Project Advisory Committee
Traffic and Parking Commission
May 6th, 2021
AGENDA

Project Update .............................................................. 5 min
Draft Plan Overview ...................................................... 25 min
Discussion ................................................................. 25 min
Project Update
Components of Connect Beverly Hills

- Streetscape Plan including Mobility Recommendations and Design Standards
- Mobility Hub Plan
Today’s Action Items

• Provide an update on the ongoing public comment period

• Gather feedback on the Draft Plan and Standards
Questions to consider: Entire Draft Plan

• Has feedback provided at the four previous PAC meetings been accurately addressed and incorporated into the Draft?

• Is there any feedback from the PAC that is not reflected in the Draft that should be added?

• Are there any recommendations in the Draft that should be changed for the Final Draft? If so, why?
Questions to consider: Mobility Hub

• Are the recommended first/last mile improvements to the Mobility Hub in line with the Complete Streets Plan and Metro’s First/Last Mile Plan?

• Is the proposed Mobility Hub site plan in line with community feedback?

• Does the proposed Mobility Hub site plan adequately accommodate multi-modal access on the site?
Public Comment Period (4/14 – 5/10)

- Social Media Campaign: Instagram, Facebook and Twitter
- Citywide Mailer
- Pole signage at key locations throughout the project area
- Sidewalk decals at 38 locations in high-volume pedestrian areas in and around the project area
- E-blast to 1,000+ stakeholders
- Presentations to every city commission
What we’ve heard so far

- 200+ comments (as of 5/4/21)
- Essential Recommendations: Support for “Essential” infrastructure toolkit elements, and desire for further future improvements at Wilshire/Robertson and Wilshire/La Cienega intersections
- Design Standards: Support for increased landscaping and placemaking along the boulevards, desire for bench armrests and more trash receptacles

**Concern about the dominance of cars**
- Heavy traffic is a key noise generator. Large volumes of vehicular traffic were seen as the main source of disruptive noise, contributing to people feeling uncomfortable or unsafe as bicyclists or pedestrians. Construction noise and driver frustration with delays related to construction (shutting) were also highlighted.

**Vehicular traffic creates negative environmental impacts:**
- With multiple lanes of traffic moving cars, along both boulevards, pollution is a key concern. The City’s General Plan calls out the importance of addressing traffic growth’s impacts on air pollution as well as the need to reduce greenhouse gas emissions.

**Desire to improve safety and comfort for people walking and biking**
- Walking and biking should be prioritized along the boulevards. Safety and comfort for pedestrians should be prioritized, as well as an inviting and interesting walking environment. The majority of all virtual walk audit participants were interested in bicycle facilities along Wilshire Boulevard.
- Both boulevards are challenging to navigate on foot or on bicycle. Both boulevards have challenging crossings due to wide streets and skewed intersections, long block lengths, and many areas that lack pedestrian-oriented destinations. 70% of virtual walk audit participants only traveled by bike once a month or less on either boulevard, usually citing safety concerns around car traffic. 65% of virtual walk audit participants only walk the boulevard only 1-4 times a month or less, despite the large number of participants who lived or worked in the project area.
- More trees and shade are needed for a pleasant walking experience. The existing pedestrian environment is uninviting and dominated by concrete and a lack of shade. The majority of virtual walk audit participants recommended a better tree canopy as the #1 thing they would do to improve the pedestrian experience in the project area.

**Enthusiasm for a bold, vibrant and attractive streetscape environment**
- Special places deserve special attention: Certain nodes of activity would benefit from focused enhancement: the new Metro stations, the intersections of Wilshire Boulevard and La Cienega Boulevard and Wilshire Boulevard and Reeves Drive, the Golden Triangle, and the intersection of Wilshire Boulevard and Robertson Boulevard. These areas already experience or are predicted to experience higher pedestrian activity than the rest of the corridors. In addition, Southbound Beverly Hills is an important node with opportunity for placemaking and building a strong neighborhood identity.
- Need for a strong neighborhood identity and improved wayfinding: The streetscape should have a brand and identity that is unique to Beverly Hills, which can be implemented through landscaping and street furniture.
- Iconic and functional landscaping: Existing palm trees on Wilshire Boulevard are “iconic”, but could be supplemented with trees that provide more shade for people walking, as well as more lush greenery.
- Comfortable and aesthetically pleasing street furniture: The street furniture is not abundant enough for the amount of people traveling along the boulevards, and the comfort and visual appeal of the furniture could be improved. 53% of survey respondents preferred street furniture that focuses on natural, durable and sustainable materials as well as green infrastructure. Respondents also wanted new furniture to reflect the city’s “classic” identity and to find a way to blend a traditional style with more modern aesthetics.

**Support for transformative, people-oriented change**
- Need for future-facing, people-focused planning: The boulevards and the city must prepare for a future less dependent on private vehicles, especially with the new subway stations opening. Improvements should be flexible to adapt to lifestyle and transportation changes during and after the COVID-19 pandemic.
- Open between boulevards functioning as thoroughfares: Pedestrians walking, biking, or taking transit: There is an inherent tension between allocating more space in the public right-of-way for people walking, biking, and taking transit and moving private motor vehicles as quickly and efficiently as possible.
- Division over how to re-allocate space: White support for transformative change was clear, how that change should look and happen was not unanimous. When the City is ready to tackle transformative change along those corridors, consideration of all modes must be considered in that process.
Connect Beverly Hills: Draft Plan

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Existing Conditions

• Review of relevant plans and policies
• Mapping and analysis of the multimodal networks and streetscape environment on Wilshire and La Cienega Boulevards
Key Takeaways

- **Wilshire and La Cienega Boulevards** are car-oriented corridors with ample parking opportunities for private vehicles.

- Wilshire Boulevard is a **high-use transit street**, connecting travelers across Beverly Hills and the wider LA region.

- **Sidewalks are ample**, but crossings can be far apart and incomplete.

- **Street furnishings** are well-organized, but limited.

- **Bikeshare and bike parking** are located throughout the project area, as well as multiple planned and existing bicycle connections to both corridors (the Complete Streets Plan recommends exploring a bus-bike lane on Wilshire Boulevard).

- **Iconic palm trees** are plentiful along Wilshire Boulevard, but do not provide shade; **ficus trees** on La Cienega Boulevard provide shade but have disruptive root systems.
Community Engagement

• Strategy and tactics to promote diverse participation
• Community-driven vision for the Plan
Outreach and Engagement Tactics

- **Project Advisory Committee**
- **Presentations and Staff Reports**
- **Mass outreach**
  - E-blasts to 1000+ stakeholders
  - Four citywide mailers to 28,000+ addresses
  - Targeted flyer distribution at the Farmers Market and to 2,800 addresses within ½ mile of La Cienega Station because of proposed Mobility Hub
- **Media outreach**
  - Coverage from 7 local outlets

- **Social Media**
  - Facebook, Twitter and Instagram campaign reaching over 50,000 stakeholders

- **Virtual Engagement**
  - Virtual walk audit and interactive map (82 participants)
  - 4-day Discovery Charrette (60 participants)
  - 2-day Design Charrette (30 participants)
  - Design Preferences Survey (200+ responses)
  - 1-hour stakeholder interviews (60 participants)
  - Project Explainer Video (200+ views)

- **Environmental Graphics**
  - 40 sidewalk decals
  - Pole signs
Our Community-driven Vision

People first

Sustainable and inviting

Uniquely Beverly Hills

Scalable and replicable

Contextual to land use

Place, not pass-through
Streetscape Plan

- **Essential Recommendations** for 30 locations
- **Character Zones** to create unique and distinct identities based on the surrounding environment and context
- **10 Focus Areas** to highlight detailed application of the Plan’s standards
Essential Recommendations Toolkit

Upgraded high-visibility crosswalks: Improve visibility for people crossing the street.

Upgraded curb ramps: Provide smooth and detectable transitions between the curb to the street for people in wheelchairs, with strollers, or other rolling devices.

Leading Pedestrian Intervals (LPIs) at signalized intersections: Provide people walking with a headstart to enter an intersection and enhances pedestrian visibility.
Essential Recommendations Toolkit

**Exclusive pedestrian phasing:** Stops all vehicular movements while people are crossing the street, improving safety for people walking in the intersection.

**Curb extensions:** Expand the sidewalk on side streets and reduce crossing distances for people walking.

**Raised crosswalks:** Increase visibility of people walking in intersections.

**Midblock crossings:** Improve safety for people crossing the street between long segments of unmarked crossings.

**Concrete islands:** Channelize vehicular traffic and reduce conflicts between drivers and people walking.

**Pedestrian refuge islands:** Create an area protected by curbs for people to wait while crossing the street.

**Pedestrian signals:** Improve safety for people crossing intersections and increase driver yielding behavior.
Updates to Essential Recommendations

Wilshire Blvd/Roxbury Dr/Brighton Way
- Maintaining right turn lane from Brighton Way onto Roxbury Drive
Updates to Essential Recommendations

La Cienega Blvd/Gregory Way
- New curb extensions still allow for right turn movements from Gregory Way onto La Cienega Boulevard
Character Zones

- Pedestrian Gateway Zone
- Golden Triangle Zone
- Wilshire Zone
- North La Cienega Zone
- La Cienega Park Zone
Focus Areas
Design Standards

- Standards for a variety of streetscape elements
- Specific applications based on Character Zone
What’s included in the standards?

- **Furnishings**
  - Seating
  - Trash & Recycling
  - Bike Infrastructure
  - Transit Shelters
  - Pots and Planters
  - Specialty Planters
- **Lighting**
  - Pedestrian Poles
  - Bollards
  - Accent Lighting
- **Paving**
  - Concrete Paving
  - Pavers
  - Tree Grates
- **Signage & Wayfinding**
  - Identity Signage
  - Pole-Mounted Information
  - Pedestrian Wayfinding
  - Transit Signage
  - Mobility Signage
- **Landscape**
  - Planter Layout and Guidelines
  - Trees
  - Shrubs and Perennials
  - Irrigation
Transit Shelters

- Side and back panels for enclosure or proposed digital wayfinding integration.
- Encouraged to incorporate digital signage for maps, local time-based transit information, or both.
- Placement Guidelines: Install at existing and new transit stops. Review against local Metro standards.
Pedestrian-Scale Lighting

- Material: Aluminum
- Down-lighting pointing to the sidewalk
- Placement Guidelines: Install at existing and new transit stops. Review against local Metro standards.
Landscape

Carrotwood Tree
- High wildlife value
- Low water use

Chinese Pistache
- Low water use

Cedro Island Verbena
- Native to California
- High wildlife value
- Low water use

Moonshine Agave
- Low water use
Mobility Hub

- Community-driven amenities and layout
- Conceptual site plan
- First-and last-mile analysis and recommendations
What is a Mobility Hub?

A place that serves multiple functions and transportation modes, often also used as community gathering spaces.

Mobility hubs can leverage & connect different types of transportation options to enhance the first/last mile experience.
Mobility Hub Location
Community preferences for transportation amenities:

- **Shuttle connections (such as for a local shuttle that would travel to key destinations around Beverly Hills):** 112x chosen (55.17%)
- **Personal e-scooters:** 47x chosen (23.15%)
- **Bike parking:** 115x chosen (56.65%)
- **Vehicle pickup and drop off:** 85x chosen (41.87%)
- **Car rental:** 5x chosen (2.46%)
- **Car parking (for private vehicles):** 66x chosen (32.51%)
- **Car share:** 21x chosen (10.34%)
- **EV charging stations:** 53x chosen (26.11%)

Other: 24x chosen (11.82%)
Outreach & Engagement: Survey

Community preferences for *placemaking* amenities

- **Outdoor public space**: 85x chosen (41.87%)
- **Seating**: 79x chosen (38.92%)
- **Mobile retail**: 11x chosen (5.42%)
- **Cafes, food trucks, or other quick eating options**: 94x chosen (46.31%)
- **City of Beverly Hills Welcome Center**: 32x chosen (15.76%)
- **Restrooms**: 70x chosen (34.48%)
- **Public art**: 62x chosen (30.54%)
- **Landscaping**: 124x chosen (61.08%)
- **Public event space**: 17x chosen (8.37%)
- **Other**: 11x chosen (5.42%)
Community preferences for information amenities
Outreach & Engagement

- Multiple interdepartmental staff committee reviews
- Mobility Hub workshop at Design Charrette

Community-developed site plan
Mobility Hub Vision

- **Visibility and Access:** The Mobility Hub should be highly visible and easy to access whether people are traveling on foot, on bike, on transit, or by driving.

- **Efficiency and Wayfinding:** The distance between the Mobility Hub and the Metro station necessitate a clear and easily understandable wayfinding system between the two sites.

- **A Space for People:** Beyond serving transportation functions, the Mobility Hub must be an inviting public space for residents and visitors.
Conceptual Site Plan

• **Transportation amenities:** vehicle pick up and drop off lane, long-term and short-term bicycle parking

• **Placemaking and informational amenities:** plaza space with seating and landscaping, restrooms, food kiosk/café, flexible parking space, information kiosks, public art
First/Last Mile Analysis & Recommendations

- New and upgraded crosswalks, signal timing changes
- Prioritized bikeway implementation, bicycle detection
- Bus stop relocation, potential future shuttle
- Congestion management strategies
- Wayfinding between Mobility Hub and station, incorporate technology
Future Visioning

• “Expanded” design concepts
• Next steps for implementation
Expanded Design Concepts

• Re-allocation of space in the public right of way is outside the scope of this Plan.

• Community members expressed strong desire for transformative change along Wilshire Blvd, but there was no clear consensus from community members on specific change.

• The Draft Plan includes 2 “Expanded” concepts for each boulevard that re-allocate space for the City to explore in the future.
Wilshire Boulevard: Existing
Wilshire: Expanded Concepts

Expanded sidewalks & full-time parking

Bus/bike lane
La Cienega Blvd: Existing
La Cienega: Expanded Concepts

Expanded sidewalks & full-time parking

Bus/bike lane
Next Steps for Implementation

• Some funding for implementation is already secured, and the City can pursue additional funding from local, regional, and state sources
  • Planning-level cost estimates will be included in the Final Plan

• Further coordination with Metro around construction of the new stations

• Further coordination with development projects within the project area
Discussion & Project Next Steps

• Public comment period closes on May 10th

• Project team updates content and delivers Final Plan

• TPC reviews Final Plan and makes a recommendation to City Council on plan adoption in Summer 2021