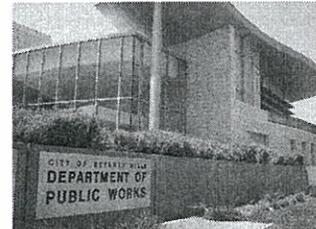
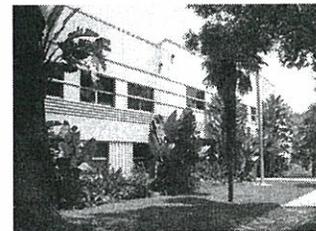

**Beverly Hills
Entertainment Business District
(Former Industrial Area)**



**DRAFT
Sketch
Plan**



Submitted August 30, 2005

Prepared by
EIP Associates

1

Introduction & Overview

The purpose of this report is to inform proposed changes to the Beverly Hills General Plan and Zoning code in order to address potentially changing land uses in the former Industrial Area of Beverly Hills. The goal is a comprehensive strategy for the unified, cohesive development of the area. The impetus for this change is the proposed development of the Community Recreational Center and related to-be-determined private development. The overall vision for the study area is: a functionally and physically distinct district that incorporates multiple private and public uses, supports the community as a whole, is linked and compatible with adjacent uses - both internally and externally - and has a high level of architectural and design quality for buildings, public spaces, and landscapes. As part of previous studies regarding the former Industrial Area, and as part of this study, several objectives exist for development. These objectives, which have been presented in earlier studies and are embellished as part of this study, include:

- Provide for the consolidation, more efficient use, and upgrading of the City's municipal service facilities.
- Allow for the development of community-oriented service and cultural facilities, including a community recreation facility, consistent with language in the

Open Space Element of the Beverly Hills General Plan.

- Provide for the development of neighborhood-serving and local office-supporting retail commercial, restaurants, and other customer-intensive uses that encourage a high level of pedestrian activity, specifically on Civic Center Drive west of Beverly Boulevard.
- Allow for the development of mixed use with residential uses that are integrated with office and retail commercial uses and are compatible with the continued existence of municipal service facilities.
- Ensure that the development of all parcels in the study area for public and private uses are integrated and consistent in terms of siting, physical form, scale, massing, architectural character, inclusion of public amenities and open space.
- Provide for the development of consistent and well designed public signage, street furniture, pedestrian-oriented lighting, and landscaping.
- Ensure a pedestrian link between Civic Center Drive and the remainder of the former Industrial Area.
- Using appropriate transitional use ordinances and other techniques, ensure the compatibility of proposed changes in the former Industrial Area with adjacent residential areas by limitations on the type of use, heights of buildings, architectural design, use of landscape, and locations of access.

- Ensure that infrastructure and transportation and circulation facilities are adequate to support proposed land use development.
- Ensure that new development projects provide adequate parking.
- Ensure that infrastructure, public amenities, and other required improvements are financed by new private development.
- As stated in the General Plan Open Space Element, provide for the "acquisition of adequate land in a centrally-located area, such as the Industrial District. This would provide the opportunity to develop additional playing fields, a recreation center for day-care purposes, and facilities to meet the needs of various community organizations."

1.1 Background & Purpose

As stated above, this sketch plan report describes a land use framework for the Beverly Hills Industrial Area. This document will be used as a foundation for the preparation of the General Plan Amendment (GPA) and appropriate changes to the Beverly Hills Zoning Ordinance.

The sketch plan report describes permitted uses, height limits, and other development standards for each of the parcels in the five-block project area. Envisioned uses include a new community recreational facility, utility and civic uses, offices, hotel and retail uses, mixed-use development (residential and commercial) and the creation of a pedestrian-oriented district along Civic Center Drive west of Beverly Boulevard. In order to facilitate future uses within the project area

(including the use of a new community center), it will be necessary to revise the existing Beverly Hills General Plan the existing Zoning Code in order that the land use designations and zoning classifications are appropriate to the desired uses.

1.2 Project Location & Description

The Beverly Hills Industrial Area is a triangular-shaped district that includes 43 acres of land presently developed with industrial, commercial, government and religious uses. The area is bound by Santa Monica Boulevard and Beverly Boulevard to the north, North Maple Drive to the east, Civic Center Drive to the west, and the mid-block, east-west running lot line between Third Street and Burton Way to the south. The project location, which is largely buffered from residential and retail areas of the City, is illustrated on Figure 1.

Area History

Beverly Hills as a community is not typically associated with having an industrial base or industrial land uses. However, the original Master Plan and development pattern for Beverly Hills did include a small amount of land set aside for the purpose of light manufacturing. These properties make up the project area for this study and were originally developed as manufacturing facilities for companies such as E.L Payne Furnace & Supply, Continental Bakeries, Ocean Foods, Standard Oil, and others. The catalyst for development of these properties was the electrical substation that was constructed for the street railway and the railroad spurs off of the Southern Pacific Railroad line running along Santa Monica Boulevard. The substation still exists, is operated by Southern

California Edison, and located at the southwest corner of Third Street and Foothill Road. The railroad and spur rights-of-way were abandoned and purchased by a variety of owners. Over time, the highest and best use for land in the former Industrial Area has transitioned from industrial to other uses. Existing buildings that reflect these market forces include the Hilton headquarters and other Class A office buildings. Meanwhile, municipal and government entities have continued to utilize land for purposes such as municipal yards and public works facilities. A water treatment plant and public works administrative office was recently constructed. Some parcels remain unutilized or underutilized, and development proposals for some of these sites are the impetus for this study.

General Plan & Zoning

As illustrated on Figure 2 (located at the end of this report section), the entirety of the study area currently has a General Plan Designation of "Low Density Commercial & Municipal." The only exceptions are the former railroad right-of-way parcels north of Civic Center Drive, which are designated "Railroad." Specific uses are not articulated in the Land Use Element of the plan; however the designation is associated with a vision of the former Industrial Area as a completely non-residential area, with future uses by and large similar to current uses with emphasis on attracting entertainment industry corporate tenants. The Land Use Element does discuss the need for appropriate mechanisms to be implemented in those areas where there is an abrupt transition from commercial to residential uses. This is the case for portions of the former Industrial Area, specifically the eastern edge of North Maple Drive. Mechanisms such as landscaping and screening, underground parking, and the use of

select parcels as parkland are recommended in the existing General Plan. The General Plan also discusses a possible Scenic Highway designation for Santa Monica Boulevard through the City.

Figure 3 illustrates the three zoning designations that exist within the Study Area - C-5 Commercial, P-S Public Service, and T-1 Transportation. The C-5 Commercial zone was developed specifically for use within the Industrial Area. General retail and office uses are permitted in the district, with some larger or more impactful uses prohibited - such as cinemas, department stores, and industrial uses. Residential uses are not permitted. The ordinance further limits retail and restaurant uses along Civic Center Drive and Maple Drive, and has a 45 foot height limit throughout the designation.

The P-S Public Service zone is limited to six uses: Community athletic facilities, human resource centers, municipal facilities, parks, public auditoriums, and vehicle circulation. The development standards used in this zone are the same as those in the C-5 zone.

The T-1 Transportation zone does not allow any structures except those related to railway transportation. Surface parking is permitted.

Existing Land Use

Although land in the former Industrial Area was at one time used for manufacturing purposes, no pure industrial uses exist today. The predominate land uses in the area are municipal and utility uses and private office uses. Government or utility uses within the area include the Southern California Edison Substation, the Beverly Hills Public Works and Water Treatment Facility, the Beverly Hills Post Office, several Beverly Hills vehicle

maintenance yards and service facilities, and an SBC Communications equipment and switching facility. Several Class A office buildings are located here, primarily along Maple Drive and along the south side of Civic Center Drive, near City Hall. The frontage along Civic Center Drive nearest to Beverly Boulevard includes the retail/commercial components of the district, primarily specialty stores. A mix of small entertainment production facilities, a veterinary hospital, religious institutions, surface parking lots, and vehicle maintenance facilities make up the remainder of land. Existing land uses are illustrated on Figure 4.

2

Development Opportunities

This section provides an overview of opportunities and considerations for development within the former Industrial Area.

2.1 Relationship to Adjacent Land Uses

The land uses bordering the Industrial Area are mixed. The north side of the study area is bordered by Santa Monica Boulevard and the parallel strip of parkland on the north edge of Santa Monica Boulevard (Beverly Gardens Park). North of this parkland buffer are single family residential areas. To the east, across Maple Drive are multi-family residential uses and the Beverly Hills Tennis Club. Multi-family uses are also located north of Beverly Boulevard. Directly adjacent to the south are those uses that front Burton Way, including multi-family uses, L'Ermitage hotel, and the Beverly Hills Municipal courthouse. To the west, across Civic Center Drive, is the Beverly Hills Civic Center and the Civic Center parking garage.

A 25-foot landscaped setback and a 100 foot limit on restaurant and public financial uses exists along the west side of Maple Drive, mitigating many impacts of the office uses on the residential uses on the east side of Maple Drive. Other adjacencies are either compatible or adequately buffered.

2.2 Opportunities & Susceptibility to Change

Opportunities for development in the study area include the large city-owned property along Foothill Road between Alden and Third (the Community Recreation Center site), parcels along Civic Center Drive (west of Beverly Boulevard), and city owned sites adjacent to the new Public Works building that could be used for other municipal uses.

Within the study area are approximately 5.4 acres of City-owned property along Foothill Road between Third Street and Alden Drive. Current uses on this property include surface parking, municipal service yards, and an unused office structure. About half of the property is proposed to be occupied by the Beverly Hills Community Recreation Center (CRC) that will include approximately 80,000 square feet of enclosed space and outdoor activity areas. Proposed activities and programs include basketball courts, a fitness center, dance/exercise studios, swimming pools, community hall, and other various multi-purpose rooms. It is anticipated that parking will be provided in a subterranean garage. The recreation center is estimated to require approximately 460 parking spaces as well as additional parking to be utilized for auto dealer vehicle storage. The remaining portion of the site is to be developed privately. A portion of the proceeds from the private development could be used to assist in funding the recreation center development. Actual lot configuration and precise determination of uses has not as yet been determined. It is the proposed Community Recreation Center project that is the catalyst for this land use study.

3

Sketch Plan

3.1 Land Use Plan

This Sketch Plan, as stated in Section 1, is a starting place for changes to be made to the Beverly Hills General Plan and Zoning Ordinance in order to meet the goals and objectives presented in Section 2. The accompanying Figure 5 - "Sketch Plan Land Uses" illustrates each proposed use and its location within the Study Area. The plan maintains compatibility with surrounding uses, has flexible development parameters for the proposed Community Recreation Center, and seeks to create a pedestrian-oriented district along Civic Center Drive.

Proposed land uses in the area are generally consistent with existing development and current land use and zoning designations (primarily office and municipal uses). The following describes the land uses throughout the area:

- **Mixed Use (Residential and/or Office above Ground Floor Retail)** - This designation applies to key sites along Civic Center Drive where a village-like pedestrian-oriented street with retail, restaurant, or service uses on the ground floor is desired. Ground floor retail uses are to be oriented towards Civic Center Drive and at a pedestrian scale.

- **Community Recreation Center, Residential and/or Office** - This is an open designation allowing for multiple configurations of the proposed Community Recreation Center site on the east side of Foothill Road. Uses permitted include the proposed public recreational facility, multi-family residential, office, hotel, and local serving ground floor retail.
- **Office or Entertainment Industry Related** - This use applies to the existing Class A office buildings in the area, along Civic Center Drive and North Maple Drive. Ground floor retail is permitted, with conditions and standards.
- **Office -or- Mixed Use** - This designation applies to the site at the southeast corner of Third Street and Foothill Road. Uses at this location are dependent on the configuration of the Community Recreation Center site. If residential uses are ultimately located along Third Street, then mixed use (multi-family residential above neighborhood retail) would be the appropriate use for the site. Otherwise only office uses would be permitted. Under either scenario, a hotel use would also be considered for this site.
- **Municipal Service Yard, Municipal Office, Utility** - These areas include existing municipal and utility buildings, and the existing Post Office. Opportunity sites include those areas surrounding the new Public Works building on Foothill Road. Potential uses include a consolidated municipal service yard and new municipal offices.
- **Automobile Sales & Service** - This designation applies to the Mercedes-Benz dealer service lot and maintenance

building, currently under development at the northeast corner of Foothill Road and Alden Drive.

- **Other Permitted Uses** - Consistent with current zoning, religious uses are permitted in all areas with the exception of those areas requiring ground floor retail. Hotel uses would also be considered in all zones except municipal or auto-related designations. Auto related storage and service is also a conditional use (with performance standards) in office or mixed-use designated areas, and the Community Recreation Center site.

3.2 Building Standards

Standards for development are presented on the accompanying Figure 6 - "Sketch Plan Standards."

Height Limits

Height limits in the study area are to be revised from the current area-wide 45-foot height limit to a form that can be described as a "pyramid" peaking in the interior of the area. Height limits are lowest at 30 feet along Civic Center Drive and taper to an internal height limit of 60 feet. Special care is given to the height limits along the Civic Center Drive frontage in order to maintain pedestrian scale. Parcels on the south side of Civic Center Drive have a height limit of 30 feet for the first 15 feet of building depth and 45 feet for the second 15 feet of building depth. These height limits allow for flexibility of use at the lot line, allowing for one story pedestrian-scale retail frontages, or the potential development of second story retail or mezzanine office space. Height limits along Maple Drive north of Third

Street are limited to 45 feet for the first 100 feet of depth and 60 feet beyond. This insures that 60 foot high buildings are not visible from residential structures located east of Maple Drive. Finally, the parcel located on the east side of Foothill Road, between Third Street and Alden Drive, has a 60-75 foot height limit, allowing for structures associated with a rooftop pool or aquatic facility that may extend beyond the base 60 foot height limit. The 75 foot height limit is intended only for such structures and not for additional building floors.

Setbacks

Front yard building setbacks from property lines are as illustrated on the "Sketch Plan Standards" graphic and can be summarized as follows:

- **Third Street** - 5 foot minimum.
- **Alden Drive** - 10 foot minimum.
- **Foothill Road** - 20 foot minimum.
- **Maple Drive** - 25 foot minimum, in order to provide an appropriate buffer for residential uses on east side of street.
- **Civic Center Drive** - In order to maintain a pedestrian-scale building form along Civic Center Drive, buildings are generally intended to be flush to the sidewalk (zero lot line setback). Exceptions would include a maximum allowable setback of 15 feet for outdoor uses, such as a café; or a 5-foot maximum allowable setback for landscape.

Open Space Requirements

Public Open Space requirements are consistent with past studies for the former Industrial Area, and require an area equivalent to five percent of the square footage of the building as calculated for FAR is required for all development within the project area. This area is to be computed as additional to required street setbacks for street frontage, except for parcels along Civic Center Drive where outdoor uses within the 15 foot maximum setback can count towards the overall public open space requirement. Required open space is to be located adjacent to pedestrian areas and intersections, in order to maximize visibility and accessibility. Such areas shall be open to the public during a reasonable portion of the day (typically daylight or working hours).

Private open space requirements are required for projects incorporating residential uses. The requirement for on-site private open space in mixed-use buildings with a residential component is 200 square feet per unit, as consistent with current requirements for outdoor living space in the Beverly Hills Municipal Code.

Density

Allowable density is form-based and is governed by the building envelope created by the open space, setback, and height requirements for uses in the former Industrial Area. However, potential traffic impacts may also govern density as a result of environmental review. In addition to these standards, density is limited to 100 dwelling units per acre on the proposed Community Recreation Center site and 48 dwelling units per acre on other sites with a potential residential component.

Use Standards

This sketch plan proposes a change in permitted uses along Maple Drive. Currently, retail (including restaurants) is not permitted within the first 100 feet of depth along Maple Drive. This plan allows consideration for retail in this zone between Third Street and Alden Drive, as long as certain performance standards are met. These standards would include restrictions on entry, signage, loading, trash, hours of operation, and others.

3.3 Streets & Landscape

Public street and public landscape requirements and improvements are recommended as part of this study. These are illustrated on Figure 7 - "Transportation and Landscape Improvements."

Street Improvements

Improvements proposed are:

- **New Intersection at Foothill Road and Santa Monica Boulevard** - This improvement proposes that Foothill Road continue across Civic Center Drive and connect to Santa Monica Boulevard and across to the portion of Foothill Road that is located north of Santa Monica Boulevard. New signalization and turn lanes would be required on Santa Monica Boulevard. A portion of the parcel located at the southwest corner of Civic Center Drive and Foothill Road would most likely be needed for the reconfiguration. This

improvement would increase access to and from the former Industrial Area.

- **Narrowing of Civic Center Drive between Beverly Boulevard and Civic Center (west section)** - The removal of the angled parking on the north side of Civic Center Drive, replacing it with parallel parking spaces would increase the width of the narrow former railroad right-of-way parcels between Santa Monica Boulevard and Civic Center Drive, therefore increasing usability of those parcels. Furthermore, a more narrow Civic Center Drive would be more intimate in scale, more pedestrian friendly, and more conducive to a village-type area.

Landscape Improvements

Public landscape improvements and requirements proposed are:

- **20 Foot Landscape Buffer Between Santa Monica Boulevard and development on the north side of Civic Center Drive** - The purpose of this buffer is to protect residential uses north of Santa Monica Boulevard from increased activity on Civic Center Drive and maintain the scenic landscaped quality of Santa Monica Boulevard.
- **Pedestrian Scale Amenities on Civic Center Drive** - Amenities such as street tree plantings, improved streetscape, street furniture, and signage is proposed along Civic Center Drive in order to supplement the goal of a pedestrian scale village street.
- **Landscape Features** - Proposed at the locations presented on the "Transportation and Landscape Improvements" graphic.

4

Next Steps

The sketch plan is a device to assist informed decision making. The finalized sketch plan will serve as the base for permitted land uses and development standards that must be incorporated into the General Plan and the Zoning Ordinance.

4.1 General Plan Amendment

Goals and policies of the City's existing General Plan will be amended to reflect the finalized Sketch Plan, including options for land use designations to be incorporated on the General Plan Land Use diagram. This will consider the appropriateness of modifying existing land use categories, creation of a new category, and/or using multiple designations to reflect specific development intentions (use, density, or urban form) for individual properties within the Industrial Area, such as low scale pedestrian-oriented uses along Civic Center Way. Additionally, we will discuss the scope of policy changes necessary for consistency with the amended Plan diagram.

4.2 Zoning Code Update

Options for implementing zoning for the former Industrial Area will be developed. This will consider the appropriateness of modifying existing zoning designations, creation of a new designation, and/or using multiple designations to reflect specific uses,

densities, and development characteristics intended for individual properties within the Industrial Area. At the same time, the scope of revised development regulations necessary for consistency with the amended Plan diagram, such as building height, densities, property setbacks/build to lines, and parking, will be determined. As an alternative to the amendment of the existing Zoning Ordinance, the appropriateness of achieving the intended development through the preparation of a Specific Plan may be discussed.

Figure 1

Project Location

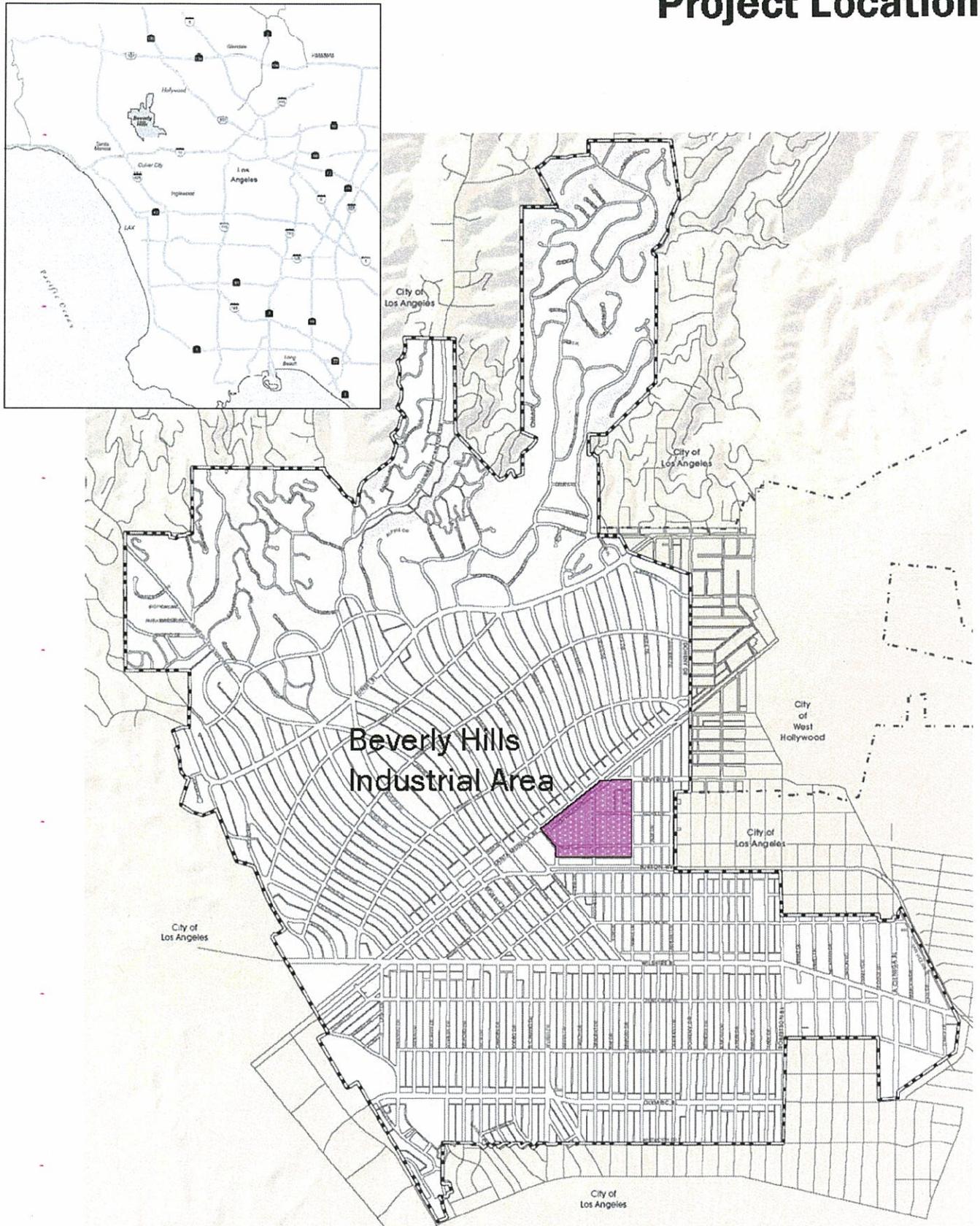


Figure 2

Existing General Plan Designation



-  Low Density General Commercial & Municipal
-  Railroad

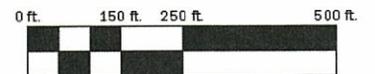
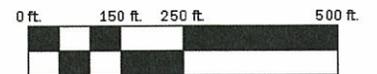


Figure 3

Existing Zoning



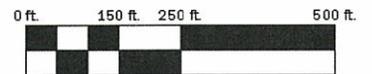
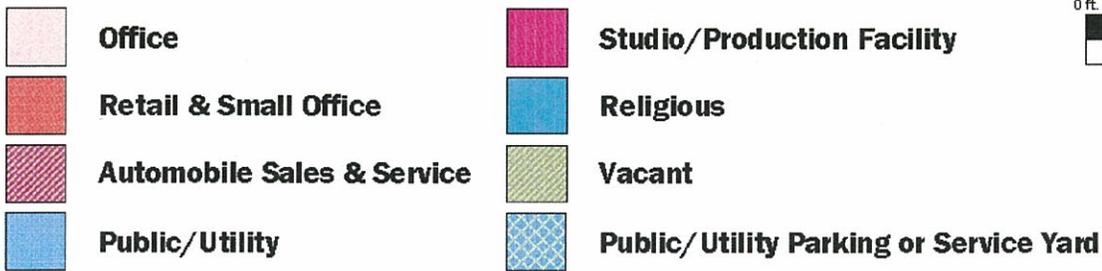
-  **C-5 Commercial**
-  **P-S Public Service**
-  **T-1 Transportation & Parking**



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Figure 4

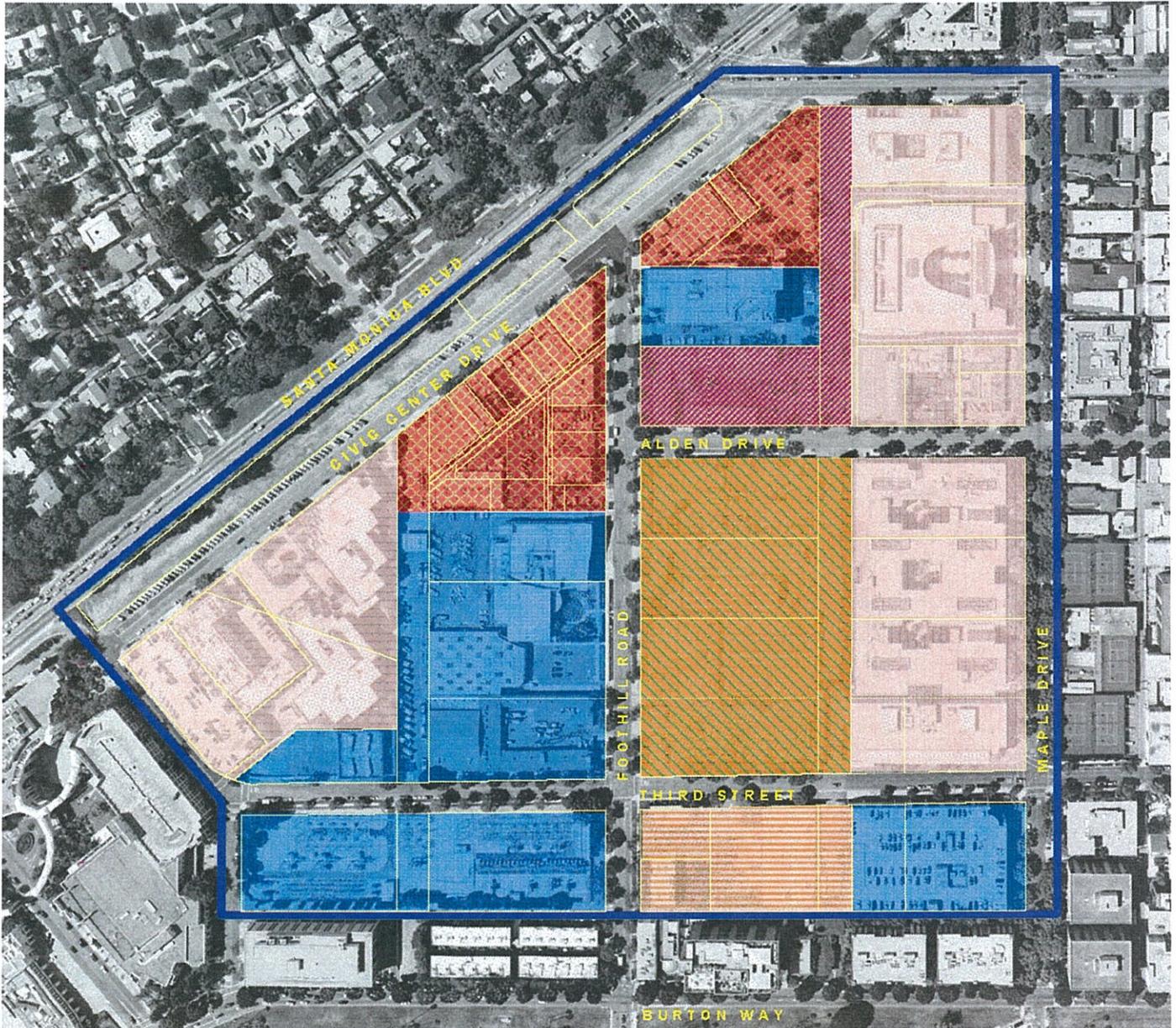
Existing Land Use



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Figure 5

Draft Sketch Plan Land Uses



 **Mixed Use (Residential and/or Office above Ground Floor Retail)**

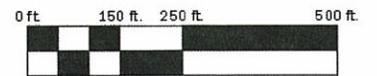
 **Community Recreation Center, Residential and/or Office with Local Serving Retail**

 **Office -or- Entertainment Industry Related**

 **Office -or- Mixed Use (Dependent on Adjacent Use)**

 **Automobile Sales & Service**

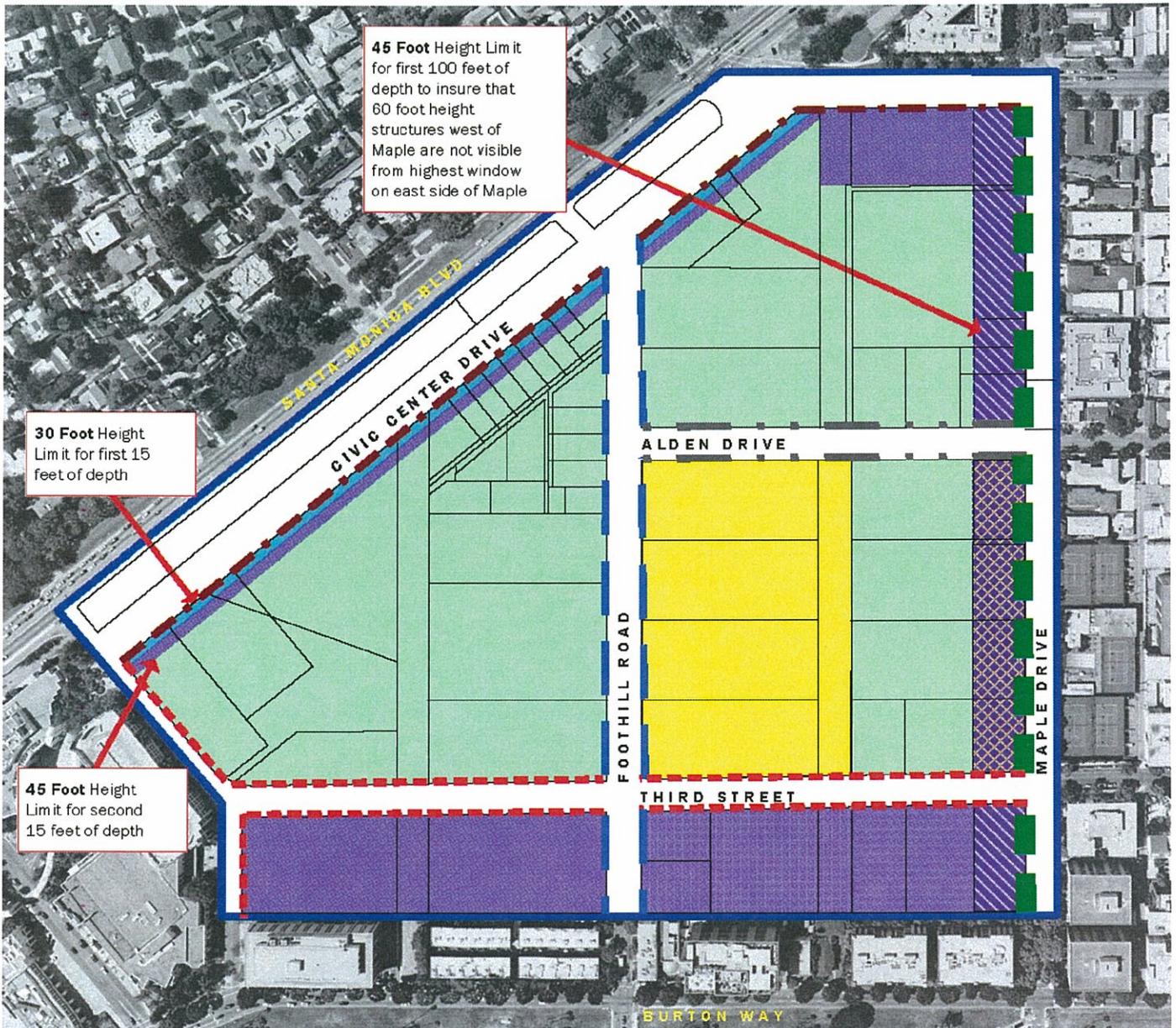
 **Municipal Service Yard, Municipal Office, Utility**



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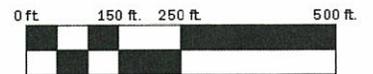
Figure 6

Draft Sketch Plan Standards



- 30 Foot Height Limit**
- 45 Foot Height Limit**
- 60 Foot Height Limit**
- 60-75 Foot Height Limit**
- No Retail Allowed First 100 Feet of Depth on Maple Drive**
- Retail Allowed First 100 Feet of Depth on Maple Drive With Performance Standards**

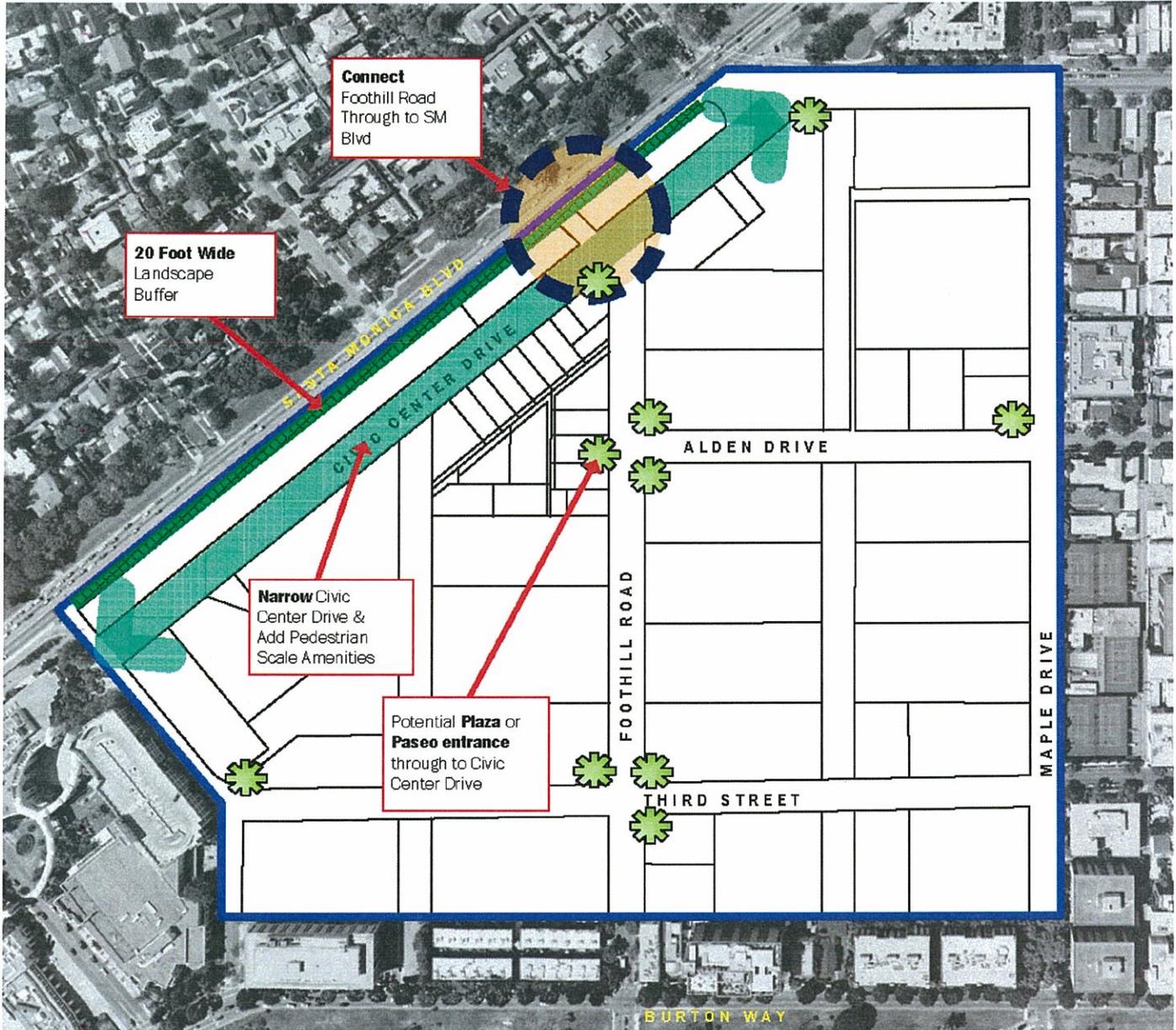
- 5 Foot Minimum Building Setback (Third Street)**
- 10 Foot Minimum Building Setback (Alden Drive)**
- 20 Foot Minimum Building Setback (Foothill Road)**
- 25 Foot Minimum Building Setback (Maple Drive)**
- No Setback Requirement; Maximum 15 Foot Setback for Outdoor Use, Maximum 5 Foot for Landscape (Civic Center Drive)**



Graphic Produced: 08-30-05

Figure 7

Draft Transportation & Landscape Improvements



-  **Landscape Feature Recommended**
-  **Intersection Improvement**

