



## STAFF REPORT

**Meeting Date:** April 19, 2016  
**To:** Honorable Mayor & City Council  
**From:** Aaron Kunz, Deputy Director of Transportation  
Martha Eros, Transportation Planner  
**Subject:** Beverly Hills Bike Share Pilot Program  
**Attachments:** 1. Station Maps  
2. Public Notice  
3. Correspondence

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### **INTRODUCTION**

Staff seeks direction on two bicycle share (bike share) station sites recommended for the Phase-1 launch of the Beverly Hills Bike Share Pilot Program in May 2016.

The two proposed sites are located in the public right-of-way adjacent to (1) 280 South Beverly Drive on the northeast corner of South Beverly Drive and Gregory Way, and (2) 331 North Maple Drive on the northwest corner of Third Street and Maple Drive in the Entertainment Business District.

### **DISCUSSION**

At the March 3, 2016 Traffic & Parking Commission meeting, Commissioners received public comment on eight proposed bike share station locations and recommended six stations for Phase 1 implementation. Transportation Planning staff provided an information item with a bike share implementation plan, including proceeding with the installation of four of six bike share stations, to City Council at the April 5, 2016 Study Session. A map of the proposed bike share stations is provided as Attachment 1.

Building owners and/or property management representatives provided public comment or correspondence opposing the two station sites outlined below:

#### ***(1) 280 S. Beverly Drive (NE corner of South Beverly Drive and Gregory Way)***

This location is in close proximity to restaurants, stores, and offices in the South Beverly Drive corridor. A USPS post office substation and a Metro bus stop are located on adjacent corners. Staff met with the property owners of the 280 South Beverly Drive building on January 16, 2016 to share station schematics and conduct an onsite visit. Obstacles, including street furniture and a Metro bus stop, precluded placing the station on a different corner at this intersection.

The property owners of the 280 South Beverly Drive building submitted correspondence on January 20, 2016 expressing concerns that a bike share station would block the view of their lobby and the daily use of the existing red curb zone in front of the building commercial loading presents a hazard for the equipment and riders.

The TPC supported this location as an initial portal to access the South Beverly Drive corridor and the available public right-of-way on this street corner. Additionally, TPC and staff reiterated that a red zone is not a legal loading zone for commercial or passenger vehicles.

**(2) 331 North Maple Drive (N/W corner of Third Street and Maple Drive)**

This location is in the Entertainment Business District. It is across from the 325 Maple building (which will convert approximately 50,000 square feet of the USPS post office parking structure to office space), and one block from Maple Plaza, the Third Street tour bus zone, the 331 Foothill Road building that is leased to multiple entertainment companies, and City facilities (Public Works, Warehouse).

Jamie Bower, a representative of the 331 Maple Drive management company indicated that the employee population in that area would likely not support the bike share program since their building has less than 60% occupancy and the building across the street (325 N. Maple Drive) will be undergoing renovations.

The TPC supported this location based on available public right-of-way and overall employment hub in the Entertainment Business District. A bike share station at this location will also provide tourists and the residents of this dense multiple-family quadrant access to the business triangle, South Beverly Drive, or any citywide destination via a bicycle instead of a motor vehicle.

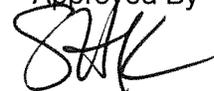
Public notices advising of City Council review at the April 19, 2016 study session were emailed to the two representatives, and mailed by post to the properties and businesses adjacent to the two proposed stations.

**RECOMMENDATION**

Staff seeks City Council direction regarding the installation of the two proposed bike share stations outlined in this report.

Susan Healy Keene  
Community Development Director

Approved By

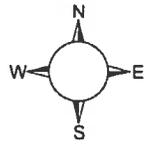


# **ATTACHMENT 1**

**PROPOSED BIKE SHARE STATIONS**

- A North Crescent Drive/South Santa Monica Boulevard
- B Camden Drive/South Santa Monica Boulevard
- C South Beverly Drive/Gregory Way
- D Third Street/Maple Drive
- E Doheny Drive/Burton Way
- F Civic Center Drive/Burton Way
- G North Santa Monica Boulevard/North Crescent Drive
- H Wilshire Boulevard/Beverly Drive
- I Wilshire Boulevard/Robertson Boulevard
- J North Santa Monica Boulevard/Doheny Drive

- - Installed (test)
- - Proposed
- - Pending



**Proposed  
Bike Share  
Stations**





# D

## BEVERLY HILLS BIKE SHARE

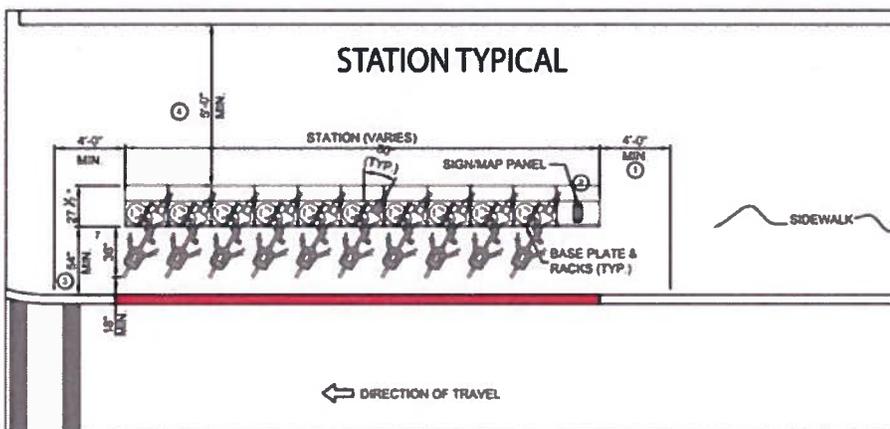
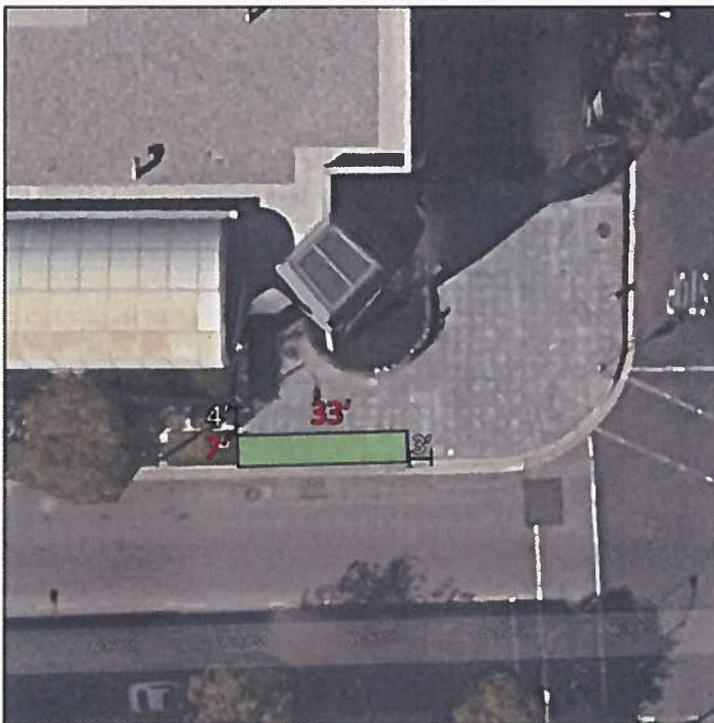
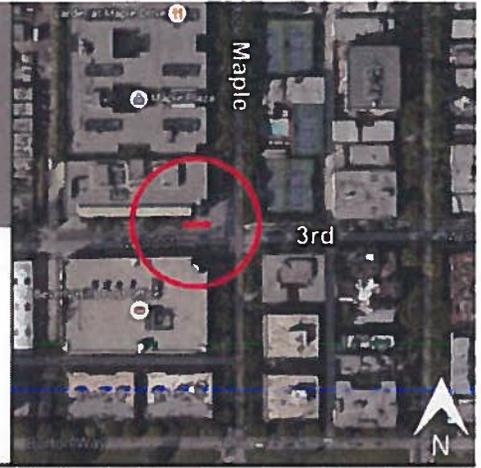
### 3rd & Maple NW Corner

**Station Capacity:** 11 Racks

**Surface:** Stone

**Station Type:** TYP 4767-1

**Sign Location:** West side



#### Siting Notes:

- Available station length: 30'
- Sidewalk throughway: 4' at narrowest
- Clearance to in-ground utility: 3'

- Close proximity to Beverly Hills Tennis Club and offices on Third Street and Maple Drive
- Near USPS post office

# **ATTACHMENT 2**

**BEVERLY HILLS CITY COUNCIL  
NOTICE OF PUBLIC MEETING**



**Beverly Hills Pilot Bicycle Share Program  
Proposed Phase 1 Station Locations**

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The City Council will receive public comment for the proposed bike share station adjacent to **280 S. Beverly Drive (N/E corner of South Beverly Drive and Gregory Way)** at the April 19, 2016 Study Session.

**MEETING:** Beverly Hills City Council Study Session

**DATE:** Tuesday, April 19, 2016

**TIME:** 2:30 p.m., or as soon thereafter as the matter may be heard

**LOCATION:** City Hall, Council Chambers, 455 N. Rexford Drive, Beverly Hills, CA 90210

On March 3, 2016, the Traffic & Parking Commission reviewed and received public comment on eight proposed bike share stations. The Commission recommended moving forward with the following station locations:

- C. N/E corner of South Beverly Drive and Gregory Way (280 S. Beverly Drive)
- D. N/W corner of Third Street and Maple Drive (331 Maple Drive)

The stations will be forwarded to City Council on April 19, 2016 to provide an opportunity for public comment.

**PUBLIC COMMENT:**

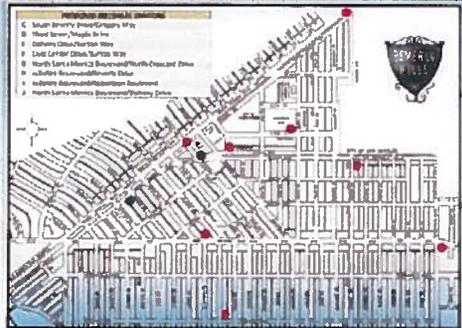
Persons wishing to comment on this item are invited to attend the April 19, 2016 City Council Study Session and/or submit written comments. Any communication received by the City becomes part of the public record.

By Email: [transportation@beverlyhills.org](mailto:transportation@beverlyhills.org)

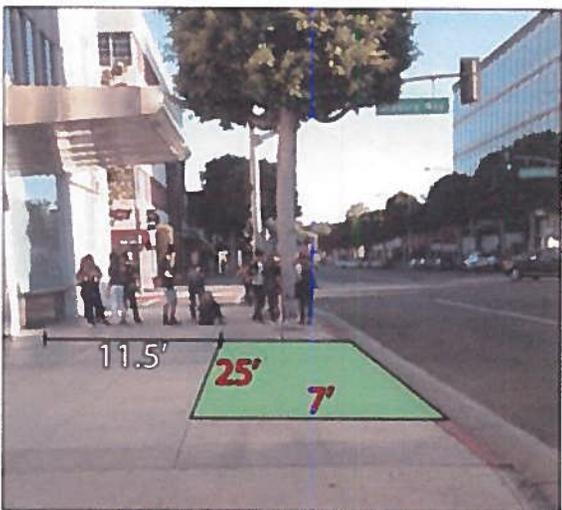
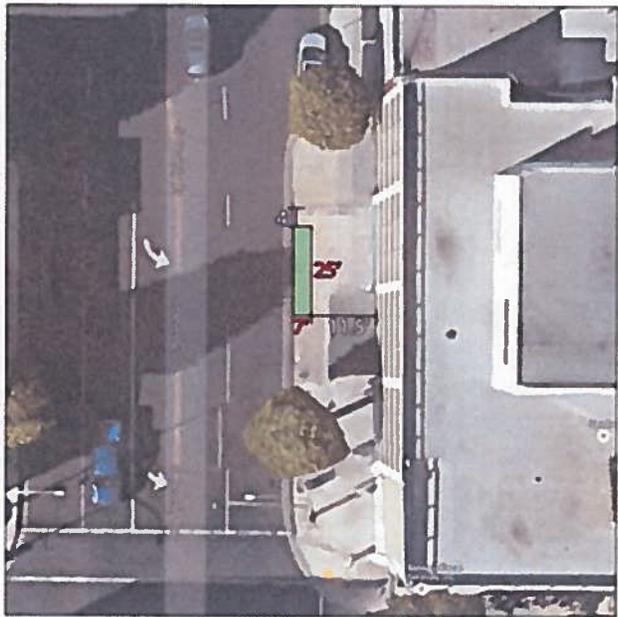
By Mail: City of Beverly Hills  
Community Development - Transportation Planning  
455 North Rexford Drive, Beverly Hills, CA 90210

If you would like additional information regarding this proposal, please contact the Transportation Planning Division at (310) 285-1128.

# C. Beverly/Gregory



- Siting Notes:**
- Available station length: 25' to edge of storm drain and doorway
  - Sidewalk throughway: 11.5'
  - 4' clearance to driveway
  - Requires relocation of 1 city bike rack



- Close proximity to South Beverly Drive restaurants, stores, offices
- Near USPS post office
- Close to Metro Bus Stop (14)

**BEVERLY HILLS CITY COUNCIL  
NOTICE OF PUBLIC MEETING**



**Beverly Hills Pilot Bicycle Share Program  
Proposed Phase 1 Station Locations**

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Community Development - Transportation Planning  
455 North Rexford Drive, Beverly Hills, CA 90210

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## D. 3<sup>rd</sup>/Maple



### Siting Notes:

- Available station length: 30'
- Sidewalk throughway: 4' at narrowest
- Clearance to in-ground utility: 3'

- Business Entertainment District
- Tour bus zone one block west
- City Facilities (Public Works, Warehouse)
- Close proximity to Beverly Hills Tennis Club
- Near USPS post office

# **ATTACHMENT 3**

**JDJ Group, LLC**  
280 South Beverly Drive, Suite 315  
Beverly Hills, CA 90212

January 20, 2016

Ms. Martha Eros  
Transportation Planner  
City of Beverly Hills  
455 N. Rexford Dr.  
Beverly Hills, CA 90210

Re: Proposed Bike Station and Recent Meeting

Dear Martha,

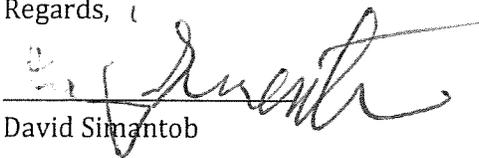
I hope this letter finds you well. Per our recent meeting regarding the proposed bike station in front of our building located at **280 South Beverly Drive**, we have some concerns about the location, as we discussed in the meeting.

Firstly, we feel that the location will block the view of our lobby. Secondly, and more importantly, as there is no loading allowed on South Beverly Drive for delivery vans/trucks, the location of this station will take away the one area where UPS, FedEx, water delivery, etc. are able to unload their vans/trucks and thereby creating a bigger traffic and parking issue.

Please do not hesitate to contact me so that we may discuss further. I can be reached at

Thank you in advance.

Regards, (

  
David Simantob

  
Joseph Simantob

Received  
City of Beverly Hills  
JAN 22 2016  
Planning Division  
Community Development