Streetscape Plan: Public Charrette #2
October 14, 2020
City of Beverly Hills

Opening Remarks
Welcome to Charrette # 2

INTRODUCTIONS + AGENDA
Zoom Housekeeping

- Participants are muted upon entry
- Please Raise Your Hand or Write Questions into the Chat Window
- Kindly Rename Yourself
- Link your Audio to your Computer, If not using Computer Audio
- This Call is Being Recorded!
Meeting Agenda

1. Introduction + Project Overview 5:00pm
2. What We've Heard (Charrette 1, Survey) 5:10pm
3. Analysis (Character Zones, Site Opportunities) 5:25pm
4. Strategy (Special Places) 5:30pm
5. Breakout Groups 5:50pm
6. Regroup, Q&A 6:30pm
7. Next Steps 6:50pm
Project Overview

The Wilshire / La Cienega Streetscape Plan will establish guidelines for the public right-of-way, including sidewalks and streets. This project will develop a vision for new sidewalk designs and pedestrian amenities that better connect our community and prepare for the opening of the subway.

This project is initiated by future Metro Purple Line Stations: Wilshire/La Cienega (scheduled completion 2023) and Wilshire/Rodeo (scheduled completion 2025).

Our objective is to create a streetscape plan and design elements for Wilshire and La Cienega Boulevards that are inviting for people walking on the street and uniquely Beverly Hills.
## Where We've Been

<table>
<thead>
<tr>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; Analysis</td>
</tr>
<tr>
<td>Online Community Engagement: Virtual Walk Audit &amp; Interactive Mapping Activity</td>
</tr>
<tr>
<td>Virtual Discovery Charrette</td>
</tr>
<tr>
<td>Stakeholder Interviews</td>
</tr>
<tr>
<td>Community Survey</td>
</tr>
<tr>
<td>Project Advisory Committee Meetings</td>
</tr>
<tr>
<td>Streetscape Plan: Public Charrette #2</td>
</tr>
</tbody>
</table>
Project Schedule

Spring 2020
- Project launch
- Research and analysis
- Online community engagement
- Discovery Charrette

Summer 2020
- On-going community engagement (including survey)
- On-going design discovery

Fall/Winter 2020
- Design Charrette
- Draft Concepts for design guidelines and streetscape standards

Winter/Spring 2021
- Review and adopt final guidelines and standards
Outcomes

#1 We’ve identified what we think are special places for design interventions along the corridor. We want to know if we are missing any important places.

#2 For each special place, we’d like to know your thoughts on design character and design elements for each special place.
Listen & Learn

WHAT WE'VE HEARD
Charrette #1
Charrette # 1 Summary

The first public charrette was held virtually over 4 days in June. Our team presented our initial research and analysis of the streetscape, we shared initial design ideas in the “Open Studio,” and we had lively discussions with community members about the vision for the future of these important corridors.

QUESTIONS

1. What do you like and want to see preserved?
2. What do you dislike and want to see changed?
3. What is missing that you would like to see created?
Charrette # 1 Summary: Design Take-aways

1. Enthusiasm for a vibrant, pedestrian-friendly environment
2. Economic revitalization
3. Nodes of activity
4. Ongoing conversation around potential future right-of-way changes
The Wilshire / La Cienega Streetscape Plan will tie back to and connect to the values of the Beverly Hills Complete Streets Plan.
Connect Beverly Hills Survey
Connect Beverly Hills: Survey

Thank you for taking our 10-minute survey! The City of Beverly Hills is developing a streetscape plan for Wilshire and La Cienega Boulevards, and we need your input. The following questions will help provide us guiding direction about the future streetscape design for these streets, elements like landscaping and street furniture. We also want to know what you like about other favorite streets, to help us learn from successes elsewhere!
Favorite Street

- Rodeo Drive | Beverly Hills
- Brand Blvd | Glendale
- Broadway | NYC
- Champs-Élysées | Paris
- High Street | London
- Fifth Ave | NYC
- Rothschild Blvd | Tel Aviv
- Lombard Street | SF

- Character, charm, cleanliness
- Inviting and easy to navigate transit facilities
- Better street signage
- Wide walking Promenade
- Meandering sidewalk through trees
- Beautiful storefronts, environment, and excellent lighting
- Multi-modal street
Pick 1-3 aspects of your favorite street that were appealing to you:

- A safe and inviting environment for walking and/or biking: 114 (67%)
- Greenery and shade: 107 (63%)
- Gathering places for people to meet: 96 (57%)
- A special or distinct character or identity: 86 (51%)
- Destinations I wanted to visit: 48 (28%)
- Other: 19 (11%)
Differences between Wilshire and La Cienega Boulevards and your favorite street:

- Traffic. Cars dominate.
- Not pedestrian friendly
- Lack of greenery
- Lack of protected bike lanes and bus lanes
- No people out walking. No benches to sit. Very few shade trees.

If you could change one thing, what would you do to make Wilshire Boulevard or La Cienega more like your favorite street?

- More greenery & shade (40x chosen, 23.12%)
- More gathering places for people to meet (22x chosen, 12.72%)
- More destinations I wanted to visit (8x chosen, 4.82%)
- A special or distinct character or identity (21x chosen, 12.14%)
- Other (11x chosen, 6.36%)

A safer and more inviting environment for walking and/or biking (71x chosen, 41.04%)
Favorite Collection of Sidewalk Furniture

- **Organic City**: Natural / organic / sustainable / green infrastructure - 54%
- **Interactive City**: Social interaction / smart city / technology / connection - 26%
- **Artistic City**: Color / sculptures / playful - 20%
Favorite Collection of Landscape

BOLD & SCULPTURAL
- striking / geometrical / shape / vibrant / distinctive

TEXTURED TAPESTRY
- color / texture / interwoven / spaceless / layered

49.4%

50.6%
Analysis

UNDERSTANDING THE CORRIDOR
Character Zones
Character Zones

- Pedestrian Gateway Zone
- Golden Triangle Zone
- Wilshire Zone
- North La Cienega Zone
- La Cienega Park Zone
Pedestrian Gateway Zone

Areas that feature high pedestrian activity. These zones include the future Metro stations, so they will serve as a gateway to Beverly Hills, welcoming people as they exit the station and setting the tone for their experience of the City.
Golden Triangle Zone

The Golden Triangle is an iconic Beverly Hills destination, with Wilshire serving as its southern boundary. Filled with restaurants, retail, and inviting streetscape elements like decorative planting, this is one of the most pedestrian-friendly segments of the corridor.
Wilshire Zone

The Wilshire Zone describes stretches of Wilshire Blvd which tend to be dominated by vehicle traffic. With lower concentrations of business storefronts and amenities, these zones currently do not prioritize the pedestrian experience.
North La Cienega

North La Cienega includes the area known as "Restaurant Row," including a number of iconic restaurant establishments. This stretch also features a number of medical institutions. An attractive avenue of canopy trees helps provide shade on the sidewalk. The width of La Cienega Blvd, and the minimal number of crossings, prevents the two sides of the road from feeling well-connected.
La Cienega Park

This section of La Cienega Blvd is defined by the 17-acre La Cienega Park, which offers public green space and a range of recreation opportunities.
Character Zones + Design

Character Zones influence the kind of design interventions that are possible.

Each Character Zone lends itself to a different mixture of streetscape elements and intensity of design enhancements. They are a way to define pieces of the corridor and give distinct identities to each one.
Strategy

DEVELOPING A SYSTEM OF DESIGN APPROACHES
Special Places
Special Places

"Need to do something to make it inviting to sit and meet people. Need to have green space."

"Something that reflects the creative spirit of [the City] while honoring its history would be beautiful."

"Currently not enough destinations and outdoor gathering places."
What is a Special Place?

Special Places are "nodes" that create moments for lingering or a heightened experience — they are memorable and distinct spaces.

- Increased Sidewalk Space
- Key Landmark
- High Pedestrian Traffic
- Sidewalk Dining
- Transit Hub
- Key Pedestrian Intersection
- Something else?
Where can Special Places go?

Given our analysis of the streetscapes and the feedback we've already received from the community, we have produced a proposal for locations that we think should be elevated to "special places" along the corridors.
Example Special Place Location: Camden & Wilshire

Camden + Wilshire

Potential Infrastructure Opportunities
- Curb Extension x3
- New Crosswalk

Pedestrian Opportunities
- Central within Golden Triangle
- Bus Stop (20, 720, 786)
- Shops, Restaurants, and Gym nearby
- Nearby tenants/businesses = Equinox, US Bank, First Republic, previously Barneys
Example Special Place Location: Gale & Wilshire

Segment 3

- Mid-Block (between Clifton + Wilshire)
- Wilshire + La Cienega
- Mid-Block (between Wilshire + Gregory)
- Gregory
- Olympic

Gale + La Cienega

Potential Infrastructure Opportunities
- Mobility Hub

Pedestrian Opportunities
- Mobility Hub transit amenities
- Saban Theater
- The Clocktower Building
- Public Art (John Wayne Statue)
- Offices
- Retail
How do you create a Special Place?

These Special Places can take on different characters, depending on the site context, and the needs + desires of the Beverly Hills community.
Gateway

You have Arrived! Celebrate Beverly Hills Identity

Potential Elements:
- Signage (Identity + Wayfinding)
- Mobility Amenities
- WiFi
- Accent Paving
- Special Lighting
- Seating
- Special Crosswalks
- Space for Gathering / Meeting
Art


Potential Elements:
- Public Art
- Rotating interactive art installation
- Accent Paving
- Seating
- Raised Planters
- Lighting Art
- Signage (about artwork)
- Decorative Crosswalks
- Art Projections on participating buildings
Where am I? Where do I go? Communicate Info, Direction, Mobility

Potential Elements:
- Directional Signage
- Lighting
- Kiosk
- Transit Signage
- Transit Shelter
- Wifi & Outlets
- Trash/Recycling
- Accent Paving
Social

Take a seat. A place to rest & connect.

Potential Elements:
- Clustered Seating
- Facing Benches
- Tables and chairs
- Accent Paving
- Ground Planting
- Raised Planters
- Pedestrian Lighting
- Shade Canopy Structure
- Trash/Recycling
- Wifi and Outlets
Special Places + Streetscape Systems

Special Places and Streetscape systems work together to create one cohesive corridor experience.

Special Places create "wow moments" while Sidewalk systems "connect the dots" — making sure that moving between special places is a pleasant and safe journey.
Breakout Group Discussions

Where and what kind of Special Places should be created?
Let's discuss in breakout groups!
Regroup + Report
Report Back + Next Steps

* Report back from Breakout Groups

* Q&A

* Tomorrow + Next Steps
Report Back + Next Steps

* **Tomorrow:**
  - Design Charrette Day 2
  - Thursday, October 15th from 4:00–6:00pm
  - Focus: Mobility Hub

* **Next Steps:**
  - Draft Concepts for design guidelines & streetscape standards
  - Continued meetings for Project Advisory Committee
  - Review and adopt final guidelines and standards
  - [https://connect.beverlyhills.org](https://connect.beverlyhills.org)