

LEFT-TURN POCKET ON SOUTH SANTA MONICA BOULEVARD  
BETWEEN 400 BLOCKS OF NORTH RODEO DRIVE

TRAFFIC & PARKING COMMISSION

July 11, 2013

DATE	NAME	BUSINESS	ADDRESS	SUPPORT	OPPOSE
05/30/13	Daniel Parks, CFO: Email & Letter	Probitry International Corporation	421 North Beverly Drive, #350		X
06/01/13	Norbert Wabnig, Owner: Email	The Cheese Store of Beverly Hills	419 North Beverly Drive		X
06/01/13	Fran Berger, CEO: Email	Beverly Hills Farm, Inc.	439 North Beverly Drive		X
06/03/13	Bruce Meyer: Email	Meyer Pacific, Building Owner	441 North Beverly Drive		X
06/03/13	Larry Larson: Email & Letter	Larson & Assoc., Attys at Law	6303 Wilshire Blvd., #201, 90048		X
06/03/13	Loius Zollo, VP Finance: Email	Dolce & Gabbana	312 North Rodeo Drive		X
06/03/13	Jim Jahant, President: Letter	Rodeo Drive Committee	468 North Rodeo Drive		X
06/04/13	Clive Fleissig, COO: Email	Galco Inc.	421 North Beverly Drive, #300		X
06/04/13	Robert Anderson: Email	Brooks Brothers, Bldg. Owner	468 North Rodeo Drive		X
06/04/13	Colleen Clayton, Mng. Dir.: Email	Hermes of Paris, Beverly Hills	434 North Rodeo Drive		X
06/04/13	Harold A. Lancer, MD, FAAD: Email	Lancer Dermatology	440 North Rodeo Drive		X
06/04/13	Douglas Kazanjian: Email & Letter	Kazanjian Beverly Hills	9489 Dayton Way, #300		X
06/05/13	Michelle Wong: Email (2)	Allied Golden LLC, Bldg. Owners	414 North Rodeo Drive		X
06/07/13	Ted Frankel: Letter	Tom's Toys	437 North Beverly Drive		X
06/07/13	Peri Ellen Berne, Manager: Email	Pomellato	320 North Rodeo Drive		X
06/10/13	Mark Tronstein: Email	Rodeo Drive Associates, LLC	1800 Ave. of the Stars, #1400		X
06/13/13	Cindy Braun: Director of Ops: Letter	Paley Center for Media	465 North Beverly Drive		X
06/19/13	Bruce Meyer: Email	BH Chamber of Commerce	441 N. Beverly Drive, Suite 207		X
06/21/13	Efrem Harkham, Chairman: Email	Luxe Rodeo Drive Hotel	360 North Rodeo Drive		X
06/24/13	Ginny Di Bias, R.E. Mngr: Letter	Chipotle Beverly Hills	475 North Beverly Drive	X	
06/24/13	Joseph Lifschutz/Tommy Ngan:Letter	Ice Cream Lab	9461 S. Santa Monica Blvd.	X	
06/24/13	Bill Wiley, Director: Email	CBRE Asset Services	9480 Dayton Way, Suite 200		X
06/25/13	Thomas Sanborn: Email				X
06/26/13	Kamyar Mahboubi Letter			X	
06/27/13	Alan Abramson: Email	A&S Hershenson, LLC	9405 BRIGHTON WAY, #34		X

David Greene

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**From:** Dan Parks  
**Sent:** Friday, May 31, 2013 1:51 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Left turn lane on So. Santa Monica  
**Attachments:** SKMBT\_C35313053015040.pdf

We've received notice that on Thursday, June 6, the Traffic and Parking Commission will consider the removal of the left turn center lane on South Santa Monica Boulevard between Rodeo and Beverly Drives.

The attached letter contains our written comments. Please read this into the record at the hearing.

Thank you for your attention to this matter.

Kind regards,

**Daniel E. Parks**  
Probity International Corporation  
Chief Financial Officer  
JEP  
4  
Suite 350  
Beverly Hills, CA 90212

OPPOSE

2/3

**PROBITY INTERNATIONAL CORPORATION**

4 North Beverly Drive, Suite 350, Beverly Hills, CA 90210, U.S.A.

May 30, 2013

Public Works & Transportation Department  
Attn: Traffic and Parking Commission  
345 Foothill Road  
Beverly Hills, CA 90210-3609

Re: Proposed removal of left-turn center lane on South Santa Monica Boulevard between  
Rodeo Drive and Beverly Drive

Dear Chairman Grushcow and Commissioners:

We are the owners of properties located at 4 North Beverly Drive and 4 North Rodeo Drive, both of which are served by the southbound alley fed by the subject left turn lane. We are opposed to the removal of the left turn lane, primarily because it will make service vehicle access to our property more difficult.

In addition, it is unclear whether adequate studies have been prepared in order to understand the traffic and safety impacts from this decision. Our concerns include, but are not limited to the following:

1. Visual observation indicates that vehicles entering the alley at the north end are coming in roughly equal numbers from the east and west. Eliminating the left turn option will necessarily cause all of the westbound traffic entering the alley to alter their routes. It stands to reason that this will have a negative impact on the intersection of Rodeo Drive and both South Santa Monica and North Santa Monica Boulevards, as more vehicles will be attempting right turns from northbound Rodeo, and left turns from southbound Rodeo. At certain times of the day, pedestrian traffic in that intersection already results in long vehicle queues, particularly in the right hand lane of northbound Rodeo. This would only be exacerbated by increasing the vehicle count in the intersection.
2. The existing traffic lanes on South Santa Monica, in both directions, are quite narrow alongside the existing left turn center lane. Visual observation indicates that many drivers in the through lanes encroach on the center lane when it is unoccupied. Removal of the

center lane, without a corresponding widening of the through lanes, would mean that any such encroachment would be into an oncoming through lane, an obvious safety hazard.

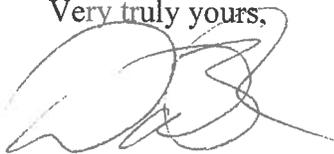
3. It is unclear whether large delivery vehicles (three or more axles) can safely navigate a right turn into the alley, due to their larger turning radius.

The stated purpose for this proposal is the addition of four on-street parking spaces, which is a negligible amount, considering the number of available public parking spaces in the immediate vicinity. Not so long ago, the City invested tens of millions of dollars on street and sidewalk improvements, which included the elimination of a number of on-street parking spaces, with the express intent of making the Triangle more pedestrian friendly. Approval of this proposal would seem to be a movement in the opposite direction.

We respectfully urge the Commission to reject this proposal at this time. At a minimum, we believe that appropriate third-party traffic studies should be prepared and made available for public review, so that the full ramifications of the proposal can be understood in advance of a decision.

Thank you for your service on behalf of our City, and thank you for your consideration of our request.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Daniel E. Parks', written over a large, light-colored scribble or stamp.

Daniel E. Parks

**David Greene**

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**From:** .  
**Sent:** Saturday, June 01, 2013 2:44 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Removal of Left Turn Lane into Alley

To Whom It May Concern:

We are writing to express our concern over the potential loss of the left turn lane into our southward running alley off S Santa Monica Blvd.

We receive many deliveries from large trucking firms with big rigs. They cannot make a right turn into our alley without pulling into oncoming traffic if that lane is removed. It is much safer for big rigs to turn into our alley by left hand turn.

We are sympathetic to the merchants who want more street parking, but they already have good parking lots to their rear, and the parking available under Crate and Barrel. Perhaps they should consider sharing with their customers all the parking options the city does make available currently, rather than asking for a solution that will create a very unsafe driving situation for trucks and cars.

The stretch of S Santa Monica Blvd between Canon and Wilshire is hazardous enough already without adding the burden of having trucks try and negotiate a very tight right turn without the benefit of a turn lane. We have one of the most commercially busy alleys in the neighborhood, with already too few commercial loading zones, and our daily truck traffic should be given a lot of consideration.

We would hope that traffic engineers would monitor and count for a month or so the daily activity coming from that turn lane before removing the striping.

We appreciate the opportunity to comment, and hope to be included in the feedback from this important public hearing.

Sincerely,

Norbert Wabnig  
Owner

The Cheese Store of Beverly Hills  
4 Beverly Dr. • Beverly Hills, CA 90210

**David Greene**

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**From:** Fran Berger  
**Sent:** Saturday, June 01, 2013 5:51 PM  
**To:** WebCBH TRANSPORTATION  
**Cc:** Bruce Meyer; Evan Meyer  
**Subject:** Removal of left turn from center lane on South Santa Monica

To whom it may concern

I will not be able to attend the meeting on June 6 as I am out of the country but I felt that the issue was important enough for me to interrupt my trip to email the transportation committee. I have a business on the 400 block of North Beverly Dr. The removal of the ability for cars to safely turn south into the alley between Beverly and Rodeo from the center lane would negatively impact my business.

Currently customers are able to pull into the alley and pick up our food from the back. We are also able to safely turn into the alley to make deliveries to our restaurant as well. Removal of that ability will possibly cause accidents as drivers currently move very quickly through the block between Rodeo and Beverly. I am not the only business that is accessed on a regular basis through that alley.

I would urge you to reject the request to remove the turn access from the center lane.

Fran Berger

Beverly Hills Farm, Inc.

Sent as carefully as possible from my iPhone

**David Greene**

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**From:** Bruce Meyer  
**Sent:** Monday, June 03, 2013 8:06 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:**  
**Subject:** Loading Zone... 437 - 447 North Beverly Drive

David S. Greene  
Executive Assistant  
City of Beverly Hills  
Public Works Department  
345 Foothill Road  
(310) 285-2452

Good morning,

With whom should I contact re: the re-stripping of the alley loading zones on the 400 Block of the Rodeo/Beverly Alley.

This alley was resurface MONTHS ago and the entire loading zone behind 4 North Beverly Drive was changed from yellow loading to a red zone...a complete error.

We have written to the city with no avail..

I just received another ticket at 9:40AM this Sunday \$93...Sunday early AM of all times, but the real issue is loading for Hermes, The Farm, Coffee Bean and Tom's Toys...all of us without a loading zone which was previously there for 30 years before the new surfacing.

Please contact me at your convenience...

All the best,

Bruce

Bruce Meyer

David Greene

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**From:** |  
**Sent:** Monday, June 03, 2013 11:49 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:**  
**Subject:** Proposed Removal Left Turn Lane  
**Attachments:** City of Beverly Hills.6.3.13.pdf

To Whom It May Concern:

Attached is a letter from Larry Larson re the proposed left turn lane at S. Santa Monica Blvd.

Kindest Regards,

Kay, on behalf of Larry Larson

S. Kay Lawson



Larson & Associates

# Larson & Associates

Attorneys at Law

Larry Larson (CA, NY, NJ, & NV)

June 3, 2013

City of Beverly Hills  
Transportation Planning  
345 Foothill Rd.  
Beverly Hills, CA 90210

**Re: Proposed Removal Left Turn Lane  
S. Santa Monica Blvd. b/w S. Rodeo Dr. and Beverly Dr.**

To Whom It May Concern:

I am the co-trustee of the Boyle Trust and also represent Robbie Anderson, the other co-trustee of the Boyle Trust and the trustee of the Robert Anderson Trust. The trusts co-own the 4 N. Rodeo Dr. property, which is leased to Brooks Brothers.

First, neither I nor Mr. Anderson received any notice of the proposed above action. Fortunately, a neighboring landlord alerted us to this issue, or we would have been in the dark due to the City's failure to provide notice.

Secondly, this is to advise that Mr. Anderson and I are opposed to the planned action of removing the left turn lane from Little Santa Monica, which is used by shoppers, tenants, and delivery persons. In addition, our tenant, Brooks Brothers, is also opposed to this action.

Removing this left turn lane makes absolutely no sense! In addition to adversely impacting every tenant in the 400 block of N. Rodeo on the east side of Rodeo, it would cause more traffic in the triangle since vehicles would have to circle around the block.

Very truly yours,



Larry Larson

LL/skl

cc:

# Larson & Associates

## Attorneys at Law

Larry Larson (CA, NY, NJ, & NV)

VIA EMAIL & U.S. MAIL

June 10, 2013

Mr. Aaron Kunz  
Deputy Director of Transportation  
Department of Transportation  
455 N. Rexford Dr.  
Beverly Hills, CA 90210

Dear Mr. Kunz:

I had a very unpleasant conversation with lobbyist Steve Webb on the evening of June 6, 2013 at the Montage park. Webb asked why I was opposing the elimination of the left turn lane into the north/south alley between N. Beverly and N. Rodeo from Little Santa Monica. Webb said that he had a copy of my letter to the City on the subject. I asked if he made a public records demand to obtain my letter. Webb replied that "he didn't need to" and that "he received my letter from you."

In the past, when I have needed public documents from the City of Beverly Hills, I have been forced to file a written demand with the City Clerk for the documents. Then, in some cases, my demand was delayed for weeks because of a review by the City attorney's office.

Secondly, I asked Webb who he was representing on the alley issue and how much he was earning. He refused to answer. He also told me that Brooks Brothers is in favor of eliminating the left turns into the alley directly behind their store. Robbie Anderson confirmed with Brooks Brothers on June 7 that Webb's representation is completely untrue. In fact, contrary to Webb's false statements, Jim Jahant, the general manager of Brooks Brothers, sent a letter, on behalf of the entire Rodeo Drive committee, to oppose the closure of the left turn lane.

Based on the above, I would like to know why Steve Webb received preferential treatment from you and why he, unlike others, did not have to make a public records demand.

RECEIVED  
CITY OF BEVERLY HILLS  
2013 JUN 13 PM 12:00  
PUBLIC WORKS DEPARTMENT

Mr. Aaron Kunz  
Deputy Director of Transportation  
Department of Transportation  
June 10, 2013  
Page 2 of 2

Lastly, I will be making a public records demand today through the City Clerk for documents in your file on the proposed closure of the left turn lane into the City alley for westbound traffic on Little Santa Monica, including copies of the City's notice list. As you know, Robbie Anderson did not receive notice of the proposed action, even though he is on title to the 468 N. Rodeo property.

Very truly yours,



Larry Larson

LL/skl

cc:

*[Faint, illegible text]*

RECEIVED  
CITY OF BEVERLY HILLS  
2013 JUN 13 PM 12:30  
PUBLIC WORKS DEPARTMENT

**David Greene**

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**From:** Lou Zollo r  
**Sent:** Monday, June 03, 2013 12:11 PM  
**To:** WebCBH TRANSPORTATION  
**Attachments:** img-603144748.pdf

To whom this may concern,

I'm attaching a letter on my Company's letterhead, Dolce & Gabbana USA, who operates a retail store and a showroom on Rodeo Drive.  
that will read as below.

Thank you.

Sincerely,

Louis Zollo  
V.P. Finance  
Dolce & Gabbana USA, Inc.

**To whom this may concern,**

**We believe the removal of the left-hand turn lane along Santa Monica Boulevard for westbound cars to safely turn into the alley between Rodeo and Beverly Drive would negatively impact our business. Safe access to the alley is critical for both our employees and customers. We would urge you to reject the request to remove the left-hand turn lane along Santa Monica Boulevard.**

Sincerely,

**Louis Zollo**

c.

# DOLCE & GABBANA

June 3, 2013

City of Beverly Hills  
Transportation Planning  
345 Foothill Road, Beverly Hills 90210

Re: Proposal to remove the center turn lane striping on South Santa Monica Boulevard

To whom this may concern,

We believe the removal of the left-hand turn lane along Santa Monica Boulevard for westbound cars to safely turn into the alley between Rodeo and Beverly Drive would negatively impact our business. Safe access to the alley is critical for both our employees and customers. We would urge you to reject the request to remove the left-hand turn lane along Santa Monica Boulevard.

Sincerely,



Louis Zollo

# OPPOSE



June 3, 2013

Mr. Jeff Kolin  
City Manager  
City of Beverly Hills  
455 N. Rexford Drive  
Beverly Hills, CA 90210

Dear Jeff:

It has come to the attention of the Rodeo Drive Committee's Executive Board that the City's Traffic & Parking Commission is considering removing the left hand turn lane (heading West on South Santa Monica) into the alley between Rodeo and Beverly in favor of installing four parking meters / spaces in on the North side of South Santa Monica.

It is our belief that this is totally and completely illogical. The addition of four parking spots negatively impacts so many more businesses, consumers and employees in the Triangle by removing the alley turn lane. This action will negatively impact our customers, hotel guests and employees on the North 300 and 400 blocks of Beverly Drive and Rodeo Drive who use the turn lane and alley as a right of way to access stores and parking on Rodeo and Beverly from Little Santa Monica to Dayton Way. Such a change will also greatly effect sales and sales taxes to the City by making it more difficult for consumers to access these businesses.

If the turn lane is removed, it will force everyone to go down Beverly, turn right on Brighton, turn right on Rodeo, then right into the alley creating further traffic and congestion in the Triangle. Furthermore, there is public parking in the alley in at least three locations on the 400 block alone where patrons can park and walk half a block to the South Santa Monica stores as well as public lots along Santa Monica Boulevard. Many tenants and landowners in the area are in total opposition to the measure, and are planning to attend next week's hearing.

On behalf of the Rodeo Drive Committee -- representing nearly 80 retailers, landlords and hotels -- please note that we are in vehement opposition to any measure that calls for removing the left hand turn lane into the alley between Rodeo and Beverly Drives.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Jahant". The signature is fluid and cursive, written over a light blue horizontal line.

Jim Jahant  
President  
Rodeo Drive Committee

**David Greene**

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**From:** Clive Fleissig |  
**Sent:** Monday, June 03, 2013 5:35 PM  
**To:** WebCBH TRANSPORTATION  
**Cc:**  
**Subject:** 9400 South Santa Monica Blv - AGAINST REQUEST to prohibit left-hand turns

Dear Sir or Madam,

My company occupies 6,500 sq.ft. at 4: N. Beverly Drive. We have been tenants here for approximately 11 years.

We are very much against the request to prohibit left-turn movements onto the southbound alley between the 400 blocks of North Rodeo and Beverly Drives.

If approved, the request will create a number of significant delivery/access problems for us, an un-necessary cost to the City of Beverly Hills, for no apparent overall benefit.

My company fully supports the efforts of Probity International and others in objecting to the prohibition of left hand turns.

Cordially,

**Clive Fleissig, COO**

**Galco Inc.**

**4: N. Beverly Drive, Suite 300**

**Beverly Hills, CA 90210**

E-mail: [clive.fleissig@galcoinc.com](mailto:clive.fleissig@galcoinc.com)

Statement of Confidentiality

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**David Greene**

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**From:** Colleen CLAYTON  
**Sent:** Tuesday, June 04, 2013 3:34 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** left turn lane from Santa Monica

Transportation Committee:

I am opposed to the removal of the left turn lane into the alley way between Rodeo Drive and Beverly Drive. This would be of impact to our clients and employees whom utilize this byway for ease from Santa Monica West into the parking structures immediately adjacent to us with one way access only through this alley. The removal of this turn lane would create a great traffic impact on the streets west of Rodeo making the only way to turn into this alley driving East on Santa Monica creating congestion that is not worth the addition of only 4 parking spaces.

If you have any questions, please contact me personally.

Thank you

**Colleen Clayton**

4. North Rodeo Drive

David Greene

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**From:** Tess [  
**Sent:** Tuesday, June 04, 2013 4:37 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Remove left-turn center lane on S. Sta. Monica Blvd.  
**Attachments:** Document (5).pdf

# LANCER<sup>™</sup>

dermatology

Jun4, 2013

Dear Members of the Traffic and Parking Commission of the City of Beverly Hills,

My name is Harold A. Lancer, M.D. and I have practiced dermatology at my clinic in Beverly Hills for the past 30 years. My current practice is based at 4 N. Rodeo Drive. It has come to my attention that on June 6, 2013 you will consider a proposal to remove the center turn lane striping on S. Santa Monica Blvd to prohibit left turn movements onto the southbound alley between the 400 blocks of North Rodeo and Beverly Drives, and modify striping to accommodate additional on-street parking.

On behalf of my patients, staff and visitors I express my strongest possible protest regarding this proposal. To create four additional parking spaces, this proposal cuts off half of the traffic flow into this alley that serves far more businesses than exist on the 9400 block South Santa Monica Blvd. This would make no sense because it would lower the sales tax receipts to the City significantly. In addition, it would lead westbound traffic to have to get to the opposite side of the street to be able to turn right into the alley. This would create more traffic, more congestion, more pollution and less efficiency for all businesses impacted. In my clinic, I also help many elderly and disabled patients for whom easy access of paramount importance. Finally, when I moved my clinic from Wilshire Blvd. and Linden Drive to our current address, it was specifically intended to facilitate much easier access for both westbound and eastbound traffic. This proposal would undo the goal of our move to 4 N. Rodeo Drive.

For all these reasons I urge you to reject this ill-considered, wasteful and detrimental proposal.

Sincerely,



HAROLD A. LANCER, M.D., F.A.A.D.

David Greene

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**From:** Douglas Kazanjian  
**Sent:** Tuesday, June 04, 2013 5:53 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Letter to Traffic and Parking Commission  
**Attachments:** SKMBT\_C22413060417510.pdf

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# KAZANJIAN

BEVERLY HILLS

2/2

June 4<sup>th</sup>, 2013

Dear Members of the Traffic and Parking Commission,

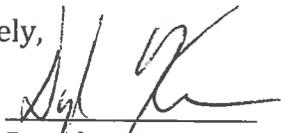
I was disappointed to learn of the measure to remove the left turn center lane striping on South Santa Monica Blvd between westbound Rodeo and Beverly Drives. This will force alley traffic to make a left onto Beverly, then right onto Brighton, right onto Rodeo and another right onto South Santa Monica! The alley is a very important road for delivery trucks and retail customers on Rodeo and Beverly Drive. The additional traffic will add to the already congested area (an area already saturated with large tour buses).

My family has had both retail and wholesale locations on Rodeo Drive since the 1960's. I am very sensitive to the concerns of the retail buyers and shop owners on the neighboring streets. Unfortunately Rodeo Drive faces stiff competition from the Grove, South Coast Plaza, Beverly Center, Century City, and other successful shopping areas. We must keep the environment on Rodeo and Beverly an enjoyable place to shop, or we will slowly lose what made this place special.

Finally, I do not feel that South Santa Monica needs additional street parking, when there is a large parking structure on the backside between South Santa Monica and North Santa Monica boulevards.

Please do not approve the removal of the left turn center lane. It benefits far too few and will hurt retail businesses unnecessarily on Rodeo and Beverly Drive.

Sincerely,

  
Douglas Kazanjian

RECEIVED  
CITY OF BEVERLY HILLS  
2013 JUN -7 PM 1:31  
PUBLIC WORKS DEPARTMENT

9 Dayton Way, Suite 300  
Beverly Hills, California 90210

David Greene

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**From:** Michelle Wong  
**Sent:** Wednesday, June 05, 2013 1:23 AM  
**To:** WebCBH TRANSPORTATION  
**Cc:**  
**Subject:** Re: June 6 2013 Public Meeting - Objection to Removal of Left Turn Center Lane on S. Santa Monica Blvd  
**Attachments:** Letter to Traffic and Parking Commission June 5 2013.pdf

Dear Traffic and Parking Commission,

As owners of 4 N. Rodeo Drive, Beverly Hills, 90210, Please see attached letter to object to the removal of Left Turn Center Lane on South Santa Monica Blvd.

Yours Sincerely,

Michelle Wong  
Allied Golden LLC.  
(Owners of 4 N Rodeo Drive)

# ALLIED GOLDEN LLC.

Wilshire Blvd. Suite 2005, Los Angeles, CA 90024

Attn: Traffic and Parking Commission  
City of Beverly Hills, Transportation Planning  
345 Foothill Road,  
Beverly Hills, 90210

June 5, 2013

Dear Sirs,

**Re: Objection to Removal of Left Turn Centre Lane on South Santa Monica Boulevard Between South Rodeo and Beverly Drives**

As owners of 4 N. Rodeo Drive, Beverly Hills, 90210, we are writing to object to the proposed removal of the left turn center lane stripping on South Santa Monica Blvd between westbound Rodeo and Beverly Drives, restriping the road with a solid double yellow line to prohibit left turn movement onto the southbound alley and adding on street parking spaced on the north side only of South Santa Monica Blvd.

This will negatively impact the customers, employees and delivery access to all the stores located on the Rodeo and Beverly Drive strip.

There are also ample parking lots and street parking provided by the City of Beverly Hills to cater to those who wish to access the shops on South Santa Monica Boulevard.

We hope you take our opposition to this proposed request into consideration in order to maintain an efficient flow of traffic and reasonable access to the retail stores on Rodeo and Beverly Drives.

Thank you for your kind consideration.

Yours Sincerely,



Michelle Wong  
Allied Golden LLC.

Ted Frankel  
Tom's Toys  
4 N. Beverly Drive  
Beverly Hills, CA 90210  
(818) 368-0468

City of Beverly Hills, Transportation Planning  
345 Foothill Road  
Beverly Hills 90210

6/4/2013

**Re: Remove Left-Turn Center Lane on South Santa Monica Boulevard Between South Rodeo and Beverly Drives**

To the Traffic & Parking Commission:

Thank you for sending the notice about the upcoming hearing regarding the removal of the left-turn center lane on Beverly Drive.

We are very upset to hear about this change and would like to voice our dissatisfaction with this proposal. Our business, Tom's Toys, is located at 4 N. Beverly Drive and our delivery entrance is located on the alley which will be affected by this change. We receive large daily deliveries through this entrance as well as allow customers who place large purchases to pick up their items through this alley. Taking away our trucker's and our customer's ability to turn left into the alley would seriously affect our ability to receive shipments and deliver orders.

In addition, taking away this turn lane would lead to serious traffic blockages as our delivery trucks attempted to find another route to turn into the alley. We believe this would negatively affect not only our business, but also the businesses in the surrounding area including those on Santa Monica south. Although we understand the desire to have more parking access, we believe there must be a better way to gain parking spaces in this area without seriously damaging the ability of Beverly Drive businesses to receive shipments and serve customers.

I would be happy to speak to anyone on the commission regarding these changes or answer any questions the commission might have regarding my business or this proposed change.

Sincerely,  
Ted Frankel  
Tom's Toys



RECEIVED  
CITY OF BEVERLY HILLS  
2013 JUN -7 PM 1:31  
PUBLIC WORKS DEPARTMENT

**David Greene**

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**From:** Peri Ellen Berne [mailto:peri@pomellato.com]  
**Sent:** Friday, June 07, 2013 4:03 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Proposed meters and no turn lane

June 7, 2013  
City of Beverly Hills  
Traffic and Parking Commission

Dear Commissioners:

By way of brief introduction, I am a resident of Beverly Hills, have worked in the City for 25 years, and am an avid participant in City-related activities.

I was extremely disappointed when I received the notice to remove the left hand turn lane from South Santa Monica Boulevard into the alley between Rodeo and Beverly Drives. Not only will this cause further traffic congestion on Rodeo and Beverly Drives, by large delivery trucks no less, but it will also negatively affect our many customers and employees who use that left hand turn daily to access the alley to get to our store. Furthermore, our larger delivery trucks will have trouble accessing the alley if the left turn lane is removed. In short, this will negatively impact our business.

For those who proposed the measure, it seems odd that they would require additional parking when there is not only free parking, but also valet parking only half a block away. Not to mention the public parking in back of their stores in the City parking lot!

The proposal is irrational, one-sided, fraught with miscalculations, and, if passed, would negatively impact the broader business community. Please accept this letter as a firm vote against this measure.

If you have any questions, feel free to reach out at your convenience.

Thank you for your consideration.

Peri Ellen Berne  
Boutique Manager, Rodeo Drive  
Pomellato

Vice President, Rodeo Drive Committee  
Chair, Rodeo Drive Walk of Style



**Peri Ellen Berne**  
Boutique Manager  
Pomellato  
310 North Rodeo Drive, Beverly Hills, CA 90210  
714.424.1222

**David Greene**

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**From:** Mark Tronstein [u]  
**Sent:** Monday, June 10, 2013 10:15 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Remove Left-Turn Center Lane on South Santa Monica Boulevard Between South Rodeo and Beverly Drives

**Importance:** High

VIA E-MAIL

City of Beverly Hills  
Traffic and Parking Commission

Dear Commissioners:

My name is Mark Tronstein and our family has been long-time landowners in Beverly Hills. In fact, my father, Donald, built and developed several buildings in the late 1970s and 80s that we continue to own today. Our wonderful tenants include, Ralph Lauren, Giorgio Armani, Harold Lancer, M.D., Bulgari, La Coste, Paul & Shark and Anne Fontaine, to name a few.

I was very disturbed by the request made to eliminate the left turn lane from South Santa Monica Boulevard into the alley between Beverly Drive and Rodeo Drive. Needless to say, our tenants are very upset as many of their customers and employees use that turn lane as a means to access the alley and, in turn, their stores. While I certainly understand why it could benefit the landowners on South Santa Monica to have additional parking directly in front of their stores, I do not understand why the City would support a measure that would negatively (and directly) impact so many others in the community.

I presume the additional parking would help the landowners lease their properties – and we all want a fully occupied Beverly Hills – but there are other ways to attract tenants. It was the landowners' choice to purchase those properties without the additional metered parking in front. Perhaps offering a lower rent or some other concession (as I have had to do many times) or posting a sign in the front of a store notifying customers of the public parking directly behind their stores (which I surveyed and was not close to full utilization) would help, but to request something like this at the expense of so many others seems just plain wrong. Further, there is not only free parking, but also valet parking within a block of the landowners' stores.

Not only would it turn away customers and negatively impact businesses, removing the left turn lane would also cause additional and unnecessary congestion on Beverly Drive, Rodeo Drive, Brighton Way and North Santa Monica Boulevard from cars and delivery trucks trying to access the alley. In fact, I surveyed several delivery truck drivers who mentioned that the measure, if passed, would be detrimental to their routes. Furthermore, the ability to turn into the alley for larger trucks would be hindered by removing the left hand turn lane as larger trucks do not have the proper turn radius to execute sharper right hand turns.

I am all for helping my neighbor, but it appears to me and many others that this request was made out of self-preservation without consideration for others and by no means for the greater good. Our City and merchants face tremendous competition from The Grove, Century City, Robertson Boulevard and others, so we certainly do not need another reason to drive customers away and congest our streets any further.

In summary, as a long-time landowner, Executive Board Member and Vice President of the Rodeo Drive Committee, a member of the Beverly Hills Chamber of Commerce Economic Development Council, and an active supporter of various Beverly Hills improvement and philanthropic activities, I (and I know I speak for our family of tenants) strongly oppose the request to remove the left turn lane on South Santa Monica Boulevard between Rodeo Drive and Beverly Drive.

Thank you very much for your consideration and please contact me with any questions. I look forward to seeing you at the hearing.

Best regards,



# OPPOSE

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CITY OF BEVERLY HILLS

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PUBLIC WORKS DEPARTMENT

June 11, 2013

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Public Works & Transportation Department  
Attn: Traffic and Parking Commission  
345 Foothill Road  
Beverly Hills, CA 90210-3609

Re: Proposed removal of left-turn center lane on South Santa Monica Blvd  
between Rodeo Drive and Beverly Drive

Dear Chairman Grushcow and Commissioners:

We are the tenants of property located at 4 North Beverly Drive, whose garage and loading dock is served by the subject left turn lane. We are opposed to the removal of the left turn lane, because it will make passenger and service vehicle access to our property more difficult.

In addition, it is unclear whether adequate studies have been prepared in order to understand the traffic and safety impacts from this decision. Our concerns include, but are not limited to the following:

1. Visual observation indicates that vehicles entering both our garage and the alley at the north end are coming in roughly equal numbers from the east and west. Eliminating the left turn option will necessarily cause all of the westbound traffic entering our garage and the alley to alter their routes and could have a detrimental financial impact on patrons visiting our establishment or attending our programs.
2. It stands to reason that this will have a negative impact on the intersection of Rodeo Drive and both South Santa Monica and North Santa Monica Boulevards, as more vehicles will be attempting right turns from northbound Rodeo, and left turns from southbound Rodeo. At certain times of the day, pedestrian traffic in that intersection already results in long vehicle queues, particularly in the right hand lane of northbound Rodeo. This would only be exacerbated by increasing the vehicle count in the intersection.
3. The existing traffic lanes on South Santa Monica, in both directions, are quite narrow alongside the existing left turn center lane. Visual observation indicates that many drivers in the through lanes encroach on the center lane when it is unoccupied. Removal of the center lane, without a corresponding widening of the through lanes, would mean that any such encroachment would be into an oncoming through lane, an obvious safety hazard.



4. It is unclear whether large delivery vehicles (three or more axles) can safely navigate a right turn into the alley, due to their larger turning radius.

The stated purpose for this proposal is the addition of four on-street parking spaces, which is a negligible amount, considering the number of available public parking spaces in the immediate vicinity.

We respectfully urge the Commission to reject this proposal at this time. At a minimum, we believe that appropriate third-party traffic studies should be prepared and made available for public review, so that the full ramifications of the proposal can be understood in advance of a decision.

Thank you for your service on behalf of our City, and thank you for your consideration of our request.

Respectfully,

Cindy Braun  
Director of Operations  
Paley Center for Media

David Greene

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**From:** Robert Anderson [  
**Sent:** Wednesday, June 19, 2013 5:33 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Bruce Meyer Letter in Protest



June 19, 2013

Beverly Hills Chamber of Commerce  
9440 South Santa Monica Boulevard, 2nd Floor  
Beverly Hills, California 90210

Dear Chamber Members:

I am a past board member (some 30 years ago) and a 40 year member of the BHCC and I have a HUGE concern over the City's proposed left turn restriction from South Santa Monica Boulevard into the alley between Beverly Drive and Rodeo Drive.

I am EMPHATICALLY opposed to this outrageous proposal and would like this matter discussed by the Government Affairs Committee...and a letter of objection to be read at the Parking and Traffic Commission hearing on July 11th.

I am a business owner and have several properties facing this alley and they all VERY much depend on access from South Santa Monica Boulevard.

I am unable to attend your meeting but would like my voice heard in objection to this proposal.

Thank you for your consideration.

Sincerely,

MEYER PACIFIC

Bruce A. Meyer

BAM:lk

David Greene

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**From:** Efrem Harkham [mailto:efrem@luxehotels.com]  
**Sent:** Friday, June 21, 2013 4:05 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Proposed Elimination of Left Turn Lane Into Alley Between Beverly Drive and Rodeo Drive from South Santa Monica Boulevard

Gentlepeople:

I write on behalf of the Luxe Rodeo Drive Hotel to express our strong opposition to the proposed elimination of the left turn lane into the alley between Beverly Drive and Rodeo Drive from South Santa Monica Boulevard.

If passed, this will negatively impact our guests, visitors, employees, and delivery access to our Hotel, as well as cause unnecessary additional congestion on Santa Monica Boulevard, Beverly Drive, Rodeo Drive and surrounding streets. Our Hotel has always been one for helping our neighbors, but it appears to us and to many others that this request was made out of very narrow self-interest and at the expense of many others.

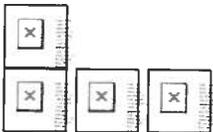
More specifically, the main motor entrance to our Hotel is off the alley. We made this accommodation with the City to lighten the burden of traffic on Rodeo Drive. However, if this proposal is passed, the difficulty it causes may force us to reconsider the motor access to our Hotel.

We urge rejection of this proposal.

Sincerely,

Efrem Harkham

Efrem Harkham | Chairman | **Luxe Hotels**



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# SUPPORT



CHIPOTLE MEXICAN GRILL, INC.

June 4, 2013

To whom it may concern-

I am pleased to hear that a request to the Beverly Hills Traffic and Parking Commission to request more street parking in front of our building at the corner of Beverly Drive and Little Santa Monica is being considered. We are very much in support of such action.

We opened our Chipotle restaurant last July and although we have been happy with our sales to date, we are convinced that additional street parking immediately adjacent to our front door would enhance our business. We do a large percentage of food orders via fax or iPhone and these customers prefer a convenient and quick parking option when arriving to pick up the order.

I am hopeful that the City will recognize the benefit of allowing such parking and I look forward to hearing positive results.

Please feel free to contact me if I can be of any assistance in this effort -

Best regards,

A handwritten signature in black ink, appearing to read "GDB", with a flourish at the end.

Ginny Di Bias  
Real Estate Manager  
Chipotle Mexican Grill



# ICE-CREAM LAB

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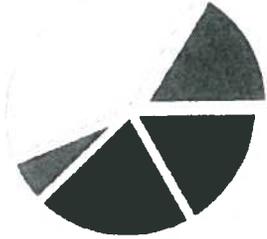
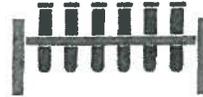
I C E I C E

ICE LAB CREAM

DATE & ADDRESS

City of Beverly Hills  
Traffic and Parking Commission  
455 N. Rexford Drive  
Beverly Hills, CA 90210

12th June, 2013



MESSAGE

To Whom It May Concern,

We are sending this letter to inform you of our business' need for additional parking on South Santa Monica Blvd. We are currently a business owner located at 9 S. Santa Monica Blvd, Beverly Hills, CA 90210. There are multiple reasons for my request for additional street parking, but here we will list a couple on top of my list.

Our primary reason for additional street parking pertains to the current center left-hand turn lane on South Santa Monica Blvd. that leads into an alley way where there is currently public valet parking. We have first-handedly witnessed multiple accidents, loud horns, screeching sounds, as well as further congestion because of this seemingly busy center turn lane. Additional parking on the north side of the road and the elimination of this center left hand turn lane would cause a better flow in both directions and ease congestion during peak hours.

Aside from the traffic congestion in front of our store, additional street parking will provide metered parking revenue to the city of Beverly Hills and enhance ease of convenience for potential customers for all businesses on the block of South Santa Monica Blvd and Beverly Drive.

Joseph Lifschutz and Tommy Ngan  
Co-Founders, Ice Cream Lab

**David Greene**

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**From:** Bill Wiley [  
**Sent:** Monday, June 24, 2013 6:38 PM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Elimination of left turn lane on South Santa Monica between Beverly Drive and Rodeo Drive (El Camino)

Dear Traffic and Parking Commission,

I am writing to express my concern for the impact the elimination of the left hand turn lane will have on deliveries and traffic in the Golden Triangle. While I can understand the desire to add three additional parking spaces in front of the businesses on S. Santa Monica Boulevard, it will not significantly change improve business and will come at too high a cost to the community.

Available parking

First, there are parking spaces located immediately behind to the 9400 Santa Monica property along North Santa Monica as indicated by a public parking sign located at the corner of Rodeo and South Santa Monica. In addition, public parking garages are available one quarter block south on Beverly Drive and on half block south on Rodeo Drive. A second public parking structure is located across the street from the 9400 property right on S. Santa Monica Blvd.

Traffic impact

The elimination of the left turn lane is compounded by the southbound one way direction of El Camino.

If a delivery person were to find that there was no longer a left turn lane, they would have two options. First, turn left on Rodeo Drive, Right on Brighton, Right on Camden, Right on S. Santa Monica and then Right into El Camino. – That’s five turns to make up for not being able to make one left turn. Alternatively they could turn right at Rodeo, left at N. Santa Monica, left at Camden, left on S. Santa Monica and right on El Camino. Again, five turns to make up for one turn.

If the person was traveling east (and not on Burton Way) and knew about the elimination of the left turn in advance, they might travel on North Santa Monica, turn left on Rodeo, left on S. Santa Monica and Right on El Camino. This best case scenario still adds two more turns. However, in all cases adding left turn traffic to the thoroughfares between North and South Santa Monica Boulevards creates significant congestion – particularly for delivery trucks where these turn lanes can accommodate only one or two trucks.

The right turn lane from S. Santa Monica onto El Camino is a tight turn and a tractor trailer would need to swing out into the second lane to make the turn. This would add other traffic and safety issues that don’t exist when making the left from El Camino.

Eventually what will happen is the local deliveries, catering trucks and others will find it easier to just look for a space on Rodeo and save the time of driving in circles. Of course the customers coming from the east that use the VIP parking for the boutiques and the Luxe Hotel will find driving in circles frustrating and may choose to go elsewhere. Of course it’s also inconvenient for the employees of these businesses that park on El Camino that live east of Rodeo Drive.

We all want to see a successful business environment and a thriving economy in Beverly Hills. Keeping truck traffic off Rodeo is important to the customer experience as is less traffic congestion in general. I would respectfully suggest that the owners of the property at the 9400 block of Santa Monica consider purchasing validations for their tenants. Since most tenants leave before the free two hours expire, the cost would be minimal. The tenants could promote the validated parking (with purchase) and perhaps it may bring them some new customers and make the walk half a block or less away seem less taxing.

**David Greene**

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**From:** Thomas Sanborn  
**Sent:** Tuesday, June 25, 2013 11:04 AM  
**To:** WebCBH TRANSPORTATION  
**Subject:** Proposed Removal of Left-turn Lane From West Bound S. Santa Monica Blvd.

Mr. Chairman, Members of the Commission:

My family has owned properties on North Rodeo Drive for over 70 years. Over that period, we have helped develop and nurture the phenomenon that is Rodeo Drive today. We are keenly aware of the delicate balance that exists between this world class tourist attraction and that of our core business of serving our clientele with dignity and discretion. Maintaining the existing access to the Rodeo Drive alley system is key to that balance. As Rodeo Drive itself becomes ever more crowded, these alleys provide a vital link to parking and entries designed to serve local customers with a degree of privacy.

The removal of the left-turn lane from west bound South Santa Monica Boulevard will significantly impact access to this alley system and diminish their benefits. As an architect, I am particularly aware of the degree to which careful design and long term investments have been made to our properties with the assumption that existing street patterns would not be changed to accommodate speculative short term gains. I urge the Commission to deny this proposal and maintain existing access to the alley system as currently configured.

I regret that I will not be able to attend the public hearing and request that this letter be added to the public record to confirm my opposition to the proposal.

Sincerely,

Thomas H. Sanborn

# SUPPORT

June 25, 2013

VIA U.S. MAIL

City of Beverly Hills  
Traffic and Parking Commission  
455 North Rexford Drive  
Beverly Hills, CA 90210

Dear Commissioners,

My family and I are invested as property owners on the 400 blocks of North Beverly Drive and North Rodeo Drive.

I understand that two other retail property owners, Ron Simms and Sunny Sassoon, have requested additional parking spaces in front of their buildings on little Santa Monica, which would result in the removal of the left turn pocket, into the north/south alley.

My initial reaction upon hearing this proposal was to oppose it; however, upon reflection, I believe that the benefits of added parking adjacent to Rodeo Drive far outweigh what I consider to be a small inconvenience to a few drivers who might currently make left turns from that pocket. In reality, anyone driving west on big Santa Monica, or from the south, west or north of that alley, can easily drive up Rodeo Drive (or down Rodeo Drive from big Santa Monica), turning onto little Santa Monica and then a right turn into the alley. Only those small number of drivers who actually are driving west on Burton Way / little Santa Monica would be required to go around the block in order to make that right turn, which I believe to be an insignificant number of people.

As such, I support the request to create additional parking by eliminating the north turn stripping at little Santa Monica and the alley.

Sincerely,



KAMYAR MAHBOUBI

David Greene

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**From:** Alan Abramson [mailto:alan@hershenson.com]  
**Sent:** Thursday, June 27, 2013 11:36 AM  
**To:** "David Greene" <dg@upfuse.com>  
**Subject:** Fwd: Alley Access Between 400 Blocks Rodeo and Beverly

-----Original Message-----

**From:** Alan Abramson [mailto:alan@hershenson.com]  
**To:** transportation <transportation@beverlyhills.org>  
**Sent:** Thu, Jun 27, 2013 11:31 am  
**Subject:** Alley Access Between 400 Blocks Rodeo and Beverly

To Whom It May Concern:

I am writing you about the proposed change to prevent entrance to the alley going west by removing the ability to make a left turn, and change direction on North Beverly Drive between Little Santa Monica and Brighton Way. Our companies own 5 properties on the 400 block of North Beverly ( [redacted] ) and 4 that would be directly impacted by this new, bad idea. We have been landowners in this community, for many, many years and we have a major concern about changing the direction of the alley and the inability of delivery trucks and cars to make a left turn into the alley. I urge the Council and the Transportation Department to oppose this idea. My tenants feel the same way. I hope this Department will strongly come out in opposition to this proposal. It certainly will hurt business just for adding 3 parking meters. Thank you.

Alan Abramson

Hershenson Investments

A&S Hershenson, LLC