



**Beverly Hills City Council Liaison / Small Business Assistance Task Force Committee will conduct a Special Meeting, at the following time and place, and will address the agenda listed below:**

**CITY OF BEVERLY HILLS  
455 N. Rexford Drive  
Beverly Hills, CA 90210**

**TELEPHONIC VIDEO CONFERENCE MEETING**

**Beverly Hills Liaison Meeting  
<https://www.gotomeet.me/BevPublic>  
No password needed**

**You can also dial in by phone:  
United States (Toll Free): 1-877-309-2073 or United States: +1 646-749-3129  
Access Code: 696-005-941**

**Monday, January 25, 2021  
10:00 AM**

*Pursuant to Executive Order N-25-20, members of the Beverly Hills City Council and staff may participate in this meeting via a teleconference. In the interest of maintaining appropriate social distancing, members of the public can view this meeting through live webcast at [www.beverlyhills.org/live](http://www.beverlyhills.org/live) and on BH Channel 10 or Channel 35 on Spectrum Cable, and can participate in the teleconference/video conference by using the link above. Written comments may be emailed to [mayorandcitycouncil@beverlyhills.org](mailto:mayorandcitycouncil@beverlyhills.org).*


**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) Welcome, Introductions and Purpose of the Task Force
- 3) Potential Recommendations for the City of Beverly Hills from the Task Force
  - a. Create 1-2 pager about architectural review process and communicate recent updates to signage process.
  - b. Officially updating City Municipal Code to allow "Leased" signs to remain on storefronts for additional time (beyond the currently permitted 30 days)
  - c. Extension of OpenBH Program
  - d. Other
- 4) Small Business Programming
  - a. My Beverly Hills
  - b. Upcoming Webinars and Consulting for Small Businesses
- 5) Future Goals of the Task Force
- 6) Adjournment

  
Huma Ahmed  
City Clerk

**Posted: January 21, 2021**

**A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW AT [WWW.BEVERLYHILLS.ORG](http://WWW.BEVERLYHILLS.ORG)**



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# **Item 3**



CHAMBER  
of  
COMMERCE

### **Small Business Task Force**

From: Blair Schlecter, Vice President of Economic Development and Government Affairs, Beverly Hills Chamber of Commerce

To: City of Beverly Hills Small Business Assistance Task Force

CC: Laura Biery, Marketing and Economic Sustainability Manager, City of Beverly Hills; Todd Johnson, CEO, Beverly Hills Chamber of Commerce

Date: January 20, 2021

Re: Potential Recommendations of Small Business Assistance Task Force

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#### **Introduction**

At its last meeting, this Task Force discussed several topics regarding signage and related matters. At the end of the meeting, the general consensus was to develop a set of recommendations to take to Beverly Hills City Council.

The following are potential recommendations that could be taken to City Council. The Small Business Assistance Task Force can review and approve, reject or make other modifications to these options as it sees fit.

#### **Potential Recommendations**

Potential Recommendation No. 1 – Create An Updated Overview of the Architectural Review Process and Communicate Recent Updates to the Signage Approval Process.

At the most recent meeting of this Task Force, City staff mentioned several updates to the Architectural Review Process, including a lowering of Architectural Commission review fees and creation and use of an ad hoc meeting instead of the full Architectural Commission to help resolve signage or aesthetic concerns about a project in an expeditious manner. At the same time, as mentioned above, there has been discussion by business owners about the uncertainty of the process and cost.

Therefore, another potential recommendation is to create a 1-2 page document accessible on the City's website and providing an overview of the architectural review process and also to communicate recent updates to the signage review process. The City currently has a brochure (see attached). This brochure could be updated or a new document created to include providing context about the Commission's authority to approve or deny designs even though the designs conform to the City's Municipal Code. This could help set appropriate expectations as business owners enter the process.

The goal of creating this document would be to educate businesses early and often, reduce misunderstandings, manage expectations and communicate important improvements the City has already made to the process that the general public may not be aware of.

Potential Recommendation No. 2 – Officially Amend the City's Municipal Code to Allow "Leased" Signs to Remain on Storefronts for Longer than 30 Days and Create an Approved Template for Businesses to Indicate They are "Coming Soon."

In 2019, this Task Force recommended allowing "Leased" signs to remain on storefronts for additional time (beyond the currently permitted 30 days) and creating a template for businesses to display that they are "Coming Soon." This recommendation was approved by the City Council in November 2019.

Since that time, the City has agreed to not enforce the 30 day limit on leased signs. This decision has been communicated verbally to real estate brokers at venues such as the periodic Broker's Roundtables that the Chamber of Commerce hosts in partnership with the City of Beverly Hills. However, the City's Municipal Code still officially requires "Leased" signs to come down after 30 days. Bev. Mun. C. § 10-4-104.

Therefore, this Task Force could recommend that an official change to the Code be made to officially permit "Leased" signs to remain on storefronts for longer than 30 days and to allow

property owners and managers to state that a new business is “Coming Soon” through a templated design. This change would provide clarity and certainty to brokers and communicate options to brokers and new tenants. This change would also help highlight business activity in the City of Beverly Hills and communicate to outside businesses the value of being in Beverly Hills.

Potential Recommendation No. 3 – Extend the OpenBH Through and Beyond COVID-19.

The City of Beverly Hills' OpenBH program allows businesses (when also permitted by State and LA County Public Health Orders) to temporarily open up their services to adjacent areas such as parking lots and the public right of way (sidewalks) through a Special Event Permit. Although OpenBH permits are not being issued at the moment due to current COVID-19 restriction and Health Officer Orders, when allowed they are issued as 30 day special event permits that can be renewed on a monthly basis.

At recent Task Force meetings, several members have expressed an interest in the OpenBH program being formally extended on a longer-term basis to give businesses certainty that any investment they have made or might make in outdoor seating or services will be worth the time and cost. The Chamber recently conducted an online poll of restaurants about their interest in the OpenBH program and have received 25 responses. Of the respondents, 19 rated the program as an 8, 9 or 10 (on a scale of 1 to 10 with 10 being excellent) in terms of value to the restaurant and 23 rated the program as a 9 or 10 out of 10 in terms of value to the community. 21 out of 25 responding restaurants wanted to see the OpenBH program extended indefinitely. Therefore, this Task Force could recommend that the City explore extension of this program and related creative ideas that can be integrated into the OpenBH program (such as the current pedestrian and bicycle demonstration project at Brighton and N. Camden Drive).<sup>1</sup> This extension could include allowing businesses continued use of additional sidewalk space, parklets and other available outdoor spaces as long as permitted by local, county and state law.

Attachments

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<sup>1</sup> The Chamber of Commerce has recommended that the City continue the OpenBH program until at least December 31, 2021.

1. 092920 BHCC Memo to Small Business Assistance Task Force Re Sign Review and Vacant Storefront Programs
2. 111919 City Staff and Chamber Memo on Recommendations of Small Business Assistance Task Force
3. Beverly Hills Commercial Signage Brochure

**Next Steps**

The Task Force can discuss these options and determine whether to approve them, deny them, make adjustments and any other appropriate action.



C H A M B E R  
*of*  
C O M M E R C E

**Small Business Task Force**

From: Blair Schlecter, Vice President of Economic Development and Government Affairs, Beverly Hills Chamber of Commerce

To: City of Beverly Hills Small Business Assistance Task Force

CC: Laura Biery, Marketing and Economic Sustainability Manager, City of Beverly Hills; Todd Johnson, CEO, Beverly Hills Chamber of Commerce

Date: September 29, 2020

Re: Beverly Hills Commercial Sign Requests and Vacant Storefront Beautification Program

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**Introduction**

At its last meeting, the Task Force discussed two topics that had been the focus of prior discussions and recommendations: providing easier options for small businesses to update signage and potential programs for vacant storefront beautification.

**Commercial Sign Requests**

One of the approved recommendations of the Small Business Task Force is “Streamline and provide more cost effective ways for business owners to update their storefront signage.” Further research was conducted to evaluate how other cities handle signage requests.

### **Comparing Signage Requests Across Cities**

<b>City</b>	<b>Level of Review</b>	<b>Cost – staff level review</b>	<b>Cost – Commission level review</b>
Beverly Hills	Signs over 25 square feet go to Architectural Commission	\$385	\$2,243.50 for 1 meeting; \$4,485 for 2 meetings.
Santa Monica	Signs over 25 square feet goes to Architectural Review Board.	\$425	Between \$1,770.45 and \$2,091.93.
West Hollywood	Creative Signs larger than 50 square feet are subject to Commission review.	\$97 – Sign Permit \$635 – Creative Sign	\$1,171.47
Culver City	All signage handled at staff level.	\$210.08	N/A
Palm Desert	Signs over 25 square feet typically reviewed by Architectural Review Board	\$98	\$393

#### Potential Options

1. Lower the cost of Architectural Commission review.
2. Allow more signage requests by small businesses to be handled at the staff level.
3. Enhanced communication with stakeholders.
  - a. For example, communicating that code-compliant signs are still subject to architectural review and approval.

#### **Vacant Storefront Beautification Program**

The Task Force previously recommended simplifying and streamlining the process for approving vacant storefront beautification to make it easier for landlords to decorate the property while it is sitting vacant. This recommendation was approved by the City Council.

There are several options for vacant storefront beautification.



### Beverly Hills “Beyond 2020” Art Installation Opportunity

The City of Beverly Hills is working on a funding co-sponsorship with United Talent Agency on a “Beyond 2020” art installation to occur in 4-6 vacant storefronts in Beverly Hills during November/December 2020. The project lead is the City’s Arts and Culture Commission along with the Human Relations Commission as part of a campaign called “Embrace and Celebrate Culture.” There is no cost to the business/property owner for the installation of art in a vacant storefront. The insurance and installation costs will all be covered. Installations can be viewed by walking by or driving by the storefronts on the sidewalk/street and will be COVID compliant. Artists for this project are still under review

The City plans to identify locations for arts installations in mid-October. Interested property owners should contact Kristin Buhagiar with the City of Beverly Hills’ Community Services Department at [kbuhagiar@beverlyhills.org](mailto:kbuhagiar@beverlyhills.org).

### Other Cities and Ideas

For example, although there is no formal program, downtown Burbank has a few locations that have put up temporary vacant storefront signage:





The City could implement a similar program with a template logo and color scheme highlighting Beverly Hills that property owners could use to decorate their building while vacant. Many cities throughout the country have storefront beautification programs utilizing various techniques.

For example, the City of Campbell, California has a voluntary, no-cost program whereby artwork from schools or artists can be temporarily displayed in storefront windows to help revitalize empty tenant spaces.

<https://www.ci.campbell.ca.us/DocumentCenter/View/9984/VacantStorefront-Program>.

Brownsville, Texas has a program providing small grants for property owners to refurbish the facades of vacant buildings. - <https://www.cob.us/DocumentCenter/View/5326/Downtown-Beautification-Program?bidId=> Another idea is allowing pop up uses through temporary use permits.

Other options include displays highlighting (1) other local merchants, (2) a shop local program or (3) historical, education, tourism or community displays. See

[https://www.milwaukieoregon.gov/sites/default/files/fileattachments/innovative\\_ways\\_to\\_fill\\_vacant\\_storefronts-\\_pdf-\\_notes\\_0.pdf](https://www.milwaukieoregon.gov/sites/default/files/fileattachments/innovative_ways_to_fill_vacant_storefronts-_pdf-_notes_0.pdf) (showing campaigns in various cities).

The City of Cambridge, Massachusetts commissioned a report that provides information about many of these options.

[https://www.cambridgema.gov/~/\\_media/Files/CDD/EconDev/retailstrategy/cambridgevacancysto\\_refrontreport\\_6302018.pdf](https://www.cambridgema.gov/~/_media/Files/CDD/EconDev/retailstrategy/cambridgevacancysto_refrontreport_6302018.pdf). The report also emphasizes the need for strong communication

between property owners and cities to identify strategies to fill vacancies and suggests several potential tactics including utilizing a platform for identifying and sharing vacancies.

#### Potential Options

1. Partner with City, local non-profits, and/or other civic institutions for temporary artistic or other window displays.
2. Create a template window display highlighting Beverly Hills and/or the Beverly Hills community, shop local program, education or tourism.
3. Allow neighboring merchants to display goods in vacant storefronts.
4. Property Owners Task Force (this item is already in progress).

#### Next Steps

The Task Force can discuss these findings and determine any follow up needed.



## STAFF REPORT

**Meeting Date:** November 19, 2019  
**To:** Honorable Mayor and City Council  
**From:** Laura Biery, Marketing & Economic Sustainability Manager  
**Subject:** Small Business Task Force Update  
**Attachment:** 1. Memo from Beverly Hills Chamber of Commerce

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### INTRODUCTION

This report transmits an update from the Beverly Hills Chamber of Commerce (Chamber) regarding recommendations from the Small Business Task Force Committee (Attachment 1) as reviewed by the Small Business Task Force City Council Liaisons (Vice Mayor Les Friedman and Councilmember Julian Gold).

### DISCUSSION

In July 2011, in response to concerns about the high retail vacancy in Beverly Hills, a Small Business Task Force (Task Force) was formed to evaluate what the City of Beverly Hills could do to retain and attract small businesses as well as continue to provide a favorable business environment. The Task Force met from 2011-2016 and ultimately made 22 recommendations to the City Council identifying existing barriers to small business retention and attraction. Many of the proposed solutions are in place today, including improved wayfinding, Broker's Roundtables and the Shop Local Program (now called "My Beverly Hills.") The Task Force continued to meet intermittently until March 2016.

As part of the City Council approved Fiscal Year 2018-19 Work Plan, the Chamber was tasked with re-establishing the Small Business Task Force. The Task Force included two City Council Liaisons (Then Mayor Julian Gold and Councilmember Lili Bosse) and several members of the business community. The members were selected from a cross-section of neighborhoods and industries to serve on the Task Force. Task Force meetings were held roughly once a month at the Chamber offices from November 2018 to current. In April of 2019, the City Council Liaisons changed to Vice Mayor Les Friedman and Councilmember Julian Gold.

The Task Force has met ten (10) times since November 2018. The Task Force identified four (4) primary areas of focus for the discussions at its meetings:

- A. Parking;
- B. Street-front beautification;
- C. Signage/permitting; and
- D. Foot traffic.

Meeting Date: November 19, 2019

Over the course of several months, the Task Force examined each of these four areas with attendance and input from specialists on each issue, including City staff, community members and other experts in the field. After several rounds of discussion and prioritization, the Task Force identified the following four (4) recommendations for presenting to the City Council:

- (1) Lower parking requirements for restaurants and health and wellness retail services (gyms) to remain competitive with neighboring communities.
- (2) Streamline and provide more cost effective ways for existing businesses to update existing storefront signage.
- (3) Incentivize vacant storefront beautification by simplifying and streamlining the process for approval of beautification efforts.
- (4) Extend the regulation allowing "Leased" signs to remain on storefronts for additional time and create a template for businesses to display that they are "Coming Soon."

At the request of the City Council Liaisons, the Chamber also presented these recommendations and requested feedback on the recommendations from the Beverly Hills Chamber of Commerce Board of Directors, the Conference and Visitors Bureau Board of Directors, and the Rodeo Drive Committee. The recommendations were positively received by each group.

At this time staff is seeking City Council input as to whether there is interest in pursuing any or all of the recommendations contained in this report. Depending on City Council direction, it is likely that the recommendations would require changes to the zoning code. Should the City Council direct staff to pursue one or more of the recommendations, staff would work with the Planning Commission to study policy options and draft an ordinance with recommended code changes. Any potential changes to the zoning code will require review and approval by the Planning Commission and City Council at noticed public hearings. The changes recommended in this report are not currently included in the work plan or budget for the Community Development Department.

### **FISCAL IMPACT**

Funding for the Small Business Task Force is included in the City Council approved Fiscal Year 2019-20 Work Plan for the Beverly Hills Chamber of Commerce. There is no additional fiscal impact associated with this item. Implementation of individual recommendations may have associated fiscal impacts that can be explored if recommended for further review by the City Council.

### **RECOMMENDATION**

This report requests direction from City Council to receive the recommendations from the Small Business Task Force and direct staff to explore/further study any applicable items for consideration or implementation as part of the 2020 Council Priority Setting Session and the Fiscal Year 2020-2021 Budget Process.

  
Nancy Hunt-Coffey  
Approved By

# **Attachment 1**



CHAMBER  
*of*  
COMMERCE

From: Blair Schlecter, Vice President of Economic Development and Government Affairs, Beverly Hills Chamber of Commerce

To: Laura Biery, Marketing and Economic Sustainability Manager, City of Beverly Hills

CC: Todd Johnson, President and CEO, Beverly Hills Chamber of Commerce

Date: November 6, 2019

Re: Beverly Hills Small Business Task Force Recommendations

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History and Background of the Task Force

In July 2011, at the initial request of then Vice-Mayor Willie Brien and Councilmember Julian Gold, followed by direction from the City Council, the City formed a Small Business Task Force (Task Force) whose mission was to evaluate what the City of Beverly Hills could do to retain and attract small business and continue to provide a favorable business environment.

In 2012, the Task Force made 22 recommendations to the City Council. Staff subsequently identified several solutions, many of which have been implemented. A progress report was provided to the City Council on December 4, 2012.

Thereafter, the Task Force continued to meet intermittently to discuss progress and provide updates to the City. Many of the proposed solutions are in place today, including improved wayfinding, Broker's Roundtables and the Shop Local Program (now called "My Beverly Hills.") The Task Force continued to meet intermittently until March 2016.

Small Business Task Force Work

In 2018, the Beverly Hills Chamber of Commerce was asked to re-constitute and manage the Small Business Task Force. With input from the City, a number of small businesses were selected from a cross-section of neighborhoods and industries to serve on the Task Force. The

current roster is attached as Exhibit A. The purpose of the Task Force is to help attract and retain small businesses by identifying and solving potential challenges and opportunities for them.

The Task Force has met 10 times since November 2018. The Task Force identified four primary areas of focus: (1) parking, (2) street-front beautification, (3) signage/permitting and (4) foot traffic. Over the course of several months, the Task Force examined each of these issues with attendance and input from specialists on each issue, including City Councilmembers and staff, community members and other experts.

The Task Force developed an initial set of nine recommendations earlier this year. The Task Force then met again to prioritize the recommendations to focus on a few of the items of most importance to them.

### Small Business Task Force Recommendations

After several rounds of discussion, the Task Force has developed the following priority recommendations:

- 1) Lower parking requirements for restaurants and health and wellness retail services (gyms).

The Task Force discussed the City's current parking requirements and also examined the parking requirements of neighboring cities (including West Hollywood, which recently lowered its parking requirements). A rough comparison of current parking requirements is attached as Exhibit B. An article describing West Hollywood's recent adjustment to parking requirements is attached as Exhibit C.

The Task Force also received input from several commercial brokers and landlords that the City's parking requirements have been a deterrent to certain businesses moving to Beverly Hills. In coming to its recommendations, it was noted that West Hollywood recently lowered its parking requirements significantly to take account of parking demand and that other neighboring cities generally have lower parking requirements than Beverly Hills.

For example, Beverly Hills requires restaurants to have approximately 22 parking spaces for every 1,000 square feet of floor area<sup>1</sup>, West Hollywood requires about 3.5, Culver City 10 and Santa Monica 5.

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<sup>1</sup> For restaurants in Beverly Hills, the first 1,000 square feet of space requires one parking space for every 350 square feet of floor area. Thereafter, the parking requirement is generally one parking space for every 45 square feet (or 22 spaces per 1,000 square feet) for the first 9,000 square feet and one parking space for every 65 feet (or 15 spaces per 1,000 square feet) for square footage in excess of 9,000 square feet. See Bev. Mun. C. § 10-3-2730.



Beverly Hills generally requires 10 parking spaces for every 1,000 feet for gyms<sup>2</sup> while West Hollywood requires 3 spaces, Culver City requires 5 and Santa Monica requires 3.3.

The Task Force believes that this issue is particularly prominent for restaurants and health and wellness retail services (gyms) given the difference in requirements with neighboring cities and the increasing use of alternative forms of transportation. The Task Force felt that the vitality of these types of businesses helps support a strong business community as well as retailers who benefit from the foot traffic coming from these businesses. The Task Force also felt that the increasing use of ride-hailing services such as Uber and Lyft has lessened the necessity for the current parking requirements as they pertain to restaurants and gyms as many people have started to take these options when they go out, especially at night. Please see Exhibit D which is article on the growing development of ride-hailing.

The Task Force therefore recommends that the City examine lowering parking requirements for restaurants and gyms to make the City more competitive with its neighbors in attracting these types of businesses.

- 2) Streamline and provide more cost effective ways for business owners to update their storefront signage.

Task Force members expressed that they are reluctant to update or replace their storefront signage due to the cost and the frequent need to go before the Architectural Commission which can cost several thousand dollars.

Staff level review costs start at approximately \$307 while the base cost for Architectural Commission review starts at \$2,468 if a project can be approved in one meeting and increases to \$4,936 if the request requires two meetings.<sup>3</sup> This base cost does not include supplemental fees and charges which are usually necessary (for example, for noticing the community, environmental review, etc.) In connection with Commission review, small businesses reported that they often feel compelled to hire legal or other counsel to help successfully navigate this process which also adds to the expense and discourages them from seeking updated and refreshed signage.

Generally, the following types of signs can be approved by staff at the public counter (within constraints such as size, location, material, etc.):

- Business Identification Signs (wall signs)
- Window signs

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<sup>2</sup> See Bev. Mun. C. § 10-3-2730 – B15. Note that smaller “private training centers” of 2,000 square feet or less require only 5 spaces per 1,000 square feet. Private training centers are defined in Bev. Mun. C. § 10-3-100.

<sup>3</sup> See generally Beverly Hills Fiscal Year 2018-2019 Schedule of Taxes, Fees and Charges, pg. 30, available at <https://www.beverlyhills.org/cbhfiles/storage/files/864542234282213614/FY2018-19TaxesFeesandCharges.pdf>. Please note that as of February 1, 2020, the fees will be updated as follows: \$385 for staff level reviews, \$2,243.50 for Architectural Commission review for one meeting, and \$4,485 for 2 meetings.

- Awnings
- Construction Barricade signs with no graphics/mural
- Signs that have previously received Architectural Commission approval or previously approved sign program.

The following types of signs require Architectural Commission review and are not eligible for staff review:

- Multiple business identification signs on one building
- Monument/pole/ground signs
- Building identification signs
- Business signs greater than 25 square feet
- Neon signs
- Banners
- Signs facing private property or an alley
- Courtyard signs exceeding 8 square feet
- Multi-colored signs (with more than three colors)
- Murals
- Construction barricade graphics
- Blade/projecting signs

Therefore, the Task Force recommends that the City streamline and provide lower cost ways for business owners to update and upgrade their signage. This can include: (1) lowering costs and fees; (2) creating a streamlined process for approvals; and (3) allowing more decisions and types of signs to be reviewed and decided at the staff level (which also lowers the costs substantially).

In terms of enhancing streets and increasing foot traffic, the Task Force also discussed how to create signage to entice more people to walk the streets. The Task Force recommends creating pre-approved “templated” projecting<sup>4</sup> signs that could make it easier for passersby to see what types of stores exist on a given block.

- 3) Incentivize vacant storefront beautification by simplifying and streamlining the process for approvals of beautification efforts.

The Task Force discussed the high number of storefront vacancies on certain streets in the City and the importance of maintaining a positive image to encourage shoppers to remain on the street and shop at adjacent stores that are open. For example, Task Force members felt that the former Brooks Brothers location on Rodeo Drive was nicely decorated with photos while it was sitting vacant in parts of 2018-2019.

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<sup>4</sup> “Permitted projecting signs shall not project from the wall of the building or structure to which they are attached more than thirty inches (30”) and shall not exceed eight feet (8’) in height. Projecting signs less than twelve feet (12’) above the grade shall be prohibited. Permitted projecting signs may project over public sidewalks.” Bev. Mun. C. § 10-4-305.

Currently, non-advertising photographs and interior decorations as well as promotional/advertising signs under 12 square feet can typically be decided at the staff level. Promotional or staffing signs beyond 12 square feet need to go before the Architectural Commission.

The Task Force recommends simplifying and streamlining the process for approving vacant storefront beautification to make it easier for landlords to decorate the property while it is sitting vacant. This could include: (1) creating approved guidelines to landlords and brokers to decorate or otherwise beautify a vacant building; (2) lowering costs and fees; and (3) allowing more decisions to be made at the staff level (which also lowers the costs substantially).

- 4) Extend the law allowing “Leased” signs to remain on storefronts for additional time and create a template for businesses to display that they are “Coming Soon.”

Currently, City law provides that when a commercial property is leased, a “Leased” can remain posted at the location for no more than 30 days, after which the sign must be taken down. Bev. Mun. C. § 10-4-104. However, many properties remain unopen for several months after being leased, and there is no provision for any signage in these circumstances. Task Force members believe it would be helpful to have signage remain on the property in the interest of showing activity is occurring on the street.

Therefore, the Task Force recommends that “Leased” signs be permitted to remain in storefronts for additional time beyond the 30 days as well as to create a template for incoming businesses to display that they are “Coming Soon.”

#### Business Community Outreach

The Chamber has shared the recommendations of the Small Business Task Force with the Rodeo Drive Committee (August 7 and November 6), the Conference and Visitor’s Bureau (August 20) and the Chamber Board of Directors (July 30). The recommendations were positively received by each group.

# Exhibit A

## Small Business Task Force – Current Roster

### City Council Liaisons

Vice-Mayor Lester Friedman

Councilmember Julian Gold, M.D.

### City and Chamber Staff

George Chavez, City Manager, City of Beverly Hills

Laura Biery, Marketing & Economic Sustainability Manager, City of Beverly Hills

Todd Johnson, CEO, Beverly Hills Chamber of Commerce

Blair Schlecter, VP, Economic Development & Government Affairs, Beverly Hills Chamber of Commerce

### Task Force Members

Jodie Robinson, Owner, Anne Michelle

Shawn Saeedian, Owner, Beverly Hills Market

Sabaa Kamal, Owner, Kamal Beverly Hills

James Anderton, Owner, West

Chris Bonbright, Owner, Gratitude

Norbert Wabnig, Owner, The Cheese Store of Beverly Hills

David Laredo, Owner, The Nosh of Beverly Hills

Philippe Blanchet, Owner, Champs Elysees

Shahe & Lena Basmajian, Owners, Robert Burns Wines

Jay Nehouray, Manager, Caravan Rug

Frank Mottek, Radio, KNX 1070

Jeff Tilem, President, Pioneer Hardware

Susan Andriacchi, Owner, Massage Envy

Doug Newton, General Manager, Bedford and Burns

Umberto Savone, Owner, Umberto Hair Salon

Jeff Gross, Owner, Mickey Fine

Ron Rieder, Owner, Beverly Hills Postal Place

# Exhibit B



CHAMBER  
of  
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## Parking Requirements by City (per 1,000 square feet) (numbers are approximate)

<u>Business Type</u>	<u>West Hollywood</u>		<u>Beverly Hills</u>	<u>Culver City</u>	<u>Santa Monica</u>
	<u>Old</u>	<u>New</u>			
Restaurant	9	3.5	22	10	5
Retail	3.5	2	2.9	2.9	3.3
Gym	10	3	10	5	3.3

## Exhibit C

# How much did West Hollywood cut commercial parking requirements?

By David Warren | Business. Transportation | 13 December 2018

\*[Note: Article available at <http://wehobythenumbers.com/2018/12/13/how-much-did-west-hollywood-cut-commercial-parking-requirements/>]

Short answer: 0% to 70% depending on the type of business and up to 100% for some businesses moving into smaller spaces

West Hollywood, like many cities, requires new businesses and new developments with commercial space to provide a minimum amount of commercial off-street parking. The business or developer can provide more than the minimum if they want. The parking can be on-site, in a nearby lot, or in City-owned parking. The minimum is based on the type of business and its physical size. A bar needs more parking spaces than a retail shop of the same square footage.

West Hollywood recently decided to cut the minimums. It was an important decision. If the minimums are too high, they may hurt economic development and keep storefronts empty. If they're too low, more visitors and workers may park in residential neighborhoods (especially during the day) and some visitors might avoid West Hollywood. The City is trying to find the right balance.

# Cuts by type of business

Parking requirements are being reduced in two ways. First, the minimum number of spaces is being cut up to 70% for most types of businesses. For example, the City is cutting the minimum from 15 spaces per 1,000 square feet for bars to 5, 10 to 3 for gyms, 9 to 3.5 for restaurants, 4 to 2 for personal training facilities, and 3.5 to 2 for general retail (including grocery stores). The requirement for hotels is going from 1 to 0.5 per room.

	GENERAL RETAIL	HEALTH/FITNESS FACILITIES	PERSONAL HEALTH/FITNESS FACILITIES	HOTELS	NIGHT CLUBS/BARS	RESTAURANTS
Parking Rate Approach	PER 1000 SF	PER 1000 SF	PER 1000 SF	PER GUEST ROOM	PER 1000 SF	PER 1000 SF
<b>CURRENT REQUIREMENTS</b>	<b>3.5</b>	<b>10</b>	<b>4</b>	<b>1</b>	<b>15</b>	<b>9</b>
<b>PROPOSED REQUIREMENT</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>0.5</b>	<b>5</b>	<b>3.5</b>

Source: City of West Hollywood, staff report to the City Council, November 5, 2018.

That’s a 70% cut for gyms, 67% for bars, 61% for restaurants, 50% for hotels and personal training facilities, and 43% for general retail. The minimums aren’t being reduced for schools, childcare and adult care facilities, and service stations.

## REDUCTION IN THE MINIMUM NUMBER OF COMMERCIAL OFF-STREET PARKING SPACES REQUIRED IN WEST HOLLYWOOD

type	% cut in parking minimum
Gym	70%
Bar	67%
Restaurant	61%



<b>type</b>	<b>% cut in parking minimum</b>
Hotel	50%
Personal training	50%
General retail	43%
Office	43%

Sources: City of West Hollywood; our analysis.

---

## Cut by size of business

There is a second cut for some businesses that move into smaller, previously-occupied spaces of less than 6,000 square feet. Those businesses won't have to provide any more parking than the prior business did. That's true even if the new business is more parking-intensive or if the prior business didn't provide any parking. It's a reduction of up to 100%. It covers three-quarters of the city's smaller commercial spaces (those under 10,000 square feet).

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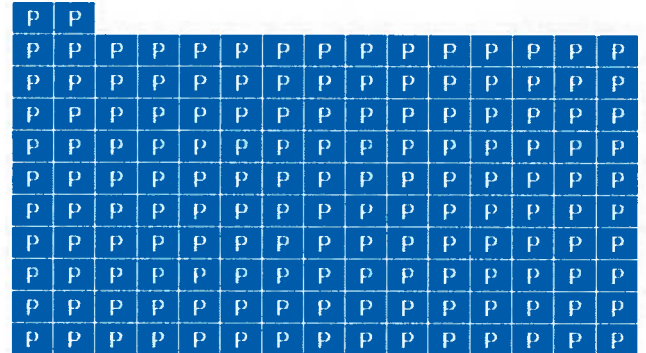
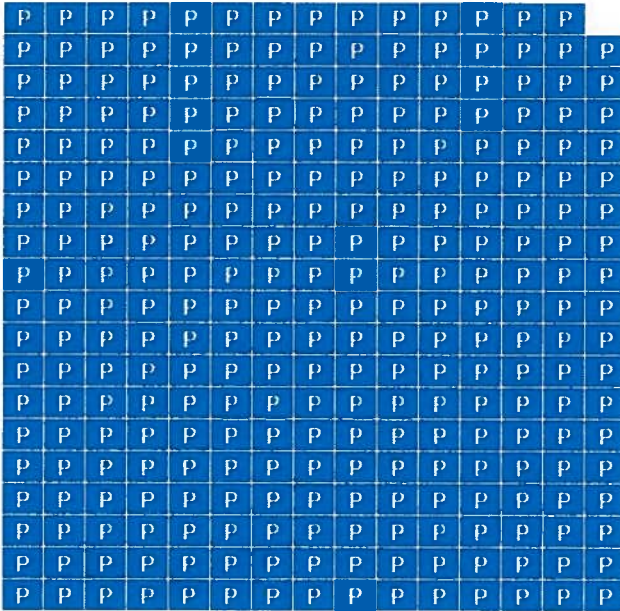
## Grocery store example

We'll use a grocery store to illustrate the size of the cuts. When the current Pavilions was built, it was required to have 284 parking spaces for the store and adjacent commercial building. Today, we estimate a similarly-sized project would require roughly 152 spaces, about half as many. Whether to build more would be up to the developer.

**ILLUSTRATION: PARKING REQUIRED FOR A PAVILIONS-LIKE DEVELOPMENT**

**Old minimum = 284**

**New minimum = 152 (estimated)**



Sources: City staff report, November 5, 2018; City Council resolution 07-3566; Traffic Impact Study for Pavilions, February 2, 2007; our analysis.

## Expected benefits

The City expects multiple economic development and other benefits. We've put them in five categories:

- **Jobs and tax revenue from new businesses:** The City believes the old parking requirements were “commonly a deal breaker for would-be businesses” thinking of entering the city.
- **Fewer vacant commercial spaces:** More businesses starting in (or moving to) the city means fewer vacant commercial spaces. Vacant storefronts, in particular, are considered undesirable.
- **Help for existing businesses:** While the changes have been described as “prospective,” existing businesses will be able to apply for a reduction in their parking requirements. It might save

money for businesses that pay a private parking operator or the City for spaces. It could also allow a business with substantial unused parking to free it up for other businesses.

- **Lower development costs:** “Given the significant cost of constructing parking facilities [tens of thousands of dollars per space], particularly structured and subterranean parking, the...amendments have the potential to reduce the cost of new development in West Hollywood.” The staff report doesn’t say who will capture the benefit of lower development costs.
- **Increased sustainability and preservation:** By encouraging re-use of existing buildings, the changes may reduce demolitions and new construction, which are environmentally less desirable than re-use.

On the flip side, the City staff believes that any potential impact on residential neighborhoods can be handled through existing procedures for residents to request parking restrictions on their streets.

---

## Justifications for lower minimums

In addition to the expected benefits, the City argues that lower minimums are appropriate on technical grounds. We can summarize their arguments as:

- The old minimums were too high because they were meant to provide ample parking in suburban areas, not the right amount of parking for an urban area like West Hollywood
- Commercial parking demand in general has declined in West Hollywood
- West Hollywood’s old minimums were higher than “most cities in our region”
- Recent studies of specific West Hollywood businesses show parking demand below the old minimums for some business types

We’ll focus on the third and fourth arguments below.

# Minimums versus other cities

We compare West Hollywood’s minimums for selected business types to Beverly Hills, Culver City, Pasadena, and Santa Monica in the table below. We think the best comparisons are of West Hollywood’s standard requirements to the standard requirements in the other cities. Some of those cities have lower requirements for special areas (e.g., Downtown Santa Monica). Our perspective is that those special areas differ from West Hollywood’s situation in important ways, such as better transit service (rail) and greater separation from residential neighborhoods. That’s why we prefer the standard-to-standard comparisons.

**MINIMUM NUMBER OF COMMERCIAL OFF-STREET PARKING SPACES PER 1,000 SQUARE FEET (OR PER HOTEL ROOM)**

	West Hollywood		Citywide except in special areas				Old Town	Downtown
	Old	New	Beverly Hills	Culver City	Pasadena	Santa Monica	Pasadena	Santa Monica
Bar	15	5	36	10	10	20	7.5	0
Restaurant (tbl svc, 5k sq ft)	9	3.5	22	10	10	5	7.5	0
Gym	10	3	10	5	5	3.3	3.8	0
Grocery store	3.5	2	2.9	2.9	4	4	3	0
Retail (general, 2,500+ sq ft)	3.5	2	2.9	2.9	3	3.3	2.3	0
Office (non-medical)	3 - 3.5	1 - 2	2.9	2.9	3	3.3	2.3	0
Hotel (per guest room)	1	0.5	1	1+	1	1	0.75	0

 West Hollywood's old minimum was higher than Beverly Hills, Culver City, Pasadena, and Santa Monica

 West Hollywood's new minimum is lower than Beverly Hills, Culver City, Pasadena, and Santa Monica (except downtown)

Note: (1) For completeness, we have included the minimums for two special areas, Old Town Pasadena and Downtown Santa Monica, but we prefer the standard-to-standard comparisons. (2) There are no parking minimums in Downtown Santa Monica. Sources: City of West Hollywood staff report, November 5, 2018; city websites; our analysis.

The numbers suggest that:

- West Hollywood’s new minimums are lower than the other cities for all of the business types we examined. They are even lower than Pasadena’s special Old Town minimums.
- West Hollywood’s old minimums for bars, restaurants, grocery stores, and hotels weren’t the highest.

- West Hollywood's old minimums for retail stores and non-medical offices were the highest (6% higher than the second highest).

The City's consultant put together a similar table (see below). However, they chose to compare West Hollywood to special areas and to a number of cities outside the region. We assume their table was the basis for the argument that the City's minimums are higher than "most cities in our region."

Table 3. Parking Requirement Comparisons		DENSITY	GENERAL RETAIL	HEALTH/FITNESS FACILITIES	PERSONAL HEALTH/FITNESS FACILITIES	HOTELS	NIGHT CLUBS/BARS	RESTAURANTS
		PERSONS PER 300 sq ft	PER 1000 SF	PER 1000 SF	PER 1000 SF	PER GUEST ROOM	PER 1000 SF dance floors not included	PER 1000 SF
<b>WEST HOLLYWOOD CURRENT RATES</b>		<b>19.4</b>	<b>3.5</b>	<b>10</b>	<b>4</b>	<b>1</b> retail, restaurant & conference uses (only) at 80% of required parking	<b>15</b> 28/1000 SF for dance floors	<b>≤ 1,200 SF = 3.5</b> <b>&gt; 1,200 SF = 8</b>
<b>LOCAL PARKING DEMAND DATA</b> WEHO PARKING STUDIES		-	<b>2 - 4.4</b>	Research Underway	Research Underway	<b>0.4 - 1.5</b>	No Data Collected	<b>2 - 6.3</b>
<b>ITE REQUIREMENTS</b>								
<b>NATIONAL DATA</b> <b>PARKING DEMAND</b> ITE PARKING GENERATION		-	<b>1.7 - 4.8</b>	<b>1.8 - 11</b>	-	<b>0.9 - 1.6</b>	-	<b>3 - 12.4</b>
<b>COMPARISON TO OTHER CITIES</b>								
<b>HIGHER REQ.</b>	<b>BEVERLY HILLS, CA</b>	<b>6.0</b>	<b>2.9</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>36</b>	<b>2.9</b> if < 1,000 SF (up to 8,000 SF = 2.2) <b>1.5</b> if > 9,000 SF
	<b>LAGUNA BEACH, CA</b>	<b>2.6</b>	<b>4</b>	<b>10</b>	<b>4</b>	<b>1</b> 1/15 rooms up to 80% of ancillary uses + employees	<b>10</b>	<b>10 (or) 1/3 seats</b> minimum of 5 + employees
<b>DATA DOWN / RIGHT-SIZE PARKING</b>	<b>SANTA MONICA, CA</b> DOWNTOWN COMMUNITY PLAN AREA - MARKET-RATE	<b>11.0</b>	<b>2</b> if ≤ 5,000 SF <b>3.3</b> if > 5,000 SF	<b>2</b> if ≤ 5,000 SF <b>3.3</b> if > 5,000 SF	<b>2</b> if ≤ 5,000 SF <b>3.3</b> if > 5,000 SF	<b>0.5</b> + 1/250 SF for banquets + 50% of required parking for ancillary uses*	<b>2</b>	<b>2</b> if ≤ 5,000 SF <b>3.3</b> if > 5,000 SF
	<b>PASADENA, CA</b> OLD TOWN PASADENA	<b>6.2</b>	<b>2.25</b>	<b>3.75</b>	<b>2.25</b>	<b>0.75</b> + 7.5/1,000 SF of banquet or restaurant (up to 5,000 SF and then 2.5/1,000 SF)	<b>21</b>	<b>7.5</b>
	<b>BELLEVUE, WA</b> DOWNTOWN MIXED-USE ZONE	<b>3.8</b>	<b>3.3 - 5</b>	-	<b>2 - 3</b>	<b>0 - 2</b>	<b>10</b>	<b>0 - 20</b>
	<b>PORTLAND, OR</b> CENTRAL CITY	<b>4.4</b>	<b>1 - 2</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>4</b>
<b>MARKET DRIVEN/HIGH REQ</b>	<b>SAN FRANCISCO, CA</b>	<b>18.9</b>	<b>2</b> spaces: 1,000 - 20,000 SF then <b>4/1,000 SF</b>	<b>5</b> if > 5,000 SF	<b>2</b> spaces: 8,000 - 20,000 SF then <b>4/1,000 SF</b>	<b>1/16</b> bedrooms if > 23	<b>5</b> if > 5,000 SF	<b>5</b> if > 5,000 SF
	<b>SAN DIEGO, CA</b> GASLAMP PLANNED DISTRICT	<b>5.0</b>	<b>No Parking Minimums (Maximum of 1/400 SF for Commercial Uses)</b>					

Notes: (1) The numbers shown for Downtown Santa Monica are actually maximums. There are no minimums. (2) We don't know whether the cities outside the region have parking demand similar to West Hollywood. Sources: City of West Hollywood, staff report to the City Council, November 5, 2018.

# Parking demand for specific West Hollywood businesses

The City’s consultant collected parking use data for a number of West Hollywood businesses. For example, the counts for restaurants ranged from 2.5 occupied spaces per 1,000 square feet at Tenmasa on the weekend to 6.3 for restaurants at 9200 Sunset on weeknights. The one grocery store studied, Trader Joe’s, used 3.2 spaces on weekdays and 4 on weekends.

	RETAIL/ RESTAURANT	LAND USE	SUPPLY	WEEKDAY PEAK DEMAND	WEEKEND PEAK DEMAND	WEEKDAY RATE / 1000 SF	WEEKEND RATE / 1000 SF
Sunset Strip	Mel’s Drive-in & Westtime	Drive in Diner	41	15	21	3.2	4.5
		Drive in Diner & Retail Use (Mixed Use)	41	20	24	2.1	2.6
	State Social House, Serafina, Warren Tattoo, & Law Office	Pub, Restaurant, Retail and Office (Mixed Use)	37	27	16	2	1.2
	Tenmasa	Sit-Down Restaurant	23	20	11	4.5	2.5
	9200 Sunset	Mixed Use (Entertainment Office + High-End Restaurant)	152	130	70	0.4	0.2
		Restaurant (after 6PM)	152	82	70	6.3	5.4
Sunset Retail Corner	Mixed Use Retail + Café + Office	49	34	44	2.9	3.7	
East Santa Monica	Trader Joes	Grocery Store	74	48	60	3.2	4
	West Hollywood Gateway	Shopping Center	1117	561	509	2.2	2

Source: City of West Hollywood.



The consultant also reported a range for three types of businesses, based on West Hollywood parking studies. The ranges were 2 to 6.3 spaces per 1,000 square feet for restaurants, 2 to 4.4 for retail (including grocery stores), and 0.4 to 1.5 per guest room for hotels.

## Minimums chosen

Based on their work, the consultant recommended a “data-driven/right-size” range for at least five business types. They were 5 to 10 for bars, 3.5 to 6.5 for restaurants, 3 to 5 for gyms, 2 to 3.5 for retail, and 0.5 to 0.85 for hotels. The top ends of the retail and hotel ranges were lower than the study results. The restaurant range was higher than the study results.

### EVOLUTION OF THE DATA-DRIVEN MINIMUMS

	<u>West Hollywood parking studies</u>		<u>Consultant's recommendation</u>		<u>City's new minimum</u>
Bar			5 - 10		5
Restaurant	2 - 6.3		3.5 - 6.5		3.5
Gym			3 - 5		3
Retail	2 - 4.4		2 - 3.5		2
Hotel	0.4 - 1.5		0.5 - 0.85		0.5

Source: City of West Hollywood; our analysis.

The City chose the low end of each range for its new parking minimums: 5 for bars, 3.5 for restaurants, 3 for gyms, 2 for retail, and 0.5 for hotels.

## **Exhibit D**

[CNN Article]





Innovate

# Cities warm up to designated Uber, Lyft pick-up spots

by [Matt McFarland](#) @mattmcfarland

November 16, 2017: 1:46 PM ET

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## Uber partners with NASA on flying taxis

Some of the hottest real estate in cities right now is curbspace.

It's in such demand that cities including Washington, D.C., San Francisco and Fort Lauderdale, Florida have unveiled test programs that rethink this precious resource.

The cities are replacing commercial parking spots with reserved pickup and dropoff areas for Uber and Lyft.

It's a part of a larger effort to improve safety and address issues, such as double-parking, blocked bike lanes and impeded transit lanes.

The rising popularity of ride-sharing services, e-commerce deliveries and bikeshare networks has triggered cities to reassess how to manage curbspace, according to experts.

"I've noticed this conversation starting to emerge rapidly in most of the large cities where we operate," Emily Castor, senior director of transportation policy at Lyft, told CNN Tech.

Gerry Tierney, director of the mobility research lab at design firm Perkins+Will, believes most cities will have reserved pick-up and drop-off spots in dense downtown areas in the next few years.

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incentive for both to find common ground over better use of public space.

"There's a lot of benefits to getting this right -- not just for the people who use our service, but for overall transportation on the streets," Andrew Salzberg, Uber's head of transportation policy and research told CNN Tech. "When there's not sufficient space for these connections to happen, there can be some negative spillover."

**Related: Dashcams are helping rideshare drivers boost their pay**



Last week, San Francisco announced plans for a pilot that would designate dropoff zones for ridesharing services in a popular commercial corridor. Bicycling advocacy organizations in San Francisco, as well as Washington D.C., have been receptive to tests amid concerns about blocked bike lanes.

According to Brian Wiedenmeier, executive director at the San Francisco Bicycle Coalition, the city's popular bike route on Valencia Street has become unpleasant due to ride-sharing growth.

Meanwhile, Uber recently worked with local government in Fort Lauderdale to identify hotspots for pick-ups and dropoffs on Las Olas Boulevard, a lively area with nightlife and dining. After Thanksgiving, the city will launch a six-month pilot project that converts 18 parking spots in three areas into designated pickup and dropoff zones during high-traffic hours, weekday nights and weekends.

Following an initial grace period, drivers who do not use the zones may be fined.

Washington, D.C. is testing a similar approach near DuPont Circle, a popular nightlife destination. The ridesharing companies recommended specific sections of the neighborhood for drop areas. On weekend evenings, the city has replaced 61 parking spaces with reserved zones.

There's incentives for drivers, too.

"When you get into the heart of the city, passengers often want to be dropped off or picked up in illegal and sometimes dangerous places," said Harry Campbell, editor of [TheRideShareGuy.com](http://TheRideShareGuy.com), a blog for drivers.

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Cities are expecting to learn from the trials and improve accordingly. One open question is whether ridesharing companies will have to pay to access the zones.

According to Catherine Prince, Fort Lauderdale's mobility project manager, to scale these zones around the city, some form of compensation would be needed to account for lost parking revenue. The city relies on that revenue to fund projects.

Meanwhile, in San Francisco, negotiations are ongoing between the government and the ridesharing companies to finalize an agreement.

The arrangements with cities may also set the stage for self-driving taxis, which will likely need reserved, curbside spots to effectively meet customers.

"This is sort of like a beta test for autonomous vehicles, when people will summon cars on demand," Tierney said. "You have to first make sure the ridesharing works effectively with transit, bus, bike lanes and everyone using the street."

CNNMoney (Washington)  
First published November 16, 2017: 1:46 PM ET

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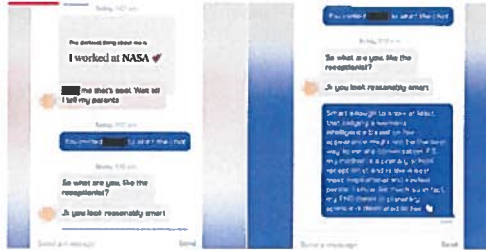


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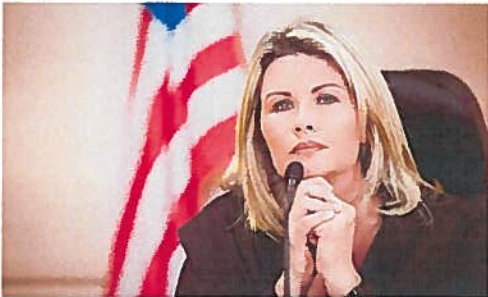
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## Signage Pollution

Uncontrolled business signage creates a cluttered, unappealing streetscape and can negatively impact the economic health and character of the community.

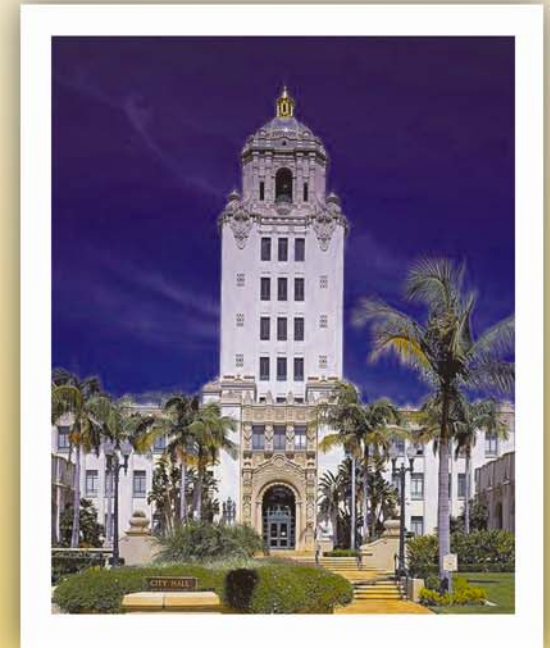
There are acceptable standards for business identification signage that provide businesses with the opportunity to identify themselves effectively without encroaching onto the public right-of-way while maintaining a visually attractive pedestrian right-of-way.

Signs are subject to staff or Commission review. Once approved, a Sign Permit is required before any sign can be installed.

ATTACHMENT 3



## City of Beverly Hills Community Preservation Program



## Commercial Signage Guidance and Regulations

City of Beverly Hills  
Community Development Department  
455 North Rexford Drive  
Beverly Hills, CA 90210



# B U S I N E S S   S I G N A G E   R E G U L A T I O N S



*Signage pollution*

## Our Commitment

The City of Beverly Hills is a unique community made up of world-class businesses and actively engaged residents. We offer beautiful neighborhoods, high-end retail and first-class municipal services.

The Community Preservation Program was established to monitor and ensure that signage throughout the City is in compliance with the Beverly Hills Municipal Code.

In an effort to assist businesses and residents, Community Preservation works proactively to identify and educate the community on unlawful signs and conditions. The City is committed to obtaining voluntary compliance prior to initiating enforcement.

The City regulates the following types of signs: real estate, yard, political, business identification, building and directional, and illegal signs and other encroachments on the public right-of-way.



*Appealing alternative*

## Prohibited Conditions

- Display of banners  
Signs on the public right-of-way  
- including sidewalks, streets, parkways, medians, City trees, light and utility poles
- Moving signs  
- flashing, scrolling message or moving mechanical signs
- Devices placed on the public right-of-way designed to attract attention including balloons, merchandise, special lighting, ads, and other objects
- Oversize/multiple real estate signs in commercial and multi-family zones
- Real estate signs without the City-approved and issued permit decal
- Unapproved business signs/graphics on store fronts and building facades
- Unapproved graphics on awnings or outdoor furniture

## How We Can Help

Beverly Hills' image and world-class reputation is an invaluable asset to City businesses.

Our efforts are directed towards protecting and maintaining the City's image for the community as a whole.

All signs are subject to City approval and require a Sign Permit.

Signage information is available online at the City web page and City staff is available for consultation.



Extensive signage information is available online at the web page: [www.beverlyhills.org/signs](http://www.beverlyhills.org/signs)

You may contact City staff at **(310) 285-1141**; choose one of the following based on your needs:

- Select "Planning and Zoning" to discuss business signage approvals.
- Select "Schedule an Appointment" to arrange a meeting with staff.
- To report a violation you may contact Code Enforcement at (310) 285-1119.