



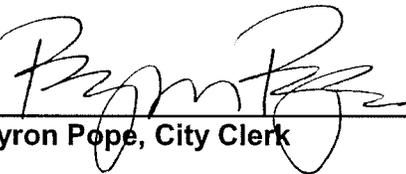
**Beverly Hills City Council Liaison / Strategic Planning Committee will conduct a Regular Meeting, at the following time and place, and will address the agenda listed below:**

**CITY HALL  
455 North Rexford Drive  
2<sup>nd</sup> Floor, Council Chamber  
Beverly Hills, CA 90210**

**Thursday, October 18, 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) Adjournment

  
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Byron Pope, City Clerk

**Posted: October 16, 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:** October 15, 2018  
**SUBJECT:** Developing Recommendations on the Business Triangle  
**ATTACHMENT:** Summaries of Committee Discussions with City Staff, Panel of Business Triangle Property Owners, and Panel of Business Triangle Merchants

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This memo provides direction for the Committee's next step, which is to generate, discuss, and prioritize recommendations for change and innovation in the Business Triangle that will help realize the Committee's mission/vision statements for the City's commercial areas.

The Committee has had the opportunity to absorb substantial background information on the Business Triangle and hear fresh input on its strengths, weaknesses, challenges, and opportunities from:

- Property owners;
- Retailers/merchants;
- City staff; and
- The City's Economic Development/Marketing Partners: the Rodeo Drive Committee, Chamber of Commerce, and Conference and Visitors Bureau.

Combined with the extensive knowledge and experience that Committee Members individually and collectively bring to the table, the Committee is well-positioned to start generating 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. (Page 3 of this memo contains a copy of the adopted Challenges and Opportunities, Vision, and Mission Statements as well as a recap of the Committee's priority-setting session in August.)

**October 18<sup>th</sup> Committee Worksession**

**The Committee's October 18<sup>th</sup> meeting will be structured around generating and discussing possible recommendations for tangible and actionable changes in the Business Triangle.** Based on the Committee's work to date, a number of major strategic issues to address in the Business Triangle have emerged. The table at the top of the next page lists three recurring themes with examples of recommendations that were mentioned during previous Committee discussions. We will use these strategic issues to frame our October 18<sup>th</sup> worksession.

Strategic Issue	Examples of Recommendations Voiced During Discussions
1. More incentives for customers to stay longer on/around Rodeo Drive.	<ul style="list-style-type: none"> <li>• New food/dining options</li> <li>• Expanded hours of operations</li> <li>• Nightlife</li> </ul>
2. Improved aesthetics of the common areas on Rodeo Drive.	<ul style="list-style-type: none"> <li>• Higher quality streetscaping</li> <li>• Alternatives to current set-up of metered parking on the street, e.g., valet-only parking,</li> </ul>
3. Strategies to attract more customers.	<ul style="list-style-type: none"> <li>• Easier access/parking for visitors</li> <li>• Ongoing and special events and entertainment that create “experiences”</li> <li>• Improved, targeted outreach to potential customers</li> </ul>

The following guidelines are suggested for generating recommendations:

- Produce recommendations that are action oriented.
- Aim to identify 5-8 possible recommendations to address each strategic issue. This discipline prevents endless lists or one that is too short to be helpful.
- Generate recommendations that are based on facts (not pure conjecture) about the Business Triangle, and in particular, the Triangle’s strengths, weaknesses, challenges, and opportunities.
- Develop a balanced package of recommendations that includes short, medium, and long-term actions to advance the Business Triangle toward realizing the Committee’s mission and vision for that commercial area.

To assist with the Committee’s work on October 18<sup>th</sup>, attached are summaries of the Committee’s discussions with subject-expert City staff, Business Triangle property owners, and Business Triangle merchants/retailers.

## **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.

## **Recap of August 22, 2018 Priority-Setting Activity**

In sum, following a dot-voting activity and a subsequent group discussion, the Committee indicated an interest in focusing this fall on the following priority topics in the Business Triangle:

- Entertainment, defined broadly to include arts and culture, nightlife, and street festivals;  
and
- Retail/Shopping (including dining).

Within the parameters of these two topics, the Committee agreed that some recommendations for change and innovation in the Business Triangle will likely intersect with other topic areas, such as transportation and parking, pedestrian traffic, and land use projects along the public/private continuum.

# **Attachment 1**



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

**MEMORANDUM**

**TO:** Strategic Planning Committee

**FROM:** Cynthia Owens, Policy & Management Analyst

**DATE:** October 13, 2018

**SUBJECT:** Summary of Information from August 22, 2018 City Panel

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On August 22, 2018, City Manager Mahdi Aluzri, Community Development Director Susan Healy Keene, Assistant Director Community Development City Planner Ryan Gohlich, and Policy & Management Analyst Logan Phillippo provided the Committee with an overview of potential opportunities and implementation strategies for the Committee to consider as it develops recommendations for change and innovation in the Business Triangle. The outline below summarizes the information covered during the Committee's meeting with City staff.

- A. Public options for development include:
  - a. City develops a project  
Example: Crate & Barrel
  - b. Urban/Streetscape design enhancements  
Examples: sidewalk widening, landscaping, and seating on Rodeo Drive
  - c. Enhancing public gathering spaces  
Example: Public Art
  - d. Incentivize development, i.e., design standards  
Example: Culver Steps
- B. Public/Private Partnerships  
Examples: Montage and the Culver Public Market Hall
- C. Private Development
  - a. City sets design standards  
Example: Culver Steps
  - b. Create open space that encourages pedestrian traffic  
Example: Two Rodeo
- D. Ideas Generated by Committee Members include:
  - a. One way streets on major thoroughfares
  - b. Convert asphalt streets to granite, tile, or cobblestone for a Greenwich Village "feel"
  - c. Convert above ground City parking structures to below grade in order to develop the above ground space
  - d. Utilize roof tops
  - e. Reuse of Boat Court



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

**MEMORANDUM**

**TO:** Strategic Planning Committee

**FROM:** Cynthia Owens, Policy & Management Analyst

**DATE:** October 15, 2018

**SUBJECT:** Summary of Information from Landowner Panel (9/6/2018) and Merchant Panel (9/20/2018)

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**A. Highlights from Committee's Discussion with Business Triangle Landowners**

On September 6, 2018, Mark Tronstein, Tom Sanborn, Evan Meyer, and Robbie Anderson provided the Committee ideas to consider as it develops recommendations for change and innovation in the Business Triangle. The outline below summarizes the information covered during the Committee's meeting with the landowners in the Business Triangle.

A. Ideas Generated by the Landowners included:

- a. Preserve the village "feel"  
Examples: Restore the original facades, e.g. Georgetown; Prohibit canvas awnings
- b. Place historic photos in vacant storefronts
- c. Create unique and one-of-a-kind shopping opportunities
- d. Attract destination restaurants
- e. Replace green k-rail with more contemporary bollards
- f. Develop a destination hotel on Rodeo Drive
- g. Improve traffic flow
- h. Provide easier access to parking; consider free parking
- i. Establish areas for ride share drop-off and pick-up
- j. Provide tour buses with closer proximity to Rodeo Drive
- k. Offer memorable experiences
  - Examples: concerts, Walk of Style, rooftop dining
- l. Make the process of opening a business less cumbersome and less expensive
- m. Make Rodeo Drive into valet-parking only

B. Ideas Generated by Committee Members included:

- a. Reduce sales tax
- b. Encourage street musicians
- c. Use City regulations to incentivize particular uses
- d. Improve the experience for families by creating a movie theater
- e. Encourage rooftop dining
- f. Expand sidewalks to accommodate activities such as sidewalk dining where food is delivered to tables by ordering from a phone app
- g. Restore outdoor dining to Brighton
- h. Repave Rodeo Drive into a cobblestone street

## **B. Highlights from Committee's Discussion with Business Triangle Merchants/Retailers**

On September 20, 2018, Samuel Marlard, Kathy Gohari, Alfred Chan and Giacomino Drago provided the Committee ideas to consider as it develops recommendations for change and innovation in the Business Triangle. The outline below summarizes the information covered during the Committee's meeting with the merchants in the Business Triangle.

### **A. Ideas Generated by the Merchants included:**

- a. Make Rodeo Drive into valet-only parking
- b. Validate all parking if an item is purchased
- c. Encourage evening activities and dining
- d. Provide more memorable shopping experiences  
Examples: more attractive streetscaping (floral); decorate for Chinese New Year
- e. Extend store hours year round to 8 p.m.

### **B. Ideas Generated by Committee Members included:**

- a. Incentivize third floor dining
- b. Survey retailers