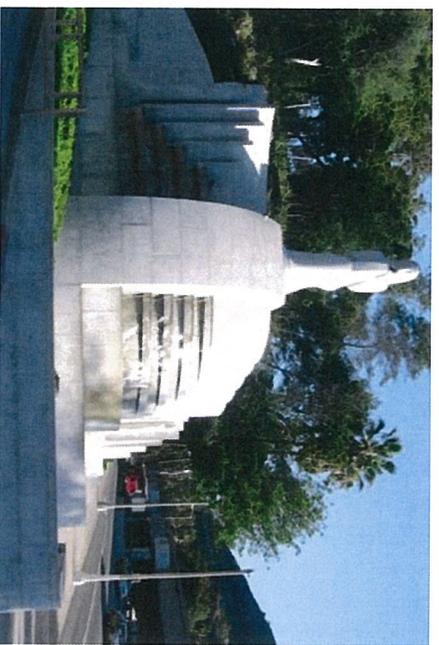
Beverly Hills Gateways

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ARCHITECTURE PLANNING INTERIORS



Beverly Hills Gateways

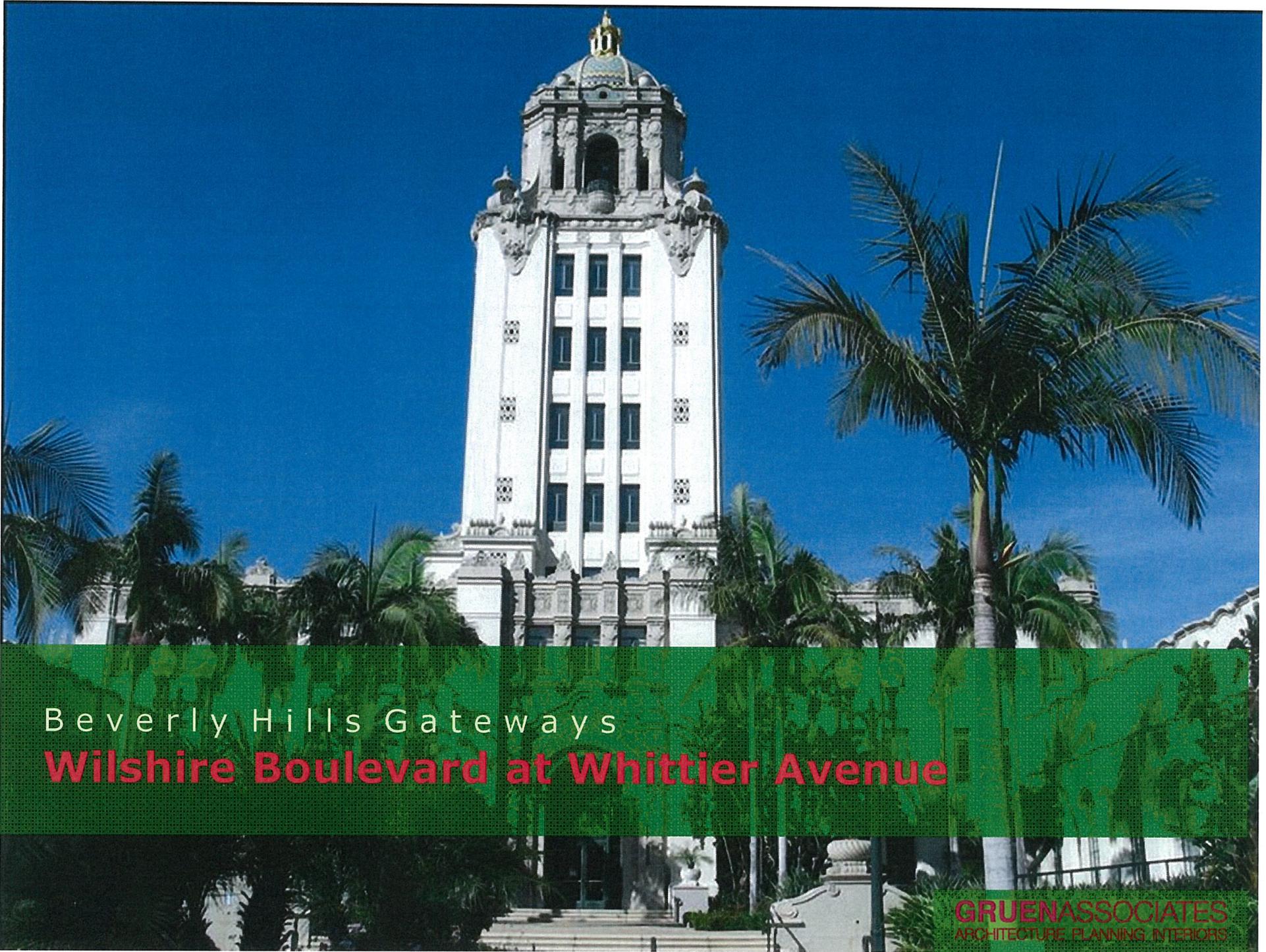
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Beverly Hills Gateways

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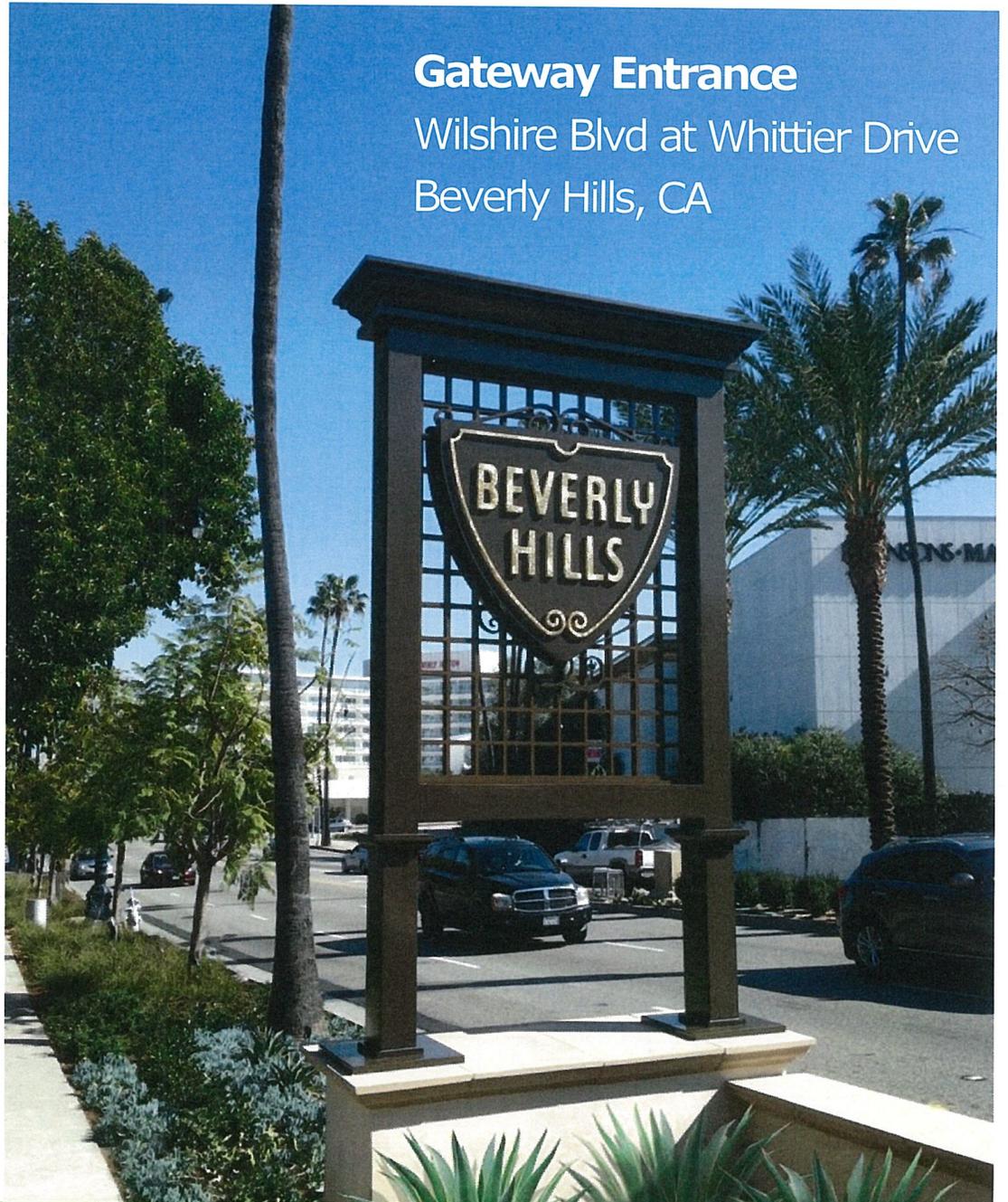




Beverly Hills Gateways

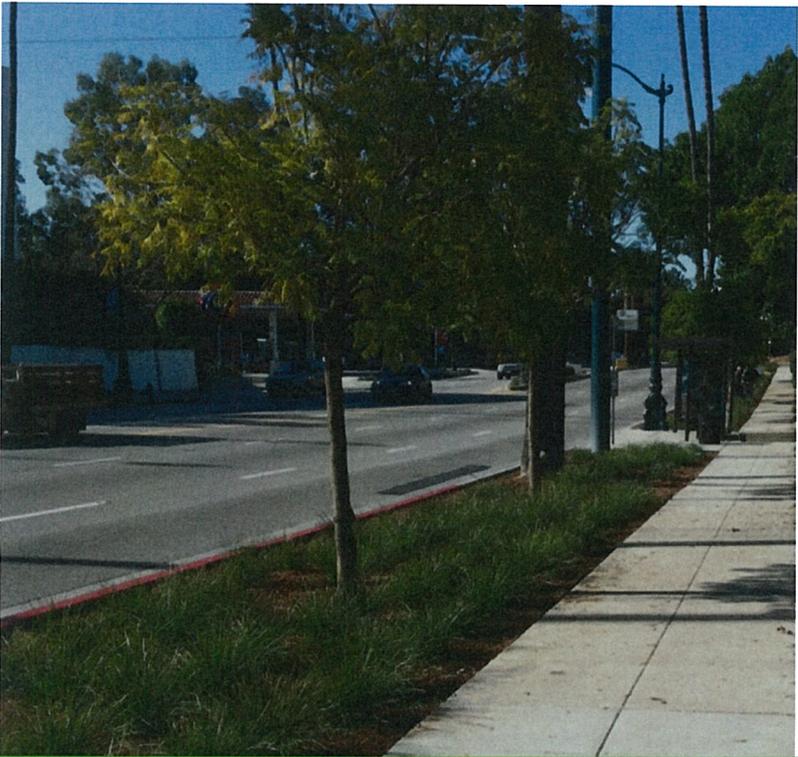
Wilshire Boulevard at Whittier Avenue

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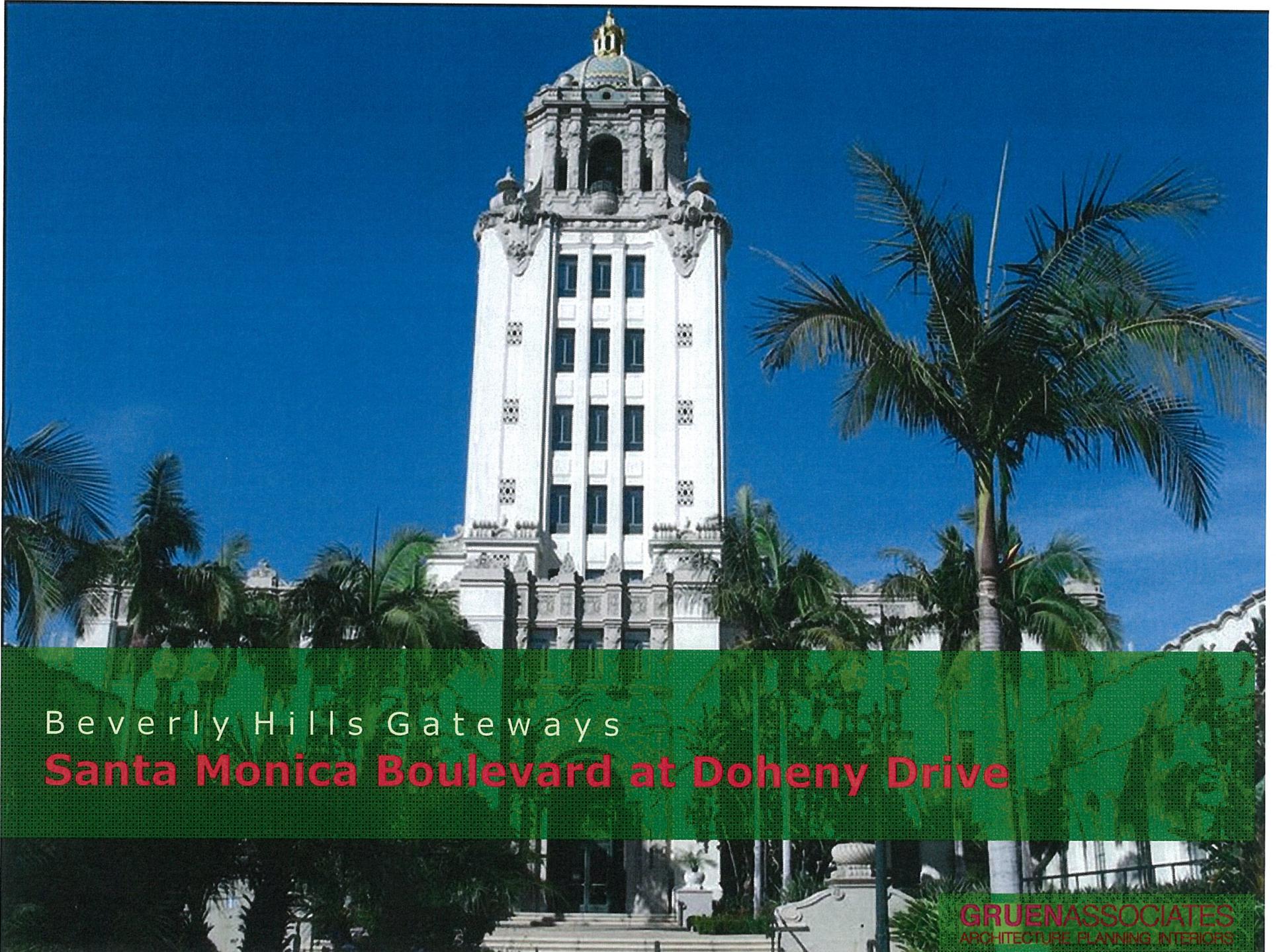
Gateway Entrance

Wilshire Blvd at Whittier Drive
Beverly Hills, CA



Beverly Hills Gateways

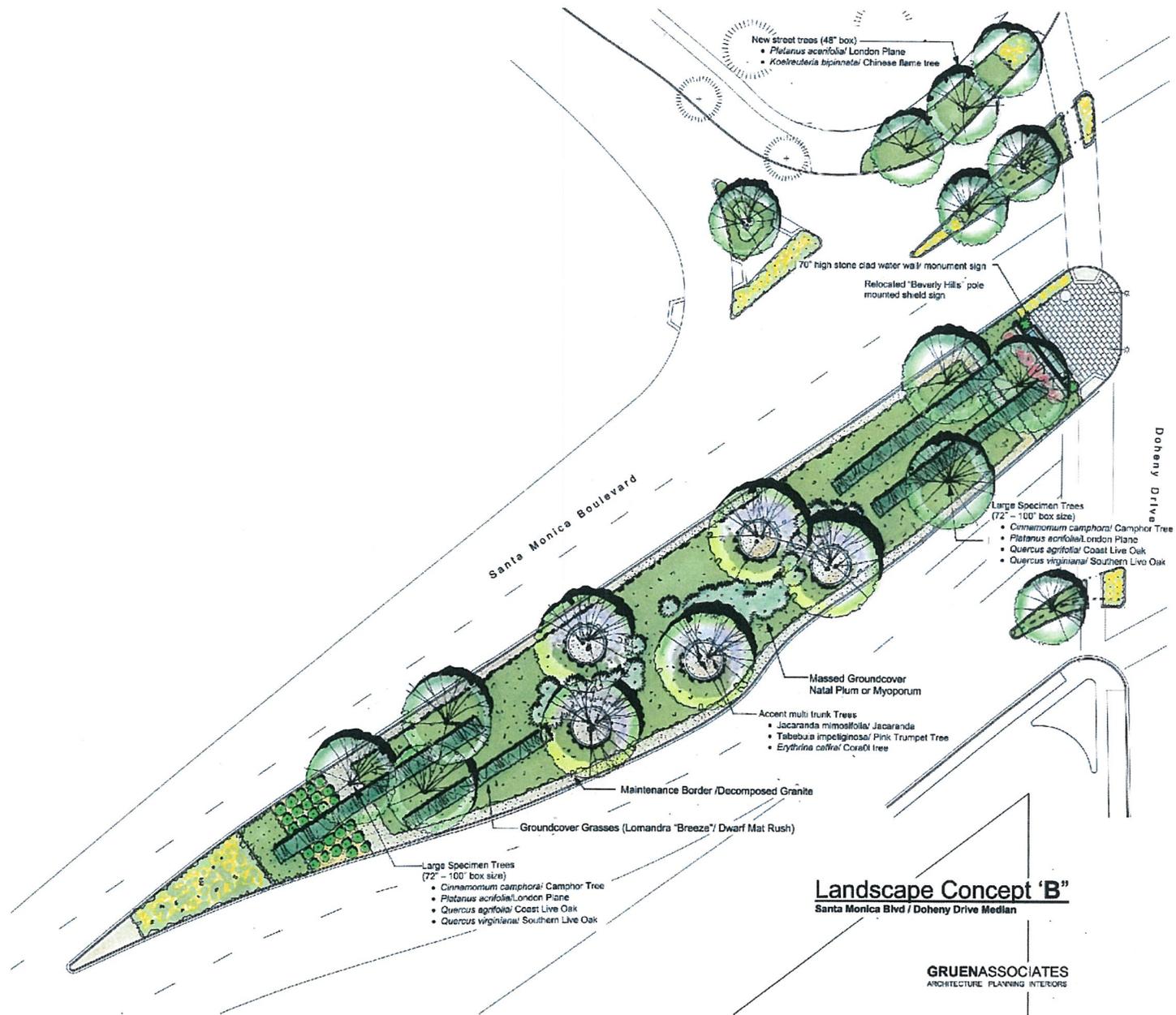
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Beverly Hills Gateways

Santa Monica Boulevard at Doheny Drive

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Landscape Concept "B"
 Santa Monica Blvd / Doheny Drive Median

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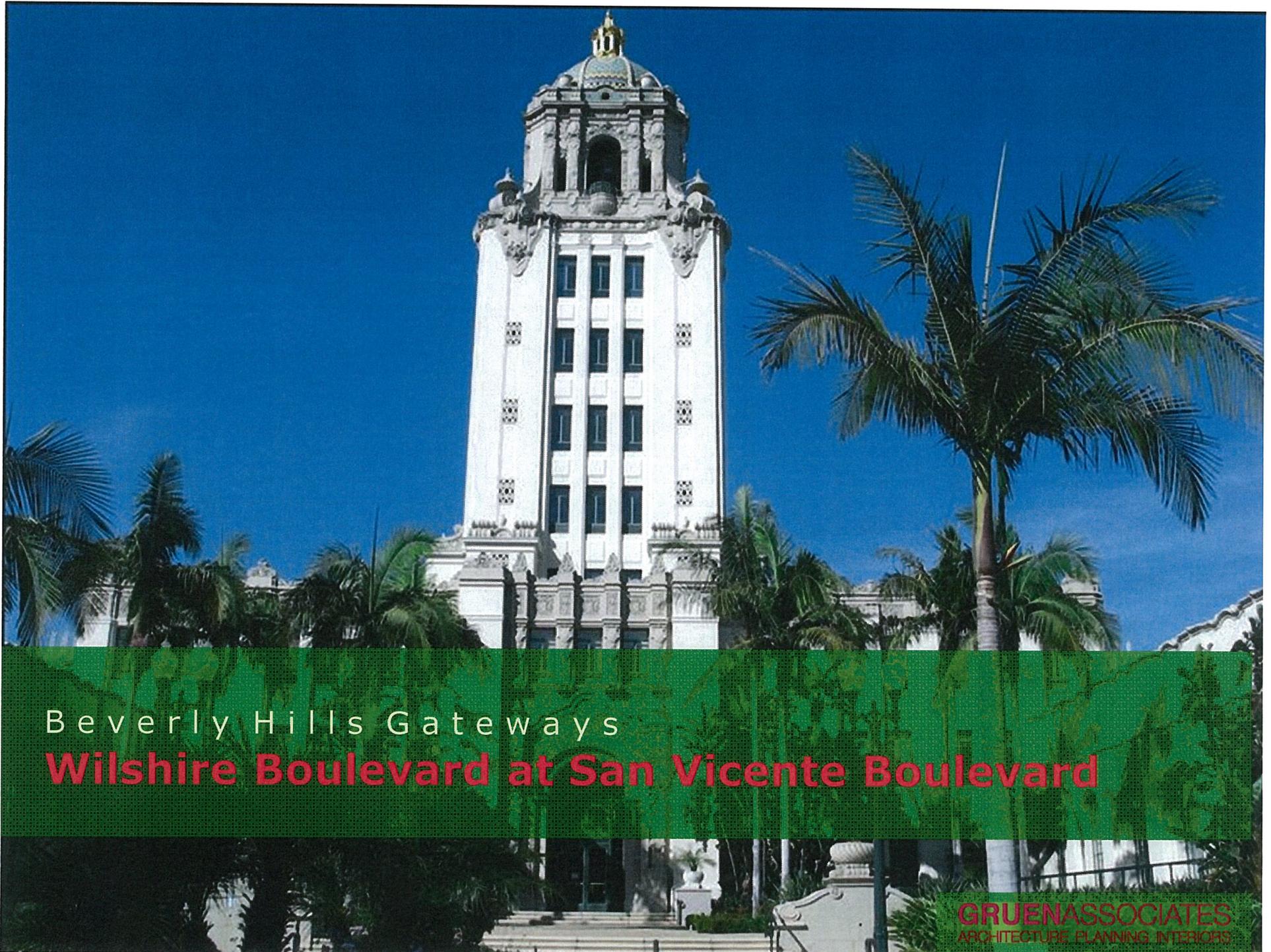


Median Conceptual Landscape Plan



View looking west on Santa Monica Boulevard

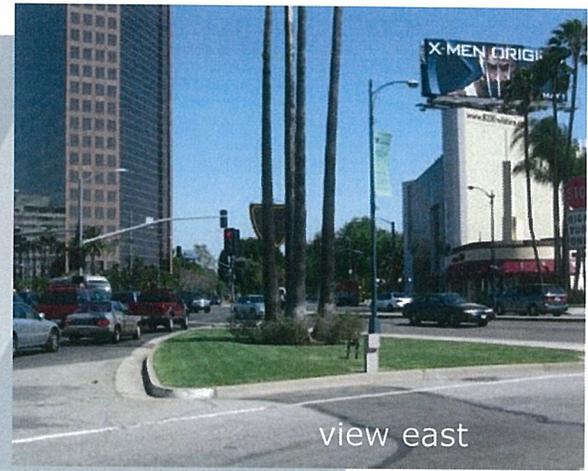
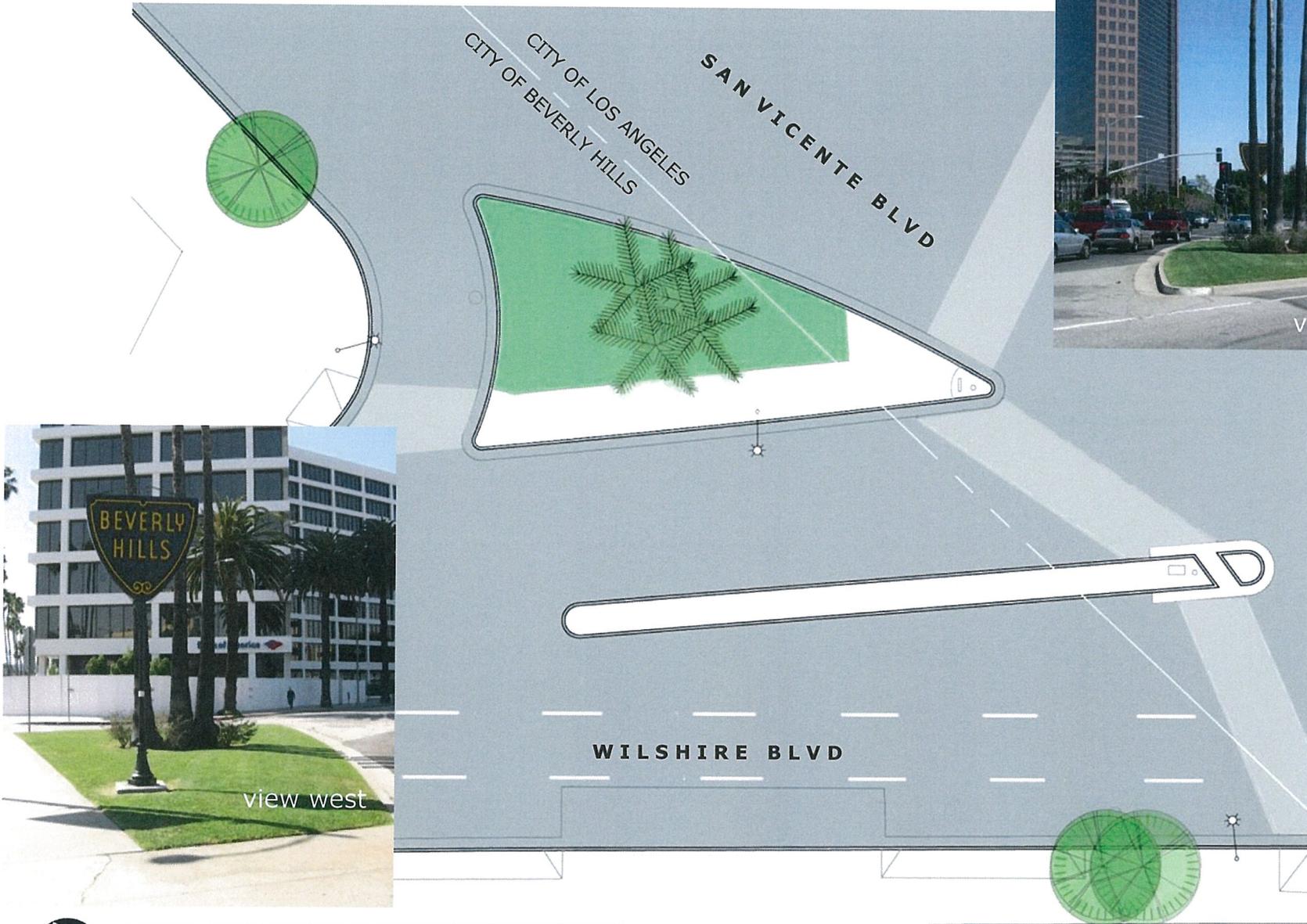
Beverly Hills Gateways



Beverly Hills Gateways

Wilshire Boulevard at San Vicente Boulevard

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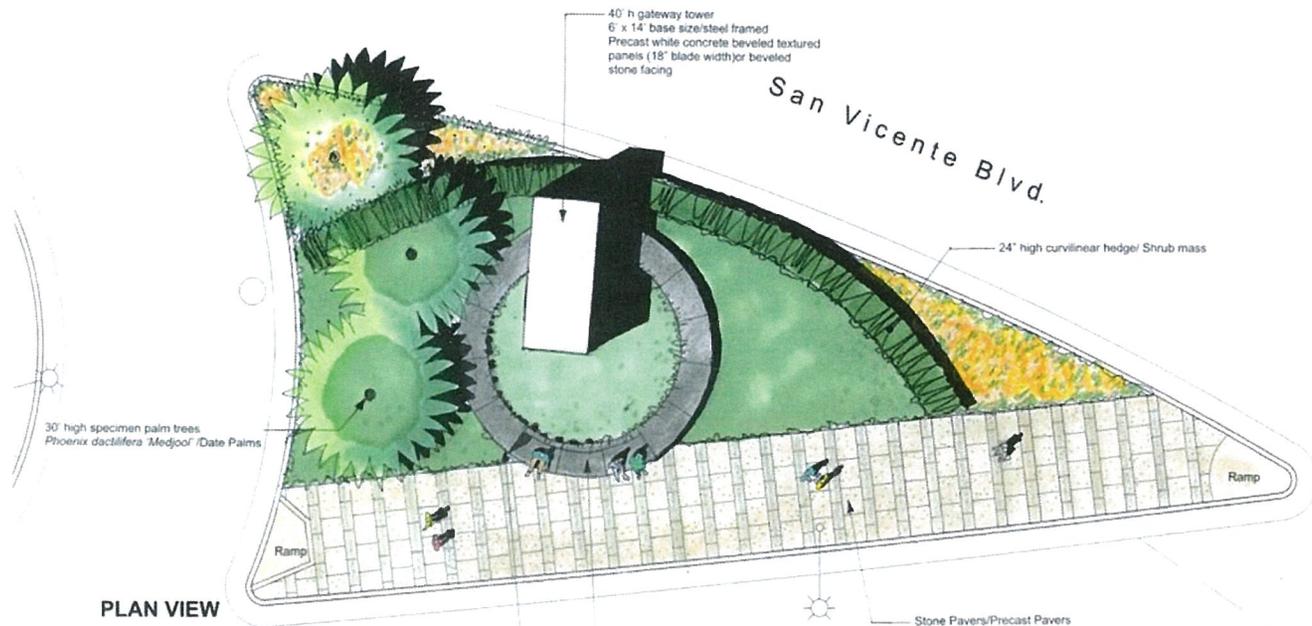


Existing conditions



Beverly Hills Gateways

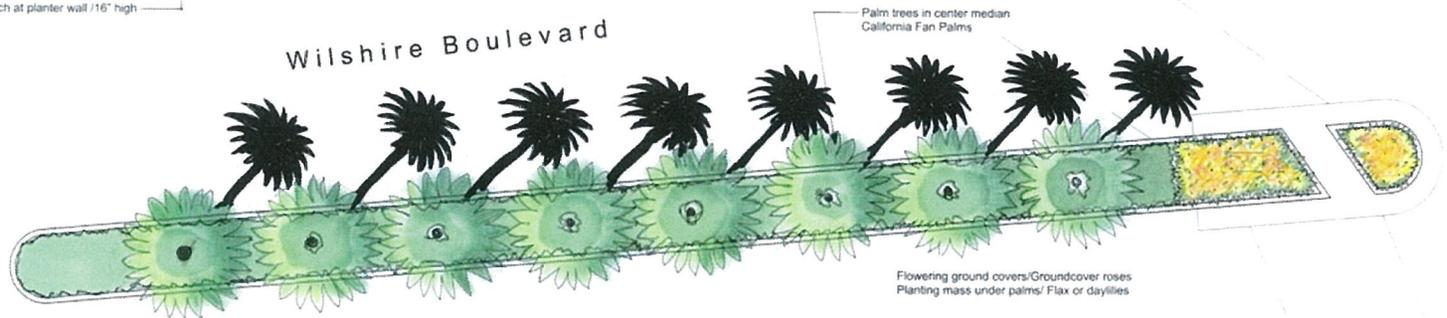
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PLAN VIEW

48" high wall sign/ planter wall
 Polished stone face or steel plate with
 Carved or applied lettering
 Bench at planter wall /16" high

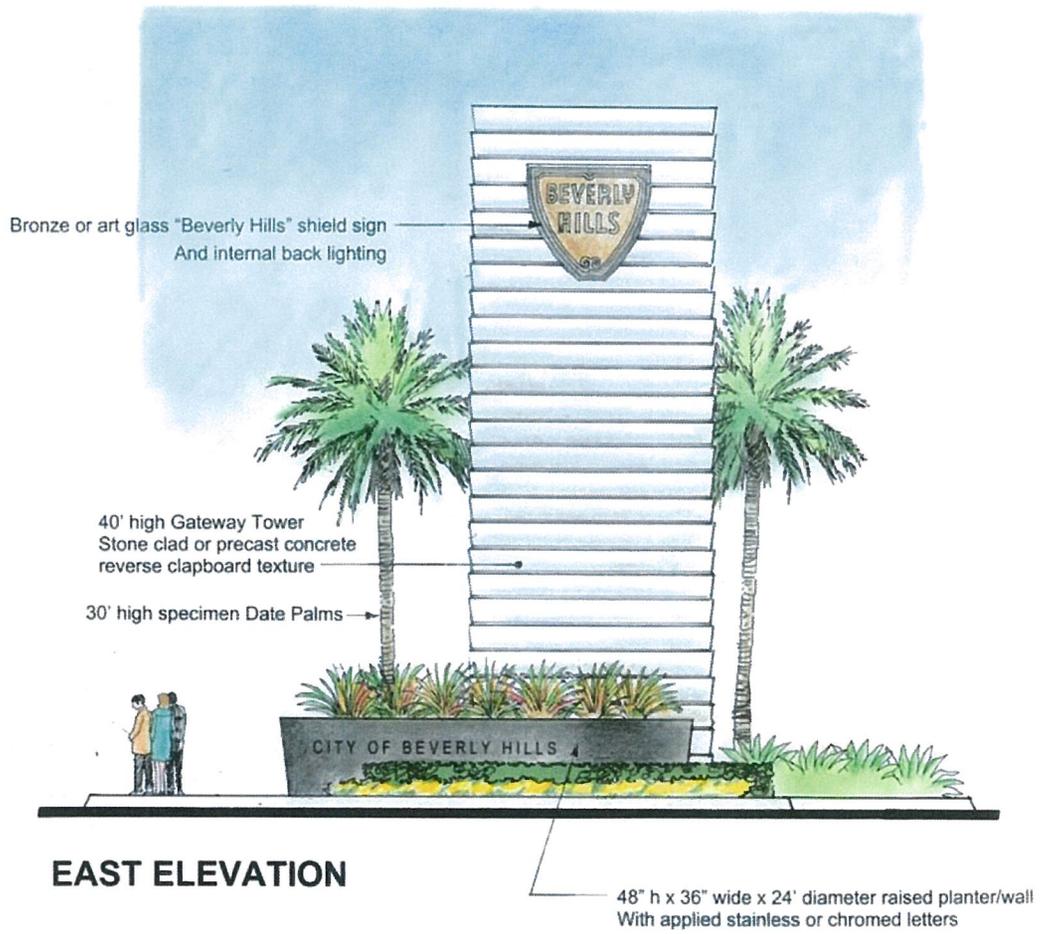
Wilshire Boulevard



PLAN A



Conceptual Landscape Plan





Beverly Hills Gateways

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Large Specimen Accent Flowering Tree
Multi trunked

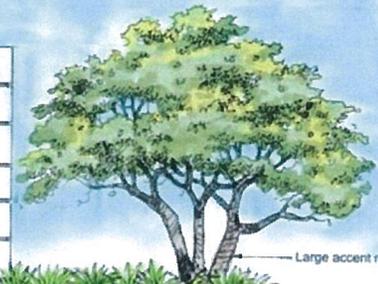
48" high raised stone or bronze planter/
wall sign with "City of Beverly Hills"
lettering

San Vicente Blvd.

24' high x 10' x 6' high precast concrete pylon
With Beverly Hills sign shield

Wallseat/bench for pedestrians

Perennial flowering
groundcover



Large accent multi trunk tree

CITY OF BEVERLY HILLS

New precast concrete pavers at sidewalk

Stone clad circular raised planter
With bronze "City of Beverly Hills" lettering

East Elevation
View from San Vicente Boulevard

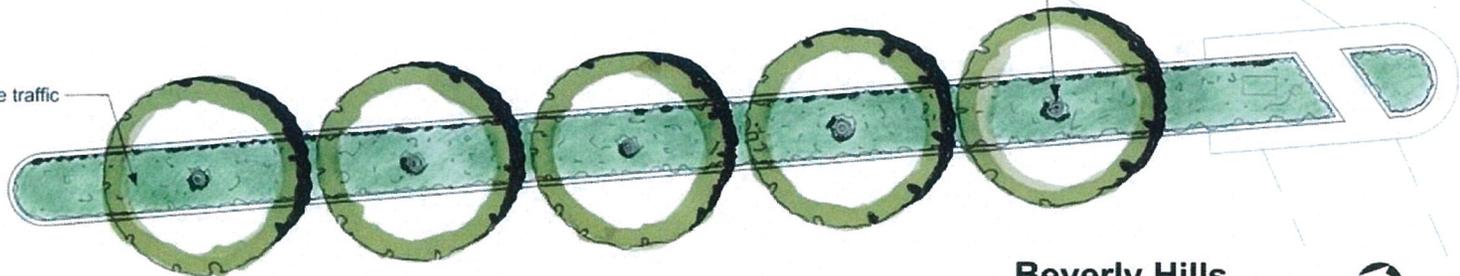
Stone or Concrete Pavers in Running
Bond Pattern

Major Focal Point/ Street Monument
16' wide x 36' tall tower/ Pylon with
bronze Beverly Hills shield / sign

Wilshire Boulevard

Flowering trees in 6' wide existing
median (Floss Silk trees to match
Wilshire Blvd. streetscape)

New planting in Existing concrete traffic
median

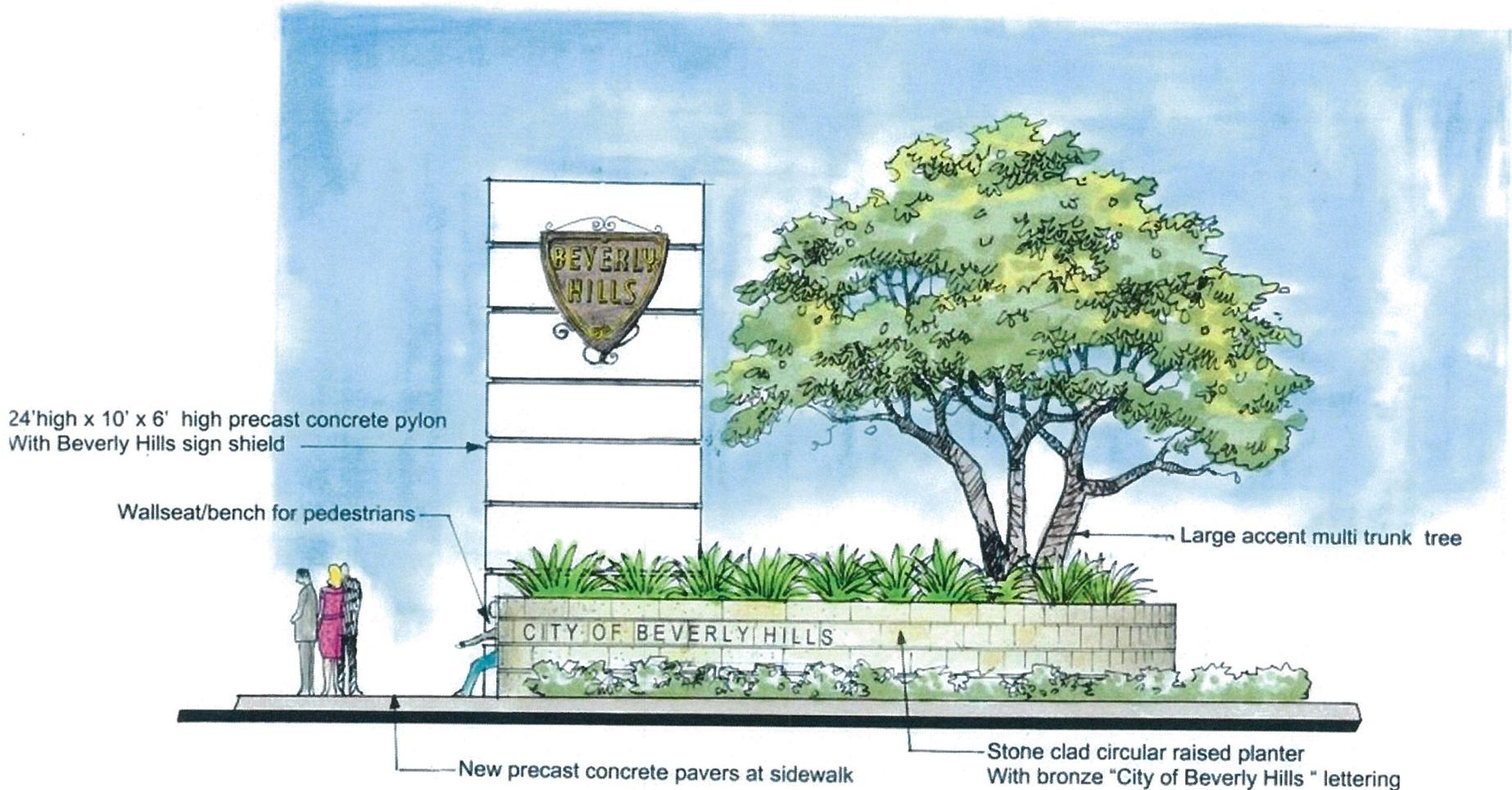


PLAN B

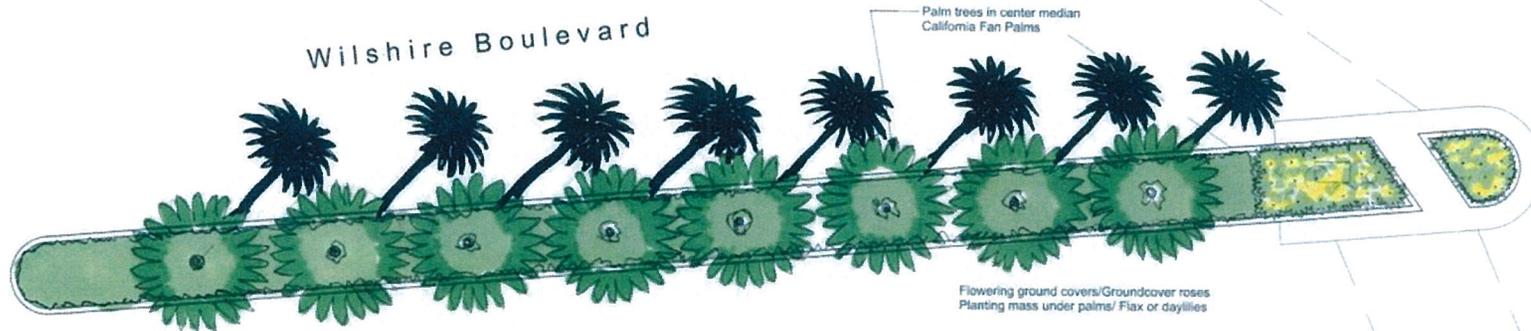
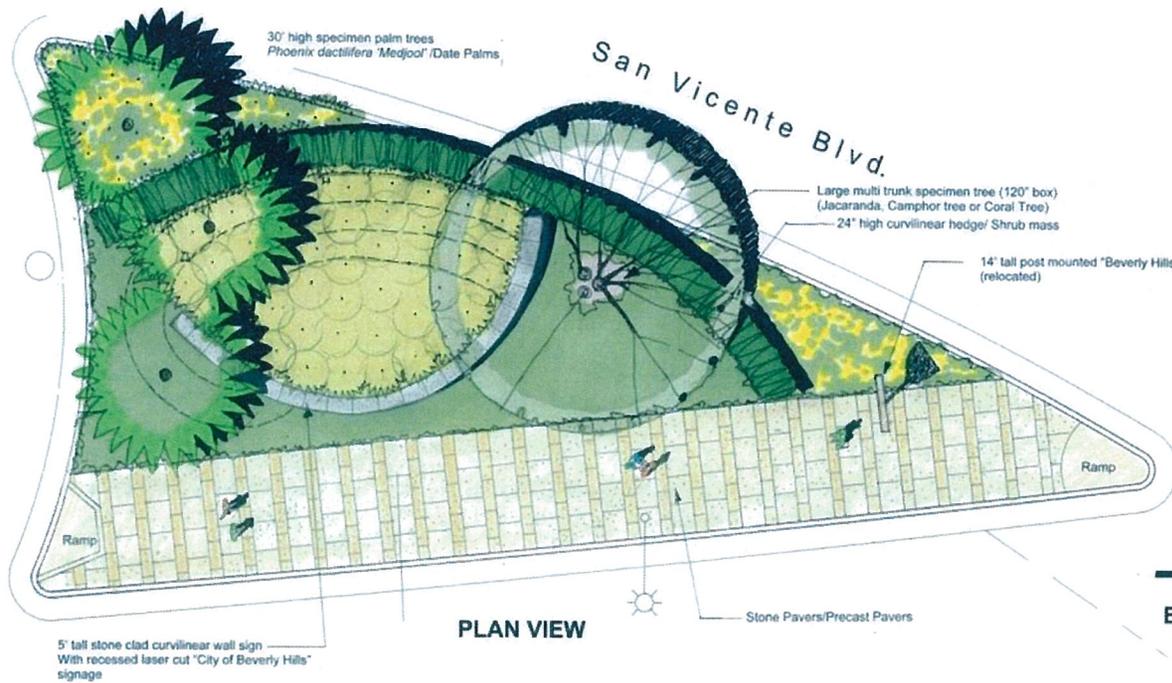
**Beverly Hills
Gateways Study**
Wilshire at San Vicente Boulevard

SCALE 1/4"=1'

r/



**East Elevation
View from San Vicente Boulevard**



PLAN C

**Beverly Hills
Gateways Study**
Wilshire at San Vicente Boulevard



Beverly Hills Gateways

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ARCHITECTURE PLANNING INTERIORS

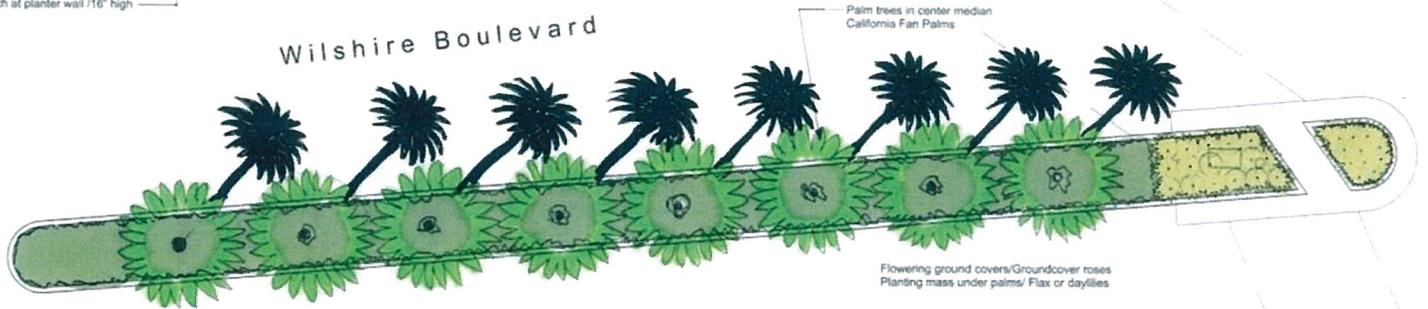
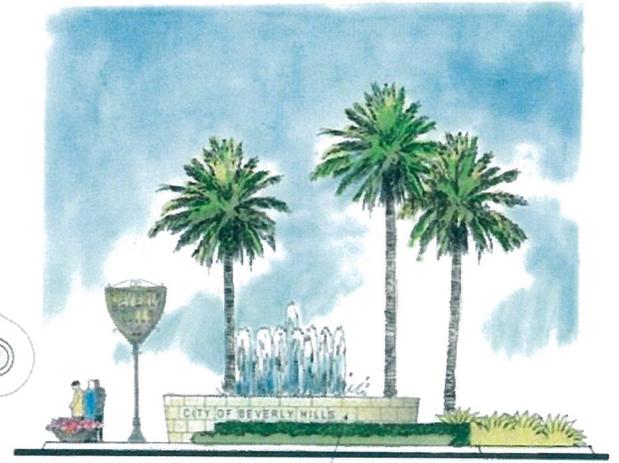
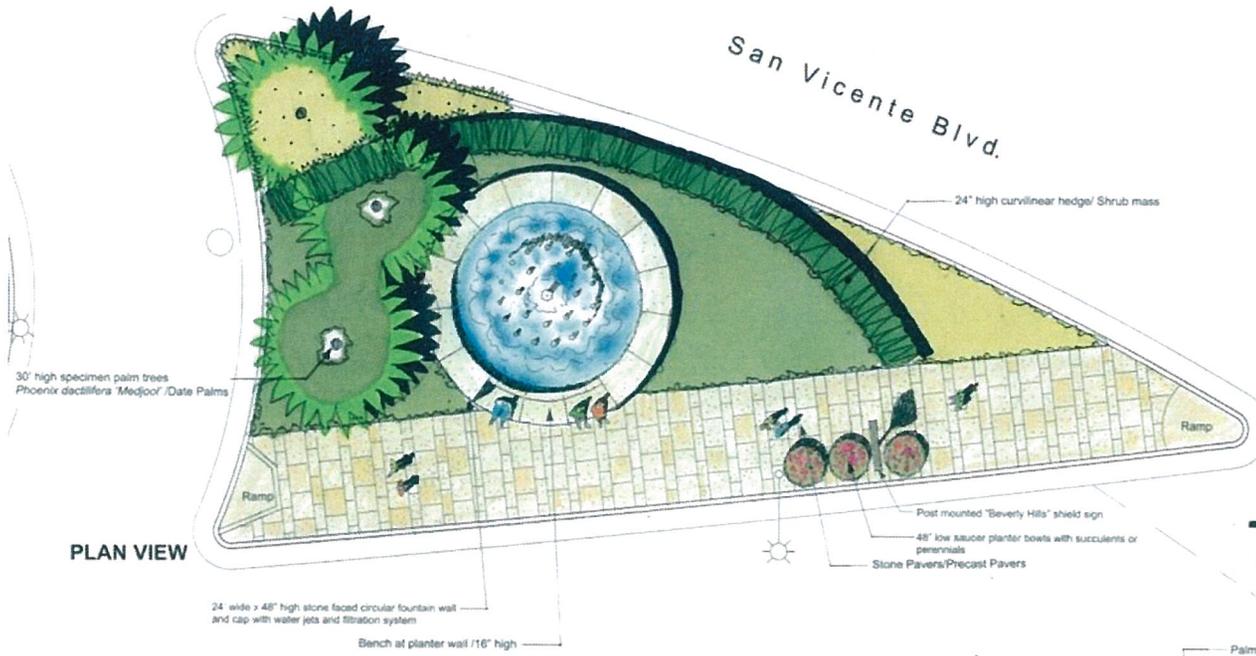
14' tall post mounted "Beverly Hills" shield sign
(relocated)



EAST ELEVATION

Beverly Hills Gateways

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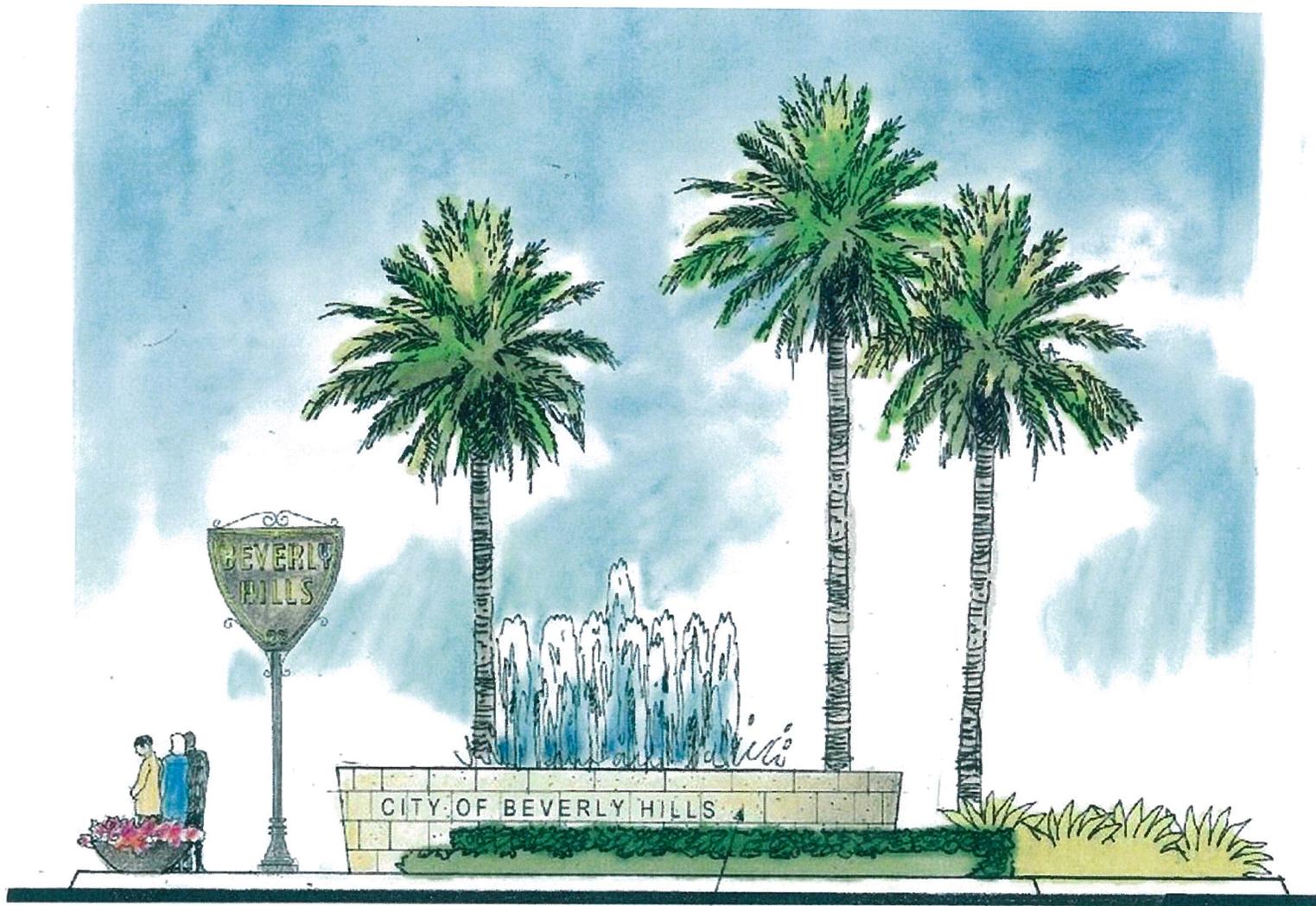


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**Beverly Hills
Gateways Study**
Wilshire at San Vicente Boulevard

SCALE 1/4"=1'

PLAN D

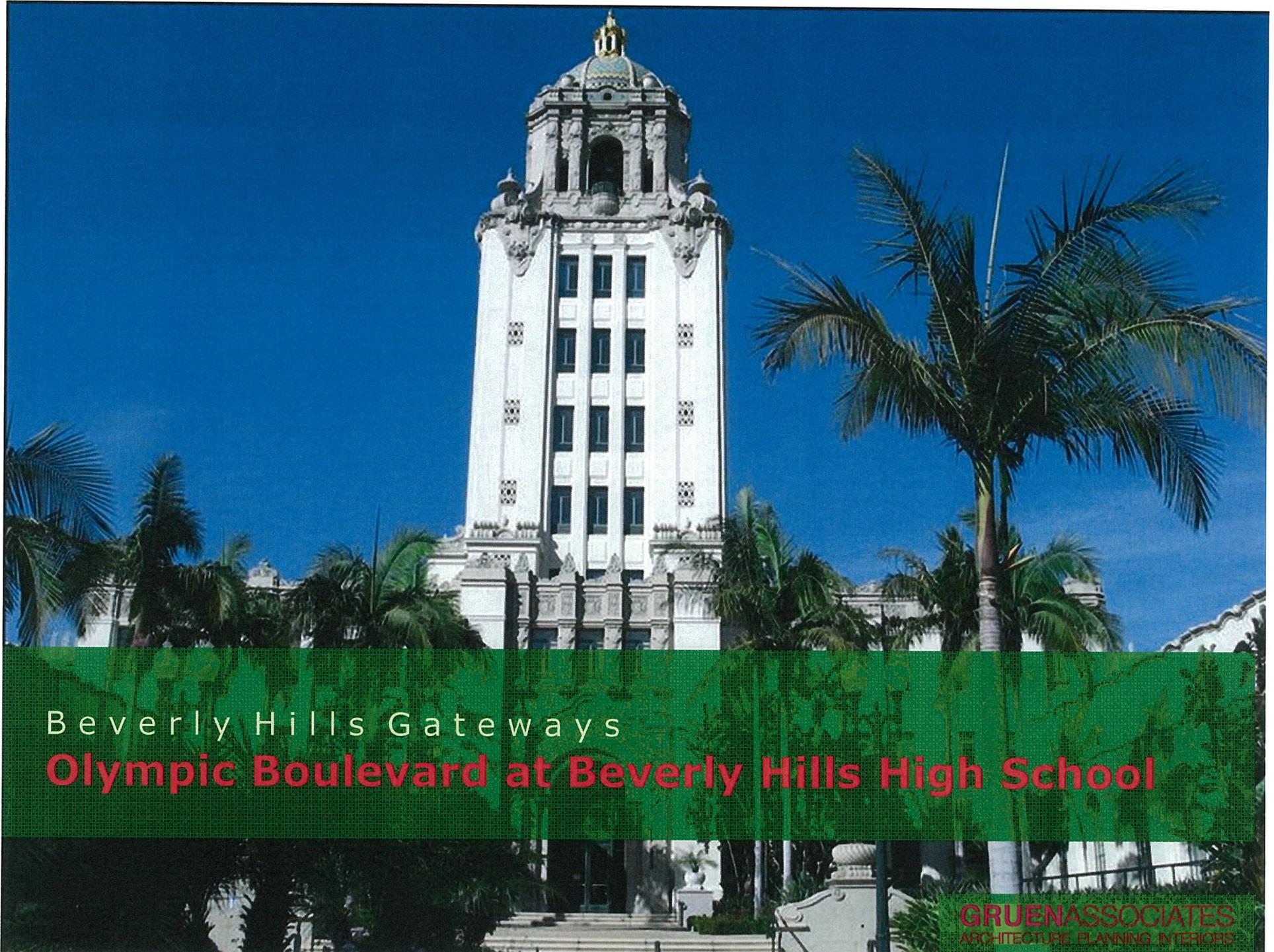


EAST ELEVATION

48" high stone clad fountain wall
with laser cut recessed "City of Beverly Hills"
or applied bronzed letters

Beverly Hills Gateways

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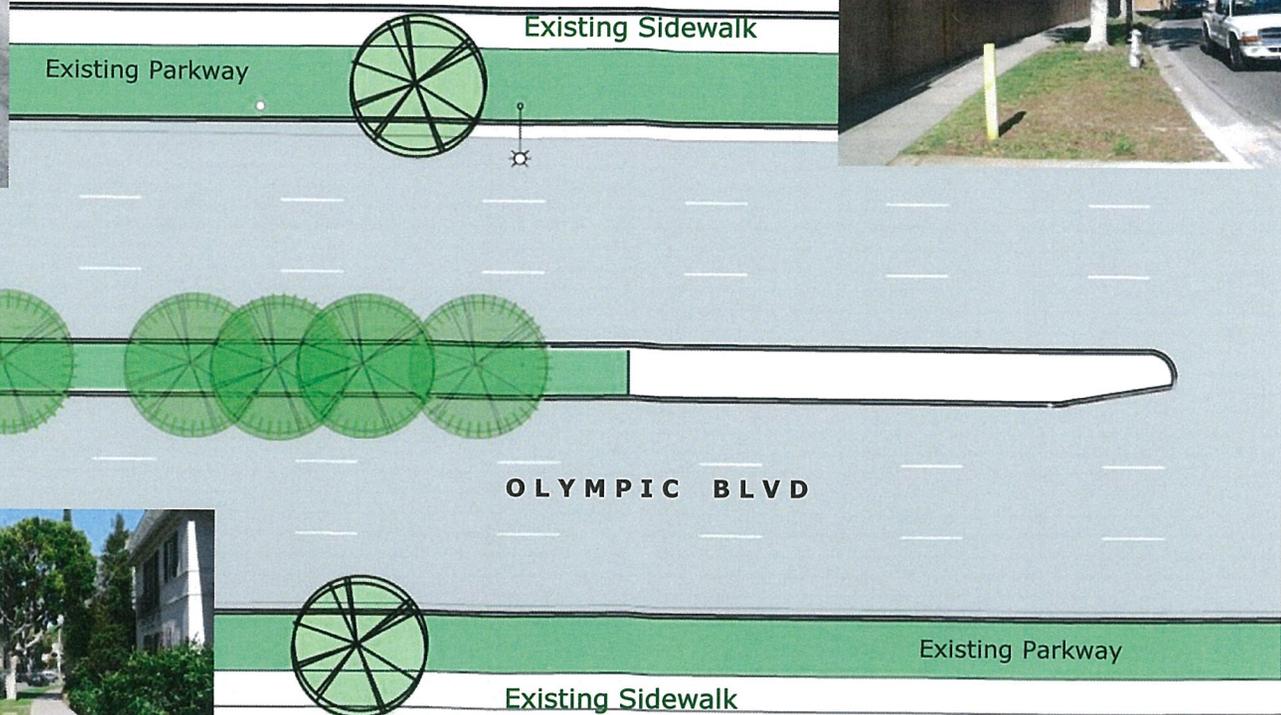
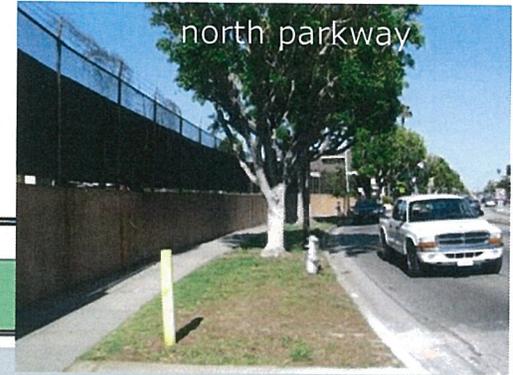
Beverly Hills Gateways

Olympic Boulevard at Beverly Hills High School

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Beverly Hills High School



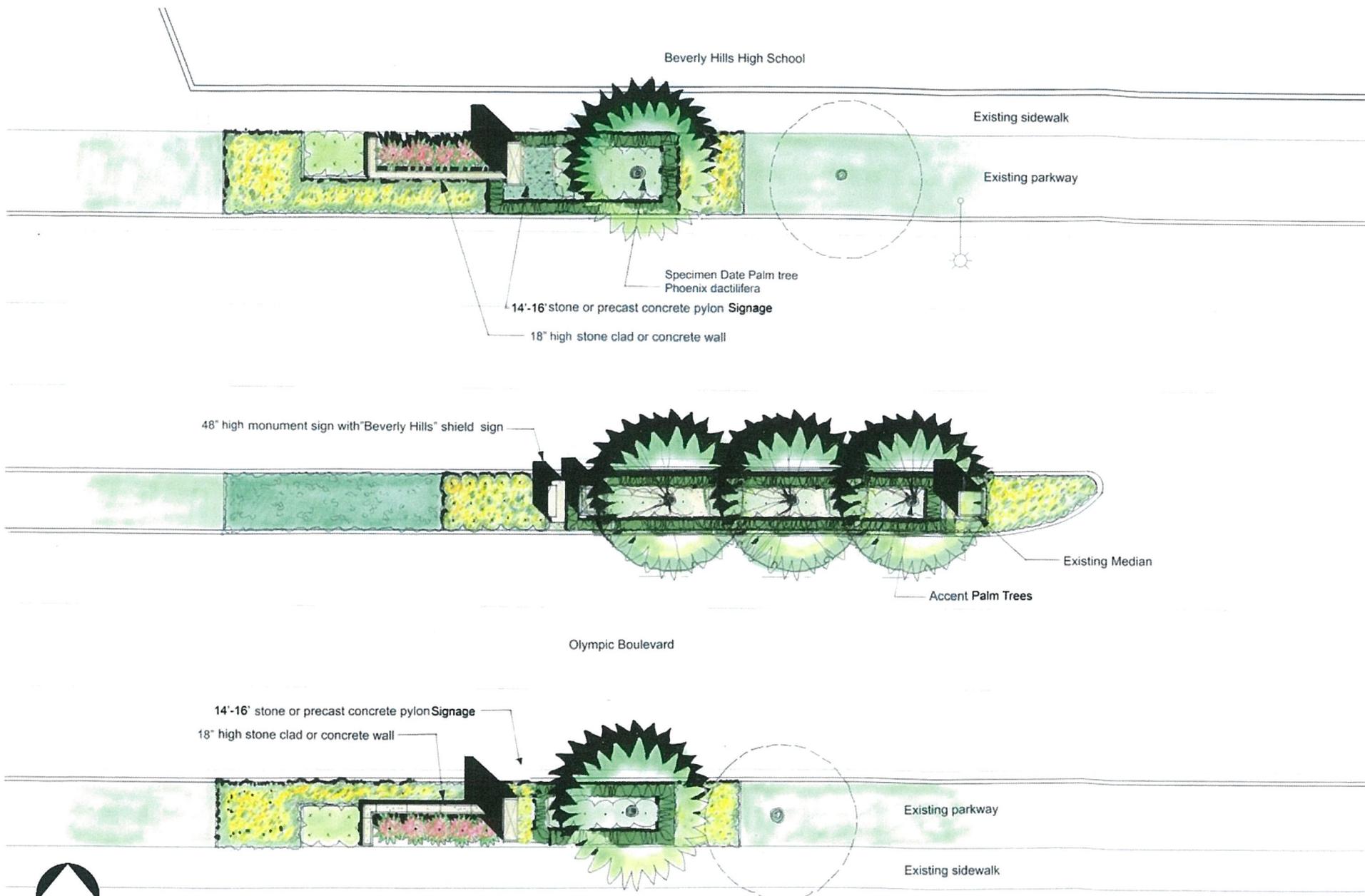
Apartments



Existing conditions

Beverly Hills Gateways

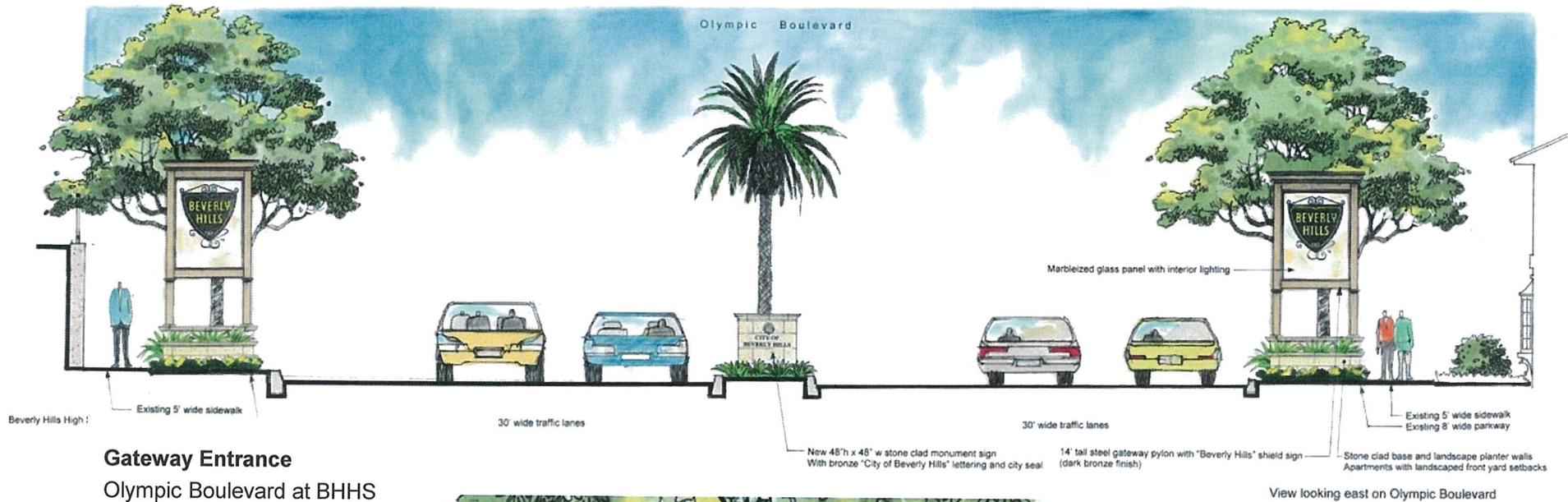
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Conceptual Landscape Plan

Beverly Hills Gateways

GRUEN ASSOCIATES
ARCHITECTURE PLANNING INTERIORS

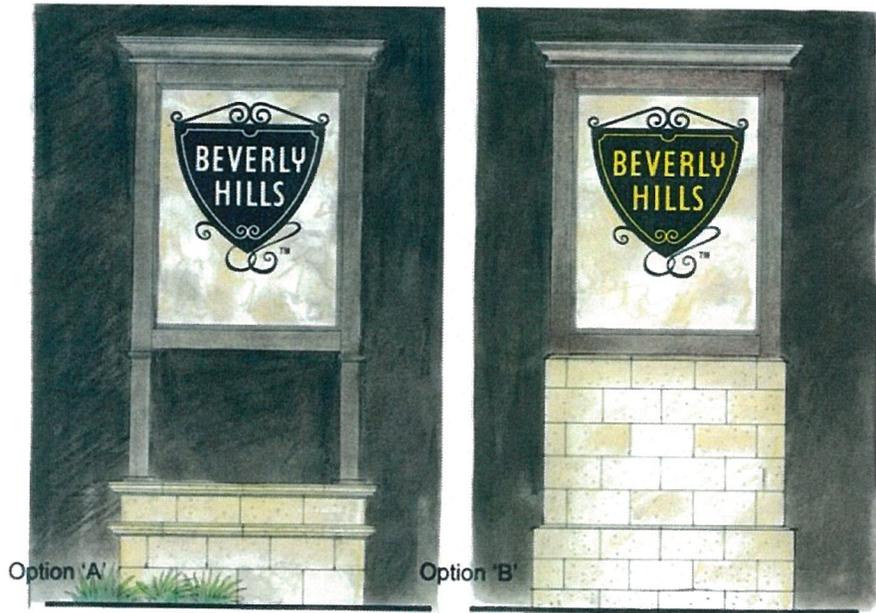


Gateway Entrance
Olympic Boulevard at BHHS
View Looking East



14' metal and glass sign pylon
with "Beverly Hills" shield sign
[Interior lit marble pattern glass]

Olympic Boulevard at BHHS
Gateway Sign Options



Marble patterned Glass-
multiple base options A/B

