



Beverly Hills City Council Liaison / Rodeo Drive/Special Events/Holiday Program Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Friday, December 14, 2018
2:00 PM**

AGENDA

- 1) Public Comment
 - a. Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Rodeo Drive Bistro Seating Project
- 3) Adjournment

A handwritten signature in cursive script, reading "Lourdes Sy-Rodriguez".

Lourdes Sy-Rodriguez, Assistant City Clerk

Posted: December 10, 2018

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE**



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. 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 Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



STAFF REPORT

TO: City Council/Rodeo Drive Committee Liaison

FROM: Mandana Motahari, City Architect

DATE: December 14, 2018

SUBJECT: Rodeo Bistro Seating Project

ATTACHMENTS: Attachment No. 1 – October 22, 2018, Presentation Package
Attachment No. 2 - October 22, 2018, List of Attendees

Rodeo Drive bistro-seating site on Rodeo Drive consists of 3 blocks stretching from Santa Monica Boulevard to Wilshire Boulevard. Currently there are 24 seating clusters consisting of K-Rails, temporary planter boxes, movable tables and chairs.

After an extensive RFQ (Request For Qualifications) process with involvement of RDC (Rodeo Drive Committee), on July 24, 2018 the City Council awarded the architectural firm of Lorchan O'Herlihy (LOHA) to design the Rodeo Drive permanent Bistro Seating project. An outreach effort was conducted and a Stakeholder meeting was held on October 22, 2018, project goals, objectives, scope and timeline were discussed followed by an assessment of current conditions and a brief presentation of the concept design by the architect. The stakeholders were very engaged with questions and comments as follows:

- Bold has been a positive impact on the street on the street activity and visitor ship
- Want the seating to create a space for a quick break.
- Tables feel unused for immediate businesses, they encourage having meals in these seating areas.
- Concern about blocking storefronts. The maximum height of barriers should not be higher than existing 'K' rails.
- Create a high-end design truly unique to Rodeo Drive.
- This project will positively help night-life and help people stay in the City longer.
- How can we confirm that this is popular?
- Businesses do not want people napping or getting too comfortable.
- Will there be an opportunity for the retailers branding on seating units?
- Exactly which addresses will they be installed at?
- Concerns about landscaping and maintenance and upkeep.

Meeting Date: December 14, 2018

- Will this impact current or future valet operations, can parking areas be only used for valet zone?
- Mixed feelings about charging stations.
- Will the landscape design be coordinated with the medians?
- Will the seating installation result in narrow side walk will it meet code?
- Need bigger investment in getting restaurants onto the street.
- Will the seating be modular or could they be moved?
 - The current seating installations can be moved for special events by the businesses.
- Can a prototype be installed at one location?
- Can high-end carts (coffee, etc...) be provided along sidewalks? The trucks are an eyesore.

The architect will be presenting preliminary design of a seating cluster addressing the items discussed in the last stakeholders meeting, the liaisons are asked to provide feedback and direction for next steps.

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A

RODEO DRIVE

RODEO DRIVE
BISTRO SEATING
OCTOBER 22, 2018



MEETING AGENDA

1. Project Scope & Timeline
2. Rodeo Drive - A Brand & Identity
3. Current Conditions
4. Design Approach
5. Project Assessment
6. Questions & Next Steps



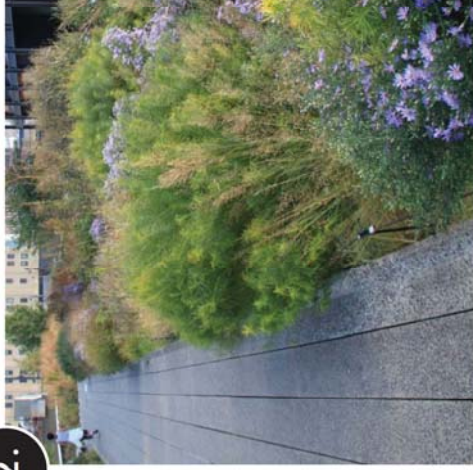
THIS PROJECT WILL...

1.



Create a permanent collection of streetfront interventions to enhance the pedestrian and vehicular experiences of Rodeo Drive.

2.



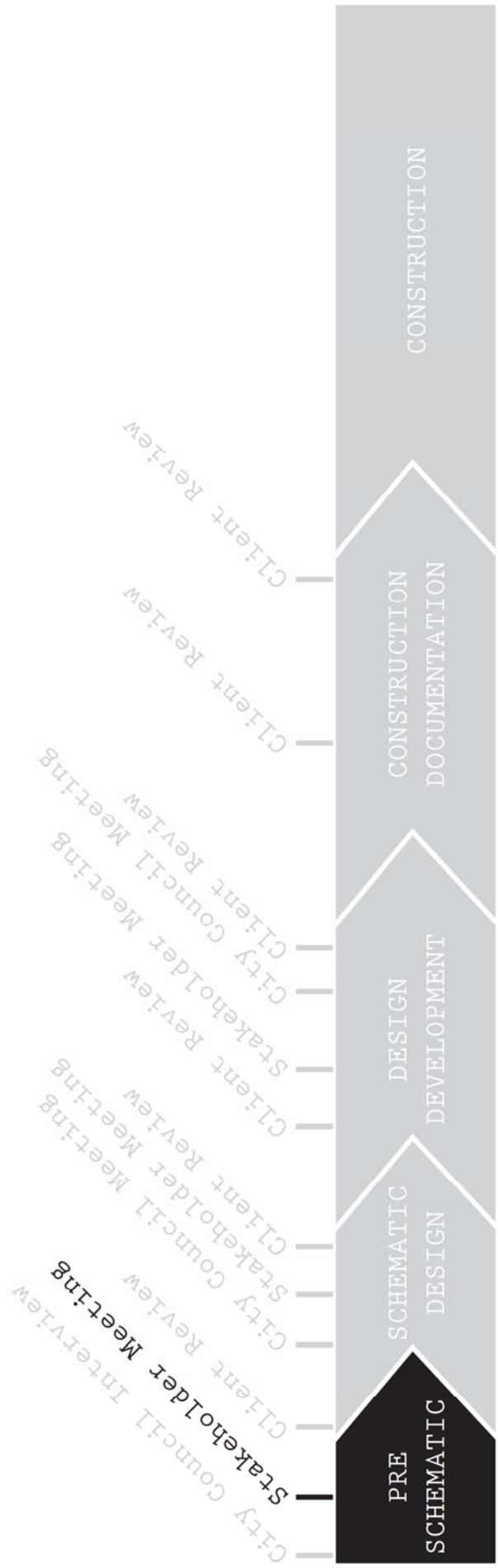
Use the existing palette of vegetation and architectural materials to strengthen the place-brand of Rodeo Drive.

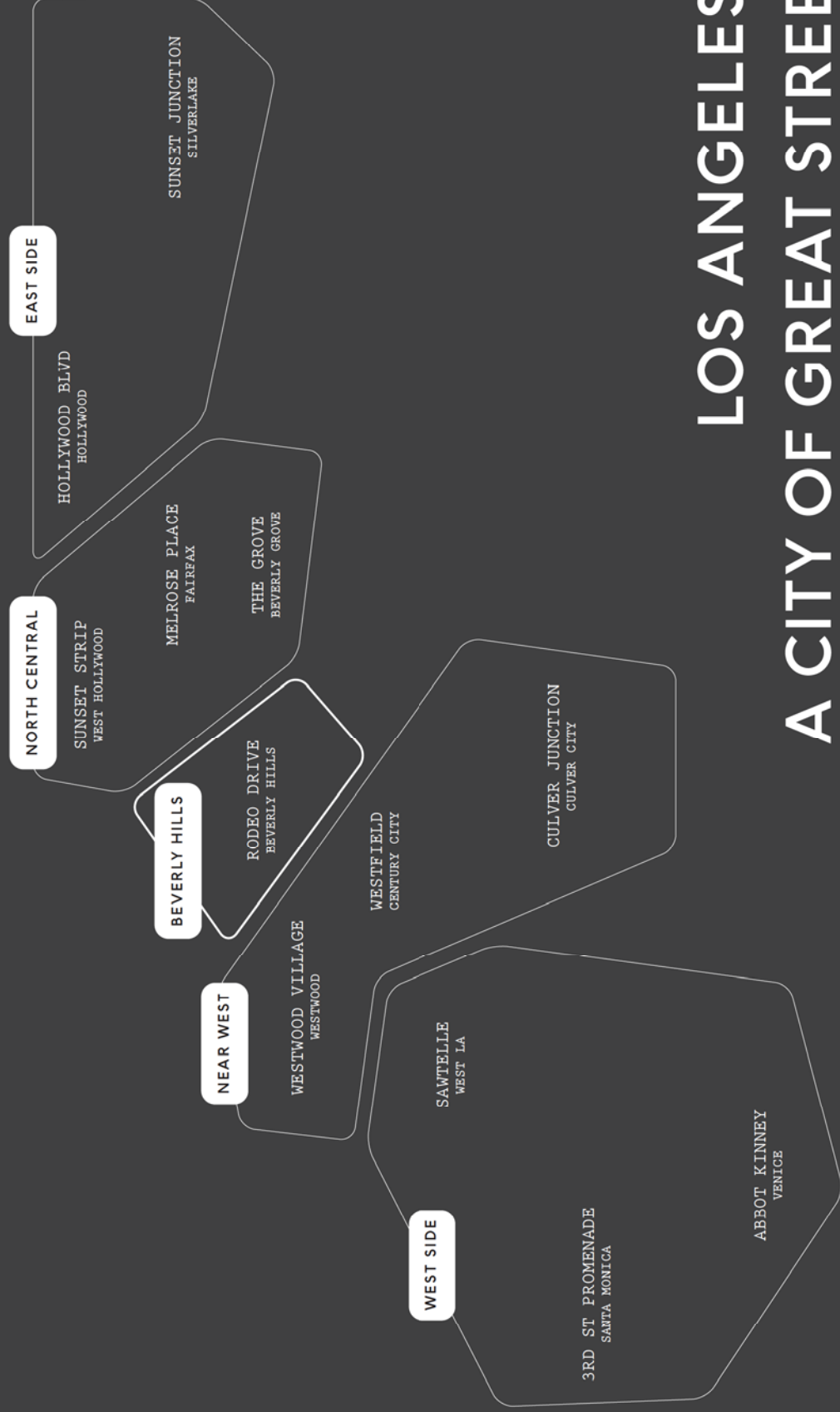
3.



Provide visitors with a dynamic streetscape that encourages activity and interaction along Rodeo Drive.

PROJECT TIMELINE





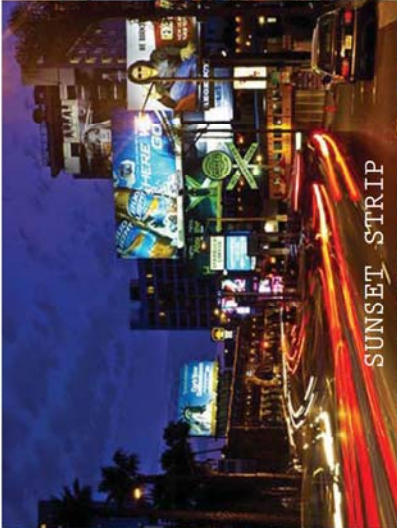
LOS ANGELES IS A CITY OF GREAT STREETS



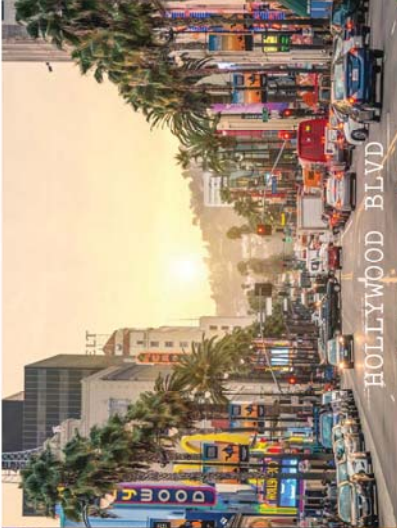
ABBOT KINNEY



WESTWOOD VILLAGE



SUNSET STRIP



HOLLYWOOD BLVD



3RD STREET PROMENADE



WESTFIELD CENTURY CITY



RODEO DRIVE



SUNSET JUNCTION



SAWTELLE



MELROSE PLACE

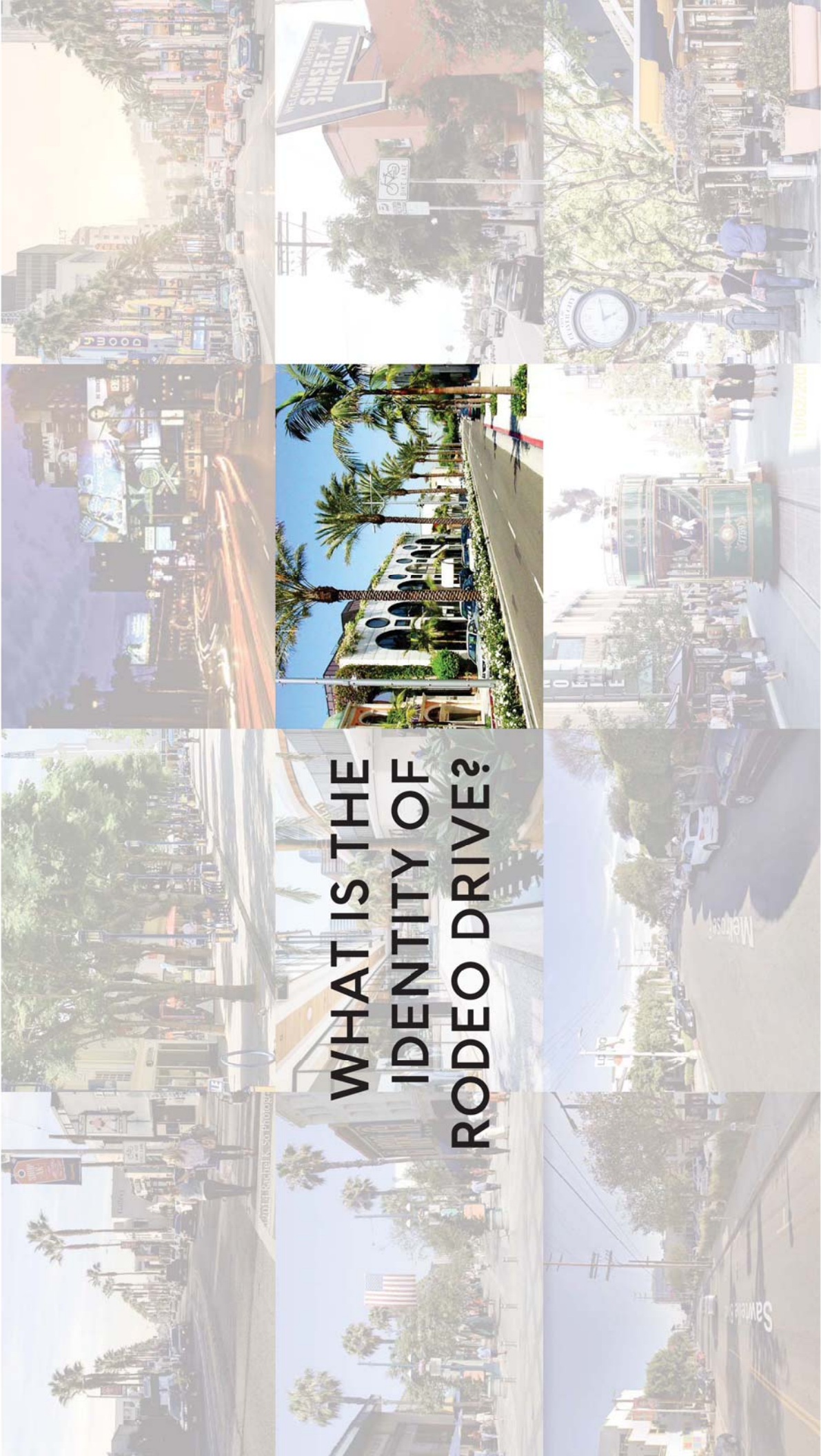


THE GROVE

10/02/200



CULVER JUNCTION



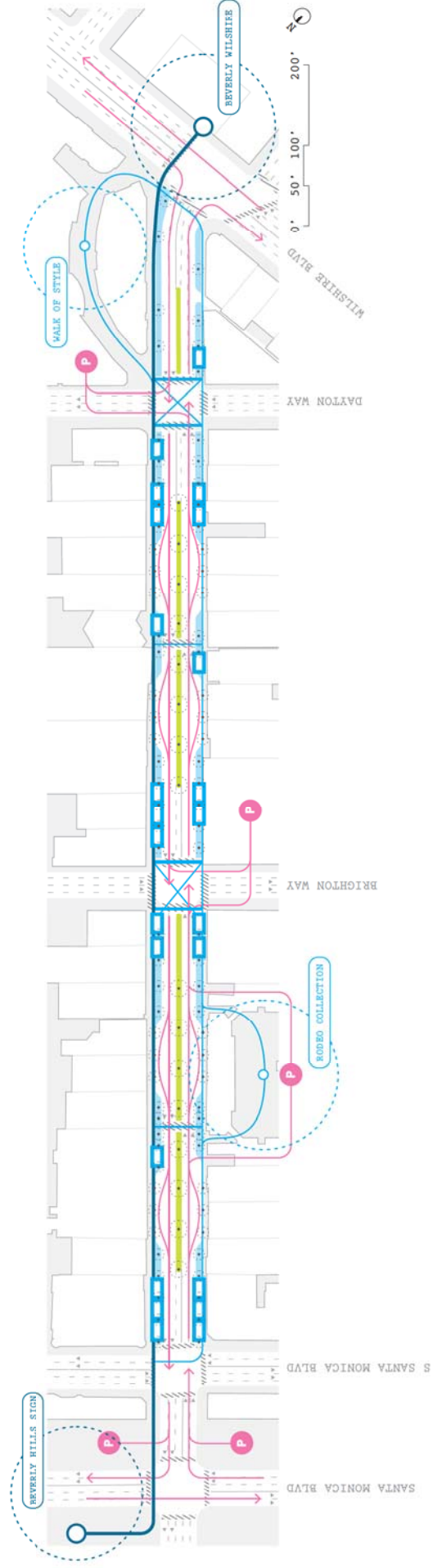
WHAT IS THE
IDENTITY OF
RODEO DRIVE?

EXISTING LOCATIONS

- Primary Pedestrian Spine
- Primary Pedestrian Program

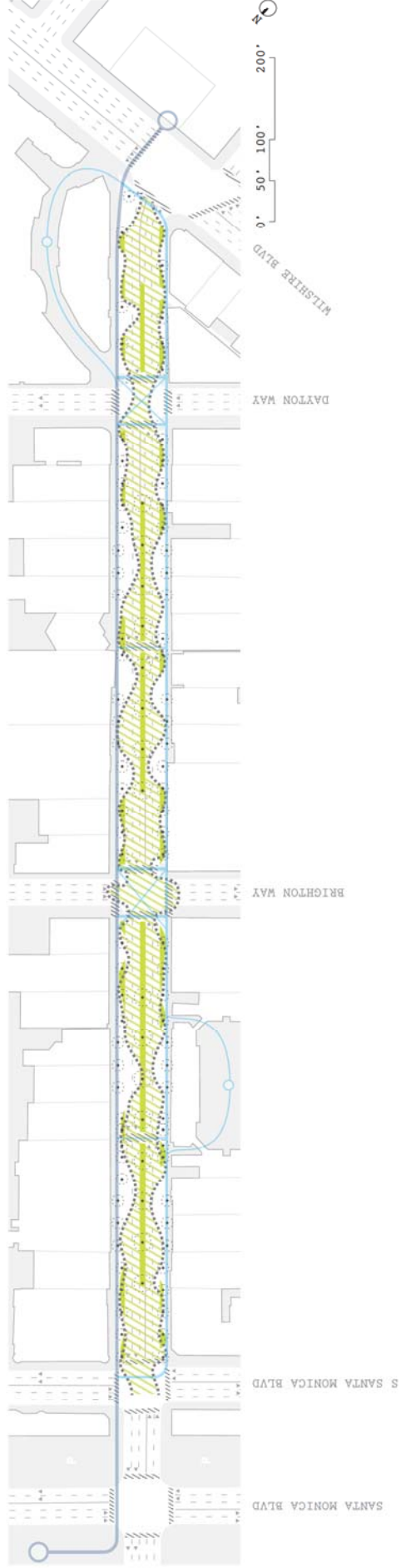
- Pedestrian Circulation
- Current Bistro Seating

- Vehicular Circulation



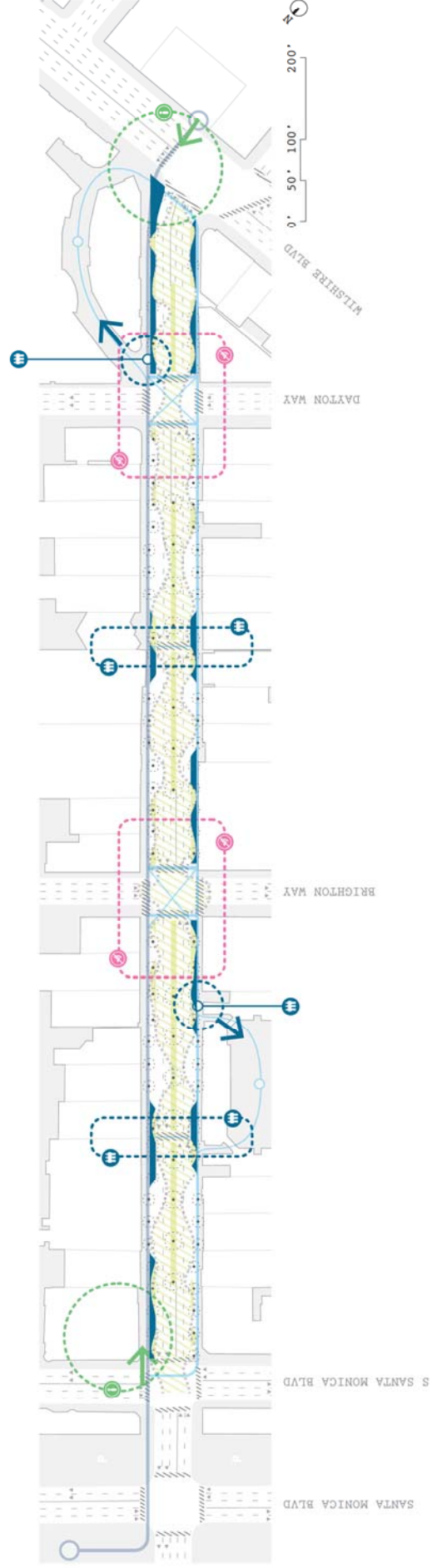
PLANTED EDGES

-  Social Seating
-  Relaxation Seating
-  Information
-  Planters
-  Charging Station
-  Noise Barrier



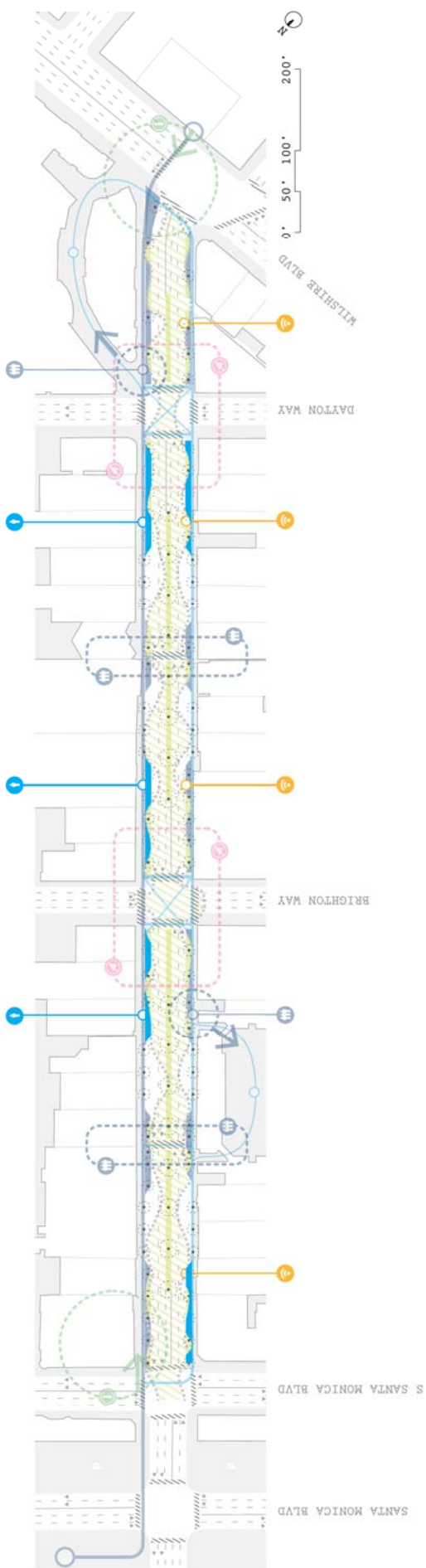
ENGAGING SOCIAL SPACES

-  Social Seating
-  Relaxation Seating
-  Information
-  Planters
-  Charging Station
-  Noise Barrier



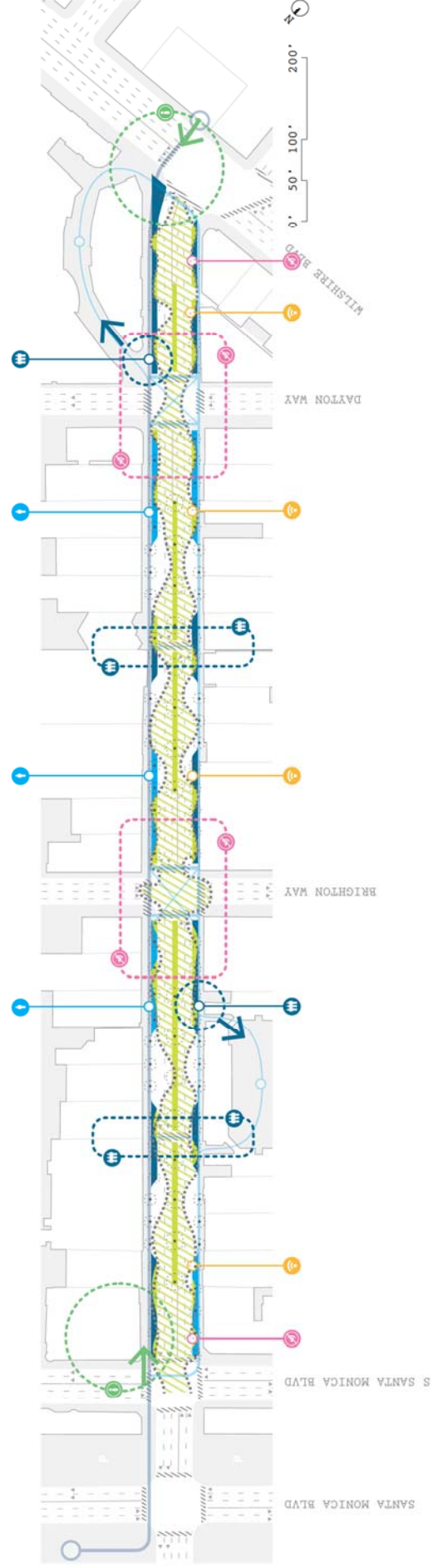
MOMENTS TO RELAX & RECHARGE

- Social Seating
- Relaxation Seating
- Information
- Planters
- Charging Station
- Noise Barrier

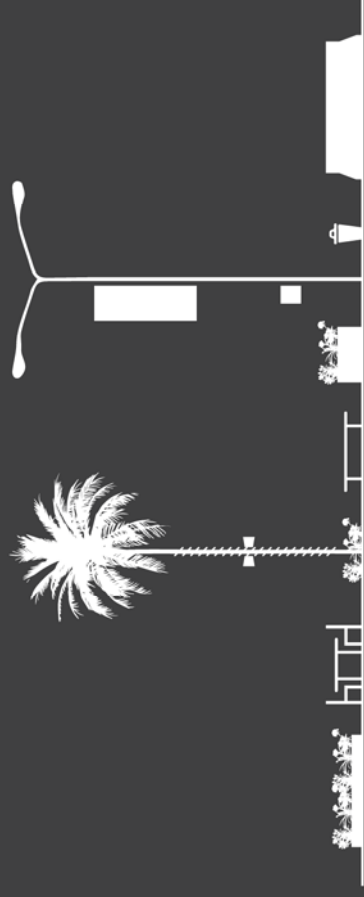


ACTIVE STREETSCAPE

-  Social Seating
-  Relaxation Seating
-  Information
-  Planters
-  Charging Station
-  Noise Barrier



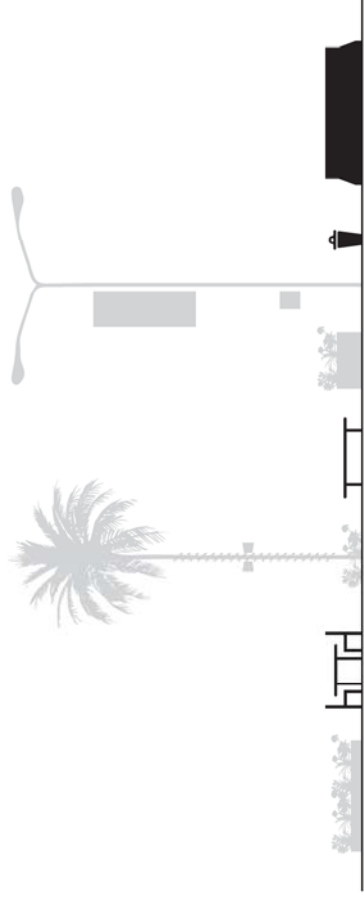
RODEO DRIVE - A PUBLIC INVENTORY

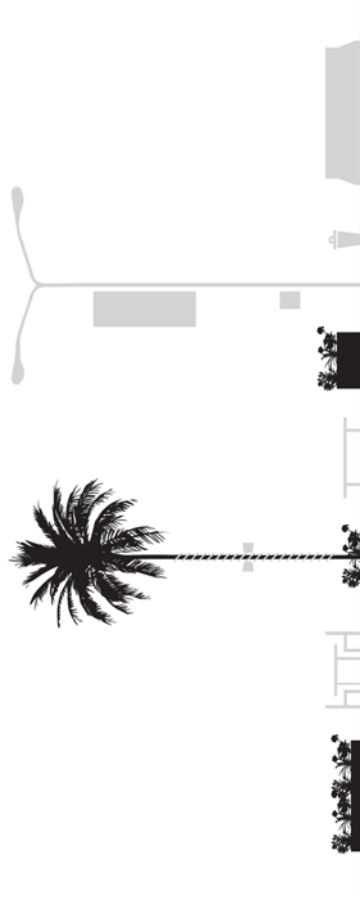




EXISTING FURNITURE

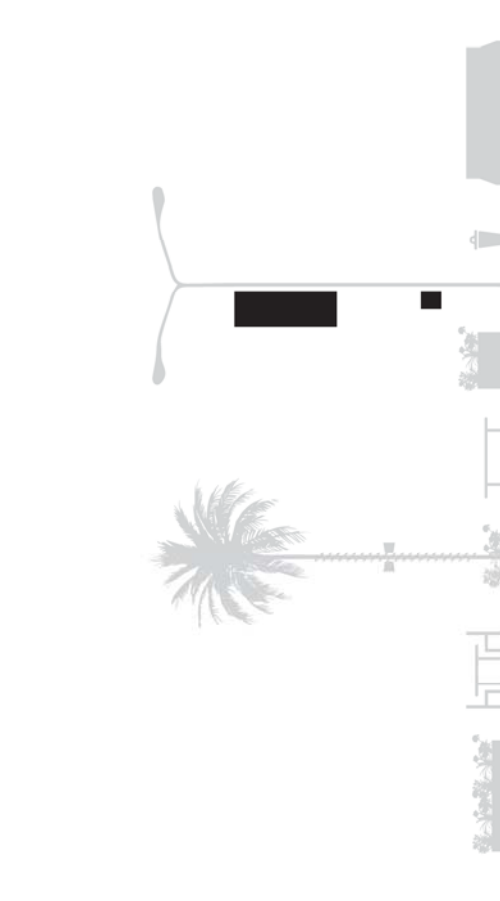
- Existing Bistro Seating
- Concrete dividers
- Plastic planting
- Permanent benches
- Trash bins
- Pop up performance space





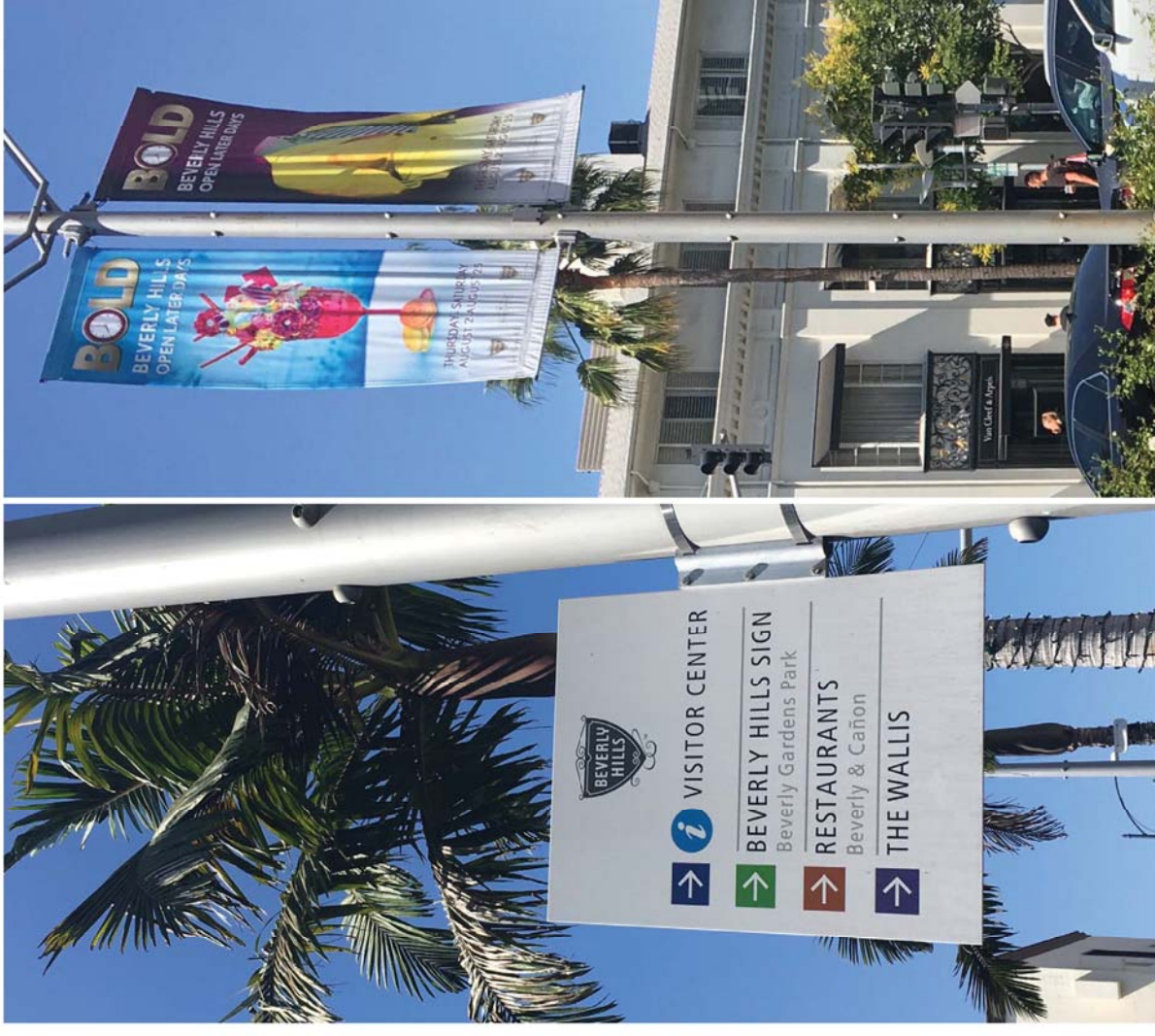
VEGETATION

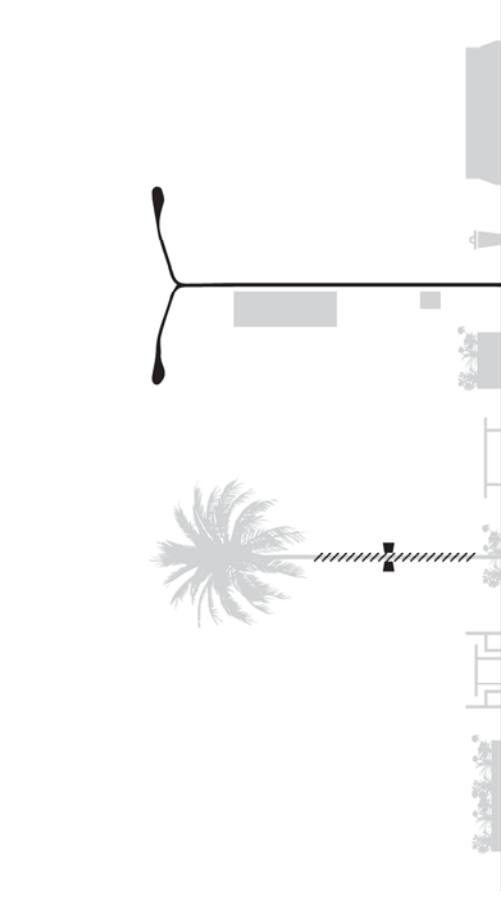
- Thin palm trees along sidewalks
- Hearty palm trees at median
- Drought tolerant plants
- Flowering bushes at median



WAYFINDING & SIGNAGE

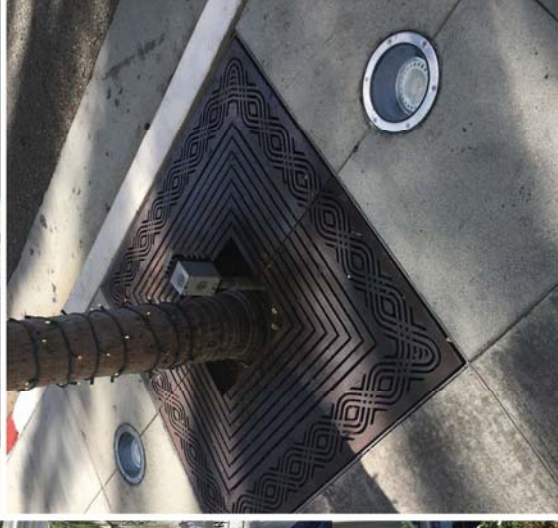
- Vertical banners at light posts
- Metal wayfinding with BH branding





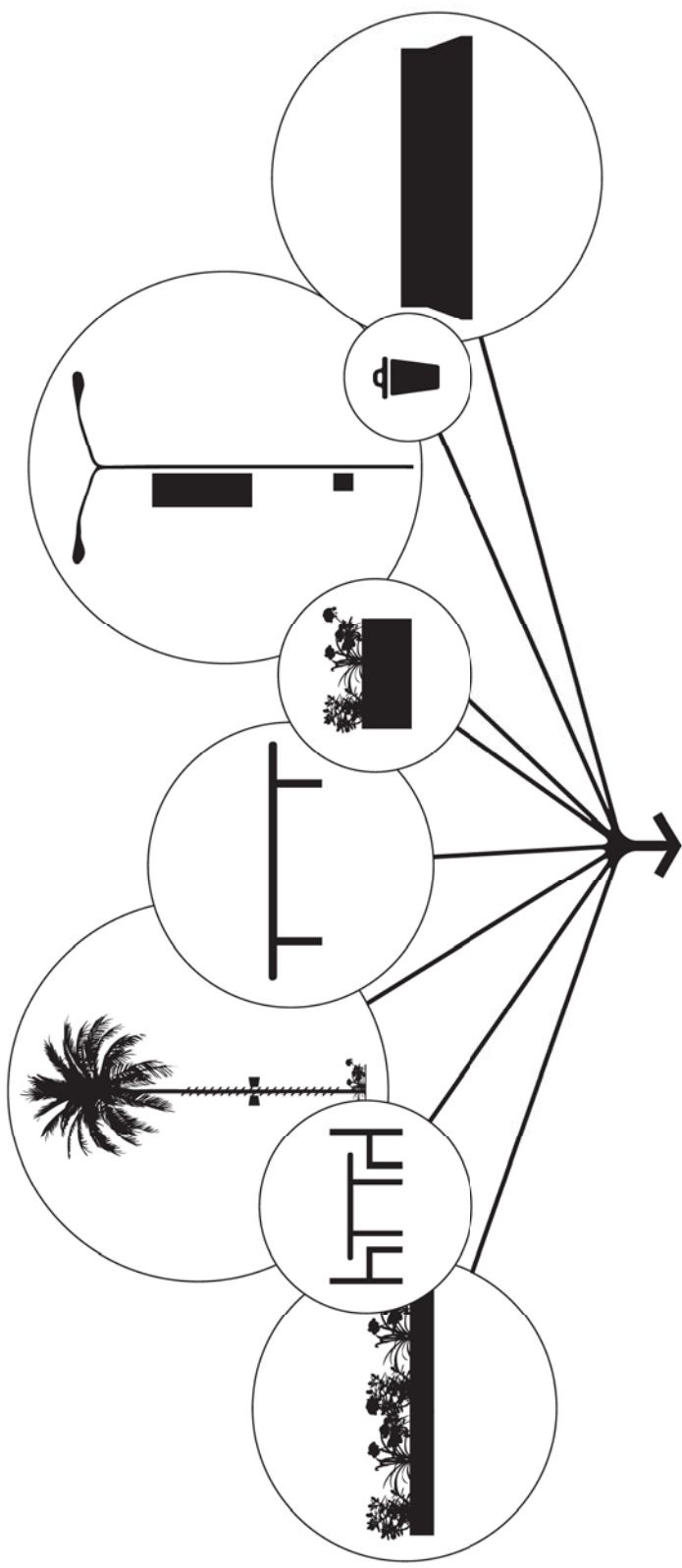
LIGHTING & POWER

- String lights wrap palm trees
- Speakers attached to palm trees
- Power at base of palm trees
- Uplighting at each palm tree





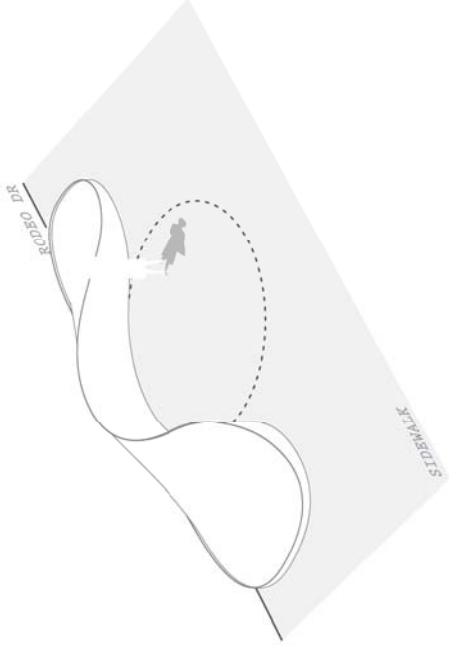
MAKE THIS DO MORE.



UNITE & INTEGRATE

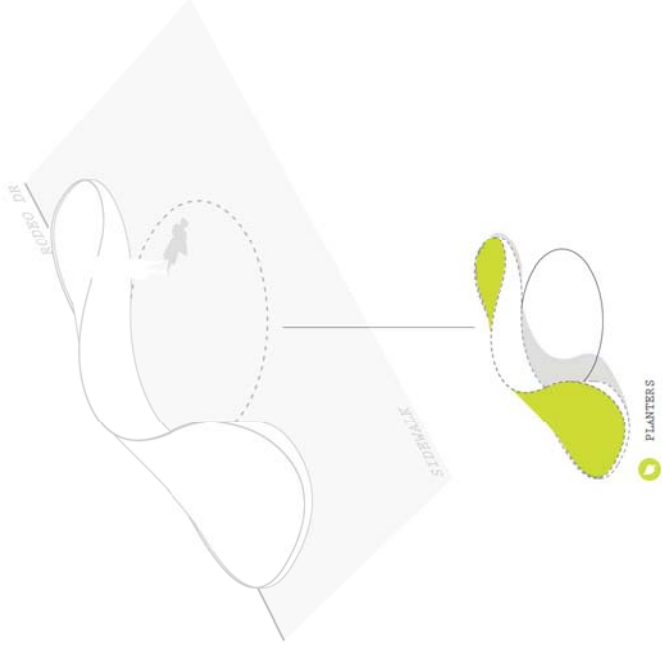
RETHINKING RODEO, A KIT OF PARTS APPROACH





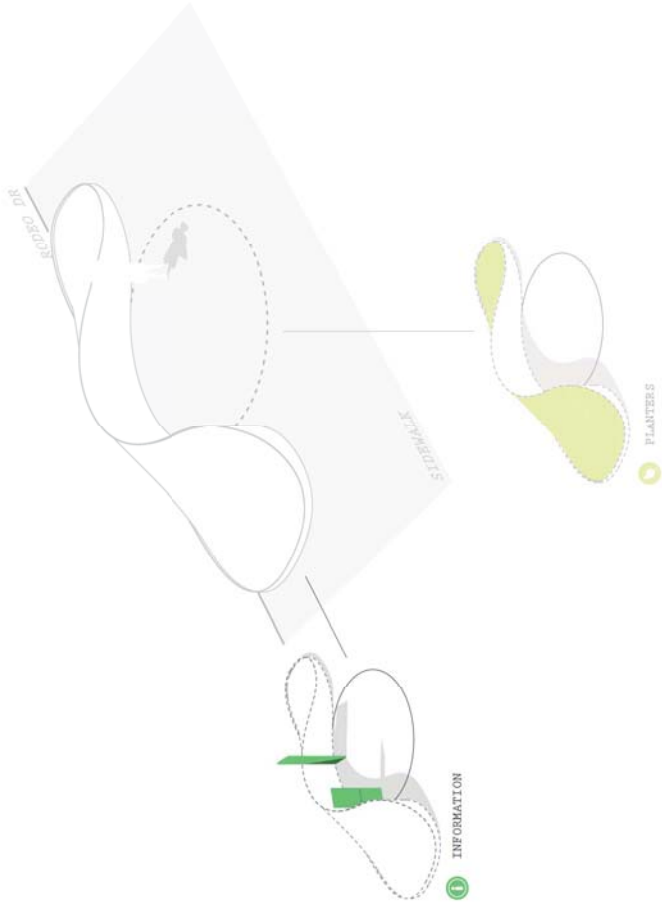
FLEXIBLE INTEGRATION

- Create a form that can adapt to local conditions
- Provide a base that can adapt to varied uses over time of day and time of year



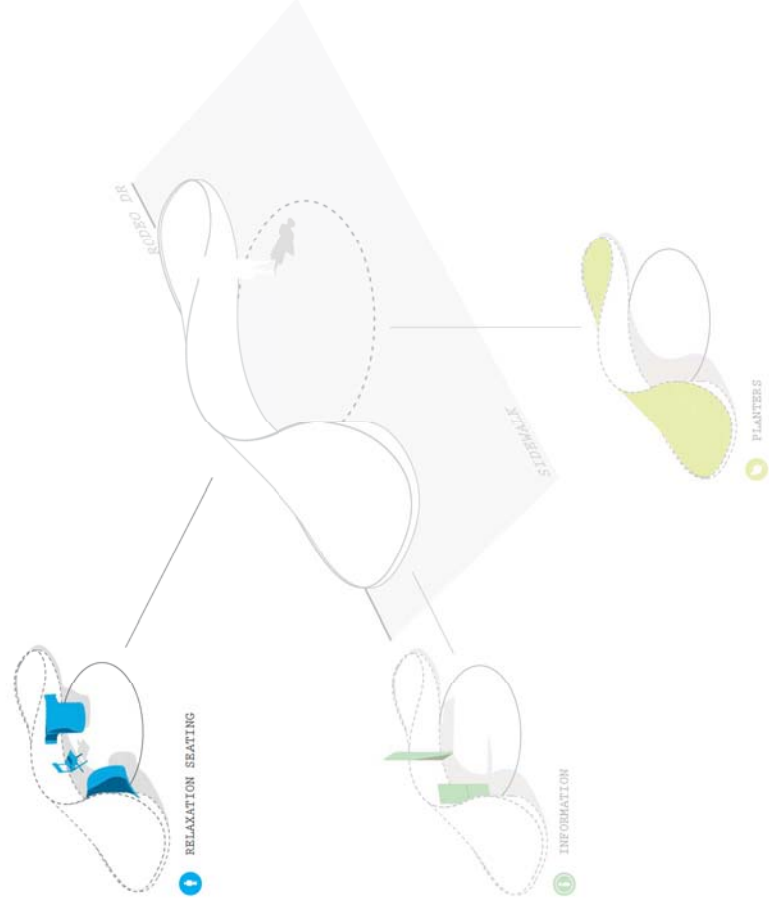
PLANTED BARRIERS

- Celebrate the vehicular experience
- Protect pedestrians
- Soften the sidewalk hardscape



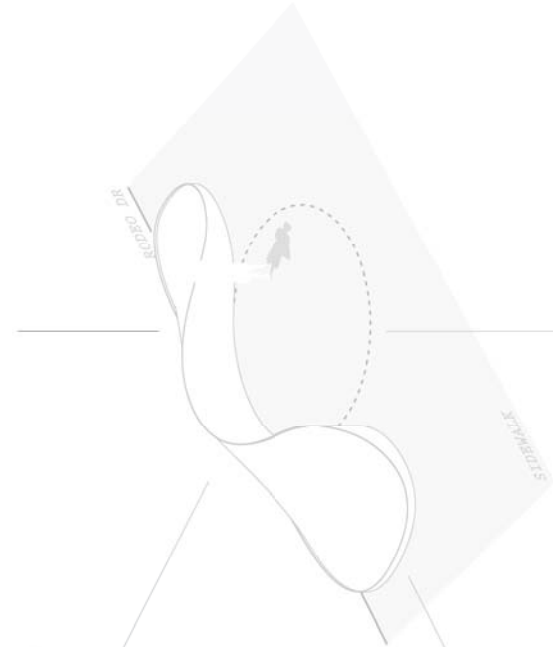
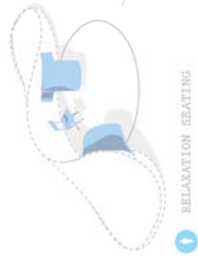
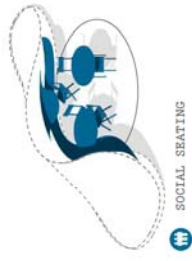
INFORMATION & SIGNAGE

- Digital signage for programming and wayfinding
- Programmed interactive display for events throughout the year



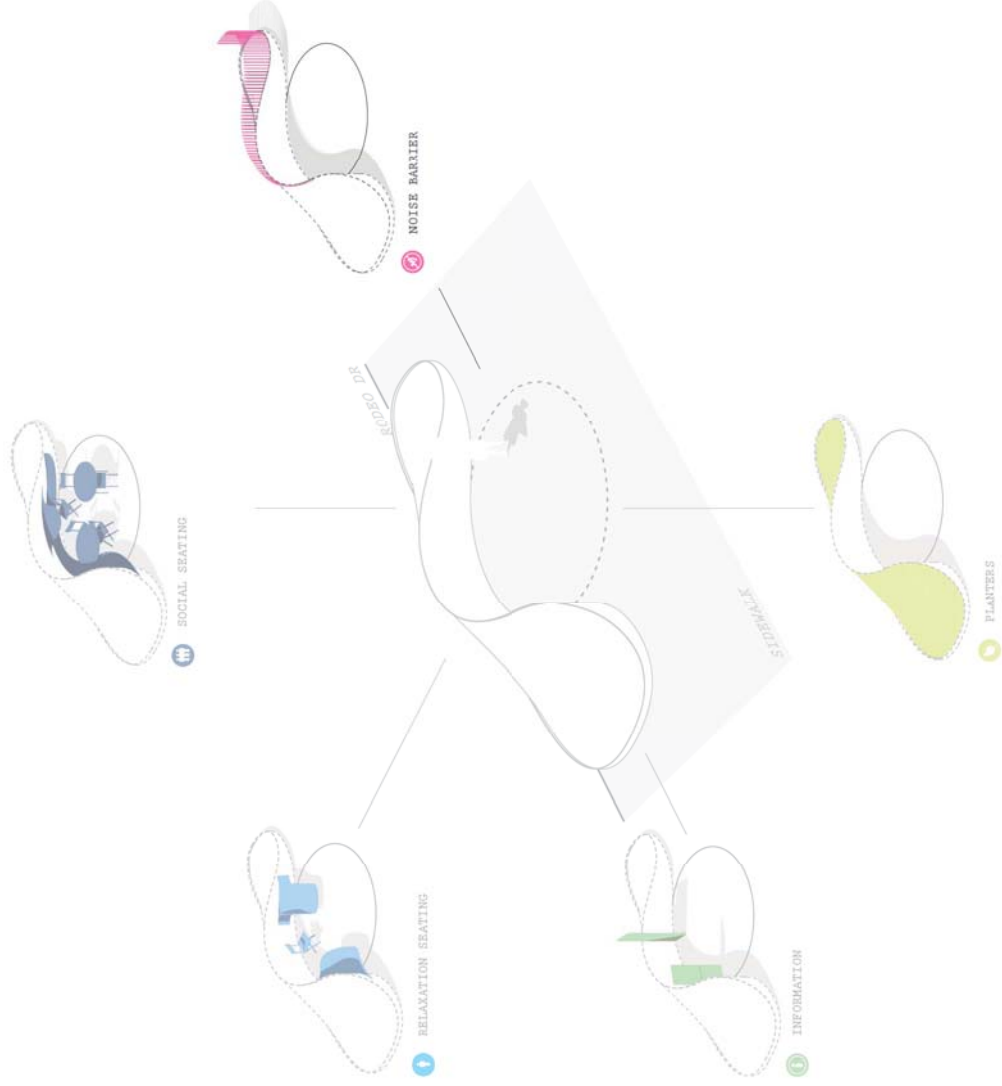
LOUNGE SEATING

- Support pedestrian leisure
- Encourage longer stay



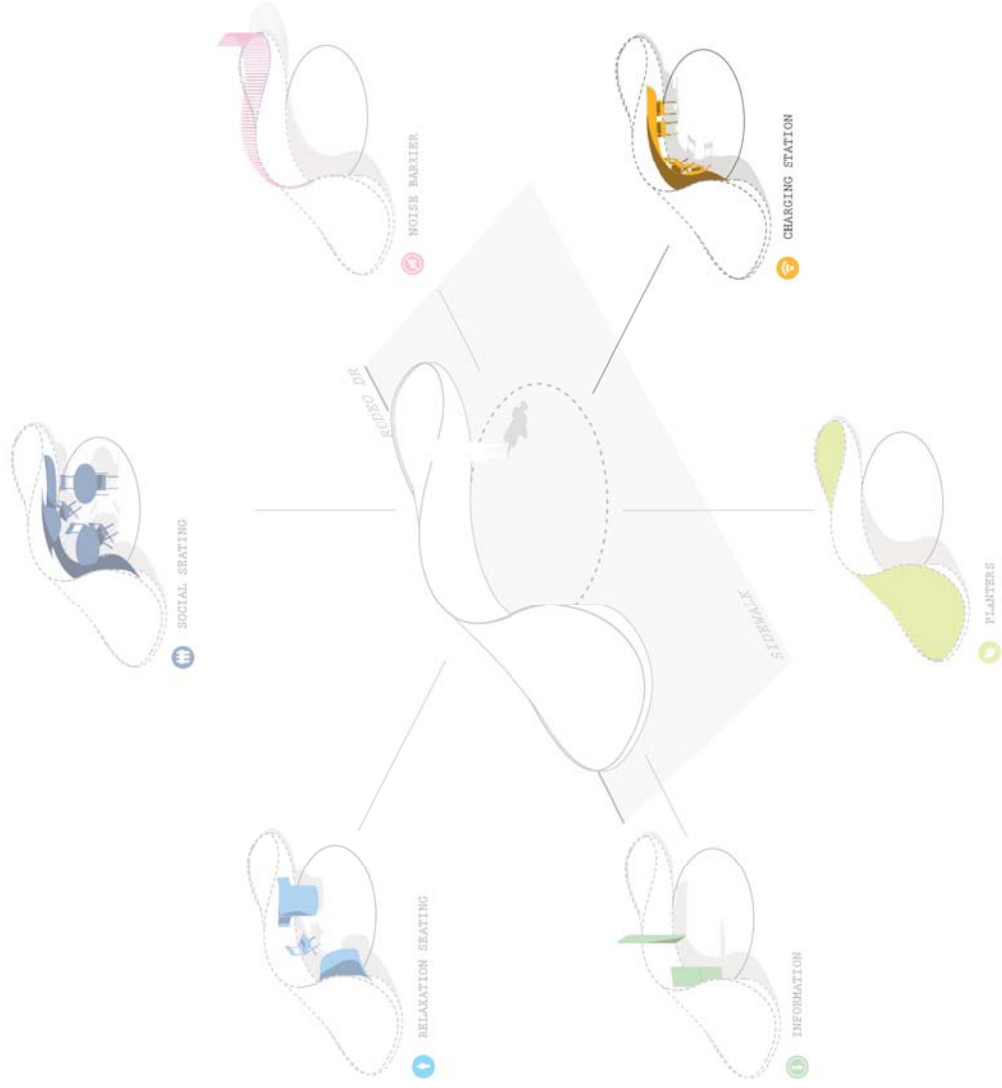
SOCIAL SEATING

- Reuse existing bistro seating components
- Provide space for casual dining, work, and conversation



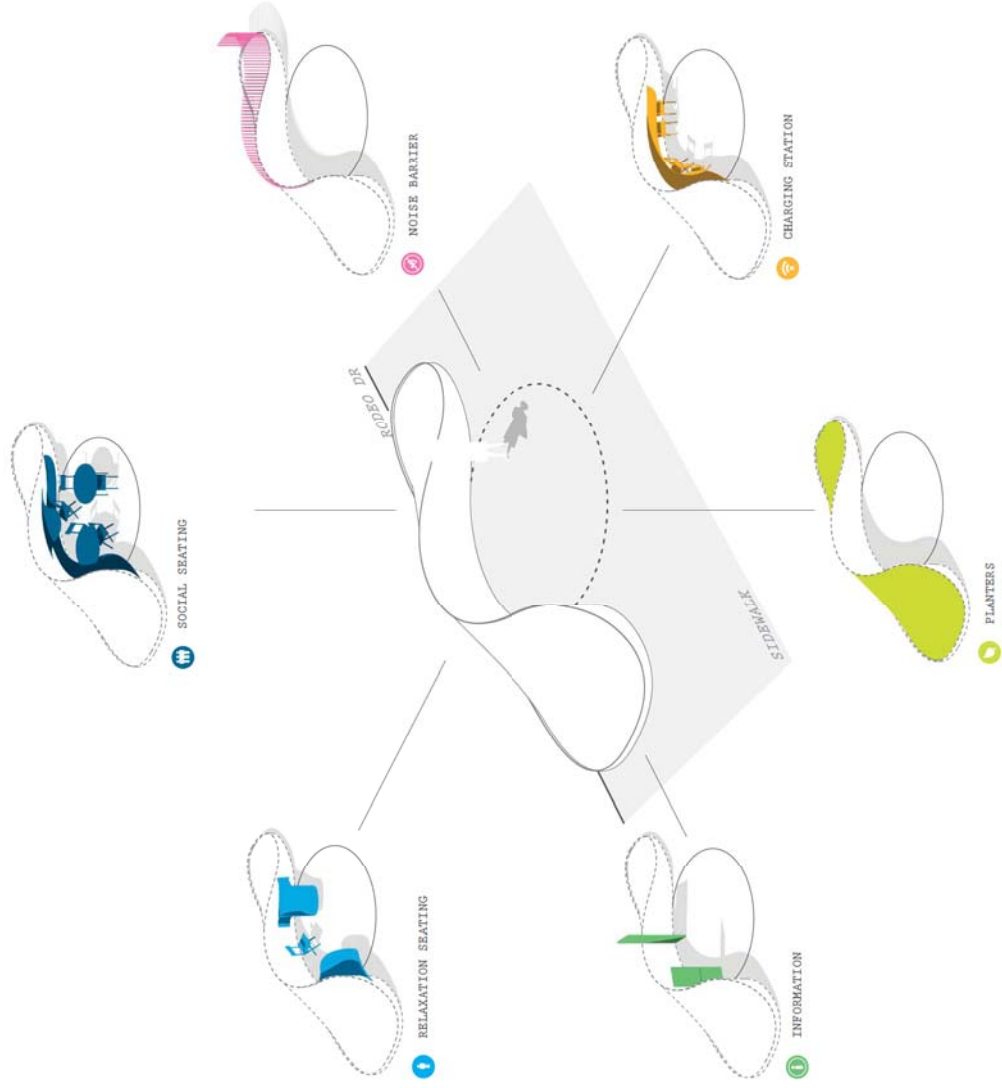
NOISE BARRIERS

- Integrate noise barriers to enhance the pedestrian environment
- Further separate vehicular and pedestrian traffic



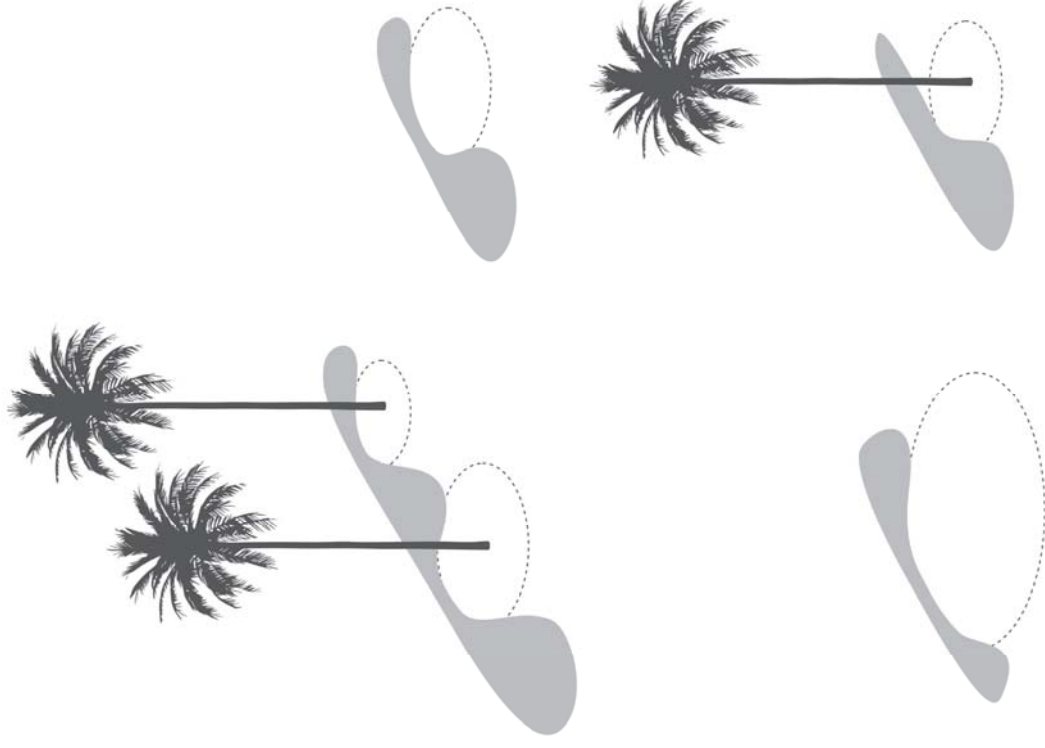
CHARGING STATIONS

- Supply electricity to each station for event use and lighting
- Provide visitors with charging stations for mobile devices



TAILORED PROGRAMMING

- Each seating area can be tailored to its context



DIVERSE CONFIGURATIONS

- Designing a flexible base can provide varied scales of activity along Rodeo Dr



Before



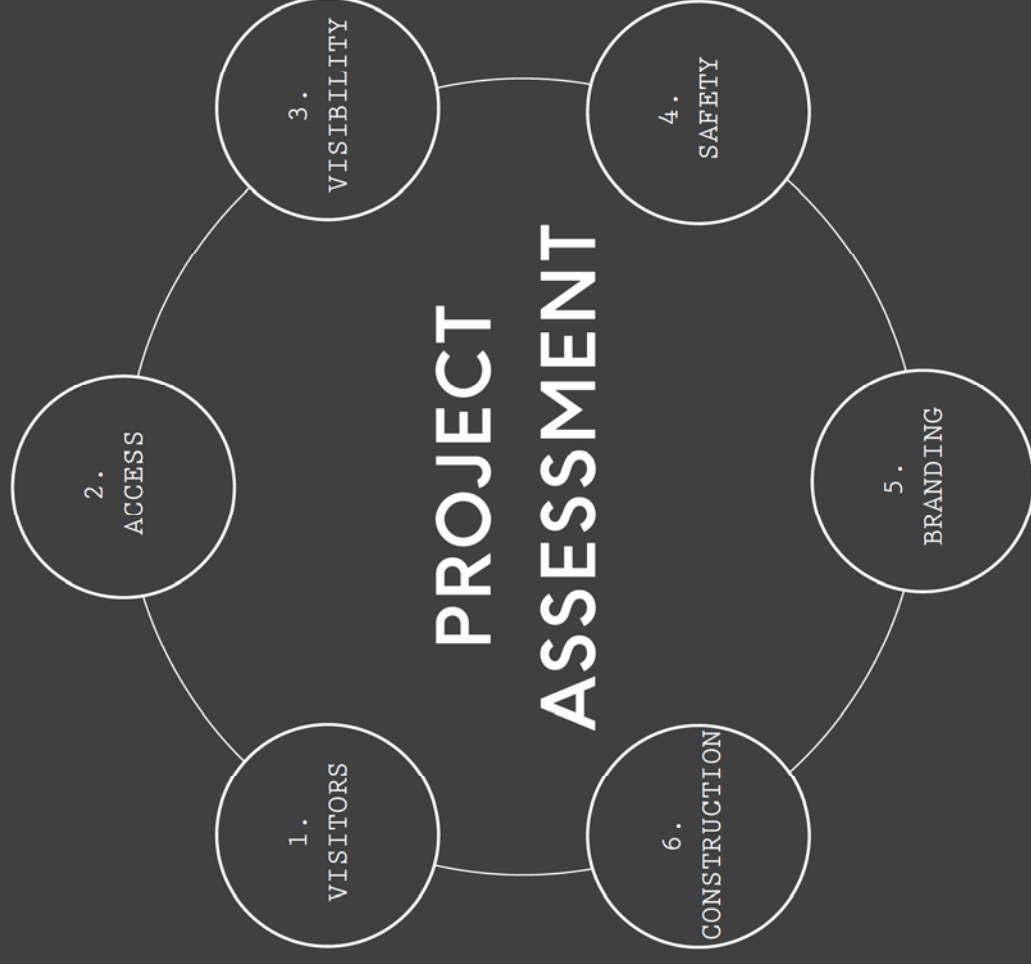
After



Before



After



1. VISITORS

VISITORS

- Who visits Rodeo Drive? For what reasons?
- How long do visitors usually stay? Would a more comfortable street make for longer interaction?
- How can we make the street more comfortable for pedestrians?



2. ACCESS

ACCESS & MOBILITY

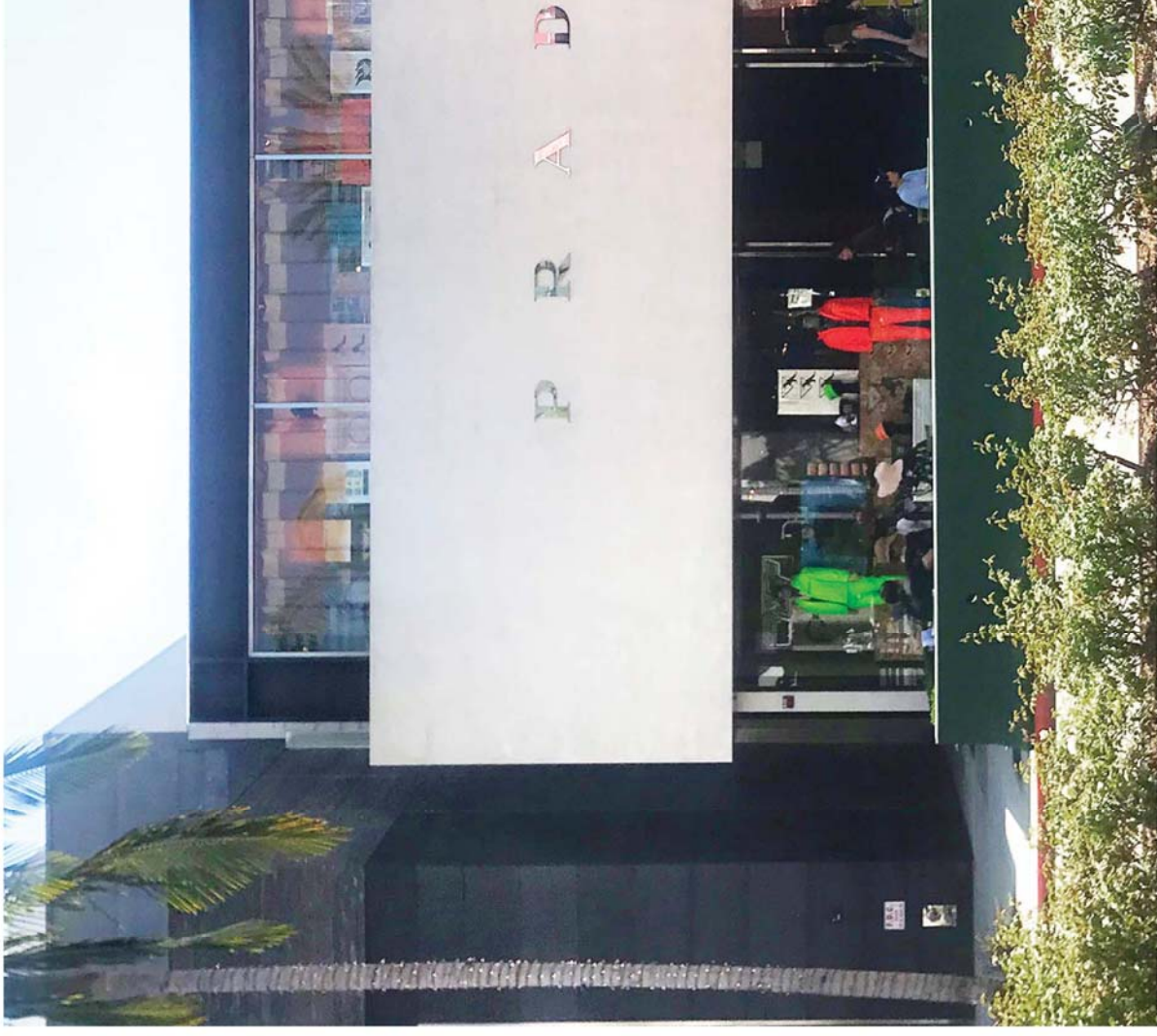
- How do people get to Rodeo Drive?
- How is streetfront parking treated?
What is the role of valet?
- What is the role of ride share programs
for access to Rodeo Drive?
- Is traffic congestion a problem?



3. VISIBILITY

VISIBILITY

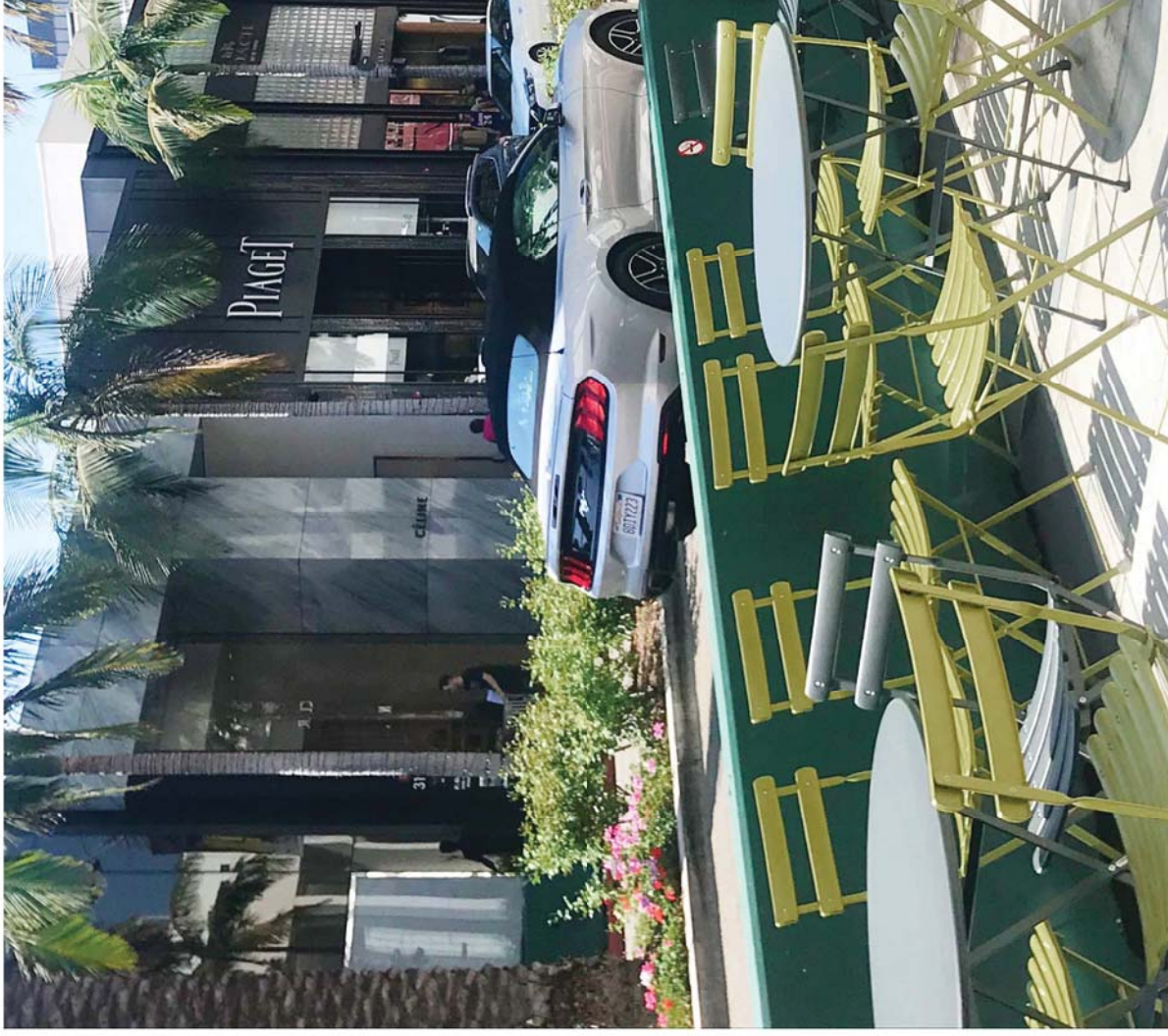
- Does the current streetscape encourage pedestrians and vehicles to visit?
- Do the current seating arrangements effect storefront visibility?



4. SAFETY

SAFETY

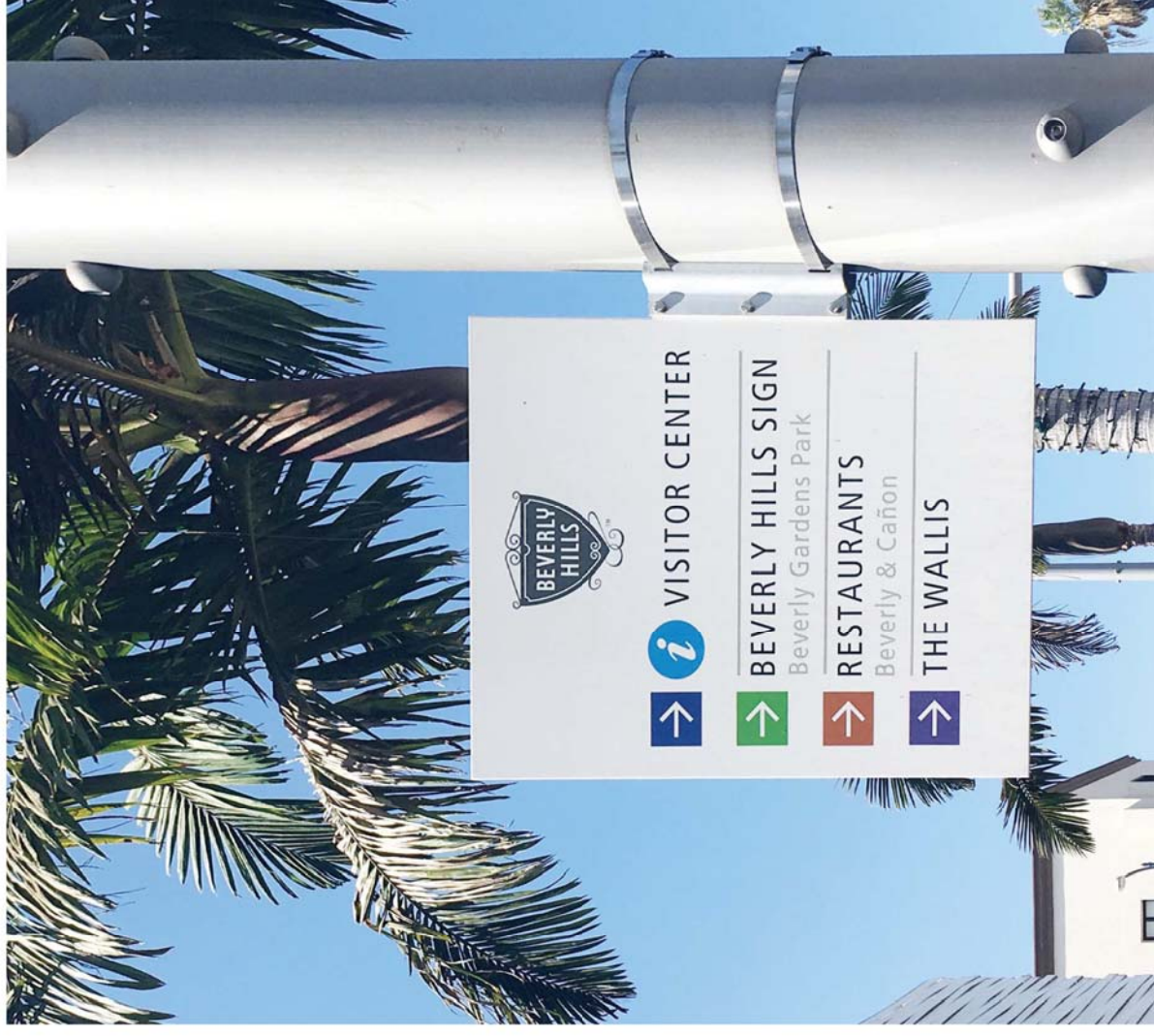
- Are intersections and crosswalks appropriately spaced? Are they used correctly?
- Are pedestrans protected from accidents or attacks?



5. BRANDING

BRANDING

- Is the place-brand of Rodeo Drive visually evidenced in the signage and wayfinding?
- Is the current wayfinding effective?
- How can we integrate technology into the branding of Rodeo Drive?



6. CONSTRUCTION

CONSTRUCTION

- What can we do to best prepare store owners and tenants for site preparation and construction?
- How can we ensure the continued operation of Rodeo Drive throughout construction?
- How do the owners give feedback to the city with regard to continued maintenance?







CITY OF BEVERLY HILLS - RODEO DRIVE BISTRO SEATING PROJECT

October 22, 2018

Meeting Attendee List

Name	Company
Lyle Barnes	Louis Vitton
Ashley Quammen	Agen-C
Mark Tronstein	Andell / Rodeo Drive Associates
Evan Meyer	Arenda Capital
Houman Mahboubi	JLL
Robbie Anderson	
Kathy Gohari	Valentino RDC Chair

LOHA Design Team:

Lorcan O'Herlihy
Kevin Murray
Ghazal Khezri

City of Beverly Hills:

Julian Gold
Huma Ahmed
Laura Biery
Cindy Owens
Shana Epstein
Mandana Motahari
Teresa Revis
Ji Kim