CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date:	March 4, 2014
To:	Honorable Mayor & City Council
From:	David Lightner, Deputy City Manager
	Susan Healy Keene, Director of Community Development
Subject:	Southeast Task Force: Next Steps
Attachments:	Robertson Diagonal Parking Study August 2012 Final Report of the Southeast Task Force

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INTRODUCTION

The Southeast Task Force completed their initial charge on August 7, 2012 when their Final Report of Recommendations for revitalization of the southeast area of the City was presented to the City Council. However, as an interested and engaged group of residents of the area they expressed subsequent interest in receiving notices of development projects proposed in the neighborhood and have continued to advocate for revitalization of the southeast. The group reconvened twice last December at the request of the Mayor: once on December 3rd in order to discuss the 8767 Wilshire project (without Councilmembers) and then again on December 12th as a full group, including the current ad hoc committee of the City Council (Mayor Mirisch and Vice-Mayor Bosse).

This report provides an update on the discussion at the December 12, 2013 full meeting of the Task Force, forwards a request from Task Force members to reconstitute the group and resume meeting, and provides options for advancing Task Force goals.

DISCUSSION

At the December 12th meeting, staff presented the following items to the Task Force:

- Robertson Diagonal Parking Study
- Analysis of Possible Hotel Shuttle Program
- Update on property acquisition for parking
- Addition of street trees
- Development projects in the southeast

Robertson Diagonal Parking Study

Staff reviewed the results of the traffic study commissioned to evaluate the feasibility of diagonal parking on one side of Robertson Boulevard. The consultant study is attached, but in summary the findings are that only one travel lane in each direction would be the

result and that significant regional traffic impacts would be likely and would require further study to fully identify. The consensus of the Task Force Ad Hoc was that further pursuit of this initiative is not warranted due to the likely impacts and cost of environmental assessment. There may be other pedestrian oriented urban design improvements to the right of way that do not affect parking supply or traffic. The Task Force Ad Hoc supports exploration of these options.

Hotel Shuttle Program
Staff also reviewed the results of a Transportation Division test and analysis of a shuttle program intended to entice hotel guests in the City to visit Restaurant Row and other dining destinations in the southeast. The study showed that the commute time from the major hotels at the dinner hour is too long to make this concept feasible. The Task Force Ad Hoc concurred with the recommendation not to pursue this concept further.

Property Acquisition for Parking
Updates were provided regarding the City Council's budgeting of funds for the acquisition of property for construction of public parking and on the Council's significant efforts towards acquiring a specific piece of property on Robertson. It was noted that staff and the Council continue to seek out opportunities for southeast parking development as well as the potential expansion of La Cienega Park through purchase of the north-east corner of Olympic and La Cienega at the City gateway. The opportunity created by the proposed sale of the Fine Arts Theater was discussed and plans for consideration of a consortium of interested parties potentially including the Saban, Theater 40, the Producers Guild, the Annenberg and the City were discussed. Please note that subsequent to the Task Force meeting, the Fine Arts Theater owner was successful in entering escrow for sale to a private buyer who intends to maintain the theater use.

Other Updates
Further updates included: pending installation of new street trees on Robertson, South Beverly and La Cienega; a new restaurant coming to the former Pancake House location on Olympic; Vendome moving from Olympic to the former Blockbuster location on Robertson; Eatali recruitment efforts during the New York sales mission; and pending development of an entitled multi-family residential and ground floor retail project at Wilshire and Stanley.

Introduction of New Initiatives
New initiatives were proposed and discussed by the Task Force Ad Hoc included consideration of a pedestrian bridge from the La Cienega Tennis Center garage on the west side of the street to the remainder of the park on the east side of the street. It was noted that this idea has been considered before and the previous decision was not to construct. The Mayor noted the potential benefits as a gateway statement in addition to the functionality of safely crossing the street at mid-block. Another suggestion was initiation of a Sunday food kiosk event to attract attention to the area and to create a family-friendly activity. The addition of more holiday lighting for the southeast was also recommended.

Request from Task Force Members
In order to pursue these ideas and to further implement the recommendations in the Task Force report, the group would like to reconstitute its membership and receive a further charge from the City Council to begin meeting monthly during an implementation phase. It has been noted that some members may no longer have the time available to

devote to additional regular meetings of a task force and that the task force consists of school representatives and residents but does not include business representatives or commercial property owners.

If the City Council choses to formalize the further involvement of the Task Force members, there may be a more appropriate alternate structure:

- Task Force: typically has a specific task (thus the name) and upon completion of the task is disbanded;
- Steering Committee: A motivated group of representatives, not necessarily comprising all stakeholders who oversee a specific task.

A Steering Committee might work directly with staff or might include an Ad Hoc Committee of the Council. In either scenario, the Steering Committee model appears more in line with the current objective of the group to see their recommendations implemented.

ANALYSIS

There are two broad categories of improvements that have been identified by the Task Force. One area includes objectives related to business recruitment and retention and property acquisition for parking development. The City Council has set funding aside for both property acquisition in the southeast and for general southeast enhancements. These objectives warrant the continued involvement of the Economic Sustainability Program in the City Manager's Office and the Capital Assets Department.

There are other identified objectives that span a range of issues from streetscape improvements, development of an in-lieu parking district, notice and review of proposed projects in the area, to community event planning. Some, but not all are closely aligned with the Community Development Department. Others fall under the purview of other city departments, including Public Works Services and Community Services.

While the Task Force initially created has completed the task of establishing goals for revitalization of the area, additional work is needed to address the identified goals. While progress is being made on these initiatives as opportunities arise, it is recommended that a concerted effort to plan and implement these initiatives might produce faster results.

The Community Development Department has partnered in the work with the Task Force to date and could take the lead to convene a group of representative staff to advance the items identified by the Task Force:

- Develop a Southeast In-lieu Parking District
- Encourage outdoor dining where feasible
- Introduce seasonal banners to identify the Southeast and its sub-districts
- Create bike routes that connect the Southeast to other areas and install bike racks in strategic locations
- Designate Robertson tree type and expedite ficus replacement along with other initiatives to make the area more pedestrian friendly

The Capital Assets Department would continue to pursue the acquisition and development of parking sites and the Economic Sustainability team would continue to pursue targeted business recruitment and retention efforts.

As progress is made on each of these initiatives, it will be important to update and coordinate with the interested Southeast area stakeholders, especially those that have participated in the Task Force. If the Task Force is re-engaged, the Council may wish to determine whether all original members should be given the choice of whether to remain on an expanded Task Force or Steering Committee, or whether each councilmember should appoint a set number of members, potentially including original members among the new appointees and potentially expanding the membership to include property owner and business representatives.

The original members of the Task Force include: Mayor Mirisch, Chris Biehl, Don Creamer, Brian Goldberg, Howard Goldstein, Andrea Grossman, Isabel Hacker, Noah Margo, Susan Mishler, Dick Seff, and AJ Wilmer. At the beginning of his term, Mayor Mirisch created an ad hoc committee for the Southeast Task Force (Mayor Mirisch and Vice-Mayor Bosse).

Staff recommends that the ongoing interest of the task force in seeing results from their efforts may be best supported by reconvening the task force, as a Steering Committee, on a quarterly basis for update and coordination meetings. Staff efforts would then be focused on implementation of the recommendations with a report out to the stakeholders on progress.

As noted, one of the Task Force requests is that they receive timely notice of projects in the area that are to be reviewed by the Planning Commission or the City Council so that they can effectively engage in those reviews to advocate for Task Force objectives. Staff has developed notice procedures that include the designated members of the Southeast Task Force in addition to all other regular posting and noticing of projects.

FISCAL IMPACT

There is no fiscal impact at this time. As items are proposed for implementation, staff will return to the City Council for approval of individual items.

RECOMMENDATION

- Receive and file update report
- Determine if an on-going Task Force or Steering Committee should be established, and if so, determine:
  - Appointment of members
  - Quarterly or alternate frequency of meetings

David Lightner/Susan Healy Keene
Approved By

Attachment 1

CITY of BEVERLY HILLS

Robertson Boulevard Angled Parking Feasibility Study

Prepared By:

FEHR & PEERS

600 Wilshire Boulevard, Suite 1050

Los Angeles, CA 90017

Prepared For:

BEVERLY HILLS

June 2013

INTRODUCTION

The City of Beverly Hills would like to explore the feasibility of implementing angled parking on South Robertson Boulevard between Whitworth Drive and Wilshire Boulevard within the city limits to enhance the visitor experience and potentially increase the supply of on-street parking. This study is intended to serve as a high level review of angled parking concepts for Robertson Boulevard based on the roadway characteristics and available right-of-way. This report summarizes the existing roadway characteristics and parking configuration along Robertson Boulevard and offers three preliminary design concepts for the City's consideration.

EXISTING CONDITIONS

The existing roadway characteristics of Robertson Boulevard between Whitworth Drive and Wilshire Boulevard were reviewed based on aerial photographs and a field visit. The existing right-of-way, lane configurations, traffic controls, on-street parking, driveways and mid-block pedestrian crosswalks were documented, as summarized below and shown in Figure 1.

- Robertson Boulevard within the City of Beverly Hills has a 54-foot cross-section with two travel lanes in each direction, parallel parking on both sides of the street (155 spaces) and exclusive left-turn lanes at the two major intersections in the study area (Olympic & Wilshire Boulevards).
- Robertson Boulevard is classified as a "Minor Arterial Street" in the City's General Plan[1], which places more emphasis on land access than principal arterials. A minor arterial street does not always have exclusive left-turn lanes at cross street intersections due to narrow rights-of-way and the need to provide on-street parking.
- The portion of Robertson Boulevard in the study area has high peak period traffic volumes, with two major arterial intersections that currently operate at Level of Service (LOS) D at Robertson Boulevard & Wilshire Boulevard and LOS E at Robertson Boulevard & Olympic Boulevard during the weekday commute periods[2].
- One bus line operates on Robertson Boulevard[3] (Line 220 connecting to the Expo LRT Culver City Station). A total of 28 buses run on a typical weekday with 14 buses in each direction.

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[1] City of Beverly Hills General Plan Updated Technical Background Report http://www.beverlyhills.org/cbhfiles/storage/files/filebank/2574--GP-TBR-Chp-3-8.pdf

[2] Westside Subway Extension FEIR shows that the existing intersection LOS is LOS D during the weekday AM and PM peak hours at Robertson Boulevard & Wilshire Boulevard and at LOS E during the weekday AM and PM peak hours at Robertson Boulevard & Olympic Boulevard. http://www.metro.net/projects_studies/westside/images/final_eir-eis/44.%20Existing%20plus%20Project%20Traffic%20Impact%20Analysis%20Report.pdf

[3] Metro website at http://www.metro.net/around/maps/

FACTORS AND CONSTRAINTS

The following factors and constraints were identified to inform the design concepts for Robertson Boulevard:

- Existing roadway classification
- Roadway width, number of travel lanes, and operating conditions
- Transit routes and frequency of service
- City of Los Angeles 2010 Bicycle Plan[4]

PROPOSED CORRIDOR CONCEPTS FOR ROBERTSON BOULEVARD

Based on the available right-of-way on Robertson Boulevard, three design concepts were developed, including two designs featuring angled parking on the west side of the street. Since angled parking would only be feasible on one side of the street due to available right-of-way, the west side was chosen for implementation because fewer driveways are located on the west side of the roadway than the east side (Figure 1 shows the driveways located along Robertson Boulevard) and the western parcels are located within the City of Beverly Hills whereas the eastern parcels are in the City of Los Angeles. The third design concept would maintain the parallel parking and provide a "complete streets" design with on-street bike lanes and a center turn lane to reduce vehicular travel speeds, reduce delays caused by vehicles making a left-turn along the corridor, and improve access for active modes.

With a 54-foot cross-section, angled parking would be possible on only one side of Robertson Boulevard and would require a reduction of travel lanes from two travel lanes to one travel lane in each direction. Therefore, the original request to retain two northbound travel lanes is not feasible. Based on the characteristics of Robertson Boulevard, a typical parking stall angled at 45 degrees from the curb and with front-in operations would take the least amount of right-of-way while allowing cars to park and maneuver safely. A 9.5-foot buffer lane would be located adjacent to the angled parking lane to allow cars to enter and exit the parking spaces without disrupting through traffic along Robertson Boulevard. During peak travel periods, vehicles may choose to drive in this lane; however, since vehicles would experience frequent delays due to vehicles entering and exiting the angled parking spaces, this lane has been identified as a "buffer area" and not a vehicular travel lane.

Robertson Boulevard between Wilshire Boulevard and Whitworth Drive currently has 155 on-street metered parking spaces, as shown in Figure 1. Table 1 summarizes the estimated on-street parking for existing conditions and each design concept. Figures 2, 3, and 4 illustrate the cross-sections and the benefits and constraints for each concept compared to the existing configuration.

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[4] Los Angeles Department of City Planning 2010 Bicycle Plan
http://planning.lacity.org/cwd/gnlpln/transelt/NewBikePlan/Txt/LA%20CITY%20BICYCLE%20PLAN.pdf

The following summarizes the key features for each design concept:

- Concept A – Maximize On-Street Parking (Angled Parking): This option would provide angled parking on the west side of the street for the entire study corridor, which would provide approximately 69 additional parking spaces, resulting in a 45 percent increase in on-street parking along the corridor. Implementing angled parking would require the number of travel lanes to be reduced from two lanes to one lane in each direction. The two existing travel lanes would merge into one lane on the northern end of the segment just south of Wilshire Boulevard and on the southern end of the segment just north of Whitworth Drive. Figure 2 illustrates the cross-section and summarizes the benefits and constraints for this concept.

Table 1. Preliminary Corridor Design Concepts for Robertson Boulevard

Corridor Segment	Existing Parallel Parking		Concept A Angled Parking		Concept B Angled Parking for Select Blocks		Concept C Complete Streets	
Curbside	West	East	West	East	West	East	West	East
Wilshire Blvd to Charleville Blvd	11	12	25(A)*	12	11	12	11	12
Charleville Blvd to Gregory Wy (N)	22	13	41 (A)	13	41 (A)	13	22	13
Gregory Wy (N) to Gregory Wy (S)	4	8	7 (A)	8	7 (A)	8	4	8
Gregory Wy (S) to Chalmers Dr	17	13	29 (A)	13	29 (A)	13	17	13
Chalmers Dr to Olympic Blvd	12	10	22 (A)	10	12	10	12	10
Olympic Blvd to Whitworth Dr	18	15	29 (A)*	15	18	15	18	15
Total On-Street Parking Spaces by Direction	**84**	**71**	**153 (A)**	**71**	**118**	**71**	**84**	**71**
Total On-Street Parking Spaces	**155**		**224**		**189**		**155**	
Net Change in Total Parking Count	**-**		***69***		***34***		***0***	
Percent Change in Total Parking Count	**-**		***+45%***		***+22%***		**-**	

Note: (A): Angled Parking; assumes 45-Degree front-in angled parking on Robertson Boulevard.

- Concept B – Balance On-Street Parking Supply with Roadway Capacity (Angled Parking for Select Blocks): This hybrid option would provide angled parking on the west side of the street along the middle section of Robertson Boulevard from Charleville Boulevard to Chalmers Drive where additional on-street parking can serve the adjacent retail uses. This concept would provide approximately 34 additional on-street parking spaces, resulting in a 22 percent increase in the on-street parking supply along the corridor. The roadway capacity would be maintained along the northern and southern ends of Robertson Boulevard where it connects with major intersections at Wilshire and Olympic Boulevards. The roadway would be reduced to one travel lane in each direction in the areas designated for angled parking. Figure 3 illustrates the cross-section and summarizes the benefits and constraints for this concept.
- Concept C – Complete Streets (Maintain Parallel Parking and Provide Bike Lanes): This option would provide one travel lane in each direction, a center turn lane to reduce delays caused by vehicles turning left, and Class II bicycle lanes on both sides of the street. Currently, there are no left-turn lanes at intersections or mid-block along Robertson Boulevard between Wilshire Boulevard and Olympic Boulevard. A left-turn vehicle intending to turn onto a side street could result in a queue on Robertson Boulevard during peak periods, and the addition of a center turn lane would facilitate the left-turn movement into properties on both sides of the corridor. This option would retain the parallel parking on both sides of Robertson Boulevard. Figure 4 illustrates the cross-section and summarizes the benefits and constraints for this concept.

Concept A and Concept B would provide additional angled parking for the Robertson Boulevard corridor. Concept C introduces new bike lanes to the corridor and adds a center turn lane to reduce delays caused by left turning vehicles along the corridor. Due to the high traffic volumes along Robertson Boulevard, the removal of vehicular lanes could result in congestion and potential shifts in traffic volumes to adjacent streets.

BACK-IN ANGLED PARKING

The feasibility of other angled parking options less than 45-degree, such as 30-degree parking with front-in operations, was also explored. However, 30-degree angled parking with front-in operations is not recommended due to the potential difficulty that drivers, particularly older drivers, have when backing into moving traffic. Therefore, parking angled at less than 45 degrees would operate more safely with back-in operations. Back-in angled parking provides motorists with better visibility of bicyclists, pedestrians, cars and trucks as they exit a parking space and enter moving traffic. Back-in angled parking is usually recommended for "non-arterial" streets as a traffic calming measure for locations where speeding is a problem and increased parking is needed. Given the high traffic volumes on Robertson Boulevard, implementation of back-in operations would require further investigation and engineering design review.

Traffic Operations

The angled parking concepts presented above would all require some amount of travel lane reduction along Robertson Boulevard. To maximize the amount of on-street parking under Concept 1, Robertson Boulevard would be reduced from two to one travel lanes in each direction along the entire study corridor. To provide additional vehicular capacity at the two major intersections along the study corridor, angled parking was only recommended along select blocks of Robertson Boulevard under Concept 2.

Any reduction in travel lanes along Robertson Boulevard would increase the amount of congestion along the corridor during peak travel hours. Existing traffic volumes (from counts collected in 2009) are reported below.

Traffic volume on Robertson Boulevard just south of Wilshire Boulevard:

- Northbound: AM Peak Hour - 910; PM Peak Hour - 835
- Southbound: AM Peak Hour - 805; PM Peak Hour - 1,030

Traffic volume on Robertson Boulevard just north of Olympic Boulevard:

- Northbound: AM Peak Hour – 1,005 vehicles; PM Peak Hour - 905
- Southbound: AM Peak Hour – 825 vehicles; PM Peak Hour - 895

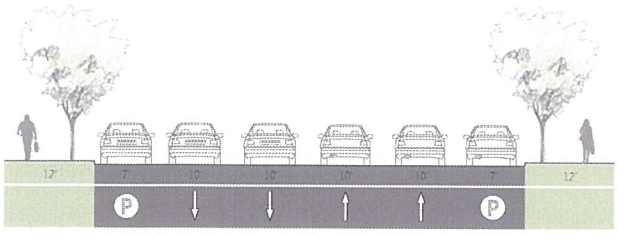
As shown above, between 800 and 1,000 vehicles travel along Robertson Boulevard in each direction in the peak hour. These volumes exceed the capacity of a single travel lane in both directions for an urban area. A reduction in travel lanes along the corridor would increase congestion along Robertson Boulevard and likely result in a shift of vehicles to parallel corridors.

Conclusions & Next Steps

In summary, it is possible to replace parallel parking with angled parking on the west side of Robertson Boulevard while retaining parallel parking on the east side of Robertson Boulevard. Such a configuration would require the removal of one travel lane in each direction. Three corridor concepts were presented in this report for the City's consideration. Concepts A and B provide additional angled parking for the Robertson Boulevard corridor. Concept C introduces new bikes lanes and a center turn while maintaining the existing parallel parking. In all three concepts, the removal of vehicular lanes could result in increased congestion and potential shifts in traffic to adjacent streets.

This study was intended to serve as a high level review of angled parking concepts for Robertson Boulevard based on the roadway characteristics and available right-of-way. If the City of Beverly Hills would like to continue to explore angled parking along this corridor, we recommend that a detailed traffic operations study be conducted to determine the potential LOS impacts along Robertson Boulevard and potential impacts caused by vehicles diverting from Robertson Boulevard into the adjacent neighborhood during peak travel periods with the reduction in roadway capacity.

54' Roadway Width
4 Travel Lanes & 2 Lanes Parallel Parking



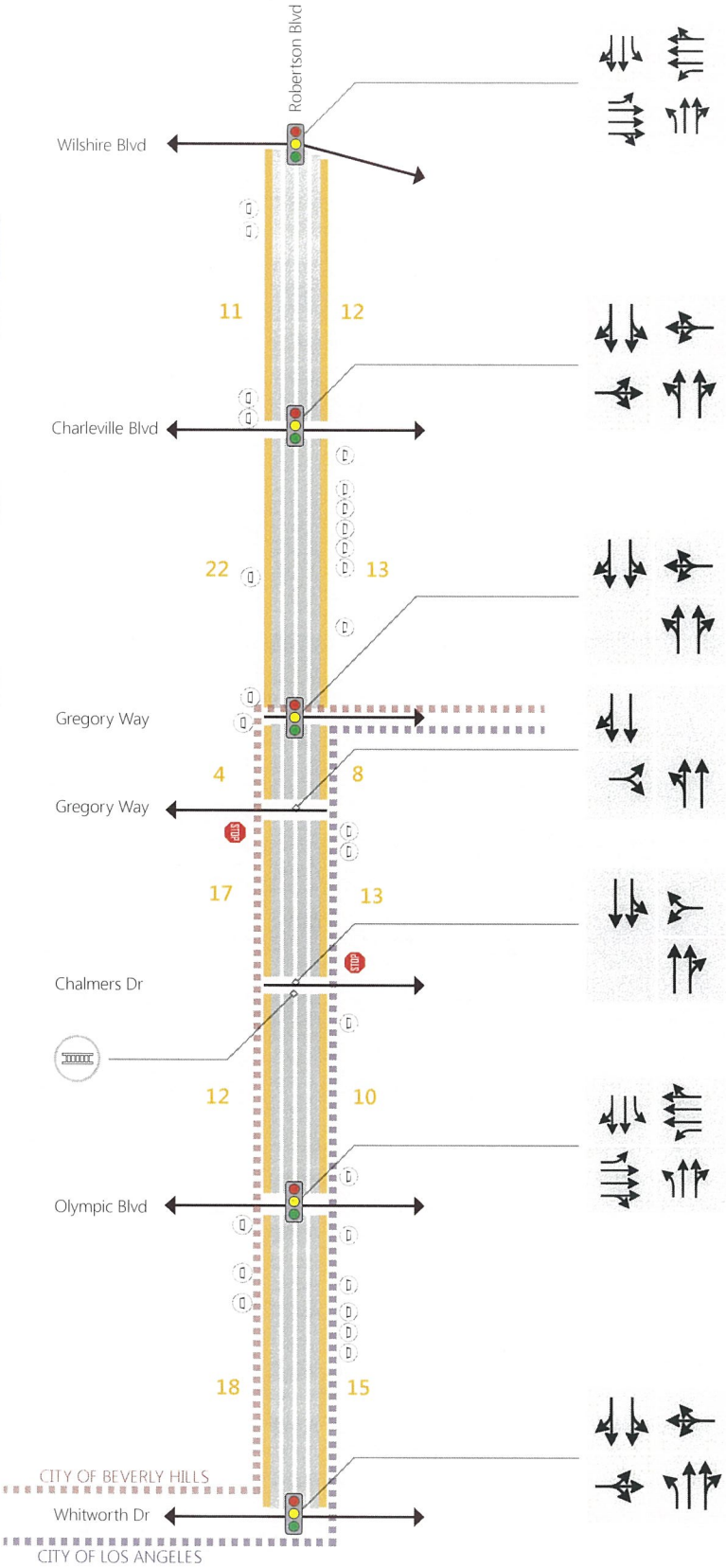
Benefits

- No change to existing conditions

Constraints

- No parking space gain

Total Parking Spaces: 155



Travel Lane
1 Hour Parking 8 AM - 6 PM (Parallel)
Signalized Intersection
Stop Sign Location
Driveway
XX # of Parking Spaces on Segment
High-Visibility Crosswalk

NOT TO SCALE

N

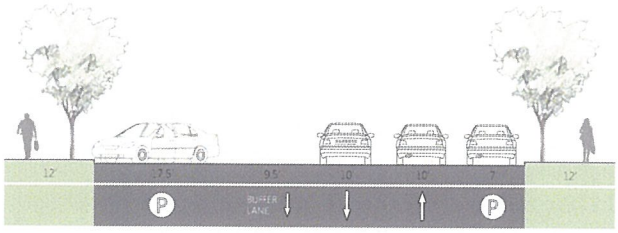
N
Not to Scale

FEHR PEERS

EXISTING CONDITIONS

FIGURE 1

54' Roadway Width
2 Travel Lanes, Angled Parking on West Side,
Buffer Lane, Parallel Parking on East Side



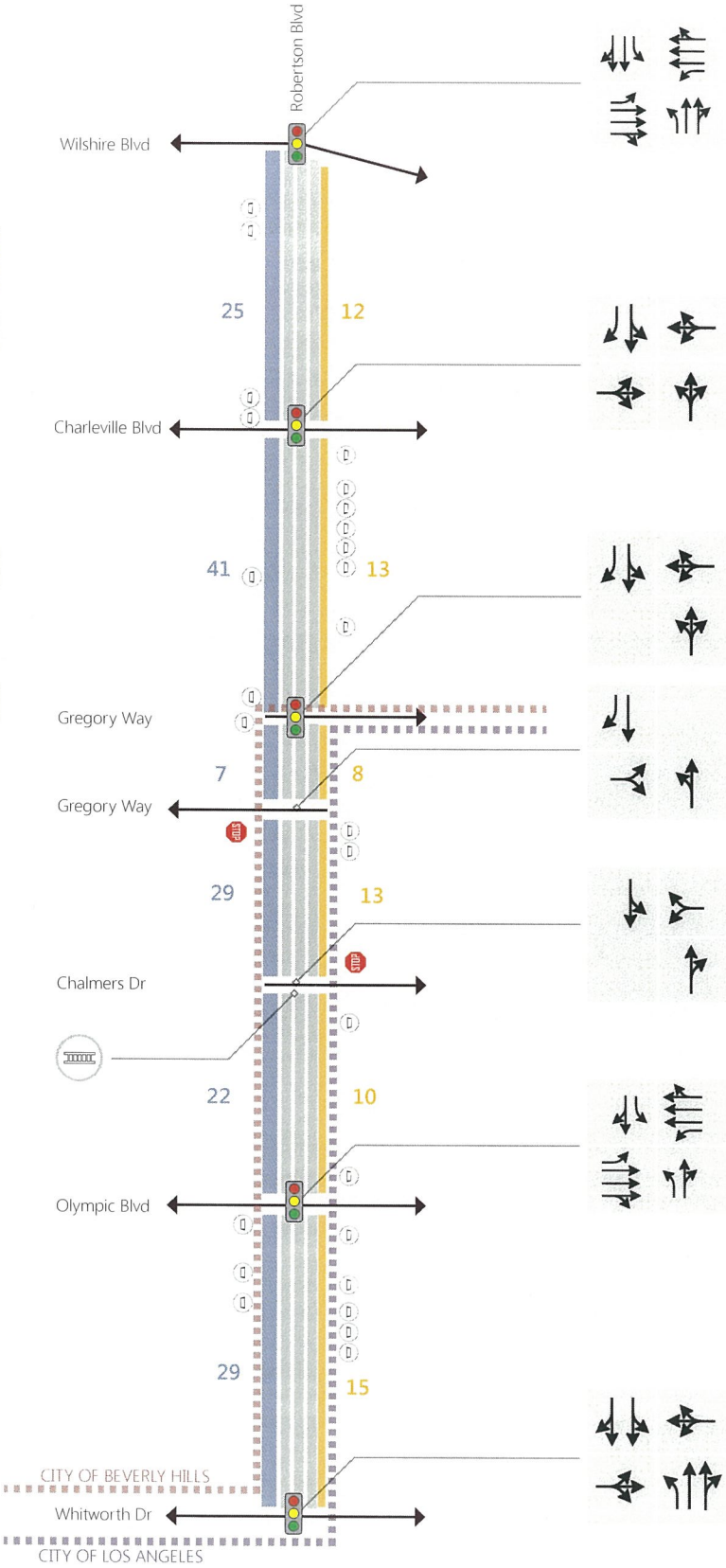
Benefits

- Gain 69 additional parking spaces (45% increase)
- Provision of space for potential curb extensions at intersections and mid-block crosswalk, which will reduce pedestrian crossing distance and improve pedestrian visibility
- A wider parking buffer between pedestrians on the west side of the street and through traffic

Constraints

- Lose one travel lane in each direction
- Could result in high peak period congestion

Total Parking Spaces: 224



Travel Lane
1 Hour Parking 8 AM - 6 PM (Angled)
1 Hour Parking 8 AM - 6 PM (Parallel)
Signalized Intersection
Stop Sign Location
Driveway
XX/XX # of Parking Spaces on Segment
High-Visibility Crosswalk

NOT TO SCALE

N

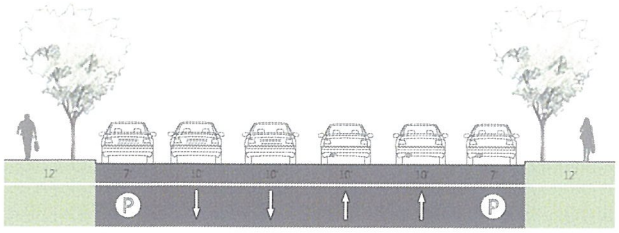
N
Not to Scale

FEHR PEERS

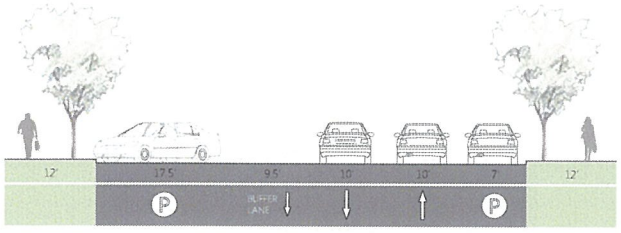
CONCEPT A: MAXIMIZE ON-STREET PARKING

FIGURE 2

1 54' Roadway Width
4 Travel Lanes & 2 Lanes Parallel Parking



2 54' Roadway Width
2 Travel Lanes, Angled Parking on West Side, Buffer Lane, Parallel Parking on East Side



Benefits

- Gain 34 additional parking spaces (22% increase)
- Provision of space for potential curb extensions at intersections and mid-block crosswalk, which will reduce pedestrian crossing distance and improve pedestrian visibility
- A wider parking buffer between pedestrians and through traffic on blocks with angled parking
- Minimize vehicle impacts on blocks that maintain parallel parking

Constraints

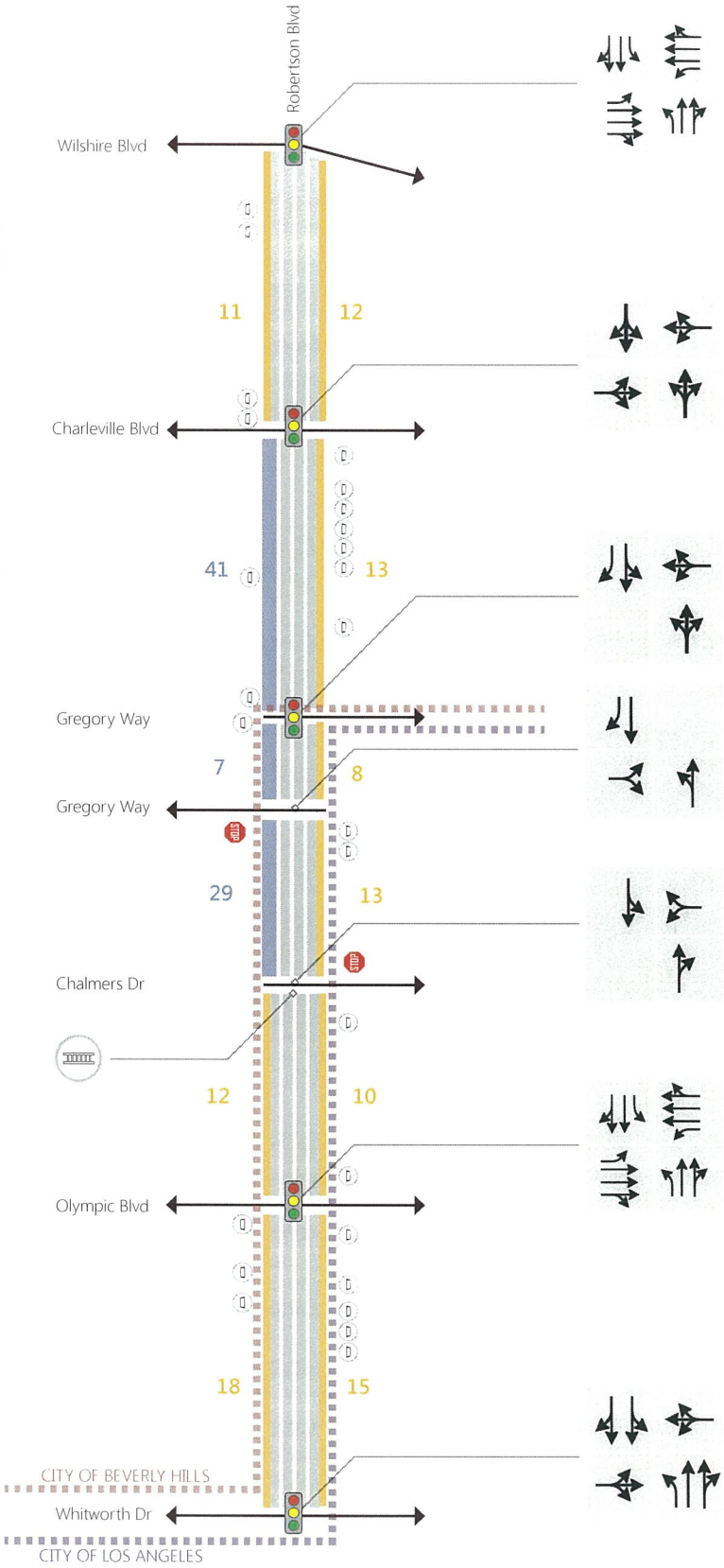
- Lose one travel lane in each direction for selected blocks
- Could result in high peak period congestion on blocks with angled parking

Total Parking Spaces: 189

Travel Lane
1 Hour Parking 8 AM - 6 PM (Angled)
1 Hour Parking 8 AM - 6 PM (Parallel)
Signalized Intersection
Stop Sign Location
Driveway
XX/XX # of Parking Spaces on Segment
High-Visibility Crosswalk

NOT TO SCALE

N



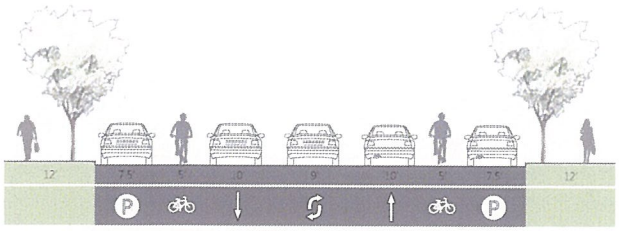
Not to Scale

FEHR PEERS

CONCEPT B: BALANCE ON-STREET PARKING SUPPLY WITH ROADWAY CAPACITY

FIGURE 3

54' Roadway Width
2 Travel Lanes, Center Turn Lane, 2 Lanes Parallel Parking, 2 Bike Lanes



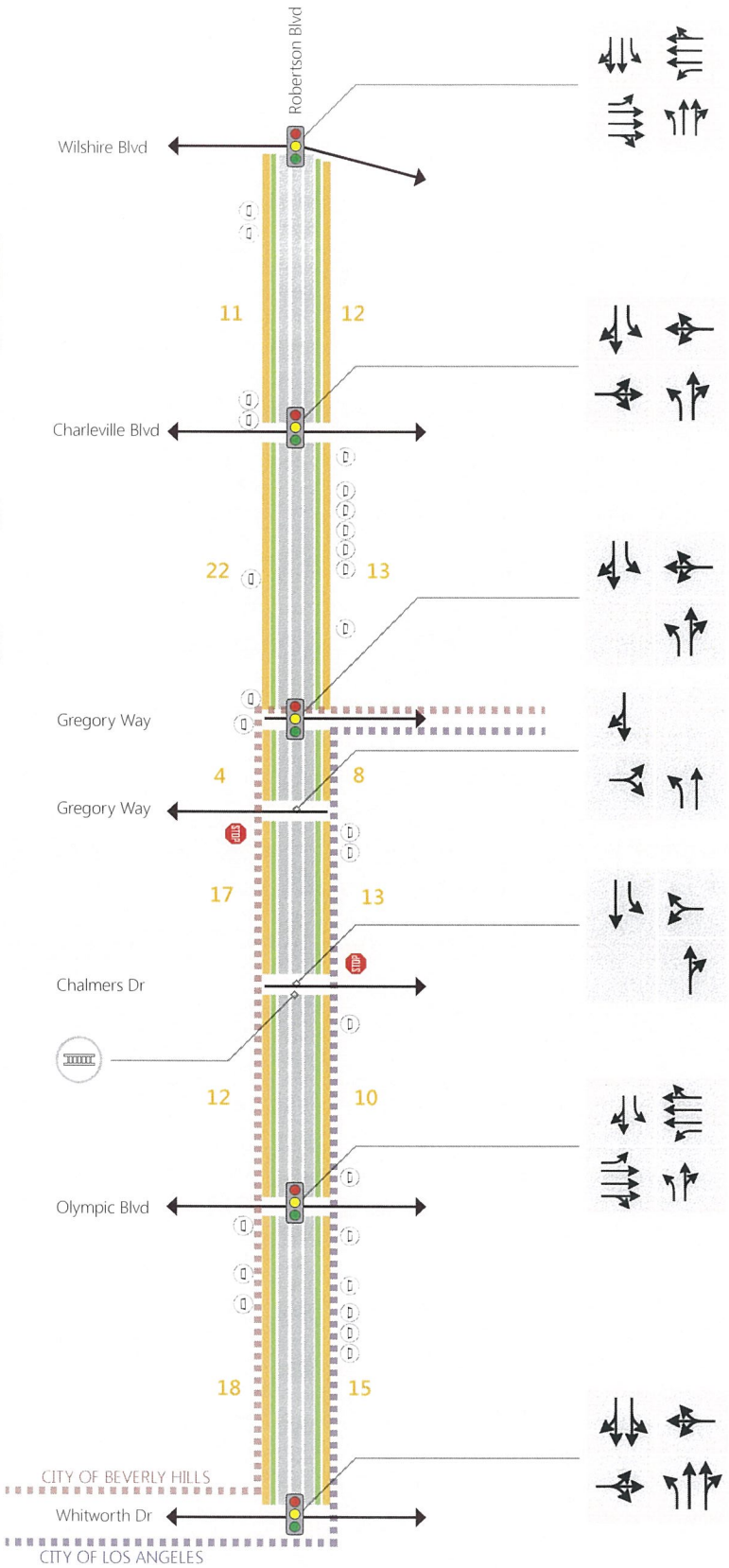
Benefits

- Reduce traffic speeds
- Additional left turn capacity at driveways and at intersections
- Would allow for implementation of City of Los Angeles bike lanes per 2010 Bike Master Plan

Constraints

- Lose one travel lane in each direction; could result in high peak period congestion

Total Parking Spaces: 155



Travel Lane
1 Hour Parking 8 AM - 6 PM (Parallel)
Bike Lane
Signalized Intersection
Stop Sign Location
Driveway
XX # of Parking Spaces on Segment
High-Visibility Crosswalk

NOT TO SCALE

N

Not to Scale

FEHR PEERS

CONCEPT C: COMPLETE STREETS

FIGURE 4

Attachment 2

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

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.

Meeting Date: August 7, 2012

Outreach

The outreach effort was targeted to build on the area's strengths and to address the primary challenge of parking constraints.

Dick Rosenzweig, who was then Vice-President of Playboy Enterprises, was consulted to explore the connections between the Southeast area and the entertainment industry. One of the fundamental assets of the area is the existence of the Saban Theater, the Fine Arts Theater, the Music Hall Theater, the headquarters of the Academy of Motion Picture Arts & Sciences, the Beverly Hills Playhouse, the Writers Guild Theater and the Horace Mann Auditorium (which pre-dates the school). The idea of creating an Arts District around this historic core is full of potential and was suggested as an identity for the whole area. The history of discussions about a Beverly Hills Film Festival was reviewed and that too could be a powerful tool to weave the area's assets together in an annual destination event, particularly when the private commercial screening rooms in the district are added to the theater resources. A strong partnership with the Annenberg Center was recommended even though that resource is outside the district.

In order to bring the business owners' perspective to the Task Force, the outreach effort included identifying two area businesses run by civic-minded owners who were happy to meet with the group to discuss business opportunities and challenges and to develop ideas. Jay Navas of Toppings Yogurt on Robertson and Lupe Prado Sanchez of Cocina Primavera on Olympic were both invaluable resources for the group as their recommendations were being formed. Toppings exemplifies the non-chain, family-friendly, destination business model that the Task Force recommends. The members of the Prado family behind Cocina Primavera are long-time restaurateurs on Larchmont Boulevard providing key perspectives on opportunities for small business success in Beverly Hills and they similarly provide a "local destination" as supported by the Task Force.

The outreach effort included a specific focus on parking, which emerged as one of the key challenges associated with revitalization of the area. The Task Force recommendations include pursuing several approaches to address the parking constraints simultaneously, including increasing on-street parking, expanding the in-lieu parking program, maximizing the usefulness of parking in existing buildings, working with developers to find creative parking solutions such as encroachments beneath the right-of-way and City development of parking garages in targeted locations. One of the key recommended goals is to leverage partnership opportunities as they arise.

Focusing on this goal and the unique opportunity presented by the School District's plan for major reconstruction at the Horace Mann campus on Robertson, an outreach effort with the District was initiated to see if there was potential to create subterranean public parking in a manner that would not interfere with school operations. This exploration included discussion with District design staff and consultants, with the Board of Education at a Board study session, and with Horace Mann parents at a very well attended Horace Mann PTA meeting. Ultimately it became clear that no design solution was going to address the concerns of the stakeholders and the focus was shifted to a search for other sites on Robertson for public parking.

Additional outreach to area real estate brokers was conducted so that the City can stay informed about opportunities to purchase appropriate public parking sites.

Meeting Date: August 7, 2012

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.

Programming

11. Coordinate with the School District to incorporate school site events into the neighborhood.

12. Encourage outdoor dining and make sure all blocks have enough trash cans.

13. Introduce events such as a film festival, an art fair or food event for greater business exposure.

14. Introduce seasonal banners to identify the Southeast and its sub-districts.

Mobility

15. Create bike routes that connect the Southeast to other areas and install bike racks in strategic locations.

16. Introduce a trolley route between the City's hotels and the Southeast.

17. Designate Robertson tree type and expedite ficus replacement along with other initiatives to make the area more pedestrian friendly.

18. Study the potential for diagonal parking on the west side of Robertson, between Charleville and Olympic. The concept to be evaluated would provide for: parallel parking on the east side; one northbound travel lane; two southbound travel lanes; diagonal parking on the west side. The study should also evaluate "back-in" diagonal parking.

Additional Capital Improvements

19. Improve the LaCienega median at the park and consider a pedestrian bridge.

20. Acquire the Los Angeles property adjacent to LaCienega Park at the northeast corner of LaCienega and Olympic for additional park space and creation of a City gateway.

21. Create a minor league baseball field at LaCienega Park, with stands for 1,200-3,000 spectators, to attract a Dodger farm team.

FISCAL IMPACT

One of the positive results of the Task Force's work is that many of the recommendations are not dependent on additional funds. The commitment of staff time to work toward these goals, along with the City's partners at the Chamber of Commerce and the CVB, is the major resource needed to start addressing these recommendations.

Exceptions include: the development of parking and other area investment, such as LaCienega Park expansion and improvements, toward which $4.675 million has been designated over the next 5 years; creation of a banner program and implementation of other marketing tools which will require funding as would a trolley program (typically not able to be self-sustaining with operating costs of $38/hour). If supported in concept, staff will develop program proposals for these efforts and return to the City Council for

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

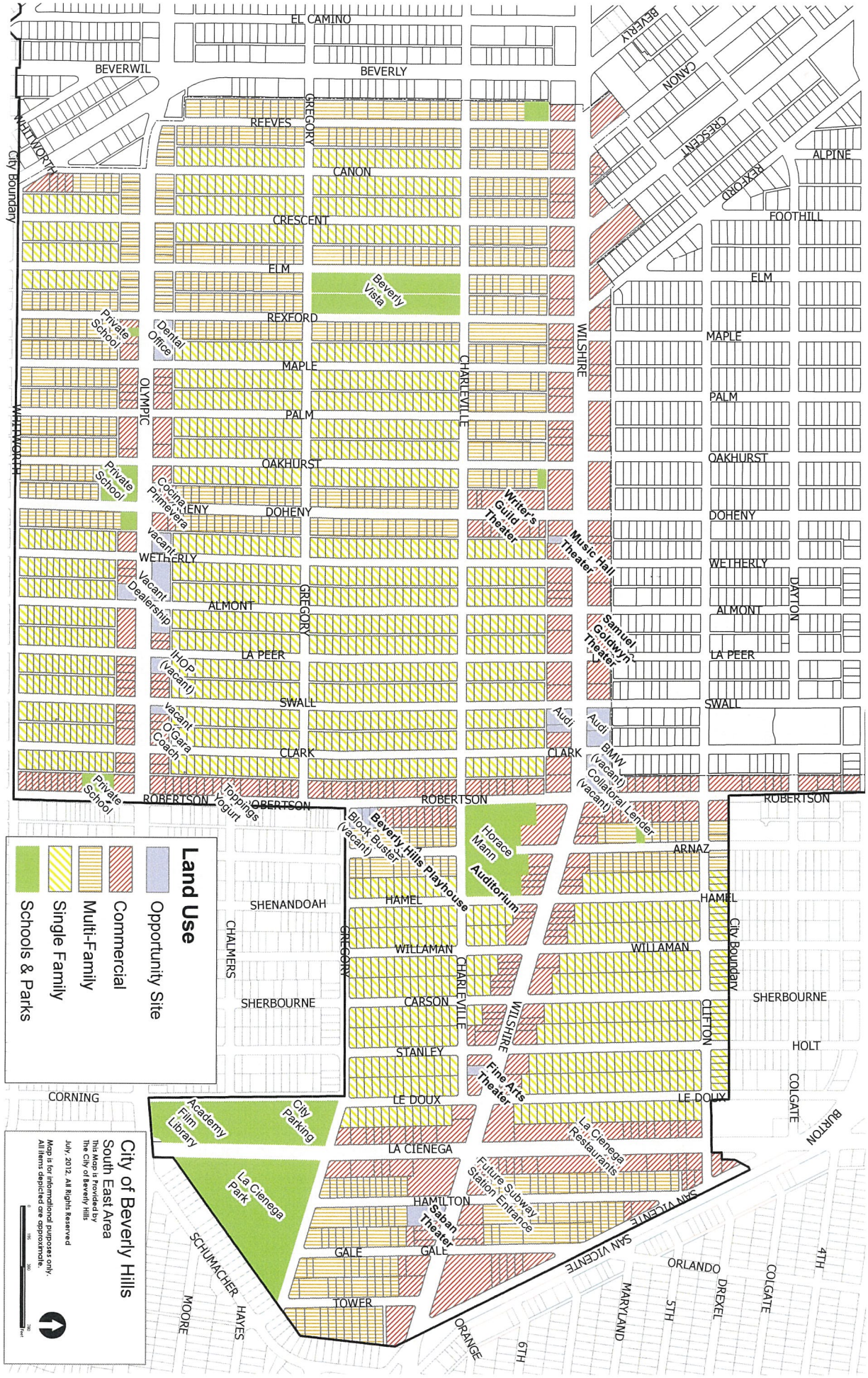
While the recommendation to study diagonal parking on Robertson could lead to a net increase in parking, the removal of one of the two existing northbound travel lanes could have mobility impacts for the region. If the City Council directs further study of diagonal parking on Robertson, the first step 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
Approved by


City of Beverly Hills
South East Area
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Land Use
Opportunity Site
Commercial
Multi-Family
Single Family
Schools & Parks
EL CAMINO
BEVERWIL
BEVERLY
REEVES
GREGORY
CANON
CRESCENT
ELM
REXFORD
MAPLE
PALM
OAKHURST
DOHENY
WETHERLY
ALMONT
LA PEER
SWALL
CLARK
ROBERTSON
HAMEL
WILLAMAN
CARSON
STANLEY
LE DOUX
LA CIENEGA
HAMILTON
GALE
TOWER
CORNING
SHENANDOAH
SHERBOURNE
CHALMERS
WHITWORTH
City Boundary
OLYMPIC
CHARLEVILLE
WILSHIRE
BEVERLY
CANON
CRESCENT
REXFORD
ALPINE
FOOTHILL
DAYTON
CLIFTON
HOLT
COLGATE
BURTON
SAN VICENTE
SCHUMACHER
MOORE
HAYES
ORANGE
6TH
MARYLAND
5TH
DREXEL
ORLANDO
4TH
Beverly Vista
Private School
Dental Office
Private School
Cocina Primavera
Vacant
Vacant Dealership
IHOP (vacant)
vacant
O'Gara Coach
Private School
Toppings Yogurt
Block Buster (vacant)
Beverly Hills Playhouse
Horace Mann Auditorium
Writer's Guild Theater
Music Hall Theater
Samuel Goldwyn Theater
Audi
Audi
BMW (vacant)
Collateral Lender (vacant)
Fine Arts Theater
La Cienega Restaurants
Future Subway Station Entrance
Saban Theater
Academy Film Library
City Parking
La Cienega Park