

November 3, 2015  
300-336 N. Canon Drive

# **ATTACHMENT 6**

## **PUBLIC BENEFIT DESCRIPTION & ARCHITECTURAL PLANS**



**ELIZABETH A. CAMACHO**  
Senior Counsel

10100 Santa Monica Blvd.  
Suite 2200  
Los Angeles, CA 90067

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**Main** 310.282.2000  
**Fax** 310.510.6735  
ecamacho@loeb.com

October 26, 2015

City Council  
City of Beverly Hills  
455 N Rexford Drive  
Beverly Hills, CA 90210

Honorable Councilmembers:

We are writing on behalf of our client, Thrifty Payless, Inc. ("Rite Aid") to respectfully request that you approve Rite Aid's applications for a Medical Use Overlay Zone and a Planned Development to permit the establishment of an approximately 474 square foot convenient care clinic (the "Project") within the existing Rite Aid retail pharmacy at 300 N. Canon Drive (the "Rite Aid Store").

The Project is designed to support and strengthen Rite Aid's longstanding retail use at this location and to improve Rite Aid's ability to serve its existing pharmacy customers. Although the Project will not give rise to the adverse impacts often associated with the development of additional medical uses in the City, Rite Aid proposes public benefits that will improve the experience of both customers and pedestrians in the area and will facilitate and encourage greater use of the site's lower parking level.

#### Rite Aid's History in the Community

Rite Aid is a longstanding member of the Beverly Hills community. Rite Aid and its predecessors have operated a full service licensed retail pharmacy at this location for decades. In 2014, Rite Aid comprehensively renovated its store to create an upscale, modern shopping experience that delivers everyday health, wellness, beauty and personal care products and pharmacy services and that has enhanced the store's contribution to Beverly Hills residents as well as to its employees and visitors. Rite Aid's current pharmacy services include dispensing prescription medication, customer consultation and assessment, vaccinations, and other clinical advice and information, all of which support the store's broad appeal, convenience, and retail sales of health and wellness products.

#### RediClinic Proposal

As part of its ongoing efforts to better serve the Beverly Hills community, Rite Aid now proposes to introduce to its store "RediClinic," a convenient care clinic that will complement the existing pharmacy's services and further support and strengthen the store's retail sales. RediClinic will provide limited, basic primary care and wellness services in a convenient and economical walk-in format. RediClinic will offer diagnosis and treatment for common conditions

such as ear, sinus and urinary tract infections, pink eye, sore throats, coughs, flu, allergies and insect bites, with services provided directly by board certified nurse practitioners or physicians assistants working under the supervision of physicians. RediClinic will also offer certain preventative and wellness services, such as basic physicals (for school, sports, camp, etc.), vaccinations and health screenings. RediClinic will not treat more complex injuries or ailments, such as broken bones or severe lacerations. No appointment would be required, and the clinic would operate seven days a week with extended hours.

#### Relationship to the Medical Use Ordinance

RediClinic would occupy approximately 474 square feet of existing space within Rite Aid's 19,044 square foot retail pharmacy store. No square footage would be added to the building and no exterior construction would be required. As shown in the site plan attached hereto as **Exhibit A**, the proposed clinic use would consist of two clinic rooms, a restroom and associated customer receiving area. RediClinic would comprise less than 3% of the store's existing floor area, would be located in the far rear of the store, directly adjacent to the existing pharmacy, and would not detract from the store's presentation as a primarily retail use or otherwise hinder the store's appeal to pedestrians. The vast majority of the floor area would remain dedicated to prominent product display and the overall focus and nature of the store would remain as a retail use.

RediClinic would not give rise to the adverse impacts that can be associated with the development of additional medical uses in the City and that underlie the City's adoption of the Medical Use Ordinance. The proposed clinic would not displace or downsize an existing retail use, nor would it discourage or hinder other desired uses in the City's commercial core or occupy space that might otherwise be needed for future commercial growth. The very purpose of RediClinic is to support and enhance Rite Aid's longstanding retail use in the City, to maximize its retail sales by combining clinic and pharmacy services in one location to allow for one-stop shopping and make the Rite Aid neighborhood pharmacy an even more vibrant contributor to the City's tax base. The Rite Aid Store is located in the C3 commercial zone, and has a general plan designation of low-density general commercial and the proposed clinic would not intrude into residential areas. Since RediClinic would not require the addition of any floor area, it would not materially intensify the existing use or otherwise adversely impact residential uses in the vicinity.

RediClinic would not cause adverse impacts to traffic or parking. A March 9, 2015 analysis prepared by traffic consulting firm Stantec Consulting Services, Inc., attached hereto as **Exhibit B**, concluded that the conversion of 474 square feet of the store's existing floor space from retail pharmacy to convenient care clinic would result in a *decrease* in both daily and peak hour trips. Indeed, RediClinic is intentionally designed to primarily serve *existing* Rite Aid customers who would otherwise make trips to the retail pharmacy. Rite Aid's marketing data indicates that the Canon store's current customers match Rite Aid's target demographic for RediClinic. Surveys of RediClinic customers in other markets conducted from January to December, 2013, confirm that 90% of RediClinic customers are existing customers of the stores in which the convenient care clinic is located. As discussed earlier, combining clinic and

pharmacy services in one location will allow for one-stop shopping, avoiding additional trips between clinic and pharmacy services.

Rite Aid currently provides convenient and efficient on-site parking for customers at a level that far exceeds the on-site parking provided by other commercial uses in the area. The existing site contains a two-level parking facility with 106 parking spaces, which is more than sufficient to meet the site's municipal code parking requirements, including the one additional parking space required by the code for the conversion of 474 square feet from retail to medical uses.

### Public Benefit

Although the proposed RediClinic will not result in the adverse impacts that the City's Medical Ordinance was designed to protect against, Rite Aid nonetheless proposes to provide public benefits as part of the Project.

First, in an effort to soften the existing surface parking deck on the Project site and create a more attractive and sustainable space at the corner of Canon Drive and Dayton Way, Rite Aid proposes to enhance the surface parking area with landscaping in the form of six Gold Medallion trees in Terra color urns. The new trees will provide greenery and shade to the surface parking level, and will match the theme of street trees along Beverly Drive, one block away. Low voltage uplighting for the trees will contribute to a more pleasing nighttime experience. This landscaping will improve the public's view from the street as well as the experience of Rite Aid customers, without reducing the number of existing parking spaces or interfering with on-site circulation. A landscape concept, prepared by a licensed landscape architect, is attached as **Exhibit C**, hereto.

In addition, in response to requests by the Planning Commission, Rite Aid also proposes to promote and encourage greater use of its lower level parking area with aesthetic and security upgrades. Although the lower level contains significant parking, Planning Commissioners commented that Rite Aid customers may view the lower level as less desirable and prefer to avoid it. Accordingly, Rite Aid proposes to encourage use of the lower level parking by creating a brighter, cleaner and more secure environment with the following enhancements:

- Applying light color paint to the finished concrete ceiling (including all pipes and conduits) and to the dark brown painted stairways. The light color paint will transform the area by promoting light reflectivity and cleanliness.
- Cleaning and re-lamping all existing lighting fixtures in the lower level.
- Increasing the current bi-annual maintenance reviews to once every month in order to more promptly identify and schedule any needed repairs, cleaning or improvements.



- Adding a lighting maintenance contract for the lower garage level with visits at least three times a year to avoid any delays in addressing lighting issues.
- Adding a minimum of three security cameras to the lower garage level to enhance surveillance, provide an additional deterrent to security or maintenance threats, and enhance customers' sense of security.

These improvements and the increased security and maintenance will improve customers' experience on the lower level parking garage and encourage use of the site's plentiful parking.

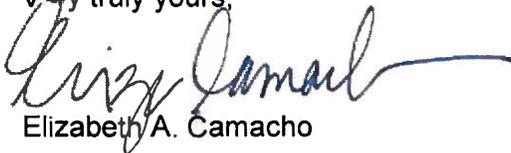
Finally, it should be noted that with general health care costs continuing to escalate, convenient care clinics are playing an increasingly important role in the delivery of affordable health care. RediClinic will provide a significant public benefit to the health and welfare of the Beverly Hills community and its visitors by offering certain basic primary health care services to the public on an economical and convenient basis and without an appointment. The RediClinic staff will also provide additional support for pharmacy and store staff. At the same time, RediClinic will diversify and strengthen Rite Aid as an existing retail use and will not displace other desired uses or create the potential adverse impacts often associated with typical medical uses.

#### Conclusion

In conclusion, RediClinic will strengthen Rite Aid as an existing retail use, will not involve any new or expanded development, and will not result in material adverse impacts associated with other medical uses. The Project's proposed landscaping and lower level parking improvements will provide a public benefit commensurate with the size and scope of the proposed medical use and will improve the experience of customers and pedestrians in the area. Finally, RediClinic will diversify the range of health care services available to the Beverly Hills community and its visitors by providing affordable and convenient care for common needs. Accordingly, we respectfully request that the City Council approve Rite Aid's applications.

We look forward to answering any questions you may have at the Council meeting on November 3, 2015.

Very truly yours,



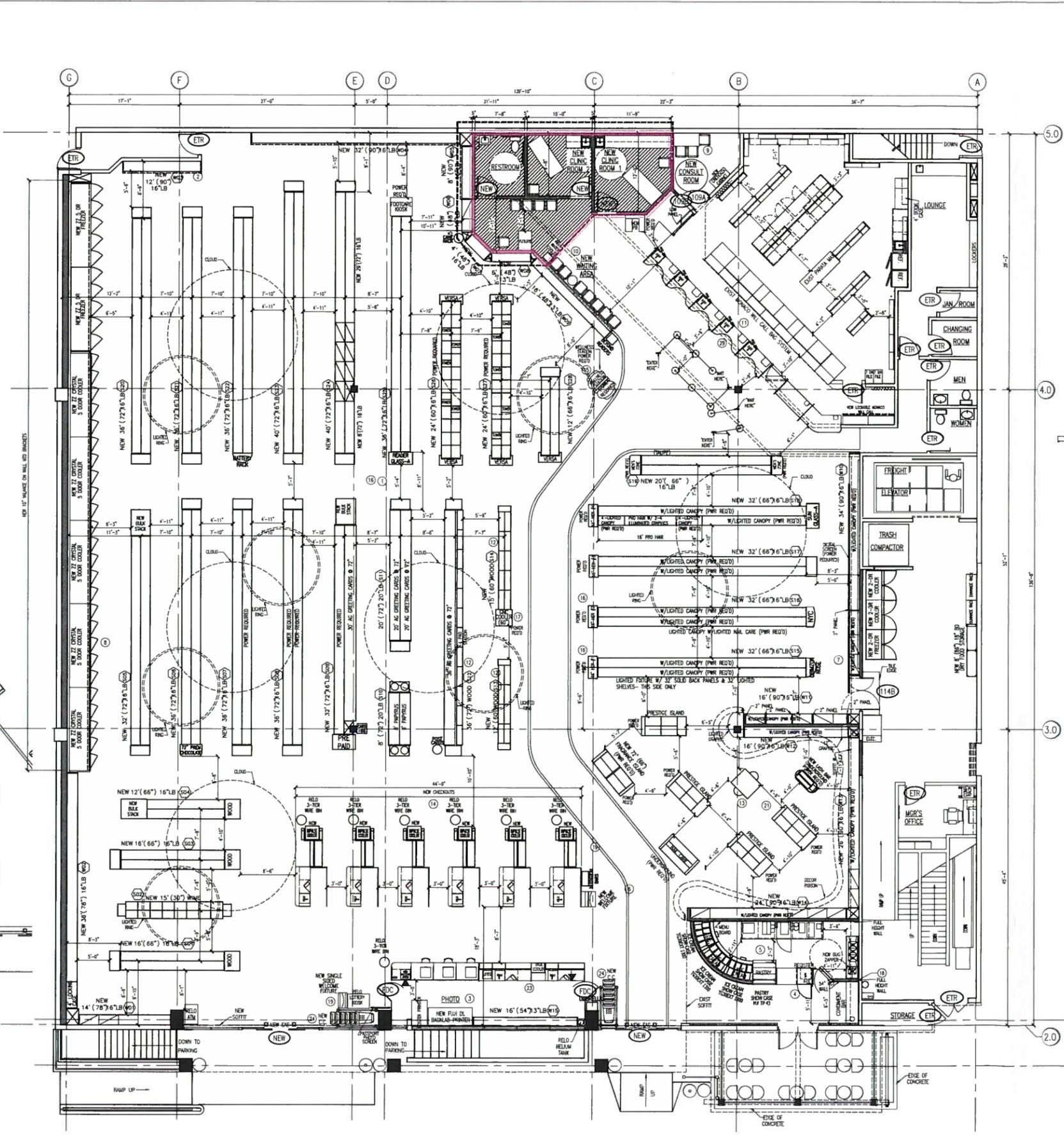
Elizabeth A. Camacho

Enclosures

cc: Terry Halbur

# EXHIBIT A

NO.	DESCRIPTION	DATE
1	INSTALL NEW STEEL THROUGHOUT AS SHOWN.	
2	DEMOLISH EXISTING PHOTO SHOP.	
3	INSTALL NEW PHOTO SHOP AS SHOWN.	
4	DEMOLISH EXISTING CANDY SHOP.	
5	INSTALL NEW CAFE AS SHOWN.	
6	REMOVE 1 PASS THRU CHECKOUT AS SHOWN.	
7	REMOVE EXISTING COOLERS AND FREEZERS.	
8	INSTALL NEW COOLERS AND FREEZERS AS SHOWN.	
9	BUILD NEW CONSULTATION ROOM AS SHOWN.	
10	BUILD NEW WAITING AREA AS SHOWN.	
11	INSTALL NEW CABINETS IN PHARMACY AS NOTED.	
12	INSTALL NEW WOOD FIXTURES AS SHOWN.	
13	INSTALL NEW SPECIALTY DSD COSMETIC FIXTURES	
14	INSTALL NEW PASS THRU CHECKOUTS AS SHOWN.	
15	INSTALL NEW WELLNESS STATION AS SHOWN.	
16	INSTALL NEW DECOR.	
17	INSTALL NEW GNC COOLER AS SHOWN.	
18	BUILD NEW FULL HEIGHT WALL AS SHOWN.	
19	INSTALL NEW WELCOME FIXTURE AS SHOWN.	
20	INSTALL NEW 8" COUNTER AS SHOWN. GC TO PROVIDE.	
21	INSTALL NEW COSMETIC FIXTURES AS SHOWN.	
22	REVISE MANAGER'S OFFICE PER RCM INSTRUCTIONS.	
23	INSTALL NEW BENCH CHECKOUT AS SHOWN.	
24	INSTALL NEW CART CORRAL AS SHOWN.	
25	REMOVE EXISTING CONVEYOR.	
26	BUILD 2 STAIRWELLS AS SHOWN.	
27	WIDEN EXISTING RAMP AS SHOWN.	
28	INSTALL NEW OVERHEAD DOOR AND MAN DOOR AS SHOWN.	
29	INSTALL NEW PHARMACY PICK UP CABINETS AS SHOWN ON PLAN.	



### CONSTRUCTION NOTES

- 1) INSTALL NEW STEEL THROUGHOUT AS SHOWN.
- 2) DEMOLISH EXISTING PHOTO SHOP.
- 3) INSTALL NEW PHOTO SHOP AS SHOWN.
- 4) DEMOLISH EXISTING CANDY SHOP.
- 5) INSTALL NEW CAFE AS SHOWN.
- 6) REMOVE 1 PASS THRU CHECKOUT AS SHOWN.
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- 15) INSTALL NEW WELLNESS STATION AS SHOWN.
- 16) INSTALL NEW DECOR.
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- 24) INSTALL NEW CART CORRAL AS SHOWN.
- 25) REMOVE EXISTING CONVEYOR.
- 26) BUILD 2 STAIRWELLS AS SHOWN.
- 27) WIDEN EXISTING RAMP AS SHOWN.
- 28) INSTALL NEW OVERHEAD DOOR AND MAN DOOR AS SHOWN.
- 29) INSTALL NEW PHARMACY PICK UP CABINETS AS SHOWN ON PLAN.

► DENOTED NEW PHONE LINE



STORE PLANNING  
DEPARTMENT  
P.O. BOX 3165  
HARRISBURG, PA 17105  
(717) 761-2633

STORE NO.  
5462 PPR

RITE AID PHARMACY

300 NORTH CANON DR  
BEVERLY HILLS, CA

TYPES

PROJECT

PPR      VERSION A

BUILDING

SL

PHARMACY

NPT

DECOR

GW

PROJECT ATTRIBUTES

PHOTO    HAND DIP    LIQUOR  
DRIVE-THRU    G. N. C.

SECURITY LEVEL

HIGH    MEDIUM    LOW

"HIGH" SECURITY DESIGNATION BUILDING WILL REQUIRE SECURITY SHUTTERS @ FRONT WINDOWS.

BUILDING AREA (SQ. FT.)

EXIST	NEW
SALES FLOOR: 15326	14780
PHARMACY: 1217	1227
WAITING AREA: 263	232
REC/STORAGE: 1776	1776
LOUNGE: 187	187
CONSULTATION: 0	93
SPECIAL: 165	165
MEZZANINE: 0	0
RESTROOMS: 110	110
CLINICS: 0	474
RITE AID TOTAL: 19044	19044
OVERALL TOTAL: 19888	19888

REFRIGERATION

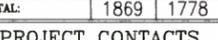
COOLER DRS	14	25
FREEZER DRS	6	10

FIXTURES (LIN. FEET)

SALES FLOOR: 1869	1640
WINE DEPT: 0	138
TOTAL: 1869	1778

PROJECT CONTACTS

DIR OF CONSTRUCTION  
GEOFF MOSS  
REG. CONST. MANAGER  
JOHN CAGLIA



STORE NUMBER

5462 PPR

### PLAN APPROVAL

SIGNED 11/25/12  
TONY SADLER DATE

SIGNED 10/4/12  
DAVID KELLY DATE

SIGNED 10/4/12  
BRYAN SHIRTLIFF DATE

Station	436	Printer	Exit	Printer	Exit	Scanner
STATION 1	NEW	NEW	NEW	NEW	NEW	NEW
STATION 2	NEW	NEW	NEW	NEW	NEW	NEW
STATION 3	NEW	NEW	NEW	NEW	NEW	NEW

FLOORING SQ FT

PATHWAY: 1465

WINE FLOORING: 0

CEILING HEIGHTS

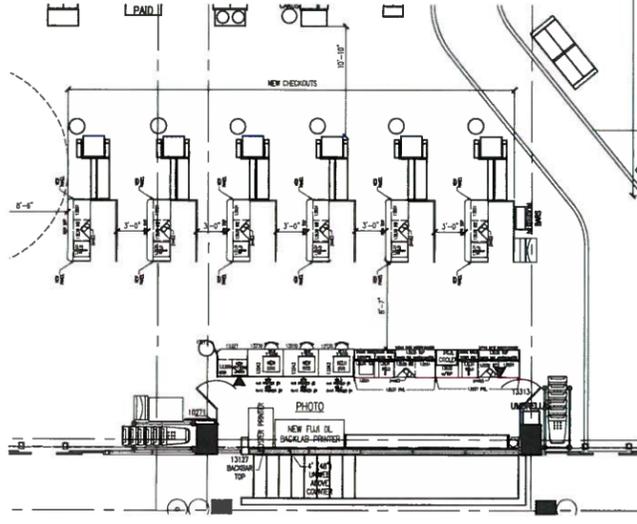
SALES FLOOR: 12'-8"

CAFE: 12'-0"

PHARMACY: 8'-5"

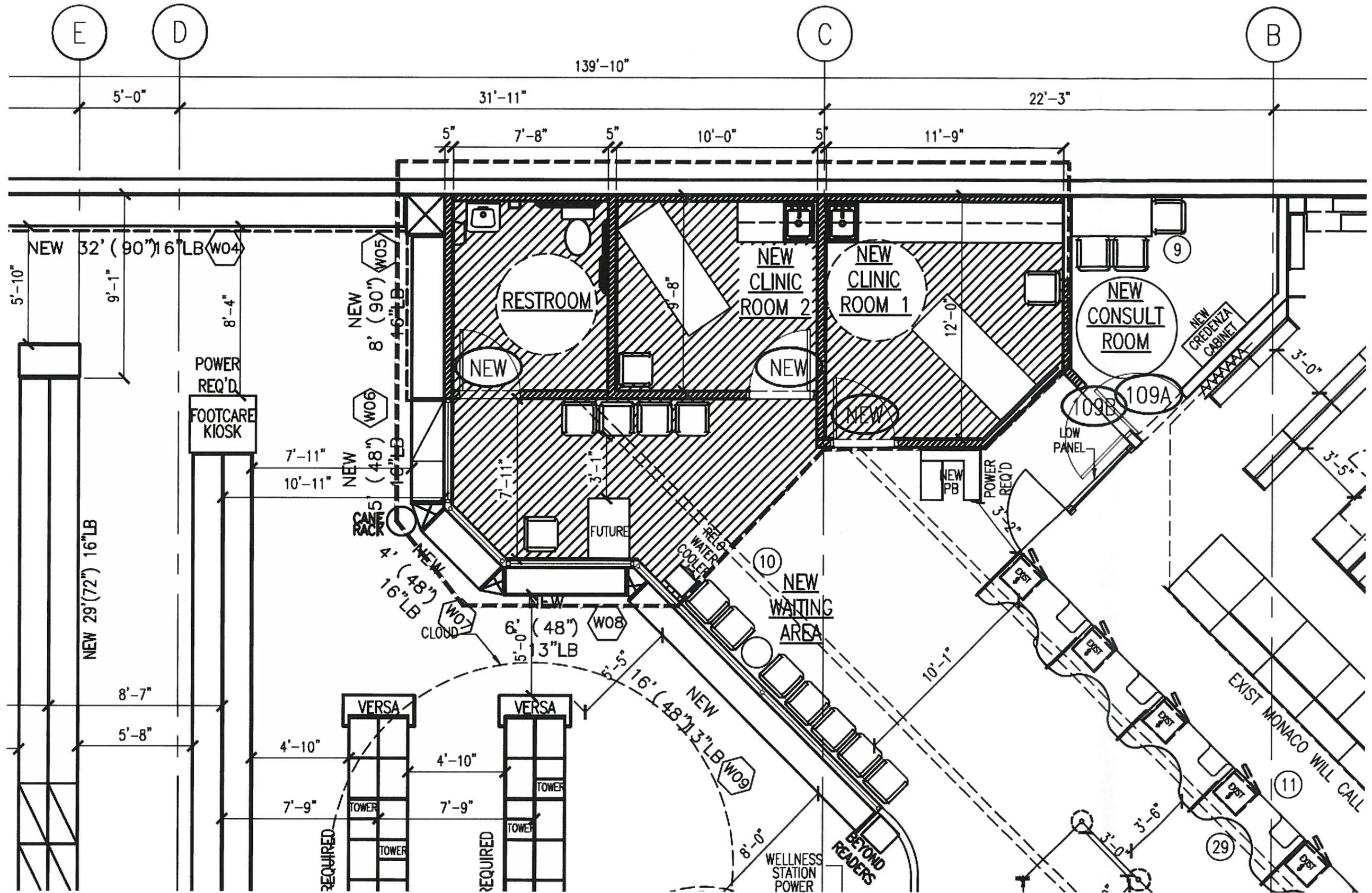
REVISIONS

DATE	BY	DESCRIPTION
MARCH 14, 2014	HJK	MERCH. REVISION: S20 & S23- SWITCHED PREPARED & BATTERY ENDCAPS. REVISIONS PER K.LANE. REMOVED SHELVING OVER HAND DIP SINKS, REMOVED ALL AROUND COLUMN IN COSMETICS, UPDATED LIGHTED GRAPHICS AROUND COLUMN IN COSMETICS, ADDED DIMENSIONS
MARCH 19, 2014	HJK	REVISIONS PER GAP: W05-8", W05-5", W07-13"LB, W08-13"LB, REMOVED S20, RENUMBERED REMAINING CONDOLAS, S28-15", 13" BACK ENDLOCK, CHANGED WELCOME FIXT. AT LEFT ENTRANCE TO SINGLE S20D.
MARCH 21, 2014	HJK	MERCH. REVISIONS: W06-16"LB, W07 CHANGED BACK TO 16"LB, S28- CHANGED BACK TO 12", BACK BASE 16", S25 SWITCHED READING GLASS & FOOTCARE KIOSK, UPDATED COSMETIC LAYOUT PER F.V.
APRIL 2, 2014	HJK	REVISION: ADDED ADDITIONAL MONACO TO RX
APRIL 25, 2014	HJK	REVISED PATH AND QUELING FIXTURE PER KAL
MAY 22, 2014	SMH	RELOCATED BLOOD PRESSURE MACHINE AND WATER COOLER. CHANGED BACKBAR TO 54". ADDED BOX CORNERS BETWEEN W06, W07, W08 & W09. MOVED HELIUM TANK & CART CORRAL. ADDED TRASH CANS & CIGARETTE URNS TO FRONT OF BUILDING, UPDATED MGR'S OFFICE TO CURRENT STANDARDS.
JUNE 4, 2014	HJK	REVISION PER K. LANE. ADDED NOTE FOR ILLUMINATED GRAPHICS, NOTED LIGHTED CANOPY FOR PRO HWR ON S18. ADDED LOCKABLE MONACO



FRONT END PLAN  
SCALE: 1/8" = 1'-0"

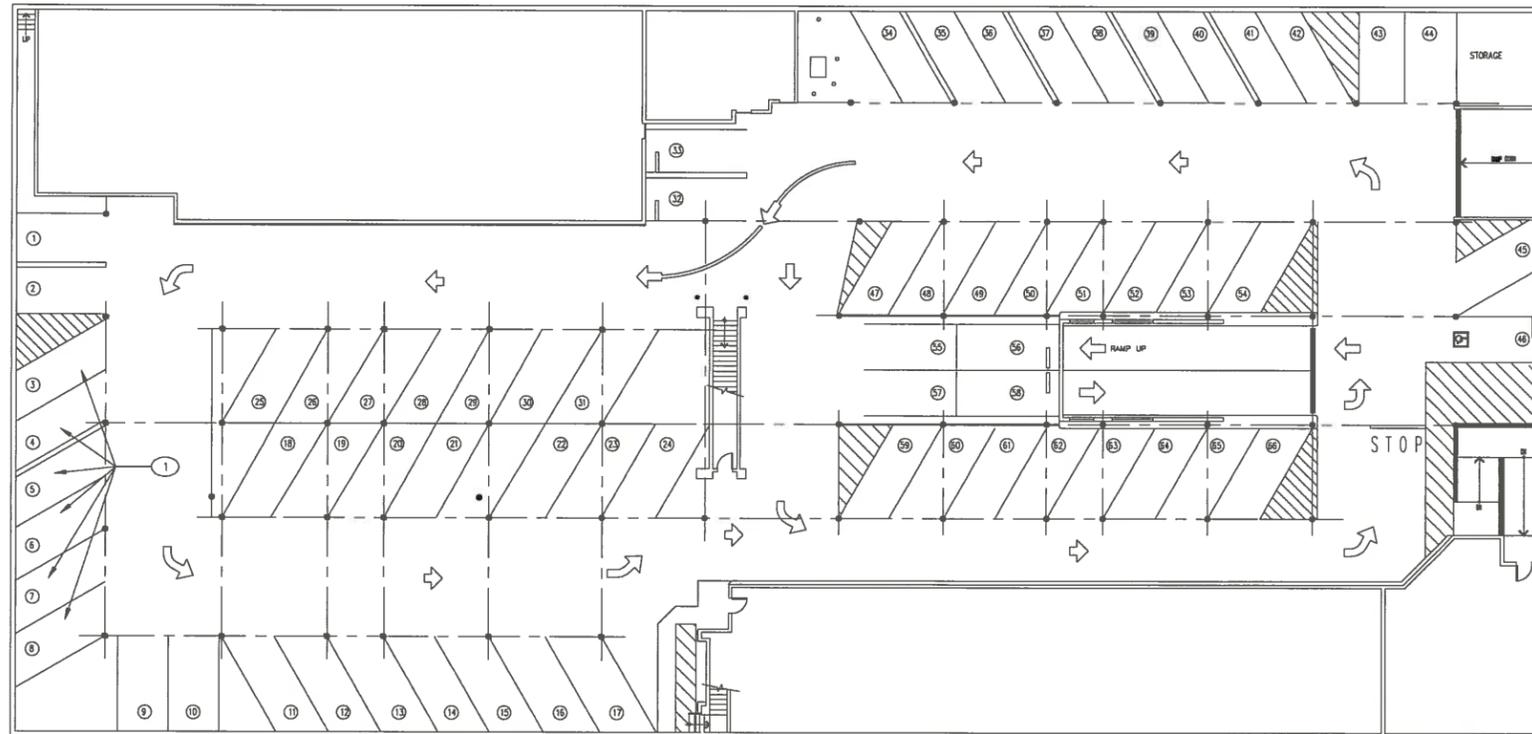
FIXTURE PLAN  
SCALE: 1/8" = 1'-0"



300-336 N Canon Dr (Rite Aid) – Medical Use Overlay Zone & Planned Development Review

Detail view of previous sheet





KEY NOTES

- ① PARKING FOR CONSTRUCTION VEHICLES



**RITE AID STORE  
STORE #5462 PPR**

300 N. CANON DRIVE  
BEVERLY HILLS, CALIFORNIA

EXISTING LOWER  
LEVEL SITE PLAN

1  
2  
3  
4  
5  
6

A0.4

# EXHIBIT B



**Stantec Consulting Services Inc.**  
38 Technology Drive Suite 100, Irvine CA 92618-5312

March 9, 2015  
File: 2073009210

**Attention: Terry Halbur, Vice President**

Rite Aid Corporation  
30 Hunter Lane  
Camp Hill, PA 17011

Dear Mr. Halbur,

**Reference: Rite Aid RediClinic Beverly Hills – Trip Generation Assessment**

The existing Rite Aid Pharmacy located at 300 North Canon Drive, Beverly Hills, CA, (the "Rite Aid Pharmacy") is proposing to convert approximately 500 square feet of the store's existing floor area to a convenient care clinic operating under the brand name "RediClinic." The RediClinic would provide limited basic clinic services to the store's customers. Stantec Consulting Services Inc. (Stantec) has prepared the following assessment to evaluate the traffic generation of the proposed change in use.

Stantec, founded in 1954, provides professional consulting in planning, engineering, architecture, interior design, landscape architecture, surveying, environmental sciences, project management, and project economics. Our local transportation engineering group is staffed with senior traffic engineers with over 20 years of experience in the preparation of traffic impact studies for agencies throughout southern California.

Vehicle trip generation is typically estimated using standardized trip generation rates published in the Institute of Transportation Engineers (ITE) Trip Generation Manual. The manual contains trip rate estimates for common uses, such as a pharmacy, which are derived from multiple case studies of comparable uses. The number of trips generated is determined by applying the appropriate rate to the square footage of the proposed use. Trip generation for a use such as the existing Rite Aid Pharmacy would typically be estimated using data from ITE Rate 880, Pharmacy/Drugstore without Drive-Through Window.

The ITE manual does not include rates specific to a shared pharmacy/clinic use as proposed by Rite Aid. Trip generation rates for stand-alone uses such as medical clinics (ITE Rate 630) and medical/dental office buildings (ITE Rate 720) represent the closest estimate to the proposed new use; however, it should be noted that the ITE rates are derived from case studies of buildings with much larger square footages than proposed. The proposed project would convert to clinic use approximately 500 square feet of an existing approximately 19,000 square foot pharmacy.

A comparison of ITE trip rates for a typical pharmacy/drugstore, a typical stand-alone clinic, and a typical medical/dental office building are provided in Table 1 on the following page. As shown, both the clinic and the medical office uses generate significantly less traffic on a per square



**Reference: Rite Aid RediClinic Beverly Hills – Trip Generation Assessment**

**Table 1 Trip Rate Comparison**

Land Use Type	Units	AM Peak Hour			PM Peak Hour			ADT
		In	Out	Total	In	Out	Total	
Pharmacy <sup>1</sup>	TSF <sup>1</sup>	1.91	1.03	2.94	4.12	4.28	8.40	90.06
Clinic <sup>2</sup>	TSF	n/a	n/a	n/a	n/a	n/a	5.18	31.45
Medical Office Building <sup>3</sup>	TSF	1.89	0.50	2.39	1.00	2.57	3.57	36.13

<sup>1</sup> Source: ITE Pharmacy/Drugstore without Drive-Through Window (Code 880)  
<sup>2</sup> Source: ITE Clinic (Code 630) (note: small sample size)  
<sup>3</sup> Source: ITE Medical-Dental Office Building (Code 720)  
TSF = Thousand Square Feet  
n/a = not available

footage basis than does a pharmacy/drugstore. For example a clinic is estimated to generate 31.45 daily trips per thousand square feet while a pharmacy is estimated to generate 90.06 daily trips per thousand square feet. Peak hour rates for clinic and medical office uses are also lower than the corresponding peak hour rates for pharmacy uses. As such, based on ITE trip generation data, the conversion of existing retail pharmacy space to a RediClinic use would not result in an increase to the store's vehicular trip generation. To the contrary, the ITE trip generation rate analysis demonstrates that the proposed conversion to clinic use would decrease total trips as compared to the existing use.

Moreover, Rite Aid's proposal provides for a mix of complementary uses within the same building, which is likely to result in fewer vehicular trips overall. With the traditional separation of medical offices from pharmacies, patients would first travel to their doctor's office for an examination, and would then have to make a separate trip to the pharmacy. By co-locating a clinic within the pharmacy, the need for a separate trip from one use to the other is eliminated, thereby further reducing the overall amount of traffic being generated.

In conclusion, as shown by the ITE trip generation analysis, the conversion of existing floor space in the Rite Aid Pharmacy to a RediClinic would result in a decrease in vehicular trips as compared to existing uses. In addition, by providing these complimentary uses together in the same building, overall traffic volumes will be reduced even further.



March 9, 2015  
Terry Halbur, Vice President  
Page 3 of 3

**Reference: Rite Aid RediClinic Beverly Hills – Trip Generation Assessment**

Thank you for requesting our assistance with this project. If you have any questions on the above data please feel free to contact me to discuss.

Sincerely,

**STANTEC CONSULTING SERVICES INC.**

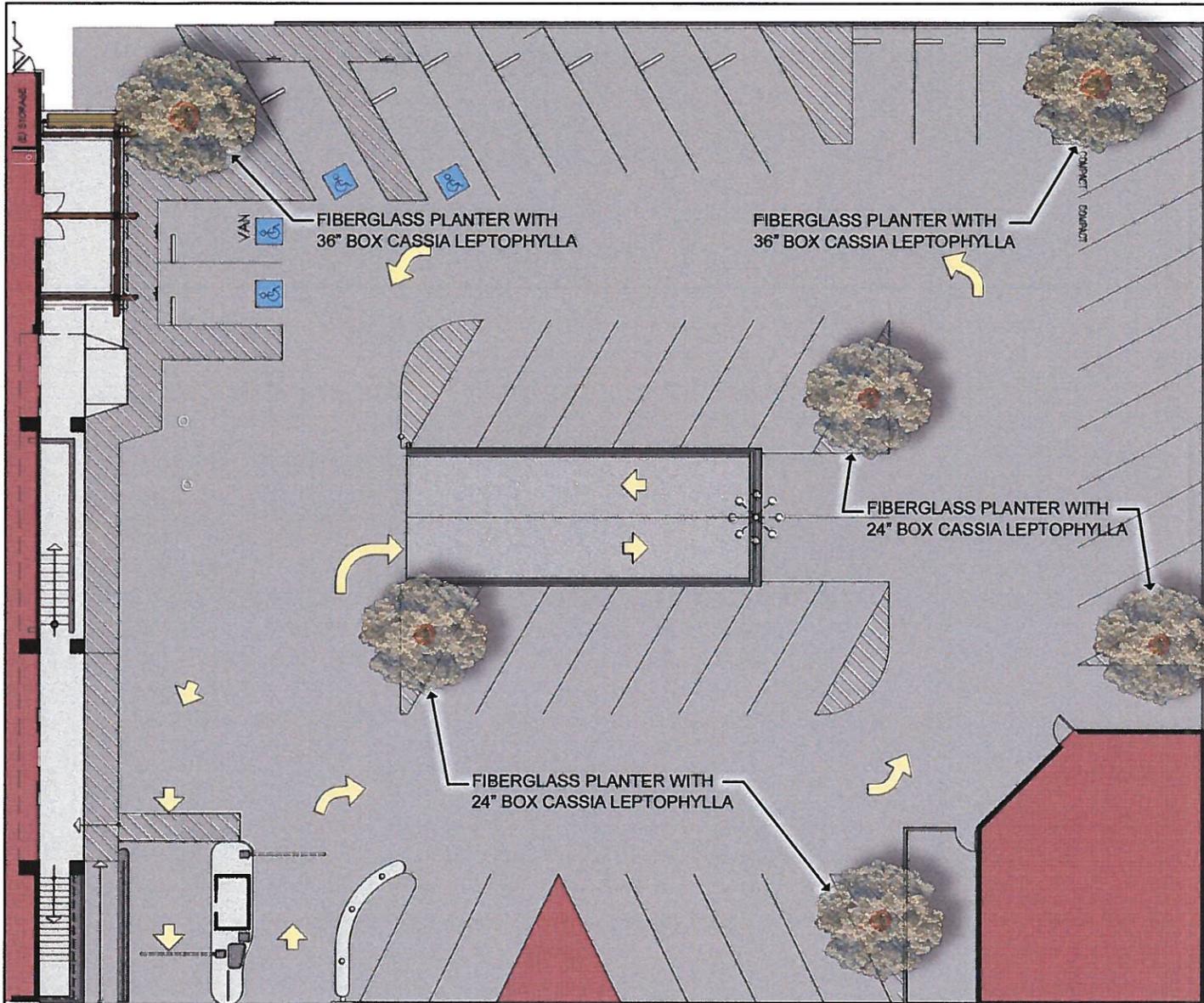
A handwritten signature in blue ink, appearing to read "Daryl Zerfass".

Daryl Zerfass, PE, PTP  
Principal, Transportation Planning and Traffic Engineering  
Phone: (949) 923-6058  
Daryl.Zerfass@stantec.com

c. Bob Superneau, Stantec

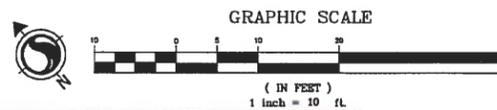
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# EXHIBIT C



CONCEPTUAL PLAN GRAPHIC

CANON DRIVE



CONCEPTUAL PERSPECTIVE

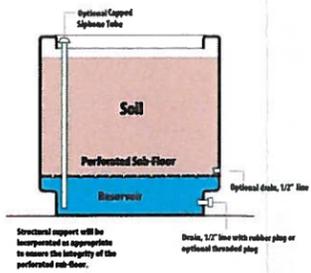
PLANT PALETTE

DAYTON WAY



Cassia leptophylla  
Gold Medallion Tree  
Form: Standards  
Size: (2) 36" Box & (4) 24" Box

PLANTERS



Old Town Fiberglass  
Model: Imperial Urn with Waterproof Liner and Perforated Sub-Floor and Reservoir  
Size: (2) 52"W x 43"H & (4) 36"W x 30"H  
Color: Terra  
Texture: Orange Peel

LIGHTING



FX Luminaire  
Model: VS LED Up Light  
Material: Brass  
Finish: Antique Bronze  
Power: Transformer and timer with standard electrical source



PREPARED BY:

**Stantec**  
38 TECHNOLOGY DRIVE, SUITE 100  
IRVINE, CA 92618  
949.923.6000 stantec.com

PREPARED FOR:

RITE AID

RITE AID, BEVERLY HILLS  
LANDSCAPE CONCEPT

DATE:

09/28/2015

SHEET

1

OF

1

JOB NO. 2007055002



October 6, 2015

## **RITE AID, BEVERLY HILLS**

### **Conceptual Landscape Design Overview**

#### **LANDSCAPE COMPONENTS:**

- Tree selection:
  - *Cassia leptophylla*, *Gold Medallion Tree*
    - Small to medium size street tree with an open, stable form allowing wind to pass through
    - Semi-deciduous tree in southern California (less litter)
    - 25'H x 20'W maximum size- tree wouldn't get that large because of planter containment. Estimate tree size would be around 15-18'H x 10-13'W
    - Trees specified as standards vs. multi-branching to allow 8-10' of clear space
    - (2) 36" box trees & (4) 24" box trees
    - Will match theme of street trees along Beverly one block away
- Planters:
  - Round urn style
  - Terra color
  - (4) 36"W size for smaller areas and (2) 52"W size for larger areas
  - Will include a reservoir with a possibility for drainage to tie into system
  - Automatic bubbler system irrigation to be included in each pot
- Lighting:
  - Low voltage LED uplights in each pot powered by a transformer, controlled by a timer and powered by a standard electrical source