



STAFF REPORT
CITY OF BEVERLY HILLS

For the Planning Commission
Meeting of August 6, 2009

TO: The Planning Commission
FROM: Peter Noonan, AICP, Associate Planner
THROUGH: Jonathan Lait, AICP, City Planner 
SUBJECT: **General Plan Amendments – Step One**
Final Review of language to be included in the First Step (Step One)
Amendments to the General Plan.

SUMMARY

This is the final review and public hearing on goal, policy and implementation program language to be included in the first step (Step One) amendments to the City's general plan. The proposed language was provided to the Planning Commission and made available to the public on July 9, 2009. Over the course of the afternoon session, staff will be incorporating changes and revisions as requested by the Planning Commission with the intention of presenting a final document that incorporates all revisions for the evening public hearing. The next step in the amendment process will be to prepare a resolution to the City Council recommending that the general plan be amended to include the Step One goals, policies and implementation programs (Attachment A).

BACKGROUND

Language to be included in Step One^a has been reviewed by several of the City's commissions, the Beverly Hills Unified School District and has been seen by the previous City Council.

During the course of several public hearings that occurred in the fall of 2008, the Planning Commission provided direct language changes, additions and over-all direction for: (a) consistency in terminology and reference, (b) eliminating redundancy and (c) rewriting language as needed for clarity. Direction from the Planning Commission has been incorporated into the draft language in a strike-out and underline format.

^a On May 27, 2009 the City Council endorsed a change in approach for completing the general plan update. The new approach amends the City's existing general plan document rather than adopts an entirely new document. Under the new approach, draft general plan goals and policies that have received broad community support proceed forward for adoption (Step One), while goals and policies relating to density and scale of development continue to be discussed by the Planning Commission and the community (Step Two).

DISCUSSION

This study session and public hearing concludes the review process for the Step One amendment language. In addition to the language provided on July 9, a few additional changes are being proposed. These changes focus on economic development goals and policies (Attachment B) and implementation programs (Attachment C). These language changes have been made available to the community on July 31, 2009 through the general plan website, the City permit center, City Clerk's office and City library.

Once the language for Step One is finalized, the next step will be to adopt a resolution recommending to the City Council that the general plan be amended to include these goals, policies and implementation programs.

RECOMMENDATION

Staff asks the Planning Commission to review, provide any additional changes to the language and direct a resolution to be drafted recommending that the general plan be amended to include the Step One goals, policies and implementation programs.

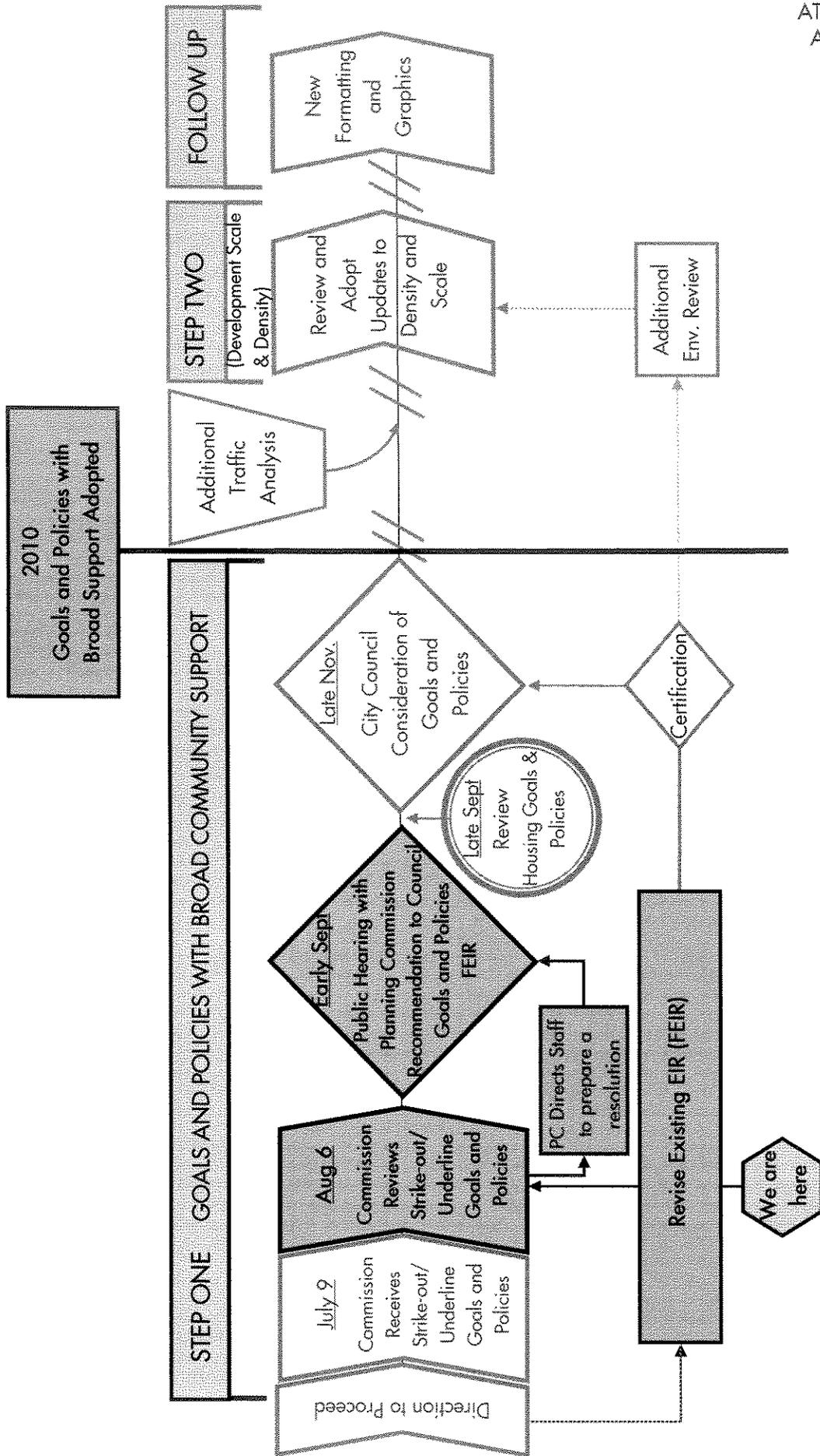
PETER NOONAN, AICP

Attachments:

- Attachment A – Tentative Review Timeline at of August 6, 2009
- Attachment B – Final Draft Goals and Policies - Supplemental
- Attachment C – Final Draft Implementation Programs - Supplemental

AMENDING THE GENERAL PLAN

Timeline – Current as of August 6, 2009



STEP ONE

FINAL DRAFT - GOALS AND POLICIES - SUPPLEMENTAL

This is a supplemental to the Final Draft Goals and Policies that were provided on July 9, 2009 and proposes final changes to goals and policies for economic development. Proposed revisions and insertions are bold and double underscored.

ECONOMIC DEVELOPMENT

Goal ED 1 **Sustainable Economic Base.** A fiscally sustainable base to maintain the level of service currently provided to its residents, recognizing the City is highly dependent upon commercial development for its general fund revenues.

ED 1.1 **Economic Sustainability Plan.** Develop a plan to nurture a resilient business community and stable economic base ensuring that the City is able to maintain a high level of service for its residents. (Imp. 5.2)

ED 1.1.2 **Tax Base.** Consistent with future economic sustainability plans, identify land-use opportunities to enable the expansion of the City's tax base, including increases to sales and hotel tax streams from retailing and tourism. (Imp. 5.2)

ED 1.3 **Retain Existing Industries.** Consistent with future economic sustainability plans, encourage existing industries such as luxury retail, tourism, hoteling, entertainment and media businesses and services to remain and expand within the City. (Imp. 5.2)

ED 1.4 **Attract New Businesses and Industries.** Consistent with future economic sustainability plans, encourage and attract new businesses in existing industries and new industries to locate and expand within the City in order to ensure a diverse, leading-edge business community. (Imp. 5.2)

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Final Draft New Goals and Policies Supplemental - August 6, 2009

ED 2.2-
1.5 **Green Industries.** Encourage "green" industries to locate within the City that are consistent with the existing economic base and will provide similar high-skill/high-wage job opportunities. *(Imp. 3.6, 5.2)*

ED 1.2 ~~**Retail.** Market the City's unique tenant base and flagship status in the region to maintain and enhance commercial, lodging, retail and office businesses promote retail expansion in the Triangle and other key locations throughout the City. *(Imp. 5.2)*~~

Goal ED 2 **Market Position.** A strong economic base ensuring the City continues to serve as a center for high-end retail, luxury lodging, **entertainment, media** and high value corporate opportunities that reinforce the unique market position enjoyed by the City.

ED 1.2-
2.1 ~~**Retail Marketing.** Market the City's unique tenant base and flagship status in the region to maintain and enhance commercial, lodging, retail, **entertainment, media** and office businesses promote retail expansion in the Triangle and other key locations throughout the City. *(Imp. 5.2)*~~

ED 2.1 2 ~~**Marketing Foster Marketing Partnerships.** Work with the Chamber of Commerce and the Beverly Hills Conference & Visitors Bureau to market the City as a location for luxury retail, and hotel, **entertainment and media** businesses development. *(Imp. 5.2, 7.3)*~~

ED 2.3 **Market Trends.** Monitor industry and market trends regularly to provide current information to City policymakers and the business community for appropriate action. *(Imp. 5.2)*

ED 2.4 ~~**Lodging Needs.** Work with the hotel industry to identify lodging needs that are currently unmet. Work with the hotel industry, chamber of commerce, visitor's bureau and other business groups to identify ways to improve the visitor experience in the City while also improving the quality of life for residents. This might include identification of infrastructure needs such as improvements to intersections with high-pedestrian traffic. *(Imp. 5.2)*~~

ED 2.5 **Public/Private Partnerships.** The City shall support and encourage private/public partnerships that promote and enhance it's standing as a high-end retail and luxury lodging destination. *(Imp. 5.2, 7.3)*

Goal ED 4 **Enhanced Commercial Corridors.** Enhanced corridors that expand and nurture development opportunities outside of the Business Triangle such as along South Beverly and Robertson Drives, ~~West~~ Olympic Boulevard and the eastern portion of Wilshire Boulevard.

~~ED 4.1~~ ~~Incentives. Develop a program to provide Provide façade improvement loans and other financing incentives to enhance development character. *(Imp. 5.2)*~~

ED 4.2 1 **Business Improvement Districts.** Encourage the formation and implementation of Business Improvement Districts and Business Associations for these areas to promote and enhance local businesses, amenities and the pedestrian shopping experience. *(Imp. 5.2)*

ED 4.2 Incentives. Develop incentive programs in order to attract or retain key industry sectors or assist in developing new industry sectors. Incentives might include façade improvement programs, tax incentives or other initiatives intended to assist the City in meeting Economic Development goals. *(Imp. 5.2)*

ED 4.3 **Multi-modal Transportation.** Encourage and promote the use of existing public transportation to link these areas with the Triangle while developing alternative means of public transportation to ease congestion and facilitate successful, high-quality development throughout the City. *(Imp. 3.7)*

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 Final Draft Implementation Programs - Supplemental – August 6, 2009

This is a supplemental to the implementation programs that were provided with the final draft goals and policies on July 9, 2009 as Attachment C. Proposed additional language is in **bold and has been double underscored**.

No.	Implementation Program	Department Lead/Support	Fund
5.0	Community & Economic Development (CED)		
5.2	<p>Economic Development. Work to maintain a strong local economy with an emphasis on commercial industries by:</p> <ul style="list-style-type: none"> ■ <u>Developing an economic sustainability plan.</u> ■ Identifying land use opportunities to expand the tax base. ■ Ensuring its market position through marketing, the promotion of green businesses, assessments of needs and public/private partnerships. ■ Ensuring its development processing is conducive to producing a high-quality of infrastructure and services. ■ Encouraging the formation of Business Improvement Districts. ■ Encouraging the improvement of business along major corridors. 	Economic Development/ Policy and Management	General