Beverly Hills
Planning Division
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Planning Commission Report

Meeting Date: October 11, 2012

Subject: **401 South Robertson Boulevard**
7-Eleven Convenience Store
Request for a Conditional Use Permit and Extended Hours Permit to allow the construction of an approximately 2,500 square foot convenience store.
PROJECT APPLICANT: 7-Eleven, Inc.

Recommendation: That the Planning Commission:
1. Conduct a public hearing and receive testimony on the project; and
2. Direct staff to prepare a resolution memorializing the Planning Commission's findings.

REPORT SUMMARY

The proposed project involves the establishment of a new 2,477 square foot convenience store to be constructed on the property located at 401 South Robertson Boulevard. The proposed use requires approval of a Conditional Use Permit per the City's recently adopted Convenience Store Ordinance. In conjunction with the Conditional Use Permit, the applicant is requesting approval of an Extended Hours Permit to operate the convenience store twenty-four hours a day, seven days a week. This report analyzes the project's potential impacts on the surrounding neighborhood, project design and site planning, and the project's consistency with the City's General Plan and Zoning Code. Staff's analysis concludes that there are potential benefits to redeveloping a vacant lot with a convenience store, but that there are also inherent challenges in doing so in a manner that is responsive to the goals and needs of the City and its residents. Therefore, this report recommends that the proposed project either be modified to comply with all required findings, or be denied if the required findings cannot be made.

Attachment(s):
A. Required Findings
B. Letters from the Neighboring Community
C. Empirical Traffic Analysis
D. Noise and Vibration Impacts Analysis
E. Light and Glare Impacts Analysis
F. Southeast Task Force Recommendations and Staff Report
G. Architectural Plans

Report Author and Contact Information:
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BACKGROUND

File Date	6/14/2011
Application Complete	8/29/2012
Subdivision Deadline	N/A
CEQA Deadline	60 days from CEQA Determination
Permit Streamlining	10/29/2012 without extension request from applicant
Applicant(s)	7-Eleven, Inc.
Owner(s)	The GRL Partnership
Representative(s)	Fran Cohen
Prior PC Action	The project was before the PC as a preview item on October 27, 2011
Prior Council Action	None

PROPERTY AND NEIGHBORHOOD SETTING

Property Information

Address	401 South Robertson Boulevard
Legal Description	TRACT NO 6380 LOTS S3, 54 AND LOT 55
Zoning District	C-3 Commercial Zone
General Plan	General Commercial - Low Density
Existing Land Use(s)	Vacant
Lot Dimensions & Area	107.3' x 135' – 14,486 square feet
Year Built	The existing site is vacant
Historic Resource	The property is not identified on the City's list of potentially historic properties.
Protected Trees/Grove	None

Adjacent Zoning and Land Uses

North (directly across Olympic Blvd)	C-3 – General commercial
South	C-3 – General commercial
East	C-3T-2 – Commercial-Transition Zone
West	C-3 – General commercial

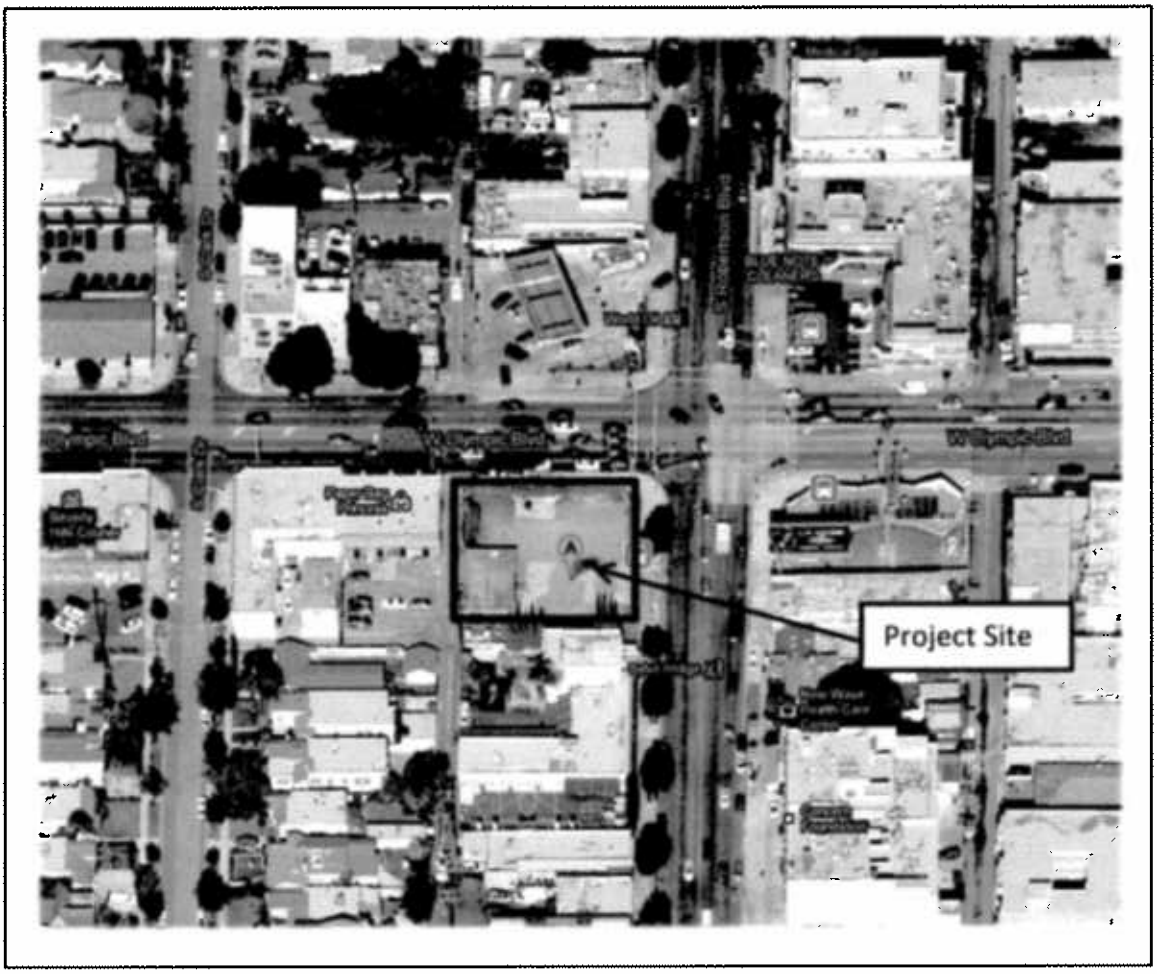
Circulation and Parking

Adjacent Street(s)	Olympic Boulevard and South Robertson Boulevard
Adjacent Alleys	15' alley along the west side of the property (a 2.5' alley dedication is required for the subject property)
Parkways & Sidewalks	Olympic Boulevard sidewalk/parkway – 15' from face of curb to property line, South Robertson Boulevard sidewalk/parkway – 15' from face of curb to property line
Parking Restrictions	1 hour parking south of project site. 2 hour parking north of the project site.
Nearest Intersection	Olympic Boulevard and South Robertson Boulevard
Circulation Element	Olympic Boulevard is an arterial street, Robertson Boulevard is a collector

	street
Estimated Daily Trips	Olympic Boulevard carries approximately 25,850 daily trips, and Olympic Boulevard carries approximately 37,950 daily trips.

Neighborhood Character

Olympic Boulevard and Robertson Boulevard have various institutional, retail, restaurant and office uses on both sides of the street for several blocks east and west on Olympic Boulevard and north and south on Robertson Boulevard. Directly abutting the project site to the south is a two-story private school (Page School). Directly across Olympic Boulevard to the north is an existing gas station and small retail stores. To the west of the site is a series of one-story retail offices. To the east, across Robertson Boulevard, is a newly renovated gas station within the City of Los Angeles. The property to the north east of the subject property is also located in the City of Los Angeles, and is occupied by a multi-story commercial center. A north-south alley along the west of the site connects to an east-west alley which has access to Clark Drive to the west. A residential neighborhood on Clark Drive is located to the southwest of the property and across an alley. The following image provides an aerial of the neighborhood and illustrates the surrounding development and land uses.



PROJECT DESCRIPTION

The proposed 7-Eleven project consists of the construction of a new 2,477 square foot single-story convenience store. A total of 12 on-grade parking spaces and one loading space are proposed on the site. Access to the site is proposed to be provided from a drive-way along Olympic Boulevard, a driveway from Robertson Boulevard, and a driveway from the alley. The convenience store structure is proposed to be located in the southwest corner of the lot, set back from both Olympic and Robertson Boulevards. The parking spaces will be located on the northern half of the lot and the loading space is proposed to the east of the proposed structure. Landscaping is proposed throughout the site, predominantly along its borders. The applicant is seeking approval of a Conditional Use Permit[1] to allow for the convenience store use. In addition, the applicant is requesting approval of an Extended Hours Permit[2] to allow the business to operate 24 hours a day, 7 days a week.

PROJECT HISTORY

The project was previewed by the Planning Commission on October 27, 2011. At that time, a similar project was presented to the Commission, with the exception of minor changes to building siting and increased parking. The Commission's comments/concerns were as follows:

- The Commission requested that an empirical trip generation survey be provided. The Commission directed that the survey focus on 7-Eleven sites in the local area and that it include information regarding trip generation and parking demand.
- Concerns about the potential impacts of light/glare and noise/vibrations were conveyed given the project's adjacency to a school and residential uses.
- The Commission expressed concern regarding crime that could be associated with an extended hours permit allowing a business to be open 24 hours a day, 7 days a week and directed that empirical crime data from the nearest 7-Eleven stores be provided.
- The Commission discussed how the proposed project's design appeared to be underutilizing the site, which is viewed as a gateway site into the City.
- The Commission expressed concerns regarding the on-site traffic flow and requested that a plan which illustrates the turns for large delivery trucks and vehicular flow be provided.

ZONING CODE[3] COMPLIANCE

A detailed review of the proposed project's compliance with applicable zoning standards has been performed. The proposed project complies with all applicable codes, or is seeking through the requested permits, permission to deviate from certain code standards, in a manner that is consistent with the Zoning Ordinance.

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[1] A Conditional Use Permit is now required for the establishment of a convenience store in any of the City's commercial zones.

[2] An Extended Hours Permit is required when a business adjacent to residential uses operates outside the hours of 7:00 AM to 10:00 PM.

[3] Available online at http://www.sterlingcodifiers.com/codebook/index.php?book_id=466

While the project currently complies with zoning regulations, the site plan does not reflect a 2.5' alley dedication required along the western side of the property. This dedication of land is required for the purpose of future widening of the alley and would reduce the distance between the proposed structure and the widened alley. The alley dedication is anticipated to be easily accommodated without the need for significant modifications to the proposed plan.

GENERAL PLAN[4] POLICIES

The General Plan includes the following goals and policies relevant to the Planning Commission's review of the project:

- Policy LU 2.4 Architectural and Site Design. Require that new construction and renovation of existing buildings and properties exhibit a high level of excellence in site planning, architectural design, building materials, use of sustainable design and construction practices, landscaping, and amenities that contribute to the City's distinctive image and complement existing development.
- Policy LU 2.7 City Gateways. Explore opportunities for public improvements and private development to work together to enhance the sense and quality of entry at key gateways into the City.
- Policy LU 2.9 Public Safety. Require that development be located and designed to promote public safety by providing street-fronting uses, lighting, sightlines, and features that enhance community safety.
- Policy LU 2.8 Pedestrian-Active Streets. Require that buildings in business districts be oriented to, and actively engage the street through design features such as build-to lines, articulated and modulated facades, ground floor transparency such as large windows, and limitation of parking entries directly on the street. Parking ingress and egress should be accessed from alleys where feasible.
- Policy LU 5.8 Encroachment of Incompatible Land Uses. Protect residential neighborhoods from the encroachment of incompatible nonresidential uses and disruptive traffic, to the extent possible. Zoning and design review should assure that compatibility issues are fully addressed when nonresidential development is proposed near or within residential areas.
- Policy LU 12.1 Functional and Operational Compatibility. Require that retail, office, entertainment and other businesses abutting residential neighborhoods be managed to assure that businesses do not create an unreasonable and detrimental impact on neighborhoods with respect to safety, privacy, noise, and quality of life by regulating hours of operation, truck deliveries, internal noise, staff parking and on-site loitering, trash storage and pick-up and other similar business activities.
- Policy LU 15.1. Economic Vitality and Business Revenue. Sustain a vigorous economy by supporting businesses that contribute revenue, quality services and high-paying jobs
- Policy LU 16.5 School Safety. Limit the type and intensity of uses located in proximity to schools, such as drive through lanes, to assure compatibility with schools and safety of students.

[4] Available online at http://www.beverlyhills.org/services/planning_division/general_plan/genplan.asp

PUBLIC OUTREACH AND NOTIFICATION

Type of Notice	Required Period	Required Notice Date	Actual Notice Date	Actual Period
Posted Notice	N/A	N/A	N/A	N/A
Newspaper Notice	10 Days	10/1/2012	9/28/2012	13 Days
Mailed Notice (Owners & Residents - 300' Radius)	10 Days	10/1/2012	9/28/2012	13 Days
Property Posting	N/A	N/A	N/A	N/A
Website	N/A	N/A	10/5/2012	6 Days

Public Comment

Written comments from both those in favor and opposed to the project have been provided to staff. A copy of the correspondence received has been included in Attachment B. Additionally, staff has received several phone calls from residents concerned about the project.

ENVIRONMENTAL ASSESSMENT AND PROJECT ANALYSIS

The subject project has been assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The project qualifies for a categorical exemption pursuant to Section 15303 (Class 3) of the Guidelines. Specifically, the proposed project consists of construction of a new, small commercial structure (less than 2,500 square feet in floor area) which does not involve the use of a significant amount of hazardous substances.

ANALYSIS[5]

Project approval, conditional approval or denial is based upon specific findings for each discretionary application requested by the applicant. The findings that the Planning Commission must make to grant approval of the requested entitlements are included with this report in Attachment A and may be used to guide the Planning Commission's deliberation of the subject project.

The required findings for reviewing the requested Conditional Use Permit and Extended Hours Permit relate to enhancing the character of the neighborhood, ensuring that the use does not result in any adverse impacts to surrounding properties, safeguarding neighboring properties from excessive noise, unpleasant odors, or excessive lighting, preventing overconcentration of convenience store uses and inhibiting crime or peril to personal safety and security. In reviewing the project, staff recommends that the Commission consider the following information:

> **Empirical Trip Generation Survey.** At its meeting on October 27, 2011, the Planning Commission requested an empirical trip generation survey be provided to determine the

[5] The analysis provided in this section is based on draft findings prepared by the report author prior to the public hearing. The Planning Commission in its review of the administrative record and based on public testimony may reach a different conclusion from that presented in this report and may choose to modify the findings. A change to the findings may result in a final action that is different from the staff recommended action in this report.

number of peak hour trips and parking demand generated by typical 7-Eleven convenience stores. A survey was been conducted by the City's consulting firm, Fehr & Peers (see Attachment C). Data was collected for three comparable 7-Eleven sites in the area located at 6077 W 3rd Street, 3450 Overland Avenue, and 5000 Wilshire Boulevard (all within 3.5 miles of the subject site). Driveway counts and parking utilization data were collected during two typical weekdays (between 7:00 – 9:00 AM and 4:00 to 6:00 PM) and two typical Saturdays (between 11:00 AM and 1:00 PM) at the three sites.

Since the three surveyed 7-Eleven sites where of a similar size and parking availability to that of the proposed project the study used an average of the three sites surveyed and then compared this data to the ITE *convenience market* trip rates (*Trip Generation 8th Edition*, ITE, 2010). The study's empirical trip generation rates for the three stores surveyed are 8% lower than the AM peak hour, 6% higher than the PM peak hour, and 30% lower than the Saturday midday peak hour rates found in the ITE manual. Furthermore, 100% of the trip ends established in the analysis were assigned to the project itself, whereas available data generally suggest that up to 50% of all convenience store trips are pass-through trips where the convenience store does not serve as the primary destination. This conservative approach was used in order to ensure that, even in a worst case scenario, the project would not exceed any of the City's significant impact thresholds for trip generation. Although the project will not result in a significant environmental impact as a result of traffic, the Commission may still wish to discuss whether the number of trips generated is appropriate for the site and surrounding neighborhood.

Parking. In addition to trip generation, parking demand was also studied for the project site. Empirical parking utilization counts were conducted every 15 minutes during the survey periods to determine the parking demand generated by a typical 7-Eleven store. Based on the parking data collected, the nearby 7-Eleven stores had a maximum observed parking demand of 15 to 16 spaces during peak hours. Although the number of code-required parking spaces for the proposed project is 8 spaces, the empirical data indicate that actual demand surpasses code requirements. In response to this information the applicant has revised the original site plan (which previously contained 8 parking spaces) to provide 12 spaces, and has also provided an alternative design with 15 spaces. The additional spaces proposed by the applicant help to meet anticipated parking demand, but do require the use of compact parking spaces in order to fit within the constraints of the site.

Noise and Vibration Impacts Analysis. Pursuant to the Commission's direction at its meeting last October, a Noise and Vibration Impacts Analysis has been completed by the City's consultant, Rincon Consultants, Inc. (see Attachment D)

The primary operational sources of noise associated with the proposed project would be project-generated traffic, stationary sources such as mechanical equipment, and non-stationary noise such as parking lot noise from vehicles, conversations, and loading. Noise sensitive uses near the project site include the single-family residences located southwest of the project site across the alley, and the Page School located immediately to the south of the project site. The proposed conditions on the site including the mechanical equipment enclosure, the trees and the 6' tall masonry wall along the west and southern property lines would help to diffuse any noise coming from the parking area, delivery area, or major roadways. Furthermore, the project must comply with Municipal Code requirements (BHMC Section 5-1-202) which prohibit the

operation of any machinery, equipment, pump, fan, air conditioner apparatus or similar mechanical device that would cause noise levels at the property line to exceed the ambient noise level by more than 5 dB. As a result of the proposed site layout, as well as the City's requirements for ambient noise levels, it is not anticipated that the primary operational sources of noise associated with the project would negatively impact the adjacent residential and school uses.

Temporary noise and vibration increases were also studied. Construction activity would generate temporary increases in noise and vibrations in the immediate site vicinity. The closest sensitive receptors to the construction activity would be the Page School and the residential properties located across the alley to the southwest of the site. While these sites would experience temporary noise that could be disruptive, the City's regulations on construction activity hours and noise levels would aid in limiting these disruptions. Therefore, as the construction would be temporary and would be restricted in both hours of operation and noise levels which could directly affect the nearby school and residences, the impacts would be less than significant and mitigation is not required.

Light and Glare Impacts Analysis. Pursuant the Commission's direction at the project preview on October 27, 2011 a Light and Glare Impacts Analysis has been prepared by the City's consultant, Rincon Consultants, Inc. (see attachment E). The study focused on the physical and regulatory setting, and potential light and glare impacts of the proposed project.

The consultant studied the impacts of the proposed new lighting elements which include: four pole-mounted LED lights, seven wall-mounted LED lights around the building perimeter, ten LED pathway lights, and seven ground-mounted, upward facing LED accent lights located at the base of the trees proposed on the project site. The consultant also studied any potential sources of reflected glare from the proposed project. Potential sources consisted of glazing (windows) on the proposed building, as well as the sun's reflective glare from metallic or glass surfaces on vehicles. The study concluded that the proposed project would not produce excessive light levels or glare that would exceed the standards of the Beverly Hills Municipal Code (Sections 5-6-1101 and 10-3-1955), which would be enforced through the City's permitting process. The levels of light and glare produced by the project would also be generally consistent with the highly urbanized nature of the area, including nearby commercial uses along Olympic and Robertson Boulevards. Therefore, the project impacts related to light and glare would be less than significant and mitigation is not required.

Empirical Crime Information. Staff contacted to the City of Beverly Hills Police Department as well as the Los Angeles Police Department and requested crime information specifically related to convenience stores; data, however, is not tracked based on specific land use but by nearest address. Staff accessed the Crime Mapping webpage for Loa Angeles (www.crimemapping.com). This webpage allows citizens to type in a specific address to see all reported crime that has happened at a specified address within the last six months. Staff researched the same three 7-Eleven properties that were utilized for the traffic study, and identified several instances of crime at each location. However, this information is inconclusive because it is not possible to determine whether the crimes occurred inside the stores, in the parking lots of the stores, or on the street adjacent to the stores. Furthermore, this information

provides no basis for determining whether the crimes were a result of the actual land use or simply a result of the stores' surroundings.

In addition to staff's research, the applicant team conducted its own internal review of crime reports which had been logged in the 7-Eleven, Inc. systems. The following data was provided for two stores in the area:

- Store number: 21565 on La Cienega @ Saturn = one robbery in the last 6 years
- Store number: 25304 on La Cienega @ Olympic = one robbery in the last 6 years

Again, while this information is informative, it does not provide conclusive data that would support or disprove a direct correlation between convenience stores and crime, as it is unknown whether a different type of store in the same location would have been the subject of similar robberies.

Site Configuration and Architectural Design. At the project preview on October 27, 2011, the Planning Commission stated that the subject site is viewed as a gateway site into the City. As such, the Commission indicated that the subject site should contain high quality architectural design and site planning that would appropriately represent the high level of design desired in the City and at gateway locations. As a result of these comments the applicant retained the services of Meyer Architecture, an architectural firm known for its attention to detail and high-quality designs. This resulted in a redesign of the building's architecture and site design. While the redesigned project has responded to some of the Commission's comments, it appears as though programmatic and corporate limitations (auto-centric design and sign program quality/location) may be preventing the project from being configured in a manner that is truly responsive to the high standards and guidance provided by the General Plan and Planning Commission. Specifically, the proposed project sites the building away from the surrounding sidewalks and build-to lines that are typical of Robertson and Olympic Boulevards, and attempts to provide for a suburban-type configuration in what is predominantly an urban environment. This appears to create an inherent conflict between the type of site planning desired by the City and that which is proposed. A building that is set back from typical build-to lines (especially at a corner location) and separated from the sidewalk by a parking lot does not actively engage the streetscape, nor does it promote pedestrian activity. However, this design may help to minimize light and noise impacts to surrounding properties since the building location serves as a buffer. These development goals and policies have been set forth in the General Plan, and have also previously been identified by the Planning Commission and Southeast Taskforce. Therefore, staff recommends that the Commission discuss whether the proposed use is capable of achieving these goals and positively contributing to the surrounding neighborhood.

Onsite Traffic Flow Schematic. On October 27, 2011 the Planning Commission requested a drawing which would illustrate the onsite traffic flow and more specifically, would provide information on how the proposed delivery trucks would maneuver about the site. Due to different options in site design and uncertainty about the appropriateness of the proposed use, traffic flow schematics have not been prepared at this time. The project's parking lot has been designed in accordance with code-required aisle widths and clearances, and staff recommends that internal circulation be further analyzed if the Commission determines that the proposed use is appropriate and establishes a preferred site configuration.

Southeast Task Force. On August 7, 2012 during the City Council's Study Session, the Southeast Task Force presented its recommendations for the development of the southeast area of the City (defined as the area of the City located southeast area of Wilshire Boulevard and Reeves Drive and all areas east of Robertson Boulevard within the City boundaries). The proposed project is located within this southeast neighborhood. A full list of the Task Force's recommendations has been included for the Commission's consideration in Attachment F of this report. The recommendations from the Task Force were generally related to parking, business attraction/retention, programming, mobility, capital improvement projects, and a desire to attract neighborhood-serving businesses.

The proposed use of a convenience store requires the approval of a Conditional Use Permit because it is recognized that this type of use is not appropriate in all situations, and that the surroundings of a proposed site need to be carefully considered when assessing such a use. While a convenience store does not necessarily appear to be the highest and best use of the subject property as identified by the Taskforce, it should be noted that the subject property has been vacant since 2004 and is currently surrounded by fencing and landscaping. In its current state the subject property is not contributing to the surrounding neighborhood, nor is it contributing to the broader economic base of the City. Furthermore, staff is not aware of any other development proposals at the subject property, and it is unclear at what point a different type of use might be proposed in the future. Therefore, staff recommends that the Commission discuss balancing the long-term goals of providing neighborhood serving uses that actively engage the street with the shorter-term goal of redeveloping what is currently a vacant property.

Findings. Based on the design as currently proposed, and as discussed above, it does not appear that all of the required findings can be made in support of the proposed project. All required findings that the Commission must make to approve the project are set forth in Attachment A, and staff specifically recommends that the Commission consider whether the project will contribute to and enhance the character of the neighborhood and location in a positive manner that reflects the image and quality of the City (CUP Finding 1). Additionally, staff recommends that the Commission discuss whether findings for a 24 hours a day, 7 days a week operation can be made. Although the proposed project does not exceed environmental thresholds established for CEQA purposes, it is likely that such an extended hours operation would cause a nuisance with regard to noise and light, and that all findings cannot be made in support of a 24 hours a day operation.

NEXT STEPS

It is recommended that the Planning Commission conduct the public hearing, discuss the issues raised by staff in the analysis above, and determine whether the findings can be made in support of the project or conditionally supported, and direct staff accordingly.

Report Reviewed By:

Ryan Gohlich, Senior Planner

ATTACHMENT A
Required Findings

The findings that the Planning Commission must make in order to approve the requested entitlements are set forth as follows:

Conditional Use Permit

1. *The proposed use will contribute to and enhance the character of the neighborhood and location, and will promote harmonious development in the area, and will contribute positively to the branding and image of the city;*
2. *The proposed use will have adequate buffering between the use and residential areas, schools, parks, and locations where children gather, and will not adversely interfere with the use and enjoyment of residential properties in the vicinity of the proposed development;*
3. *The proposed use will not result in detrimental impacts to existing or anticipated residential or commercial development in the vicinity of the project with regard to traffic levels, traffic safety, pedestrian-vehicle conflicts, pedestrian safety hazards, parking demand, parking design, and loading or manner of operation;*
4. *The proposed use will not create excessive noise, unpleasant odors, noxious fumes, excessive lighting, increased litter, or substantial interference with neighboring properties or uses due to the activities associated with the proposed use or its hours of operation;*
5. *The proposed use will not create an overconcentration of convenience stores in the vicinity.*

Extended Hours Permit

The planning commission shall grant an extended hours permit if it finds that the extended hours operation will not substantially disrupt the peace, and quiet of the adjacent neighborhood as a result of any of the following:

1. *The accumulation of garbage, litter, or other waste, both on and off of the subject site;*
2. *Noise created by the extended hours operation or by employees or visitors entering or exiting the extended hours operation;*
3. *Light and glare;*
4. *Odors and noxious fumes;*
5. *Pedestrian queuing;*
6. *Crime or peril to personal safety and security;*
7. *Use of residential streets for parking which is likely to cause activity associated with the subject extended hours operation to intrude substantially into a residential area;*
8. *Effects on traffic volumes and congestion on local residential streets; and*
9. *Cumulative impacts relating to the existing concentration of extended hours operations in the vicinity of the proposed extended hours operation.*

ATTACHMENT B

Correspondence from the Neighboring Community

May 1, 2012

To Whom This May Concern:

I am a Governing Member of the Beverly Hills Unified School District. Also, I'm a designer and art director having won two National Emmy Awards for my work on CBS Evening News. I've reviewed the designs created for a 7-Eleven on the southwest corner of Olympic and Robertson and can attest that the designs are of high quality and will elevate the architecture of the neighborhood. The design is simple, yet classic and original, and will maintain its integrity over many years.

Such a convenience store will serve the neighborhood, allowing people to buy supplies and food without having to drive to a further location. We need more walking and less driving. From my understanding, this site has been vacant for many years. This tastefully designed store will serve as a warm and welcoming addition to the city.

Respectfully,

Lewis Hall

Creative Director
Elevated Lab Press
258 South Lasky Drive, Ste A
Beverly Hills, CA 90212
310.721.7334

May. 16, 2012

To Whom This May Concern:

I am writing you this letter to show my total support for the opening of a 7-Eleven store in the corner of Olympic and Robertson Blvd.
One would wonder Why is it that the other corners that are considered to be part of the city of Los Angeles are fully developed and the corner which belongs to the city of Beverly Hills has been a vacant lot for so many years?

I had a chance to look at the design and I think that the design looks elegant and modern. I also understand that the store will serve specialty foods, including kosher products. I truly believe that a 7-Eleven store of this caliber will definitely fit well in this area; specially with the school next door and the offices along the Robertson and Olympic Blvd.; and will contribute to the safety of the area.

I am the president of Hadassah and our meetings are held at the Amelia and Mark Taper Hadassah House of Beverly Hills, at 455 S. Robertson Blvd., a few doors down from this property. We can definitely use a convenience store there to get the things we need for that last minute meeting needs, like ice, drinks, or Kosher products.

Thank you for your attention to this letter.

Sincerely;

Katherine Kahen

Katherine Kahen
Hadassah Haifa Co-President
(310) 968-1212

Dear Neighbors:

The property at the SE location of Robertson Blvd and Olympic Blvd has been vacant since 2004. It used to be occupied by a gas station. It is now fenced and have been used as storage for part of the time. The landlords effort to lease the land has not been successful. We are considering to open a neighborhood food mart in the location, a 7-Eleven food mart that will be especially branded for Beverly Hills and its neighborhood residents and businesses. If you are a resident and/or work in the neighborhood, we are seeking your opinion about opening a local market in the location. In addition, we would like to know what services you like to see there to provide yours and the neighborhood needs.

Thank you for your time.

Name: Nelly Melar
Address 426 S. clark dr
Tel. 3104004548
Email: nelnim@yahoo

Are you a resident and/or employee in the neighborhood:
~~yes~~ I am a resident _____ I work _____Both ____None

Comments: Thats a great idea to have 7-11 store closeby

ATTACHMENT C

Empirical Traffic Analysis

FEHR & PEERS

MEMORANDUM

Date: October 4, 2012

To: Michele McGrath & Cindy Gordon, City of Beverly Hills

From: Sarah Brandenberg & Audrey Naval

Subject: ***Empirical Trip Generation Survey for 7-Eleven for Proposed Project at 401 S Robertson Boulevard***

Ref: 2546

Fehr & Peers was asked to conduct an empirical trip generation survey to determine the peak hour number of trips and parking demand generated by typical 7-Eleven convenience stores to provide additional data for the project proposed at 401 South Robertson Boulevard in the City of Beverly Hills. Driveway counts and parking utilization data were collected during two typical weekdays (between 7:00 and 9:00 AM and 4:00 to 6:00 PM) and two typical Saturdays (between 11:00 AM and 1:00 PM) at three survey sites in the Los Angeles area within 3.5 miles of the proposed site. The following memorandum summarizes the results.

PROPOSED 7-ELEVEN STORE

The proposed 7-Eleven would be located on the southwest corner of Robertson Boulevard and Olympic Boulevard in the City of Beverly Hills and would be located immediately north of an existing private elementary school. Both Olympic Boulevard and Robertson Boulevard are heavily used arterials in the peak periods. Based on the site plan provided by 7-Eleven, Inc. (May 2012), the proposed convenience store would be approximately 2,477 square feet (sf) and would provide a total of twelve parking spaces. Access would be provided along the following streets:

- Olympic Boulevard – Right-in, right-out only
- Robertson Boulevard – Right-in, right-out only
- Alleyway – Full Access

Trip Generation

To better estimate trip generation for the proposed 7-Eleven, data was collected at three 7-Eleven stores in the area during the following peak periods on the following days:

- Thursday, August 16, 2012 (7:00 to 9:00 AM, 4:00 to 6:00 PM)
- Wednesday, August 22, 2012 (7:00 to 9:00 AM, 4:00 to 6:00 PM)
- Saturday, August 18, 2012 (11:00 AM to 1:00 PM)
- Saturday, August 25, 2012 (11:00 AM to 1:00 PM)

Three locations were selected in consultation with city staff. These three stores are described in Table 1 based on their approximate square footage and number of available parking spaces. The following provides a brief summary of each location:

- 6077 W 3rd Street – This store is located on the northeast corner of 3rd Street & Gardner Street, approximately 2.6 miles northeast of the proposed 7-Eleven Store. Access to this store is provided along the alley behind the store, a driveway long Gardner Street and two driveways along West 3rd Street. Access to this store is most similar to the proposed 7-Eleven. While 3rd Street is a heavily used east-west arterial, Gardner Street runs primarily through residential neighborhoods.

- 3450 Overland Avenue – This store is located on the northeast corner of Overland Avenue & Palms Boulevard, approximately 3.4 miles to the southwest of the proposed 7-Eleven Store. This site is located near both a public elementary and middle school. Access to this site can be taken from driveways along Overland Avenue and Palms Boulevard. Due to the heavy weekday peak period traffic, the driveway along Palms Boulevard is primarily used as a right-in, right-out driveway. Similar to the proposed project site, this site is adjacent to two heavily used arterials during the peak periods.

- 5000 Wilshire Boulevard – This store is located on the southwest corner of Highland Avenue and Wilshire Boulevard, approximately 2.8 miles east of the proposed 7-Eleven Store. This site is located near a public middle school and a private elementary school. Access to this site can be taken from driveways along Wilshire Boulevard and Highland Boulevard. Due to the heavy weekday peak period traffic, the driveway along Wilshire Boulevard is primarily used as a right-in, right-out driveway. While Wilshire Boulevard is a heavily used east-west arterial, Highland Avenue runs primarily through residential neighborhoods. Of the three sites, this store has the most restricted vehicular access.

Data collection at these stores consisted of manually counting the number of vehicles entering and exiting the driveways and conducting a parking occupancy count every 15 minutes during the peak periods. During the observations, vehicles driving through the site (but not stopping at the 7-Eleven) were noted, but not included as part of the site's trip generation, as the trips are not

directly associated with the convenience store. Trip generation counts and intercept surveys are included in an attachment.

The trip generation results for the three surveyed 7-Elevens are shown in Table 2. Since the three stores surveyed are similar in size and parking availability to that of the proposed store at 401 S Robertson Boulevard, the average of these rates is a reasonable estimation of trip generation and parking demand. The survey resulted in an average rate of 61.53 trips per 1,000 sf (50% inbound, 50% outbound) during the AM peak hour, 55.47 trips per 1,000 sf (49% inbound, 51% outbound) during the PM peak hour and 54.31 trips per 1,000 sf (50% inbound, 50% outbound) during the Saturday midday peak hour. As shown in Table 2 and observed during the field surveys, two of the stores had very similar rates, while the store at 5000 Wilshire Boulevard had lower rates.

Comparison of Empirical Trip Generation Rates to ITE Convenience Market Trip Generation Rates

The trip generation rates derived for this study were compared to the convenience market trip rates (Land Use 851) published in *Trip Generation, 8th Edition* (ITE, 2010). This comparison is summarized in Table 3. The AM and PM ITE rates shown in the table are for the peak hour of adjacent street traffic (7:00 to 9:00 AM and 4:00 to 6:00 PM, respectively). The Saturday ITE rate for the peak hour of the generator is shown for comparison, since there is no specific data for the peak hour that was studied. As shown in the table, this study's empirical trip generation rates for the three stores surveyed are 8% lower than the AM peak hour, 6% higher than the PM peak hour and 30% lower than the Saturday midday peak hour rates for ITE Land Use 851. If only the two sites with the highest trip generation were taken into account, the study's empirical trip generation rates would be 4% higher than the AM peak hour, 19% higher than the PM peak hour and 24% lower than the Saturday midday peak hour rates for ITE Land Use 851.

Parking Demand

Parking utilization counts were conducted every 15 minutes during the survey periods to determine the parking demand generated by a typical 7-Eleven Store. This information will help determine whether the proposed 7-Eleven will provide sufficient parking relative to the observed demand at the surveyed sites.

The number of spaces at each 7-Eleven is shown in Table 1. Although 6077 West 3rd Street only had nine striped spaces, there was available space to park in unmarked areas. Since the purpose of this study was to understand overall parking demand, all vehicles parked on site were considered, regardless of the type of parking space. The three sites surveyed had approximately 16 to 18 available parking spaces.

Table 4 summarizes the results of the parking study, including the maximum, minimum, and 85th percentile parking demand observed during the peak hours. As shown, the maximum observed parking demand during the AM peak hour and PM peak hour was 15 and 16 spaces, respectively. The maximum observed parking demand during the Saturday midday peak hour was 14 spaces.

CONCLUSION

Following our data collection study of nearby 7-Eleven stores, it was determined that the observed trip generation rates are slightly lower during the AM peak hour, slightly higher in the PM peak hour and lower than the Saturday midday peak hour rates provided in *Trip Generation, 8th Edition*. If only the two sites with the highest trip generation were taken into account, the study's empirical trip generation rates would be 4% higher than the AM peak hour, 19% higher than the PM peak hour and 24% lower than the Saturday midday peak hour rates when compared to ITE. Based on the parking data collection effort, the nearby 7-Eleven stores had a maximum observed parking demand of 15 to 16 spaces during the peak hours.

ATTACHMENT
TRIP GENERATION COUNTS AND INTERCEPT SURVEYS

TABLE 1
PROPOSED SITE AND SURVEYED SITE CHARACTERISTICS

Store	Nearest Cross Streets	Approximate SF [a]	Number of Parking Spaces			
			Standard	ADA	Unmarked [b]	Total Spaces
401 S Robertson [c]	Robertson Boulevard & Olympic Boulevard	2,477	11	1	--	12
6077 W 3rd Street	Gardner Street & 3rd Street	2,400	8	1	8	17
3450 Overland Avenue	Overland Avenue & Palms Avenue	2,400	14	1	3	18
5000 Wilshire Boulevard	Highland Avenue & Wilshire Boulevard	2,511	14	1	1	16

Note:

[a] Approximate sf for the three study sites is per LA County Assessor's Office

[b] Estimated based on field observations

[c] Square footage and parking spaces shown are based on site plan provided by 7-Eleven, Inc. (May 2012)

TABLE 2
PEAK HOUR TRIP GENERATION PER SURVEY SITE

Store	AM Peak Hour			PM Peak Hour			Saturday Peak Hour		
	Rate	% In	% Out	Rate	% In	% Out	Rate	% In	% Out
6077 W 3rd Street	70.42	49%	51%	66.25	50%	50%	56.25	50%	50%
3450 Overland Avenue	69.17	50%	50%	58.33	49%	51%	61.67	49%	51%
5000 Wilshire Boulevard	45.00	50%	50%	41.82	49%	51%	45.00	51%	49%
Average	**61.53**	**50%**	**50%**	**55.47**	**49%**	**51%**	**54.31**	**50%**	**50%**
Average of Highest 2 Generators	**69.8**	**50%**	**50%**	**62.29**	**50%**	**50%**	**58.96**	**50%**	**50%**

TABLE 3

COMPARISON OF EMPIRICAL TRIP GENERATION RATES TO ITE LAND USE 851 (CONVENIENCE MARKET)

Rate	AM Peak Hour			PM Peak Hour			Saturday Peak Hour		
	Rate	% In	% Out	Rate	% In	% Out	Rate	% In	% Out
Empirical Rates	61.53	50%	50%	55.47	49%	51%	54.31	50%	50%
ITE Convenience Market [a]	67.03	50%	50%	52.41	51%	49%	77.11	50%	50%
Percent Difference Relative to ITE	**-8%**			**6%**			**-30%**		
Empirical Rates of Highest 2 Generators	69.8	50%	50%	62.29	50%	50%	58.96	50%	50%
Percent Difference Relative to ITE	**4%**			**19%**			**-24%**		

Note:

[a] Source: *ITE Trip Generation*, 8th Edition (2008). Land Use 851. The AM and PM ITE rates shown are for the peak hour of adjacent street traffic (7:00 to 9:00 AM and 4:00 to 6:00 PM, respectively), while the Saturday ITE rate shown is for the peak hour of the generator.

TABLE 4
PEAK HOUR PARKING DEMAND PER SURVEY SITE

Store	AM Peak Hour			PM Peak Hour			Saturday Peak Hour		
	Max	Min	85th percentile	Max	Min	85th percentile	Max	Min	85th percentile
6077 W 3rd Street	15	2	12	15	4	12	14	5	13
3450 Overland Avenue	13	0	11	16	3	9	13	6	13
5000 Wilshire Boulevard	11	3	9	12	3	9	9	1	7
Average	**13**	**2**	**11**	**14**	**3**	**10**	**12**	**4**	**11**

ATTACHMENT
TRIP GENERATION COUNTS AND INTERCEPT SURVEYS

DATE: 8/16/2012
LOCATION: 6077 W 3rd
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 9 TOTAL (8 STRIPED/1 ADA)
COUNTER: SR

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	14	8	120
7:15 AM	7:30 AM	13	13	154
7:30 AM	7:45 AM	17	15	173
7:45 AM	8:00 AM	22	18	168
8:00 AM	8:15 AM	21	35	156
8:15 AM	8:30 AM	20	25	
8:30 AM	8:45 AM	14	13	
8:45 AM	9:00 AM	14	14	
Peak Total		**80**	**93**	

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	15	15	161
4:15 PM	4:30 PM	21	17	160
4:30 PM	4:45 PM	22	23	165
4:45 PM	5:00 PM	23	25	157
5:00 PM	5:15 PM	15	14	131
5:15 PM	5:30 PM	21	22	
5:30 PM	5:45 PM	16	21	
5:45 PM	6:00 PM	11	11	
Peak Total		**81**	**84**	

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
Peak Total				

Peak:			
	AM	**7:30 AM**	**8:30 AM**
	PM	**4:30 PM**	**5:30 PM**
	MIDDAY		

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	0	0	2	2
7:15 AM	5	0	3	8
7:30 AM	4	0	4	8
7:45 AM	5	0	5	10
8:00 AM	8	0	6	14
8:15 AM	6	0	5	11
8:30 AM	3	0	3	6
8:45 AM	4	1	3	8
9:00 AM	5	0	2	7

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	5	0	3	8
4:15 PM	4	0	4	8
4:30 PM	8	0	4	12
4:45 PM	6	0	5	11
5:00 PM	4	0	5	9
5:15 PM	7	0	3	10
5:30 PM	6	0	3	9
5:45 PM	3	0	1	4
6:00 PM	2	1	1	4

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

	average	max	min	85th percentile
AM	8.2222	14	2	11
PM	8.3333	12	4	11
MD	0	0	0	0

DATE: 8/16/2012
LOCATION: 3450 Overland
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: AN

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	17	13	144
7:15 AM	7:30 AM	19	15	155
7:30 AM	7:45 AM	19	23	169
7:45 AM	8:00 AM	18	20	158
8:00 AM	8:15 AM	22	19	163
8:15 AM	8:30 AM	25	22	
8:30 AM	8:45 AM	14	18	
8:45 AM	9:00 AM	21	22	
	Peak Total	**84**	**84**	

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	4	0	0	4
7:15 AM	7	1	0	8
7:30 AM	11	0	1	12
7:45 AM	7	0	1	8
8:00 AM	6	0	0	6
8:15 AM	9	0	0	9
8:30 AM	11	0	1	12
8:45 AM	8	0	0	8
9:00 AM	6	1	0	7

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	12	12	128
4:15 PM	4:30 PM	19	13	136
4:30 PM	4:45 PM	19	23	144
4:45 PM	5:00 PM	15	15	127
5:00 PM	5:15 PM	16	16	136
5:15 PM	5:30 PM	20	20	
5:30 PM	5:45 PM	11	14	
5:45 PM	6:00 PM	26	13	
	Peak Total	**70**	**74**	

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	4	0	0	4
4:15 PM	4	0	0	4
4:30 PM	9	0	1	10
4:45 PM	6	0	0	6
5:00 PM	6	0	0	6
5:15 PM	6	0	0	6
5:30 PM	6	0	0	6
5:45 PM	3	0	0	3
6:00 PM	14	0	2	16

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
	Peak Total			

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

Peak:			
	AM	**7:30 AM**	**8:30 AM**
	PM	**4:30 PM**	**5:30 PM**
	MIDDAY		

	average	max	min	85th percentile
AM	8.2222	12	4	11
PM	6.7778	16	3	9
MD	0	0	0	0

DATE: 8/16/2012
LOCATION: 5000 Wilshire
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: JC

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	7	8	98
7:15 AM	7:30 AM	13	10	110
7:30 AM	7:45 AM	18	18	113
7:45 AM	8:00 AM	9	15	105
8:00 AM	8:15 AM	16	11	106
8:15 AM	8:30 AM	16	15	
8:30 AM	8:45 AM	10	13	
8:45 AM	9:00 AM	15	10	
	Peak Total	59	59	

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	8	0	0	8
7:15 AM	6	0	0	6
7:30 AM	9	0	0	9
7:45 AM	9	0	0	9
8:00 AM	3	0	0	3
8:15 AM	7	0	1	8
8:30 AM	9	0	0	9
8:45 AM	6	0	0	6
9:00 AM	11	0	0	11

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	10	10	98
4:15 PM	4:30 PM	11	12	105
4:30 PM	4:45 PM	13	13	109
4:45 PM	5:00 PM	13	16	102
5:00 PM	5:15 PM	13	14	94
5:15 PM	5:30 PM	12	12	
5:30 PM	5:45 PM	11	11	
5:45 PM	6:00 PM	10	11	
	Peak Total	51	55	

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	5	0	0	5
4:15 PM	5	0	0	5
4:30 PM	7	0	0	7
4:45 PM	7	0	0	7
5:00 PM	5	0	0	5
5:15 PM	4	0	0	4
5:30 PM	4	0	0	4
5:45 PM	4	0	0	4
6:00 PM	3	0	0	3

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
	Peak Total			

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

Peak:	AM	7:30 AM	8:30 AM
	PM	4:30 PM	5:30 PM
	MIDDAY		

	average	max	min	85th percentile
AM	7.6667	11	3	9
PM	4.8889	7	3	7
MD	0	0	0	0

DATE: 8/18/2012
LOCATION: 6077 W 3rd
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 9 TOTAL (8 STRIPED/1 ADA)
COUNTER: CM

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			
5:30 PM	5:45 PM			
5:45 PM	6:00 PM			
Peak Total				

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	10	12	91
11:15 AM	11:30 AM	11	10	118
11:30 AM	11:45 AM	12	11	139
11:45 AM	12:00 PM	15	10	153
12:00 PM	12:15 PM	24	25	168
12:15 PM	12:30 PM	19	23	
12:30 PM	12:45 PM	20	17	
12:45 PM	1:00 PM	15	17	
Peak Total		**78**	**82**	

Peak:			
	AM		
	PM		
	MIDDAY	**12:00 PM**	**1:00 PM**

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	4	0	6	10
11:15 AM	2	0	4	6
11:30 AM	3	0	4	7
11:45 AM	2	0	5	7
12:00 PM	7	1	6	14
12:15 PM	5	1	8	14
12:30 PM	3	0	4	7
12:45 PM	5	0	4	9
1:00 PM	5	0	3	8

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	9.1111	14	6	13

DATE: 8/18/2012
LOCATION: 3450 Overland
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: JC

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			
5:30 PM	5:45 PM			
5:45 PM	6:00 PM			
Peak Total				

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	23	25	305
11:15 AM	11:30 AM	21	16	151
11:30 AM	11:45 AM	19	19	146
11:45 AM	12:00 PM	18	24	159
12:00 PM	12:15 PM	19	15	149
12:15 PM	12:30 PM	14	18	
12:30 PM	12:45 PM	27	24	
12:45 PM	1:00 PM	15	17	
Peak Total		**81**	**84**	

Peak:	AM		
	PM		
	MIDDAY	**11:00 AM**	**12:00 PM**

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	9	0	0	9
11:15 AM	8	0	0	8
11:30 AM	13	0	0	13
11:45 AM	13	0	0	13
12:00 PM	7	0	0	7
12:15 PM	11	0	0	11
12:30 PM	7	0	0	7
12:45 PM	10	0	0	10
1:00 PM	8	0	0	8

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	9.5556	13	7	13

DATE: 8/18/2012
LOCATION: 5000 Wilshire
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: AN

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			
5:30 PM	5:45 PM			
5:45 PM	6:00 PM			
Peak Total				

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	8	6	76
11:15 AM	11:30 AM	11	9	90
11:30 AM	11:45 AM	9	7	100
11:45 AM	12:00 PM	13	13	126
12:00 PM	12:15 PM	14	14	118
12:15 PM	12:30 PM	14	16	
12:30 PM	12:45 PM	22	18	
12:45 PM	1:00 PM	8	12	
Peak Total		**63**	**61**	

Peak:			
	AM		
	PM		
	MIDDAY	**11:45 AM**	**12:45 PM**

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	1	0	0	1
11:15 AM	3	0	0	3
11:30 AM	5	0	0	5
11:45 AM	7	0	0	7
12:00 PM	7	0	0	7
12:15 PM	7	0	0	7
12:30 PM	5	0	0	5
12:45 PM	8	1	0	9
1:00 PM	5	0	0	5

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	5.4444	9	1	7

DATE: 8/22/2012
LOCATION: 6077 W 3rd
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 9 TOTAL (8 STRIPED/1 ADA)
COUNTER: JC

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	12	20	129
7:15 AM	7:30 AM	13	10	137
7:30 AM	7:45 AM	22	23	154
7:45 AM	8:00 AM	15	14	146
8:00 AM	8:15 AM	21	19	141
8:15 AM	8:30 AM	25	25	
8:30 AM	8:45 AM	13	14	
8:45 AM	9:00 AM	9	15	
Peak Total		**83**	**81**	

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	10	10	125
4:15 PM	4:30 PM	20	18	140
4:30 PM	4:45 PM	15	18	138
4:45 PM	5:00 PM	17	17	138
5:00 PM	5:15 PM	18	17	151
5:15 PM	5:30 PM	18	18	
5:30 PM	5:45 PM	19	14	
5:45 PM	6:00 PM	21	26	
Peak Total		**76**	**75**	

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
Peak Total				

Peak:			
	AM	**7:30 AM**	**8:30 AM**
	PM	**5:00 PM**	**6:00 PM**
	MIDDAY		

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	8	0	7	15
7:15 AM	2	0	5	7
7:30 AM	5	0	5	10
7:45 AM	7	0	2	9
8:00 AM	6	0	3	9
8:15 AM	8	0	4	12
8:30 AM	7	0	5	12
8:45 AM	6	0	4	10
9:00 AM	2	0	2	4

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	7	0	3	10
4:15 PM	6	0	4	10
4:30 PM	8	0	4	12
4:45 PM	5	0	4	9
5:00 PM	5	0	4	9
5:15 PM	5	0	5	10
5:30 PM	5	0	5	10
5:45 PM	8	1	6	15
6:00 PM	5	0	5	10

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

	average	max	min	85th percentile
AM	9.7778	15	4	12
PM	10.5556	15	9	12
MD	0	0	0	0

DATE: 8/22/2012
LOCATION: 3450 Overland
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: SR

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	9	5	149
7:15 AM	7:30 AM	23	17	162
7:30 AM	7:45 AM	28	25	156
7:45 AM	8:00 AM	17	25	139
8:00 AM	8:15 AM	14	14	132
8:15 AM	8:30 AM	17	16	
8:30 AM	8:45 AM	20	16	
8:45 AM	9:00 AM	13	22	
Peak Total		**82**	**81**	

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	16	14	127
4:15 PM	4:30 PM	16	17	125
4:30 PM	4:45 PM	16	15	126
4:45 PM	5:00 PM	16	17	121
5:00 PM	5:15 PM	19	19	125
5:15 PM	5:30 PM	12	12	
5:30 PM	5:45 PM	14	12	
5:45 PM	6:00 PM	20	17	
Peak Total		**67**	**68**	

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
Peak Total				

Peak:			
	AM	**7:15 AM**	**8:15 AM**
	PM	**4:15 PM**	**5:15 PM**
	MIDDAY		

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	0	0	0	0
7:15 AM	4	0	0	4
7:30 AM	9	0	1	10
7:45 AM	12	0	1	13
8:00 AM	5	0	0	5
8:15 AM	4	0	1	5
8:30 AM	5	0	1	6
8:45 AM	9	0	1	10
9:00 AM	1	0	0	1

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	3	0	0	3
4:15 PM	5	0	0	5
4:30 PM	4	0	0	4
4:45 PM	5	0	0	5
5:00 PM	4	0	0	4
5:15 PM	4	0	0	4
5:30 PM	4	0	0	4
5:45 PM	6	0	0	6
6:00 PM	4	0	0	4

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

	average	max	min	85th percentile
AM	6	13	0	10
PM	4.3333	6	3	5
MD	0	0	0	0

DATE: 8/22/2012
LOCATION: 5000 Wilshire
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: AN

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM	10	10	99
7:15 AM	7:30 AM	16	16	101
7:30 AM	7:45 AM	13	13	105
7:45 AM	8:00 AM	9	12	107
8:00 AM	8:15 AM	12	10	106
8:15 AM	8:30 AM	17	19	
8:30 AM	8:45 AM	15	13	
8:45 AM	9:00 AM	8	12	
Peak Total		**53**	**54**	

FROM	TO	IN	OUT	
4:00 PM	4:15 PM	14	17	92
4:15 PM	4:30 PM	9	14	87
4:30 PM	4:45 PM	9	5	88
4:45 PM	5:00 PM	12	12	104
5:00 PM	5:15 PM	12	14	97
5:15 PM	5:30 PM	12	12	
5:30 PM	5:45 PM	15	15	
5:45 PM	6:00 PM	7	10	
Peak Total		**51**	**53**	

FROM	TO	IN	OUT	
11:00 AM	11:15 AM			0
11:15 AM	11:30 AM			0
11:30 AM	11:45 AM			0
11:45 AM	12:00 PM			0
12:00 PM	12:15 PM			0
12:15 PM	12:30 PM			
12:30 PM	12:45 PM			
12:45 PM	1:00 PM			
Peak Total				

Peak:			
	AM	7:45 AM	8:45 AM
	PM	4:45 PM	5:45 PM
	MIDDAY		

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM	8	0	0	8
7:15 AM	8	0	0	8
7:30 AM	8	0	0	8
7:45 AM	8	0	0	8
8:00 AM	5	0	0	5
8:15 AM	7	0	0	7
8:30 AM	5	0	0	5
8:45 AM	7	0	0	7
9:00 AM	3	0	0	3

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM	12	0	0	12
4:15 PM	9	0	0	9
4:30 PM	4	0	0	4
4:45 PM	8	0	0	8
5:00 PM	7	0	1	8
5:15 PM	6	0	0	6
5:30 PM	6	0	0	6
5:45 PM	6	0	0	6
6:00 PM	3	0	0	3

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM				0
11:15 AM				0
11:30 AM				0
11:45 AM				0
12:00 PM				0
12:15 PM				0
12:30 PM				0
12:45 PM				0
1:00 PM				0

	average	max	min	85th percentile
AM	6.5556	8	3	8
PM	6.8889	12	3	9
MD	0	0	0	0

DATE: 8/25/2012
LOCATION: 6077 W 3rd
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 9 TOTAL (8 STRIPED/1 ADA)
COUNTER: AN

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			0
5:30 PM	5:45 PM			0
5:45 PM	6:00 PM			0
Peak Total				

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	7	7	97
11:15 AM	11:30 AM	12	12	104
11:30 AM	11:45 AM	11	13	103
11:45 AM	12:00 PM	20	15	96
12:00 PM	12:15 PM	13	13	93
12:15 PM	12:30 PM	7	11	
12:30 PM	12:45 PM	11	6	
12:45 PM	1:00 PM	16	16	
Peak Total		**56**	**53**	

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	4	0	3	7
11:15 AM	4	0	3	7
11:30 AM	2	0	5	7
11:45 AM	2	0	3	5
12:00 PM	5	0	5	10
12:15 PM	6	0	4	10
12:30 PM	3	0	3	6
12:45 PM	7	0	4	11
1:00 PM	4	1	6	11

Peak:			
	AM		
	PM		
	MIDDAY	**11:15 AM**	**12:15 PM**

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	8.2222	11	5	11

DATE: 8/25/2012
LOCATION: 3450 Overland
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: LC

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			
5:30 PM	5:45 PM			
5:45 PM	6:00 PM			
Peak Total				

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	13	18	127
11:15 AM	11:30 AM	14	15	132
11:30 AM	11:45 AM	22	15	129
11:45 AM	12:00 PM	12	18	119
12:00 PM	12:15 PM	17	17	125
12:15 PM	12:30 PM	15	13	
12:30 PM	12:45 PM	12	15	
12:45 PM	1:00 PM	20	16	
Peak Total		**65**	**65**	

Peak:			
	AM		
	PM		
	MIDDAY	**11:15 AM**	**12:15 PM**

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	11	1	0	12
11:15 AM	7	0	0	7
11:30 AM	6	0	0	6
11:45 AM	12	1	0	13
12:00 PM	7	0	0	7
12:15 PM	7	0	0	7
12:30 PM	8	0	1	9
12:45 PM	5	0	1	6
1:00 PM	9	0	1	10

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	8.5556	13	6	12

DATE: 8/25/2012
LOCATION: 5000 Wilshire
NUMBER SPACES STRIPED (TOTAL/HANDICAP): 15 TOTAL (14 STANDARD, 1 ADA)
COUNTER: SR

DRIVEWAY COUNTS

FROM	TO	IN	OUT	
7:00 AM	7:15 AM			0
7:15 AM	7:30 AM			0
7:30 AM	7:45 AM			0
7:45 AM	8:00 AM			0
8:00 AM	8:15 AM			0
8:15 AM	8:30 AM			
8:30 AM	8:45 AM			
8:45 AM	9:00 AM			
Peak Total				

FROM	TO	IN	OUT	
4:00 PM	4:15 PM			0
4:15 PM	4:30 PM			0
4:30 PM	4:45 PM			0
4:45 PM	5:00 PM			0
5:00 PM	5:15 PM			0
5:15 PM	5:30 PM			
5:30 PM	5:45 PM			
5:45 PM	6:00 PM			
Peak Total				

FROM	TO	IN	OUT	
11:00 AM	11:15 AM	4	4	81
11:15 AM	11:30 AM	13	12	101
11:30 AM	11:45 AM	13	8	93
11:45 AM	12:00 PM	14	13	86
12:00 PM	12:15 PM	13	15	84
12:15 PM	12:30 PM	7	10	
12:30 PM	12:45 PM	8	6	
12:45 PM	1:00 PM	12	13	
Peak Total		**53**	**48**	

Peak:			
	AM		
	PM		
	MIDDAY	**11:15 AM**	**12:15 PM**

PARKING OCCUPANCY COUNTS

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
7:00 AM				0
7:15 AM				0
7:30 AM				0
7:45 AM				0
8:00 AM				0
8:15 AM				0
8:30 AM				0
8:45 AM				0
9:00 AM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
4:00 PM				0
4:15 PM				0
4:30 PM				0
4:45 PM				0
5:00 PM				0
5:15 PM				0
5:30 PM				0
5:45 PM				0
6:00 PM				0

TIME	STANDARD (STRIPED)	HANDICAP	UNMARKED	TOTAL
11:00 AM	1	0	0	1
11:15 AM	1	0	0	1
11:30 AM	2	0	0	2
11:45 AM	7	0	0	7
12:00 PM	8	0	0	8
12:15 PM	6	0	0	6
12:30 PM	3	0	0	3
12:45 PM	5	0	0	5
1:00 PM	4	0	0	4

	average	max	min	85th percentile
AM	0	0	0	0
PM	0	0	0	0
MD	4.1111	8	1	7

ATTACHMENT D

Noise and Vibration Impacts Analysis

Rincon Consultants, Inc.

Environmental Scientists Planners Engineers

MEMORANDUM

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Date: September 28, 2012

To: Mr. Ryan Gohlich and Ms. Cindy Gordon

Organization: City of Beverly Hills

From: Greg Martin, AICP

Email:

cc: Abe Leider

Re: **Noise and Vibration Impacts Analysis for 401 S. Robertson 7-11 Project**

This memo discusses the physical and regulatory setting and potential noise and vibration impacts of the proposed 401 S. Robertson 7-11 project (project).

Noise. Noise level (or volume) is generally measured in decibels (dB) using the A-weighted sound pressure level (dBA). The A-weighting scale is an adjustment to the actual sound power levels to be consistent with that of human hearing response, which is most sensitive to frequencies around 4,000 Hertz (about the highest note on a piano) and less sensitive to low frequencies (below 100 Hertz). For the most sensitive uses, such as single family residential, 60 dBA Day-Night average level (Ldn) is the maximum normally acceptable exterior level. Ldn is the time average of all A-weighted levels for a 24-hour period, with a 10 dB upward adjustment added to those noise levels occurring between 10:00 PM and 7:00 AM to account for the general increased sensitivity of people to nighttime noise levels. The Community Noise Equivalent Level (CNEL) is similar to the Ldn except that it adds 5 additional dB to evening noise levels (7:00 PM to 10:00 PM). The City of Beverly Hills utilizes the CNEL for measuring noise levels.

In addition to the instantaneous measurement of sound levels, the duration of sound is important since sounds that occur over a long period of time are more likely to be an annoyance or cause direct physical damage or environmental stress. One of the most frequently used noise metrics that considers both duration and sound power level is the equivalent noise level (L_{eq}).

The L_{eq} is defined as the single steady A-weighted level that is equivalent to the same amount of energy as that contained in the actual fluctuating levels over a period of time (essentially, the average noise level). Typically, L_{eq} is summed over a one-hour period.

The State of California Office of Planning and Research has adopted guidelines based on the community noise compatibility guidelines established by the State Department of Health Services in order to assess the compatibility of various land use types with a range of noise levels. These guidelines are utilized by the City of Beverly Hills and are presented in Table 1. Exterior noise level up to 60 dBA CNEL for low-density residential uses, 65 dBA CNEL for multi-family residential uses, and 70 dBA CNEL for school uses are "normally acceptable". A "normally acceptable" designation indicates that standard construction can occur with no special noise reduction requirements. Exterior noise levels above 75 dBA CNEL for low-density residential uses, 70 dBA CNEL for multi-family residential uses, and 80 dBA CNEL for school uses are identified as "clearly unacceptable".

Table 1
Land Use Compatibility for Noise Environments

Land Use Category	Community Noise Exposure Level			
	Normally Acceptable	Conditionally Acceptable	Normally Unacceptable	Clearly Unacceptable
Low Density, Single-Family, Duplex, Mobile Homes	50-60	55-70	70-75	75-85
Residential – Multiple Family	50-65	60-70	70-75	70-85
Transient Lodging – Motel, Hotels	50-65	60-70	70-80	80-85
Schools, Libraries, Churches, Hospitals, Nursing Homes	50-70	60-70	70-80	80-85
Auditoriums, Concert Halls, Amphitheaters	NA	50-70	NA	65-85
Sports Arenas, Outdoor Spectator Sports	NA	50-75	NA	70-85
Playgrounds, Neighborhood Parks	50-70	NA	67.5-75	72.5-85
Golf Courses, Riding Stable, Water Recreation, Cemeteries	50-70	NA	70-80	80-85
Office Buildings, Business Commercial and Professional	50-70	67.5-77.5	75-85	NA
Industrial, Manufacturing, Utilities, Agriculture	50-75	70-80	75-85	NA

Source: Office of Planning and Research, General Plan Guidelines, California, October 2003.
Notes: NA - Not Applicable
Normally Acceptable – Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements
Conditionally Acceptable – New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.
Normally Unacceptable – New construction or development should be discouraged, and if it does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.
Clearly Unacceptable – New construction or development should generally not be undertaken.

Noise levels were measured on Tuesday, July 31st, 2012 in three different locations around the project site during the evening rush hour (between approximately 5:00 p.m. and 6:15 p.m.). Two additional noise measurements, slightly farther removed from the project site, were taken on Friday, August 10th, 2012, also during the evening rush hour (between approximately 6:00 p.m. and 6:40 p.m.). Table 2 shows the results of these noise measurements, and compares them to the CNEL acceptability levels shown in Table 1 for low density residential uses and institutional (school) uses, which represent the closest sensitive receptors to the project site.

Table 2
Existing Ambient Noise Levels[1] Compared to CNEL Acceptability Levels

Measurement Location	Time	Noise Equivalent Level (Leq) (dBA)	Low Density, Single-Family, Duplex, Mobile Homes	Schools, Libraries, Churches, Hospitals, Nursing Homes
1) Robertson Blvd., between Olympic Blvd. and Whitworth Drive, in front of Page School, approx. 30 feet from center of Robertson Blvd..	5:00-5:15 PM	66.5	Conditionally Acceptable	Normally Acceptable
2) Clark Drive, approx. midblock between Olympic Blvd. and Whitworth Drive, approx. 15 feet from center of Clark Drive.	5:26-5:41 PM	56.3	Normally Acceptable	Normally Acceptable
3) Clark Drive approx. midblock between Olympic Blvd. and Gregory Way, approx. 20 feet from center of Clark Drive.	5:56-6:11 PM	56.2	Normally Acceptable	Normally Acceptable
4) Whitworth Drive, between Robertson Blvd. and Clark Drive, approx. 20 feet from center of Whitworth Drive.	6:00-6:15 PM	61.4	Conditionally Acceptable	Normally Acceptable
5) Olympic Blvd., between Robertson Blvd. and Wooster Street, approx. 40 feet from center of Olympic Blvd.	6:25-6:40 PM	72.8	Normally Unacceptable	Normally Unacceptable

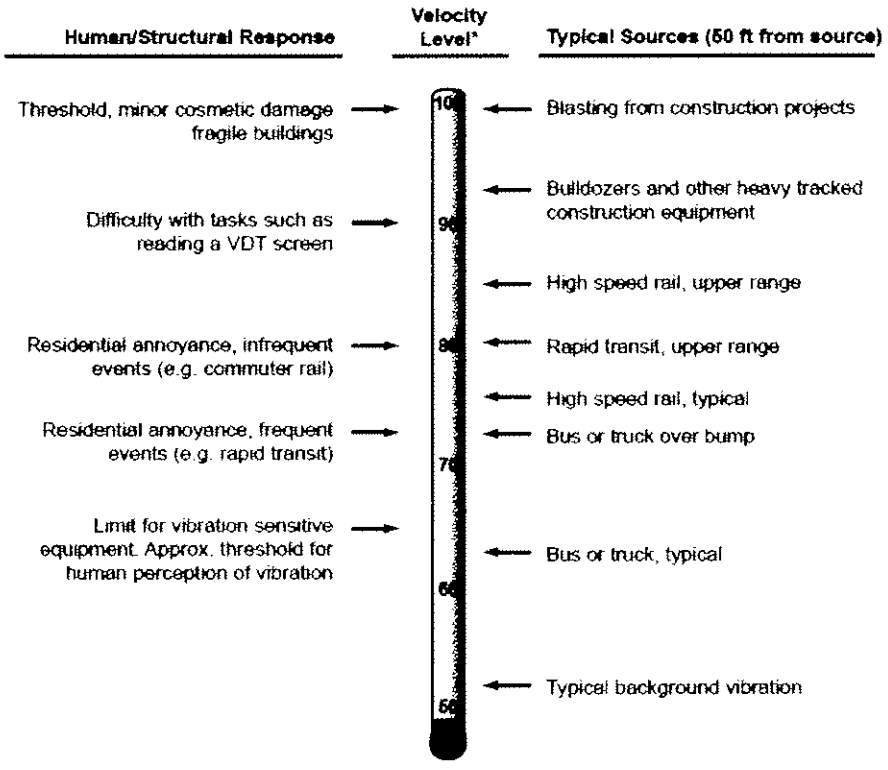
[1] *Noise readings were taken by Rincon Consultants with a Rion NL-21 Sound Level Meter on Tuesday, July 31st, 2012 (measurements 1-3) and Friday August 10th, 2012 (Measurements 4 and 5).*

Vibration. Vibration is a unique form of noise. It is unique because its energy is carried through buildings, structures, and the ground, whereas noise is simply carried through the air. Thus, vibration is generally felt rather than heard. Some vibration effects can be caused by noise; e.g., the rattling of windows from truck pass-bys. This phenomenon is caused by the coupling of the acoustic energy at frequencies that are close to the resonant frequency of the material being vibrated. Typically, groundborne vibration generated by manmade activities attenuates rapidly as distance from the source of the vibration increases, and vibration rapidly diminishes in amplitude with distance from the source. The ground motion caused by vibration

is measured as particle velocity in inches per second and is referenced as vibration decibels (VdB) in the U.S.

The vibration velocity level threshold of perception for humans is approximately 65 VdB. A vibration velocity of 75 VdB is the approximate dividing line between barely perceptible and distinctly perceptible levels for many people. Most perceptible indoor vibration is caused by sources within buildings such as operation of mechanical equipment, movement of people, or the slamming of doors. Typical outdoor sources of perceptible groundborne vibration are construction equipment, steel wheeled trains, and traffic on rough roads. If a roadway is smooth, the groundborne vibration from traffic is barely perceptible. The range of interest is from approximately 50 VdB, which is the typical background vibration velocity, to 100 VdB, which is the general threshold where minor damage can occur in fragile buildings.

The background vibration velocity level in residential areas is usually 50 VdB or lower, well below the threshold of perception for humans, which is around 65 VdB. Annoyance from vibration often occurs when the vibration exceeds the threshold of perception by 5 to 10 decibels. This vibration level is an order of magnitude below the damage threshold for normal buildings (approximately 100 VdB). Human and structural responses to vibration levels are shown below.



* RMS Vibration Velocity Level in VdB relative to 10^{-6} inches/second

Source: Figure 7-3. Typical Levels of Ground-Borne Vibration, Transit Noise and Vibration Impact Assessment. FTA, May 2006.

Vibration impacts would be significant if they exceeded the following Federal Railroad Administration (FRA) thresholds.

- *65 VdB where low ambient vibration is essential for interior operations, such as hospitals and recording studios.*
- *72 VdB for residences and buildings where people normally sleep, including hotels.*
- *75 VdB for institutional land uses with primary daytime use, such as churches and schools.*
- *100 VdB for physical damage to buildings.*

Project Impacts: Permanent Noise Increases. The primary operational sources of noise associated with the proposed project that could increase existing ambient noise levels would be project-generated traffic, stationary sources such as mechanical equipment, and non-stationary noise such as parking lot noise from vehicles and conversations. Noise sensitive uses near the project site that could be affected by project-generated operational noise are the single-family residences located southwest of the project site across the alley that runs at the rear of the project site and the Page School located immediately to the south of the project site. The closest of these residences is approximately 15 feet from the southwest corner of the project site.

Sheet A 4-0 of the site plan shows that the proposed convenience store building would be located about 16 feet from the southwestern corner of the project site. A mechanical enclosure behind this building would be located about 10 feet from the same corner of the site. The closest noise-sensitive receptor, a single-family residence whose northeast corner is located directly across the alley from the project site, is located 25 feet from this mechanical enclosure. The mechanical enclosure would help to contain the noise from the equipment inside it, and a screen of Japanese Blueberry Trees would be planted in this area between the enclosure and this sensitive receptor, and the existing, approximately six-foot tall masonry wall located along the property line in this location would remain (see Sheet L 1-0 of the applicant-provided plans). Additionally, the project would be required to comply with Section 5-1-202 of Article 2 of the City of the BHMC, which prohibits the operation of any machinery, equipment, pump, fan, air conditioning apparatus, or similar mechanical devices that would cause the noise level at the property line of any property to exceed the ambient noise level by more than 5 dB. The project would be required to comply with this requirement by providing shielding as necessary. Thus, the City of Beverly Hills has determined that the proposed project would have a less than significant impact with respect to stationary noise sources and mitigation is not required.

Sheet A 4-0 of the site plan shows that a loading zone for deliveries and a trash enclosure would be located just to the east of the convenience store building, fronting Robertson Boulevard. The applicant has indicated that delivery frequency would be approximately twice daily. Because deliveries would be relatively infrequent, and because this area would be screened from the closest residences by the convenience store building, the mechanical enclosure, the line of screen trees, and the masonry wall along the western site boundary, this type of irregular delivery activity would not cause a substantial amount of regular noise at nearby sensitive receptors.

Development of the proposed project would increase the number of vehicle trips to and from the site, which has the potential to increase traffic noise on area roadways. Thus, project operation would incrementally increase noise levels at neighboring uses. Because of the logarithmic nature of traffic noise levels, a doubling of the traffic volume (assuming that the speed of the roadway segment and the mix of trucks on that particular segment don't change) results in a noise level increase of approximately 3 dBA. Based on the Traffic Impact Study (TIS) prepared for the project by RK Engineering Group in July 2012, the proposed project is projected to generate approximately 1,845 trip-ends per day on weekdays, with 168 total vehicles per hour during the AM peak hour and 131 total vehicles per hour during the PM peak hour. On weekends, the project would generate approximately 2,158 trip-ends per day, with 192 total vehicles per hour during the midday peak hour. In order to be conservative, full trip generation, without pass-by credits, was utilized when analyzing the proposed project, although, based on surveys published by the Institute of Transportation Engineers (ITE), it is generally acceptable to assume that 50% of all vehicles frequenting a convenience market (open 24 hours) are from pass-by traffic. As shown in Exhibit F-1 and F-2 of the TIS, the majority of project-generated traffic is expected to travel along Robertson Boulevard and Olympic Boulevard.

For traffic-related noise, impacts are considered significant if project-generated traffic results in exposure of sensitive receptors to noise level exceeding the thresholds shown in Table 13, which are taken from the May 2006 Transit Noise and Vibration Impact Assessment recommendations created by the Federal Transit Administration (FTA), and which have been adopted as a City standard according to Policy N 1.5 of the Noise Element of the City's General Plan (City of Beverly Hills, June 2010). The allowable noise exposure increase changes with increasing noise exposure, such that lower ambient noise levels have a higher allowable noise exposure increase. Table 3 shows the significance thresholds for increases in traffic related noise levels caused either by the project alone or by cumulative development.

Using traffic levels on project-area streets from the TIS (RK Engineering, July 2012) under existing, project-generated, and future plus cumulative conditions, Table 4 shows the projected increase in noise levels associated with this traffic, calculated using standard noise modeling equations adapted from the Federal Highway Administration Traffic Noise Model (TNM) Lookup Table software (version 2.0) noise prediction model. Based on the existing ambient noise levels shown in Table 4, traffic-related noise increases would be less than significant as long as they remained below 1 dBA along Robertson Boulevard during the weekday peak hour and 2 dBA during the weekend peak hour, 2 dBA along Whitworth Drive, and 1 dBA or less along Olympic Boulevard. As shown in Table 4, the addition of the trips generated by the project, future ambient growth, and future cumulative projects would not exceed these thresholds. Thus, the City of Beverly Hills has determined that the traffic noise impact of the project, both individually and with other future cumulative development, would be less than significant and mitigation is not required.

Table 3
Significance of Changes In Operational Roadway Noise Exposure

Ldn or Leq In dBA	
Existing Noise Exposure	Allowable Noise Exposure Increase
45 and lower	7
50	5
55	3
60	2
65	1
70	1
75	0

Source: Federal Transit Administration (FTA), May 2006

Table 4
Project Contribution to Roadway Noise Levels[1]

Street Segment	Receptor Typee	Existing (dBA)	Existing Plus Project (dBA)	Increase Over Existing (dB)	Future (Year 2013) Plus Cumulative Projects (dBA)	Increase Over Existing (dB)	Future (Year 2013) Plus Project Plus Cumulative Projects (dBA)	Increase Over Existing (dB)
Weekend Peak Hour								
1. Robertson Blvd. between Olympic Blvd. and Whitworth Drive	School, Commercial	64.5	64.6	**0.1**	64.7	**0.2**	64.8	**0.3**
2. Whitworth Drive west of Robertson Boulevard	Commercial, Residential	55.1	55.4	**0.3**	55.2	**0.1**	55.5	**0.4**
3. Olympic Blvd. between Robertson Blvd. and Wooster Street	Commercial, Residential	70.0	70.1	**0.1**	70.1	**0.1**	70.2	**0.2**
Weekday Peak Hour								
1. Robertson Blvd. between Olympic Blvd. and Whitworth Drive	School, Commercial	65.0	65.1	**0.1**	65.3	**0.3**	65.3	**0.3**
2. Whitworth Drive west of Robertson Boulevard	Commercial, Residential	59.2	59.6	**0.4**	59.6	**0.4**	59.7	**0.5**
3. Olympic Blvd. between Robertson Blvd. and Wooster Street	Commercial, Residential	72.5	72.6	**0.1**	72.6	**0.1**	72.7	**0.2**

Source: See Attachment A for Federal Highway Administration's Traffic Noise Model 2.5 noise Lookup Table modeling data sheets
[1] Noise levels are as modeled at edge of standard roadway (32.8 feet from centerline).

Project Impacts: Temporary Noise and Vibration Increases. Construction activity would generate temporary increases in noise and vibration in the immediate site vicinity. As shown in Table 5, maximum noise levels relating to construction range from 81-88 decibels (dBA) at a distance of 50 feet (Harris et al. 2006). Pile driving produces greater noise levels but would not be required for this project, and the City's Building and Construction Division does not permit pile driving on construction projects within the City (personal communication, Ryan Gohlich, April 2012). Sensitive receptors generally include residential units, libraries, hospitals, nursing homes and schools. Therefore, for this project, the closest sensitive receptors are the Page School, located immediately to the south of the project site, and the single family residence located approximately 15 feet from the southwest corner of the project site across the alley that runs along the project site's western boundary from Olympic Boulevard to Whitworth Drive.

Construction of the proposed project would generate temporary noise levels that could affect sensitive receptors, particularly the Page School and the residences located to the southwest of the project site, due to their proximity to the site. Construction activities that could generate noise levels exceeding thresholds include demolition, removal of existing pavement and new grading and paving activities, laying of foundations and, to a lesser degree, construction of above-grade structures. Construction noise from "point sources" such as construction activities (as opposed to "line sources", such as the continuous flow of traffic along a street) generally attenuates by approximately 6 dB per doubling of distance. However, because the closest sensitive receptors are within 50 feet of the project site boundary and because demolition and construction activities would encompass the majority of the site, including the southern boundary of the site adjacent to the Page School and within 15 feet of the closest residence, the maximum noise level during construction activities at these sensitive receptors would measure approximately 88 dBA. Such levels would exceed ambient noise in the area and could be periodically disturbing to nearby sensitive receptors. However, Section 5-1-206 of Article 2 of the Beverly Hills Municipal Code (BHMC) prohibits construction activity between the hours of 6:00 PM and 8:00 AM, or at any time on Sunday or a public holiday. In addition, construction activity within 500 feet of a residential zone is prohibited any time on Saturday unless an after-hours construction permit has been issued by the City. As construction would be temporary, and because construction activity would be prohibited during times that nearby residences are most sensitive to noise, the City of Beverly Hills has determined that project-specific noise impacts to residential and school receptors would be less than significant and mitigation is not required.

Table 5
Typical Noise Levels at Construction Sites

Equipment Onsite	Average Noise Level at 50 Feet
Air Compressor	81 dBA
Backhoe	80 dBA
Concrete Mixer	85 dBA
Dozer	85 dBA
Generator	81 dBA
Shovel	82 dBA
Truck	88 dBA

Source: Transit Noise and Vibration Impact Assessment, Table 12-1. Harris Miller Miller & Hanson Inc., May 2006.

Project Impacts: Cumulative Construction Noise. The closest project on the Cumulative Projects Location Map (see Exhibit 1 of the TIS, Attachment B) is located at 1042 Robertson Boulevard, approximately 300 feet south of the project site. The rest of the cumulative projects are located approximately half a mile or more from the project site. The most intensive phases of construction for noise are expected to be the demolition, grading, and foundation phases. During construction, sensitive receptors could be exposed to higher than normal noise levels due to the presence of multiple pieces of heavy equipment operating simultaneously at the project site and at other project sites located in relatively close proximity to the site. However, as already discussed, because the BHMC requires construction of this and other cumulative projects to occur during daytime hours and not during nighttime hours when sensitive receptors are most sensitive to noise, the City of Beverly Hills has determined that cumulative construction noise impacts to sensitive receptors would be less than significant and mitigation is not required.

Project Impacts: Cumulative Construction Vibration. As already discussed, the threshold of significance for vibration impacts is 72 VdB for residences and buildings where people normally sleep; 75 VdB for institutional land uses with primary daytime use, such as churches and schools; and 100 VdB is the threshold for physical damage to buildings. Table 6 shows vibration levels associated with typical construction equipment at distances of 25, 50, and 100 feet.

Table 6
Vibration Source Levels for Construction Equipment

Equipment		Approximate VdB		
		25 Feet	50 Feet	100 Feet
Pile Driver (impact)	upper range	112	106	100
	typical	104	98	92
Pile Driver (sonic)	upper range	105	99	93
	typical	93	87	81
Large Bulldozer		87	81	75
Loaded Trucks		86	80	74
Jackhammer		79	73	67
Small Bulldozer		58	52	46

Source: Federal Transit Administration, May 2006

The sensitive receptors closest to the project site are the Page School, located immediately to the south of the project site, and the single family residence located approximately 15 feet from the southwest corner of the project site. Residential uses would not be sensitive to vibration impacts during the day to the extent that impacts would be significant because, generally, vibration impacts affect residents the most if sleep is disturbed, and the BHMC restricts construction activity from occurring between the hours of 6:00 PM to 8:00 AM. Therefore, the City of Beverly Hills has determined that construction vibration impacts on residential sensitive receptors would be less than significant and mitigation is not required.

Project Impacts: Construction Vibration Impacts on the Page School. While the City of Beverly Hills has determined that construction vibration impacts would be less than significant through enforcement of Section 5-1-206 of Article 2 of the BHMC, which prohibits construction activity between the hours of 6:00 PM and 8:00 AM, or at any time on Sunday or a public holiday, the Page School may still be sensitive to these impacts because they could occur during school hours, which are 6:30 a.m. to 6:30 p.m. (Page Private School, August 2012). Therefore, this section discusses potential strategies that could help reduce construction vibration impacts on the Page School.

The most intensive phases of construction for vibration are expected to be the demolition, grading, and foundation phases, when trucks would be leaving the site at regular intervals. During these phases, the Page School could be exposed to vibration levels up to 87 VdB for large bulldozers and 86 VdB for loaded trucks (pile drivers would not be used for this project), which are above the 75 VdB threshold of significance for vibration impacts on institutional uses such as schools (but below the 100 VdB threshold for physical damage to buildings), if such equipment was used within 100 feet of the Page School. The majority of the site is within 100 feet of the Page School, with no part of the site further than approximately 130 feet from the Page School. Operation of a jackhammer creates lower

vibration levels, but could still exceed the 75 VdB threshold if it were located within approximately 35 feet of the Page School.

Table 7 shows maximum vibration levels for receptors within 20, 75, and 110 feet of the vibration source, based on the weight of construction equipment. In order to reduce vibration levels to below the 75 VdB threshold, it would be necessary to either reduce the size and amount of construction equipment, or its proximity to the Page School. Table 8 shows the maximum required distance from the Page School for different types of equipment required to meet FTA thresholds at the Page School.

Table 7
Maximum Vibration Levels Based On Equipment Weight

Distance from site	20 feet	75 feet	110 feet
Max vibration level (with 1 piece of equipment >40 tons)	87 VdB	73 VdB	68 VdB
Vibration level with 2-3 pieces of equipment >40 tons	92 VdB	78 VdB	73 VdB
Vibration level with 1 piece of equipment >35 tons	86 VdB	71 VdB	66 VdB
Vibration level with 2-3 pieces of equipment >35 tons	91 VdB	96 VdB	71 VdB
Vibration level with 1 piece of equipment > 30 tons	79 VdB	65 VdB	60 VdB
Vibration level with 2-3 pieces of equipment > 30 tons	84 VdB	70 VdB	65 VdB
Vibration level with 1 piece of equipment > 20 tons	58 VdB	43 VdB	38 VdB
Vibration level with 2-3 pieces of equipment > 20 tons	63 VdB	48 VdB	43 VdB

Source: Rincon Consultants, Inc., September 2011

**Note: as discussed above, residential land uses would not be sensitive to vibration impacts during the day and the Municipal Code restricts construction activity from occurring at night (6:00 PM to 8:00 AM)*

Table 8
Minimum Distance Required to Meet Thresholds

Sensitive Receptor	**Distance required to meet threshold with 1 piece of equipment**	**Distance required to meet threshold with 2-3 pieces of equipment**
Page School	40 tons: 70 feet 35 tons: 60 feet 30 tons: 40 feet 20 tons: 15 feet	40 tons: 75 feet 35 tons: 65 feet 30 tons: 45 feet 20 tons: 20 feet

Source: Rincon Consultants, Inc., September 2011

Cumulative project 10 (see Exhibit I of the TIS, Attachment B), located at 1042 Robertson Boulevard in the City of Los Angeles, is located within approximately 115 feet of the Page School, and higher than normal vibration levels due to the presence of multiple pieces of heavy equipment operating simultaneously at the project site and at the 1042 Robertson Boulevard site, as well as vibration from loaded trucks driving on Robertson Boulevard, could affect the Page School. Potential strategies to reduce construction vibration impacts at the Page School include the following:

Heavy Truck Restrictions. Prohibit off-site heavy truck activities along local residential streets or Robertson Boulevard south of Olympic Boulevard. Stipulate haul routes for construction materials to and from the project site along major arterials such as (from the project site) Olympic Boulevard east to La Cienega Boulevard, then south to the I-10 (Santa Monica) Freeway.

On-Site Construction Equipment Noise Attenuation Requirements. Require that the construction contractor adhere to the following requirements:

- **Temporary Sound Barriers:** During any phase of construction requiring the use of heavy equipment or jackhammers (such as clearing, grading, and foundation/conditioning), temporary sound barriers shall be installed and maintained between the construction site and sensitive receptors, including, at a minimum, a continuous barrier consisting of sound blankets affixed to construction fencing along the site's southern boundary with the Page School and for 50 feet from the southwest corner of the site northwards along its western boundary.
- **Mufflers:** During all project construction activities requiring use of heavy construction equipment, all such equipment, fixed or mobile, shall be operated with closed engine doors and shall be equipped with properly operating and maintained mufflers consistent with manufacturer's specifications.
- **Idling:** All construction vehicles, such as bulldozers and haul trucks, shall be prohibited from idling in excess of 10 minutes.
- **Equipment Inspection:** The contractor shall inspect construction equipment to ensure that such equipment is in proper operating condition and fitted with standard factory silencing features, such as equipment mufflers, enclosures, and barriers.

On-Site Construction Equipment Vibration Restrictions. Prohibit operation off on-site construction equipment creating vibration levels in excess of 75 VdB at the Page School when it is in session, and require adherence to the following minimum distance requirements for heavy construction equipment:

Minimum Distance Requirements

Required distance from Page School to meet threshold with 1 piece of heavy equipment	Required distance from Page School to meet threshold with 2-3 pieces of heavy equipment
40 tons: 70 feet	40 tons: 75 feet
35 tons: 60 feet	35 tons: 65 feet
30 tons: 40 feet	30 tons: 45 feet
20 tons: 15 feet	20 tons: 20 feet

Heavy equipment below these thresholds would not be subject to these requirements, but would still be required to adhere to the 75 VdB standard discussed above.

Project Impacts: Airport-Generated Noise. The project site is located approximately 4.3 miles northeast of the Santa Monica Municipal Airport. At a distance of 4.3 miles, the proposed project would not have the potential to expose people to significant aircraft-generated noise, and the City of Beverly Hills has determined that this impact would be less than significant and mitigation is not required.

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Persons Contacted

Ryan Gohlich, City of Beverly Hills, April 16, 2012.

ATTACHMENT E

Light and Glare Impacts Analysis

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Date: September 28, 2012

To: Mr. Ryan Gohlich and Ms. Cindy Gordon

Organization: City of Beverly Hills

From: Greg Martin, AICP

Email:

cc: Abe Leider

Re: **Light and Glare Impacts Analysis for 401 S. Robertson 7-11 Project**

This memo discusses the physical and regulatory setting and potential light and glare impacts of the proposed 401 S. Robertson 7-11 project (project). The project site is in a fully urbanized area, with many existing sources of light and glare. The proposed project would reintroduce a lighted use to the site, which has been vacant and unlit since the previous use ceased operation approximately seven years ago. It would therefore potentially be a new source of substantial light or glare, which could affect day or nighttime views in the residential or commercial areas around the project site.

Light and Glare. Light and glare impacts are primarily a concern at night, when artificial lighting sources are in use. However, glare impacts also occur during the day, when sunlight reflects from structures, roadways, and cars. Existing nighttime light sources in the area include the headlights of vehicles travelling on area streets, alleyways, driveways, and parking lots; streetlights; pole-mounted lights on private property usually used to illuminate areas such as parking lots; other exterior building illumination such as lighting used to illuminate signs, landscaping, and building exteriors; and interior lighting spillover from windows. The ambient light environment can be accentuated during periods of low clouds or fog.

Project Site Setting. The major source of vehicular illumination adjacent to the project site is from Robertson and Olympic Boulevards. Several streetlights are located directly adjacent to the project site: one adjacent to the northwest corner of the site on Olympic Boulevard across the alley bordering the west side of the site; two adjacent to the northeast corner of the site at the southwest corner of Olympic Boulevard and Robertson Boulevard; and one adjacent to the southeast corner of the site on Robertson Boulevard. These streetlights are approximately 25 feet tall and produce a bright white light designed to illuminate the roadway. One pole-mounted light is mounted near the

southwest corner of the site, in the alley that runs along the west side of the site. This light is approximately ten feet tall, and produces a lower intensity orange light. Several surrounding uses also produce light from exterior building illumination that may affect the project site, including the two-story Page School along the southern boundary of the site, the Arco gas station on the southeast corner of Robertson and Olympic Boulevards directly to the east of the site, the Shell gas station directly across Olympic Boulevard from the northern boundary of the site, and the two-story commercial center on the northeast corner of Robertson and Olympic Boulevards.

In order to assess the current light environment in the area, Rincon Consultants performed an illumination survey on and around the project site on Tuesday, July 31st, 2012 between 9:00 p.m. and 10 p.m, using an Extech Model EA31 handheld light meter measuring in footcandles (fc), a standard metric of illumination roughly equaling the amount of illumination produced by a candle at a distance of one foot. Following standard methodology, the light meter was held horizontally about three feet above the ground. The results of this survey are illustrated in Figure 1, which shows that light levels on the project site ranged from a low of 0.15 fc on the southern border of the site to a high of 0.53 fc in the northwest corner of the site, across the alley from a street light located on Olympic Boulevard. Light levels in the alley bordering the western side of the site ranged from a low of 0.03 fc at the back of the third house south of the site to a high of 1.5 fc at the northeast corner of the first house south of the site, across the alley from the pole-mounted light located in the alley near the southwestern corner of the site. Light levels decreased moving down the alley to the south away from the project site.

Project Impacts. Site illumination serves multiple functions. It enhances visibility and safety along roadways and other public spaces for vehicles, bicyclists, and pedestrians. It can also serve to interpret site plan arrangement by emphasizing certain elements of a site such as building entryways, signage, and landscaping. As shown on the Site Lighting Plan and Site Lighting Detail provided by the project applicant, the proposed project would include the following new lighting elements: four pole-mounted LED lights placed approximately in the middle of each side of the site (Type D fixture); seven wall-mounted LED lights placed around the perimeter of the building proposed on the site (Type C fixture); ten LED pathway lights placed in landscaped areas on the northern, northwestern, and northeastern sides of the site (Type A fixture); and seven ground-mounted, upward-facing LED accent lights designed to illuminate the Strawberry trees to be planted within the project site's parking lot and the "green wall" on the east side of the proposed building (Type B fixture).

These new lighting sources would have the potential to affect light-sensitive receptors. Light-sensitive receptors generally include residences or other areas where people sleep. Section 5-6-1101 of the Beverly Hills Municipal Code (BHMC), *Excessive Lighting Prohibited*, states the following:

> *"[i]t shall be unlawful for any person, except governmental agencies, to install, use, or maintain any lighting which creates an intensity of light on residential property which is greater than one foot-candle above ambient light level; and provided further, all permissive lighting shall be arranged to focus on the property from which it originates, and shall not directly reflect upon any adjacent residential property."*

Bing Maps Aerial: (c) 2010 Microsoft Corporation and its data suppliers. Additional data layer from Los Angeles County Assessor, August, 2010.

Survey Locations

0 35 70 Feet

N

Illumination Survey Results

Figure 1

The proposed project would be required to comply with regulations of the BHMC limiting the design, intensity, and impacts of nighttime lighting, including BHMC Section 10-4-314, *Lighting of Premises,* which includes the following standards:

> *A. Any perimeter or flood lighting or other external lighting, whether used for illumination or advertisement, which illuminates private land, buildings, signs, or structures, whether built upon or not, shall be permitted only when such lighting is installed on private property and hooded or shielded so that no direct beams therefrom fall upon public streets, alleys, highways, or other private property. Such lighting shall be subject to architectural review pursuant to chapter 3, article 30 of this title. The reviewing authority shall consider the color, design, and placement of the lighting fixtures and the color, design and intensity of the lighting.*
>
> *B. Except as provided in subsection C of this section, any projected light display or exposed tube lighting element, such as neon, on the exterior of any building or structure that is not subject to regulation as a sign under article 6 of this chapter shall be subject to architectural review pursuant to the criteria set forth in section 10-3-3010 of this title, the architectural commission shall be the reviewing authority for purposes of such review.*

The City has also adopted regulations to control the potentially adverse visual impacts of building signs. City Code Section 10-4-315, *Intensity of Lighting,* includes the following standards:

> *A. No sign shall be permitted which, by virtue of the intensity, direction, or color of its lighting or illumination, shall interfere with the proper operation of, or cause confusion to the operator of, a motor vehicle on the public streets.*
>
> *B. No sign which is lighted or illuminated to an intensity in excess of that of a public street light shall be constructed or maintained within two hundred feet (200') of and facing property in a residential zone.*

Finally, pursuant to Section 10-3-3012.G of the BHMC, the Architectural Commission has authority to review and approve exterior lighting plans and signage for development. Section 10-3-3012 of the BHMC prescribes the contents of required plans and directs that they include "[a]n indication of the exterior lighting standards and devices adequate to review the possible hazards and disturbances to the public and adjacent properties."

The light-sensitive receptors closest to the project site are the residences located along South Clark Drive immediately to the southwest of and across the alley from the project site. The rear property line of the closest residence is, at its closest, approximately 15 feet from the southwest corner of the project site. The amount of light produced by the lighting fixtures proposed for the site under the project are shown on Sheets E2.2 through E2.4 of the plans provided by the project applicant. The brightest of these fixtures would be the Type D fixture, with a maximum output of 11,256 lumens, and the Type C fixture, with a maximum output of 9,185 lumens. Two Type C fixtures would be located near the southwestern corner of the site, approximately 30 feet from the nearest residential property line, as shown on Sheet E2.1. Each of these lights would produce 0.81 fc at 30 feet (the distance to the closest residential receptor). The closest Type D fixture would be located approximately 85 feet north of the closest residential receptor, and would produce only 0.12 fc at this

distance. The Type A and B fixtures produce much lower light levels and are equally distant from the closest residential receptor as the closest Type D fixture, and would therefore not be a significant source of light at any residential receptor.

The light levels produced at the closest residential receptor by the project lighting alone are below the City's one fc increase standard, and would therefore not exceed the City's standard from Section 5-6-1101 of the BHMC (reproduced above), which prohibits any lighting which creates an intensity of light on residential property which is greater than one foot-candle above ambient light level. Additionally, the amount of light produced by the Type C lighting (which would, as explained above, be the brightest new on-site lighting at these receptors) at the closest residential receptor would be 0.81 fc, which is about half of the existing light level of 1.5 fc at this location. This lighting would therefore not produce a significant increase in ambient lighting at the closest sensitive receptor, and would not be inconsistent with existing light levels. As shown on Sheet E2.2 of the applicant-provided plans, all lighting would be designed to focus on the on-site element being illuminated, and would therefore be designed to minimize light spillover.

Potential sources of reflected glare from the proposed project would consist of glazing (windows) on the proposed building, as well as the sun's reflected glare from metallic or glass surfaces on vehicles. As shown on the applicant-provided renderings (Sheet A 3-0), the proposed building would include a minimal amount of reflective materials, and would not be expected to produce glare in excess of that produced by many surrounding buildings. In addition, Section 10-3-1955 of the BHMC, *Commercial-Residential Transition; General Development Requirements*, regulates the type of glass that may be used as glazing on this site because it is adjacent to a residential zone. Subsection B. states that no mirrored or reflective glass or material may be used on the facade of the building, structure, or improvement facing any residential use. Therefore, the City of Beverly Hills has determined that proposed project's glare impact would be less than significant and mitigation is not required.

As described above, the proposed project would not produce excessive light levels or glare that would exceed the standards of the BHMC sections listed above, which would be enforced through the architectural review and building permit processes. The levels of light and glare produced by the project would also be generally consistent with the highly urbanized nature of the area, including nearby commercial uses along Olympic and Robertson Boulevards. Therefore, the City of Beverly Hills has determined that project impacts related to light and glare would therefore be less than significant and mitigation is not required.

References

City of Beverly Hills Municipal Code,
http://www.sterlingcodifiers.com/codebook/index.php?book_id=466, accessed online August 2012.

ATTACHMENT F

Southeast Task Force Recommendations

Parking

1. Designate investment funds for the revitalization of the Southeast, including the development of parking facilities.
2. Develop a Southeast In-Lieu Parking District.

Business Attraction and Retention

3. Target the remaining vacancies, including the former BMW, International House of Pancakes (IHOP), Blockbuster, Collateral Lender and other sites.
4. Coordinate with the Chamber of Commerce and the Conference & Visitors Bureau (CVB) to brand and market the area as an Arts and Entertainment District including theaters, galleries, museums and related businesses.
5. Convene property owners and brokers to share recommendations on types of businesses recommended by the Task Force.
6. Reinvigorate restaurant tow with art galleries and a marketing program.
7. Attract a neighborhood "Trader Joe's type" market.
8. Attract a destination indoor farmers market to one of the available sites on Olympic. This concept has been successful on a larger scale at the Ferry Building in San Francisco and Oxbow in Napa.
9. Attract local-serving, family-friendly, neighborhood restaurants.
10. Conduct business retention efforts both for strong existing businesses such as O'Gara coach on Olympic and Restaurant Row and for unique neighborhood destinations such as Toppings and Cocina Primavera.

Programming

11. Coordinate with the School District to incorporate school site events into the neighborhood.
12. Encourage outdoor dining and make sure all blocks have enough trash cans.
13. Introduce events such as a film festival, an art fair or food event for greater business exposure.
14. Introduce seasonal banners to identify the Southeast and its sub-districts.

Mobility

15. Create bike routes that connect the Southeast to other areas and install bike racks in strategic locations.
16. Introduce a trolley route between the City's hotel and the Southeast.
17. Designate Robertson tree type and expedite ficus replacement along with other initiatives to make the area more pedestrian friendly.

18. Study the potential for diagonal parking on the west side of Robertson, between Charleville and Olympic. The concept to be evaluated would provide for: parallel parking on the east side; one northbound travel lane, two southbound travel lanes; diagonal parking on the west side. The study should also evaluate "back-in" diagonal parking.

Additional Capital Improvements

19. Improved the La Cienega median at the park and consider a pedestrian bridge.
20. Acquire the Los Angeles property adjacent to La Cienega Park at the northeast corner of La Cienega and Olympic for additional park space and creation of a City gateway.
21. Create a minor league baseball field at La Cienega Park, with stands for 1,200-3,000 spectators, to attract a Dodger farm team.

CITY OF BEVERLY HILLS
STAFF REPORT

Meeting Date: August 7, 2012

To: Honorable Mayor & City Council

From: David Lightner, Deputy City Manager

Subject: Southeast Task Force: Final Report

Attachments: Southeast Area Map

INTRODUCTION

In August of 2011, the Southeast Task Force was established as the third of four Mayor's Task Forces convened that year to address specific City Council priorities. Vice Mayor Mirisch chaired the Southeast Task Force with the purpose of coordinating a citizen committee of residents and area stakeholders to discuss, evaluate and form recommendations on the revitalization of the southeast area of Beverly Hills.

DISCUSSION

In addition to Vice Mayor Mirisch, participants on the Task Force included: Chris Biehl, Don Creamer, Brian Goldberg, Howard Goldstein, Andrea Grossman, Isabel Hacker, Noah Margo, Susan Mishler, Dick Seff, and AJ Wilmer.

The first task of the group was to define the Southeast neighborhood geographically. The clear consensus was: southeast of Wilshire Boulevard and Reeves Drive (including both sides of those boundary streets) and all of the area east of Robertson Boulevard within the City boundaries. A Southeast Area Map is attached. The existing strengths of the area were identified as: the neighborhood's young family demographic, high quality public and private schools, walkability, classic theaters, LaCienega restaurants and LaClenega Park.

The area's primary challenges were identified as: lack of destination businesses other than LaCienega restaurants; too many vacancies; a lack of parking in older buildings; shallow lots on Robertson and Olympic and a high water table which make parking garages expensive to build; a lack of grocery stores; too many nail salons and a need to be more bicycle and pedestrian friendly. Related challenges include a sense of missed opportunity to provide a Larchmont Boulevard flavor; attracting the types of boutiques that move onto the Los Angeles stretch of North Robertson; attracting a Trader Joe's type grocery; and attracting teen-oriented businesses.

Meeting Date: August 7, 2012

Outreach

The outreach effort was targeted to build on the area's strengths and to address the primary challenge of parking constraints.

Dick Rosenzweig, who was then Vice-President of Playboy Enterprises, was consulted to explore the connections between the Southeast area and the entertainment industry. One of the fundamental assets of the area is the existence of the Saban Theater, the Fine Arts Theater, the Music Hall Theater, the headquarters of the Academy of Motion Picture Arts & Sciences, the Beverly Hills Playhouse, the Writers Guild Theater and the Horace Mann Auditorium (which pre-dates the school). The idea of creating an Arts District around this historic core is full of potential and was suggested as an identity for the whole area. The history of discussions about a Beverly Hills Film Festival was reviewed and that too could be a powerful tool to weave the area's assets together in an annual destination event, particularly when the private commercial screening rooms in the district are added to the theater resources. A strong partnership with the Annenberg Center was recommended even though that resource is outside the district.

In order to bring the business owners' perspective to the Task Force, the outreach effort included identifying two area businesses run by civic-minded owners who were happy to meet with the group to discuss business opportunities and challenges and to develop ideas. Jay Navas of Toppings Yogurt on Robertson and Lupe Prado Sanchez of Cocina Primavera on Olympic were both invaluable resources for the group as their recommendations were being formed. Toppings exemplifies the non-chain, family-friendly, destination business model that the Task Force recommends. The members of the Prado family behind Cocina Primavera are long-time restaurateurs on Larchmont Boulevard providing key perspectives on opportunities for small business success in Beverly Hills and they similarly provide a "local destination" as supported by the Task Force.

The outreach effort included a specific focus on parking, which emerged as one of the key challenges associated with revitalization of the area. The Task Force recommendations include pursuing several approaches to address the parking constraints simultaneously, including increasing on-street parking, expanding the in-lieu parking program, maximizing the usefulness of parking in existing buildings, working with developers to find creative parking solutions such as encroachments beneath the right-of-way and City development of parking garages in targeted locations. One of the key recommended goals is to leverage partnership opportunities as they arise.

Focusing on this goal and the unique opportunity presented by the School District's plan for major reconstruction at the Horace Mann campus on Robertson, an outreach effort with the District was initiated to see if there was potential to create subterranean public parking in a manner that would not interfere with school operations. This exploration included discussion with District design staff and consultants, with the Board of Education at a Board study session, and with Horace Mann parents at a very well attended Horace Mann PTA meeting. Ultimately it became clear that no design solution was going to address the concerns of the stakeholders and the focus was shifted to a search for other sites on Robertson for public parking.

Additional outreach to area real estate brokers was conducted so that the City can stay informed about opportunities to purchase appropriate public parking sites.

Meeting Date: August 7, 2012

Previous Studies

The Task Force reviewed prior studies related to the southeast including:

- Technical Assistance Panel (TAP) Report: "Energizing Wilshire Boulevard – Rexford to LaCienega" prepared by the Urban Land Institute
- Beverly Hills General Plan Topic Committee Reports
- Small Business Task Force Report of Findings

Task Force Recommendations

The Task Force, after meeting over a 9-month period, reviewing prior related studies and extensive discussion, proposed the following recommendations. The primary themes that developed include *parking* constraints, the need for *business attraction and retention* efforts, the need for *programming* of events and activities to enliven the area and the need to enhance *mobility*.

Parking

1. Designate investment funds for the revitalization of the Southeast, including the development of parking facilities.

2. Develop a Southeast In-Lieu Parking District.

Business Attraction and Retention

3. Target the remaining vacancies, including the former BMW, International House of Pancakes (IHOP), Blockbuster, Collateral Lender and other sites.

4. Coordinate with the Chamber of Commerce and the Conference & Visitors Bureau (CVB) to brand and market the area as an Arts and Entertainment District including theaters, galleries, museums and related businesses.

5. Convene property owners and brokers to share recommendations on types of businesses recommended by the Task Force.

6. Reinvigorate Restaurant Row with art galleries and a marketing program.

7. Attract a neighborhood "Trader Joe's type" market

8. Attract a destination indoor farmers market to one of the available sites on Olympic. This concept has been successful on a larger scale at the Ferry Building in San Francisco and Oxbow in Napa.

9. Attract local-serving, family-friendly, neighborhood restaurants.

10. Conduct business retention efforts both for strong existing businesses such as O'Gara Coach on Olympic and Restaurant Row and for unique neighborhood destinations such as Toppings and Cocina Primavera.

Programming

11. Coordinate with the School District to incorporate school site events into the neighborhood.

12. Encourage outdoor dining and make sure all blocks have enough trash cans.

13. Introduce events such as a film festival, an art fair or food event for greater business exposure.

14. Introduce seasonal banners to identify the Southeast and its sub-districts.

Mobility

15. Create bike routes that connect the Southeast to other areas and install bike racks in strategic locations.

16. Introduce a trolley route between the City's hotels and the Southeast.

17. Designate Robertson tree type and expedite ficus replacement along with other initiatives to make the area more pedestrian friendly.

18. Study the potential for diagonal parking on the west side of Robertson, between Charleville and Olympic. The concept to be evaluated would provide for: parallel parking on the east side; one northbound travel lane; two southbound travel lanes; diagonal parking on the west side. The study should also evaluate "back-in" diagonal parking.

Additional Capital Improvements

19. Improve the LaCienega median at the park and consider a pedestrian bridge.

20. Acquire the Los Angeles property adjacent to LaCienega Park at the northeast corner of LaCienega and Olympic for additional park space and creation of a City gateway.

21. Create a minor league baseball field at LaCienega Park, with stands for 1,200-3,000 spectators, to attract a Dodger farm team.

FISCAL IMPACT

One of the positive results of the Task Force's work is that many of the recommendations are not dependent on additional funds. The commitment of staff time to work toward these goals, along with the City's partners at the Chamber of Commerce and the CVB, is the major resource needed to start addressing these recommendations.

Exceptions include: the development of parking and other area investment, such as LaCienega Park expansion and improvements, toward which $4.675 million has been designated over the next 5 years; creation of a banner program and implementation of other marketing tools which will require funding as would a trolley program (typically not able to be self-sustaining with operating costs of $38/hour). If supported in concept, staff will develop program proposals for these efforts and return to the City Council for

prioritization and confirmation of funding sources. There is sufficient funding in the current LaCienega Park capital improvement budget to address the median refurbishment.

While the recommendation to study diagonal parking on Robertson could lead to a net increase in parking, the removal of one of the two existing northbound travel lanes could have mobility impacts for the region. If the City Council directs further study of diagonal parking on Robertson, the first step would be to initiate a traffic feasibility study at an estimated cost of $30,000. This study would be funded from the Southeast Revitalization capital improvement budget created this year. Further environmental assessment costs would be likely if the concept proves feasible along with costs to reconfigure the street which are not yet known.

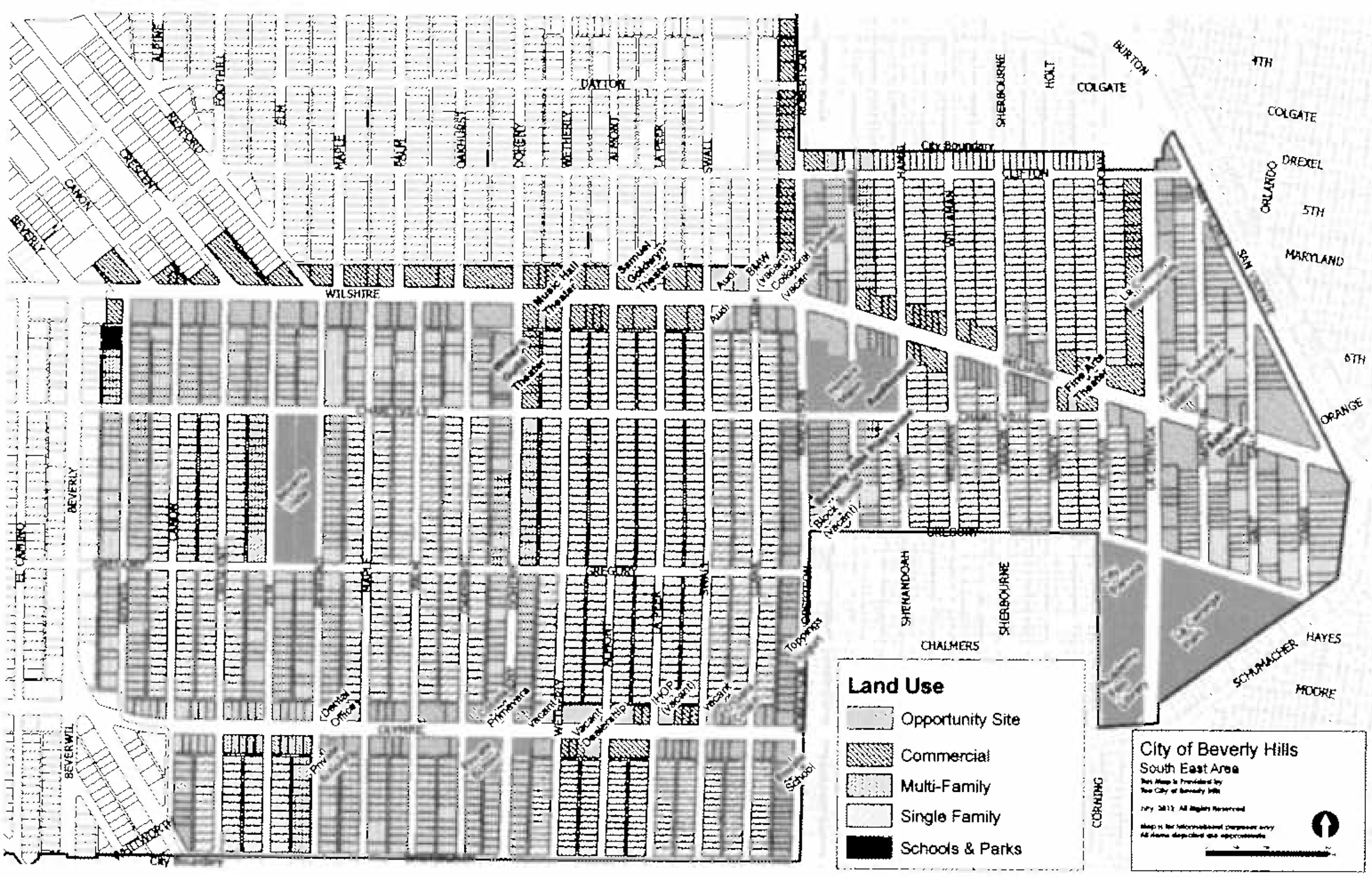
Further study would be required in order to know the proper scope of a feasibility study for a minor league baseball stadium at La Cienega Park and City Council direction to study this further would be needed in order to estimate the costs to pursue this idea.

RECOMMENDATION

It is recommended that the City Council direct staff to incorporate these proposed programs into the Work Plan effort designated as Implementation of Southeast Task Force Recommendations in this year's budget for Policy & Management, and to coordinate with Community Development, Community Services, Public Works, the CVB and Chamber of Commerce on the creation of related work plans. Specific City Council guidance is requested with respect to further study of diagonal parking on Robertson and exploration of developing a minor league baseball facility.

David Lightner DL
Approved by

Attachment 1



DAYTON
ROBERTSON
SHERBOURNE
HOLT
COLGATE
BURTON
DREXEL
ORLANDO
5TH
MARYLAND
6TH
ORANGE
City Boundary
CLIFTON
WILSHIRE
BEVERLY
CRESCENT
CANON
FOOTHILL
ELM
MAPLE
PALM
OAKHURST
DOHENY
WETHERLY
ALMONT
LA PEER
SWALL
Music Hall Theater
Samuel Goldwyn Theater
Fine Arts Theater
Audi
BMW
GREGORY
SHENANDOAH
CHALMERS
HAYES
SCHUMACHER
MOORE
CORNING
Primavera
Dental Office
School
Land Use
Opportunity Site
Commercial
Multi-Family
Single Family
Schools & Parks
City of Beverly Hills
South East Area

ATTACHMENT G

Architectural Plans