Streetscape Plan: Public Charrette #2
October 15, 2020
City of Beverly Hills

Opening Remarks
Yesterday, we discussed the streetscape along the corridors. You shared your feedback on opportunities for special places of design interventions along the corridor and your thoughts on design character for each special place.
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

Welcome & Introduction  4:00pm
Mobility Hub 101  4:05pm
Analysis & Strategy  4:25pm
  • Phasing
  • Overview of Breakout Exercise
Breakout Groups  4:50pm
Regroup & Closing Remarks  5:30pm
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. Comment on programmatic elements necessary for the mobility hub

2. Begin to define in space where elements should go and how to prioritize access & needs
Mobility Hub 101
Beverly Hills Mobility Hub

The City of Beverly Hills is considering developing an interim Mobility Hub near the future Wilshire/La Cienega Purple Line station.
Beverly Hills Mobility Hub

Located Two Blocks East of the Future Wilshire/La Cienega Metro Stop at Wilshire & Gale
What is a Mobility Hub?

A place that serves one or more transportation functions. They often also are used as community gathering spaces.

Leverage & connect different types of transportation options to enhance your first/last mile experience.

A significant 'Special Place' that combines Gateway, Social, Art, and Info.
What Elements Create a Mobility Hub?

- Transportation
- Streetscape & Community Gathering
- Information
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!
Transportation Elements

- Shuttle Connections
- EV Charging Stations
- Bike Share
- Vehicle Pick Up & Drop Off
- Bike Parking - Short Term
- Long Term Bike Parking
What Transportation Elements would you like to see at a future Beverly Hills Mobility Hub?

1. Bike parking: 91x chosen (56.98%)
2. Shuttle connections: 97x chosen (56.40%)
3. Vehicle pickup and drop off: 75x chosen (43.60%)
   - Car parking (for private vehicles): 55x chosen (31.98%)
   - Car rental: 4x chosen (2.33%)
   - Car share: 16x chosen (9.30%)
   - EV charging stations: 40x chosen (23.26%)
   - Other: 19x chosen (11.05%)
Streetscape & Community Gathering Elements

**Landscaping**

**Cafe & Other Small Amenities**

**Outdoor Public Space**

**Shade**

**Public Art**

**Interactive Elements**

**Lighting**

**Retail**
What Streetscape & Community Gathering Elements would you like to see at the Mobility Hub?

- Landscaping: 103x chosen (59.88%)
- Seating: 71x chosen (41.28%)
- Outdoor Public Space: 71x chosen (41.28%)
- Public Art: 52x chosen (43.60%)
- Mobile Retail: 10x chosen (5.81%)
- City of Beverly Hills Welcome Center: 27x chosen (15.70%)
- Restrooms: 60x chosen (34.88%)
- Public event space: 15x chosen (8.72%)
- Other: 7x chosen (4.07%)
- Cafe, food trucks, or other quick eating options: 80x chosen (46.51%)
Information Elements

Wayfinding Signage

Transit Arrival Info

Public Wifi

Information/ Digital Kiosk

Map Panels

Ground Treatment
What informational elements would you like to see at the Mobility Hub?

1. Transit Arrival Information - 127x chosen (73.84%)
2. Wayfinding Signage - 112x chosen (65.12%)
3. Public WiFi - 103x chosen (59.88%)
4. Digital Kiosks - 66x chosen (38.37%)
5. Trip Planning Services - 34x chosen (19.77%)
6. Outdoor Advertising - 8x chosen (4.65%)
7. Other - 12x chosen (6.98%)
What Defines a Successful Mobility Hub?

Visibility & Access

Efficiency & Wayfinding

A Space for People

Want to go to the pop-up?

Let’s grab coffee!

Meet at the hub for lunch
Analysis & Strategy
Phasing
Phasing

Mobility Hub 1.0
Phasing

Mobility Hub 1.0

Expand to Clocktower Property & Shift Select Mobility Hub Program
Phasing

Mobility Hub 1.0

Expand to Clocktower Property & Shift Select Mobility Hub Program

Mobility Hub 2.0 & Future Development
Today's Focus

Mobility Hub 1.0

Expand to Clocktower Property & Shift Select Mobility Hub Program

Mobility Hub 2.0 & Future Development

What will this place look like for the first 5-7 years?
Mobility Hub 1.0

Arrival
How do you Plan on Arriving to the Mobility Hub?

- Walking
- Biking
- Vehicle Drop Off (Personal)
- Vehicle Drop Off (Ride share)
- Other
Overview of Breakout Groups
Exercise A: Character Roles
Breakout Group Exercise: Experiencing the Mobility Hub as...

I am a _______ and this is my experience at the Beverly Hills Mobility Hub.
The commuter is a Cedars-Sinai Employee at a building along Wilshire.

The resident is walking her dog to La Cienega Park.

The tourists are staying at a hotel along Wilshire Blvd.

The visitor is in Beverly Hills for a medical appointment.
How do you arrive at or leave the mobility hub? What could the mobility hub provide to make that experience better?

Where are you coming from?
Where are you going?
If you are waiting at the Mobility Hub, what is that experience like?
When you are spending time at the Mobility Hub, what are you doing?
If you told someone about the Mobility Hub, what would be there?

What do you see? hear?
What are you doing?
How often do you find yourself there?
Exercise B: Site Diagram Drag'n'Drop
Breakout Group Discussions

Exercise A: Character Roles

Exercise B: Site Plan Diagram Drag'n'Drop
Report Back + Next Steps

* Report back from Breakout Groups
* Q&A
* Next Steps
Next Steps

There are still many ways to stay involved!

- Project Advisory Committee (PAC) Meetings
  - Next one: Anticipated **November OR December (@ 9 AM)**
- Draft Concepts for Design Guidelines & Streetscape Standards
- Review & Adopt Final Guidelines & Standards
- [https://connect.beverlyhills.org](https://connect.beverlyhills.org)
Thank you!

https://connect.beverlyhills.org