



Beverly Hills City Council Liaison / Strategic Planning Committee will conduct a Regular Meeting, at the following time and place, and will address the agenda listed below:

CITY HALL
455 North Rexford Drive
2nd Floor, Council Chamber
Beverly Hills, CA 90210

Thursday, December 6, 2018
5:00 PM

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item not listed on the agenda.
- 2) Discussion/Action on Business Triangle Recommendations
- 3) Overview of La Cienega/Wilshire Area of Focus
- 4) Adjournment

A handwritten signature in cursive script, appearing to read "Lourdes Sy-Rodriguez".

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: December 3, 2018



In accordance with the Americans with Disabilities Act, the Council Chamber is wheelchair accessible and is equipped with audio equipment for the hearing impaired. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Clerk's Office at least forty-eight (48) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.

Item 2



CITY OF BEVERLY HILLS
POLICY AND MANAGEMENT
MEMORANDUM

TO: Strategic Planning Committee

FROM: Karen Orlansky, Facilitator

DATE: December 3, 2018

SUBJECT: Discussion/Action on Business Triangle Recommendations

ATTACHMENT: Recommendations on the Business Triangle, as Revised by the Committee on November 13, 2018

On December 6th, the Committee will hold a final discussion and take action on the Committee's first round of recommendations to the City Council on the Business Triangle. The attached table summarizes the recommendations that the Committee generated at its October meeting and revised at its November meeting.

As reviewed in November, the attached table groups the Committee's specific suggestions for change and innovation in the Business Triangle into major recommendations for action and identifies the respective time frames for implementing each idea. Short-term is defined to mean implementation within 12 months; medium-term within 2-4 years; and long-term in 5 or more years.

Additional Editing Suggestions from Committee Members

In response to the circulation of the attached summary of recommendations, Committee Members submitted the following three suggestions for additional edits.

1. In A.6 (p. 1), amend the suggestion to improve routine maintenance and establish a higher level of cleanliness to include the sidewalks in the Business Triangle as well as the City's parking structures.
2. In E.1 (p.3), add "install safe alternative bike racks" to the list of suggestions to encourage people to arrive in the Business Triangle without driving and parking.
3. Under E (p.3), add a separate suggestion to endorse the recommendation from the Complete Streets group regarding the development of safe cycling lanes in the City.

For Reference: Mission/Vision Statement

A copy of the Committee's mission/vision statement for the future of Beverly Hills' commercial areas is included on the following page. The relevance of this statement is the Committee's decision that its recommendations on specific commercial areas should align with the overall mission and vision adopted for a City-wide plan.

Challenges/Opportunities, Vision Statement and Mission Statement
(As adopted by the Committee in August 2018)

Challenges/Opportunities

Beverly Hills is now, and has been for decades, the ultimate luxury destination in the world. This international reputation, which is based on our fine restaurants, hotels, and stores, has generated City revenues that support the residential quality of life. The City's number one position as a luxury destination, and desired place to live, can be enhanced by encouraging unique development projects that attract people to our various commercial areas.

The City needs the addition of new commercial "experiences" that are in step with the changing demographics and needs of our time, yet are still respectful of our past. All stakeholders, including developers, residents and merchants, must come to a consensus-driven understanding of what new development can look like in the different commercial areas of the City. Our goal is to create that common understanding.

Vision

Preserve and enhance the beauty and attractiveness of Beverly Hills in order to build upon and increase its value as:

- An international shopping destination;
- A destination for dining, entertainment, and cultural experiences;
- A leader in innovation, professional support and development;
- A liveable, walkable and bike-able city; and
- A model as a safe and healthy destination.

Mission

To create a consensus-driven, citywide plan to enhance the attractiveness and experience within the different commercial regions to ensure Beverly Hills maintains its reputation as the ultimate luxury destination in the world as well as the City with the finest residential quality of life.

Attachment 1

STRATEGIC PLANNING COMMITTEE’S RECOMMENDATIONS TO THE CITY COUNCIL
Commercial Area: The Business Triangle
Working Draft, Revised by Committee 11/13/2018

Recommended Action	Specific Suggestions for Implementing Recommendation	Implementation Time Frame		
		Short Term	Medium Term	Long Term
A. Improve the aesthetics of the common areas in the Business Triangle by upgrading the quality and appearance of the sidewalks, street furniture, and parking structures, while simultaneously improving multi-modal transportation.	1. (a) Implement valet-only parking on Rodeo Drive. This idea is also listed as a way to improve access, see page 3. (b) Combine valet-only parking with the parking of luxury or collectible antique cars on the street, which in turn create photo opportunities that promote the “fancy car culture” of Beverly Hills.	X		
	2. Upgrade the routine maintenance of existing landscaping and enhance the appearance of sidewalks by, for example, hanging flower baskets that rotate colors and arrangements with the seasons. Extend this to Wilshire Blvd. to activate and improve walkability between Wilshire and Rodeo.	X		
	3. Endorse the City’s plans to redesign the K-Rail and upgrade the Bistro seating on Rodeo Drive, adhering to a process that includes engagement with property owners and retailers.	X		
	4. Remove unpermitted canvas awnings to better display the original architecture and encourage repainting.	X		
	5. Install attractive window displays in vacant storefronts.	X		
	6. Improve routine maintenance of the City’s parking structures and in particular, establish higher standards (e.g., “sparkling”) for cleanliness and brighter lighting.	X		
	7. Create safer, more pedestrian-friendly sidewalks in front of parking garages, e.g., install speed bumps and a stop sign at the exits of the parking structures.		X	
	8. Redesign the sidewalks in the Business Triangle to improve the overall attractiveness of the area.			X
	9. Consider options for alternative street paving that adds elegance to the Business Triangle, e.g., cobblestone.			X

Recommended Action	Specific Suggestions for Implementing Recommendation	Implementation Time Frame		
		Short Term	Medium Term	Long Term
B. Amend City regulations and streamline the permitting process to encourage more dining and retail to locate in the Business Triangle, while also promoting a consistent “sense of place” in the built environment.	1. Consider regulatory amendments that accomplish one or more of the following: (a) Allow businesses to enhance the sidewalk space in front of their storefronts. (b) Encourage rooftop uses. (c) Reduce parking requirements, to include creative “in lieu of” alternatives. (d) Incentives for opening dining options, e.g., cafes, either on or in close proximity to Rodeo Drive.	X		
	2. Streamline the City’s permitting process.		X	
	3. Pursue other land use/zoning changes that encourage a consistent “sense of place” in the built environment.			X
C. Attract more customers to the Business Triangle with additional food/dining options, live entertainment, expanded hours, and increased access to arts and culture.	1. Schedule more concerts/performances in the Business Triangle that offer a variety of music genres; consider replicating the template currently used for summer concerts in the park.	X		
	2. In addition to the regulatory changes listed above, consider other incentives to attract more food/dining options on and adjacent to Rodeo Drive, e.g., Brighton Way, Canon Drive. Food options to be encouraged should include but not be limited to full service restaurants.	X		
	3. Pilot different pedestrian-only streets in the Business Triangle for varying periods of time; use these opportunities to explore creating memorable shopping, dining, and entertainment experiences, e.g., live music, other performances, pop-ups.	X		
	4. Re-evaluate the current piped-in street music and explore creating opportunities for live street musicians at selected times and locations.	X		
	(Continued on next page)			

	5. Create temporary or more permanent spaces to serve as attractive (and safe) iconic Beverly Hills photo opportunities. Consider changing the “look” to match holidays or seasons.	X		
	6. Plan events, temporary displays, and permanent displays that educate visitors and pay homage to the history, development, and well-known residents of Beverly Hills.	X		
	7. Explore incentives for the restoration of Brighton Way to reflect and celebrate its historic past.		X	
	8. Encourage the opening of a movie theater and art museum.			X
D. Encourage businesses with unique brands and one-of-a-kind shopping experiences to locate in the Business Triangle.	1. Task an existing or new group with identifying cutting-edge retail, dining, and experiential innovations that, over time, the City could integrate into the Business Triangle to remain fresh and competitive. This should include thinking forward about the re-use for structures that may not always be needed for their current purpose, e.g., underground parking garages.	X		
	2. Explore establishing an incubator to attract retailers that offer foreign brands uniquely available in the Business Triangle.		X	
	3. Explore creating a space in the Business Triangle based on the public market concept, comparable to the Grand Central market in Downtown Los Angeles (DTLA.)			X
E. Improve multi-modal access to the Business Triangle, i.e., walking, biking, mass transit, driving in a private car, or arriving by rideshare.	1. Encourage people to arrive in the Business Triangle without driving and parking their own vehicle, e.g., valet-only parking for cars, valet parking for bicycles, designated pick-up and drop-off for rideshare passengers, offer a car-share option, and encourage use of public transportation.	X		
	2. Identify and customize an existing “E-parking” app that allows visitors to check parking availability on their phones; explore other technology that could be adopted to enhance the parking experience.	X		
	(Continued on next page)			

	3. Make use of digital marketing strategies to, for example, promote free parking and advertise the walkability or bike-ability of the Business Triangle.		X	
	4. Use in lieu parking funds to reduce or offset the cost of rideshare trips to the Business triangle.		X	
F. Other Recommended Actions	1. Expand efforts to market the Business Triangle to City residents. (Continued on next page.)	X		
	2. Take advantage of cross-marketing opportunities at events already occurring in the City, e.g., advertising nearby dining and retail options at performances held at the Wallis Annenberg Center for the Performing Arts.	X		
	3. Look into bringing the Farmer’s Market back into Business Triangle.	X		
	4. Look into installing a charging station for mobile devices.		X	
	5. Explore options for making area more pet-friendly, e.g., install a pet water fountain, designate places to deposit pet waste.		X	

Definitions of Implementation Time Frame

Short term: under 12 months

Medium term: 2-4 years

Long term: 5+ years