

Southeast in Motion
Creating a Community Plan for Southeast Beverly Hills

Third Community Meeting Summary

June 22, 2016

**Focus: La Cienega Subway Station Area
and Robertson and La Cienega Corridors**

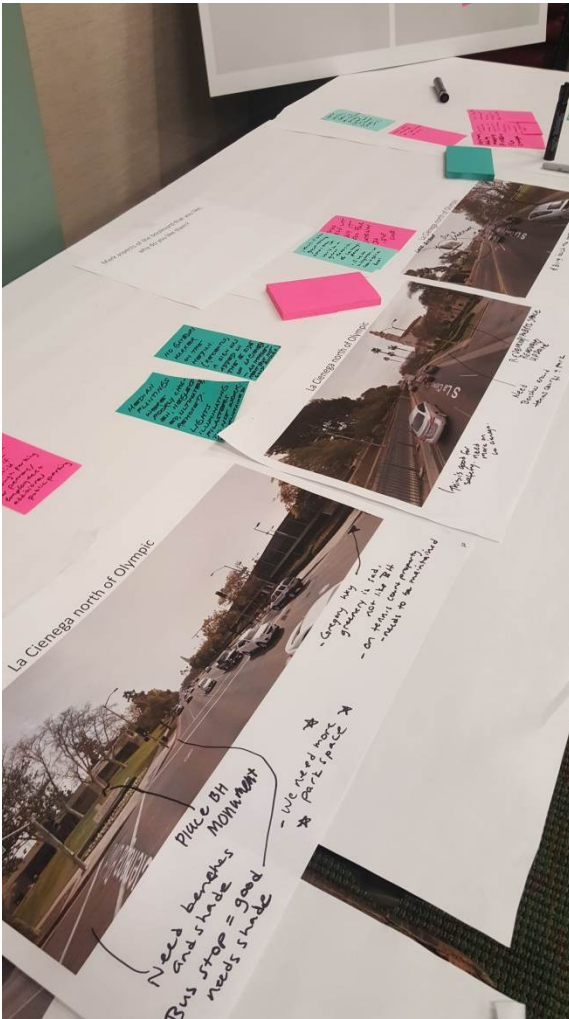


Summary



June 22, 2016 6:00 PM

33 members of the public in attendance



Brief presentation from the Mayor and staff followed by opportunity for public to visit several stations and provide input

Input built upon work completed by the Southeast Task Force, as well as a public meetings held in July and November, and will help establish vision for the Southeast Area of Beverly Hills that can inform a Community Plan



Stations

Participants visited several stations to provide thoughts and input including:

- Visioning
- Land Use
- Ideas from the Southeast Task Force
- Amenities around Station
- Role of Technology in the Southeast
- Development along Robertson and La Cienega Corridors

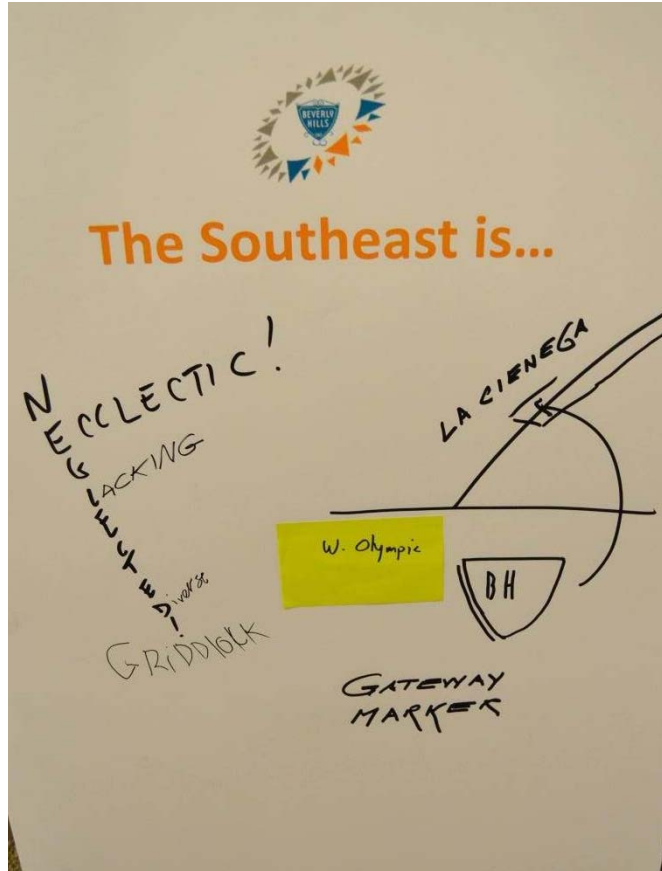
A summary of the comments received at the meeting is provided in this document.



Participants were asked to complete the phrase:

The Southeast is...

- Neglected
- Eclectic!
- Lacking
- Gridlock
- Diverse
- Gateway marker



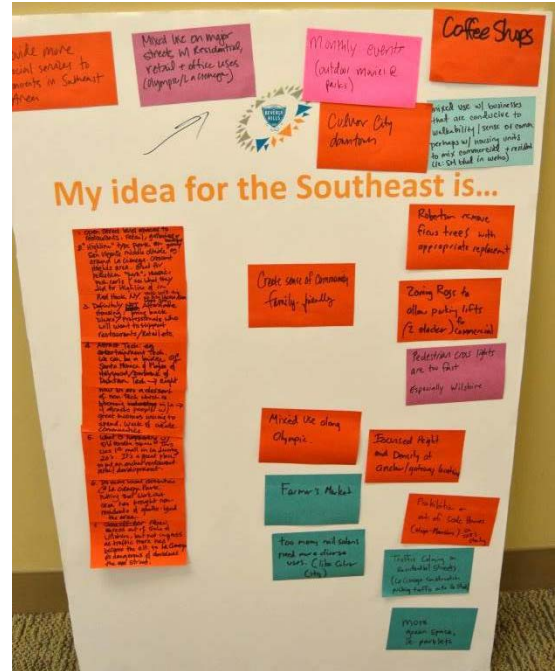
Participants were asked to complete the phrase: In my community I value...

- It's a dead zone – needs to be activated (commercial corridor)
- Yes, agree! (to above)
- Walking to amenities like doctors, shopping and entertainment
- Walkability and access (changes in land usage to allow more foot traffic)
- Walkability, variety of housing options especially new product, vibrant streets, Community serving retail
- Walkability, affordable rents
- Smarter land development, better uses, better architecture – get away from height limit
- Small houses
- The ability to park my car
- Nothing anymore! (except central location) area around Gale and Wilshire has become a Ghetto. Prices per square foot for houses in that area are lower than Culver City, Silver Lake, even Highland Park now.
- Respect from City Government (resources, attention)
- Speed enforcement
- Safe streets



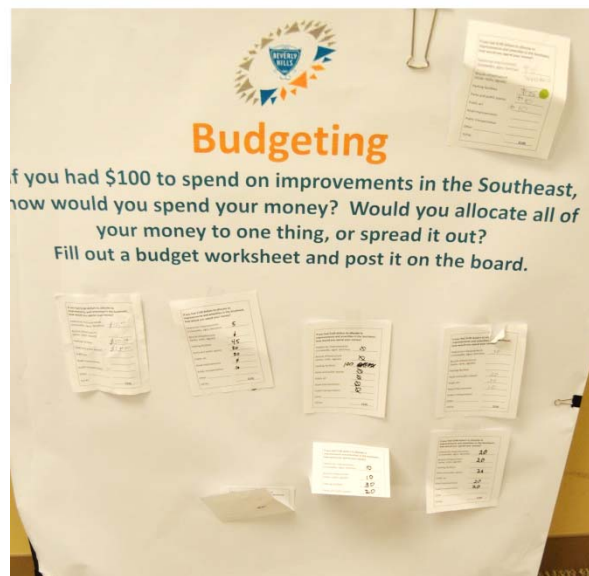
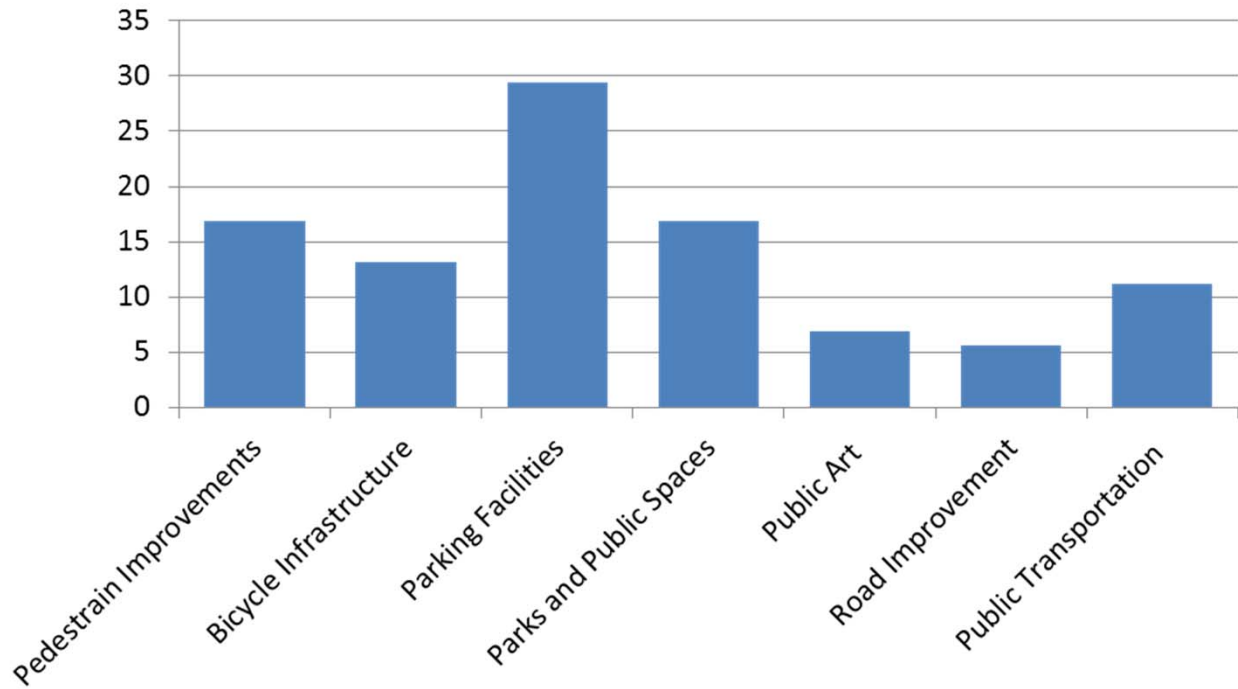
Participants were asked to complete the phrase: My Idea for the Southeast is:

- Open street level spaces to restaurants, retail, galleries
- Too many nail salons need more diverse uses (like Culver City)
- Culver City downtown
- Monthly events (outdoor movies at the park)
- Farmer's market
- More green space, i.e. parklets
- Coffee shops
- Robertson remove Ficus trees with appropriate replacement
- Provide more social services to transients in Southeast Area
- Pedestrian cross lights are too fast especially on Wilshire
- Traffic calming on residential streets (La Cienega construction pushing trafficking into streets)
- Zoning regulations to allow parking lifts for commercial (2 stacker)
- Focused height and density at anchor/gateway location
- Create sense of community – family friendly
- Mixed use along Olympic
- Mixed use on major streets with residential/retail and office uses (Olympic/La Cienega)
- Mixed uses with businesses that are conducive to walkability/sense of community. Perhaps with housing units to mix commercial and retail (i.e.: Santa Monica Boulevard in WeHo)

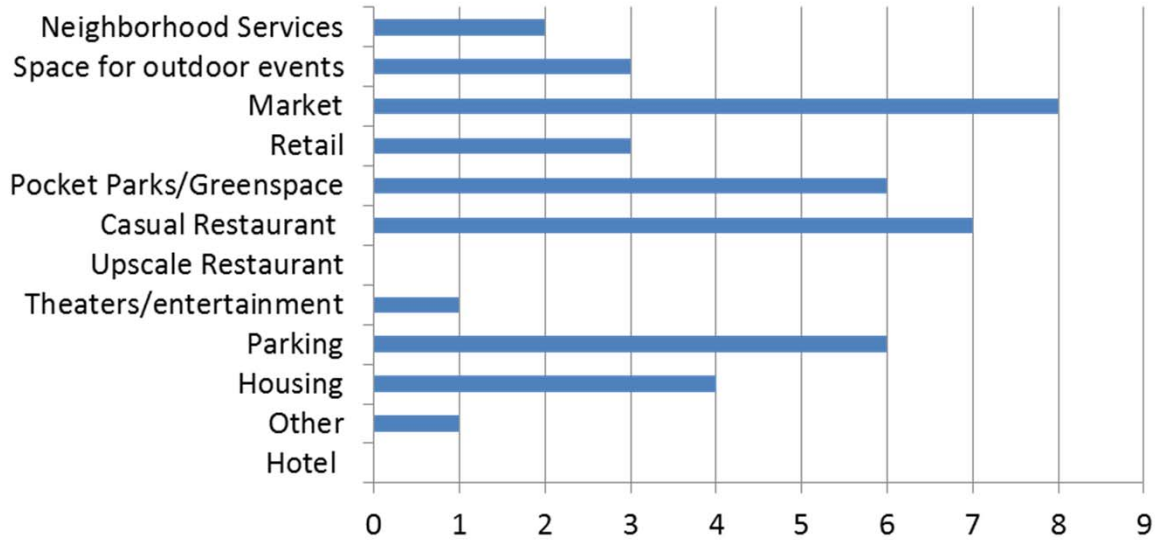


Participants were asked complete a budget exercise to determine how they would allocate 100 dollars toward various community improvements.

This table depicts the average amount allocated to each improvement (8 individuals participated)



Participants were asked what land uses they would like to see in the Southeast

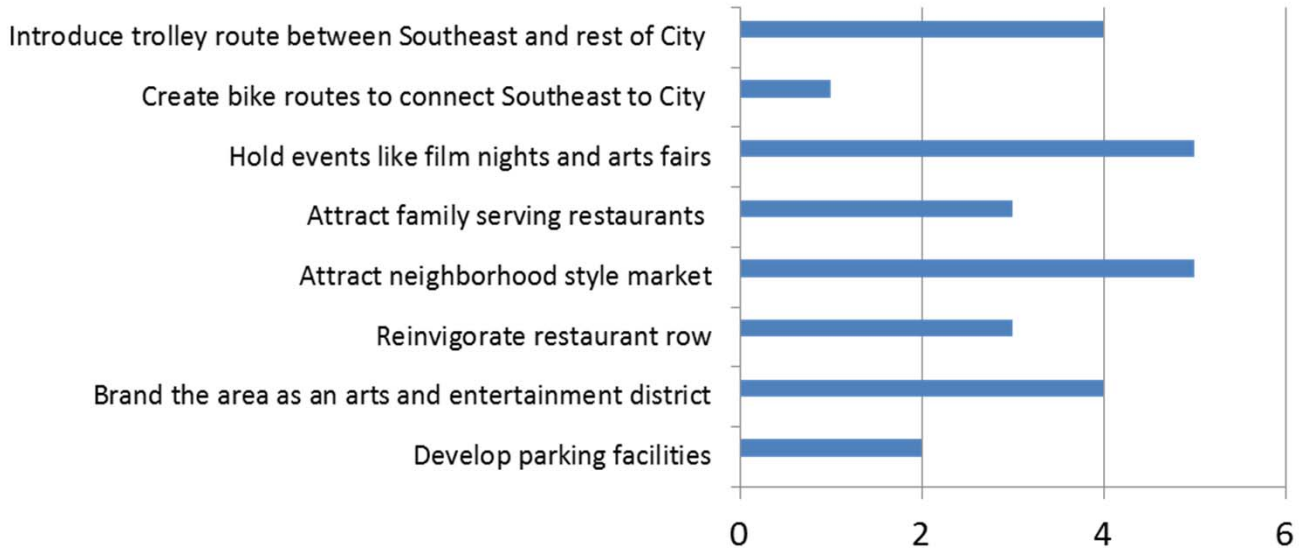


Comments:

- Underground parking
- Classes for adults at La Cienega Park
- Outdoor events but not farmers market, etc. done everywhere else. Maybe music event, crafts event, more creative ideas
- Merry-go-round (Beverly + La Cienega)



Participants were asked about which Southeast Task Force ideas they would support



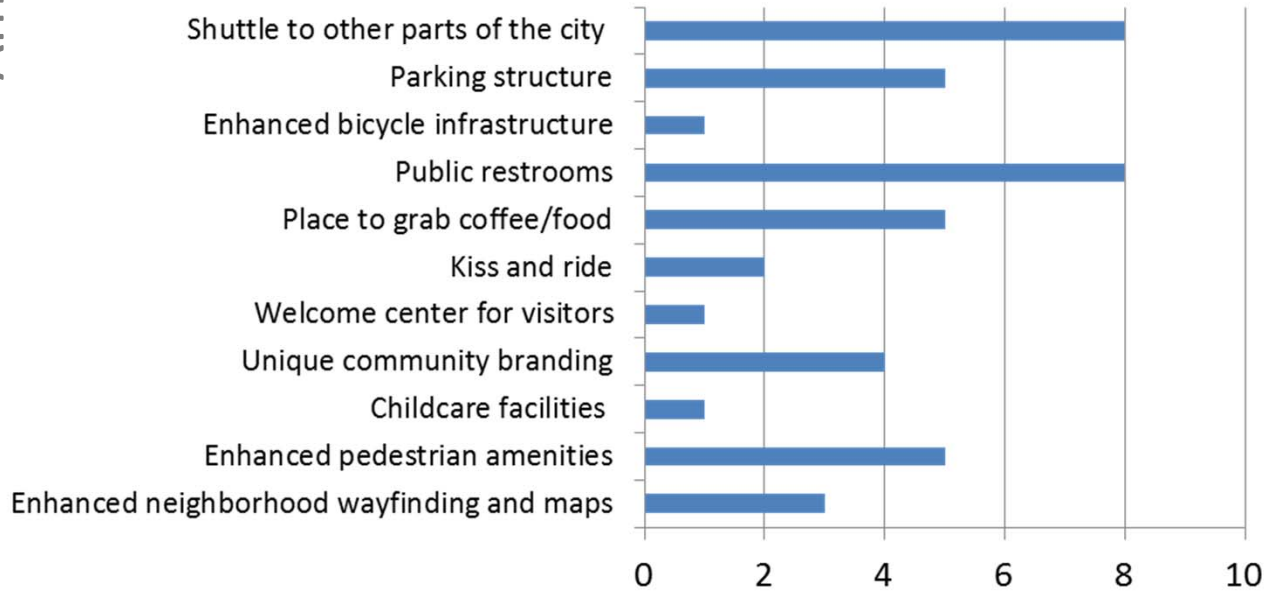
Other comments:

- Parking should be underground
- Entertainment/events at La Cienega Park



Amenities

Participants were asked which amenities they would like to see around the subway station



Comments:

- Green area around station (right in station area)
- Shuttle like West Hollywood?
- City Hall in Metro Station
- 20/720 and 105/705 bus stops change configuration to relieve traffic/pedestrian congestion



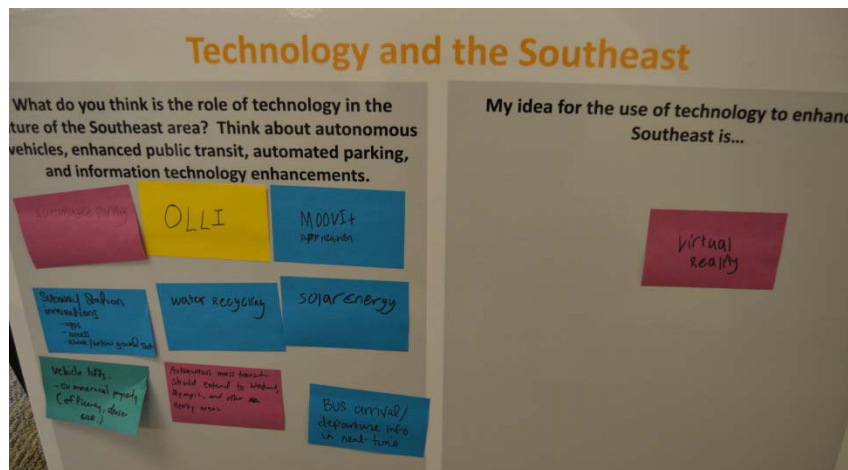
Participants were asked about to think about the role of technology in the Southeast Area

What do you think is the role of technology in the future of the Southeast Area:

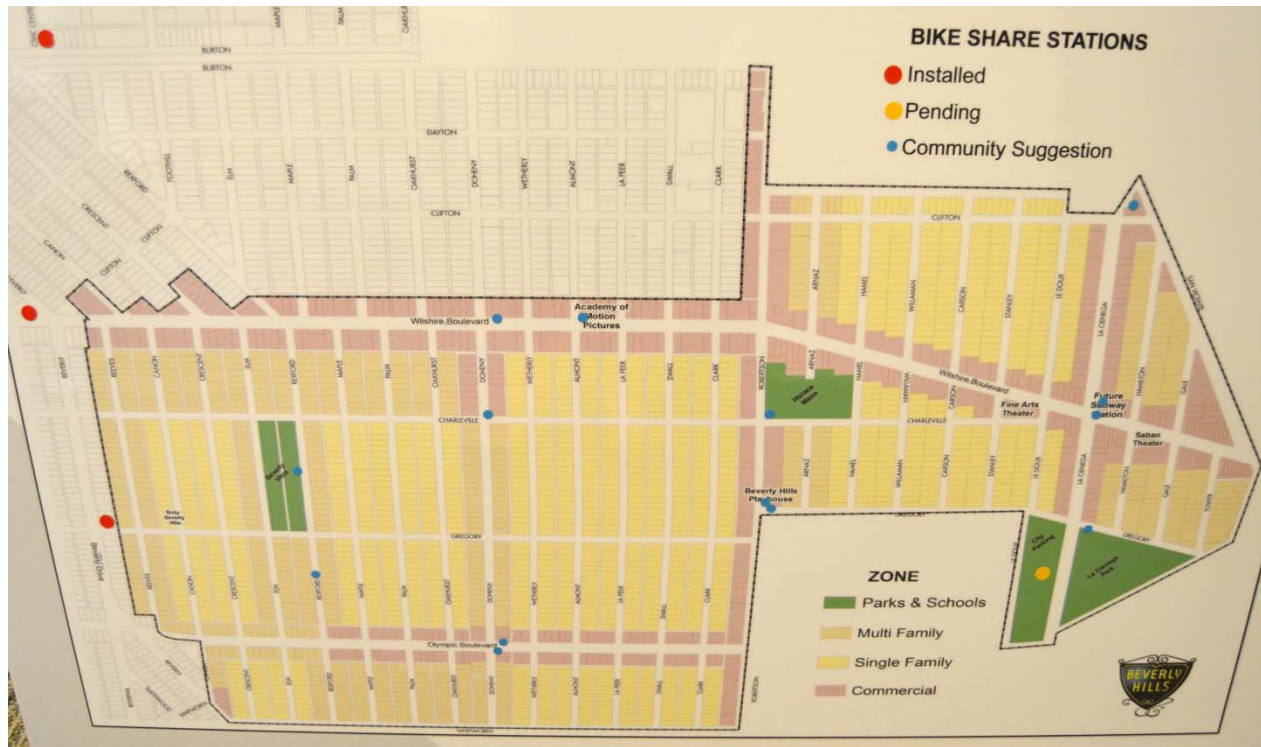
- Automated parking
- OLLI
- MOOVIT Application
- Subway station innovations
 - Apps
 - Access
 - Above/below ground tech
- Vehicle lifts for commercial property (efficiency, denser use)
- Water recycling
- Solar energy
- Autonomous mass transit should extend to Westwood, Olympic and other nearby areas
- Bus arrival/departure info in real-time

My idea for the use of technology to enhance the Southeast is...

- Virtual Reality



Participants were asked about their thoughts on new Beverly Hills Bike Share station locations



The community suggested putting stations at the following locations:

- Beverly Vista School
- Horace Mann School
- Rexford between Gregory and Olympic
- Olympic and Doheny
- Robertson and Gregory
- the future subway station
- Vicente and La Cienega
- La Cienega Park



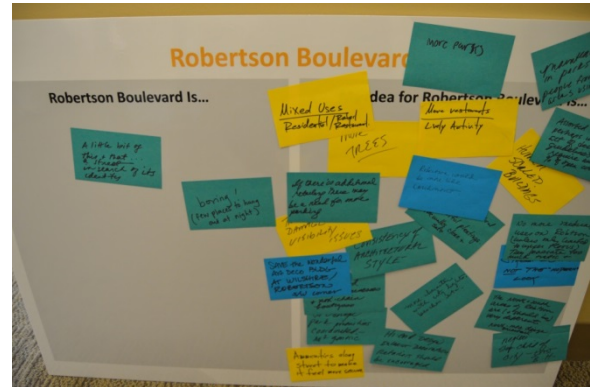
Participants were asked about their thoughts on Robertson Boulevard

“Robertson Boulevard is...”

- A little bit of this and that...a street in search of its identity
- Neglected step child of city – East Beverly Hills
- Boring! (few places to hang out at night)

“My idea for Robertson Boulevard is...”

- More parks
- More trees
- More character with city lights, benches, etc.
- More colorful plantings
- More restaurants, lively activity
- More attractive street lights, not the modern look
- Human scaled buildings
- Robertson could be more like Larchmont
- Mixed uses (residential/retail/restaurant)
- Hi-end design interior decoration retailers should be encouraged
- If there’s additional retail there may be a need for more parking
- No more medical uses on Robertson (unless only confined to upper floors) they generate too much traffic
- Save the wonderful art deco building at Wilshire/Robertson S/W corner
- Assorted storefront perhaps with a set of design guidelines – require awnings and % of open windows
- Uniform architectural style or feel
- Consistency of architectural style
- Sidewalks clean and safe
- Amenities along street to make it feel more secure
- Maintenance in parks of people from other areas using facilities
- The north and south areas of Robertson are (and should be) very different. North – more design oriented



Participants were asked about their thoughts on Robertson Boulevard

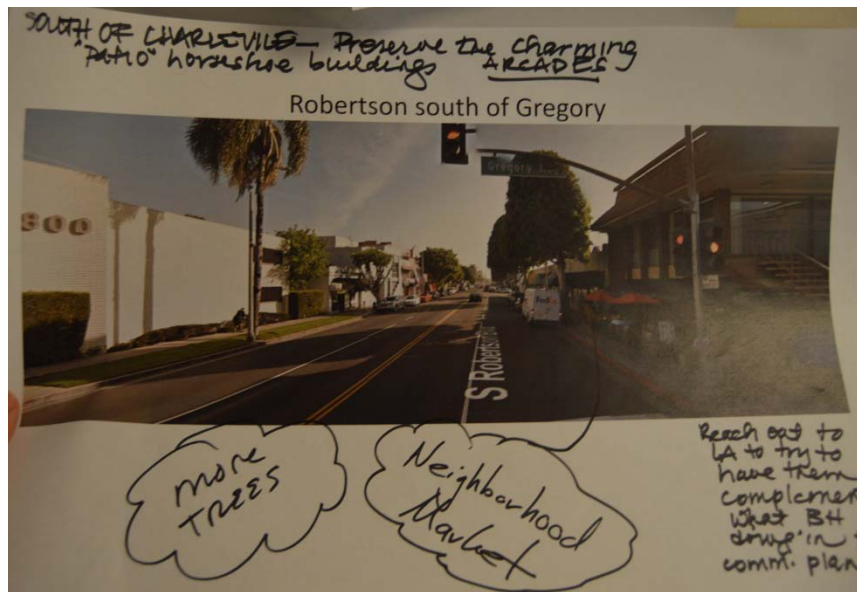
“What type of Development do you envision on Robertson Boulevard?”

- Mixed use
- User friendly district
- More color and vibrancy with landscaping
- More pedestrian friendly wide sidewalks
- Parklets (without removing parking)
- Municipal swimming pool
- Look like Larchmont
- Nice restaurants – outdoor dining
- More outdoor dining!
- Motorized pole awnings that adjust with the sun and weather to provide protection
- Eateries and cafes that provide a communal setting
- Ground floor = pedestrian uses, explore possibility of having buffer zone behind the commercial zone as transitional – allow duplex/triplex or small lot buildings into 2? With two story height limit
- 3-story buildings would be good (a mix)
- Encourage better quality businesses
- How would you then regulate desires for rooftop decks and the noise they bring?
- Respect for residential development with commercial structures which abut
- Less salons and nail co’s
- Traffic congestion is SO BAD
- More public parking
- Dangerous for pedestrians
- Linking cities together with overall plan (e.g. WeHo and Santa Monica)
- This area is kind of like a “ghetto” it needs diversity. Need to attract type of stores like on West 3rd
- North-South transportation
- We need to remember that Robertson is the link to the 10 Freeway. We need to keep it moving fairly well so folks don’t cut through residential streets.
- Community group in area could help improve
- Work with PTA and school groups



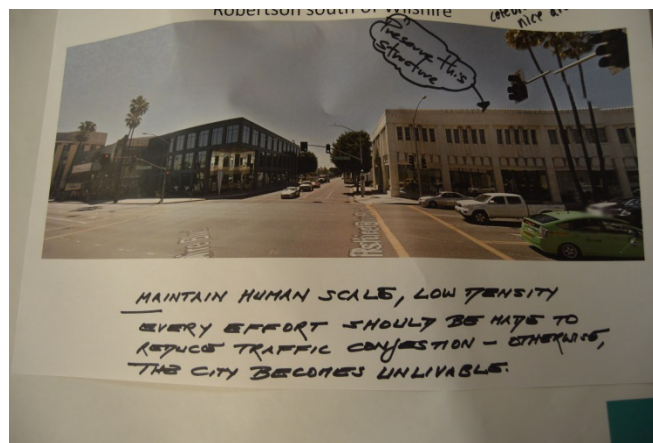
Participants were asked to write comments on pictures of Robertson Boulevard (the following is a summary)

- Dislike auto dealer and repair, not pedestrian friendly
- Too many car dealerships
- Let's get rid of the auto repair shops. Need boutiques and restaurants and nice galleries
- Traffic and congestion
- Dislike taller buildings (want more human scale)
- Prefer similar to Beverly Drive, - restaurants, shops – also consider fact that Horace Mann is nearby
- Extend north Robertson (design, Boutique, gallery) district into Beverly Hills
- "Highline" type park on divide (middle strip) of San Vicente. It would attract pedestrians who would want restaurants, etc.
- Shops close early so can't shop. Many businesses are not resident oriented
- Make me into Larchmont look-alike
- Need more cafés, restaurants, maybe a small grocery store



Participants were asked to write comments on pictures of Robertson Boulevard (the following is a summary)

- More trees
- Retain Ficus trees
- Neighborhood market (at Robertson south of Gregory)
- South of Charleville – preserve the charming “patio” horseshoe buildings and arcades
- Celebrate nice architecture
- Preserve this storefront (Art Deco building at Robertson and Wilshire)
- Need upgrades to building facades to make it quaint and more unified
- The mix of businesses is nice, need more interesting small shops
- Less nail salons! Prefer shops that foster neighborhood feel and fact that many families live in this area
- Maintain human scale, low density. Every effort should be made to reduce traffic congestion
- Need pedestrian crossing signs with lights to make it safer (crosswalk on Robertson south of Gregory)
- Ugh gas stations! No gas stations!
- Landscape standards for gas stations
- Reach out to LA to try to have them complement what Beverly Hills is doing in their community plan
- This area always confuses people with the Beverly Hills/LA numbers (All true north near Robertson) (Robertson at Olympic)



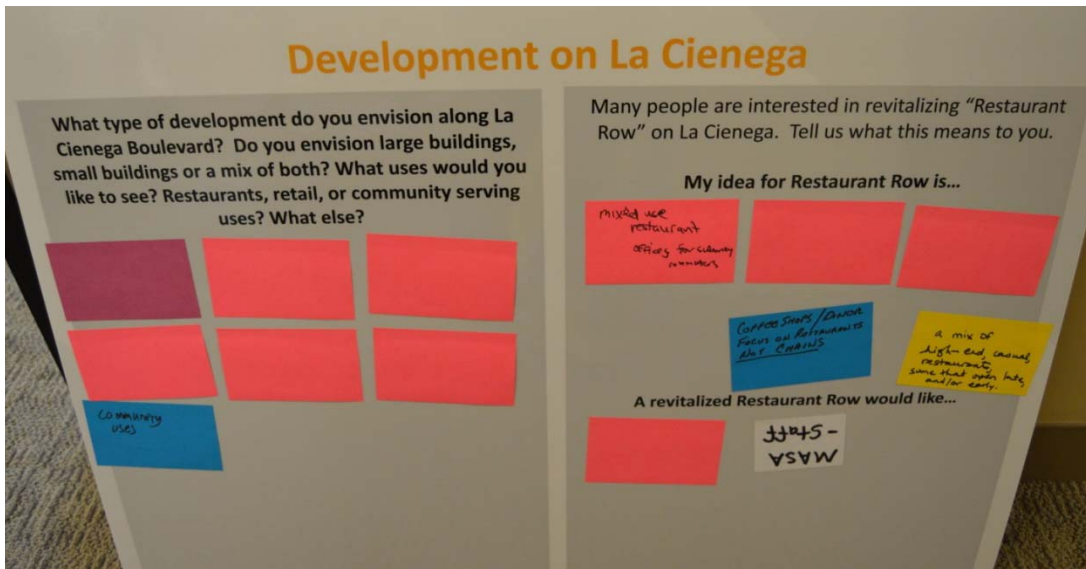
Participants were asked about their thoughts on La Cienega Boulevard

“What type of Development do you envision along La Cienega Boulevard?”

- Community Uses

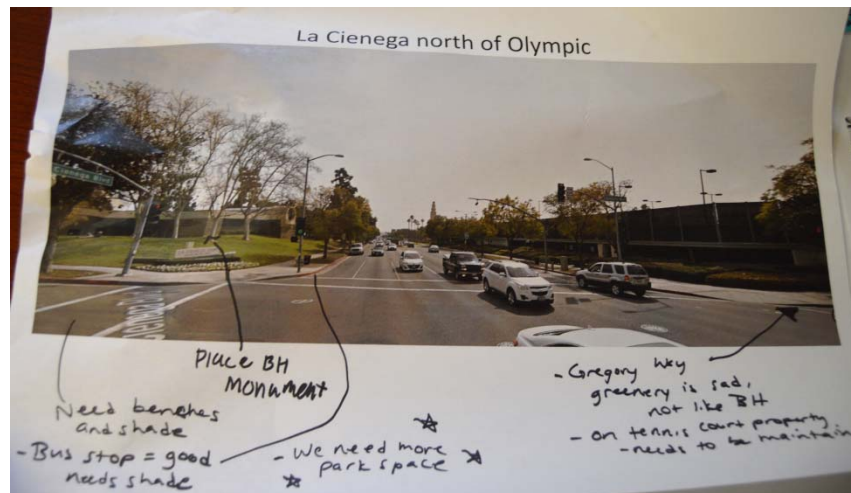
“Tell us what a revitalized Restaurant Row means to you”

- Mixed use restaurant and offices for subway commuters
- Coffee shops/diner
- Focus on restaurants, not chains
- A mix of high-end, casual restaurants, some that open late and/or early



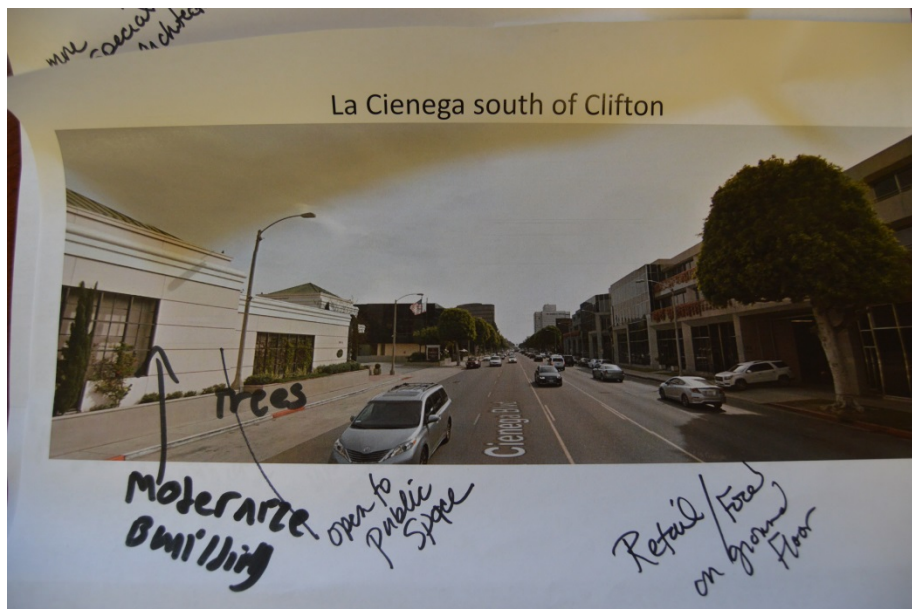
Participants were asked to write comments on pictures of various parts of La Cienega Boulevard

- Lose the billboard! (at La Cienega and Olympic)
- Buy and park use (referring to property at La Cienega and Olympic with billboard)
- I think it'd be great to buy Christmas tree lot. Would be a great extension of La Cienega Park. If we do mitigation we could get a deal
- Christmas tree lot – buy it for park gateway – eye sore
- We need more park space
- Need benches around tennis courts and park
- Need benches and shade (in front of La Cienega park)
- Bus stop = good needs shade
- Bring back the swimming pool at La Cienega Park
- Tennis court property needs to be maintained
- Gregory Way greenery is sad, not like Beverly Hills
- Redevelop public space, renovate/update (referring to area in front of tennis courts)
- Place Beverly Hills monument (where sign for La Cienega Park is located)
- This is good for safety, need more on La Cienega (referring to the median on La Cienega near park)



Participants were asked to write comments on pictures of various parts of La Cienega Boulevard

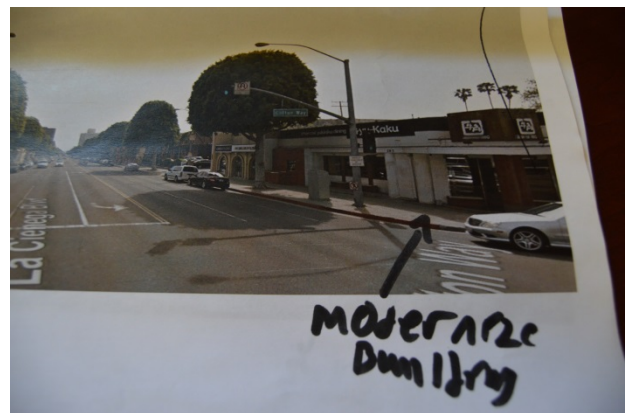
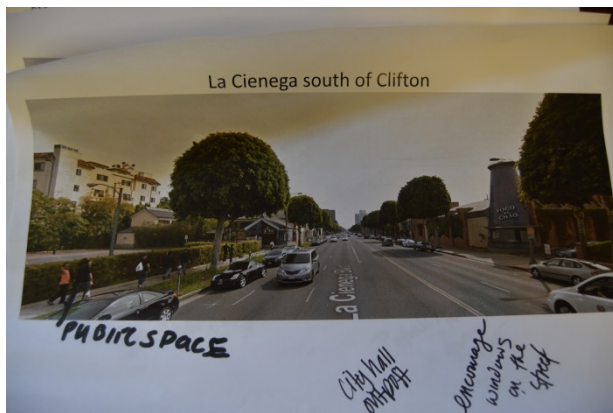
- More pedestrian crossings at San Vicente/Wilshire
- Need more safety measures at Wilshire and La Cienega
- Longer crossing times and Wilshire/La Cienega, flashing lights, cameras, no rights on red
- Lights illuminating pilasters do not work – not maintained
- Make this a park not parking – parking lot is an eye sore, make it a swimming area/park (referring to parking lot adjacent to Starbucks on La Cienega).
- Median plantings were poorly chosen, neglected, ultimately removed.
- No gateway marker on the median (recently, a sign was added on the East side of La Cienega, an improvement but not good enough)
- Dislike monument at La Cienega and San Vicente
- No problem with more height if they build enough parking for patrons/employees and additional public parking
- I don't like permit parking, it stifles business



Development along La Cienega

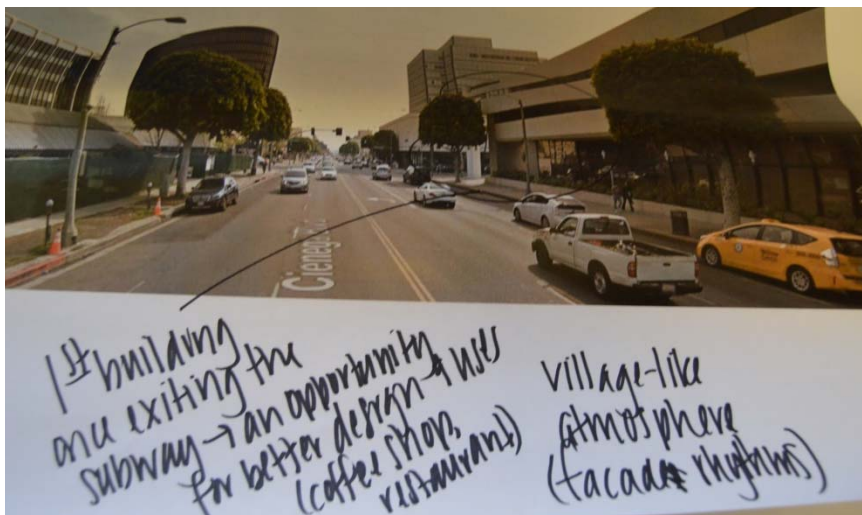
Participants were asked to write comments on pictures of various parts of La Cienega Boulevard

- Theater district!
- More vibrant commercial corridors
- More like Larchmont – cafes, and restaurants on both sides of street, feels like a village
- Add median (La Cienega south of Wilshire)
- Crosswalk here (La Cienega south of Wilshire)
- Crosswalks on every corner
- Crosswalk timing is too short – not safe
- Pedestrian infrastructure needed (La Cienega north of Wilshire)
- More park space
- More special architecture on La Cienega
- Modern design elements
- Christmas lights in area



Participants were asked to write comments on pictures of various parts of La Cienega

- Encourage windows on the street
- Like the windows (on restaurants)
- Modernize building (referring to restaurant on La Cienega)
- Village-like atmosphere (façade rhythms)
- 1st building once exiting the subway – an opportunity for better design and uses (coffee shop, restaurant)
- Public atriums inside buildings (a La New York)
- No high rises (no new ones) they cause congestion
- We need an organic market, a health food market that can walk to
- Healthy grocery store near La Cienega/Wilshire because you could get there without a car
- Public Space (referring to parking lot on La Cienega south of Clifton)
- City Hall outpost
- Want traffic calming on residential streets (Waze has made cut through traffic worse)
- City shuttle to Expo



Participants were asked about their thoughts on the development pattern near the future subway station

“What type of development do you envision...”

- Large buildings, mixed uses, parks
- Downtown Culver City
- La Cienega Highway is not pedestrian friendly, At Gregory Way is dangerous crossing
- La Cienega South of Wilshire is underdeveloped, Revitalize, more Larchmont village
- Place to eat before a show
- Large buildings
- Mixed use-office, residential, retail
- Enhanced walkability with ground floor retail and better pedestrian experience
- Where there are taller buildings on La Cienega (or any other street) there need to be setbacks and tiering to minimize negative impacts on adjacent properties, residential

“I would like to see mixed use if...”

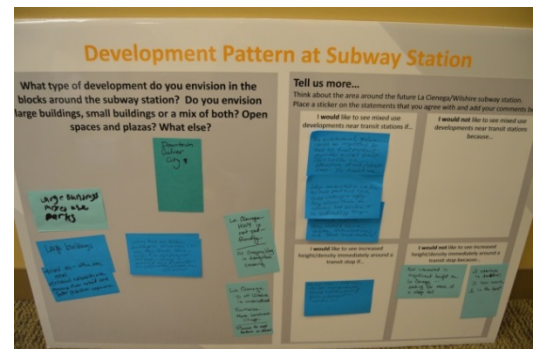
- The architectural styles could be regulated so that the final product promotes a vital street life and creates an active street/streetscape. The mixed use buildings constructed in LA for the most part are cold, cheap looking and ugly. They allow them to remove set backs and landscaping they should have. Buildings should have variety, articulation and good architecture.

“I would like to see increased height/density if...”

- No high rises – mid rises – if it was significantly tiered back away from adjacent residences

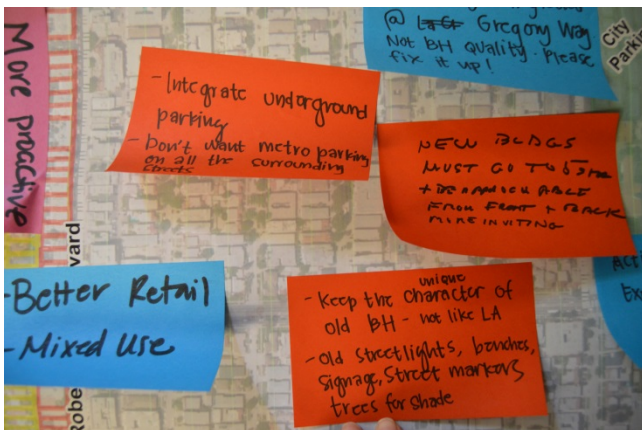
“I would not like to see increased height/density because...”

- Not interested in significant height on La Cienega – looking for more of a village feel
- Two stories is better, three too much, one is the best



Participants were invited to draw on a map of the City with their comments and ideas (the following is a summary):

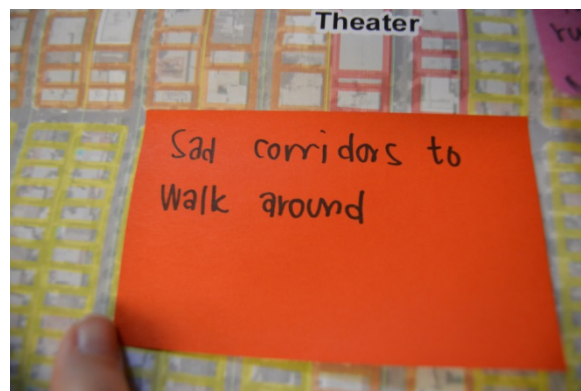
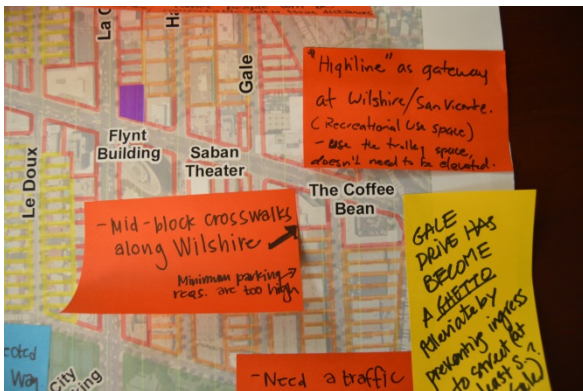
- Sad corridors to walk around
- This block of Wilshire run down (no parking?), no places for daytime lunch or coffee (Around Doheny)
- Red light running/speeding/dangerous left turns (On Wilshire east of Robertson)
- Need traffic mitigation (La Cienega park)
- Kosher restaurants
- Needs a great market and restaurants and small boutique
- Have an evening walking group now, so by the time the subway comes people will be comfortable with those distances
- Could use a run path, just have to get people there safely “linear park” up San Vicente
- “Highline” as gateway at Wilshire and San Vicente. (Recreational use space) Use the trolley space, does need to be elevated
- Density will go up! People will walk to subway
- Gale drive has become a Ghetto, alleviate by preventing ingress to streets (at least south of Gale)



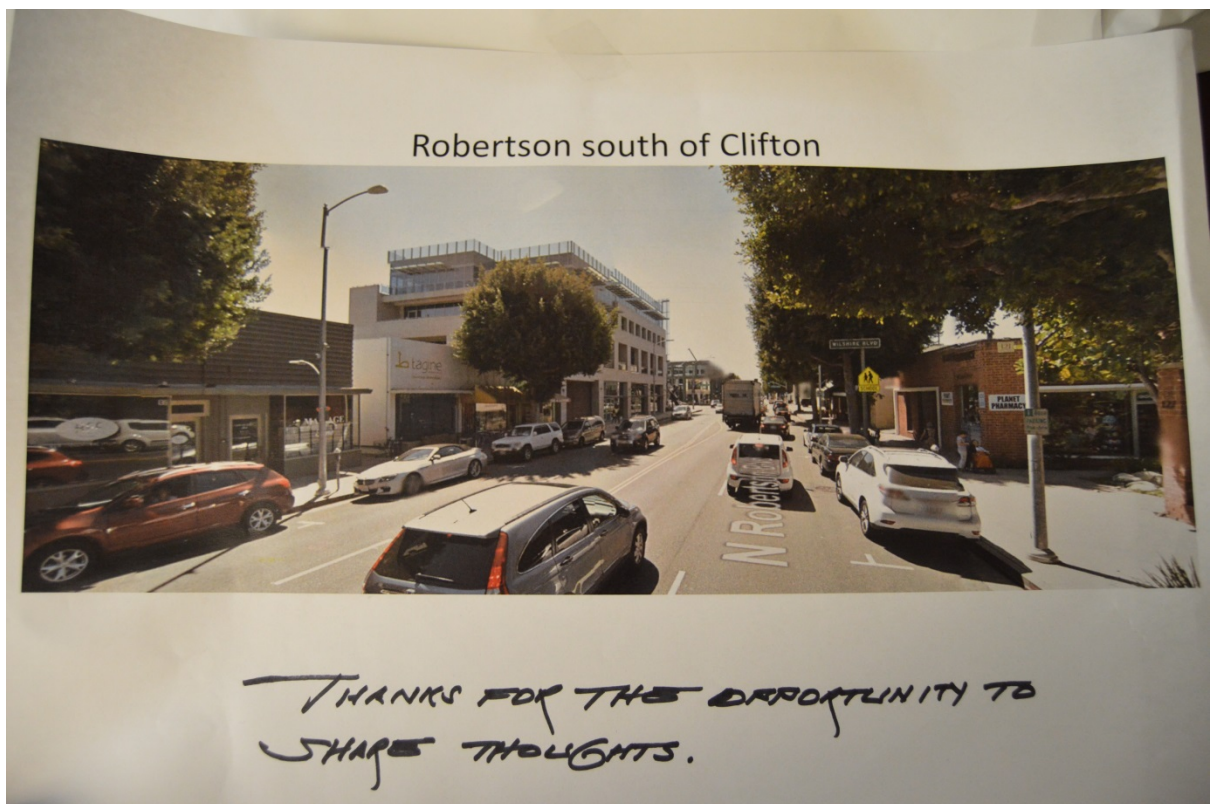
General Comments

Participants were invited to draw on a map of the City with their comments and ideas (the following is a summary):

- Mid-block crosswalks along Wilshire (near Saban/Coffee Bean)
- Minimum parking requirements are too high
- Integrate underground parking
- Olympic Corridor – 300 block nearby have gone permit parking
- Provide parking access of 300 block south Maple, Palm, Oakhurst, that is non permit parking only due to old Beverly Hills Ford that is no longer there
- Don't want Metro parking on all the surrounding streets
- Greenway is neglected at Gregory Way not Beverly Hills quality. Please fix it up!
- Keep the unique character of old Beverly Hills, not like LA
- Old streetlights, benches, signage, street markers, trees for shade
- More proactive tree maintenance along Robertson
- Activity here! (La Cienega Park) exercise classes!
- I don't walk around Olympic because no daytime uses
- New buildings must go to "five star" and be approachable from front and back, more inviting
- Better retail, mixed use (Robertson)
- It's a drive-through commercial corridor, makes sense to have 4-5 story mixed use



Additional Comments from Participants





Southeast in Motion

Creating a Community Plan for Southeast Beverly Hills

www.beverlyhills.org/southeastinmotion

