




**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  
2<sup>nd</sup> Floor, Council Chamber  
Beverly Hills, CA 90210**

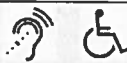
**Tuesday, November 13, 2018  
5:00 PM**

**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) Developing Recommendations on the Business Triangle
- 3) Discussion Regarding Next Area of Focus for Strategic Planning Committee
- 4) Adjournment

*by*   
Lourdes Sy-Rodriguez, Assistant City Clerk

**Posted: November 9, 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.



**CITY OF BEVERLY HILLS**  
**POLICY AND MANAGEMENT**  
**MEMORANDUM**

**TO:** Strategic Planning Committee

**FROM:** Karen Orlansky, Facilitator

**DATE:** November 8, 2018

**SUBJECT:** Worksession on Business Triangle Recommendations

**ATTACHMENT:** Summary of Recommendations on the Business Triangle Generated by the Committee on October 18, 2018

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The purpose of the Committee's November 13<sup>th</sup> meeting is to reach consensus on the 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. It is suggested that you view this as a working draft of the product the Committee will submit to the City Council next month.

The attached summary groups the Committee's specific suggestions for change and innovation into major recommendations for action and identifies the respective time frames for implementing each idea. As discussed at last month's meeting, short-term means implementation within 12 months; medium-term means implementation within 2-4 years; and long-term means implementation in 5 or more years.

Because the attached summary will provide the basis for discussion and decision-making on November 13<sup>th</sup>, please come prepared to share any editing ideas (e.g., additions, rewordings, deletions) that you believe would better capture the Committee's initial package of recommendations on the Business Triangle. As you formulate editing suggestions, keep in mind that the Committee was established by the City Council as a diverse group of residents and other stakeholders to collaboratively:

- 1. Develop a mission/vision for the future of Beverly Hills' commercial areas.** As you know, the Committee completed this task early on. For easy reference, a copy is included on the following page.
- 2. Serve as an ongoing resource for the City Council to generate recommendations for change and innovation throughout the City.** This means that the Committee's initial recommendations on the Business Triangle can be followed by additional recommendations on the Triangle as the Committee's focus moves to other commercial areas. This iterative process recognizes that the City's commercial areas must continue to respond to new information and evolving economic factors.

Given the course of the Committee's work since the Spring on top of the extensive knowledge and experience that Committee Members individually and collectively arrived with, the Committee is well-positioned to decide on a first round of recommendations to advance the Business Triangle toward realizing the Committee's adopted vision and mission for the City's commercial areas.

**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.

# Item 2

**STRATEGIC PLANNING COMMITTEE’S RECOMMENDATIONS TO THE CITY COUNCIL**  
**Commercial Area: The Business Triangle**  
**Working Draft 11/8/2018**

| Recommended Action   | Specific Suggestions for Implementing Recommendation  | Implementation Time Frame |             |           |
|--|---|---------------------------|-------------|-----------|
|  |   | Short Term                | Medium Term | Long Term |
| <b>A. Improve the aesthetics of the common areas in the Business Triangle by upgrading the quality and appearance of the sidewalks and street furniture, while simultaneously improving walkability.</b>           | 1. (a) Implement valet-only parking on Rodeo Drive. This idea is also listed as a way to improve access, see page 3.<br>(b) Combine valet-only parking with the parking of luxury or collectible antique cars on the street.  | X                         |             |           |
|  | 2. Install hanging flower baskets that rotate colors and arrangements with the seasons. Extend this to Wilshire Blvd. to activate and improve the walkability of the area between Wilshire and Rodeo.   | X                         |             |           |
|  | 3. Endorse the City’s plans to upgrade the Bistro seating on Rodeo Drive and redesign the K-Rail.   | X                         |             |           |
|  | 4. 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           |           |
|  | 5. Redesign the sidewalks in the Business Triangle to improve the overall attractiveness of the area.   |                           |             | X         |
| <b>B. Amend City regulations and streamline the permitting process to encourage more dining and retail to locate in the Triangle, while also promoting a consistent “sense of place” in the built environment.</b> | 1. Consider regulatory amendments that accomplish one or more of the following:<br>(a) Allow businesses to enhance the sidewalk space in front of their storefronts.<br>(b) Encourage rooftop uses.<br>(c) Reduce parking requirements, to include creative “in lieu of” alternatives | 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         |

| Recommended Action   | Specific Suggestions for Implementing Recommendation  | Implementation Time Frame |             |           |
|--|---|---------------------------|-------------|-----------|
|  |   | Short Term                | Medium Term | Long Term |
| <b>C. Attract more customers to the Business Triangle with additional food/dining options, live entertainment, expanded hours, and increased access to arts and culture.</b> | 1. Schedule more concerts/performances in the Triangle that offer a variety of music genres.  | X                         |             |           |
|  | 2. In addition to the regulatory changes listed earlier (see page 1), consider other incentives to attract more food/dining options on and adjacent to Rodeo Drive, e.g., Brighton Way, Canon Drive, as well as nightlife with expanded hours of operation, entertainment, and novel experiences.   |                           | X           |           |
|  | 3. Pilot different pedestrian-only streets in the 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. Plan events and permanent displays that educate visitors and pay homage to the history/development of Beverly Hills.   |                           | X           |           |
|  | 5. Explore incentives for the restoration of Brighton Way to reflect and celebrate its historic past.   |                           | X           |           |
|  | 6. Encourage the opening of a movie theater and art museum.   |                           |             | X         |
| <b>D. Encourage businesses with unique brands and one-of-a-kind shopping experiences to locate in the Business Triangle.</b>   | 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 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 Triangle.   |                           | X           |           |
|  | 3. Explore creating a space in the Business Triangle based on the public market concept, comparable to the Grand Central market in DTLA.  |                           |             | X         |

| Recommended Action  | Specific Suggestions for Implementing Recommendation  | Implementation Time Frame |             |           |
|---|---|---------------------------|-------------|-----------|
|   |   | Short Term                | Medium Term | Long Term |
| <b>E. Make it easier for people to access the Business Triangle by foot, by private car, by rideshare, or mass transit.</b> | 1. Encourage people to arrive in the Business Triangle without driving their own vehicle, e.g., valet-only parking, designate pick-up and drop-off for rideshare passengers.  | X                         |             |           |
|   | 2. Make use of digital marketing strategies to, for example, promote free parking and advertise the walkability of the Triangle.  |                           | X           |           |
|   | 3. Develop an app (“E-parking”) that allows visitors to check parking availability on their phones.   |                           | X           |           |
|   | 4. Use in lieu parking funds to reduce or offset the cost of rideshare trips to the bus triangle.   |                           | X           |           |
|   |   |                           |             |           |
| <b>F. Other Recommended Actions</b>   | 1. Expand efforts to market the Business Triangle to City residents.  | 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 Triangle.   | X                         |             |           |