



Planning Commission Report

Meeting Date: December 12, 2013

Subject: **8767 Wilshire Boulevard
Medical Use Overlay Zone and Vehicle Sales**

Resolution denying a request to apply the City's Medical Use Overlay Zone to the subject property, a request to amend a previously granted Development Plan Review to modify conditions of approval applicable to the property, and a request for a Conditional Use Permit to allow a vehicle showroom on the building's ground floor for the property located at 8767 Wilshire Boulevard.

PROJECT APPLICANT: 8767 Wilshire Boulevard, L.P.

Recommendation: That the Planning Commission:
1. Adopt the attached resolution denying the project.

REPORT SUMMARY

The subject project was previously reviewed by the Planning Commission on November 21, 2013. The Planning Commission held a public hearing, took public testimony, closed the public hearing and discussed the project. Upon conclusion of deliberations, the Planning Commission unanimously determined that the findings required to approve the project could not be made, and directed staff to prepare a resolution memorializing the Planning Commission's findings. This report transmits a resolution denying the subject project. Additionally, comments provided by the Southeast Taskforce regarding the Commission's decision have been provided as Attachment B.

NEXT STEPS

It is recommended that the Planning Commission adopt the attached resolution denying the subject project.

Report Reviewed By:



Ryan Gohlich, Senior Planner

Attachment(s):

- A. Draft Resolution
- B. Southeast Taskforce Letter

Report Author and Contact Information:

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rgohlich@beverlyhills.org

ATTACHMENT A
DRAFT RESOLUTION

RESOLUTION NO.

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF BEVERLY HILLS DENYING APPLICATIONS FOR A MEDICAL USE OVERLAY ZONE, PLANNED DEVELOPMENT PERMIT, DEVELOPMENT PLAN REVIEW, AND CONDITIONAL USE PERMIT ASSOCIATED WITH MODIFICATIONS TO CONDITIONS OF APPROVAL AND THE TYPES OF LAND USES ALLOWED WITHIN A PREVIOUSLY APPROVED COMMERCIAL BUILDING ON THE PROPERTY LOCATED AT 8767 WILSHIRE BOULEVARD

The Planning Commission of the City of Beverly Hills hereby finds, resolves, and determines as follows:

Section 1. Tom Levyn and Clare Bronowski, representatives on behalf of 8767 Wilshire Boulevard, L.P. (the "Applicant"), have submitted applications for a Medical Use Overlay Zone, Planned Development Permit, Development Plan Review, and Conditional Use Permit associated with the establishment of medical offices, a pharmacy, expanded restaurant uses, and an automobile sales showroom within the property located at 8767 Wilshire Boulevard (the "Project").

Section 2. Development of a commercial building at the Project site was previously approved by the Planning Commission on September 14, 2006 pursuant to Planning Commission Resolution No. 1442. The Planning Commission's approval included a variance for additional building height, and authorized general office, retail, and restaurant uses, and specifically prohibited medical uses among others. The Planning Commission's approval of the commercial building was appealed to the City Council. The appeal was denied by the City

Council, which upheld the Planning Commission's approval of the general office and retail building (City Council Resolution No. 07-R-12273). Construction of the general office building commenced in 2009.

After the start of construction on the subject commercial building in 2009, the applicant requested an amendment to the original project approvals to allow medical uses to occupy 54,900 square feet or 73% of the building. Upon reviewing the request, the Planning Commission determined that it could not make all required findings in support of the proposed medical offices, and denied the request (Planning Commission Resolution No. 1561). Subsequent to the Planning Commission's denial, the applicant filed an appeal of the decision so that the matter could be heard by the City Council. The City Council heard the appeal, and adopted a resolution denying the appeal on February 16, 2010 (City Council Resolution No. 10-R-12736). The City's denial was challenged, and the case is currently pending in the Court of Appeal. Pursuant to a settlement agreement with the City, the Applicant submitted a new application to the City on November 4, 2013 seeking approvals for the Project elements that are the subject of this resolution.

Section 3. The entitlements currently requested by the Applicant include the following:

- Medical Office Space: Allow up to 33,802 square feet of medical office space to be located within the building (45% of the building's floor area), but not on the ground floor.
- Vehicle Sales: Allow a luxury vehicle sales showroom (no service) on the building's ground floor (up to 15,520 square feet). The specific tenant would be subject to review and approval by the City Council.

- Expanded Restaurant Space: Allow up to 7,010 square feet of restaurant space (4,206 square feet of dining and bar area plus 2,804 square feet of back-of-house areas), subject to City Council review and approval of a specific tenant.
- Pharmacy Use: Allow a pharmacy use to occur on any floor except for the ground floor.
- Public Parking: Establish provisions and rates for public parking spaces. The applicant is currently required to provide 51 parking spaces available for use by the public. The public parking spaces were intended to provide needed parking for surrounding developments and limit commercial parking intrusion into surrounding residential neighborhoods. The current Project proposal leaves open the possibility of utilizing the 51 public spaces to accommodate a restaurant expansion identified above (subject to City Council approval). Further, the applicant proposes to make 230 self-parking spaces available to the public at discounted rates on weekdays after 6:00 PM and on weekends throughout the day. The rates will vary depending on the time of day, but will generally be comparable to rates charged at City-owned facilities.

Section 4. Pursuant to the California Environmental Quality Act (Public Resources Code Sections 21000, et seq. ("CEQA")), and the State CEQA Guidelines (California Code of Regulations, Title 14, Sections 15000, et seq.), a project that is denied or rejected is exempt from the requirements of CEQA.

Section 5. Notice of the Project and public hearing was mailed on November 8, 2013 to all property owners within a 300-foot radius of the Project site and all residential occupants within a 500-foot radius of the Project site. Notice was also published in two newspapers of local circulation, the *Beverly Hills Courier* and the *Beverly Hills Weekly*. On November 21, 2013 the Planning Commission considered the application at a duly noticed public hearing. Evidence, both written and oral, was presented at the meeting. At the conclusion of its deliberations, the Planning Commission directed staff to prepare a resolution denying the application for the Project. The Planning Commission considered and adopted this resolution denying the Project at its December 12, 2013 meeting.

Section 6. In reviewing the request for a zoning amendment for the Medical Use Overlay Zone, the Planning Commission considered the following:

1. Whether the amendment is required for the public interest, convenience, and general welfare, and that such amendment is consistent with the general objectives, principles, and standards of the General Plan.

Section 7. Based on the foregoing, the Planning Commission hereby finds and determines as follows with respect to the zoning amendment for the Medical Use Overlay Zone:

1. As proposed, the zoning amendment would allow medical uses at the subject property. The medical uses will adversely affect existing and anticipated residential and commercial development in the vicinity and will not promote harmonious development of the area. The medical uses will be an intensification of land uses that will result in a substantial increase in traffic, increased handicapped placard parking in on-street parking spaces in the

adjacent commercial areas and on residential streets, and increased traffic on commercial and residential streets related to vehicles traveling to and from the Project site and circling in search of on-street parking, each of which would adversely impact existing and anticipated residential and commercial development in the vicinity. The proposed medical use would change the character of the area and would not promote harmonious development of the area because it would not result in a synergy of uses that would lead to a vibrant commercial area, and instead would inhibit development in the area of the Project. Due to these impacts, the zoning amendment would be inconsistent with the public interest, convenience, and general welfare, and would not support the general objectives, principles, and standards of the General Plan.

Section 8. In reviewing the request for a Planned Development Permit, the Planning Commission considered whether the Project would satisfy the following objectives of the Medical Use Overlay Zone:

1. Medical uses in the particular location are consistent with the elements of the city's general plan and purpose and intent of the Medical Use Overlay Zone;
2. The proposed development and medical use will not result in detrimental impacts to existing or anticipated residential or commercial development in the vicinity of the project with regard to density, height, scale and massing of the streetscape, garden quality of the city, or any combination thereof; unless the reviewing authority finds the development benefits outweigh the detrimental impacts;
3. The proposed development and medical use will promote harmonious development in the area;
4. The proposed development and medical use will not adversely interfere with the use and enjoyment of residential properties in the vicinity of the proposed development;

5. The proposed development and medical 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, loading or manner of operation, unless the reviewing authority finds the development benefits outweigh the detrimental impacts. The development shall provide parking that is designed for ease of use and efficiency, with vehicle ingress and egress and patient drop off and pick up locations that would not adversely impact adjacent properties;

6. The proposed development and medical use will contribute to and enhance the character of the neighborhood and location, will contribute positively to the image of the city, shall not undermine efforts to maintain and foster an appropriate mix of uses in the city including a pedestrian friendly environment in the vicinity of the development;

7. The proposed development and medical use contribute to and enhance the city's economic base and granting the request will leave ample space available for future commercial growth including business headquarters, entertainment businesses, information/technology businesses, retail businesses and other businesses as determined by the city; and

8. A public benefit shall be offered to the city and the public benefit shall, at a minimum, offset any long term impacts to the city that result from allowing a medical use in the city's limited commercial areas.

Section 9. Based on the foregoing, the Planning Commission hereby finds and determines as follows with respect to the objectives of the Medical Use Overlay Zone:

The Project would not satisfy any of the objectives of the Medical Use Overlay Zone. In particular, the Project would result in increased vehicle traffic and parking demand in the vicinity of the Project site that would be detrimental to existing and anticipated commercial and residential development. The proposed medical use would also change the character of the area and would not promote harmonious development of the area because it would not result in a synergy of uses that would lead to a vibrant commercial area, and instead would inhibit development in the area of the Project. This would undermine the City's efforts to maintain and foster an appropriate mix of uses in the city including a pedestrian friendly environment in the vicinity of the development, and would not contribute positively to the City's economic base. Furthermore, the public benefit in the form of the proposed reduced rate public parking on weekends and weekday evenings is not sufficient to offset the long-term impacts to traffic, parking, and inharmonious development of the area that would otherwise result from the Project.

Section 10. In reviewing the request for a Development Plan Review, the Planning Commission considered whether the following findings could be made in support of the Project:

1. The proposed plan is consistent with the general plan and any specific plans adopted for the area;
2. The proposed plan will not adversely affect existing and anticipated development in the vicinity and will promote harmonious development of the area;
3. The nature, configuration, location, density, height and manner of operation of any commercial development proposed by the plan will not significantly and adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property;

4. The proposed plan will not create any significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards; and

5. The proposed plan will not be detrimental to the public health, safety or general welfare.

Section 11. Based on the foregoing, the Planning Commission hereby finds and determines as follows with respect to the Development Plan Review:

1. The Project would allow medical uses, pharmacy uses, expanded restaurant uses, and automobile showroom uses. In granting the original approval, which permitted construction of the existing commercial building, both the Planning Commission and the City Council concluded that medical uses have the potential to result in negative impacts on the adjacent commercial and residential uses, and thus imposed conditions of approval to prohibit medical uses and other similarly intense uses. At the time of the initial approval, the Applicant agreed to the conditions of approval and subsequently recorded a covenant memorializing its acceptance of the conditions of approval. Further, if medical uses had been requested at the time of the initial approval, the building design, access and egress configurations, and other project design issues would have been viewed differently.

Traffic studies prepared to analyze the proposed Project indicate that the proposed changes in land use would increase the number of daily vehicle trips by 1,280 additional trips (from 1,664 daily trips for the previously approved project to 2,944 daily trips for the proposed Project). The intensification of land use caused by a change from general office to medical office would result in potential interference with the use and enjoyment of residential and commercial properties in the vicinity of the Project site because of the dramatic increase in

traffic levels and the likelihood of incursions of commercial traffic and parking into nearby residential areas. Further, as discussed below, the additional impacts anticipated from the Project, would adversely affect existing and anticipated development in the vicinity and would not promote harmonious development of the area.

2. The Project will adversely affect existing and anticipated residential and commercial development in the vicinity and will not promote harmonious development of the area. The Project will result in a substantial increase in traffic generated by the proposed intensification of land uses, increased handicapped placard parking in on-street parking spaces in the adjacent commercial areas and on residential streets, and increased traffic on commercial and residential streets related to vehicles circling in search of on-street parking, each of which would adversely affect existing and anticipated residential and commercial development in the vicinity. Approval of the Project would change the character of the area and would not promote harmonious development of the area because it would not result in a synergy of uses that would lead to a vibrant commercial area, and instead would inhibit development in the area of the Project due to the impact on street parking, the impact on traffic, and the over concentration of medical uses.

3. The proposed nature, location, and manner of operation of the Project will significantly and adversely interfere with the use and enjoyment of residential properties in the vicinity of the subject property due to the intensification of the use that would lead to an increase in traffic levels in the Project vicinity, the reduction in public parking that would otherwise be available for the area, an increase in handicapped placard parking in residential areas, and the traffic related to vehicles searching for on-street parking. Further, approval of the Project, as documented in the updated traffic study dated November 12, 2013 prepared for the Project,

would result in an increase in traffic on local residential streets such as Clifton Way and Arnaz Drive. Additionally, those patrons unfamiliar with the building and traveling to the building from the north or west will often drive through residential areas on Hamel Drive and Charleville Boulevard in order to access the building. Increased use of this path of travel will significantly and adversely interfere with the use and enjoyment of residential properties.

4. The Project will create significantly adverse traffic impacts, traffic safety hazards, pedestrian-vehicle conflicts, or pedestrian safety hazards due to the additional 1,280 vehicle trips that would be generated by the Project. Additionally, these trips, in combination with the increased use of on-street parking by persons with handicapped placards, will result in an increase in vehicles circulating for access to and egress from the building, including circulation past the Horace Mann Elementary School during the time that children are being dismissed from school, which coincides with the peak hours for traffic generated by medical uses.

5. The Project will be detrimental to the public health, safety or general welfare for any one of the reasons discussed in this Section 11 herein. Additionally, the replacement of Class A office space with medical uses will have an adverse impact on the general welfare of the City by reducing the space available to those uses which support the community's character and diversify its economic base.

Section 12. In reviewing the request for a Conditional Use Permit for an automobile showroom, the Planning Commission considered whether the following findings could be made in support of the Project:

1. The proposed use is compatible with the area and surrounding uses;

2. The proposed use will have adequate buffering between the use and residential areas;
3. The proposed use will not create an adverse traffic impact or a traffic safety hazard to pedestrians or to vehicles, including, but not limited to, an adverse impact on traffic circulation or parking;
4. The proposed use will not create excessive noise, unpleasant odors, noxious fumes, excessive lighting, or substantial interference with neighboring properties or uses due to the activities associated with the proposed use or its hours of operation; and
5. The proposed location of any such use will not be detrimental to adjacent property or to the public welfare.

Section 13. Based on the foregoing, the Planning Commission hereby finds and determines as follows with respect to the Conditional Use Permit:

Although the Planning Commission determined that it may be possible to make findings in support of an automobile showroom as a standalone project, the Commission determined that the necessary findings could not be made in support of the automobile showroom in conjunction with the other land uses proposed by the Project. In particular, the Project as a whole would result in increased vehicle traffic and parking demand in the vicinity of the Project site that would be detrimental to existing and anticipated commercial and residential development. The Project would also change the character of the area and would not promote harmonious development of the area because it would not result in a synergy of uses that would lead to a vibrant commercial area, and instead would inhibit development in the area of the Project. The combination of uses within the Project would undermine the City's efforts to

maintain and foster an appropriate mix of uses in the city including a pedestrian friendly environment in the vicinity of the development, and would not contribute positively to the City's economic base.

Section 14. Based on the foregoing, the Planning Commission hereby denies the requested Medical Use Overlay Zone, which pursuant to Beverly Hills Municipal Code Section 10-3-3911 will become final unless the decision is appealed or ordered for review by the City Council. Further, based on the foregoing, the Planning Commission hereby denies the Planned Development Permit, Development Plan Review, and Conditional Use Permit, and finds that this action is exempt from the provisions of the California Environmental Quality Act, pursuant to California Public Resources Code Section 21080(b)(5) and the State CEQA Guidelines Section 15270.

Section 15. The Secretary of the Planning Commission shall certify to the passage, approval, and adoption of this resolution, and shall cause this resolution and his/her Certification to be entered in the Book of Resolutions of the Planning Commission of the City.

Adopted:

Brian Rosenstein
Chair of the Planning Commission of the
City of Beverly Hills, California

Attest:

Secretary

Approved as to form:

David M. Snow
Assistant City Attorney

Approved as to content:

Jonathan Lait, AICP
City Planner

ATTACHMENT B
SOUTHEAST TASKFORCE LETTER

To: Chair, City of Beverly Hills Planning Commission, Brian Rosenstein
Members of the Planning Commission
Mayor City of Beverly Hills, John Mirisch
Members of the City Council

From: **City of Beverly Hills Southeast Task Force**

Date: **December 4th, 2013**

Re: **Denial of Medical Use Overlay Zone for 8767 Wilshire Boulevard**

The City of Beverly Hills Southeast Task Force supports the 11/21/2013 Planning Commission's 5-0 vote to deny the request for a Medical Use Overlay Zone for 8767 Wilshire Boulevard.

This denial conforms to the similar actions taken by the Planning Commission and City Council in 2009, and 2010. **We urge the City Council to concur with the Planning Commission and deny the request for a Medical Use Overlay Zone for 8767 Wilshire Boulevard.**

During the Southeast Task Force deliberations that resulted in the April 2013 report to the City Council, the Task Force was in consensus that more medical office space was not in the best interests of the Southeast. Our residents already experience adverse impacts from the existing medical offices, and more medical offices do not fit our vision for a revitalized Southeast commercial/business environment.

Sincerely,



AJ Willmer



Isabel Hacker

For the City of Beverly Hills Southeast Taskforce:

Chris Biehl
Don Creamer
Howard Goldstein
Andrea Grossman
Isabel Hacker

Noah Margo
Susan Mishler
Dick Seff
AJ Willmer

Attached: April 2, 2013 Staff Report to Mayor and City Council
Southeast Task Force: Final Report and Southeast Area Map



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: April 2, 2013
To: Honorable Mayor & City Council
From: Susan Healy Keene, AICP, Director of Community Development
Subject: Request by Mayor Mirisch to discuss ways to incorporate input from the Southeast Task Force on significant projects proposed in the Southeast Area of the City
Attachments: Southeast Task Force: Final Report and Southeast Area Map

INTRODUCTION

This report is provided at the request of Mayor Mirisch to explore ways to incorporate input from the Southeast Task Force on significant projects proposed in the southeast area of the city (see attached map) prior to consideration by the Planning Commission.

BACKGROUND

In August 2011, the Southeast Task Force was established and chaired by then Vice Mayor Mirisch. The Task Force was comprised of a citizen committee including residents and area stakeholders that discussed, evaluated, and formed recommendations on the revitalization of the southeast area of the city. In addition to the chair, the Task Force included the following participants: Chris Biehl, Don Creamer, Brian Goldberg, Howard Goldstein, Andrea Grossman, Isabel Hacker, Noah Margo, Susan Mishler, Dick Seff, and AJ Wilmer.

The task force recommendations were presented to the City Council on August 7, 2012 and are attached to this report (Attachment A)

DISCUSSION

The Mayor is seeking an opportunity for the Southeast Task Force to provide input on development projects within the task force study area.

There are different approaches that can be used to structure this input process. With any review process, policy makers would want to balance the increased review time to get projects approved and increased uncertainty in obtaining approvals with the need to

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Southeast Task Force Project Review

ensure adequate opportunities for public engagement. Presently, any significant development in the southeast area would be subject to at least two of the city's four land use, design and cultural heritage commissions.

If the City Council is interested in extending additional opportunities for community involvement in the southeast area, staff requests time to explore various options and to identify possible approaches to advance the Southeast Task Force recommendations.

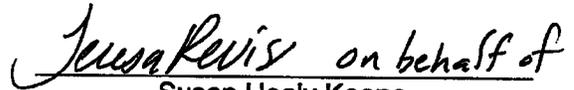
On April 11th Study Session, the City Council will visit the southeast area as part of its scheduled site visits for this day.

FISCAL IMPACT

There is no fiscal or budget impact associated with this report.

RECOMMENDATION

This report is provided at the request of a councilmember. Staff will proceed with this item based on direction from the City Council.


Susan Healy Keene
Director of Community Development

Attachment 1



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 LaCienega 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.

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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.

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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.

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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

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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.

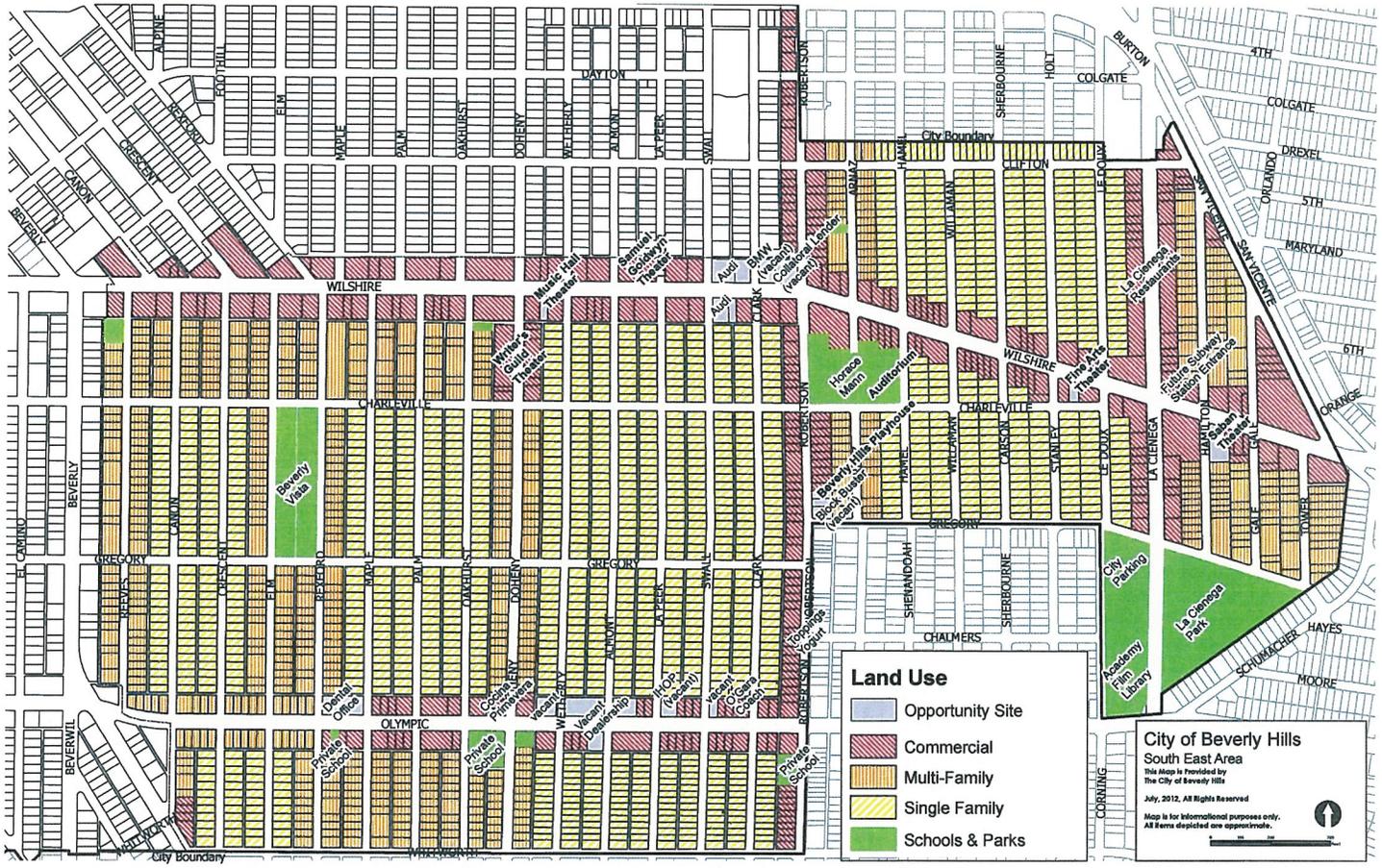
Further study would be required in order to know the proper scope of a feasibility study for a minor league baseball stadium at La Cienega Park and City Council direction to study this further would be needed in order to estimate the costs to pursue this idea.

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

Approved by



Land Use

	Opportunity Site
	Commercial
	Multi-Family
	Single Family
	Schools & Parks

City of Beverly Hills
 South East Area
 This Map is Provided by
 The City of Beverly Hills
 July, 2012, All Rights Reserved
 Map is for informational purposes only.
 All items depicted are approximate.