



STAFF REPORT

Meeting Date: October 6, 2015
To: Honorable Mayor & City Council
From: Ryan Gohlich, Assistant Director/City Planner
Subject: Southeast In Motion Community Plan Update
Attachments: Summary of July 1, 2015 Southeast In Motion Community Meeting

INTRODUCTION

In June of this year the Community Development Department announced the launch of the Southeast in Motion community planning effort. Building upon the work completed by the Southeast Task Force, this effort involves several community meetings culminating in the development of a community plan for Southeast Beverly Hills. This report transmits the attached summary of the first Southeast in Motion community meeting.

DISCUSSION

The first Southeast in Motion community meeting was held at La Cienega Park Community Center on the evening of July 1, 2015. The focus of this meeting was the future subway station located at La Cienega and Wilshire and the area surrounding the station. A summary of the meeting and the input received from the community is provided as an attachment to this report. This summary was provided to the Southeast Task force at a meeting on September 24, 2015.

Subsequent community meetings will address additional areas of the southeast including the Wilshire Boulevard corridor, Robertson Boulevard corridor and Olympic Boulevard corridor. The next meeting is planned for November, 2015. The input gathered from these neighborhood meetings will inform our work as we develop implementation measures for the area that can be used to achieve the community's vision.

FISCAL IMPACT

There is no fiscal impact associated with this report.

Meeting Date: October 6, 2015

RECOMMENDATION

Staff recommends the City Council receive this item.

Susan Healy Keene, AICP

Approved By

A handwritten signature in black ink, appearing to read 'SHK', is written over the 'Approved By' text.

Attachment 1

Summary of July 1, 2015 Southeast In
Motion Community Meeting



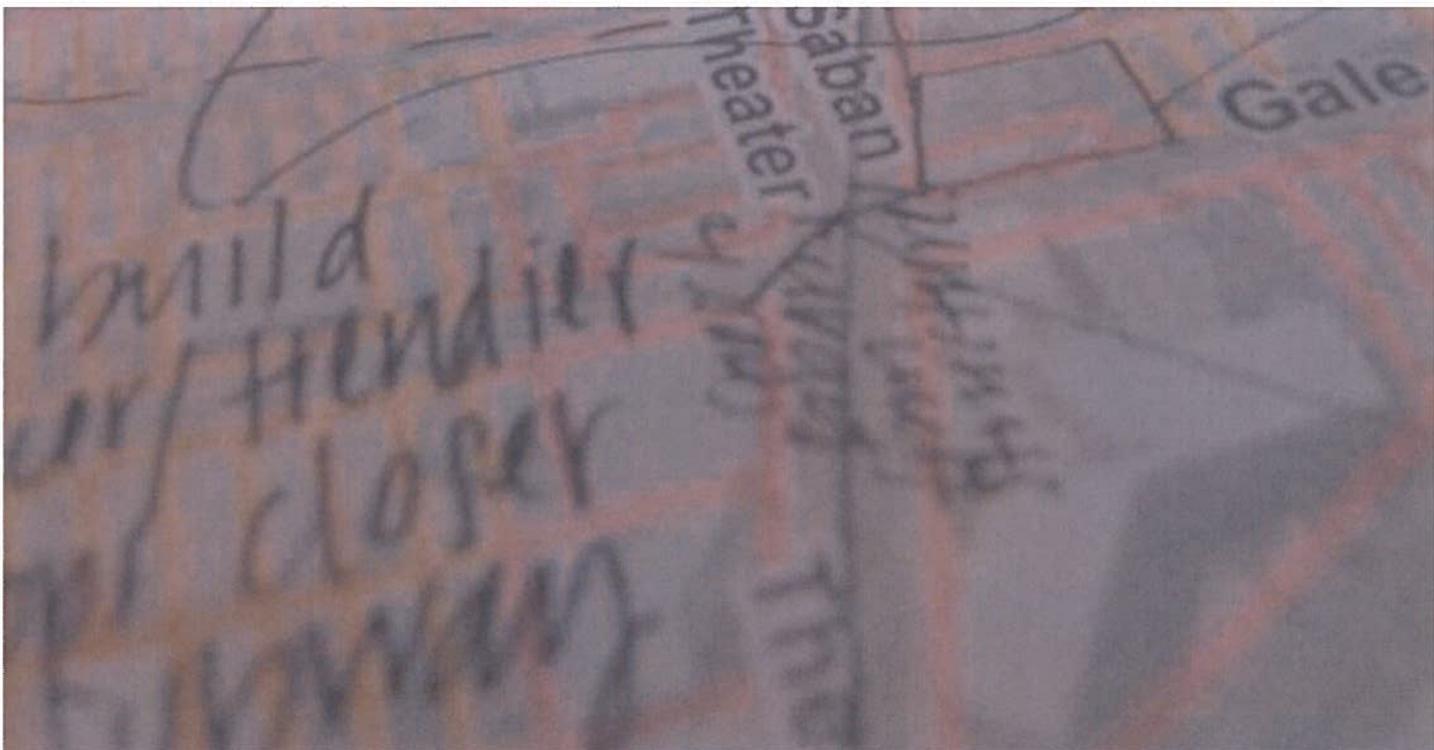
Southeast in Motion

Creating a Community Plan for Southeast Beverly Hills

First Community Meeting Summary

July 1, 2015

Focus: La Cienega Subway Station Area



Summary



July 1, 2015 7:00 PM

30 members of the public in attendance



Brief presentation from the Mayor and staff followed by opportunity for public to visit several stations and provide input



Input built upon work completed by the Southeast Task Force and will help establish vision for the Southeast Area of Beverly Hills that can inform a Community Plan



Stations

Participants visited several stations to provide thoughts and input including:

- Visioning
- Mobility
- Land Use
- Ideas from the Southeast Task Force
- Amenities around Station
- La Cienega Park
- Transit Oriented Development

A summary of the comments received at the meeting is provided in this document.



Participants were asked to complete the phrase:

The Southeast is...

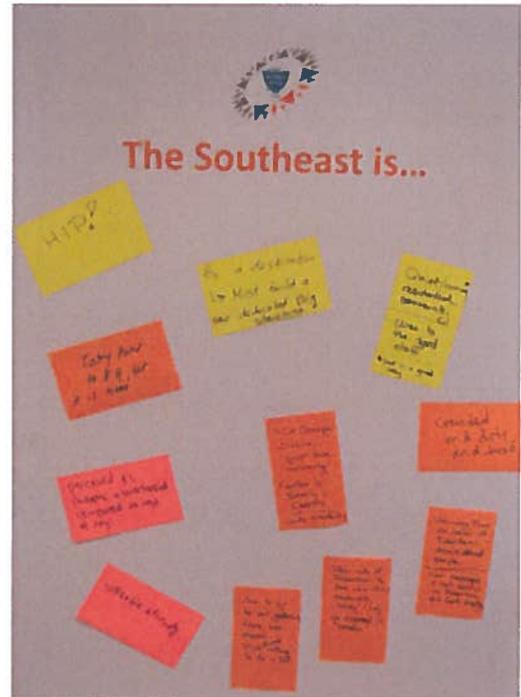
Hip

Entry Point into Beverly Hills

Walkable and friendly

Quiet/boring residential community (in a good way)

Close to the good stuff



Crowded dirty and tired

Perceived as cheaper and overlooked compared to rest of City

Steinway piano on corner of Robertson doesn't attract people

Foot massages and nail salons on Robertson still feel empty

South of La Cienega/Wilshire is ghost town – unfriendly

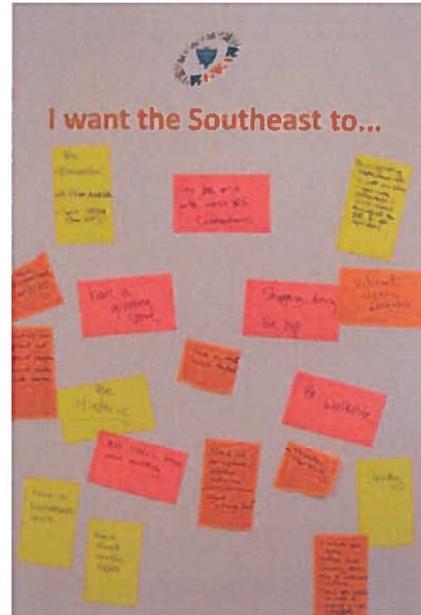
Fairfax to Beverly is empty

Lacks creativity



Participants were asked to complete the phrase: I want the Southeast to...

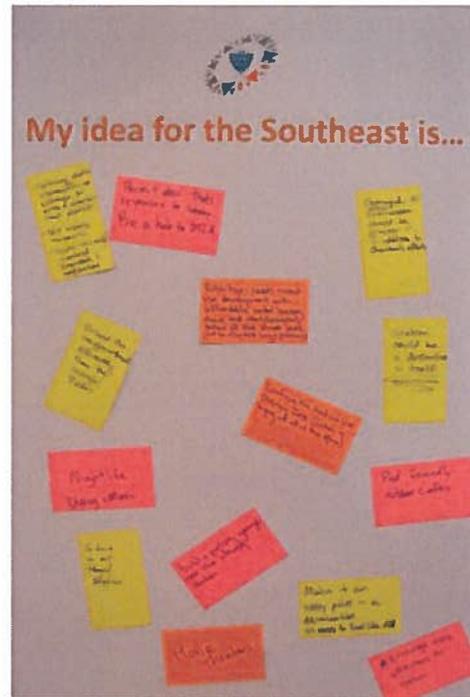
- Provide parking
- Markets open late
- Coffee shops
- Grocery stores
- Mix of restaurant options
- Be walkable
- Eateries
- Have a basketball court
- Be historic
- Vibrant, clean desirable - all corridors
- Places you WANT to walk to (compare to S. Beverly and Charleville and Southwest BH)
- Reinvigorating restaurant row is just one piece – need more restaurants and lunch places throughout the Southeast
- Theaters are spread out, district maybe doesn't make much sense
- Have timed traffic lights
- More traffic bumps/more monitoring
- Have a grocery store
- Be one with west BH connections
- Have a small movie theater
- Need not-so-upscale creative restaurant
- Want "village feel"
- Trendy
- Beautiful
- Affordable
- Tech-savvy (wifi)
- Have neighborhood services



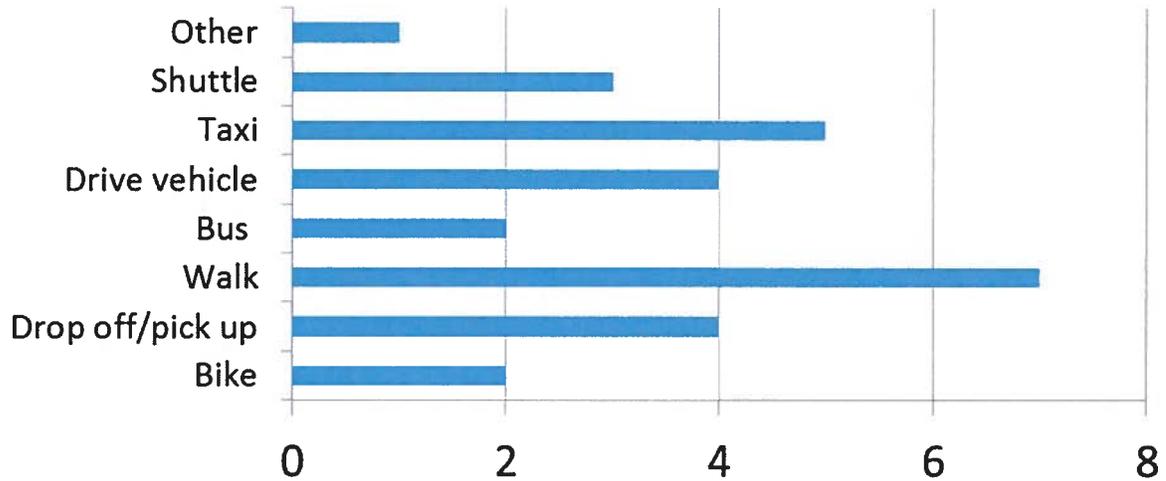
Participants were asked to complete the phrase:

My Idea for the Southeast is:

- Permit development that is responsive to subway
- Subway station intersection as entrance to Arts and Entertainment District
- Youth centered businesses and neighborhood
- Brand the neighborhood differently than the Triangle/Rodeo
- Outreach to businesses should be greater, in addition to Chamber's efforts
- Robertson needs mixed use development with affordable housing above and retail (commercial) below at the street level (need for affordable housing and pedestrians)
- Continue the medical use overlay zone
- Nightlife
- Be a hub to Downtown Los Angeles
- Beverly Hills history museum
- Dining and music
- Pedestrian friendly outdoor cafe
- Station could be a destination in itself
- To have a themed station
- Movie theaters
- Encourage more attractions for Saban
- Make it an entry point- a destination
- It needs to feel like Beverly Hills



Participants were asked how they would get to the subway station



Comments:

Parking is very difficult when visiting

Pedestrian access-way near station

All parking below grade

Biking concerns because Wilshire is busy

Taking the bus is an option if it is efficient

Improved red light timing along Wilshire

Create east-west mobility with the area (bike lanes-pedestrian amenities)

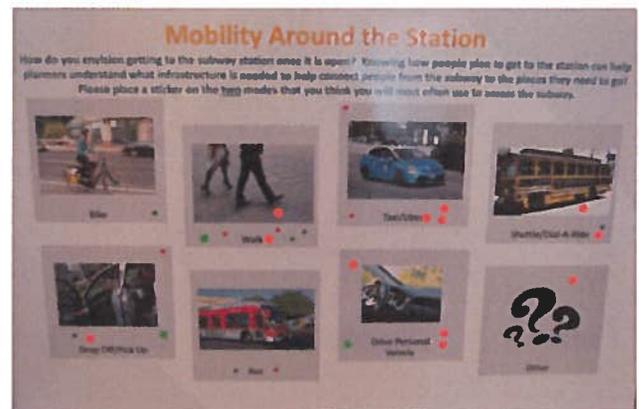
Wilshire is not pedestrian friendly (not even crossing with the light)!

Shuttle service along Wilshire for teens/nondrivers, make sure shuttle is accessible and promoted

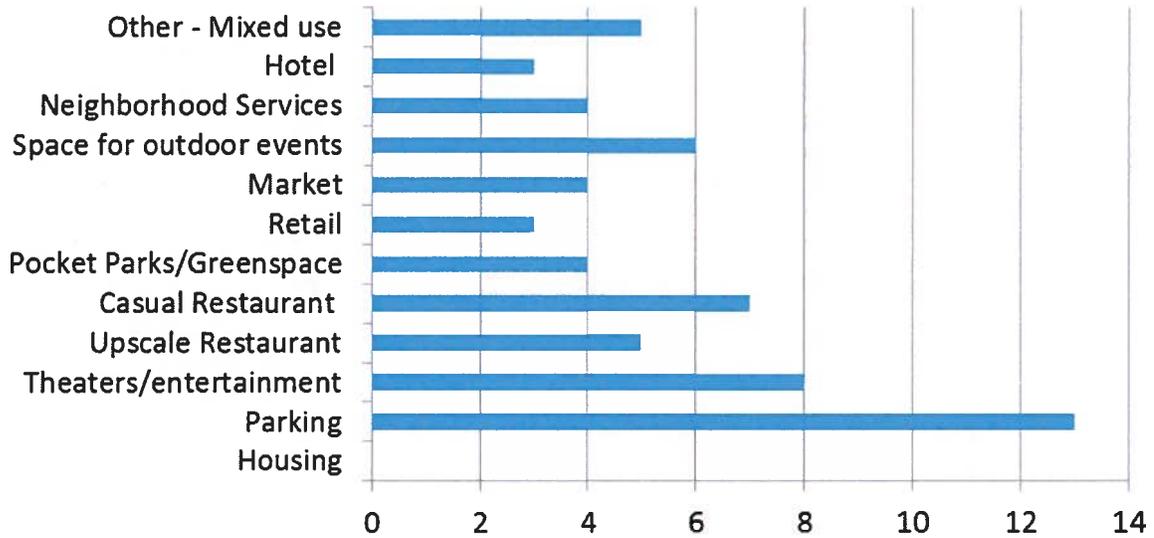
Walking is an option if there is life on the street and more amenities – merchants could create some sort of program to incentivize walking

Need pedestrian amenities along La Cienega and Gregory/Wilshire

Need point of interest between Beverly Drive and station (example historic walk)



Participants were asked what land uses they would like to see in the Southeast



Comments:

Honor historic assets

Emphasize aesthetics

There are already upscale restaurants on La Cienega, Canon, in the Triangle - focus on other uses

SE merchants association on Wilshire to coordinate business between the two stations to get a coordinated effort to retain foot traffic and make that strip its own destination

Youth is an underserved population in our area – let new ideas and leaders in – gotta evolve or die – brand SE as hip, don't need to copy the Triangle but get the same level of services and amenities, cafes, robust businesses involvement

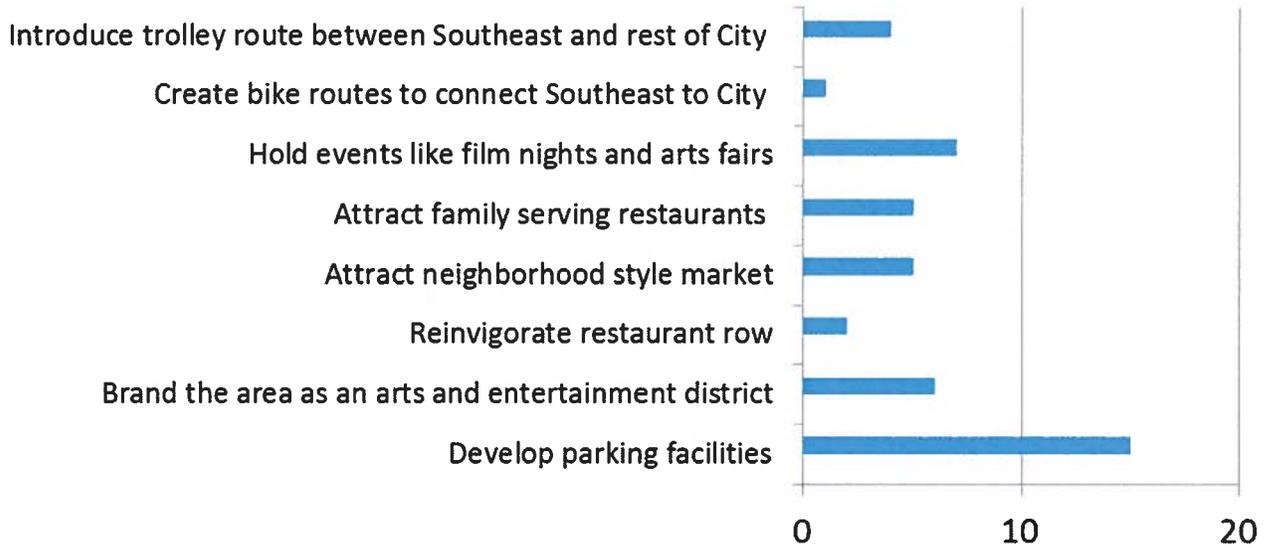
If mixed use then ground floor restaurants on Wilshire only, make it an inviting environment for smaller businesses, businesses incubator, come up with a lease program over five or so years where their rent goes up over time

Diverse business outreach (tech/startups, b2b services, entertainment – think beyond FLARE (finance, legal, accounting, real estate)

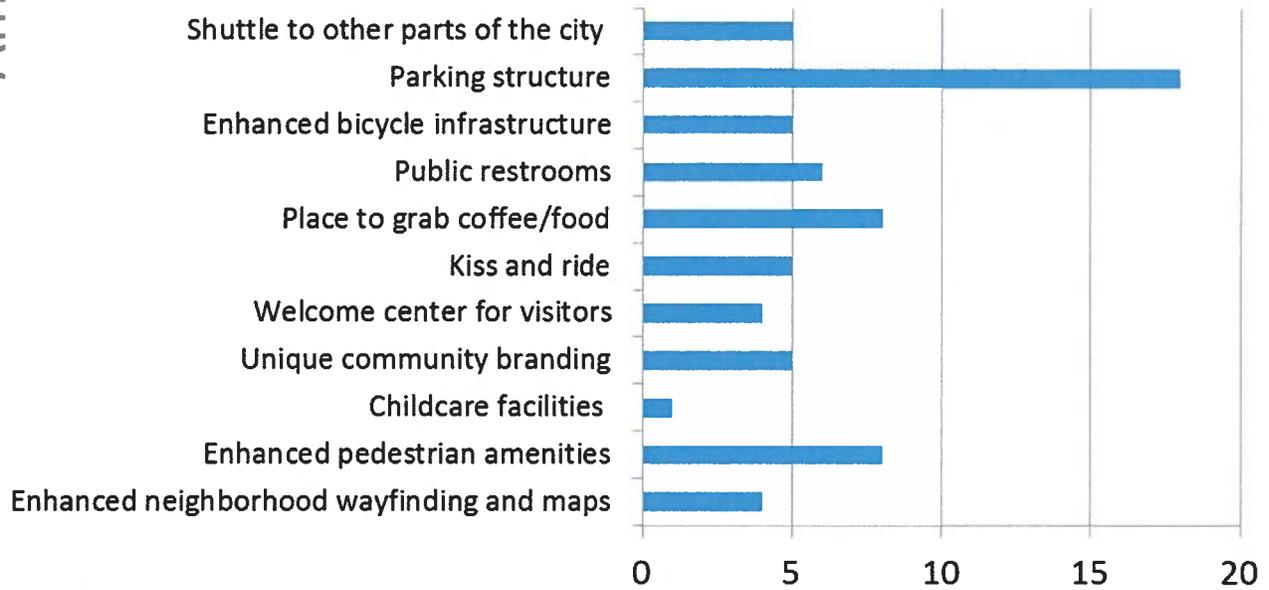
I am concerned about height and density because of noise, crowding, traffic, cut through, speeding



Participants were asked about which Southeast Task Force ideas they would support



Participants were asked which amenities they would like to see around the subway station



Comments:

Restaurants are good to keep

Lively environment needed

Remove car dealerships and create parking for subway

Family area for children's play area, feeding area (at subway station)

Olympic is undervalued. More stores and neighborhood and community serving businesses e.g. Floyds Barber Shop

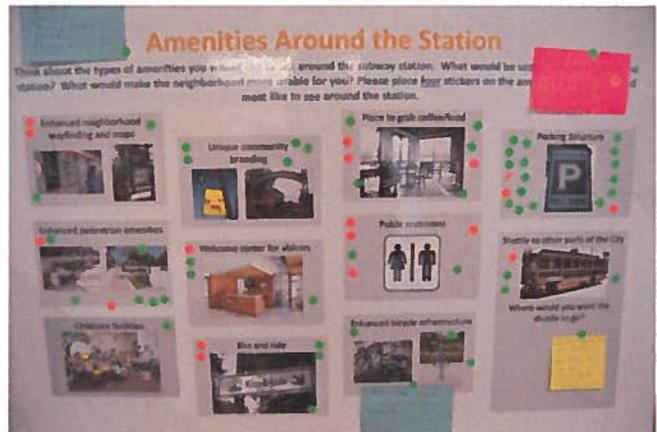
More cafes, neighborhood services along Wilshire

Clock market – city needs to buy this property after Porche leaves. Restore it to a market use! Whole Foods, new more affordable store - start the dialogue with them now

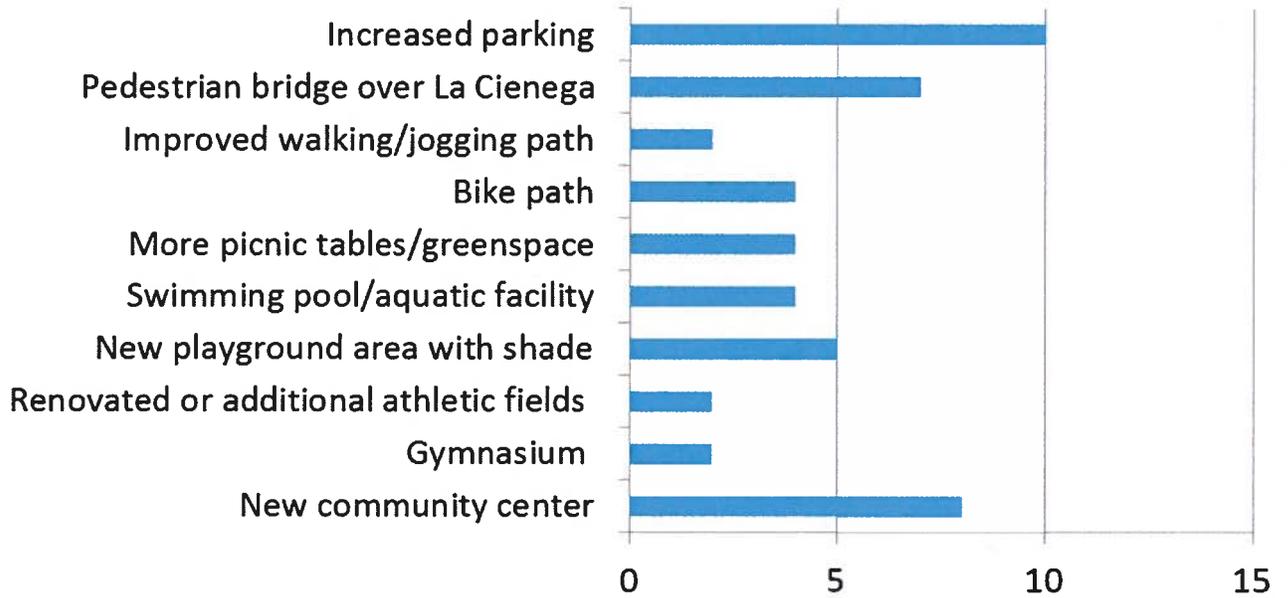
More activity (bridal shops, often are dead at night), more diverse and types of businesses, neighborhood services – coffee shops and markets

Needs to be an area that illustrates a transition and continuation from affluent area of triangle to more artsy area of LA/Miracle Mile

Attracting New Businesses (corporate mixers, fill vacancies, incentivize smaller businesses, support local merchants)



Participants were asked which amenities they would like to see at La Cienega Park



Comments:

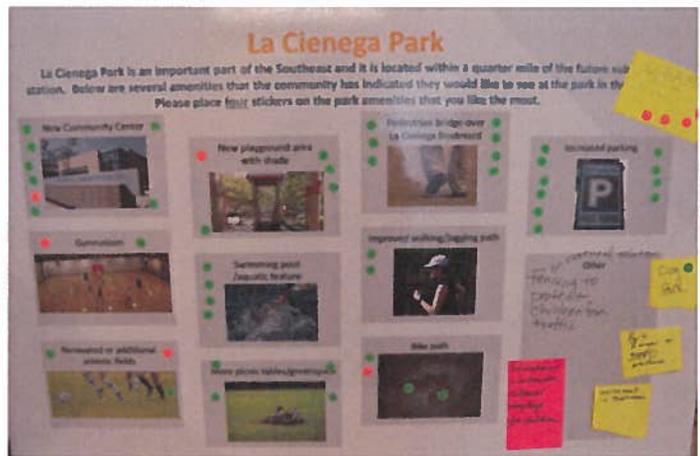
Fencing or natural solution to protect children from traffic

Educational and interactive historical displays for children

Dog park

Park ranger or BHPD presence
Improvement in restrooms

La Cienega park had a pool, and was removed. It was used mostly by the LA community- water is an issue – no pool (+4 votes)



Participants were asked about their thoughts on Transit Oriented Development

I would support TOD if:

A strong business outreach effort to include a variety of new businesses

You balance what you're getting with what you're giving back to the community e.g. Greenspace street improvements, architectural character

Community benefits: street improvements, affordable housing that fits into the neighborhood, architecturally high quality, visually compatible

No demolition of valuable historic architecture/resources

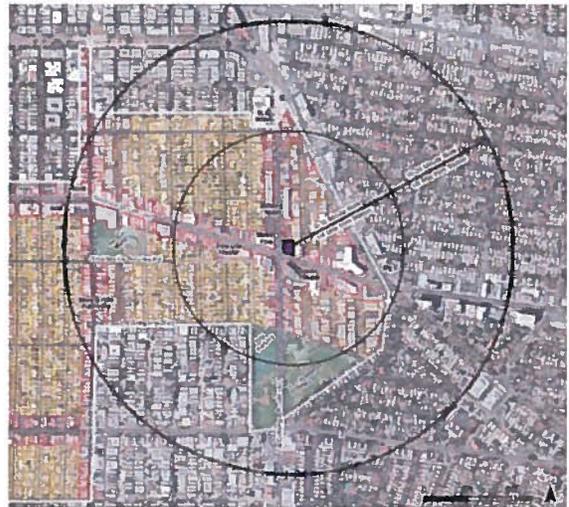
It were designed with sound mitigation for the surrounding homes

I would not support increased height/density immediately around a transit stop because:

No more height or density

Bad for health and safety

Already so congested no more height or volume



Additional Comments:

If mixed use development were to exist only permit it on Wilshire Boulevard

Height/density – support with adequate noise mitigations and compatibility with neighborhood, concerns about noise and overcrowding

Village atmosphere appealing like Larchmont

Include open plaza, family restaurant, higher end casual (The Luggage Room), landscaping

Types of shops : florists, restaurants, diners, bars, restaurants, ice cream!

Wilshire/Western (station) is too big and too intense



Additional Comments from Participants



Create a Facebook event page for this effort

Thank you for holding this meeting/workshop...it feels nice to be heard and to be an active participant in the Planning of how to make our City (and our neighborhood) even more of the best place to live in California

It was fun and informative, let's do it again, I will bring along more residents

This is a great way to get the community involved and get some plans in action





Southeast in Motion

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www.beverlyhills.org/southeastinmotion

