



For Immediate Release

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Launching Connect Beverly Hills: Meet Me on Wilshire and La Cienega *New Streetscape Plan to debut with Metro Purple Line Extension*

Beverly Hills, CA – The City of Beverly Hills is pleased to announce the launch of **Connect Beverly Hills: Meet Me on Wilshire and La Cienega** (“Connect Beverly Hills”), a project that will develop a streetscape plan and design standards for Wilshire and La Cienega Boulevards. **Connect Beverly Hills** will help the City prepare for the upcoming Metro Purple Line Extension that will bring two new subway stations to Beverly Hills: Wilshire/La Cienega in 2023 and Wilshire/Rodeo in 2025. These rail stations are expected to bring a significant increase in pedestrian activity along the two corridors. This project will build upon ongoing efforts to make the streets more inviting through upgraded pedestrian amenities, such as landscaping, lighting, and bus shelters.

“**Connect Beverly Hills** is an opportunity to promote the new Metro stations as destinations that are uniquely Beverly Hills,” said Beverly Hills Mayor Lester Friedman. “The plan will improve accessibility and enhance the overall experience for people traveling to our City along these two historically significant corridors.”

Due to the COVID-19 pandemic, initial community outreach activities have been transitioned to an online platform. Beginning May 22, 2020 via the project website <https://connect.beverlyhills.org/>, Beverly Hills residents, businesses, employees, and other stakeholders are encouraged to participate in a virtual walking tour of Wilshire and La Cienega Boulevards to provide vital information about their experiences using the streets. In early summer, the City will host a weeklong design workshop with the community to collect additional input about how the streets function today and start brainstorming about how they could be enhanced.

Connect Beverly Hills is led by the City’s Community Development Department, with project support from a consultant team led by [Toole Design](#), a national leader in rethinking streets and mobility with offices throughout North America, [RCH Studios](#), a multi-disciplinary design and architecture firm based in Los Angeles with an international portfolio, and [Community Arts Resources](#), co-founder of CicLAVia and one of the region’s most innovative community engagement specialists.

For more information and to stay involved, visit the project website at <https://connect.beverlyhills.org/>, or contact the City by email at transportation@beverlyhills.org or phone at 310-285-1128.

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