



## STAFF REPORT

**Meeting Date:** January 13, 2015

**To:** Honorable Mayor & City Council

**From:** Michele McGrath, Principal Planner, Community Development

**Subject:** Santa Monica Boulevard Renaming – 2014 Survey

**Attachments:**

- A. Copies of 2010 and 2014 Surveys
- B. 2014 Survey Responses and Comments
- C. City Council Staff Report, September 10, 2013 (previous staff reports from 2009 and 2010 are attached)
- D. 2013 Citywide Satisfaction Survey
- E. Letters from Fred Barman, 2014
- F. Map of South Santa Monica Boulevard

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### INTRODUCTION

The City Council, on September 10, 2013, considered a staff report regarding a request from City resident and business owner Fred Barman to change the name of South Santa Monica Boulevard (“Little Santa Monica”) to Burton Way. At the meeting, the City Council directed staff to conduct an updated survey of business owners directly affected by a name change of South Santa Monica Boulevard. Staff conducted a new survey in November and December, 2014 and this report provides the results.

Unless directed otherwise by the City Council, staff does not intend to pursue further action associated with the request.

### BACKGROUND

- 11/5/2009 City Council Study Session report, “Request of Council Member Mirisch to Discuss Proposed Name Change for South Santa Monica Blvd.” Despite some reticence the Council directed staff to conduct a survey of South Santa Monica merchants to determine interest in pursuing a street name change.
- 9/21/2010 City Council Study Session information item reporting on results of 2010 survey; no further staff work was directed by the Council.
- 4/20/2013 Letter to the City Council from Fred Barman, with a further request that the “Burton Way” name be reinstated on South Santa Monica Boulevard, from Rexford Drive to Moreno Drive. Subsequent letters from Mr. Bar-

man in 2013 suggested that a new street name be phased in over two or three years.

9/10/2013 City Council Study Session report, "Request of Council Member Krasne to Discuss Proposed Name Change for South Santa Monica Blvd." The staff report transmitted Mr. Barman's letters, summarized previous reports and discussions, and requested City Council direction. The Council directed staff to conduct a new survey.

Previous staff reports referenced above are included in Attachment C to this report.

**DISCUSSION**

**Survey Results**

Pursuant to City Council direction, staff conducted surveys of South Santa Monica merchants in 2010, and South Santa Monica merchants and property owners in 2014, to gauge interest in renaming South Santa Monica Boulevard. The 2014 survey included an additional question regarding phasing in a new name over a period of time. The results of the surveys are summarized in the table below.

<b>Renaming South Santa Monica Boulevard</b>	<b>2010 Survey</b> South SM Blvd business owners	<b>2014 Survey</b> South SM Blvd business and property owners
<b>Support Street Name Change</b>	13%	40%
<b>Do Not Support Street Name Change</b>	87%	60%
<i>Total</i>	<i>100%</i>	<i>100%</i>
<b>Support Combined Street Names (S. Santa Monica Blvd/Burton Way)</b>	N/A	31%
<b>Do Not Support Combined Street Names</b>	N/A	69%
<i>Total</i>		<i>100%</i>

Copies of both the 2010 and 2014 surveys may be found under Attachment A, responses to the 2014 survey may be found under Attachment B, and responses to the 2010 survey may be found in the staff reports under Attachment C.

**Survey Methodology**

**2010 S. Santa Monica Boulevard Name Change Survey**

The 2010 Survey was mailed to business owners along South Santa Monica Boulevard; they were asked to submit responses online on the City’s website. The City estimated a 30% response rate for the survey.

**2014 S. Santa Monica Boulevard Name Change Survey**

The 2014 survey was mailed to all current business and property owners with a South Santa Monica Boulevard address to ensure the broadest and most accurate participation of those who might be affected by a street name change (see map, Attachment E). Letters were mailed to 540 addresses on November 10, 2014 with responses requested by November 26, 2014. Responses were accepted until December 10, 2014. The City received 84 responses, which is a 15.5% response rate.

**2013 Citywide Satisfaction Survey**

In a prior action, the City contracted with a survey research firm to conduct a resident and business satisfaction survey in October/November 2013 that randomly sampled residents and businesses about a variety of issues. The survey included a question regarding renaming South Santa Monica Boulevard. The 2013 Citywide Satisfaction Survey was structured differently than the Santa Monica Boulevard Name Change Surveys and these differences are reflected in the table below. The principal difference is that the 2013 survey sampled opinions of a cross-section of residents and businesses throughout the City. In contrast, the 2010 and 2014 surveys focused only on businesses immediately affected by the proposed street name change.

<b>2013 Citywide Satisfaction Survey</b>	<b>Renaming South Santa Monica Boulevard</b> Citywide random sample of residents & businesses	
	<i>Residents</i>	<i>Businesses</i>
<b>Support Street Name Change</b>	37%	39%
<b>Do Not Support Street Name Change</b>	36%	31%
<b>Support Combined Street Names</b>	11%	6%
<b>Do Not Support Combined Street Names</b>	N/A	N/A
<b>Not Sure</b>	15%	24%
<b>Prefer Not to Answer</b>	1%	0%
<i>Total</i>	<i>100%</i>	<i>100%</i>

The City Council staff report and survey results for the 2013 citywide satisfaction survey may be found under Attachment D.

**Observations**

- A majority of business and property owners do not support renaming South Santa Monica Boulevard.
- The two surveys that focused on the business and property owners directly affected by renaming the street (2010 and 2014 Surveys) may indicate that support for renaming the street has increased over time; however, street renaming is still not supported by a majority of affected business and property owners.

**FISCAL IMPACT**

The direct fiscal impact on the City of a street name change consists of replacing street identification signage, staff time for a possible ordinance change, and updating City reference materials. In addition, other government agencies such as the County would need to update maps and other documents. The building owners along South Santa Monica Boulevard and owners of businesses occupying those buildings would stand to incur potentially substantial costs related to building identification signage, advertising and marketing materials, etc. Additional costs would likely be incurred by the Conference and Visitors' Bureau, Chamber of Commerce and other City organizations related to promotional materials identifying local businesses.

**RECOMMENDATION**

This item is provided to the City Council as an informational report containing the results of the survey requested by the Council. Staff has completed work on this item pending additional direction from the City Council.

Susan Healy Keene

Approved By



# **Attachment A**

Copies of 2010 and 2014 Surveys



### 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/smbld](http://www.beverlyhills.org/smbld) 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:
-

2014 Survey



## Survey

### Renaming South (Little) Santa Monica Boulevard

Dear South Santa Monica Boulevard Property and/or Business Owner:

The City of Beverly Hills wishes to gauge your interest in renaming South Santa Monica Boulevard, also known as Little Santa Monica Boulevard. Some in the community feel that the street should have a name that is more distinctive or more reflective of Beverly Hills. Some feel having two Santa Monica Boulevards in Beverly Hills is confusing. A name that has been suggested instead of South Santa Monica Boulevard is "Burton Way," the name of the street that continues east of the current South Santa Monica Boulevard. The name "Burton Way" honors a founder of the City, Burton Green.

You may have received a survey in 2010 about renaming South Santa Monica Boulevard, and a general City Satisfaction Survey in 2013 included a question about renaming the street. The City Council directed staff to conduct an updated survey directed to the South Santa Monica Boulevard property and business owners. The City understands there may be differing views and would like to know your view.

Please fill out this short survey and mail it back to the City in the enclosed stamped envelope by **November 26, 2014**. If you have any questions, please call Principal Planner Michele McGrath at 310.285.1135 or send her an email at [mmcgrath@beverlyhills.org](mailto:mmcgrath@beverlyhills.org). We appreciate your time in completing the survey.

#### Survey Questions

1. Should the name of South Santa Monica Boulevard be changed?

Strongly Agree

Agree

Disagree

Strongly Disagree

2. If you marked "Agree" or "Strongly Agree" to Question #1, please select all that apply:

My customers are confused between the two streets

The street name should be associated with Beverly Hills

Other, please explain: \_\_\_\_\_

\_\_\_\_\_

3. If you marked "Disagree" or "Strongly Disagree" to Question #1, please select all that apply:

The current street name is familiar to people and it would be confusing to change it

It would present substantial costs to change the street name. Please explain: \_\_\_\_\_

\_\_\_\_\_

Other, please explain: \_\_\_\_\_

\_\_\_\_\_

4. Would you support a street name change if the name "Burton Way" is added to the current name (South Santa Monica Blvd/Burton Way) for a period of time, and the South Santa Monica Blvd name is eventually dropped with "Burton Way" remaining as the official street name?

Strongly Agree

Agree

Disagree

Strongly Disagree

5. If you marked "Agree" or "Strongly Agree" to Question #4, please select the period of time most appropriate for the street to have dual names:

3 Years

5 Years

10 Years

6. If you marked "Disagree" or "Strongly Disagree" to Question #4, please select one response below:

I do not support renaming South Santa Monica Boulevard

I support renaming the street but do not support renaming it "Burton Way"

I support renaming the street "Burton Way" immediately without a period of dual names

Other, please state: \_\_\_\_\_

**OPTIONAL** - To ensure that we do not tally duplicate responses, please answer the following:

I am a property owner on South Santa Monica Boulevard - \_\_\_\_\_

(Property Address)

I am a business owner on South Santa Monica Boulevard - \_\_\_\_\_

(Name of Business)

**THANK YOU!**

**Attachment B**  
2014 Survey Responses and Comments

**Renaming South (Little) Santa Monica Boulevard Survey - Summary**

1. Should the name of South Santa Monica Boulevard be changed?

21	Strongly Agree
13	Agree
9	Disagree
41	Strongly Disagree

2. If you marked "Agree" or "Strongly Agree" to Questions #1, please select all that apply:

27	My customers are confused between the two streets
17	The street name should be associated with Beverly Hills

Other, please explain:

- It's silly that Burton Way just stops & becomes S. Santa Monica
- The street was formerly named "Burton Way" in recognition of the Founder of Beverly Hills, Burton Green. This tribute should be restored in his honor.
- It is very important. Clients are always confused.
- Only not "strongly agree" because it is a huge undertaking to have to change our address with the city, state, and federal agencies as well as with our customers and vendors.
- Keep it as tradition only in Beverly Hills
- the name recognition with Santa Monica is historic, and well known, worldwide
- WHY CHANGE IT?
- TRADITION - Senseless to confuse & obfuscate this issue. We must respect the fact that we use a 100 year old city, and the historical values should be retained & embellished!!!
- It would cause great confusion and be bad for business.
- there is a significant cost to update marketing materials and collateral with a new address. Plus the time to update our address with 100+ vendors & websites. Dozens of hours.
- I receive mail that is addressed to Santa Monica Blvd.
- Since one half is already Burton Way it would be more logical to have the whole street called Burton Way. It's always confusing when a street has 2 different names.
- It has been Little Santa Monica Blvd. since the early days of Beverly Hills. It's history!
- I do not want to change my biz cards & stationery for work.
- It is confusing to 2 parallel streets with same name.
- If the merchants are complaining - in favor of changing. If they are not complaining - say leave it.
- Would vote for Burton Way

3. If you marked "Disagree" or "Strongly Disagree" to Question #1, please select all that apply:

38	The current street name is familiar to people and it would be confusing to change it
34	It would present substantial costs to change the street name. Please explain:

Other, please explain:

- Business cards, stationery, promotional items - etc.
- I am a medical doctor all documents, web, stationery, etc. would have to change
- We would incur thousands of \$ in costs changing all of our marketing materials
- re printing of business cards, changing all the things that have SM address

## 2014 Survey Results

Tradition.
we have been doing business for 30 years on Santa Monica Blvd. Cost of advertising and cost of changing our address?
Why change it?
Changing printed materials that have maps
need to notify many thousands of customers as to the address change. Santa Monica Blvd. is associated with many retail operations and stores. It is known for retail. Burton Way is by no means associated with retail and will hurt business.
Santa Monica Blvd is a worldwide known name, giving prestige to our address
substantial costs and time to change name on the property deed, insurance and tax documents, on my lease agreement with my tenant of the property, and on all matters relating to the property. Additionally, the tenant would have to change the address with respect to all of its contacts.
all our printed materials, websites, collateral materials, licenses, etc.
changing letterhead, billing addresses & substantial loss for local business
Virtually every city in America has quirks like streets with the same name; multiple Peachtrees in Atlanta, two San Vicentes in LA, Upper & Lower Wacker in Chicago. It's part of the charm.
Change of address to all vendors & contacts is a big expense.
Hardship to revise leases & also to change business card, stationery, etc., advertising brand using current address.
Hardship to revise leases & also to change business card, stationery, etc., advertising brand, numerous awards using current address.
We have more than 1000 people & companies renting mailboxes and using 269 S. Santa Monica Blvd as their address. They would be very upset if they had to register a new address and in most cases, reprint letterhead and brochures, etc.
Hardship to revise all leases & to change business cards & stationery, etc. Change of address to all vendors & contacts is enormous undertaking - plus advertising brand & awards using current address.
Not only would new street signs be needed, businesses would have to incur costs to change their letterhead, signage, etc.
My business is located on South Santa Monica & it would confuse customers; we stand to lose business from it.
We are property owners of St. Laurent and West Stores on the corner of Rodeo Drive & Little Santa Monica Blvd. This name change would tremendously & negatively affect our property valuation & attractiveness.
Impacts business correspondence, legal documents, leases, mortgages, etc.
Advertising expensive will be higher. All other printed materials needs replacement.
Poor use of public funds. Everyone has an app for maps - this is a non-issue.
All business expenses changes.
Would not want to incur the unnecessary costs such as stationery, envelopes, business cards and mailing labels. Plus attorneys would have to send out notices of change of address in all cases to every opposing counsel and file with the Courts. Attorneys would also have to file new statements of information with the Secretary of State for all filing where its business is the address listed for service or process or otherwise. Attorneys would have to do change of address filings with the State Bar and all of the associated entities. Attorney would have to file new filings both in state and out of state for any UCC filings or fictitious business name filings. All very time consuming and costly to change the name of a street everyone already knows.

**2014 Survey Results**

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4. Would you support a street name change if the name "Burton Way" is added to the current name (South Santa Monica Blvd/Burton Way) for a period of time, and the South Santa Monica Blvd name is eventually dropped with "Burton Way" remaining as the official street name?

13	Strongly Agree
10	Agree
12	Disagree
40	Stongly Disagree

5. If you marked "Agree" or "Strongly Agree" to Question #4, please select the period of time most appropriate for the street to have dual names:

19	3 Years
5	5 Years
1	10 Years

6. If you marked "Disagree" or "Strongly Disagree" to Question #4, please select one response below:

39	I do not support renaming South Santa Monica Boulevard
1	I support renaming the street but do not support renaming it "Burton Way"
6	I support renaming the street "Burton Way" immediately without a period of dual names

Other, please state:

Not Burton Way, ugh.
Too confusing
Our ownership entity "Rodeo-Santa Monica LLC" and property value will be adversely affected.
Beverly Hills Blvd.
Two names perhaps more confusing than current situation is perceived to be by some.

**Extraneous Comments:**

Name Burton Way will damage Santa Monica retailers. People don't go to Burton Way to shop.
Is this all you have to worry about?
Let's write out the word "Little" instead of "S."
I do <u>not</u> support this at all unless the city compensates for this effort.
We are for BH Blvd or Burton Way, immediately. Charles Nelson of Sprinkles Cupcakes

# **Attachment C**

City Council Staff Report

September 10, 2013

(previous staff reports from 2010 and 2010 are attached)



## CITY OF BEVERLY HILLS STAFF REPORT

**Meeting Date:** September 10, 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

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### 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.

#### 2010 Survey Results for Changing Little Santa Monica Boulevard's Name

- 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

Study Session – Proposed Street Name Change

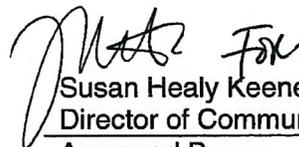
potentially substantial costs, as related to building identification signage, advertising, stationary, etc. Additional costs would likely be incurred to the Conference and Visitor's Bureau and Chamber of Commerce, as related to revisions of promotional materials identifying local businesses.

**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**

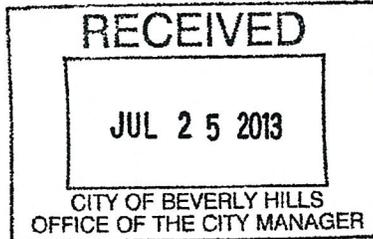
**July 8, 2013**

# FRED BARMAN

9962 Durant Drive  
Beverly Hills, California 90212

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Facsimile: (310) 277- 0451  
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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 8<sup>th</sup> 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

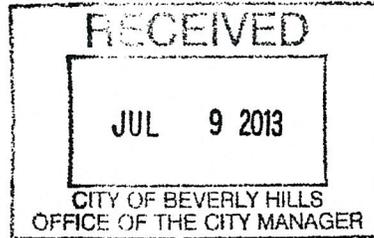
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MR. JEFFREY KOLIN  
City Manager  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210



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 improve-

ments 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-





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,

A handwritten signature in black ink, appearing to read "Jeffrey Kolin".

Jeffrey Kolin  
City Manager

Cc: Beverly Hills City Council

**FRED BARMAN**

9962 Durant Drive  
Beverly Hills, California 90212

Telephone: (310) 277-0869  
[www.bielttd.com](http://www.bielttd.com)

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

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 20<sup>th</sup> 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.

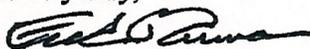
The Operations Manuel provides "not to formally name streets in recognition of an individual." This provision, obviously, does not hold true as witness streets named after Whittier, Pamela Mason, McCarty, Fred Hayman, Moreno, former Mayor Charleville and even Durant Drive, named after William C. Durant,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

# **FRED BARMAN**

9962 Durant Drive  
Beverly Hills, California 90212

Telephone: (310) 277-0869  
[www.bieltd.com](http://www.bieltd.com)

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

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\***

**\*This attachment begins with the September 21, 2010 Study Session Report  
although not mentioned in the list of attachments**



## 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".

Meeting Date: September 21, 2010

- 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.

  
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](http://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.*

Meeting Date: November 5, 2009

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

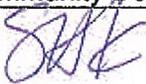
text amendment to address street name changes that are not part of a subdivision; a modification to the *City Council Policy and Operations Manual* would also be necessary. Council may also wish consider whether or not a procedure should be developed to require support of a certain percentage of property 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

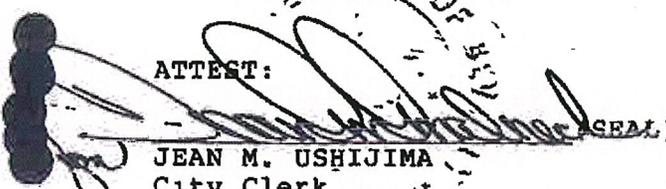
7339

Beverly Hills Postmaster and to each tenant, resident and property owner effected hereby.

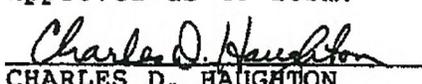
Section 3. The City Clerk shall certify to the adoption of this resolution and shall cause this resolution and her certification to be entered in the Book of Resolutions of the Council of this City.

Adopted May 20, 1986

ATTEST:

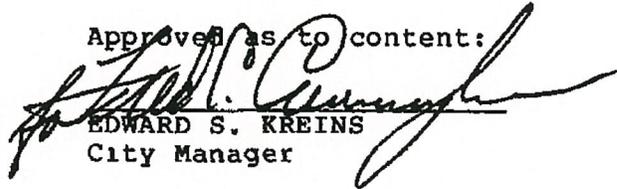
  
JEAN M. USHIJIMA  
City Clerk

Approved as to form:

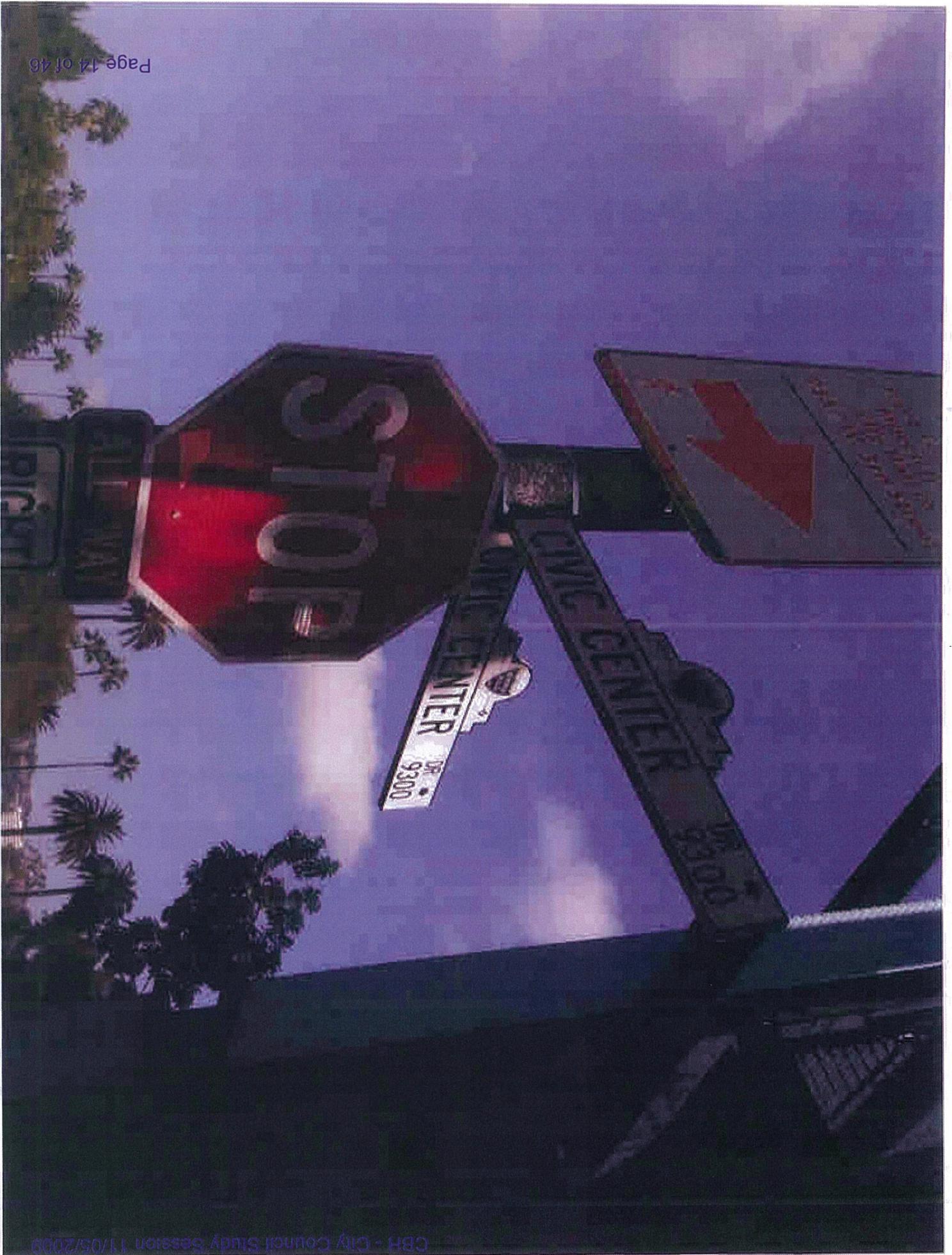
  
CHARLES D. HAUGHTON  
City Attorney

  
CHARLOTTE SPADARO, Mayor  
City of Beverly Hills

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.



**WILSHIRE**  
BLVD  
9500

**WILLIAM MORRIS PLACE**

**EL CAMINO 100 S**



FRED HAYMAN PLACE



# Attachment 3

Burton E. Green, Biography

Search billions of records on Ancestry.com

First Name

Last Name

# 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 clubs 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 Craggs 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.**

**©.2008 Marilyn R. Pankey.**

**GOLDEN NUGGET'S LOS ANGELES BIOGRAPIES**  
**GOLDEN NUGGET INDEX**

[Census Records](#) | [Vital Records](#) | [Family Trees & Communities](#) | [Immigration Records](#) | [Military Records](#)  
[Directories & Member Lists](#) | [Family & Local Histories](#) | [Newspapers & Periodicals](#) | [Court, Land & Probate](#) | [Finding Aids](#)

**Attachment D**  
2013 Citywide Satisfaction Survey



## STAFF REPORT

**Meeting Date:** December 5, 2013  
**To:** Honorable Mayor & City Council  
**From:** Michelle Tse, Senior Management Analyst  
**Subject:** Summary of 2013 Resident and Business Satisfaction Survey Results  
**Attachments:**

1. 2013 Resident Survey Results
2. 2013 Business Survey Results
3. 2009 Resident Survey Results

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### **INTRODUCTION**

As highlighted on the October 15, 2013 Study Session agenda, the City contracted with survey research firm True North Research to conduct a resident and business satisfaction survey to receive current data regarding perceptions, priorities, and concerns of residents and businesses in the community. Surveys are useful tools for cities to develop appropriate benchmarks to objectively measure performance.

True North Research is a full-service survey research firm which specializes in survey research for municipalities and has conducted surveys for several cities including Long Beach, Los Angeles, San Diego, and Santa Monica.

The surveys took place between mid-October to early November 2013. The consultant utilized a two-pronged strategy of mailed letters and telephone calls to recruit a random sample for the resident survey, yielding a sample size of 3,750 residents. The business survey relied on mailed letters and email invitations to 3,200 businesses for participation in the online survey. Participation rate was 326 residents and 102 businesses. The unbiased survey results are considered statistically reliable.

This new data, which builds upon previous survey results, can be used to evaluate strategies in a variety of areas, including fiscal priorities, policy evaluation and more.

### **DISCUSSION**

Highlights from the 2013 resident survey include the following values, perceptions and concerns:

- 88% of residents rate the overall quality of life in Beverly Hills as 'excellent' or 'good.'
- 87% of residents indicated they are satisfied with the City's overall performance in providing municipal services.

- Public safety services (police/fire/paramedic) received the highest levels of satisfaction and were viewed as top priorities for City spending (90%).
- Preparing the City for emergencies (78%), maintaining/repairing streets (74%), providing trash collection/recycling services (72%) and managing traffic congestion (71%) were also ranked as high priorities for residents.
- 84% of households visited a park or recreation facility in the past 12 months.
- There is a slight advantage (49%) in those who prefer to keep the 3 to 5 feet of green space along Santa Monica Blvd. rather than add bike lines (44%).
- 57% of residents support a policy to reduce plastic bags by compelling stores to offer reusable bags or charge 10 cents per plastic bag.
- It is a statistical tie between keeping South/Little Santa Monica as the street name (36%) and changing it to Burton Way (37%).
- 64% of residents have visited the City's website in the past 12 months.

The highlighted 2013 resident results are generally consistent with results from the 2009 resident survey:

	2013 Resident Survey	2009 Resident Survey
• Overall quality of life as 'Excellent' or 'Good'	88%	90%
• City's overall performance in providing municipal services	87%	91%
• Public safety (police/fire/paramedics) received the highest level of satisfaction and viewed as top priorities for City spending	90%	88%
• Top three changes to make Beverly Hills a better place to live now and in the future	<ol style="list-style-type: none"> <li>1. Improve parking</li> <li>2. Reduce traffic</li> <li>3. Not sure, cannot think of anything</li> </ol>	<ol style="list-style-type: none"> <li>1. Reduce traffic congestion</li> <li>2. Improve parking</li> <li>3. Not sure, cannot think of anything</li> </ol>

Highlights from the business survey include the following values, perceptions and concerns:

- Overall, 62% of local businesses rate the business climate in Beverly Hills as 'excellent' or 'good' compared to other cities in the area. An additional 20% rated it as 'fair.'
- 64% of businesses indicated that there is a particular aspect or feature of Beverly Hills that is beneficial to their business, with the top three specific features being that Beverly Hills is well known/prestigious, conveniently located, and has wealthier clients/residents.
- Overall 74% of local businesses indicated that they are satisfied with the City of Beverly Hills's efforts to provide municipal services, 15% were dissatisfied, and 11% were unsure.
- Providing adequate parking is the most important service to local businesses and having among the lowest satisfaction scores overall.

- Businesses were overwhelmingly in favor (68%) of the City being more aggressive in enforcing laws and policies relating to panhandling, with an additional 14% preferring the City's current approach.
- 59% of local businesses support the proposed policy regarding retail businesses offering reusable bags or charging for plastic bags.

A copy of both surveys and results are attached, along with the survey results (residents only) from 2009. The consultant will also be available during the December 5, 2013 Study Session to address any questions regarding the survey.

**FISCAL IMPACT**

Funding for the cost of the two surveys were included in the FY2013-14 Policy and Management budget.

**RECOMMENDATION**

That the City Council be aware of the resident and business satisfaction survey results. Please also note that a discussion on the plastic bag ban has been scheduled for the January 7, 2014 City Council Study Session.

Cheryl Friedling   
Approved By

---

# **Attachment 1**

(Citywide Satisfaction Survey)



**Section 1: Introduction to Study**

Hello, may I please speak to \_\_\_\_\_? Hi, my name is \_\_\_\_\_ and I'm calling on behalf of TNR, an independent public opinion research company. We're conducting a survey about important issues in Beverly Hills and we would like to get your opinions. This survey is not related to a political campaign.

*If needed:* This is a survey about important issues in your community - I'm NOT trying to sell anything and I won't ask for a donation.

*If needed:* The survey should take about 15 minutes to complete.

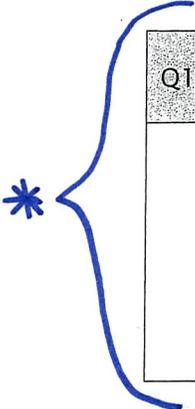
*If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

*If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the survey, thank them for their time, and terminate the interview.*

**Section 2: Quality of Life**

I'd like to begin by asking you a few questions about what it is like to live in the City of Beverly Hills.

Q1	How long have you lived in the City of Beverly Hills?		
	1	Less than 1 year	3%
	2	1 to 4 years	18%
	3	5 to 9 years	15%
	4	10 to 14 years	13%
	5	15 years or longer	51%
	99	Prefer not to answer	0%
Q2	How would you rate the overall quality of life in the City? Would you say it is excellent, good, fair, poor or very poor?		
	1	Excellent	43%
	2	Good	45%
	3	Fair	10%
	4	Poor	2%
	5	Very Poor	0%
	98	Not sure	0%
	99	Prefer not to answer	0%
Q3	If the City government could change one thing to make Beverly Hills a better place to live now and in the future, what change would you like to see? Verbatim responses recorded and later grouped into categories shown below.		
	Improve parking		23%
	Reduce traffic		13%
	Not sure / Cannot think of anything		12%



Q15	At one point the street "Burton Way" was renamed "South/Little Santa Monica", although some have suggested it should be changed back. Which of the following options would you prefer:		
1	Keep street name as South/Little Santa Monica		36%
2	Change street name back to Burton Way		37%
3	Combine street names so it will be Burton Way/S. Little Santa Monica		11%
98	Not sure		15%
99	Prefer not to answer		1%

**Section 9: Staff**

Q16	In the past 12 months, have you been in contact with City of Beverly Hills staff?			
1	Yes	66%	Ask Q17	
2	No	31%	Skip to Q18	
98	Not sure	4%	Skip to Q18	
99	Prefer not to answer	0%	Skip to Q18	

Q17 In your opinion, is the staff at the City very \_\_\_\_\_, somewhat \_\_\_\_\_, or not at all \_\_\_\_\_?

Randomize		Very	Somewhat	Not at all	Not sure	Prefer not to answer
A	Courteous	64%	25%	9%	2%	1%
B	Professional	63%	26%	10%	0%	0%
C	Knowledgeable	56%	34%	6%	3%	1%
D	Accessible	54%	34%	10%	0%	1%

**Section 10: Communication**

Q18	What information sources do you use to find out about current events and news? <i>Don't read list. Record up to first 3 responses</i>		
1	Los Angeles Times/LA Times (daily paper)		43%
2	New York Times (daily paper)		13%
3	Wall Street Journal (daily paper)		8%
4	Beverly Hills Courier (weekly paper)		35%
5	Beverly Hills Patch (online)		5%
6	Beverly Hills Weekly (weekly paper)		11%

# **Attachment 2**

(Citywide Satisfaction Survey)



**Section 1: Welcome Page**

Welcome to the City of Beverly Hills' survey of local businesses. Your individual responses will be kept strictly CONFIDENTIAL and will go directly to True North Research, the independent research firm hired to design and conduct the survey.

*Survey Instructions:*

During the survey, please do not use your browser's 'Forward' and 'Back' buttons. To move through the survey, use the 'Back' and 'Next' buttons at the bottom of each page.

When you have finished the survey click the 'Done' button to submit your survey.

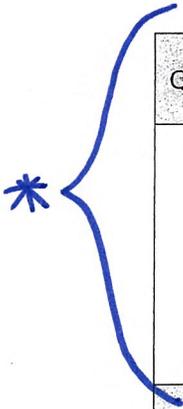
To see the survey most clearly, MAXIMIZE this browser screen.

To start the survey, please enter in the box below the password that was provided in the letter you received and then push the 'begin' button.

**Section 2: Perceptions of Beverly Hills as Place to do Business**

The first set of questions in the survey focus on what it is like to conduct business in the City of Beverly Hills.

Q1	First, how long has your business operated in the City of Beverly Hills?			
	1	Less than 5 years	27%	
	2	5 years to less than 10 years	18%	
	3	10 years to less than 15 years	11%	
	4	15 or more years	42%	
	99	Prefer not to answer	2%	
Q2	How would you rate the business climate in the City of Beverly Hills compared to other cities in the area?			
	1	Excellent	18%	
	2	Good	44%	
	3	Fair	20%	
	4	Poor	9%	
	5	Very poor	3%	
	98	Not sure	7%	
	99	Prefer not to answer	0%	
Q3	Is there a particular aspect or feature of Beverly Hills that is beneficial to your business?			
	1	Yes	64%	Ask Q4
	2	No	18%	Skip to Q5
	3	Not sure	16%	Skip to Q5
	99	Prefer not to answer	3%	Skip to Q5



Q26	At one point the street "Burton Way" was renamed "South/Little Santa Monica", although some have suggested it should be changed back. Which of the following options would you prefer:		
	1	Keep street name as South/Little Santa Monica	31%
	2	Change street name back to Burton Way	39%
	3	Combine street names so it will be Burton Way/S. Little Santa Monica	6%
	98	Not sure	24%
	99	Prefer not to answer	0%
Q27	The City is considering providing Internet service to the business community. Which of the following categories best describes the bandwidth/Internet connectivity at your business?		
	1	5 gigabytes per second (Gb/s)	8%
	2	10 Gb/s	7%
	3	30 Gb/s	12%
	4	100 Gb/s	8%
	5	More than 100 Gb/s	12%
	6	No Internet connection at business	7%
	7	Not sure	46%
	99	Prefer not to answer	0%

**Section 7: Business Information**

Thank you so much for your participation - this final section of questions collects background information for statistical purposes.

Q28	Which of the following categories best describes your business in Beverly Hills?		
	1	Retail oriented	10% Ask Q29
	2	Restaurant/Food Service	5% Ask Q29
	3	Entertainment oriented	4% Ask Q29
	4	Office oriented	15% Skip to Q30
	5	Technology oriented	1% Skip to Q30
	6	Medical	17% Ask Q29
	7	Corporate headquarters	6% Skip to Q30
	8	Light industrial/manufacturing oriented	1% Skip to Q30
	9	Warehouse/distribution	1% Skip to Q30
	10	Other	37% Skip to Q30
	99	Prefer not to answer	4% Skip to Q30

# **Attachment 3\***

**\*This attachment has not been provided because the naming of  
South Santa Monica Boulevard was not surveyed in 2009**

## **Attachment E**

Letters from Fred Barman, 2014

JAN 30 REC'D

PLANNING DIVISION  
COMMUNITY DEVELOPMENT

310 277 0225 as of 11/10/14  
Facsimile: (310) 277-0451  
barmanintlvc@aol.com

FBarmannBMC@aol.com

**FRED BARMAN**

9962 Durant Drive  
Beverly Hills, California 90212

Telephone: (310) 277-0869

[www.bielt.com](http://www.bielt.com)

(310) 277.0144

Susan Healy Keene, AICP  
Director of Community Development  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210

January 29, 2014

Re: BURTON WAY RESTORATION and HISTORIC PRESERVATION SURVEY

Dear Ms. Keene:

Pursuant to previous correspondence, we enclose the following:

1. Our submission for your approval of the Survey to be sent to the approximate 114 merchants on Little Santa Monica Blvd.
2. Our map of Little Santa Monica from Rexford Drive to Moreno Drive showing the approximate number of merchants along this portion of the boulevard.
3. Our letter to you dated November 20, 2013 requesting delay until 2014 for submission of our Survey proposal.
4. Our letter to you dated October 24, 2013 regarding Survey letter dual naming Burton Way and South (Little) Santa Monica Blvd.
5. Beverly Hills Weekly article reporting Beverly Hills Council September 10 Study Session meeting with comments from Council members.

Our office would agree to pay for:

- Printing the Survey, printing delivery envelopes and return envelopes.
- Stamps on return envelopes and stuffing delivery envelopes.
- Delivery of stuffed envelopes to Community Development office.
- Hand-delivering of Survey envelopes to merchants after picking up at Community Development office.

I will telephone you next week for your response to the above. Thank you.

Yours very truly,



Fred Barman

Encl: 5

**BARMAN BUILDING**

Home of

*La Dolce Vita*

Since 1966

Restaurant and Cocktail Lounge

9785 S. Santa Monica Blvd., BEVERLY HILLS, (310) 278-1845

( THE BEVERLY HILLS LOGO APPEARS HERE)

**BURTON WAY RESTORATION AND HISTORIC PRESERVATION SURVEY**

**By DUAL NAME PROCESS**

**This Survey is conducted by the Community Development Department, City of Beverly Hills, 455 N. Rexford Drive, Beverly Hills, CA 90210.**

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 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.

Proponents contend that ‘Little’ Santa Monica is the wrong nomenclature for a primary street running through the business Golden Triangle – especially when attached to the name of another city. Although ‘South’ is the technical name, ‘Little’ is commonly used, – a demeaning reference. The name at one time was BURTON WAY westerly from Rexford Drive honoring the Founder of our City, Burton Green. Later, ‘South Santa Monica’ was substituted. Proponents feel that this was an affront to Mr. Green and his recognition should be restored.

The City is aware that there are costs associated with a street name change and before moving forward with a change, the City would like to know what you think. There will **not** be a sudden change of name signs. A dual name, **BURTON WAY**, would be **added to the present signage**. After four years, the ‘Santa Monica Blvd So’ portion of the dual sign would be removed and **BURTON WAY** would remain. This procedure would not inconvenience merchants and would not cause them additional expense because they can use either name during this phase-in period.

**SURVEY QUESTIONNAIRE**

1. If the street from Rexford to Moreno Drives were now nameless, I would prefer that the chosen name be:
  - Burton Way
  - South Santa Monica Blvd.
  
2. Merchants have expressed that name changing would incur additional letterhead and marketing costs. Proponents maintain the DUAL NAME process explained above will not add additional expense:
  - Agree – no additional costs
  - Disagree – additional costs
  
3. Customers are often confused between the two Santa Monica Boulevards and it is difficult to describe the location of our business:
  - Agree
  - Disagree
  
4. We should have a name that is more distinctive associated with Beverly Hills:
  - Agree-we should restore Burton Way.
  - Disagree

Please affix your mark (X) to the above and return in the enclosed self-addressed envelope on, or before February 28, 2014. Your input is important. Thank you.

From (Business name - optional): \_\_\_\_\_

LITTLE  
SO. STA. MONICA

PRISON

BURTON WAY

ROXFORD

CRESCENT

WAY

CANYON

PA

BEVERLY

RODEO

CAMDEN

BRIGHTON

ROXBURY

SANTA

CHARLEVILLE

HOBBS DR.

QUANT DR.

MORE DR.

BLVD

MONICA

SANTA

NO.

PARK

BLVD

MONICA BLVD.

BLVD

SANTA

LITTLE SOUTH

WILSHIRE  
SUN. MONICA BL.

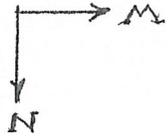
LINDEN

WADDEN

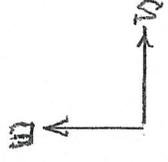
NORTH

BLVD

L.A.



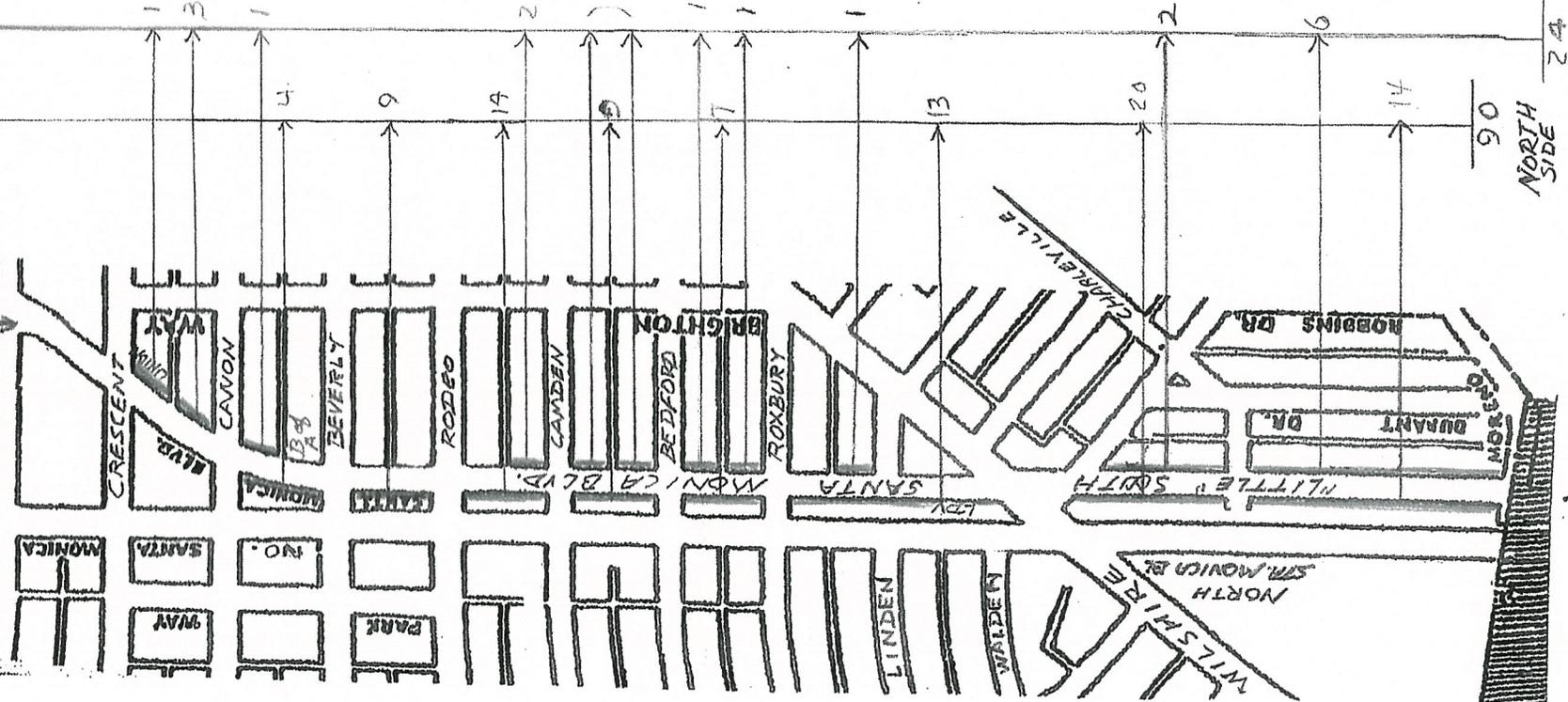
NUMBER OF MERCHANTS



1111 APPROX

90 NORTH SIDE

24 SOUTH SIDE



# FRED BARMAN

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Beverly Hills, California 90212

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barmanintlvc@aol.com

November 20, 2013

Susan Healy Keene, AICP  
Director of Community Development  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210

Re: SURVEY Dual Naming "BURTON WAY" and "S. SANTA MONICA BLVD"

Dear Ms. Keene:

This is a follow-up with reference to my letter to you dated October 24, 2013 – copy enclosed.

I recently spoke with Teresa in your office and requested that she convey a message to you as follows. Regarding the next to last paragraph of my letter, please defer the above subject matter until January, after the holidays.

Our office has prepared a Survey for your consideration which follows the format established by your department. We will submit it to you in January for your approval.

With kindest regards,



Fred Barman

Encl: 1

# FRED BARMAN

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barmanintlvc@aol.com

Susan Healy Keene, AICP  
Director of Community Development  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210

October 24, 2013

Re: SURVEY Dual Naming "BURTON WAY" and "S. SANTA MONICA BLVD"

Dear Ms. Keene:

This is further to our telephone conversation last Friday regarding pre-screening the SURVEY your office has been authorized to distribute pursuant to instructions from the Beverly Hills City Council September 10, 2013.

I wish first to remind informed parties of the two reasons I pursue this issue:

1. 'Little' Santa Monica is a wrong nomenclature for a primary street through the Golden business Triangle of Beverly Hills – especially when attached to the name of another city. Although the name is technically 'South' Santa Monica Blvd., 'Little' is always used - a demeaning reference.

2. At one time, BURTON WAY was the name of the section of the street from Rexford to Moreno Drive - honoring Burton Green, Founder of our City. For an unknown reason, at some point, Burton Way was terminated at Rexford and Santa Monica Blvd. substituted. This was an affront to Mr. Green. The honor and recognition should be restored.

These are nostalgic and reminiscing times in Beverly Hills with the restoration of the lily pond, and the Annenberg post office preservation enhancement during our city's 100<sup>th</sup> anniversary. It is an appropriate time to restore BURTON WAY through the Golden Triangle, giving Annenberg a Burton Way address.

During our conversation you consented to allow our office to submit a format of the SURVEY, and the survey not to be released until reviewed by us. We appreciate this consideration and will prepare such for submission to you. We can also provide a list of recipients, primarily Little Santa Monica merchants. Our office would consider absorbing the mailing costs.

We would also like to remind informed parties that our proposal is NOT a sudden change of street name signs – causing confusion. It would be BURTON WAY - a dual name – added to the present signage. After a designated period of time, the 'South Santa Monica Blvd.' portion of the dual sign would be detached and Burton Way remained. This procedure would not inconvenience merchants and would not cause them additional expense as either name could be used during this phase-out period.

With kindest regards,



Fred Barman

Copy: Mayor John A. Mirisch, William W. Brien, M.D., Lili Bosse,  
Julian A. Gold, M.D., Nancy H. Krasne, Jeffrey Kolin

briefs • City staff to poll businesses regarding South Santa Monica Boulevard name change Page 2

briefs • District replaces legal team in federal subway case Page 3

briefs • Alan Kaye recommended as new Fine Arts Commissioner Page 3

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Issue 728 • September 12 - September 18, 2013

## briefs

### City staff to poll businesses regarding South Santa Monica Boulevard name change

The Beverly Hills City Council directed staff to poll businesses located on South Santa Monica on changing the street's name.

The item was discussed during Tuesday's study session at the request of Councilmember Nancy Krasne, who said she was generally not in favor of changing street names, but had requested the item be discussed in response to a letter from Beverly Hills resident Fred Barman.

The staff report transmits letters from Barman requesting that the City Council consider the name change. Barman wrote an open letter to the city council, which he sent to the Weekly, and appeared in issue

#708.

In a recent letter to the council and City Manager Jeff Kolin, Barman suggested a "dual name" of both South Santa Monica and Burton Way be added to the signage over a period of two or three years, leading to the eventual phasing out of South Santa Monica Boulevard.

Barman suggested the term "Little" to describe a primary street in the City is demeaning and an "affront" to Beverly Hill City Founder Burton Green.

During Tuesday's discussion Councilmember Julian Gold said he would support leaving the street's name as South Santa Monica Boulevard. Gold said he thought the city had honored Burton Green's contribution and that the potential for confusion was "real" and the inconvenience to the businesses, "substantial."

Then-councilmember and current Mayor John Mirisch proposed a name change for South Santa Monica to Will Rogers Boulevard or another deceased Hollywood icon tied to the history of Beverly Hills in 2009, according to the staff report.

In 2010, staff conducted a survey of merchants along Little Santa Monica to gauge their support for changing the name of the street, resulting in 87 percent of merchants opposed to the change and 13 percent in favor.

Vice Mayor Lili Bosse noted that the survey conducted in 2010 had only a 30 percent response rate. Bosse agreed that she was not in favor of street name changes but was interested in resurveying the merchants on the street, calling the available data "insufficient."

"I think it's worth looking at if there's

interest," said Bosse.

Councilmember Willie Brien said he generally opposed street name changes, but said that the opposition from merchants, cited in the staff report, was from a different time. Brien said he could support a name change if the businesses supported it.

Burton Way currently runs from San Vicente Boulevard on the eastern side of the City and becomes South Santa Monica Boulevard at the intersection with North Rexford Drive.

Mayor John Mirisch agreed he was interested in hearing from the local businesses as well as the rest of the community.

Tuesday's Study session

# FRED BARMAN

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Beverly Hills, California 90212

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RECEIVED  
City of Beverly Hills

JUL 17 2014

Planning Division  
Community Development  
Facsimile: (310) 277-0225  
[FBarmanBMC@aol.com](mailto:FBarmanBMC@aol.com)

Susan Healy Keene, AICP  
Director of Community Development  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, California 90210

July 16, 2014

Re: "BURTON WAY" STREET NAME RESTORATION

Dear Ms. Keene:

This is a follow-up to my letter to you dated January 29, 2014 and your subsequent telephone call to me on April 15, 2014. The essence of the letter and our conversation was my request to RESTORE the name BURTON WAY from Rexford Drive to Moreno Drive. At the time you mentioned that your office would prepare and send a modification of the Survey Questionnaire to be sent to the merchants of Little Santa Monica Boulevard.

I have noticed that during all of the 100-year fanfare celebrations, the name of BURTON GREEN has never been mentioned. Yet, it was Mr. Green who founded our city and named it Beverly Hills. He is responsible for and approved the configuration of Beverly Hills, including the lily pond which was restored with such great pomp and pride.

Why has this distinguished man, BURTON GREEN, our city FOUNDER, been forgotten? Why was his name eliminated from a primary thoroughfare through the golden business triangle and replaced with such a demeaning name as "Little" Santa Monica – the name of another city?

While my original thinking was restoring the name through a dual name process, I would be more receptive to an immediate change from South (Little) Santa Monica Blvd. to BURTON WAY and request that this option be added to the questionnaire. The only objection I have heard to a name change is the cost for new stationery which is such a meaningless reason. Stationery is created on computers nowadays and e-mail has replaced most letter correspondence.

I look forward to hearing from you again at your earliest opportunity and to receiving your modified Survey Questionnaire before it is sent to merchants.

With kindest regards,



Fred Barman

Copy: Jeffrey Kolin, City Manager  
Mayor Lili Bosse  
Vice-Mayor Julian A. Gold, MD  
City Council Members: William W. Brien MD, John A. Mirisch, Nancy H. Krasne

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Home of

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Restaurant and Cocktail Lounge Est. 1966  
9785 Little Santa Monica Blvd., (310) 278-1845

## **Attachment F**

Map of South Santa Monica Boulevard

