



**CITY OF BEVERLY HILLS**  
455 North Rexford Drive  
Beverly Hills, CA 90210  
4<sup>th</sup> Floor Conference Room A

**Beverly Hills City Council Liaison / Rodeo Drive/ Special Events/ Holiday Program  
Committee:**

**MEETING HIGHLIGHTS**

Thursday, June 14, 2018  
3:00 PM

**MEETING CALLED TO ORDER:**

Date / Time                                  June 14, 2018 / 3:09 PM

**IN ATTENDANCE:**

Mayor Julian Gold, MD, Councilmember Lili Bosse, City Manager Mahdi Aluzri, Stantec Principal-in-Charge \ Urban Planner, Arturo Vasquez Del Mercado, Stantec Lead Designer Alana Lopez, Stantec Associate, Landscape Architect David Cubberly, Stantec Senior Associate Amy Chang, Hood Design Studio Creative Director Walter Hook, LOHA Founder and Principal Lorcan O'Herlihy, LOHA Director Ian Dickenson, Public Works Director, Associate Project Manager Ji Kim, Assistant Director Public Works Chad Lynn, City Architect Mandana Motahari, RDC AgenC Ashley Quammer, Executive Assistant I Beverly Turner

**Public Comment**

Members of the public will be given an opportunity to directly address the Committee on any item, not on the agenda.

**Speakers:** David Gingold, Beverly Hills resident. He was not in favor of modular seating designs presented because they did not provide back support but he does prefer the city's patio-style furniture.

**Welcome**

**Proposals for the Rodeo Bistro Seating Project:**

- Lorcan O'Herlihy Architects [LOHA]
  - Founding Principal Lorcan O'Herlihy firm highlight previous design installations.
    - Santa Monica's Big Blue Bus Stops
    - Santa Monica's Tongva Park + Ken Genser Square
    - Culver City Streetscape

- LOHA design approach
  - Relaxation Seating
  - Social Seating
  - Noise Barrier
  - Charging Station
  - Planters
- LOHA design concept
  - A Linear Strategy that will enhance what is iconic about Rodeo Drive to create a seamless blend of familiar ambiance with new form.
  - Design concept is to present City with a design kit that can be adapted to midblock and sidewalk corners at intersections, featuring formed landscaped planters, built-in seating as well as utilizing the City's existing bistro furniture.
  - Concrete and wood built-in seating paired with tables and chairs and integrated landscaped planter landscaping.
  - Seating clusters cost may range from \$50,000 - \$150,000.
  - LOHA's presentation received the most favorable consideration.
  - Mayor Gold, M.D. and Councilmember Bosse had concerns about the wide range between unit pricing and requested they provide cost for a typical small seating cluster and include breakdown for all elements included such as planters, built-in concrete/wood seating, etc. to ensure all inclusions meets the City's needs for this project.
  - City Manager Mahdi Aluzri asked about options for including infrastructure for sound integration into installations.
- Hood Design Studio
  - Creator Director Walter Hood most notable designs
    - The Broad Museum Plaza + Streetscape, Los Angeles
    - Cooper Hewitt Smithsonian Design Museum Garden, Washington D.C.
    - Powell Street Promenade, San Francisco
  - Hood Design Studio approach
    - French bistro style seating using forged aluminum in a white lace pattern. The lace pattern designed in a graffiti inspired text 'gathering of the waters'. Gold leaf option presented as well.
    - The laced pattern can be used as screens and surfaces to cover site objects including but not limited to tree guards, chairs, 'K' rails, bollards, lighting, etc.
    - Kits would include inserts for paving as well.
    - The units are a mixture of standing and seating areas with plants and lighting powered by integrated solar panels.
    - Unit cost per seating cluster is approximately \$112,000.
- Stantec
  - Principal-in-Charge \ Urban Planner Arturo Vasquez Del Mercado and Lead Designer Alana Lopez initiated presentation with the concept of Rodeo Walk vs Rodeo Drive. Noted projects includes:
    - Harbor Drive Gateway Park, Redondo Beach, CA
    - Houston Uptown District, Houston, TX
    - Lenox Road Linear Plaza, Buckhead, GA

- Embracing the concept of Rodeo Walk instead of Rodeo Drive? They identified 3 main design drivers.
  - Vary the path of pedestrian travel while maintaining visibility to storefronts.
  - Provide a series of experiences that activate the streetscape both day and night (BOLD).
  - Allow flexibility, transformation, and spontaneity.
- Design approach:
  - Proposed permanent installation of landscape and seating at the edge of “blocks” closest to intersections.
  - Toward the center of the “blocks” a series of follies as decorative and extravagant architectural forms that could be used as seating in tandem with existing bistro seating
  - Follies can be reconfigured to provide for larger sidewalk areas during special events.
  - The design includes Lit elements in tandem to modular seating for nighttime event or engaging people to stay past closing hours.
  - Estimated cost for modular seating (7x), Bollards (4x) and LiteBrite Elements (1x cluster) - \$11,100, plus \$17,500 for planters and smart lighting per module. Modular seating can be fabricated in glass fiber reinforced concrete for 50% more cost -

**Council recommendations for Rodeo Bistro Seating project were as follows:**

- Bistro seating location focus on Rodeo Drive linking 3 blocks from Santa Monica Boulevard to Wilshire.
- 24 seating clusters
- K-Rails not obstructing view of storefronts
- Temporary planter boxes
- Movable tables and chairs
- Open and welcoming design
- Pedestrian safety from vehicular conflict
- Foster neighborhood interaction
- Aesthetics enhancement to the streetscape
- Music piping capabilities

**Next Steps:**

- LOHA recommended to provide Council Liaison with cost breakdown of a “cluster” installation which will include all the elements that were included in the rendering that was presented at the meeting.
- Council Liaisons’ asked for copies of responds from the remaining three of the top six firms.

**ADJOURNMENT:**

Date / Time                      June 14, 2018 4:55 PM